



Visit Mendocino County Quarterly Report: January – March 2023

SUBMITTED TO MENDOCINO COUNTY TOURISM COMMISSION & COUNTY OF MENDOCINO

MARCH 11, 2024



visitmendocino.com

VMC Quarterly Activities Report: January – March 2023

Executive Summary of Quarterly Activities:

In the third quarter of the fiscal year (FY) 2022-2023, the organization continued as a top rural California destination, welcoming visitors to enjoy our open natural spaces with “Room to Roam”. Under the direction of the Marketing Committee and the Board of Directors (BoD), staff continued to market the Room to Roam brand awareness campaign. The BoD again approved an annual contract with Janis MacDonald to work with the team in a supporting role coordinating VMC’s annual festivals (Spring Beer Trail in April, Harvest Festival in November, and Seafood & Sips Festival in January). The Public Relations team showed shining results with articles in glossies, major news outlets as well as television. The Finance Committee and BoD approved the annual operating budget for the organization at its March 2023 meeting with an increased investment in marketing programs. The organization’s annual financial audit was completed in February by JJACPA, Inc. with no findings or recommendations. The ED began annual work with the Business Improvement District (BID) Advisory Board to complete the annual BID Report for approval by the Mendocino County Board of Supervisors (BoS). The Mendocino County BoS alerted MCTC that the deep-rooted financial crisis at the County would preclude them from supporting tourism marketing and promotion.

This report will highlight the efforts of VMC during this period and report on the financial health of the organization. A topline view of the quarterly work is as follows:

- VMC took the following marketing and public relations actions during the quarter:
 - ↳ Issued monthly press releases to media outlets
 - ↳ The PR team realized continued success leading into spring media visits with placements in publications and on networks such as:
 - » Condé Nast Traveler
 - » 7x7
 - » Departures
 - » AARP
 - » Travel+Leisure
 - » USA Today
 - » San Francisco Bay Area Moms
 - ↳ The team along with other member counties of the North Coast Tourism Council (NCTC) attended Visit California’s (VCA) annual Outlook Forum in March to learn about VCA’s annual marketing plans, co-op opportunities and attend continuing education workshops.
 - ↳ The Marketing Manager attended the Destination Marketing Association West (DMA West) Tech Summit in Salt Lake City. This conference specifically focuses on new and upcoming technology implemented in the industry for marketing and organizational uses.
- Continued “Room to Roam” brand awareness campaign, highlighting our most engaging content and refining it down to ‘fan favorites,’ supplemented with individual campaigns supporting seasonal events and festivals. The metrics of these campaign placements are below.
 - ↳ Ad Placements:
 - » Programmatic ads: 49,070 clicks, 6,025,271 impressions at a cost of \$0.14 per click, total spend \$7,001.39
 - » Facebook: 76,498 clicks, 6,067,330 impressions and 89,858 engagements
 - » Instagram: 9,994 likes, 686,383 impressions and 10,610 engagements
 - » Average CPC for Facebook & Instagram: \$0.27
 - » Total social media spend: \$30,189.85

- ↳ TV Placements:
 - » ABC 7: 150 spots with targeted 18+ viewer impressions of 5,297,000, ABC 7 News OTT: 180,583 18+ viewer streaming impressions targeted to SF Bay Area and Sacramento Valley.
 - » KCRA 3: 261 spots with targeted 18+ viewer impression of 7,650,400
 - » KTVU: 290 spots with targeted 18+ viewer impressions of 1,932,300
- ↳ Radio Placements:
 - » Audacy Radio (SF Bay Area & Central Valley): 260 commercial messages delivering 4,721,000 25+ listener impressions
- ↳ Communicated with partners, stakeholders, and community members via radio, local MendoFever advertising and email regarding the programs and important projects the organization is incubating and moving forward.
- ↳ The team worked in collaboration with Brian Applegarth to continue folding cannabis tourism into MCTC's marketing programs.
- ↳ Contracted event consultant Janis MacDonald to assist the team in production of the Spring Beer Trail, Fall Harvest Festival and Winter Seafood & Sips Festival.
 - » Hosted VMC's annual Seafood & Sips festival spanning two weeks in January and February.
 - » Hosted VMC's annual Wellness month marketing campaign throughout the month of January.
- ↳ The team also supported and attended the Anderson Valley Winegrowers White Wine Festival and Coast Trade Tasting, MendoPark's Bloody Mary Competition and the Whale Festivals along the coastline.
- The team hosted the MCTC annual meeting and board training at Little River Inn with a host of presentations by consultants and vendors. Most notable was a presentation by Caroline Beteta the President & CEO of Visit California. The team introduced the new VMC Brand and tagline "Magic is Real" to a group of stakeholders who attended a hosted lunch during the two-day meeting & training.
- MCTC continued work in collaboration with the reformed Mendocino County Lodging Association (MCLA), Chambers of Commerce and other business leaders to continually navigate business operations, assess community needs and keep healthy lines of communication open with government officials.
- The team continued tracking its work as relating to the organization's [Strategic Plan](#).
- The Executive Director (ED) continued in his role as Administrator and Treasurer of the 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 March 2023, as approved by the MCTC BoD at its April 2023 meeting.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Travis Scott
Executive Consultant

Visit Mendocino County

Balance Sheet

As of March 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 SBMC Checking	598,374.84
1010 SBMC Contingency/Savings	1,000,120.63
1030 Cash drawer	100.00
Total Bank Accounts	\$1,598,595.47
Accounts Receivable	\$295,361.52
Other Current Assets	
1230 Prepaid Expenses	-4,538.78
1250 Refundable Deposits	1,800.00
1270 Receivable Other	0.00
1290 Loan to Employee	900.00
Undeposited Funds	0.00
Total Other Current Assets	\$ -1,838.78
Total Current Assets	\$1,892,118.21
Fixed Assets	
1510 Furniture and Equipment	41,311.75
1600 Accumulated Depreciation	-21,813.00
Total Fixed Assets	\$19,498.75
Other Assets	\$0.00
TOTAL ASSETS	\$1,911,616.96
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	\$55,273.31
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	20,012.85
Total Other Current Liabilities	\$21,127.85
Total Current Liabilities	\$76,401.16
Total Liabilities	\$76,401.16
Equity	
3100 Contingency-Restricted	187,622.35
3900 Unrestricted Net Assets (RE)	2,042,725.51
Opening Bal Equity	0.00
Net Income	-395,132.06
Total Equity	\$1,835,215.80
	TOTAL
TOTAL LIABILITIES AND EQUITY	\$1,911,616.96