



August 5, 2020

Mendocino County Promotional Alliance
P.O. Box 89
Ukiah, CA 95482
callyd@littleriverinn.com

Via Email Delivery

Re: Mendocino County Tourism Marketing

Greetings Cally and Fellow MCPA Board Members,

In July, the Board of Directors of the Mendocino County Tourism Commission (VMC) approved our *adjusted* annual budget (FY 20-21) accounting for projected losses due to the COVID-19 pandemic and the subsequent closure of lodging. VMC is looking forward to continuing our marketing initiatives with more vigor than ever to promote our county as the world-class destination it is and attract visitors to our beautiful region. However, with our budget reduced by 40 percent we feel that we will greatly lose the brand awareness we've built over the past few years due to this lack of funding. Being the agency of record with the County of Mendocino for tourism promotion, VMC believes it would be of great benefit to our tourism stakeholders if we took over all promotional efforts. Our current and future activities include but are not limited to:

- Continued website development that would include a cannabis business identification icon and business section to house listings
- Development and execution of seasonal and overall brand campaigns to drive website traffic and bookings with our stakeholders
- Broadening of our already vast social media presence
- Robust Public Relations campaign aimed at attracting media and influencer attention
- Creation of new digital marketing assets

These programs and projects allow our partners to benefit from large branding campaigns that VMC is currently producing. VMC hopes that MCPA will support transferring all promotional activities and directives to Visit Mendocino County along with any earmarked funds you may have for the promotion of Mendocino County as a tourism destination. We look forward to continuing our strong marketing efforts with your support. Please feel free to reach out to me with any questions you may have.

Thank you,

A handwritten signature in black ink that reads "Travis Scott".

Travis Scott
Executive Director