



Mendocino County Tourism Commission Strategic Plan Development Recommendation

The Corragio Group has worked with a number of destination marketing organizations throughout California on developing strategic plans for better success. Some of these include the Beverly Hills CVB, LATCB/LA, Inc., Marina Del Rey CVB, Ontario Convention & Visitors Bureau, Placer County Visitors Bureau, San Diego CVB, San Francisco Travel (SFCVB), Santa Monica Travel, Visit California, Visit Oakland, Visit San Luis Obispo County, Visit Santa Barbara and Visit West Hollywood.

What is common amongst all of these listed? Success, focused direction and future sustainability.

The Corragio Group brings diverse perspectives and deep industry knowledge to every client engagement. Their team of experienced consultants will work across multiple industry categories in Mendocino County to help us better understand our operating environments, determine how to best navigate the challenges we face, and better position our organization to seize the right opportunities now and into the future.

With all the transitions of the organization and the proposed rebrand in the 2017-18 fiscal year, staff is recommending that the Mendocino County Tourism Commission enter into an agreement with the Corragio Group in the development of a long-range strategic plan, pending the following actions:

- The MCTC Board approves to allocate \$20,000 from marketing research to the development of a strategic plan to begin the process in January 2017
- The Finance Committee and staff conduct a mid-year budget review in November and finalize with the full board in December
- If the mid-year budget review comes out to be favorable, agree to allocate an additional \$15,000 post the review to utilize the stated funds out of the \$150,000 marketing contingency to support the rest of the dollars needed to develop a plan beginning in 2017