# **Visit Mendocino County**

### 2021–2023 Strategic Plan

| Vision   | Mission   | Position   |   | Values   |  |
|--|---|--|---|--|--|
| A diversified and<br>thriving economy<br>supported by our<br>community, offering<br>enriching experiences<br>for our guests. | Visit Mendocino<br>County stewards and<br>amplifies the total<br>Mendocino County<br>experience | <ul> <li>In order to support our stakeholders, generate economic activity for county residents through tourism, and inspire our visitors, Visit Mendocino County:</li> <li>Markets the Mendocino County experience to key regional and domestic markets</li> <li>Creates, develops, and manages brand awareness for the county.</li> <li>Connects people and organizations to opportunities.</li> <li>Provides tourism resources and information to in-county partners.</li> <li>Optimizes return on investment through responsible fiscal management</li> </ul> |   | <ul> <li>Transparency: We foster trust the openness and integrity.</li> <li>Accountability: We are outcome professional.</li> <li>Partnership: We create alignme inclusive and meaningful relatio</li> <li>Community: We contribute to the Mendocino County.</li> <li>Innovation: Our creativity reflect uniqueness of our cultures and I</li> </ul> |  |
| Imperatives  |   | Objectives   |   | Initiatives  |  |
| Optimize and demonstrate our<br>impact through relationships and<br>collaborations   |   | <ul> <li>Increase Participation Rate in VMC Programs</li> <li>Increase VMC Communication Engagement Rate</li> <li>Boost Community's Support of the Tourism Industry</li> </ul>   | <ul> <li>Create a campaign to promote the businesses</li> <li>Perform a needs assessment of out</li> <li>Enhance VMC's portfolio of stakeholder</li> </ul>  |  |  |
| Raise visitor awareness of<br>Mendocino County and<br>strengthen tourism's contribution<br>to County vitality                |   | <ul> <li>Increase Website Traffic</li> <li>Grow the BID Fund 5% Over 3 Years</li> <li>Increase Shoulder Season Visitation Rates</li> </ul>   | <ul> <li>Evaluate and diversify visitor target</li> <li>Refresh our brand identity to align advantage</li> <li>Create process and framework for promotion with an emphasis on short on</li></ul> |  |  |
| Steward and Advocate for the<br>Mendocino County Experience  |   | <ul> <li>Increase County Investment in Tourism Products and<br/>Infrastructure</li> <li>Increase Mendocino County Sales Tax Receipts Over 3<br/>Years</li> </ul>   | <ul> <li>Advocate for the development of p</li> <li>Advocate for County investment a infrastructure</li> <li>Align destination development act Objectives</li> </ul>  |  |  |





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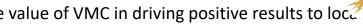
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#### Reputation

Leader: We motivate and facilitate the tourism community. Accessible: We welcome—and are responsive to—input from community members and stakeholders Collaborative: We actively seek engagement and collaboration with our stakeholders and partners.

**Bold:** We deliver on smart, effective, and forward- thinking ideas.



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pro-business county regulations and development of sustainable tourism

tivities to Visit California's Stewardship

# Visit Mendocino County

## 2021–2023 Strategic Plan

Part of Visit Mendocino's strategic plan calls for the alignment of VMC's destination development and stewardship activities to Visit California's Destination Stewardship and Sustainable Travel Plan. The five objectives outlined in this plan, listed below, focus on residents, visitors and industry partners via marketing, research, communication, education, public affairs, coalition building and destination management:

| 1 | <b>EXPAND</b><br>Sustainable Practices Throughout the Mendocino County Tourism Industry |
|---|---|
| 2 | <b>ENCOURAGE</b><br>Responsible Tourism   |
| 3 | <b>DEVELOP</b><br>Approaches to Shape Visitation Patterns                               |
| 4 | INFUSE<br>the Mendocino County Brand with Stewardship Ethics                            |
| 5 | <b>AMPLIFY</b><br>the Sense of Pride Mendocino County Residents Have in Their County    |



