

Visit Mendocino County
Quarterly Report:
October – December 2021

Submitted to Mendocino County Tourism Commission & County of Mendocino

February 10, 2022

DRAFT

Executive Summary of Quarterly Activities:

During the second quarter of fiscal year (FY) 2021-2022, the organization continued its strong foothold as a top rural destination in California, offering visitors safe space to commune with nature. The Mendocino County Tourism Commission (MCTC) Board of Directors (BoD) kept its directional orders to staff: continue the “Room to Roam” brand awareness campaign, however it was requested that a call-to-action be added to its digital marketing campaigns. The campaign saw stagnation in growth in the previous quarter, so the team returned to a soft push inviting visitors to “learn more” about Mendocino County this led to a noticeable rise in impressions. The team continued work with Cultivar Strategies, hosting stakeholders and partners from across the county in web-meeting format to understand and assess the needs surrounding cannabis tourism. With direction from the BoD the Executive Director (ED) presented an amended budget for the balance of FY 21/22 with augmentations in support of marketing. The finance committee and BoD approved this amended budget at its November meeting. The Public Relations team showed favorable results with articles in glossies, major news outlets as well as television.

This report continues in its amended format to highlight the efforts of MCTC during this period and report on the financial health of the organization. A topline view of the quarters work is as follows:

- MCTC took the following marketing and public relation actions during the quarter:
 - Issued monthly press releases to media outlets
 - The PR team realized continued success following its spring media visits with article placement in publications such as:
 - Forbes
 - Sunset
 - Fodors
 - Afar
 - KCRA 3 – Sacramento
 - ABC 10 - Sacramento
 - SF Chronicle
 - MSN
 - Yahoo
 - The ED travelled to Los Angeles to present Mendocino County to a select list of high caliber media in partnership with Visit California.
 - Continued “Room to Roam” brand awareness campaign, highlighting the open space and safe activities available in Mendocino County. The metrics of these campaign placements are below.
 - Ad Placements:
 - Programmatic Ads: 28.8k clicks, 3.79m impressions at a cost of \$0.36 per click, total spend \$10,300.00
 - Facebook: 49,096 clicks, 6,329,295 impressions and 61,628 engagements
 - Instagram: 15,806 likes, 2,197,049 impressions and 16,424 engagements

- Average CPC for FB & IG: \$0.50
 - Total social media spend: \$21,941.97

- Communicated with partners, stakeholders, and community members via radio and email regarding the programs and important projects the organization is incubating and moving forward.
- Worked with RoGo Pro, a production company lead by Bay Area TV personality Roberta Gonzales, to complete a series of TV and Radio commercials as well as the first three episodes of Mendocino County, Room to Roam Podcast all are scheduled to launch in January 2022.
- The Marketing committee approved contracts with ABC7 Bay Area TV, KCRA 3 Sacramento, KCBS Radio (Bay Area & Sacramento) and Audacy Radio.
- The team worked in collaboration with Cultivar Strategies to continue in building an official strategy to fold cannabis tourism into MCTC's marketing programs.

- The team began work with Mendocino Coast Clinics (MCC) to plan their annual Crab & Wine Days events on the coast. It was decided by MCC that they would host a series of smaller Winemaker Dinners at select locations in their service area. These events are scheduled for February and March 2022.

- MCTC continued work in collaboration with the reformed Mendocino County Lodging Association (MCLA), Chambers of Commerce and other business leaders to continually navigate safe business operations, assess community needs and keep healthy lines of communication open with government officials.

- MCTC ED and Marketing & Sales Manager *responsibly* attended Bay Area Travel & Adventure show in Santa Clara. The team collected over 200 consumer email addresses to add to the database. These shows provide the team with the opportunity to directly interact with potential visitors sharing Mendocino's highlights to capture their attention and make them aware of the close proximity of Mendocino County to the Bay Area.

- Continued efforts in the promotion of the #MaskUpMendo and MCTC & MCLA's #SafeMendocino programs for community and visitor safety.

- The team began working and tracking its work as relating to the organization's newly adopted [Strategic Plan](#).

- The ED, working in collaboration with MCTC Board President, began to recruit new members for the BoD.

- The ED continued in his role as Administrator and Treasurer of the North Coast Tourism Council (NCTC), which continues to build marketing assets and work in direct

collaboration with Visit California on broad regional marketing campaigns.

On the following pages you will find the organization's financial statements through December 2021, as approved by the MCTC BoD at its February 2022 meeting.

Thank you for the opportunity to promote our beautiful county.

Respectfully,

A handwritten signature in black ink that reads "Travis Scott". The signature is written in a cursive, slightly slanted style.

Travis Scott

DRAFT

Mendocino County Tourism Commission

Balance Sheet
As of December 31, 2021

| | TOTAL |
|--|-----------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| 1005 SBMC Checking | 520,208.73 |
| 1010 SBMC Contingency/Savings | 965,865.27 |
| 1015 MLCU Checking | 0.00 |
| 1020 MLCU Savings | 0.00 |
| 1030 Cash drawer | 100.00 |
| Total Bank Accounts | \$1,486,174.00 |
| Accounts Receivable | \$242,942.80 |
| Other Current Assets | |
| 1230 Prepaid Expenses | 70,484.31 |
| 1250 Refundable Deposits | 1,800.00 |
| 1270 Receivable Other | 0.00 |
| Undeposited Funds | 0.00 |
| Total Other Current Assets | \$72,284.31 |
| Total Current Assets | \$1,801,401.11 |
| Fixed Assets | \$16,277.52 |
| Other Assets | \$0.00 |
| TOTAL ASSETS | \$1,817,678.63 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | \$14,158.54 |
| Other Current Liabilities | |
| 2100 Accrued Expenses | 0.00 |
| 2150 Other Liabilities-County Match | 0.00 |
| 2300 Loan Payable | 0.00 |
| Direct Deposit Payable | 0.00 |
| Not in Use | 0.00 |
| Payroll Liabilities | 23,128.47 |
| Total Other Current Liabilities | \$23,128.47 |
| Total Current Liabilities | \$37,287.01 |
| Total Liabilities | \$37,287.01 |
| Equity | |
| 3100 Contingency-Restricted | 152,650.09 |
| 3900 Unrestricted Net Assets (RE) | 1,478,042.08 |
| Opening Bal Equity | 0.00 |
| Net Income | 149,699.45 |
| Total Equity | \$1,780,391.62 |
| TOTAL LIABILITIES AND EQUITY | \$1,817,678.63 |