



## **MENDOCINO COUNTY EMPLOYEE INCENTIVE PROGRAM**

The Mendocino County Tourism Commission would like to begin working to develop the Mendocino County Employee Incentive Program plan for the 2017-18 year. See the example at <http://www.mersc.org/>.

The purpose of this incentive program is to:

- Partner with Mendocino County lodging and sales tax businesses to develop an individual employee travel incentive program to companies, corporations and other large organizations
- Increase visibility and visitor spending to the county
- Provide an opportunity for our organization to gain traction within these companies to broadly sell our meeting and event venues
- Increase our relevance to lodging and sales tax business stakeholders

The plan would include:

- Working with the Visitor Services Committee to establishment the offer criteria
- Establishing a budget for this endeavor
- Assessing and establishing an online platform for this program
- Outreach to county-wide lodging & sales tax business
- Internal testing
- Implementation plan including branding, marketing and outreach