



Tourism Bureau Notes  
June 4, 2024, 12:00 p.m.  
Margarita's

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## WELCOME

## TOURISM OFFICE UPDATES

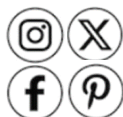
- **Visit California**
  - Submit content/pitch story ideas – [industry.visitcalifornia.com](https://industry.visitcalifornia.com)
  - Editorial Calendar: **June** – Road trips, Culinary; **July** – Outdoors; **August** – Accommodations; **September** – Wine/Beer; \*Wine month (\*key Visit CA initiative)
- **Conferences/Tradeshows**
  - Cal Travel Association (CalTravel) Summit Oceanside (September 9-11)
  - TEAMS '24 Anaheim (September 23-26)
  - Other?
- **Upcoming Business Events**
  - **June 6:** 15<sup>th</sup> Annual State of the County at Hyatt
  - **June 27:** 2024 Business Expo hosted by Chamber of Commerce at Hyatt
  - **July 19:** VIA Luncheon at University Center (Centennial Town Center update)
- **2024 Special Events**
  - **Celebrate:** Sweden at Canyon Country Community Center - June 14
  - **SENSES Block Party:** Summer Solstice – June 20
  - **Disclosurefest's Mass Meditation Initiative & Stairway to the Stars 2024:** at Castaic Lake from June 21 – 23
  - **Concerts in the Park 2024 Lineup**
    - July 6 – Super Soul Groove: *Disco, Funk, Soul and R&B*
    - July 13 – In the End: *Tribute to Linkin Park*
    - July 20 – Buffet Beach: *Tribute to Jimmy Buffet*
    - July 27 – The Boy Band Project: *Tribute to '90s & '00s Boy Bands*
    - August 3 – The Travelin' Band: *Tribute to Creedence Clearwater Revival John Fogerty*
    - August 10 – Fast Times: *80's Concert Experience*
    - August 17 – Rebel Heart: *Tribute to Modern Country Music*
    - August 24 – Adelaide Pilar's Latin Divas Show: *Tribute to Selena, Shakira, Gloria Estefan, Celia Cruz*

## MEMBER/GUEST UPDATES

### NEXT MEETING

Date: Tuesday, July 2, 2024

Location: TBD



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