

Visit Mendocino County  
Quarterly Report:  
January – March 2022

Submitted to Mendocino County Tourism Commission & County of Mendocino

August 11, 2022

## Executive Summary of Quarterly Activities:

In the third quarter of the fiscal year (FY) 2021-2022, the organization continued as a top rural California 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. With an augmented marketing budget, the team elevated the campaign to include more consumer media outlets including commercials on TV and radio on networks across the Bay Area and California’s Central Valley. Working in partnership with RoGo Pro, a production house piloted by Bay Area TV Personality, Roberta Gonzales, Visit Mendocino County (VMC) released a video podcast series under the Room to Roam title, showcasing the visitor facing businesses and regions across the county. The BoD approved an annual contract with Janis MacDonald to work with the team in a supporting role coordinating VMC’s annual festivals (Spring Beer Trail in April, Harvest Festival in November, and Seafood & Sips Festival in January). The Public Relations team showed sterling results with articles in glossies, major news outlets as well as television. The Finance Committee and BoD approved the annual operating budget for the organization at its March 2022 meeting with an increased investment in marketing programs. The organization’s annual financial audit was completed in February by JJACPA, Inc. with no findings or recommendations. The ED began annual work with the Business Improvement District (BID) Advisory Board to complete the annual BID Report for approval by the Mendocino County Board of Supervisors (BoS).

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:
    - Forbes
    - Sonoma Magazine
    - California Crossroads
    - MSN
    - 7x7
    - VIA
    - AARP
    - KCRA 3 (Sacramento)
    - ABC 10 (Sacramento)
    - NBC LA (Los Angeles)
  - The team along with other member counties of the North Coast Tourism Council (NCTC) attended Visit California’s (VCA) annual Outlook Forum in February to learn about VCA’s annual marketing plans, co-op opportunities and attend continuing education workshops.
  - The Marketing & Sales Manager attended the Destination Marketing Association West (DMA West) Tech Summit in Tucson Arizona. This conference specifically

focuses on new and upcoming technology implemented in the industry for marketing and organizational uses.

- 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: 47,800 clicks, 4,980,000 impressions at a cost of \$0.27 per click, total spend \$12,800
    - Facebook: 79,110 clicks, 10,375,605 impressions and 97,099 engagements
    - Instagram: 12,811 likes, 953,292 impressions and 13,787 engagements
    - Average CPC for Facebook & Instagram: \$0.35
    - Total social media spend: \$31,571.96
  - TV Placements:
    - ABC 7: 150 spots with targeted 18+ viewer impressions of 5,801,000, ABC 7 News OTT: 230,567 18+ viewer streaming impressions targeted to SF Bay Area and Sacramento Valley.
    - KCRA 3: 234 spots with targeted 18+ viewer impression of 9,266,400
  - Radio Placements: Audacy Radio (SF Bay Area & Central Valley): 189 commercial messages delivering 5,600,000 25+ listener impressions
  - Room to Roam Podcast: with 2 releases of the podcast in February and March producing a total of 11,045 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 episodes of Mendocino County, Room to Roam Podcast.
- The team worked in collaboration with Cultivar Strategies to continue building an official strategy to fold cannabis tourism into MCTC’s marketing programs.
- Contracted event consultant Janis MacDonald to assist the team in production of the Spring Beer Trail, Fall Harvest Festival and Winter Seafood & Sips Festival.
- MCTC continued work in collaboration with the reformed Mendocino County Lodging Association (MCLA), Chambers of Commerce and other business leaders to continually navigate safe business operations, assess community needs and keep healthy lines of

communication open with government officials.

- The team continued working and tracking its work as relating to the organization's [Strategic Plan](#).
- The Executive Director (ED) continued in his role as Administrator and Treasurer of the NCTC which continues to build marketing assets and work in direct collaboration with Visit California on broad regional marketing campaigns.

On the following pages you will find the organization's financial statements through March 2022, as approved by the MCTC BoD at its April 2022 meeting.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Travis Scott  
Executive Director MCTC/VMC

DRAFT

# Mendocino County Tourism Commission

## Balance Sheet Comparison

As of March 31, 2022

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1005 SBMC Checking	15,125.35
1010 SBMC Contingency/Savings	1,165,999.97
1030 Cash drawer	100.00
<b>Total Bank Accounts</b>	<b>\$1,181,225.32</b>
Accounts Receivable	
1100 Accounts Receivable	778,012.75
<b>Total Accounts Receivable</b>	<b>\$778,012.75</b>
Other Current Assets	
1230 Prepaid Expenses	79,890.58
1250 Refundable Deposits	1,800.00
<b>Total Other Current Assets</b>	<b>\$81,690.58</b>
<b>Total Current Assets</b>	<b>\$2,040,928.65</b>
Fixed Assets	
1510 Furniture and Equipment	30,059.23
1600 Accumulated Depreciation	-13,954.00
<b>Total Fixed Assets</b>	<b>\$16,105.23</b>
<b>TOTAL ASSETS</b>	<b>\$2,057,033.88</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	43,338.14
<b>Total Accounts Payable</b>	<b>\$43,338.14</b>
Other Current Liabilities	
2100 Accrued Expenses	1,970.00
Payroll Liabilities	28,461.91
<b>Total Other Current Liabilities</b>	<b>\$30,431.91</b>
<b>Total Current Liabilities</b>	<b>\$73,770.05</b>
<b>Total Liabilities</b>	<b>\$73,770.05</b>
Equity	
3100 Contingency-Restricted	187,622.35
3900 Unrestricted Net Assets (RE)	1,443,069.82
Net Income	352,571.66
<b>Total Equity</b>	<b>\$1,983,263.83</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,057,033.88</b>