



VISIT
MENDOCINO
MAGIC IS REAL

**Visit Mendocino County Quarterly Report:
July - September 2023**

Submitted to Mendocino County Tourism Commission & County of Mendocino

MARCH 11, 2024



VISITMENDOCINO.COM

VMC Quarterly Activities Report: July - September 2023

Executive Summary of Quarterly Activities:

In the first quarter of the fiscal year (FY) 2023-2024, the organization launched the next generation of Mendocino County tourism branding, Visit Mendocino County's (VMC) new tag line "Magic is Real", website, programmatic and social media marketing have all migrated to using this new brand along with updated brand assets. The launch took place following Board of Directors (BoD) approval of the new marketing suite on July 17, 2023. The brand launched to a full suite of consumer marketing outlets that include television & radio networks across the Bay Area, Sacramento and Central Valley, programmatic and social media ads, Uber and Lyft cars wrapped in the Bay Area, print media placements in Conde Nast Traveler and preparations and logistical planning begun for the next season of the VMC Magic is Real podcast produced by RoGoPro a production firm lead by Bay Area TV personality Roberta Gonzales. One of the main focuses of the re-brand initiative was to buildout a new website that is content driven, catering to the consumer desire to scroll and watch video. The tertiary goal was to drastically decrease the bounce rate of the site.

The organization completed the first round of work on a 3-county partnership (Marin, Mendocino & Sonoma) Leave No Trace initiative, Cleaner California Coast (CCC) and that website launched in August. The group also launched a brand guide with social media and programmatic advertising. VMC is making use of the social media assets and of the 3 participating counties is seeing the highest rate of conversion to the CCC website (cleanercoast.org). The group is currently trying to regain the attention of Mendocino County Supervisors (Gjerde and Williams) to pass the program baton back to the County of Mendocino to carry ownership of the program, as VMC only agreed to lead the planning phase of the program and carry-on the marketing initiatives.

The CEO continued work with Civitas Advisors on advancing the conversion of the Mendocino County Lodging Business Improvement District (BID) to the Bid Law of 1994. At the September 26th Board of Supervisors meeting an NDA and 3-party contract were approved by the BoS after a 13-month stagnation of movement by the County of Mendocino. This will allow Civitas to collect the necessary TOT and Sales Tax data for the Steering Committee to assess the potential collections under the proposed ordinance.

VMC hosted one of only two "county booths" at the California State Fair as well as a booth in the Cannabis Hall, to rave reviews of placement. The team worked with Mendocino Wine Incorporated (MWI) to produce the annual Mendocino County Fair Wine Competition and following the competition, launched a USA Today campaign highlighting the "Best of Show" wines and their producers post competition. The team helped produce and coordinate the Pinot Noir Tasting for Winesong!, and attended via contractor Bark in the Park in San Jose. Staff also represented the organization at the Mendocino County Fair and attended the CalTravel Summit in Monterey.

The Festival Coordinator began building out the annual "Harvest" & "Seafood & Sips" festivals for the November and January/February shoulder seasons.

The Public Relations team garnered massive results with articles in glossies, major news outlets as well as television.

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 fall media visits with placements in publications and on networks such as:
 - » Los Angeles Times
 - » Sunset
 - » Forbes
 - » USA Today
 - » Afar
 - » Punch Magazine
 - » Fodor's Travel
 - » ABC 10 Sacramento
 - » Travel + Leisure
 - » KTLA 5 Los Angeles
 - ↳ Launched "Magic is Real" brand awareness campaign, highlighting the open spaces, cultural, epicurean and leisure activities available in Mendocino County. The metrics of these campaign placements are below.

- » Ad Placements:
 - Programmatic ads: 20,500 clicks, 1,680,000 impressions at a cost of \$0.35 per click, total spend \$7,170.
 - Facebook: 67,508 clicks, 5,276,777 impressions and 85,541 engagements
 - Instagram: 12,016 likes, 418,452 impressions and 13,627 engagements
 - Average CPC for Facebook & Instagram: \$0.27
 - Total social media spend: \$18,400.61.
- » TV Placements:
 - KTVU: 381 commercial spots (including digital OTT) with 1,960,400 impressions.
 - KCRA: 345 commercial spots with 8,801,400 impressions
 - Action News (KHSL/KNVN): 239 commercial spots reaching 93.5% of adults 25-64 in the Chico/Redding market.
- » Carvertise:
 - 10 car wraps – 11,648,052 impressions
- » Charles M. Schulz Sonoma County Airport:
 - 12-second video projected to reach up to 700,000 passengers
- ↳ Communicated with partners, stakeholders, and community members via radio and email regarding the programs and important projects the organization is incubating and moving forward.
- ↳ Worked with RoGo Pro, a production company directed by Bay Area TV personality Roberta Gonzales, in development of a new season of VMC's podcast now titled "Magic is Real". The series will launch November 2023.
- ↳ The team continued working in collaboration with cannabis business advisor Brian Applegarth, MCA, and other local cannabis business associations and leaders to continue marketing and normalization of cannabis tourism. The team also met with Visit Oakland CEO Peter Gamez to discuss a co-op marketing program highlighting the two areas, Mendocino being the place of source. A highlight of the program will be a product sales program including Mendocino grown product in all program locations (out of Mendocino County). Program development continues.
- ↳ The CEO along with the Executive Director of the Humboldt County Visitor Bureau as treasurer and chair, respectively of the North Coast Tourism Council/North of Ordinary organization, attended the Visit California (VCA) Rural Committee meeting. The regions discussed annual marketing plans and rural co-op programs offered by VCA. The group will continue to meet quarterly to develop and implement program goals that address the needs of all rural regions in California. The group also launched a series of meetings hosted by VCA contractor JLL in development of Regional Strategic Tourism Plans for each of the VCA designated Rural Regions.
- ↳ The team lead by the VMC Festival Coordinator moved forward in planning the annual "Harvest" and "Seafood & Sips" Mendocino events to bolster visitation in the upcoming shoulder season.
- 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 working and tracking its work as relating to the organization's [Strategic Plan](#)

On the following pages you will find the organization's financial statements through September 2023, which are awaiting approval by the MCTC BoD at its December 2023 meeting.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Travis Scott
Executive Consultant

Visit Mendocino County

Balance Sheet

As of September 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 SBMC Checking	481,672.82
1010 SBMC Contingency/Savings	1,000,245.31
1030 Cash drawer	100.00
Total Bank Accounts	\$1,482,018.13
Accounts Receivable	
1100 Accounts Receivable	30,125.02
Total Accounts Receivable	\$30,125.02
Other Current Assets	
1230 Prepaid Expenses	-13,197.62
1250 Refundable Deposits	1,800.00
1270 Receivable Other	-4,107.06
1290 Loan to Employee	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$ -15,504.68
Total Current Assets	\$1,496,638.47
Fixed Assets	
1510 Furniture and Equipment	41,311.75
1600 Accumulated Depreciation	-26,097.00
Total Fixed Assets	\$15,214.75
Other Assets	\$0.00
TOTAL ASSETS	\$1,511,853.22
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	\$46,242.54
Credit Cards	\$ -8,991.45
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	21,756.60
Total Other Current Liabilities	\$22,871.60
Total Current Liabilities	\$60,122.69
Total Liabilities	\$60,122.69
Equity	
3100 Contingency-Restricted	187,622.35
3900 Unrestricted Net Assets (RE)	1,431,851.51
Opening Bal Equity	0.00
	TOTAL
Net Income	-167,743.33
Total Equity	\$1,451,730.53
TOTAL LIABILITIES AND EQUITY	\$1,511,853.22