

Visit Mendocino County
Quarterly Report:
July-September 2022

Submitted to Mendocino County Tourism Commission & County of Mendocino

January 11, 2023

DRAFT

Executive Summary of Quarterly Activities:

In the first quarter of the fiscal year (FY) 2022-2023, the organization continued as a top California road-trip destination, welcoming visitors to enjoy our open natural spaces with “Room to Roam”. Under the direction of the Marketing Committee and the Board of Directors (BoD), staff continued to market the Room to Roam brand awareness campaign. The team continued the campaign to with the inclusion of additional consumer media outlets including commercials on TV and radio on networks across the Bay Area and California’s Central Valley. The partnership with RoGo Pro, a production house piloted by Bay Area TV Personality, Roberta Gonzales, Visit Mendocino County (VMC) continued its video podcast series under the Room to Roam title, showcasing the visitor facing businesses and regions across the county. At the request of the BoS the organization began work with Marin and Sonoma Counties in a 3 county “Leave No Trace” initiative. The BoD approved a contract with Travel Analytics Group (T.A.G.) to perform Resident and Visitor Perspective studies to help further guide the organizations strategic plan. The Executive Director (E.D.) met with Civitas Advisors to understand and further investigate the options of expanding or increasing the Business Improvement District (BID) assessment with the goal of reducing the financial burden of tourism marketing on the County of Mendocino. The organization officially launched cannabis as a marketing initiative working closely with Mendocino Cannabis Association (MCA) and other local cannabis organizations under the advisement of Cultivar Strategies. VMC hosted one of only two “county booths” at the California State Fair and the E.D. was a speaker in the Cannabis Hall during the opening activities of the Fair. The organization produced and released two new television and radio commercials. The Festival Coordinator began building out the annual “Harvest” & “Seafood & Sips” festivals for the November and January/February shoulder seasons. The team continued the process of rebranding the organization and the buildout of a new website. The Public Relations team garnered massive results with articles in glossies, major news outlets as well as television.

This report will highlight the efforts of VMC during this period and report on the financial health of the organization. A topline view of the quarterly work is as follows:

- VMC took the following marketing and public relations actions during the quarter:
 - Issued monthly press releases to media outlets
 - The PR team realized continued success leading into spring media visits with placements in publications and on networks such as:
 - The Wall Street Journal
 - MSN
 - Only In Your State
 - Sonoma Magazine
 - Travel + Leisure
 - Food & Wine
 - North Bay Business Journal
 - San Diego Magazine
 - Yahoo!
 - NBC Bay Area
 - NBC Los Angeles
 - NBC San Diego

- The E.D. along with the E.D. of the Humboldt County Visitor Bureau as treasurer and chair, respectively of the North Coast Tourism Council/North of Ordinary organization, attended the first in-person meeting of the Visit California (VCA) Rural Committee in Sacramento. The regions discussed annual marketing plans and rural co-op programs offered by VCA. The group will continue to meet quarterly to develop and implement program goals that address the needs of all rural regions in California.
- Continued “Room to Roam” brand awareness campaign, highlighting the open spaces and activities available in Mendocino County. The metrics of these campaign placements are below.
 - Ad Placements:
 - Programmatic ads: 44,688 clicks, 5,656,277 impressions at a cost of \$0.19 per click, total spend \$8,276
 - Facebook: 65,012 clicks, 10,375,605 impressions and 82,243 engagements
 - Instagram: 11,143 likes, 1,454,648 impressions and 12,305 engagements
 - Average CPC for Facebook & Instagram: \$0.44
 - Total social media spend: \$28,845.12
 - TV Placements:
 - ABC 7: 150 spots with targeted 18+ viewer impressions of 4,666,000, ABC 7 News OTT: 181,900 18+ viewer streaming impressions targeted to SF Bay Area and Sacramento Valley.
 - KCRA 3: 192 spots with targeted 18+ viewer impression of 7,048,900 TV Placements.
 - Radio Placements: Audacy Radio (SF Bay Area & Central Valley): 210 commercial messages delivering 4,195,800 25+ listener impressions.
 - Room to Roam Podcast: 3 releases of the podcast from July through September producing a total of 12,939 views.
- Communicated with partners, stakeholders, and community members via radio and email regarding the programs and important projects the organization is incubating and moving forward.
- Worked with RoGo Pro, a production company directed by Bay Area TV personality Roberta Gonzales, to complete a series of TV and Radio commercials as well as production and release of 3 episodes of Mendocino County, Room to Roam Podcast.
- The team worked in collaboration with cannabis business advisors at Civitas, MCA, and other local cannabis business associations to launch cannabis as a

marketing initiative.

- The team lead by the VMC Festival Coordinator moved forward in planning the annual “Harvest” and “Seafood & Sips” Mendocino events to bolster visitation in the upcoming shoulder season.
- MCTC continued work in collaboration with the reformed Mendocino County Lodging Association (MCLA), Chambers of Commerce and other business leaders to continually navigate business operations, assess community needs and keep healthy lines of communication open with government officials.
- Under the direction of the BoD the E.D. contracted with BID consultants, Civitas Advisors to research and understand the process of potentially increasing and/or expanding the BID assessment. This initiative was not planned however, during the County’s public hearing of the MCTC annual contract for services, it became apparent that the organization needed to research expanding BID funding to alleviate the county of the financial burden of marketing tourism and related businesses.
- The team continued working and tracking its work as relating to the organization’s [Strategic Plan](#).

On the following pages you will find the organization’s financial statements through September 2022, as approved by the MCTC BoD at its November 2022 meeting.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Travis Scott
Executive Director MCTC/VMC

Mendocino County Tourism Commission

Balance Sheet

As of September 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 SBMC Checking	-666.32
1010 SBMC Contingency/Savings	1,166,292.31
1015 MLCU Checking	0.00
1020 MLCU Savings	0.00
1030 Cash drawer	100.00
Total Bank Accounts	\$1,165,725.99
Accounts Receivable	\$930,607.34
Other Current Assets	
1230 Prepaid Expenses	81,179.28
1250 Refundable Deposits	1,800.00
1270 Receivable Other	0.00
1290 Loan to Employee	2,100.00
Undeposited Funds	0.00
Total Other Current Assets	\$85,079.28
Total Current Assets	\$2,181,412.61
Fixed Assets	
1510 Furniture and Equipment	31,423.08
1600 Accumulated Depreciation	-17,554.00
Total Fixed Assets	\$13,869.08
Other Assets	\$0.00
TOTAL ASSETS	\$2,195,281.69
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	\$42,355.74
Other Current Liabilities	
2100 Accrued Expenses	3,435.00
2150 Other Liabilities-County Match	0.00
2300 Loan Payable	0.00
Direct Deposit Payable	0.00
Not in Use	0.00
Payroll Liabilities	28,866.54
Total Other Current Liabilities	\$32,301.54
Total Current Liabilities	\$74,657.28
Total Liabilities	\$74,657.28
Equity	
3100 Contingency-Restricted	187,622.35
3900 Unrestricted Net Assets (RE)	2,042,725.51
Opening Bal Equity	0.00
	TOTAL
Net Income	-109,723.45
Total Equity	\$2,120,624.41
TOTAL LIABILITIES AND EQUITY	\$2,195,281.69