



VISIT MENDOCINO COUNTY

communication pillars 2018/2019

DATE	ANGLE	FOCUS	NOTES	DEADLINE	RESP.	STATUS
July	Step into Liquid/Top 10 Swimming Haunts	Regional	Indian Summer	7/1/2018	koli	X
August	Feast Mendocino!	Culinary	Fungi, Forage, Ferment	8/1/2018	koli	
September	Wilderness Weddings/Elopement	Lifestyle/Romance	Unique Sites focused on county; fall planning season	9/1/2018	koli	
October	Meetings Mendo Style	Regional	Small group/incentive market; top break outs	10/1/2018	vmc	
November	Crab, Wine & Beer	Culinary	Annual event	11/1/2018	vmc	
December	Let's Get High	Lodging	Unique water tower lodgings	12/1/2018	koli	
January	Winter Hot Sheet 2019	News	County round up of key new assets	12/1/2018	vmc	
February	Art of the Escape	Lifestyle/Arts	Round up of unique showcases, experiential	2/1/2019	vmc	
March	Small Towns, Big Personalities	Regional	Spotlight on new inns & adventures	3/1/2019	koli	
April	Have Trails, Will Travel	Lifestyle/Fitness	Tie into National Trails Day (June 1, 2019)	4/1/2019	koli	
May	Eye for Instagram	Regional	Top Stops for Instagrams	5/1/2019	koli	
June	Grapes, Hops & Shots	Culinary	Liquid assets: wine, beer, cider, distilled	6/1/2019	koli	
Goal:	11					
	Koli/7; VMC/4					
ADD ONS						
August	Fall in Love with Mendo	Events	Post Fire		koli	X
	The Coast is Clear/Complex Fire	Crisis			koli	X
September	Hot Sheet 2019/Visit Cal	Trade Show/SF			koli	X
AUXILLARY						
	Lap of Luxury	Lodging	Top 10%/buy outs, fly ins			
	Horseshoes & Corkscrews	Regional	Ranch stays, chow for plow, riding			
	On the Alsatian Trail	Culinary	Spotlight on Mendocino's unique varietal			
	Level Up: Mendocino Unplugged	Regional	Off-grid adventures/experiences			
	Haunted Tourism	Lodging	Round up of top haunted stops			
	Summer Hot Sheet/2019	News	County round up of key new assets/news			
	Adventurers Wanted!	Lifestyle/Sports	Extreme sports, marathons, Lost Coast			