

Visit Mendocino County  
Quarterly Report:  
January-March 2025

Submitted to Mendocino County Tourism Commission & County of Mendocino

May 8, 2025

## Executive Summary of Quarterly Activities:

In Q3 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 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 a variety of countywide events, with a strong emphasis on our annual Seafood and Sips Mendocino Festival, which draws thousands of visitors to the area. VMC also partnered closely with Destination Hopland and Mendocino Coast Clinics to support their signature events—the Sparkling Wine and Oyster Celebration and the Crab Cake Cook-off. Additional promotions during the quarter featured the International White Wine Festival, Whale Festival, Fort Bragg’s Blues Festival, Point Arena’s Almost Fringe Festival, the Pinot Noir Festival, and Taste of Mendocino.

The Public Relations team also achieved significant coverage in major publications, news outlets, television and social media.

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:
    - Visit California
    - MSN
    - 7x7
    - SF Gate
    - The Mercury News
  - 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: 102,750 clicks, 7,095,731 impressions at \$0.07 per click, total spend \$7,398.52
- Facebook: 234,953 clicks, 9,584,542 impressions and 144,333

- engagements
  - Instagram: 10,113 likes, 293,857 impressions and 12,145 engagements
  - Average CPC for Facebook & Instagram: \$0.27
  - Total social media spend: \$38,570.96
- Communicated with partners, stakeholders, and community members via radio and email regarding the programs and important projects the organization is incubating and moving forward.
- Used 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 to market the Seafood and Sips Festival.
- Continued work with Caltrans and Paramount Signs on the Gateway Sign Project
- Designed, printed and distributed newly branded collateral
  - 2025 Seafood and Sips Festival
  - Calendar of Events
  - Pet Guides
  - Beer Trail Guide
- Leveraged the Wine Enthusiast 2024 Wine Region of the Year promotional video—created in collaboration with MWI and AVWA—to further promote Mendocino County's wine industry.
- Attended Visit California's annual Outlook Forum as well as the Bay Area Travel and Adventure Show.
- 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 March 2025.

Thank you for the opportunity to promote our beautiful county.

Respectfully,

A handwritten signature in black ink, appearing to read 'Ramon Jimenez', written in a cursive style.

Ramon Jimenez  
Executive Director

DRAFT

**Balance Sheet**  
Visit Mendocino County  
As of March 31, 2025

| DISTRIBUTION ACCOUNT                       | TOTAL               |
|--|---------------------|
| <b>Assets</b>                              |                     |
| Current Assets                             |                     |
| Bank Accounts                              |                     |
| 1005 SBMC Checking                         | 266,214.13          |
| 1010 SBMC Contingency/Savings              | 600,905.26          |
| 1030 Cash drawer                           | 100.00              |
| <b>Total for Bank Accounts</b>             | <b>\$867,219.39</b> |
| Accounts Receivable                        |                     |
| 1100 Accounts Receivable                   |                     |
| <b>Total for Accounts Receivable</b>       | <b>0</b>            |
| Other Current Assets                       |                     |
| 1230 Prepaid Expenses                      | 6,278.55            |
| 1250 Refundable Deposits                   | 1,800.00            |
| 1270 Receivable Other                      | -4,107.06           |
| 1290 Loan to Employee                      |                     |
| Undeposited Funds                          |                     |
| <b>Total for Other Current Assets</b>      | <b>\$3,971.49</b>   |
| <b>Total for Current Assets</b>            | <b>\$871,190.88</b> |
| Fixed Assets                               |                     |
| 1510 Furniture and Equipment               | 46,655.22           |
| 1600 Accumulated Depreciation              | -37,505.69          |
| <b>Total for Fixed Assets</b>              | <b>\$9,149.53</b>   |
| Other Assets                               |                     |
| 1700 Website Development                   |                     |
| 1750 Accumulated Amortization              |                     |
| <b>Total for Other Assets</b>              | <b>0</b>            |
| <b>Total for Assets</b>                    | <b>\$880,340.41</b> |
| <b>Liabilities and Equity</b>              |                     |
| Liabilities                                |                     |
| Current Liabilities                        |                     |
| Accounts Payable                           |                     |
| 2000 Accounts Payable                      | 21,619.90           |
| <b>Total for Accounts Payable</b>          | <b>\$21,619.90</b>  |
| Credit Cards                               |                     |
| Ramp Card                                  | 26,712.83           |
| DISTRIBUTION ACCOUNT                       | TOTAL               |
| <b>Total for Credit Cards</b>              | <b>\$26,712.83</b>  |
| 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                          | 229.66              |
| 2270 Accrued Payroll                       | 3,831.36            |
| 2275 Accrued PTO                           | 12,128.39           |
| 2280 Health Insurance Payable              |                     |
| 2290 Direct Deposit Liabilities            |                     |
| 401(k) Contribution                        | 0.03                |
| Federal Payroll Tax Payable                |                     |
| State Payroll Tax Payable                  |                     |
| SUI & ETT Payable                          |                     |
| <b>Total for Payroll Liabilities</b>       | <b>\$16,189.44</b>  |
| <b>Total for Other Current Liabilities</b> | <b>\$17,304.44</b>  |
| <b>Total for Current Liabilities</b>       | <b>\$65,637.17</b>  |
| Long-term Liabilities                      |                     |
| <b>Total for Liabilities</b>               | <b>\$65,637.17</b>  |
| Equity                                     |                     |
| 3900 Unrestricted Net Assets (RE)          | 1,039,404.46        |
| Net Income                                 | -412,323.57         |
| 3100 Contingency-Restricted                | 187,622.35          |
| Opening Bal Equity                         |                     |
| <b>Total for Equity</b>                    | <b>\$814,703.24</b> |
| <b>Total for Liabilities and Equity</b>    | <b>\$880,340.41</b> |