

An orange, rounded rectangular logo with a white star at the top center. Below the star, the word "MENDOCINO" is written in a large, white, serif font. Underneath that, the word "COUNTY" is written in a smaller, white, sans-serif font, flanked by two white horizontal lines with arrowheads pointing outwards. At the bottom of the logo, "U.S.A." is written in a small, white, sans-serif font.

★  
**MENDOCINO**  
— COUNTY —  
U.S.A.

## **Visit Mendocino County Quarterly Report: July - September 2021**

**SUBMITTED TO MENDOCINO COUNTY TOURISM COMMISSION & COUNTY OF MENDOCINO**

**OCTOBER 14, 2021**

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



# VMC Quarterly Activities Report: July – September 2021

## Executive Summary of Quarterly Activities:

During the first quarter of fiscal year (FY) 2021-2022, the COVID-19 Delta variant took center stage with infection rates rising. The shelter-in-place orders and Blueprint for a Safer Economy ceased on June 15, 2021, leaving businesses on their own to navigate safe business practices. The Mendocino County Tourism Commission (MCTC) Board of Directors (BoD) kept its directional orders to staff: continue the “Room to Roam” brand awareness campaign, with no call to action. This campaign saw continual growth in potential visitor attention in target markets. The team began work with Cultivar Strategies, opening conversations with partners and stakeholders across the county to understand and assess the needs surrounding cannabis tourism. Tourism in the fourth quarter FY 20-21 was record breaking, with TOT collections more than two million dollars and BID just above one million. This led the MCTC Finance Committee to direct the Executive Director (ED) to review the FY 21-22 budget and prepare a proposal to augment where necessary to ensure spending stays at appropriate levels. The Public Relations team began pitching media for fall familiarization (FAM) visits to ensure publicity lands during the winter shoulder season. 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 and public relation actions during the quarter:
  - ↳ Issued monthly press releases to media outlets
  - ↳ The PR team realized continued success following its spring media visits realizing article placement in publications such as:
    - » Travel + Leisure
    - » Conde Nast Traveller UK
    - » Fodor’s
    - » Miami Herald
    - » US News & World Report
    - » MSN
    - » Yahoo
  - ↳ 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: 39,523 clicks, 2,142,780 impressions at a cost of \$0.19 per click, total spend \$7,447.68
      - Facebook: 59,446 clicks, 7,784,403 impressions and 77,737 engagements
      - Instagram: 6,970 clicks, 773,258 impressions and 9,504 engagements
        - ▶ Average CPC for FB & IG: \$0.24
        - ▶ Total social media spend: \$22,827.67
  - ↳ Communicated with partners, stakeholders, and community members via radio and email regarding the programs and important projects the organization is incubating and moving forward.
  - ↳ Hosted TV Personality Roberta Gonzales and her production crew capturing interviews and film footage to produce a video podcast series and new TV/OTT commercials for use on Bay Area and Central Valley networks.
  - ↳ Entered into an agreement with contractor Agency Xi to collect new photo and video assets of the county.
  - ↳ Hosted PR Agency of record, Koli Communications, to tour and explore new, updated lodging properties, restaurants, as well as tourism facing activities and businesses in the county.
  - ↳ The team worked in collaboration with Cultivar Strategies to engage partners and stakeholders in building an official strategy to fold cannabis tourism into MCTC’s marketing programs. We look forward to agreeing on an implementation date late in the FY.

- Staff volunteered to assist Mendocino Wine Inc. with organization and day-of execution of the Mendocino County Fair Wine Competition, held August 5th at the Mendocino County Fairgrounds. MCTC in collaboration with Handley Cellars hosted the media welcome dinner held the night prior to the competition in Anderson Valley.
- 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.
- MCTC ED, Marketing & Sales Manager and Partner Relations & Communications Manager responsibly attended US Travel Associations ESTO conference in Los Angeles. This provided the team with access to networking with similar organizations throughout California to learn industry best practices and further understand current marketing trends.
- Continued efforts in the promotion of the #MaskUpMendo and MCTC & MCLA's #SafeMendocino programs for community and visitor safety.
- The team began working and tracking its work as relating to the organization's newly adopted Strategic Plan.
- The ED, working in collaboration with MCTC Board President, began to recruit new members for the BoD.
- 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.

On the following pages you will find the organization's financial statements through September 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 September 30, 2021

|                                     | TOTAL                 |
|-------------------------------------|-----------------------|
| <b>ASSETS</b>                       |                       |
| Current Assets                      |                       |
| Bank Accounts                       |                       |
| 1005 SBMC Checking                  | 976,206.68            |
| 1010 SBMC Contingency/Savings       | 408,119.23            |
| 1015 MLCU Checking                  | 0.00                  |
| 1020 MLCU Savings                   | 0.00                  |
| 1030 Cash drawer                    | 100.00                |
| <b>Total Bank Accounts</b>          | <b>\$1,384,425.91</b> |
| Accounts Receivable                 |                       |
| 1100 Accounts Receivable            | 474,999.00            |
| <b>Total Accounts Receivable</b>    | <b>\$474,999.00</b>   |
| Other Current Assets                |                       |
| 1230 Prepaid Expenses               | 35,378.31             |
| 1250 Refundable Deposits            | 4,150.00              |
| 1270 Receivable Other               | 0.00                  |
| Undeposited Funds                   | 0.00                  |
| <b>Total Other Current Assets</b>   | <b>\$39,528.31</b>    |
| <b>Total Current Assets</b>         | <b>\$1,898,953.22</b> |
| Fixed Assets                        |                       |
| 1510 Furniture and Equipment        | 24,193.04             |
| 1600 Accumulated Depreciation       | -11,147.00            |
| <b>Total Fixed Assets</b>           | <b>\$13,046.04</b>    |
| Other Assets                        | \$0.00                |
| <b>TOTAL ASSETS</b>                 | <b>\$1,911,999.26</b> |
| <b>LIABILITIES AND EQUITY</b>       |                       |
| Liabilities                         |                       |
| Current Liabilities                 |                       |
| Accounts Payable                    | \$0.00                |
| Other Current Liabilities           | \$13,519.05           |
| <b>Total Current Liabilities</b>    | <b>\$13,519.05</b>    |
| <b>Total Liabilities</b>            | <b>\$13,519.05</b>    |
| Equity                              |                       |
| 3100 Contingency-Restricted         | 152,650.09            |
| 3900 Unrestricted Net Assets (RE)   | 1,480,011.69          |
| Opening Bal Equity                  | 0.00                  |
| Net Income                          | 265,818.43            |
| <b>Total Equity</b>                 | <b>\$1,898,480.21</b> |
| <b>TOTAL LIABILITIES AND EQUITY</b> | <b>\$1,911,999.26</b> |