

VISIT MENDOCINO COUNTY CANNABIS INTEGRATION PROPOSAL

GOAL: Position Mendocino as a compelling, trend-setting cannabis tourism destination through establishing and implementing strategic stakeholder plan that serves as the foundation for marketing cannabis offerings to visitors.

OVERVIEW: Enlightn will partner with Visit Mendocino County to establish and integrate cannabis related tourism strategies through providing data driven education and actionable items targeted to attracting the cannabis-traveler audience that research has recently identified. The scope of work proposed includes the creation of a newsworthy cannabis tourism product suite, including Effect Pairing, that highlights participating Visit Mendocino members, local attractions and key cannabis assets. Successfully attracting the cannabis traveler audience will both drive revenue and increase visitation.

PHASE I: DATA ANALYSIS, STAKEHOLDER EDUCATION AND DISCOVERY

The Enlightn process starts with destination stakeholder meeting(s). In these meetings, we walk through the Enlightn Strategy process, **share data** and insights about the active cannabis-traveler audience profile, **educate** about the state laws and opportunities, and openly discuss the overarching **stakeholder vision** of cannabis as a destination asset that entices visitation in a brand aligned way.

Phase I Objectives:

- **Align** with destination stakeholders
- **Demystify** cannabis, CBD and cannabis-related tourism through education
- **Understand** stakeholder concerns, pain points, perceived opportunities, vision
- **Present** proprietary cannabis-tourism data and insights, audience profile
- **Discuss** cannabis-related tourism brand alignment and audience targeting

Phase I Deliverable: A **Proposed Roadmap** of subsequent phases customized to the destination, with assigned timeline. To be reviewed and approved by stakeholders.

Visit Mendocino County Investment: \$3,500

PHASE II: DESTINATION AUDIT

We strategically **explore and assess existing cannabis-related assets and experiences** currently offered in the destination. We secretly shop and analyze the experiences based on a criteria of **safety and compliance, location, hospitality readiness, destination brand alignment and collaboration potential** with other destination stakeholders.

Assets and experiences explored and assessed may include dispensaries, deliveries, tours, **spa treatments**, lounges, **cannabis-friendly hotels**, private cannabis tasting, educational programming and more.

Additionally, we **identify and assess attractions** that are willing to **actively collaborate** on cannabis-related experience offerings. We conduct exploratory discussions about these experiences and explain the value of participation.

- Cannabis-related Asset Audit, Products and Services
 - Brand alignment
 - Compliance and safety standards
 - Product quality
 - Hospitality ready
- Resorts and Hotels
 - Current cannabis-related operating procedures
 - Cannabis-related integration points
- Attractions
 - Identify attractions (nature, arts, restaurants, adventure, etc.) to engage.

Phase II Deliverable: A **Destination Audit Report** of discoveries, findings, concerns, considerations, and recommended next steps for developing and polishing cannabis-related assets, collaboration partners, and strategy.

Visit Mendocino County Investment: \$7,500

PHASE III: STRATEGIC PLAN DEVELOPMENT

We meet with stakeholders to **facilitate the development of a customized Strategic Plan**. We present the Destination Audit Report, thoroughly discuss each section, and explore cannabis-related strategy options. Directed and approved by destination stakeholders, we **formalize a Strategic Plan that outlines the Activation, Collateral Design and Launch** phases on the process.

Strategies may include:

- Design of customized, buzzworthy, **destination specific Effect Pairing™ experiences** that will entice visitation from active cannabis-traveler audience.
- **A Mendocino tourism entity specific data and insights presentation** that communicates the cannabis tourism vision of Visit Mendocino including the cannabis-related travel audience profile and what motivates them.
- **Hospitality Training** for participating cannabis operators; retailers, deliveries, lounges, consumption spaces, as needed.
- **Cannabis brand and marketing strategy** meeting with Visit Mendocino County marketing team.

Phase III Deliverable: A formalized **Strategic Plan** that entices visitation of the affluent, active cannabis-travel audience. Informs the Activation, Collateral Design and Launch phases.

Visit Mendocino County Investment: \$7,500-\$10,000

PHASE IV: STRATEGIC PLAN IMPLEMENTATION

As outlined in the Strategic Plan, we will **mobilize to implement a coordinated cannabis tourism plan**. Efforts may include targeted stakeholder outreach, exploratory meetings, education, facilitating collaborations between destination stakeholders, **Effect Pairing™ experience design**, product placement, service integrations, hospitality training and more. As outlined in the customized strategic plan, informed by Visit Mendocino stakeholders, we will educate, coordinate, and integrate the flagship cannabis products and services that will be actively marketed to entice visitation from the cannabis-motivated traveler audience.

Primary Implementation Efforts Include:

- Meeting with key cannabis tourism partners identified in the strategic plan
 - Hotels
 - Attractions
 - Cannabis Assets
- Coordination of Mendocino County Cannabis Itinerary
 - Participating stakeholder education and training
 - Participating stakeholder collateral distribution
- Coordination of three flagship cannabis experiences for travelers
 - Participating stakeholder education and training
 - Participating stakeholder collateral distribution
- General Mendocino tourism entity specific plan, data and insights presentation (as needed)
 - Promotes upfront transparency on plan, offering development and engagement
 - Communicate the cannabis tourism vision/plan of Visit Mendocino
 - Present cannabis-related travel audience profile and motivators
- Strategic Marketing Consultation
 - Work with the Visit Mendocino marketing team to create data driven cannabis-related messaging and positioning strategies that effectively reach the cannabis motivated traveler.

Phase IV Deliverable: Weekly Progress Reports that summarize the efforts, milestones met and progress in executing the Strategic Plan.

Visit Mendocino County Investment: \$8,500-\$20,000

PHASE V: CANNABIS BRAND/ASSET DEVELOPMENT (Phases IV and V are concurrent)

Creative discussions about the cannabis brand, developed experiences and messaging, **supplemental to the core pillars of the destination** and its stakeholders will help guide the evolution of the Mendocino cannabis brand.

Collateral assets will be created in partnership with Visit Mendocino that **educate visitors about the compelling cannabis-related experiences** available in the destination.

Collateral may include:

- Visitor Information Center and Hotel Frontline Staff collateral that **explains the laws and offers ‘tips, tricks and warnings’ about cannabis consumption**, especially edibles
- Visitor Information Center and Hotel Frontline Staff collateral that directs visitors to **vettted hospitality ready retailers, lounge and delivery service**
- Visitor Information Center and Hotel Frontline Staff collateral that directs visitors to **experiences, activities, tours and packages**

Phase V Deliverable: A **Collateral Report** that summarizes each collateral asset, its purpose, strategic placement strategy, and supportive messaging around each unique asset.

Visit Mendocino County Investment: \$2,500-\$3,500
*hard costs not included

PHASE VI: ON-GOING CANNABIS TOURISM SUPPORT

Enlightn will serve as a cannabis tourism subject matter expert and steward of ongoing innovation, coordination, and quality control of cannabis tourism product offerings in Mendocino County.

On-going Tourism Stakeholder Engagement, Education and Training

Outreach to key tourism entities within the county to update on Visit Mendocino cannabis tourism efforts and resources, create awareness and encourage participation.

- **Resorts and Hotels**
 - A flexible **tiered Hotel integration program that** mitigates risk and drives revenue including;
 - Frontline staff education
 - Front line staff collateral distribution
 - Vettted cannabis-related product options that drive revenue
- **Attractions** (restaurants, exhibits, museums, other)
 - Effect pairing experience design
 - Cannabis retailers, lounges, cafes
- **Cannabis Assets**
 - Hospitality Training
 - Effect pairing integration; pairing guide, dosing guide, category guide

Local and Statewide Representation

Create awareness of Mendocino as a trend-setting destination with cannabis tourism offerings to key travel organizations. (Visit CA, Cal Travel, CHLA, US Travel)

Event Pairing

Identify key cannabis integration strategies that compliment established local events.

Strategic Marketing Consultation

Enlightn will work with the Visit Mendocino County marketing team to identify data- driven innovative messaging and strategies to reach cannabis curious travelers.

Visit Mendocino County Investment: TBD, retainer or project based