



**TOURISM MARKETING GRANT
FY2020/21**

PROPOSAL

REGION: Northern California

ORGANIZATION: North Coast Tourism Council

ADDRESS: 105 West Clay Street Ukiah, California 95482

CONTACT INFO: Julie Benbow
Name

Chair, NCTC: ED, Humboldt County Visitors Bureau
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APPLICANT BACKGROUND INFORMATION

The North Coast Tourism Council was established in 2009 as a tourism marketing collaboration between Visit California and the rural northern California counties of Mendocino, Humboldt, Lake and Del Norte. As Lake county is not a coastal county, in 2020 the Board voted to DBA "North of Ordinary" to better reflect the true nature of our region. www.northofordinaryca.com

Embedded Attachments:

Appendix A

- Board of Directors
- Meeting Schedule for FY 20/21

Appendix B

- Organization Budget for FY 20/21

Target Audience(s)

Target Audience	Strategy
<p>Consumers NCTC’s current and post-COVID marketing will be to primary drive target audiences of millennials (families and singles), GenXers, women, and wellness/health enthusiasts - a combination of age, psychographic profiles and interests. Outdoor attractions, organic culinary and beverages for the Eco-conscious visitors, and unique arts & cultural experiences will be promoted.</p>	<p>The NCTC website is the main portal for the visitor introduction to the region, and a vital component to attract tourists and educate them about the diversity of year-round experiences for all ages to enjoy. Website traffic is increasing and with the launch of the new brand (northof ordinaryca) social media following is increasing significantly. Original content and videos are in production and will be launched as multi-platform digital and social campaigns.</p>

Value Proposition

The North Coast Tourism Council is the Destination Organization providing a wealth of up-to-date information and memorable experiences to attract tourism to the four-counties of Mendocino, Humboldt, Lake and Del Norte, and offers complete and distinctive opportunities for tourists of all ages and interests. As a truly rural region dominated by the iconic redwood forests, pristine coastlines, rivers and lakes, eco-tourists and nature lovers can enjoy rugged nature, open spaces and tranquility. We showcase arts & culture, delicious culinary interactions and family fun. Visitors to the North Coast encounter the very best adventures and create memories to last a lifetime. In these times of pandemic, the NCTC can rightfully claim unique natural assets without the crowds.

Pillar Alignment

Pillar	Regional Alignment
<p>Culinary</p>	<p>Boasting many of California’s finest organic farms, the North Coast culinary experiences include every ingredient from the ocean and rivers, award-winning small batch cheeses, chocolate, organic saffron and of course wine, spirits and beer. Foraging activities encompass the oceans, lakes, rivers and, in the forests provide mushrooms and many other forageable edibles. Farm to table events and farmers markets provide the tourist with a snapshot of</p>

	<p>our region, from \$250 7-course dinners with famous chefs to ethnic street food. Mendocino was recently awarded its first Michelin star. The region hosts many fun and delicious culinary festivals including annual Salmon, Crab, Mushroom, and Oysters fests. The North Coast offers innovative culinary adventures for every palate and pocketbook, plus over 100 wineries and vineyards to visit.</p>
Entertainment & Culture	<p>The North Coast was originally tribal lands so Native American heritage and history is an important and rich element to many experiences. Del Norte County, home to The Yurok Tribe holds a delicious and informative annual Klamath Salmon Festival and Native American Days are celebrated by the Tolowa Dee-ni' Nation in Smith River with traditional foods and games. All counties celebrate year-round cultural attractions, festivals, concerts, live theatre and other entertainment that showcase local and international artists. The venues, throughout the region, attract a diversity of tastes. Humboldt and Mendocino Counties boast the greatest numbers of artists per capita in the US. Humboldt County celebrates the arts with an annual mural festival and the world-renown Kinetic Sculpture Race.</p>
Family	<p>There are many family-friendly activities and attractions throughout the area including kayaking, canoeing, gentle hikes and camping at one of the dozens of state parks and lakes. All four counties offer outdoor and indoor multi-generational family friendly activities in safe environments. Eureka boasts the oldest Zoo in California with over 80 species. The Trees of Mystery, in Klamath take visitors on a magical trip through the magnificent redwoods and has the largest privately owned museum of Native American art and culture. The famous Skunk Train is a favorite family attraction in Mendocino, and summer memories are made in Lake County on Clearlake, the largest entire natural lake in California - recently ranked #1 Bass Fishing lake in America.</p>
Luxury	<p>Throughout the four counties there are a variety of unique 4-star properties from beautifully restored Victorian Inns to cabins nestled in the forests for glamping. Private, curated 'meet the maker' dinners and tastings take place throughout the year. NCTC works with luxury transportation providers and tour guides to offer discerning visitors exclusive opportunities. From oceanside, to forests and vineyards, luxurious adventures appeal to all tastes.</p>
Outdoor	<p>Visitors come to the North Coast to explore the world-famous and iconic Redwoods. But there is so much more! Outdoor adventures include hiking through the tallest trees in the world, to exploring the coast, rivers and lakes. The variety of geology and micro-climates provides tourists with many options for different levels of physical activity and comfort. From Clearlake in Lake County and Lake Mendocino in Ukiah, to the miles of unspoiled coastline in Mendocino and up into Humboldt and Del Norte, these experiences can be enjoyed without the crowds and frustrations of waiting</p>

	in line of other destinations. From forest bathing to walking the outdoor mural tours, the North Coast has everything.
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Objectives

Visitors – both out-of-state and in-state are flocking to our counties to spend time in the outdoors and away from crowds. NCTC’s objective is simple: leverage the relationships with our travel partners Including Visit California to ensure the timely and safe recovery of tourism. People are already expressing a strong desire to travel – many are already travelling – and our objective to acquaint future travellers with the adventures and experiences that await them through social media platforms, the North of Ordinary website, brochures and digital campaigns. The messaging will be done to ensure visitors can travel confidently and safely, while making lifelong memories.

1: PROPOSED PROJECT

Name: **Original Regional Content Development: Campaigns**

Type (Circle one): Consumer Travel Trade Public Relations

Target Audience(s) (Circle one.): Consumers Travel Trade Media Other (enter):

Description:

Original content for the website and social media platforms: includes video production, photography, blogs and newsletters. Design and production.

Metrics:

The object is to provide brand interaction through inspiring visuals and information, resulting in visitation to the North Coast. We will work on establishing new connections and obtaining business for 2021 and beyond. Timely, seasonal campaigns and itineraries will be promoted on all marketing platforms. Increased website traffic and social media interactions will be tracked for success.

Expenses:

Itemized Expenses	Projected Costs
Campaign Development & Implementation	\$4,600
Video & Photo Shoots	\$12,000
Final Video Production & Management	\$5,500

TOTAL:	\$21,100
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Income:

Funding Sources	Projected Income
North Coast	\$10,100
Visit CA match	\$10,000
TOTAL:	\$21,100

Timeline:

July 2020 – December 2020

2: PROPOSED PROJECT

Name: **Web and Social Media**

Type: Consumer Travel Trade Public Relations

Target Audience(s) (Circle one.): Consumers Travel Trade Media

Description:

A new website & logo has been developed. NCTC will continue to focus dollars on digital media and continue to drive traffic to the site. New content focusing on experiences in all four counties will engage potential visitors. Equal focus will be on social media platforms and video assets.

Metrics:

NCTC investment in consistent media ads will continue to build facebook, Instagram and YouTube audience engagement and extend reach across Gen X and Y. To continue growing online presence through consistent monthly blogs and quarterly newsletters. New content and unique campaigns will be developed promoting multi-county itineraries.
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Expenses:

Itemized Expenses	Projected Costs
Web and social media	\$ 14,400
TOTAL:	\$ 14,400

Income:

Funding Sources	Projected Income
NCTC	\$9,400
Visit California	\$5,000
TOTAL:	\$ 14,400

Timeline:

Ongoing.

FINANCIAL SUMMARY

Project	Cost
Original Regional Content Development	\$21,100
Web & Social Media	\$14,400
TOTAL:	\$35,500
GRANT FUNDS REQUESTED:	\$15,000 + \$6,920.09 Rollover 19/20 = \$21,920.09
REGION MATCHING FUNDS:	\$20,500 + \$6,920.09 Match = \$27,420.09

**Rollover grant and matching funds from 2019/2020 fiscal year will be directed to digital media marketing.*



North Coast Tourism Council
TOURISM MARKETING GRANT
FY2020/2021

APPENDICES

Appendix A

Board of Directors

- Chair: Julie Benbow (Humboldt)
- Secretary: Larry Galupe (Lake)
- Treasurer: Cindy (Del Norte)
- Directors: Katrina Kessen (Mendocino), Marc Rowley (Humboldt)
Michelle Scully & Brian Fisher (Lake), Lynnette Brillard (Del Norte),
- Administrator: Travis Scott (Mendocino)

Meeting Schedule for FY120/21

2020: October

2021: January, April, July.

North Coast Tourism Council

APPENDIX B: BUDGET 20/21

<u>Income</u>		<u>\$ 46,000</u>
	NCTC Contributions	\$ 32,000
	VC Match	\$ 15,000
<u>Expenses</u>		<u>\$ 41,000</u>
	Marketing	\$ 35,500
	Business Expenses	\$ 5,500

Income Detail

Mendocino County	\$ 11,000
Humboldt County	\$ 11,000
Lake County	\$ 5,000
Del Norte County	\$ 5,000

Narrative:

- Associate Memberships are no longer being offered.
- The NCTC brochure and map printing costs were covered in 19/20 budget. Distribution costs \$6,000
- NCTC will attend no trade or travel shows or events.
- Marketing dollars will be focused on original content and placement on multiple media platforms.
- Administrative Expenses: These will be a minimum to comply with all legal and operational obligations, our members have committed to hosting all costs associated with projects and organizational time as well as any expenses incurred to meet or travel for meeting with either the organizational members, partners and stakeholders and if necessary visits to Visit CA.