



# Visit Mendocino County Quarterly Report: January – March 2021

SUBMITTED TO MENDOCINO COUNTY TOURISM COMMISSION & COUNTY OF MENDOCINO

MAY 13, 2021



[visitmendocino.com](http://visitmendocino.com)



# VMC Quarterly Activities Report: January – March 2021

## Executive Summary of Quarterly Activities:

During the third quarter of fiscal year (FY) 2020-2021, the COVID-19 Pandemic and shelter-in-place orders (SIP) were still in effect. In January the County of Mendocino began a full throttle roll out of COVID-19 vaccines and the Governor returned businesses to operations under the “Blueprint for a Safer Economy” placing Mendocino County back in the purple tier. At the direction of the Board of Directors the Mendocino County Tourism Commission (MCTC) staff relaunched it’s “Room to Roam” campaign with record breaking results. The team continued to progress on previously reported backend projects and began welcoming limited visitors safely back to Mendocino County. This report continues in its amended format to highlight the efforts of MCTC during this time period and report on the financial health of the organization. A topline view of the quarters work is as follows:

- MCTC took the following marketing actions during the quarter:
  - ↳ Issued monthly press releases to media outlets
  - ↳ The ED and PR team welcomed 7 media visitors to Mendocino County spotlighting the ability to safely visit our destination
  - ↳ Relaunched “Room to Roam” brand awareness campaign on January 26, highlighting the open space and safe activities available in Mendocino County.
    - » Ad Placements:
      - Programmatic Ads: 39.6k clicks, 5.31M impressions at a cost of \$0.16 per click
      - Facebook: 68,914k clicks, 6,023,045 impressions and 92,591 engagements
      - Instagram: 2,179,792 impressions and 20,728 engagements
    - ↳ Average CPC for FB & IG: \$0.24
    - ↳ Continued annual partnership with Mendocino Coast Clinics to market and host their annual event which was re-named “Crab Cake Cook-Along and Wine Tasting Sip-Along” on March 20.
    - ↳ Communicated with partners, stakeholders and community members via radio regarding the programs and important projects the organization is moving forward.
    - ↳ Hosted TV Personality Roberta Gonzales and her camera crew highlighting activities and attractions in the county; outlets for this “show” are being discussed currently.
    - ↳ In partnership with CORO Mendocino, a billboard highlighting the “CORO Wine Trail” was placed at the Hopland gateway to the county. This initiative will continue throughout the year with a PR push, consumer facing campaign and other highlights.
  - The MCTC team attended the Visit California virtual Outlook Forum on February 18 and 19. They also virtually attended Destination Marketing Association West’s annual Technology Summit held over the 4 weeks of March with meetings each Wednesday and Thursday morning. The PR team attended TravMedia’s annual IMM, virtually meeting with over 80 potential media visitors.
  - 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.
  - Continued efforts in the promotion of the #MaskUpMendo and MCTC & MCLA’s #SafeMendocino programs for community and visitor safety.
  - The Business Improvement District Advisory Board held three meetings and at the time of writing is scheduled to present their final report to the BoS at its May 4 meeting.
  - MCTC launched an integrated lodging booking portal in partnership with Simpleview on [www.visitmendocino.com](http://www.visitmendocino.com), allowing potential visitors to book lodging through the Visit Mendocino County website.
  - MCTC staff continued working on the initiative of “cannabis tourism” integration into its marketing programs. Staff gathered partner and stakeholder information and completed building out this industry sector on the backend of its website [www.visitmendocino.com](http://www.visitmendocino.com).

- The MCTC began work with Coraggio Group, local partners, stakeholders and elected officials to update its strategic plan, scheduled to release at the start of the 2021-2022 fiscal year.
- MCTC staff continued to track their work as relating to the Strategic Plan.

On the following pages you will find the organization's financial statements through March 2021, as approved by the MCTC BoD at its May 2021 meeting.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Travis Scott

# Mendocino County Tourism Commission

Balance Sheet  
As of March 31, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1005 SBMC Checking	302,020.11
1010 SBMC Contingency/Savings	408,068.36
1015 MLCU Checking	0.00
1020 MLCU Savings	0.00
1030 Cash drawer	100.00
<b>Total Bank Accounts</b>	<b>\$710,188.47</b>
Accounts Receivable	
1100 Accounts Receivable	175,211.00
<b>Total Accounts Receivable</b>	<b>\$175,211.00</b>
Other Current Assets	
1230 Prepaid Expenses	20,216.13
1250 Refundable Deposits	4,150.00
1270 Receivable Other	0.00
Undeposited Funds	0.00
<b>Total Other Current Assets</b>	<b>\$24,366.13</b>
<b>Total Current Assets</b>	<b>\$909,765.60</b>
Fixed Assets	
1510 Furniture and Equipment	21,715.54
1600 Accumulated Depreciation	-9,214.00
<b>Total Fixed Assets</b>	<b>\$12,501.54</b>
Other Assets	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$922,267.14</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	19,786.28
<b>Total Accounts Payable</b>	<b>\$19,786.28</b>
Other Current Liabilities	<b>\$51,983.27</b>
<b>Total Current Liabilities</b>	<b>\$71,769.55</b>
<b>Total Liabilities</b>	<b>\$71,769.55</b>
Equity	
3100 Contingency-Restricted	152,650.09
3900 Unrestricted Net Assets (RE)	346,620.83
Opening Bal Equity	0.00
Net Income	351,226.67
<b>Total Equity</b>	<b>\$850,497.59</b>
<hr/>	
	TOTAL
Net Income	98,356.32
Total Equity	\$597,627.24
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$634,135.72</b>