Stakeholder Engagement

Opportunities

INFLUENCER OPPORTUNITY

Amplify your message! VMC has had a lot of media and influencer visits lately and while we'd like to be involved in all of them, that's not always possible. Rather than missing out, we invite you to check out what could be a great opportunity for your business. Janice Lim is a San Francisco Bay Area-based outdoor adventure blogger - think camping, hiking, backpacking - who could be a great fit for your business. Check out her Media Kit. If you're interested, reach out directly to explore a partnership. Her website is WheresJanice.com.



Career Day

VMC was represented at Career Day at the Coast Campus of Mendocino College on October 22nd. Students and other presenters stopped by table, collecting info, stickers and keychains.

Inland Marketing Workshop

An Inland Marketing Workshop was held October 21 for the purpose of creating an inland position and campaign to draw tourism to the Highway 101 corridor. Lodging, destination organizations, event producers and attractions were invited.

Positioning ideas:

- Mendocino Begins Inland
- Route to Real
- Heart of Mendocino County
- Your 101 Route to Real (in Mendocino County)

Campaign themes:

- One Trunk. Every Branch Worth Taking
- The Road Trip Hiding in Plain Sight
- Heart Beats Inland
- Go Inland, Go 101, Go Wild
- What's Your Wild?
- Wildside of 101
- Sunnyside of Mendocino County (seasonal)
- Real Towns, Real Wine, Real Wild