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CA Jobs First Recreation & Tourism Cohort
In-Person Convening

Sacramento – April 23, 2026



What's Going to Happen

1. Convene participants April 23 for a full-day brainstorming session.
2. Meeting participants to develop recommendations for a Sector Strategy Report to advance Recreation & Tourism across the California.
3. Strategy Report will be used as a guide for future implementations and collaborative actions.



Sector **Industry** Participants

**Tourism & Destination
Stewardship**

Outdoor Recreation

**Analog Arts &
Live Performance**

**Hospitality &
Local Retail**

**Working Lands &
Ecological Restoration**

**Sustainable
Agri-tourism**

Strategy Report Structure

These are the
State goals



1. Support equitable economic growth across regions and populations
2. Invest in the workforce for the sectors of the future
3. Create an attractive environment for employers
4. Strengthen the CA innovation economy



1. SUMMARY OF ECONOMIC CONDITIONS

Literature review of existing data

2. ADVANTAGES AND CHALLENGES

State-wide SWOT analysis of the sector

3. TACTICAL WORK PLAN

Specific asks to guide future collaborative action and implementation



Initial Recommended Topics

Sustainability

**Regional Identity &
Placemaking**

**Workforce Capacity
& Development**

Equity

Partnerships

Transportation

Innovation

**Entrepreneurial
Development**

Housing

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Thank you!

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And how can this convening and
strategy report support YOU?



If you have any questions, contact:
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