

# VISIT MENDOCINO MAGIC IS REAL

## Visit Mendocino County Quarterly Report: January-March 2025

*Submitted to Mendocino County Tourism Commission & County of Mendocino*

**MAY 8, 2025**



**VISITMENDOCINO.COM**

# VMC Quarterly Activities Report: January–March 2025

## Executive Summary of Quarterly Activities:

In Q3 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. We continued promotions of the last episode for our video podcast VMC Magic is Real, produced by RoGoPro and hosted by Bay Area personality Roberta Gonzales, which featured our Seafood and Sips Festival.

The Executive Director (ED) continued working with Civitas Advisors to advance the conversion of the Mendocino County Lodging Business Improvement District (BID) to align with the 1994 BID Law.

From October to December, VMC promoted a variety of countywide events, with a strong emphasis on our annual Seafood and Sips Mendocino Festival, which draws thousands of visitors to the area. VMC also partnered closely with Destination Hopland and Mendocino Coast Clinics to support their signature events—the Sparkling Wine and Oyster Celebration and the Crab Cake Cook-off. Additional promotions during the quarter featured the International White Wine Festival, Whale Festival, Fort Bragg’s Blues Festival, Point Arena’s Almost Fringe Festival, the Pinot Noir Festival, and Taste of Mendocino.

The Public Relations team also achieved significant coverage in major publications, news outlets, television and social media.

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:
    - » Visit California
    - » MSN
    - » 7x7
    - » SF Gate
    - » The Mercury News
  - ↳ 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: 102,750 clicks, 7,095,731 impressions at \$0.07 per click, total spend \$7,398.52
- » Facebook: 234,953 clicks, 9,584,542 impressions and 144,333 engagements
- » Instagram: 10,113 likes, 293,857 impressions and 12,145 engagements
- » Average CPC for Facebook & Instagram: \$0.27
- » Total social media spend: \$38,570.96
- ↳ Communicated with partners, stakeholders, and community members via radio and email regarding the programs and important projects the organization is incubating and moving forward.
- ↳ Used the last episode of the second season of VMC’s podcast: “Magic is Real” with Bay Area TV personality Roberta Gonzales, RoGoPro as the host to market the Seafood and Sips Festival.
- ↳ Continued work with Caltrans and Paramount Signs on the Gateway Sign Project

- ↳ Designed, printed and distributed newly branded collateral
  - » 2025 Seafood and Sips Festival
  - » Calendar of Events
  - » Pet Guides
  - » Beer Trail Guide
- ↳ Leveraged the Wine Enthusiast 2024 Wine Region of the Year promotional video—created in collaboration with MWI and AVWA—to further promote Mendocino County’s wine industry.
- ↳ Attended Visit California’s annual Outlook Forum as well as the Bay Area Travel and Adventure Show.
- ↳ 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 March 2025.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Ramon Jimenez  
Executive Director

**Balance Sheet**  
**Visit Mendocino County**  
As of March 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
1005 SBMC Checking	266,214.13
1010 SBMC Contingency/Savings	600,905.26
1030 Cash drawer	100.00
<b>Total for Bank Accounts</b>	<b>\$867,219.39</b>
Accounts Receivable	
1100 Accounts Receivable	
<b>Total for Accounts Receivable</b>	<b>0</b>
Other Current Assets	
1230 Prepaid Expenses	6,278.55
1250 Refundable Deposits	1,800.00
1270 Receivable Other	-4,107.06
1290 Loan to Employee	
Undeposited Funds	
<b>Total for Other Current Assets</b>	<b>\$3,971.49</b>
<b>Total for Current Assets</b>	<b>\$871,190.88</b>
Fixed Assets	
1510 Furniture and Equipment	46,655.22
1600 Accumulated Depreciation	-37,505.69
<b>Total for Fixed Assets</b>	<b>\$9,149.53</b>
Other Assets	
1700 Website Development	
1750 Accumulated Amortization	
<b>Total for Other Assets</b>	<b>0</b>
<b>Total for Assets</b>	<b>\$880,340.41</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	21,619.90
<b>Total for Accounts Payable</b>	<b>\$21,619.90</b>
Credit Cards	
Ramp Card	26,712.83
DISTRIBUTION ACCOUNT	TOTAL
<b>Total for Credit Cards</b>	<b>\$26,712.83</b>
Other Current Liabilities	
2100 Accrued Expenses	1,115.00
2150 Other Liabilities-County Match	
2300 Loan Payable	
Direct Deposit Payable	
Not in Use	
Payroll Liabilities	0
2210 Federal Taxes (941/944)	
2220 CA PIT / SDI	
2230 CA SUI / ETT	
2240 FUTA Payable	229.66
2270 Accrued Payroll	3,831.36
2275 Accrued PTO	12,128.39
2280 Health Insurance Payable	
2290 Direct Deposit Liabilities	
401(k) Contribution	0.03
Federal Payroll Tax Payable	
State Payroll Tax Payable	
SUI & ETT Payable	
<b>Total for Payroll Liabilities</b>	<b>\$16,189.44</b>
<b>Total for Other Current Liabilities</b>	<b>\$17,304.44</b>
<b>Total for Current Liabilities</b>	<b>\$65,637.17</b>
Long-term Liabilities	
<b>Total for Liabilities</b>	<b>\$65,637.17</b>
Equity	
3900 Unrestricted Net Assets (RE)	1,039,404.46
Net Income	-412,323.57
3100 Contingency-Restricted	187,622.35
Opening Bal Equity	
<b>Total for Equity</b>	<b>\$814,703.24</b>
<b>Total for Liabilities and Equity</b>	<b>\$880,340.41</b>