



<p><b>Vision</b></p> <p>A diversified and thriving economy supported by our community, offering enriching experiences for our guests.</p>	<p><b>Mission</b></p> <p>Visit Mendocino County stewards and amplifies the total Mendocino County experience</p>	<p><b>Position</b></p> <p>In order to support our stakeholders, generate economic activity for county residents through tourism, and inspire our visitors, Visit Mendocino County:</p> <ul style="list-style-type: none"> <li>Markets the Mendocino County experience to key regional and domestic markets</li> <li>Creates, develops, and manages brand awareness for the county.</li> <li>Connects people and organizations to opportunities.</li> <li>Provides tourism resources and information to in-county partners.</li> <li>Optimizes return on investment through responsible fiscal management</li> </ul>	<p><b>Values</b></p> <p><b>Transparency:</b> We foster trust through openness and integrity.</p> <p><b>Accountability:</b> We are outcome-oriented and professional.</p> <p><b>Partnership:</b> We create alignment through inclusive and meaningful relationships.</p> <p><b>Community:</b> We contribute to the fabric of Mendocino County.</p> <p><b>Innovation:</b> Our creativity reflects the uniqueness of our cultures and landscapes.</p>	<p><b>Reputation</b></p> <p><b>Leader:</b> We motivate and facilitate the tourism community.</p> <p><b>Accessible:</b> We welcome—and are responsive to—input from community members and stakeholders</p> <p><b>Collaborative:</b> We actively seek engagement and collaboration with our stakeholders and partners.</p> <p><b>Bold:</b> We deliver on smart, effective, and forward- thinking ideas.</p>
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<p><b>Imperatives</b></p> <p><b>Optimize and demonstrate our impact through relationships and collaborations</b></p>	<p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>Increase Participation Rate in VMC Programs</li> <li>Increase VMC Communication Engagement Rate</li> <li>Boost Community's Support of the Tourism Industry</li> </ul>	<p><b>Initiatives</b></p> <ul style="list-style-type: none"> <li>Create a campaign to promote the value of VMC in driving positive results to local businesses</li> <li>Perform a needs assessment of our stakeholders and partners</li> <li>Enhance VMC's portfolio of stakeholder offerings and resources</li> </ul>
<p><b>Raise visitor awareness of Mendocino County and strengthen tourism's contribution to County vitality</b></p>	<ul style="list-style-type: none"> <li>Increase Website Traffic</li> <li>Grow the BID Fund 5% Over 3 Years</li> <li>Increase Shoulder Season Visitation Rates</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate and diversify visitor target market segments and competitive set</li> <li>Refresh our brand identity to align with target segments and competitive advantage</li> <li>Create process and framework for the evaluation and investment in event promotion with an emphasis on shoulder seasons</li> </ul>
<p><b>Steward and Advocate for the Mendocino County Experience</b></p>	<ul style="list-style-type: none"> <li>Increase County Investment in Tourism Products and Infrastructure</li> <li>Increase Mendocino County Sales Tax Receipts Over 3 Years</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for the development of pro-business county regulations</li> <li>Advocate for County investment and development of sustainable tourism infrastructure</li> <li>Align destination development activities to Visit California's Stewardship Objectives</li> </ul>

# Visit Mendocino County

2021–2023 Strategic Plan



Part of Visit Mendocino’s strategic plan calls for the alignment of VMC’s destination development and stewardship activities to Visit California’s Destination Stewardship and Sustainable Travel Plan. The five objectives outlined in this plan, listed below, focus on residents, visitors and industry partners via marketing, research, communication, education, public affairs, coalition building and destination management:

1	<b>EXPAND</b> Sustainable Practices Throughout the Mendocino County Tourism Industry
2	<b>ENCOURAGE</b> Responsible Tourism
3	<b>DEVELOP</b> Approaches to Shape Visitation Patterns
4	<b>INFUSE</b> the Mendocino County Brand with Stewardship Ethics
5	<b>AMPLIFY</b> the Sense of Pride Mendocino County Residents Have in Their County