



**The Reason:**

In 2022 the County of Mendocino had conversations during contract hearings regarding the amount of funding that Visit Mendocino County was receiving annually. The General Fund/County budget couldn't continue to support the growth the BID has shown over the past few years. In 2023 Mendocino County BoS made VMC aware that they would not have any funds to continue to support marketing tourism. The organization has fought to keep as much funding as possible for promotion of our destination. Our destination is seeing more tourism than ever and we need to continue our work to keep Mendocino top-of-mind with potential and returning visitors.

**The What:**

Visit Mendocino County is working with Civitas Advisors to guide the formation of a new "tourism marketing district" (TMD). The district will look very similar to the current 1989 Lodging Business Improvement District. The new TMD will be formed under the 1994 law giving the organization a 5-year contract with the County of Mendocino. VMC will operate under this contract and work with the county to administer collections of the TMD assessments and election of directors, as we currently do. The new 5-year contract will allow VMC to operate on a longer-term basis with greater ability for strategic planning. The new TMD is increasing the lodging assessment from 1% to 2%, at this time there is consideration of including a 1% assessment on attractions (Skunk Train, sporting equipment rentals, bike & kayak rentals charter excursions) and 2% on winery direct-to-consumer sales (this will be split between AVWA, MWI and VMC).

**The Case:**

Destination	Assessment	Annual Budget
North Lake Tahoe	1-2%	\$6,000,000
South Lake Tahoe	\$3 – \$4.50 p.n.	\$2,680,000
Sonoma County	2%	\$4,700,000
Santa Rosa	3%	\$1,425,000
Napa County	2%	\$6,500,000
Monterey County	\$0.50 – \$2.50 p.n.	\$4,307,000
Humboldt	2%	\$1,200,000
Lake	2.50%	\$386,000
Mendocino County	1.00%	\$1,680,000

- Expanded Marketing Capacity
- Expanded Public Relations
- Trade Show attendance to collect consumer leads
- Build out a fully operational small group & wedding sales department
- Increase Brand Awareness
- Become financially competitive in the market

# VISIT MENDOCINO

MAGIC IS REAL

www.visitmendocino.com

## The Work:

TRAVEL+  
LEISURE

Forbes

PastE

San Francisco Chronicle



## Public Relations

## Marketing

## Rebrand

## Website

818 Unique Placements

\$382,597,940 Million  
in Advertising  
Equivalency

2,217,580,440 Billion  
Impressions

22 FAM Visits Hosted

Social Media Ads  
22,908,861 Impressions  
237,474 Clicks

Programmatic Ads  
18,500,000 Impressions  
148,000 Clicks

Social Media  
25,840,690 Impressions  
445,737 Engagements  
238,043 Link Clicks

New Brand

New Marketing Tactics  
-Television  
-Radio  
-YouTube Series  
-Airport Takeover  
-Carvertise  
-USA Today Takeover

New Website

Upgraded Technology  
Booking Widget Included

## The Successes:

VMC is responsible for:

-\$1,666 per party trip spending

-\$54,900m in Direct Economic Impact

-\$11.3m Indirect Spending

-\$10.5m Induced (labor income) Spending

- Total Economic Activity Generated by VMC \$77 million

-651 total jobs

-Tax Impacts:

-\$9.4m (outside of TOT)

-\$583,000 (County Tax)

-\$960,000 TOT

-Program ROI \$86 for every \$1 dollar spent