



**VISIT MENDOCINO COUNTY**  
BOARD OF SUPERVISORS  
NOVEMBER 6, 2018

- In FY 2017, VMC retained the services of TheorySF, a marketing consultancy based in San Francisco
- Goals:
  - to assess awareness of Mendocino County among potential visitors
  - develop a new brand with appeal to target audience
  - develop and launch a new website highlighting great things to do and places to stay in Mendocino County
- Step 1:
  - Awareness study in- and out-of-county to determine awareness of the county
  - Results: unaided awareness is almost non-existent
- Step 2:
  - Working with staff and marketing committee, develop new branding collateral for Visit Mendocino County
  - SHOW SLIDE 2 w/BRANDING
  - Once branding was approved... Find Your Happy... new website build; launched May 2018
  - Talk about brand launch campaign in SF Bay Area July 2018: billboards, bus wraps and kings, taxi toppers
  - SHOW SLIDE 3
- Step 3:
  - Brief about Sales; how it supports other efforts
- Step 4:
  - Refer to latest TOT/BID figures: TOT = 5% increase YOY; BID = 6% increase YOY
  - Numbers show a steady increase historically YOY
  - An analysis of BID data for the 2017-18 fiscal year shows that revenue collections are divided between inland (Highway 101 and Highway 128) and coastal communities at a rate of 38% vs. 62%, respectively.
  - Attributable to a number of factors:
    - Average daily rate has increased; difficult to determine due to lack of data
    - Number of room nights has increased = more visitors AND/OR more visitors staying longer
    - Unfortunately, the wildfires have been a factor in filling hotel rooms not only for firefighting personnel but also those displaced
    - The County has been very successful in working with Host Compliance to add non-compliant vacation rentals to the tax rolls!
  - VMC relies on data from the "Dean Runyan Report" – a report commissioned by Visit California to track visitation and tax data in all 58 CA counties
  - Mendocino tracks data against comparable counties in terms of TOT; Travel-related Spending, Tax Revenue, Employment. We rank ourselves against: Humboldt, Shasta and Yolo.
  - For travel related spending, Mendo grew 18% in 2017 over 2016: \$456M vs. \$386.1M
  - Tax revenue increased 14.98% YOY: \$39.9M vs. \$34.7M
  - And employment in tourism-related businesses increased by 15.25% to more than 7,100!
- Heading into 2019... our future is bright.
  - Working on aggressive digital campaign for Winter Feast Mendocino (formerly CWB)
  - Marketing rollout in Sacramento area – a key market for the summer months – with light rail and buses
  - Billboards in strategic placements in Bay Area and Sac
  - Targeted digital placements to foodies, people who like the outdoors, families, and more
  - Planning for the launch of Taste Mendocino in SF in April with A-list media event and parallel event in Mendocino County