



VISIT
MENDOCINO
MAGIC IS REAL

**Visit Mendocino County Quarterly Report:
January-March 2024**

Submitted to Mendocino County Tourism Commission & County of Mendocino

NOVEMBER 14, 2024



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VMC Quarterly Activities Report: January-March 2024

Executive Summary of Quarterly Activities:

In Q3 of FY 2023-2024, the organization leveraged its recent rebranding through an extensive consumer marketing campaign across the Bay Area, Sacramento, and Central Valley via TV, radio, programmatic ads, and social media. Two new episodes of the video podcast VMC Magic is Real, produced by RoGoPro and hosted by Bay Area personality Roberta Gonzales, spotlighted performing arts and music. Additionally, new content was added to the website to boost engagement.

The Executive Director (ED) collaborated with Civitas Advisors to advance the conversion of the Mendocino County Lodging Business Improvement District (BID) to align with the 1994 BID Law. After the Board of Supervisors approved an NDA and a three-party contract, Civitas began collecting TOT and sales tax data to help the Steering Committee evaluate potential collections under the new ordinance. The Steering Committee then initiated the Mendocino County Tourism District Plan, focusing solely on lodging.

In January, VMC promoted “Wellness Month” featuring county-wide offerings from various sectors. The team partnered with Mendocino Coast Clinics and Destination Hopland for the 10-day Seafood & Sips festival, which began at the end of January, and later collaborated with Anderson Valley Winegrowers to promote their annual White Wine Weekend event, drawing hundreds of tourists to experience the area.

In March, the VMC team attended Visit California’s Outlook Forum, gaining insights into travel trends and marketing opportunities. The VMC team also attended the Bay Area Travel and Adventure Show, generating over 1,100 leads through interactions at a shared booth area with the North Coast Tourism Council, Visit Fort Bragg, Visit Ukiah, Skunk Train, and The Cannabis Trail.

The Public Relations team also achieved significant coverage in major publications, news outlets, and 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 with media visits with placements in publications and on networks such as:
 - » Travel + Leisure
 - » Conde Nast Traveler
 - » Departures
 - » USA Today
 - » 7x7
 - » AARP
 - ↳ The “Magic is Real” brand awareness campaign highlights the open spaces and leisure activities available in Mendocino County. The metrics of these campaign placements are below.
 - » Ad Placements:
 - Programmatic ads: 35,867 clicks, 1,156,243 impressions at \$0.20 per click, total spend \$7,337.84
 - Facebook: 178,574 clicks, 10,978,377 impressions and 197,973 engagements
 - Instagram: 13,899 likes, 448,911 impressions and 16,241 engagements
 - Average CPC for Facebook & Instagram: \$0.21
 - Total social media spend: \$38,083.83
 - » TV Placements:
 - KTVU: 399 commercial spots (including digital OTT) with 6,254,800 impressions.
 - KCRA & KQCA: 300 commercial spots with 8,071,800 impressions
 - Action News (KHSL/KNVN): 196 commercial spots reaching 98.7% of adults 25-64 in the Chico/Redding market

- » Charles M. Schulz Sonoma County Airport:
 - 12-second video projected to reach up to 700,000 passengers annually
- ↳ 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, developing the new season of VMC's podcast now titled "Magic is Real". The series launched November 2023 and two new episodes were released this quarter.
- ↳ 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 continued working on a co-op campaign with Visit Oakland and Humboldt County Visitors Bureau, which launched in March.
- ↳ The ED continued to meet with other North Coast partners in a series of meetings hosted by VCA contractor JLL in development of Regional Strategic Tourism Plans for each of the VCA designated Rural Regions.
- 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 March 2024.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Ramon Jimenez
Executive Director

Visit Mendocino County

Balance Sheet As of March 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 SBMC Checking	221,097.51
1010 SBMC Contingency/Savings	1,000,618.70
1030 Cash drawer	100.00
Total Bank Accounts	\$1,221,816.21
Accounts Receivable	
1100 Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
1230 Prepaid Expenses	45,390.96
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	\$43,083.90
Total Current Assets	\$1,264,900.11
Fixed Assets	
1510 Furniture and Equipment	42,046.32
1600 Accumulated Depreciation	-29,961.00
Total Fixed Assets	\$12,085.32
Other Assets	
1700 Website Development	0.00
1750 Accumulated Amortization	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$1,276,985.43
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	35,095.90
Total Accounts Payable	\$35,095.90
Credit Cards	
Ramp Card	12,078.75
Total Credit Cards	\$12,078.75
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	14,582.84
Total Other Current Liabilities	\$15,697.84
Total Current Liabilities	\$62,872.49
Total Liabilities	\$62,872.49
Equity	
3100 Contingency-Restricted	187,622.35
3900 Unrestricted Net Assets (RE)	1,431,851.51
Opening Bal Equity	0.00
Net Income	-405,360.92
Total Equity	\$1,214,112.94
TOTAL LIABILITIES AND EQUITY	\$1,276,985.43