



Visit Mendocino County Quarterly Report: October – December 2022

SUBMITTED TO MENDOCINO COUNTY TOURISM COMMISSION & COUNTY OF MENDOCINO

MARCH 11, 2024



visitmendocino.com

VMC Quarterly Activities Report: October – December 2022

Executive Summary of Quarterly Activities:

During the second quarter of fiscal year (FY) 2022-2023, the organization continued its strong foot hold as a top rural destination in California, with focused offerings that visitors explore our outdoor spaces and commune with nature. The Mendocino County Tourism Commission (MCTC) Board of Directors (BoD) kept its directional orders to staff: continue the “Room to Roam” brand awareness campaign. As the team continued development of the updated branding and framework for a new VMC website, the already successful “Room to Roam” campaign was the natural direction to continue driving brand awareness. The team continued work with Brian Applegarth (cannabis development contractor), hosting stakeholders and partners from across the county in web-meeting format to understand and assess the needs surrounding cannabis tourism and development of relationships with canna-focused businesses. The team moved forward in promotion of the Harvest Mendocino Festival, welcoming back the highly popular Mushroom, Wine & Whiskey Train which departed the depot SOLD OUT. The VMC Festival Coordinator Janis MacDonald continued welcoming partners and stakeholders into the Seafood & Sips marketing and promotion to take place in January and February 2023. The Public Relations team showed favorable results with articles in glossies, major news outlets as well as television.

This report is designed to highlight the efforts of MCTC during this period and report on the financial health of the organization. A topline view of the quarter’s work is as follows:

- MCTC took the following marketing and public relations actions during the quarter:
 - ↳ Issued monthly press releases to media outlets
 - ↳ The PR team realized continued success following its spring media visits with article placement in publications such as:
 - » NBC Bay Area
 - » NBC San Diego
 - » Sonoma Magazine
 - » The Mercury News
 - » Sunset
 - » Wine Enthusiast
 - » 7x7
 - » Forbes
 - » Los Angeles Times
 - » Travel + Leisure
 - » USA Today
 - » Marin Living
 - » Outside
 - ↳ 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: 38.7k clicks, 5.16m impressions at a cost of
 - \$0.15 per click, total spend \$8,172.03
 - Facebook: 82,116 clicks, 6,946,496 impressions and 95,893 engagements
 - Instagram: 10,607 likes, 2,187,550 impressions and 11,267 engagements
 - Average CPC for FB & IG: \$0.49
 - Total social media spend: \$40,430.66

- The team travelled to Palm Springs for the annual CalTravel Summit which is focused on tourism advocacy and legislature.
 - Communicated with partners, stakeholders, and community members via radio and email regarding the programs and important projects the organization is incubating and moving forward.
 - The team attended as guests the opening of the Skunk Train's latest endeavor, The Glen Blair Bar.
 - Launched a campaign with Locale Magazine in Southern California to test-introduce Mendocino County Tourism to Southern California Markets.
 - Continued work with RoGo Pro, a production company led by Bay Area TV personality Roberta Gonzales, to complete three episodes of Mendocino County, Room to Roam Podcast that ran monthly on the 15th.
 - The Marketing committee approved contracts with ABC7 Bay Area TV, KCRA 3 Sacramento, KCBS Radio (Bay Area & Sacramento) and Audacy Radio.
 - The team worked in collaboration with Brian Applegarth to continue building an official strategy to fold cannabis tourism into MCTC's marketing programs.
- The team began work with Mendocino Coast Clinics (MCC) to plan their annual Crab & Wine Days events on the coast. VMC, MCC and the community were pleased to welcome visitors and supporters of MCC safely back to the "Big White Tent".
 - MCTC continued work in collaboration with the reformed Mendocino County Lodging Association (MCLA), Chambers of Commerce and other business leaders to continually navigate new business operations, assess community/tourism needs and keep healthy lines of communication open with government officials.
 - MCTC ED and the ED of Visit Redwoods attempted to Travel from Arcata (Humboldt County Airport) on their direct United Airlines flight to attend the Denver Travel & Adventure show to highlight the North Coast/North of Ordinary region. However, due to a snowstorm the pair were not able to fly out and Hwy 101 was closed during an attempt to depart from SFO.
 - VMC for the 4th year sponsored the Mendocino Winegrowers Inc. (MWI) annual harvest party.
 - The team continued 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 December 2022, as approved by the MCTC BoD at its February 2023 meeting.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Travis Scott
Executive Consultant

Visit Mendocino County

Balance Sheet

As of December 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 SBMC Checking	546,585.11
1010 SBMC Contingency/Savings	966,420.40
1030 Cash drawer	100.00
Total Bank Accounts	\$1,513,105.51
Accounts Receivable	
1100 Accounts Receivable	357,202.83
Total Accounts Receivable	\$357,202.83
Other Current Assets	
1230 Prepaid Expenses	61,005.14
1250 Refundable Deposits	1,800.00
1270 Receivable Other	0.00
1290 Loan to Employee	1,600.00
Undeposited Funds	0.00
Total Other Current Assets	\$64,405.14
Total Current Assets	\$1,934,713.48
Fixed Assets	\$21,848.75
Other Assets	\$0.00
TOTAL ASSETS	\$1,956,562.23
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	\$19,307.30
Other Current Liabilities	
2100 Accrued Expenses	1,115.00
2150 Other Liabilities-County Match	0.00
2300 Loan Payable	0.00
Direct Deposit Payable	0.00
Not in Use	0.00
Payroll Liabilities	16,950.86
Total Other Current Liabilities	\$18,065.86
Total Current Liabilities	\$37,373.16
Total Liabilities	\$37,373.16
Equity	
3100 Contingency-Restricted	187,622.35
3900 Unrestricted Net Assets (RE)	2,042,725.51
Opening Bal Equity	0.00
Net Income	-311,158.79
Total Equity	\$1,919,189.07
TOTAL LIABILITIES AND EQUITY	\$1,956,562.23