



VISIT  
MENDOCINO  
MAGIC IS REAL

**Visit Mendocino County Quarterly Report:  
October-December 2023**

*Submitted to Mendocino County Tourism Commission & County of Mendocino*

**OCTOBER 29, 2024**



**VISITMENDOCINO.COM**

# VMC Quarterly Activities Report: October–December 2023

## Executive Summary of Quarterly Activities:

In the second quarter of the fiscal year (FY) 2023-2024, the organization continued leveraging the launch of the newly launched rebrand. The brand launched to a full suite of consumer marketing outlets that include television & radio networks across the Bay Area, Sacramento and Central Valley along with programmatic and social media ads. The first episode of VMC Magic is Real video podcast produced by RoGoPro, a production firm lead by Bay Area TV personality Roberta Gonzales, was released with a focus on the arts. New content continued to be created and added to the website with the goal of continuing to decrease the bounce rate from the website.

In the October Board of Directors meeting, Visit Mendocino County's former CEO, Travis Scott, informed the Board of Directors he was resigning and recommended former Director of Marketing, Ramon Jimenez, to succeed him as the new Executive Director for the organization. Ramon replaced Travis on the North Coast Tourism Council and Cleaner California Coast committee, a 3-county partnership with Marin, Sonoma, and Mendocino.

The ED continued work with Civitas Advisors on advancing the conversion of the Mendocino County Lodging Business Improvement District (BID) to the Bid Law of 1994 following Board of Supervisor's approval of an NDA and 3-party contract allowing Civitas to collect the necessary TOT and Sales Tax data for the Steering Committee to assess the potential collections under the proposed ordinance.

The team worked with Mendocino Wine Incorporated (MWI) to launch a USA Today campaign highlighting the "Best of Show" wines and their producers, which ended in October. The team also participated in multiple events during the "Harvest Mendocino" festival, a multiple week festival in the shoulder season. Some of the events included Fort Bragg's Magic Market, The Mushroom, Whiskey and Wine Train, and Taste Mendocino. In November, the team hosted a Meet & Greet for partners and stakeholders on the South Coast, generously hosted by Mar Vista Farm & Cottages. In December, the team attended a Destination Mixer in Sacramento hosted by Visit California, where we were able to showcase everything Mendocino County has to offer to all of the VCA staff.

The Festival Coordinator continued building out "Wellness Month" for January and the "Seafood & Sips" festival for the January/February shoulder seasons.

The Public Relations team garnered massive results with articles in glossies, major news outlets as well as television.

This report will highlight the efforts of VMC during this period and report on the financial health of the organization. A topline view of the quarterly work is as follows:

- VMC took the following marketing and public relations actions during the quarter:
  - ↳ Issued monthly press releases to media outlets.
  - ↳ The PR team realized continued success leading into fall media visits with placements in publications and on networks such as:
    - » Afar
    - » 7x7
    - » ABC 10
    - » NBC San Diego
    - » Instagram
    - » Adventure Sports Journal
    - » NBC Los Angeles
    - » Locale
  - ↳ The "Magic is Real" brand awareness campaign highlights the open spaces, cultural, epicurean and leisure activities available in Mendocino County. The metrics of these campaign placements are below.
    - » Ad Placements:
      - Programmatic ads: 60,215 clicks, 1,059,074 impressions at a cost of \$0.12 per click, total spend \$7,354.99.
      - Facebook: 97,420 clicks, 7,799,288 impressions and 125,055 engagements
      - Instagram: 10,943 likes, 556,208 impressions and 11,821 engagements
      - Average CPC for Facebook & Instagram: \$0.27

- Total social media spend: \$25,924.29
- » TV Placements:
  - KTVU: 345 commercial spots (including digital OTT) with 2,027,000 impressions.
  - KCRA & KQCA: 300 commercial spots with 8,174,000 impressions
  - Action News (KHSL/KNVN): 225 commercial spots reaching 98.7% of adults 25-64 in the Chico/Redding market
- » Carvertise:
  - 10 car wraps – 11,648,052 impressions
- » Charles M. Schulz Sonoma County Airport:
  - 12-second video projected to reach up to 700,000 passengers annually
- ↳ 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 directed by Bay Area TV personality Roberta Gonzales, developing the new season of VMC's podcast now titled "Magic is Real". The series launched November 2023.
- ↳ The team continued working in collaboration with cannabis business advisor Brian Applegarth, MCA, and other local cannabis business associations and leaders to continue marketing and normalization of cannabis tourism. The team also began working on a co-op campaign with Visit Oakland and Humboldt County Visitors Bureau.
- ↳ The ED continued to meet with other North Coast partners in a series of meetings hosted by VCA contractor JLL in development of Regional Strategic Tourism Plans for each of the VCA designated Rural Regions.
- MCTC continued work in collaboration with the reformed Mendocino County Lodging Association (MCLA), Chambers of Commerce and other business leaders to continually navigate business operations, assess community needs and keep healthy lines of communication open with government officials.
- The team continued working and tracking its work as relating to the organization's Strategic Plan.

On the following pages you will find the organization's financial statements through December 2023.

Thank you for the opportunity to promote our beautiful county.

Respectfully,



Ramon Jimenez  
Executive Consultant

# Visit Mendocino County

## Balance Sheet

As of December 31, 2023

|  | TOTAL                 |
|--|-----------------------|
| <b>ASSETS</b>                          |                       |
| Current Assets                         |                       |
| Bank Accounts                          |                       |
| 1005 SBMC Checking                     | 386,537.05            |
| 1010 SBMC Contingency/Savings          | 1,000,497.46          |
| 1030 Cash drawer                       | 100.00                |
| <b>Total Bank Accounts</b>             | <b>\$1,387,134.51</b> |
| Accounts Receivable                    |                       |
| 1100 Accounts Receivable               | 0.00                  |
| <b>Total Accounts Receivable</b>       | <b>\$0.00</b>         |
| Other Current Assets                   |                       |
| 1230 Prepaid Expenses                  | 32,173.44             |
| 1250 Refundable Deposits               | 1,800.00              |
| 1270 Receivable Other                  | -4,107.06             |
| 1290 Loan to Employee                  | 0.00                  |
| Undeposited Funds                      | 0.00                  |
| <b>Total Other Current Assets</b>      | <b>\$29,866.38</b>    |
| <b>Total Current Assets</b>            | <b>\$1,417,000.89</b> |
| Fixed Assets                           |                       |
| 1510 Furniture and Equipment           | 42,046.32             |
| 1600 Accumulated Depreciation          | -28,029.00            |
| <b>Total Fixed Assets</b>              | <b>\$14,017.32</b>    |
| Other Assets                           |                       |
| 1700 Website Development               | 0.00                  |
| 1750 Accumulated Amortization          | 0.00                  |
| <b>Total Other Assets</b>              | <b>\$0.00</b>         |
| <b>TOTAL ASSETS</b>                    | <b>\$1,431,018.21</b> |
| <b>LIABILITIES AND EQUITY</b>          |                       |
| Liabilities                            |                       |
| Current Liabilities                    |                       |
| Accounts Payable                       |                       |
| 2000 Accounts Payable                  | 50,998.92             |
| <b>Total Accounts Payable</b>          | <b>\$50,998.92</b>    |
| Credit Cards                           |                       |
| Ramp Card                              | 7,237.69              |
|  | TOTAL                 |
| <b>Total Credit Cards</b>              | <b>\$7,237.69</b>     |
| Other Current Liabilities              |                       |
| 2100 Accrued Expenses                  | 1,115.00              |
| 2150 Other Liabilities-County Match    | 0.00                  |
| 2300 Loan Payable                      | 0.00                  |
| Direct Deposit Payable                 | 0.00                  |
| Not in Use                             | 0.00                  |
| Payroll Liabilities                    | 11,125.24             |
| <b>Total Other Current Liabilities</b> | <b>\$12,240.24</b>    |
| <b>Total Current Liabilities</b>       | <b>\$70,476.85</b>    |
| <b>Total Liabilities</b>               | <b>\$70,476.85</b>    |
| Equity                                 |                       |
| 3100 Contingency-Restricted            | 187,622.35            |
| 3900 Unrestricted Net Assets (RE)      | 1,431,851.51          |
| Opening Bal Equity                     | 0.00                  |
| Net Income                             | -258,932.50           |
| <b>Total Equity</b>                    | <b>\$1,360,541.36</b> |
| <b>TOTAL LIABILITIES AND EQUITY</b>    | <b>\$1,431,018.21</b> |