

Visit Mendocino County
Quarterly Report:
October-December 2024

Submitted to Mendocino County Tourism Commission & County of Mendocino

May 8, 2025

Executive Summary of Quarterly Activities:

In Q2 of FY 2024-2025 the organization leveraged its recent rebranding through an extensive consumer marketing campaign across the Bay Area, Sacramento, and Central Valley via TV, radio, programmatic ads, and social media. We continued promotions of the last episode for our video podcast *VMC Magic is Real*, produced by RoGoPro and hosted by Bay Area personality Roberta Gonzales, which featured our Harvest Festival and Seafood and Sips Festival.

The Executive Director (ED) continued working with Civitas Advisors to advance the conversion of the Mendocino County Lodging Business Improvement District (BID) to align with the 1994 BID Law.

From October to December, VMC promoted various countywide events with a large focus on our annual Harvest Mendocino Festival, which draws thousands of visitors into our county. VMC partnered closely with Mendo Parks on the annual Mushroom Train, the signature event of the county-wide Harvest Festival. Additional promotions during the quarter highlighted Fort Bragg's Magic Market and a variety of holiday events, including Thanksgiving dinners, the Mendocino Coast Botanical Gardens Light Show, the Ukiah Light Parade and ice skating rink, and Fort Bragg's Trucker's Light Parade.

The Public Relations team also achieved significant coverage in major publications, news outlets, and 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 with media visits with placements in publications and on networks such as:
 - Yahoo!
 - MSN
 - Condé Nast Traveler
 - Travel + Leisure
 - Thrillist

The "Magic is Real" brand awareness campaign highlights the open spaces and leisure activities available in Mendocino County. The metrics of these campaign placements are below.

Ad Placements:

- Programmatic: 41,055 clicks, 2,905,831 impressions at \$0.15 per click, total spend \$6,130.63

- Facebook: 190,395 clicks, 8,051,629 impressions and 120,000 engagements
- Instagram: 9,807 likes, 200,589 impressions and 11,238 engagements
- Average CPC for Facebook & Instagram: \$0.29
- Total social media spend: \$34,802.46

- Communicated with partners, stakeholders, and community members via radio and email regarding the programs and important projects the organization is incubating and moving forward.

- Launched the last episode of the second season of VMC's podcast: "Magic is Real" with Bay Area TV personality Roberta Gonzales, RoGoPro as the host.

- The team continued working on a co-op campaign with Visit Oakland and Humboldt County Visitors Bureau, launched in March in collaboration with Applegarth Strategies. The campaign focused on cannabis-tourism, education, and landmark visitation. The campaign was active and running throughout the entire quarter.

- Continued work with Caltrans and Paramount Signs on the Gateway Sign Project

- Designed, printed and distributed newly branded collateral
 - 2024 Harvest Festival
 - Directed and produced promotional video for Wine Enthusiast 2024 Wine Region of the year Award in collaboration with MWI and AVWA

- The ED continued to meet with other North Coast partners in a series of meetings hosted by VCA contractor JLL in development of Regional Strategic Tourism Plans for each of the VCA-designated Rural Regions.

- MCTC continued its collaboration with the reformed Mendocino County Lodging Association (MCLA), Chambers of Commerce, and other business leaders to address business operations, assess community needs, and maintain open communication with government officials.

- 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 December 2024.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Ramon Jimenez
Executive Director

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Balance Sheet
Visit Mendocino County
As of December 31, 2024

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1005 SBMC Checking	352,801.36
1010 SBMC Contingency/Savings	600,905.26
1030 Cash drawer	100.00
Total for Bank Accounts	\$953,806.62
Accounts Receivable	
1100 Accounts Receivable	
Total for Accounts Receivable	0
Other Current Assets	
1230 Prepaid Expenses	8,963.25
1250 Refundable Deposits	1,800.00
1270 Receivable Other	-4,107.06
1290 Loan to Employee	
Undeposited Funds	
Total for Other Current Assets	\$6,656.19
Total for Current Assets	\$960,462.81
Fixed Assets	
1510 Furniture and Equipment	46,655.22
1600 Accumulated Depreciation	-36,146.35
Total for Fixed Assets	\$10,508.87
Other Assets	
1700 Website Development	
1750 Accumulated Amortization	
Total for Other Assets	0
Total for Assets	\$970,971.68
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	13,261.66
Total for Accounts Payable	\$13,261.66
Credit Cards	
Ramp Card	9,364.79
DISTRIBUTION ACCOUNT	TOTAL
Total for Credit Cards	\$9,364.79
Other Current Liabilities	
2100 Accrued Expenses	1,115.00
2150 Other Liabilities-County Match	
2300 Loan Payable	
Direct Deposit Payable	
Not in Use	
Payroll Liabilities	0
2210 Federal Taxes (941/944)	
2220 CA PIT / SDI	
2230 CA SUI / ETT	
2240 FUTA Payable	15.00
2270 Accrued Payroll	5,572.45
2275 Accrued PTO	11,557.15
2280 Health Insurance Payable	
2290 Direct Deposit Liabilities	
401(k) Contribution	0.03
Federal Payroll Tax Payable	
State Payroll Tax Payable	
SUI & ETT Payable	
Total for Payroll Liabilities	\$17,144.63
Total for Other Current Liabilities	\$18,259.63
Total for Current Liabilities	\$40,886.08
Long-term Liabilities	
Total for Liabilities	\$40,886.08
Equity	
3900 Unrestricted Net Assets (RE)	1,039,404.46
Net Income	-296,941.21
3100 Contingency-Restricted	187,622.35
Opening Bal Equity	
Total for Equity	\$930,085.60
Total for Liabilities and Equity	\$970,971.68