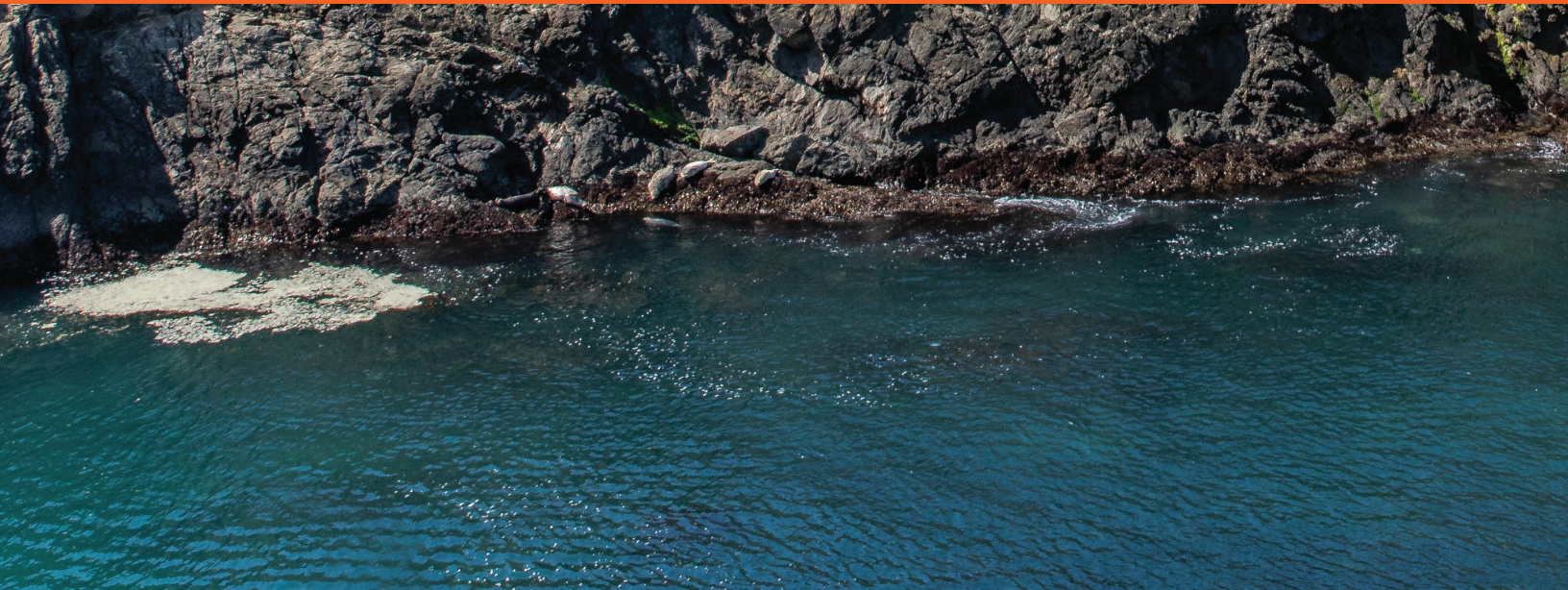




Visit Mendocino County Quarterly Report: April - June 2021

SUBMITTED TO MENDOCINO COUNTY TOURISM COMMISSION & COUNTY OF MENDOCINO

OCTOBER 14, 2021



visitmendocino.com

VMC Quarterly Activities Report: April - June 2021

Executive Summary of Quarterly Activities:

During the fourth quarter of fiscal year (FY) 2020-2021, the COVID-19 pandemic and shelter-in-place (SIP) orders were still in effect, however, they ended on June 15th and we will continue to monitor developments. The organization continued its “Room to Roam” brand awareness campaign, seeing continued growth in potential visitor attention. With the COVID-19 Delta variant positivity rate, the Board of Directors (BoD) and Marketing Committee directed staff to continue marketing brand awareness at a moderate rate of spend with the direction that campaigns not include a “call to action” for potential visitors during this time. The public relations work that had been done in the spring came to massive fruition seeing articles and spreads in national and international glossy publications. The team continued to progress on previously reported and new back-end projects. The organization welcomed a new Partner Relations & Communications Manager. This report continues in its amended format to highlight the efforts of MCTC during this 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 realized success in spring media visits with article placement in publications such as:
 - » United Airlines/Hemispheres Magazine
 - » Conde Nast Traveler
 - » NPR
 - » Afar
 - » Los Angeles Times
 - ↳ Continued “Room to Roam” brand awareness campaign, highlighting the open space and safe activities available in Mendocino County. The metrics of these campaign placements are below.
 - » Ad Placements:
 - Programmatic Ads: 45.6K clicks, 4.04M impressions at a cost of \$0.16 per click, total spend \$7.42K
 - Facebook: 66,266K clicks, 6,624,660M impressions and 84,199K engagements
 - Instagram: 891,506K impressions and 15,588 engagements
 - ↳ Average CPC for FB & IG: \$0.33
 - ↳ Communicated with partners, stakeholders, and community members via radio regarding the programs and important projects the organization is incubating and moving forward.
 - ↳ Hosted TV Personality Roberta Gonzales and her camera crew highlighting activities and attractions in the county.
 - ↳ The MCTC Marketing Committee contracted with KTVU Fox 2 SF Bay Area to place 15 & 30 second commercials in their programming as well as placement on their “news ticker” leading viewers to www.visitmendocino.com to learn more about our destination.
 - ↳ MCTC welcomed Jamie Peters-Connolly to the team as Partner Relations & Communications Manager.
 - ↳ The ED working in collaboration with the BID Advisory Board, completed the annual BID report and submitted to the BoS for acceptance and approval at their May 25, 2021 meeting.
 - ↳ The team worked with Cultivar Strategies to create a program to engage partners and stakeholders in building an official strategy to fold cannabis tourism into MCTC’s marketing programs. These efforts will initiate on or about July 1st.
- 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.
- MCTC continued folding lodging partners into a newly integrated lodging booking portal in partnership with Simpleview on www.visitmendocino.com, allowing potential visitors to book lodging through the Visit Mendocino County website.
- The MCTC completed 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.
- The ED continued in his role as Administrator and Treasurer of the North Coast Tourism Council (NCTC), which continues to build marketing assets and work in direct collaboration with Visit California on broad regional marketing campaigns. The NCTC team completed and submitted their annual report to Visit California. The group also submitted to Visit California its grant application for FY 2021-2022 and were granted matching funds in the maximum available amount.

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

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Travis Scott

Mendocino County Tourism Commission

Balance Sheet
As of June 30, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 SBMC Checking	434,005.61
1010 SBMC Contingency/Savings	408,119.23
1015 MLCU Checking	0.00
1020 MLCU Savings	0.00
1030 Cash drawer	100.00
Total Bank Accounts	\$842,224.84
Accounts Receivable	
1100 Accounts Receivable	794,657.95
Total Accounts Receivable	\$794,657.95
Other Current Assets	
1230 Prepaid Expenses	27,831.35
1250 Refundable Deposits	4,150.00
1270 Receivable Other	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$31,981.35
Total Current Assets	\$1,668,864.14
Fixed Assets	
1510 Furniture and Equipment	24,193.04
1600 Accumulated Depreciation	-10,341.00
Total Fixed Assets	\$13,852.04
Other Assets	\$0.00
TOTAL ASSETS	\$1,682,716.18
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	29,318.16
Total Accounts Payable	\$29,318.16
Other Current Liabilities	\$20,736.24
Total Current Liabilities	\$50,054.40
Total Liabilities	\$50,054.40
Equity	
3100 Contingency-Restricted	152,650.09
3900 Unrestricted Net Assets (RE)	346,620.83
Opening Bal Equity	0.00
Net Income	1,133,390.86
Total Equity	\$1,632,661.78
TOTAL LIABILITIES AND EQUITY	\$1,682,716.18