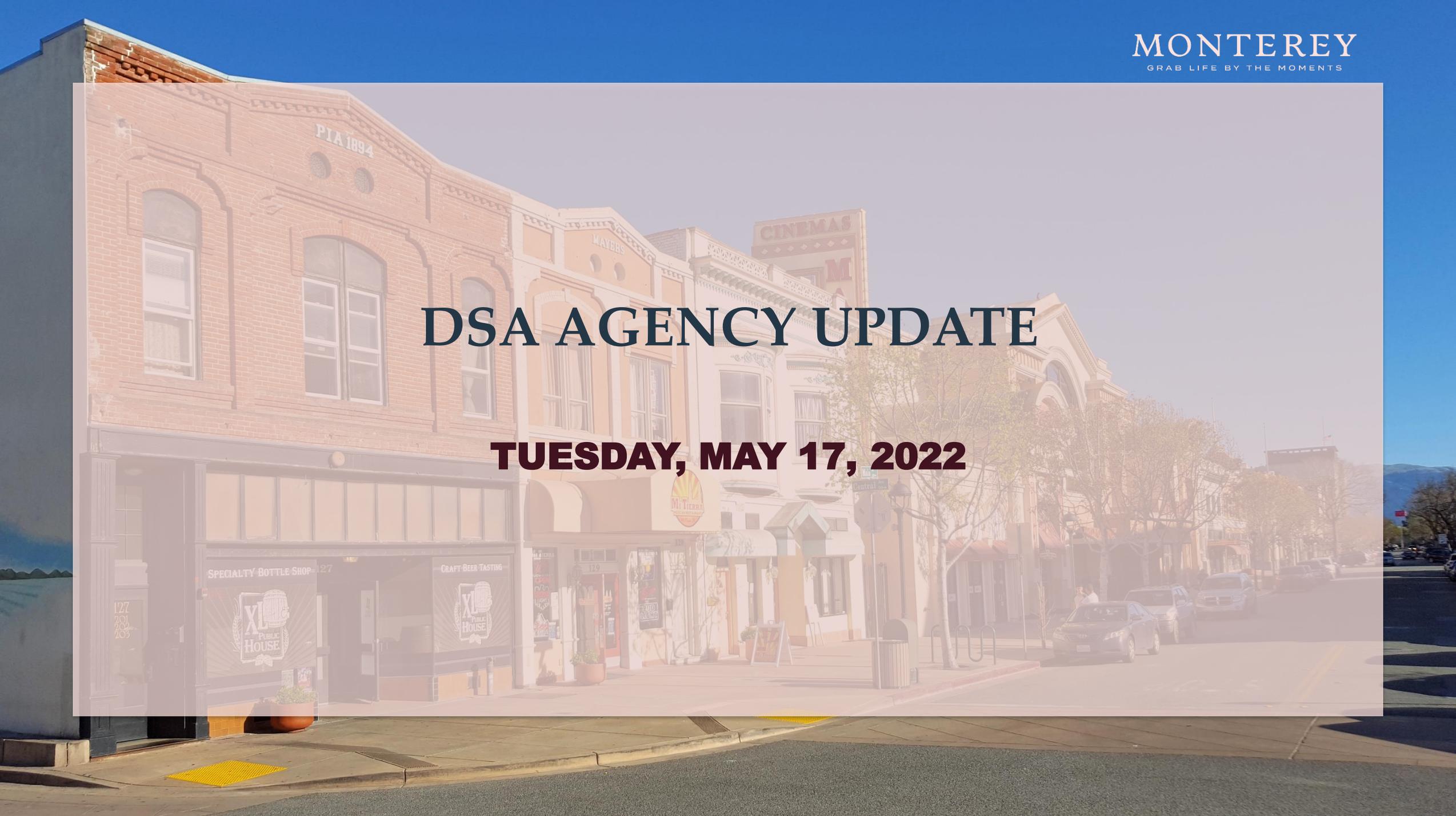


DSA AGENCY UPDATE

TUESDAY, MAY 17, 2022



MONTEREY COUNTY CONVENTION & VISITORS BUREAU



ORGANIZATION OVERVIEW

DESTINATION MARKETING FOR MONTEREY COUNTY

Primary Purpose: Drive demand for overnight visitation to improve quality of life for residents (TOT/Sales Tax revenue for the County, support employment).

Additionally:

- Protect our environment through promotion of safe, responsible, respectful, sustainable travel
- Promote County assets including WeatherTech Laguna Seca, county parks, and more
- Act as Communication Hub for travelers (and residents) during Crisis
- Collaborate with a wide array of County agencies and organizations, including:
 - Monterey County Hospitality Association
 - Monterey County Business Alliance
 - Monterey County Film Commission
 - Monterey County Vintners and Growers Association
 - Monterey County Business Council
 - Marina Chamber of Commerce
 - Pacific Grove Chamber of Commerce and Tourist Information Centers
 - Monterey Regional Airport
 - Monterey County Farm Bureau
 - Arts for Monterey County
 - Carmel Chamber of Commerce and Visitors Center
 - Salinas Valley Chamber of Commerce
 - Monterey Peninsula Chamber of Commerce
 - King City Chamber of Commerce

ORGANIZATION OVERVIEW

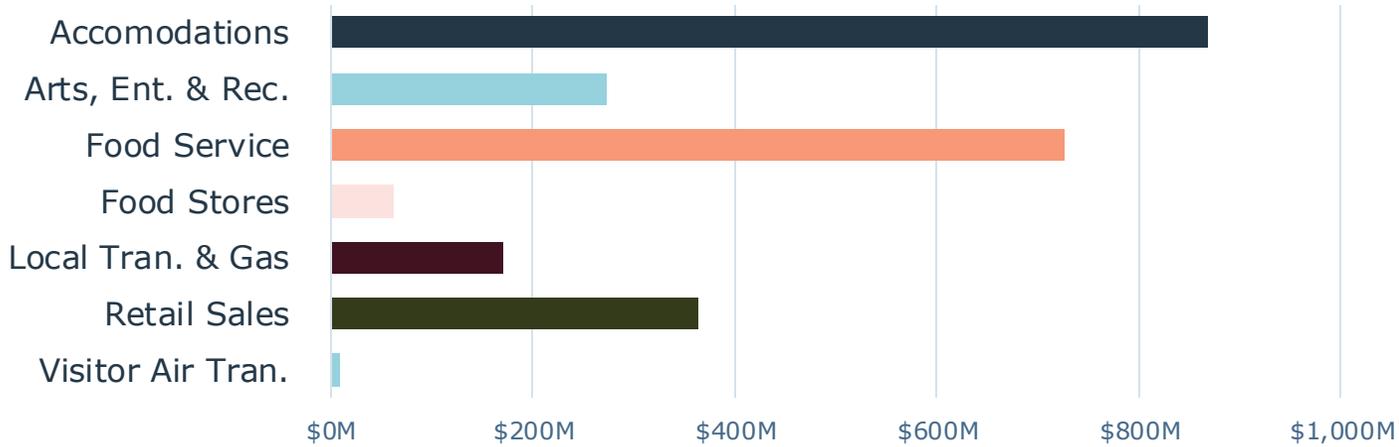
ECONOMIC IMPACT

2021 Monterey County Statistics

Travel-Related Spending:	Local Taxes Generated:
\$2.5B	\$146M
Jobs Supported:	
21,550	

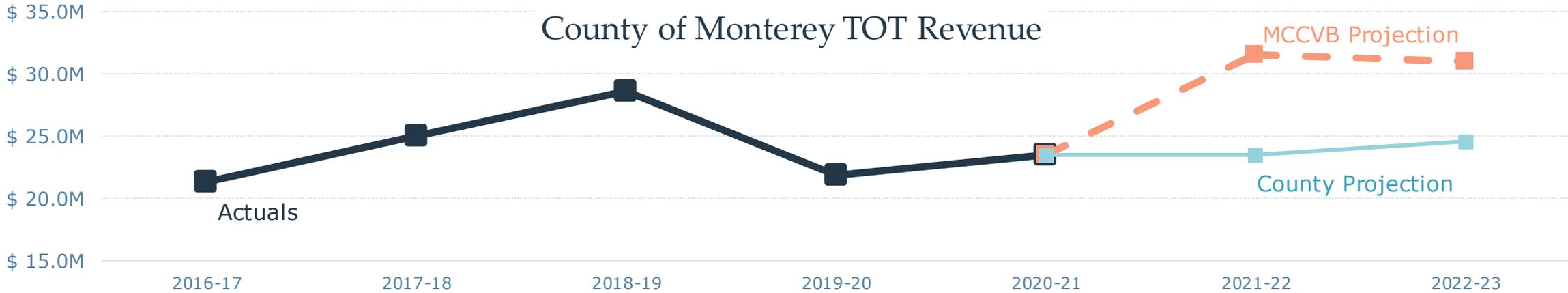
Source: Visit California

Travel Related Spend in Monterey County



Source: Visit California

County of Monterey TOT Revenue



DESTINATION MARKETING

AGGRESSIVE COMPETITORS

Monterey County fiercely competes with other destinations:

Napa Valley

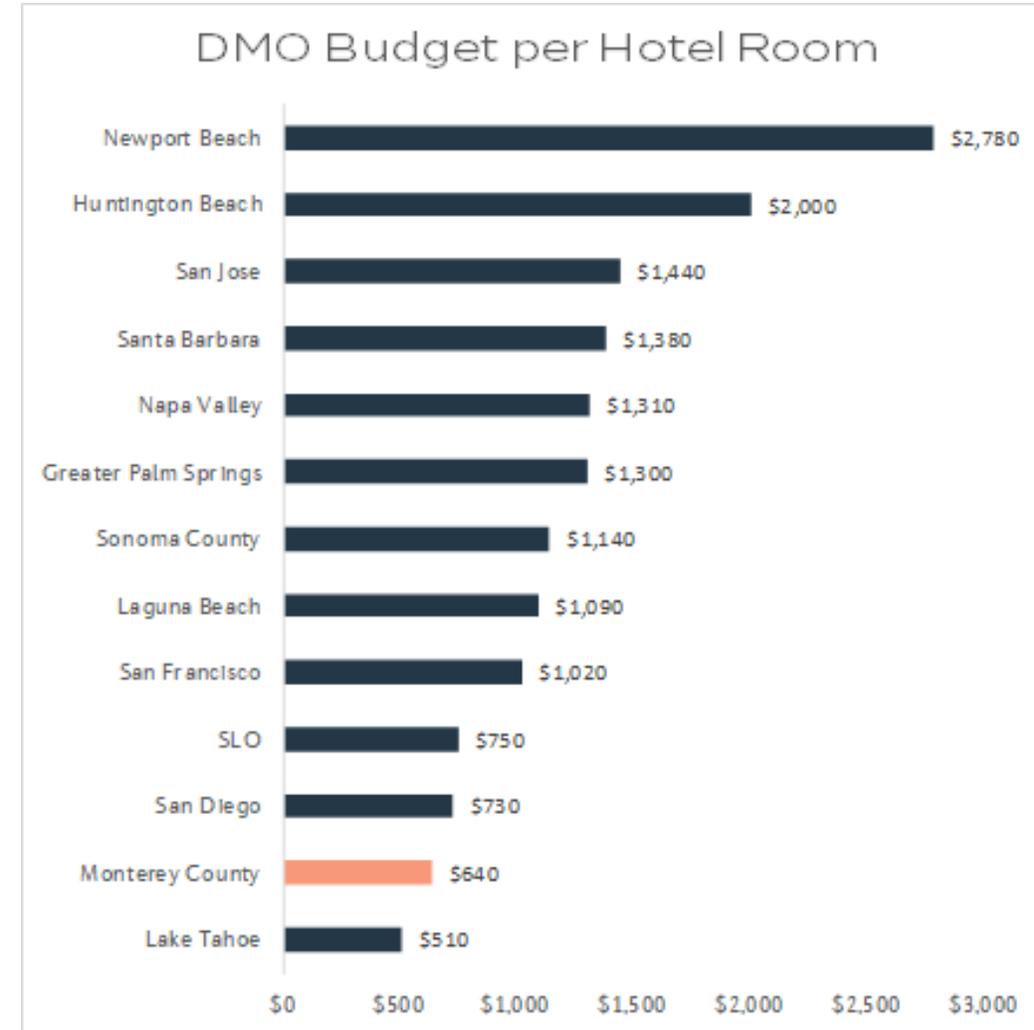
Sonoma County

Santa Barbara

SLO County

Newport Beach

And more...



DSA WORKPLAN FY21-22

PROGRAM OVERVIEW

Marketing Communications

Inspire and increase overnight visitation amongst Leisure, Group and International travelers through brand marketing campaigns and content that highlight the many amazing experiences throughout the County.

Group Business Development

Create and cultivate County revenue opportunities through groups, meetings and conferences in partnership with the hospitality community.

Community Relations

Promote inclusion and engagement between the hospitality industry and the greater community including residents, local governments, Chambers, small businesses.



ACCOMPLISHMENTS

ACTIVITY FOR Q1 – Q3

CAMPAIGN SNAPSHOT

“ALL IN” GROUP MEETINGS CAMPAIGN

- Continue to target Corporate Meeting Planners and Association Meeting Planners in drive markets and direct flight markets

“NOW IS THE MOMENT” LEISURE CAMPAIGN

- Continue to target active travel intenders
- Drive, regional and direct fly markets

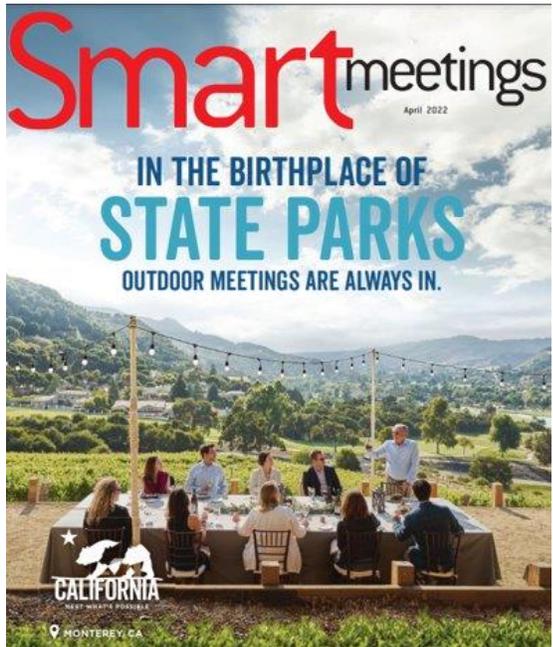
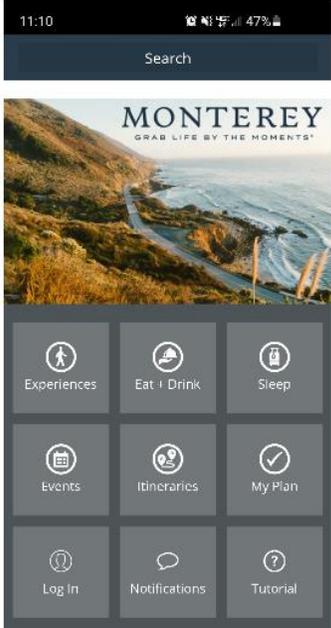
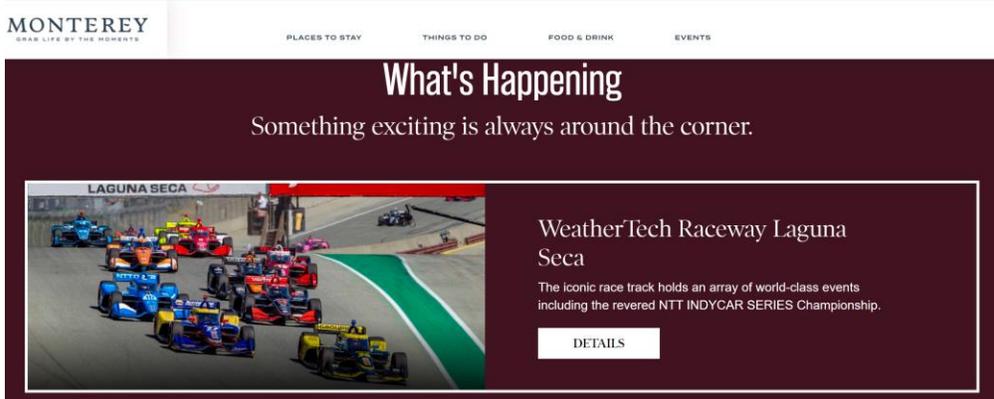
NEW LUXURY CAMPAIGN

- Target super affluent travelers
- Regional focus in Bay Area/Silicon Valley and Seattle

RESPONSIBLE TRAVEL CAMPAIGN

- Geofencing campaigns in high volume areas during peak season
- New media partnership opportunity

ELEVATING THE DESTINATION



RESULTS

Q1 – Q3

MARKETING COMMUNICATIONS

YTD Web Traffic



97K

Partner
Handoffs

2.25B

Earned Media
Impressions

\$4.7M

Ad
Equivalency

Social Engagememts

780,317



■ YTD (70.92%)
■ Goal (1.1M) (29.08%)

Top 100 Outlets YTD

22 out of 40



■ YTD (55%)
■ Target (40) (45%)

BUSINESS DEVELOPMENT

Leads

528 leads / 183,234 room nights

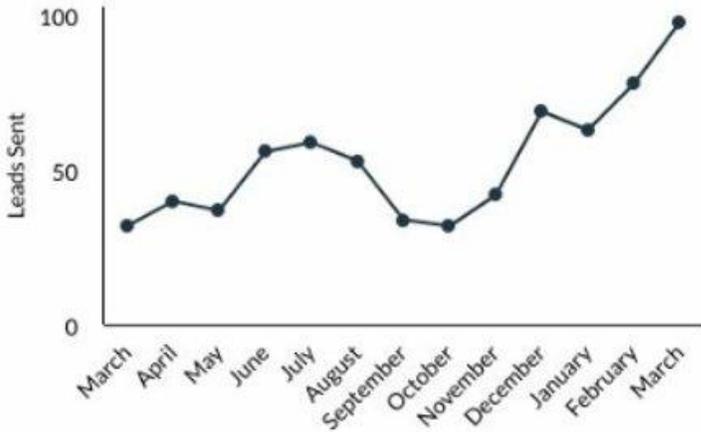
Bookings

99 bookings / 26,895 room nights

Room Revenue from Bookings

\$7,305,923

Lead Generation (Mar 2021-Mar. 2022)



RESULTS

Q1 – Q3

MCCVB marketing programs generated...

- **235,631** influenced trips
- **\$341.3M** influenced spending
- **664,520** room nights
- **28%** of room demand for the period

	FY20-21		FY21-22	
	Fly		Fly	Other National
HH	5.3M		5.4M	14.8M
Awareness	33%		29%	38%
Aware HH	1.7M		1.6M	5.6M
Incremental travel	4%		6%	2%
Influenced trips	69,404		93,046	102,064
Trip spending	\$1,337		\$1,349	\$1,594
Influenced visitor spending	\$92.8M		\$125.5M	\$162.7M

Drive markets	FY20-21	FY21-22
HH	5.9M	9.3M
Awareness	42%	43%
Aware HH	2.5M	4.5M
Incremental travel	2%	1%
Influenced trips	45,857	40,521
Trip spending	\$959	\$1,310
Influenced visitor spending	\$44.0M	\$53.1M
Ad spending	\$711,920	\$745,741
ROI	\$62	\$71

MONTEREY COUNTY BUSINESS COUNCIL



ORGANIZATION OVERVIEW

MONTEREY COUNTY BUSINESS COUNCIL

Monterey County Business Council (MCBC) has continued their business programming with COVID-19 guidelines in place. Through the pandemic, MCBC maintained their connections in small business advocacy, outreach in multiple cities within the county, and achieved their overall goals with their Procurement Technical Assistance Center (PTAC).

The following programs were implemented during Q1-Q3 of 2021/2022:

Procurement Technical Assistance Center (PTAC) counseling for businesses

- ✓ PTAC webinars for business owners
- ✓ Leadership Monterey County (Nonprofit partnership)
 - ✓ Monterey County Business Alliance
 - ✓ Central Coast Broadband Consortium
- ✓ Monterey Bay Defense Alliance (Nonprofit partnership)
 - ✓ Monterey County Convention & Visitors Bureau

MCBC Executive Board:

Past Chair: Pete Scudder, Scudder Roofing (North County)
Chairman: Luis Alvarez, Alvarez Technology Group (Salinas)
Vice Chair: Kathy Miller, AERA Energy Group (South County)
Secretary: Julie King, Julie King Attorney at Law (Monterey)
Treasurer: Chris Steinbruner, Steinbruner Hill CPAs (Carmel/Salinas)



DSA WORKPLAN FY21-22

MCBC PROGRAM OVERVIEW

Procurement Technical Assistance
Center

2020 goal = \$5,000,000
2022 goal = doubling our efforts to
\$10,000,000 in local contracts
awarded to Monterey County
businesses for 2021-2022.

2022 goal = 100 jobs created

Small & Medium Business Programming

MCBC will provide facilitation and implementation of programs and nonprofit partnerships that support County of Monterey Economic Opportunity Pillars: Agriculture, Tourism, Education, and Research, designed for growth in awareness and retention and creation of jobs

- Leadership Monterey County
- Monterey Bay Defense Alliance
- PTAC
- Lunch & Learn
- Higher Education Summit
- Supervisor Speaker Series
- Economic Vitality Awards

MCBC PROGRAMS

FAST FACTS



LEADERSHIP MONTEREY COUNTY

- 2020 class graduated in November 2021
- 2022 class began in February 2022
- A diverse cohort of thirty participants
- Program is designed for cohort to learn about the critical businesses and organizations that create a thriving economy here in Monterey County.
- Separate non-profit with separate board of directors
- 10-month program
- www.LeadershipMC.org



MCBC PROGRAMS

FAST FACTS



- Helps small businesses get government contracts
- County of Monterey contributes \$50,000 towards local match
- Free program for business owners
- Counselors on-site across the street from the County offices
- www.MontereyBayPTAC.org

MONTEREY COUNTY

Small business stats 7/1/21-3/30/22

- **154 Clients in Monterey County**
- **38 Women-owned businesses**
- **26 Hispanic-owned businesses**
- **16 Veteran-owned businesses**
- **24 Service-disabled Veteran-owned businesses**
- **12 HUB Zone Businesses**
- **52 awards - \$17,452,651**
- **20 training webinars/outreach events**
- **216 jobs created in Monterey County**
- *****All 15 PTAC counties Monterey Bay PTAC serves: \$773,634,335!*****



MONTEREY COUNTY BUSINESS COUNCIL

CONTACT INFORMATION



MONTEREY COUNTY
**BUSINESS
COUNCIL**

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