



VISIT MENDOCINO COUNTY, INC.

120 South Franklin Street
Fort Bragg, California 95437

**2010-2011 Annual Report
2011-2012 Marketing Plan**

board of directors

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Richard Strom

Director of Marketing

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Operations Manager

Erin Placido

Director of IT & Website

Brendan McGuigan

Event Coordinator

Alison de Grassi

Administrative Assistant

Susan Peakall

Public Relations

HypeHouse Communications

There are so many ways to get involved...

Sales

- 👉 Volunteer at one or more of the trade and consumer shows throughout the year
- 👉 Produce specials and packages to be sold to tour operators, media and travel agents

Public Relations

- 👉 Tell us your story – attend one of our quarterly PR showcases or produce a press/media kit to be given to media throughout the year
- 👉 Respond to our multiple queries regarding specials, unique opportunities and more

Advertising

Participate in one of our many co-operative opportunities - whether it's in VIA, Sunset, www.visitmendocino.com, or our annual visitor guide. We offer opportunities which cost less and provide more exposure than you can obtain on your own.

Mission

Market Mendocino County to potential visitors in order to increase the economic impact of the travel and tourism industry throughout Mendocino County using recommendations from the 2008 Mendocino County Travel Research Study as well as successes from the 2009-2010 Marketing Plan.

Goals

- 👉 Increase overall visitation to Mendocino County, specifically in the shoulder seasons of Spring and Fall
- 👉 Increase length of stay per visitation
- 👉 Increase overnight visitor spending per day
- 👉 We've created a Partner Information Packet or PIP that outlines the Visit Mendocino organization. Please call 707.964.9010 to schedule a PIP meeting to learn more

letter from the president



It's true. If you build it, people will come. But if you really campaign, share and inspire people, even more people will come. The Visit Mendocino County team has truly hit our stride, and I want to thank everyone who has supported our shared mission to grow awareness, visitors and ultimately revenue for the entire County. More than ever, it's clear that visitors are connecting with the County story – our people, places and experiences. And, thanks to all of our hard work, dedication and commitment, more businesses than ever are not just supporters, they have become true partners.

The past year has been a success on many levels. From winning more awards for the campaign, to seeing new businesses open, to seeing longstanding destinations thrive, to hosting editors, groups and visitors from around the world, Visit Mendocino County has remained true to our goal of sharing all the great things to do and people to meet. From food and wine, to adventure and nature, to great shopping and amazing festivals, the proof of our collective success is in the smiles and positive reviews YOU all get. We tried some new initiatives this year too. One of them was creating new partner information packet "PIP" kits to share resources and meet the marketing team behind Visit Mendocino County. Another was to get involved on a whole new level with the California Travel and Tourism Commission (CTTC). They liked us so much that they filmed parts of the statewide commercial in our County and now are looking at us to help guide them in marketing all of rural California in the future. Now that is exposure!

Our continued success depends on your participation and we look forward to your continued support and partnership. We are always here to answer any questions or concerns you may have and hear your ideas regarding our activities, structure, budgeting and more. Greater partnership brings greater success!

Thank you for an amazing 2nd year for Visit Mendocino County!

Kindest Regards,

Scott Schneider
President/CEO

annual report

Public and Media Relations

👉 Placed more than 100 Mendocino County stories in print, broadcast and Internet media, resulting in over **\$11 million dollars** in comparable advertising value

👉 Generated **127 million consumer impressions** (105% of goal), resulting in more visitors to Mendocino County

👉 Directly recruited more than **50 members of the media** (editors, producers, bloggers and freelancers) to visit Mendocino County, resulting in dozens of placements

👉 Conducted a highly successful deskside tour of New York City, where we met with editors from *Travel + Leisure*, *Wine Spectator*, *Martha Stewart Living*, *Ladies' Home Journal*, *Whole Living Magazine* and *O, The Oprah Magazine*

👉 Recruited a group of high-profile members of the media to serve on the judging panel at the 2011 Crab & Wine Festival. Judges included editors and producers and radio show hosts from *Ladies' Home Journal*, *Family Circle*, *VIA*, *Peter Greenberg Worldwide*, *Natural Health*, *7x7 Magazine* and *KRSH 95.9 FM* & *KRSH 95.9 FM*

👉 Attended Media Receptions hosted by the California Travel & Tourism Commission in Los Angeles and New York City, Pow Wow in San Francisco and Sunset Celebration in Menlo Park, resulting in valuable face-to-face time with top-tier media

👉 Generated awareness in the media and coordinated press attendance for the first ever "Taste of Mendocino" event in San Francisco. The event was attended by more than 100 prominent Bay Area media members, such as radio talk show hosts John Hamilton and Dr. Dean Edell, the Executive Editor of *7x7 Magazine*, the Editor-in-Chief of *CHOW*, the Executive Producer of *Dining Around* with Gene Burns, the Wine Editor at *Sunset Magazine*, and writers for the *Sacramento Bee*, the *San Francisco Chronicle*, and more

👉 Coordinated multiple regional television and radio interviews featuring Mendocino County winemakers, restaurant owners, innkeepers and even our Director of Marketing, Hairy Putter

👉 Pitched and placed multiple local, regional, national and international news features in media outlets such as *USA Today*, *Redbook*, *Toronto Star*, *Fairmont Magazine*, *Travel + Leisure*, *New Zealand Herald*, *The Huffington Post*, *Continental Airlines Magazine*, *VIA*, *Los Angeles Times*, *Sunset*, *San Francisco Chronicle*, *Peter Greenberg Worldwide*, *The Washington Post*, *Yahoo! Travel*, *Woman's World*, *The Chicago Tribune*, *Bridal Guide*, *Hemispheres*, *The Sydney Morning Herald*, *Sacramento Magazine*, *Lonely Planet Magazine*, *The London Free Press*, *O, The Oprah Magazine* and more

Sales

👉 Obtained over **6,000 new leads** for our database

👉 Obtained contracts with local hotels with international tour operators and attended both Go West and POW WOW to promote the County to international visitors

👉 Expanded sales reach to county fairs and niche markets such as weddings and golf

👉 Expanded group sales efforts by working with groups to secure lodging and food in County

👉 Attended multiple trade shows promoting Mendocino County

👉 Worked with the Mendocino Winegrape and Wine Commission on first annual Taste of Mendocino trade, media and consumer showcase in San Francisco

Partnerships (Community Relations)

👉 Attended and spoke at the CTTC Sustainable Tourism Summit in Lake Tahoe and spoke on a sustainable destination panel with San Francisco and Santa Monica

👉 Hosted the California Travel association Board Meeting which was a huge success. Over 60 community members and 25 CalTIA members came together for a night on the Skunk Train

👉 Partnered with Mendocino Winegrape and Wine Commission to coordinate Taste of Mendocino in San Francisco at Fort Mason on June 13th. Over **400 trade** and over **400 media** were in attendance with local businesses showcasing the wonderful offerings of Mendocino County

👉 Visit Mendocino County took first place for "Why Tourism Matters". Awarded by California Travel & Tourism at the 2011 Destination Leadership convention in Sacramento

👉 Chaired CTTC's rural committee

Advertising

👉 Over **53,000,000 impressions** via print, radio, & online advertising (**177% of goal**)

👉 Expanded KGO radio program by including partners like MWWC and local businesses which also garnered not only extended on-air time but on-air interviews as well

👉 Launched digital billboard for festivals with great ROI

👉 Met with *Sunset* magazine officials and created a unique *Sunset* advertising program where we receive more opportunity over a wider outreach for less financial involvement

👉 Worked with CTTC to film 3 Mendocino locations for Royal Visit TV commercial

Social Media & Website

👉 Doubled Facebook fan base in two months by implementing FB ads and partnerships with CTTC and other promotional organizations. **Over 5,000 fans** and continuing to grow

👉 Created social media campaign schedule to increase participation and action on page

👉 Continued to improve monthly e-newsletters, expanding content and reach for consumer

👉 Developing Mobile Phone application

Operations

👉 Hired new Operations Manager beginning September 7, 2010; new Director of Marketing & Administrative Assistant both beginning February 7, 2011

👉 Moved the Ukiah Office to save on administration costs. New location is the historic train depot which is shared in partnership with the Arts Council of Mendocino County

👉 Developed the Partner Information Packet (PIP) outlining the who, what and how of becoming involved with Visit Mendocino County; **over 100 meetings** held thus far

Visitor Services

👉 Completed and distributed tear off maps for the North Coast and Willits

👉 Completed & obtained approvals for gateway signs for Hwys 101 and 20 – to be installed in fall

👉 Completed beta test of customer service training county wide

👉 Awarded monies to various visitor service centers in County

👉 Completed new County display for State Capital in Sacramento – to be installed Fall 2011

The Big Picture

A few more facts on the state of our industry*

👉 Promotional efforts serve hundreds of businesses throughout the County employing over **4,800 people** with total earnings of **\$114 million**

👉 General County Fund is apprx. **\$56 million**; Tax revenues from Tourism are **\$6.7 million**

👉 Tourism revenue brings in approximately **\$556** of tax relief per household

👉 Annual Countywide travel spending is **\$297 million**

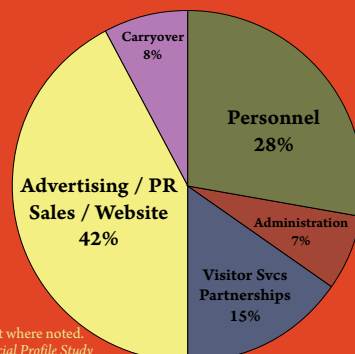
👉 DMO budgets have stabilized this year with a median average of **\$2.8 million**, but have yet to recover from their peak in 2008+

👉 The vast majority (**89%**) receive hotel tax funding, averaging **79%** of all revenue. In terms of private funding, **42%** receive membership dues+

👉 DMOs spend almost half (**47%**) of their budget on sales and marketing efforts, with media advertising the top activity (**18% of total expenses**). The remainder is spent on personnel (**41%**) and administration (**12%**)†

VISIT MENDOCINO COUNTY

Personnel	\$268,001.50
Administration	\$ 67,178.80
Visitor Services /Partnership	\$147,548.37
Advertising / PR / Sales / Website	\$406,518.25
Carryover to 2011/2012	\$ 74,546.37
Total 2010 - 2011 Profit/Loss	\$963,793.29



*Information provided by Dean Runyan Association & US Census Bureau. Information from 2010 except where noted.
†Represented by a sample of 195 DMOs that participated in DMAI's 2011 DMO Organizational & Financial Profile Study

And a Look at the Goals for 2011-2012

👉 **Paid Advertising** Initiate approximately **30,000,000** impressions in our target areas producing **7,500 leads** through reader response, website hits, phone calls, email, etc

👉 **Social Media** Track campaign success through page views, fans, telephone inquiries and Google Analytics receiving **500 direct inquiries** and over **15,000 fans and followers**

👉 **Email Marketing** Produce **3,000 leads** with an open rate of 20% and click through rate of 5%; and increase **subscriptions to 12,500**

👉 **Website Development** Increase unique visitors to **225,000 annually**; Continue to work on the mobile application; Continue to improve usability of site

👉 **Public and Media Relations** Initiate **\$5 million in ad equivalency** through PR coverage

👉 **Group and Leisure Sales** Obtain **8,000 direct consumer leads** and up to 200 group leads

👉 **Visitor Center and Signage** Install two gateway signs, two informational kiosks; implement of CalTrans Tourism Oriented Directional Sign program, guiding visitors to visitor centers

👉 **Regional Partnerships** Continue to administer and chair the North Coast Tourism Council (NCTC). Continue to chair the California Travel & Tourism Commission (CTTC) Rural Advisory Committee. Continue to sit on the CalTIA Executive Committee. Through this we are able to leverage promotional funds to create a travel destination which is nationally known and respected.

👉 **Community Relations** Continue development of relations with other promotional groups within Mendocino County; implement an Ambassador Program encouraging greater participation in programs, initiatives, events, branding, etc.

👉 **Visitor Guide and Fulfillment** Distribute the 2011-2012 Official Visitor's Guide, annual events calendar and tear off maps to enhance visitor experience; develop and maintain inquiry database to be used for measuring ROI and planning future marketing activities

“As a business owner, it has been great to collaborate with Visit Mendocino County. From overall marketing outreach, to editors, events and support, this team gets results—and that is good news for our business and ultimately everyone in the County.”

—Anne Bennett
The Other Place
Long Valley Ranch
Boonville, CA

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Place
Stamp
Here

