

VISIT
MENDOCINO
MAGIC IS REAL

**Visit Mendocino County Quarterly Report:
July-September 2024**

Submitted to Mendocino County Tourism Commission & County of Mendocino

JANUARY 6, 2025



VISITMENDOCINO.COM

VMC Quarterly Activities Report: July-September 2024

Executive Summary of Quarterly Activities:

In Q1 of FY 2024-2025 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. The last two episodes of the video podcast VMC Magic is Real, produced by RoGoPro and hosted by Bay Area personality Roberta Gonzales, spotlighted horseback riding on the beach and off-roading in the hills of Mendocino County. The last episode featured the Harvest Mendocino and Seafood & Sips festivals. Additionally, new content was created and 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.

From July to September VMC promoted various countywide events, including 4th of July celebrations and art events like Art in the Gardens, Art in the Redwoods, and Mendocino Open Paint Out. The quarter also featured popular festivals such as Round Valley's Blackberry Festival, Winesong Auction and Grand Tasting, Roots of Motive Power Steam Festival, Paul Bunyan Days, and the Mendocino County Fair and Apple Show. Additionally, VMC collaborated with Mendocino Winegrowers to promote their new 'People's Choice' event, showcasing county wines in a blind-tasting format. These events attracted thousands of visitors to the area.

VMC collaborated closely with the Mendocino Coast Healthcare Foundation and Mendocino Coast Clinics to ensure that the Winesong Auction and Grand Tasting took place without interruption. The event was not only a financial success but also boosted local tourism by filling lodging accommodations and driving business to various establishments across the county during that period.

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:
 - » Sunset
 - » USA Today
 - » ABC 10
 - » Adventure Sports Journal
 - » 7x7
 - » AFAR
 - ↳ 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: 9,851 clicks, 491,922 impressions at \$0.75 per click, total spend \$7,432.27
 - Facebook: 147,354 clicks, 5,831,923 impressions and 94,586 engagements
 - Instagram: 8,285 likes, 152,368 impressions and 9,650 engagements
 - Average CPC for Facebook & Instagram: \$0.14
 - Total social media spend: \$20,468.14

- » TV Placements:
 - KTVU: 238 commercial spots (including digital OTT) with 2,634,800 impressions.
 - KCRA & KQCA: 121 commercial spots with 2,618,200 impressions
 - Action News (KHSL/KNVN): 77 commercial spots reaching 98.7% of adults 25-64 in the Chico/Redding market
- » 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 the last two episodes of the season were released this quarter.
- » The team continued working on a co-op campaign with Visit Oakland and Humboldt County Visitors Bureau, launched in March in collaboration with Applegarth Strategies. The campaign focused on cannabis-tourism, education, and landmark visitation. The campaign was active and running throughout the entire quarter.
- » 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.
- ↳ 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 its collaboration with the reformed Mendocino County Lodging Association (MCLA), Chambers of Commerce, and other business leaders to address business operations, assess community needs, and maintain open communication 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 2024.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Ramon Jimenez
Executive Director

Visit Mendocino County

Balance Sheet

As of September 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1005 SBMC Checking	87,519.56
1010 SBMC Contingency/Savings	600,733.95
1030 Cash drawer	100.00
Total Bank Accounts	\$688,353.51
Accounts Receivable	
1100 Accounts Receivable	245,574.32
Total Accounts Receivable	\$245,574.32
Other Current Assets	
1230 Prepaid Expenses	30,861.70
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	\$28,554.64
Total Current Assets	\$962,482.47
Fixed Assets	
1510 Furniture and Equipment	42,046.32
1600 Accumulated Depreciation	-33,825.00
Office Equipment	5,343.47
Total Fixed Assets	\$13,564.79
Other Assets	
1700 Website Development	0.00
1750 Accumulated Amortization	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$976,047.26
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	17,102.32
Total Accounts Payable	\$17,102.32
Credit Cards	
Ramp Card	35,107.18
Total Credit Cards	\$35,107.18
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	
2210 Federal Taxes (941/944)	0.00
2220 CA PIT / SDI	0.00
2230 CA SUI / ETT	0.00
2240 FUTA Payable	15.00
2270 Accrued Payroll	14,350.80
2275 Accrued PTO	11,316.97
2280 Health Insurance Payable	0.00
2290 Direct Deposit Liabilities	0.00
401(k) Contribution	0.03
Federal Payroll Tax Payable	0.00
State Payroll Tax Payable	0.00
SUI & ETT Payable	0.00
Total Payroll Liabilities	25,682.80
Total Other Current Liabilities	\$26,797.80
Total Current Liabilities	\$79,007.30
Total Liabilities	\$79,007.30
Equity	
3100 Contingency-Restricted	187,622.35
3900 Unrestricted Net Assets (RE)	1,054,608.29
Opening Bal Equity	0.00
Net Income	-345,190.68
Total Equity	\$897,039.96
TOTAL LIABILITIES AND EQUITY	\$976,047.26