



CALIFORNIA
WELCOME
CENTER™



SALINAS



salinas valley
tourism and visitors bureau

Presentation to the Monterey County
Board of Supervisors
9.16.2014



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tourism and visitors bureau

- Founded in 2008, the Salinas Valley Tourism & Visitors Bureau (SVTVB) is a non-profit 501-C4
- Created to promote the region with a focus on the agricultural, viticultural, recreational and cultural riches of the Salinas Valley.
- Our mission is to promote the exploration, discovery and experience of the natural riches that originate in the Salinas Valley and surrounding regions.



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GRAND OPENING: JUNE 30, 2011
1213 NORTH DAVIS ROAD, SALINAS



 Salinas

Gonzales

Soledad

Greenfield

King



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Alignment With Monterey County Economic Pillars

SVTVB has already aligned itself to address the following short-term economic pillars identified in the SRI International Economic Opportunities report:

1. **Eco-recreation:** through the California Welcome Center, the SVTVB can act as a focal point for the promotion of:

Pinnacles National Monument
Elkhorn Slough
Lake San Antonio



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Alignment With Monterey County Economic Pillars (con't)

2. **Wine & Agri-tourism:** programs for agri-business tours of both large commercial grower/processors and vintners and small independent farmers and winemakers.

3. **Community Business Promotion:** the creation and promotion of agri-tourism programs will drive agri-tourists to local retailers and hospitality providers. Local business referrals provided by staff at the California Welcome Center.





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REGIONAL REPRESENTATION: “STEINBECK COUNTRY”



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AGRIBUSINESS REPRESENTATION





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REGIONAL REPRESENTATION: MONTEREY & PENINSULA CITIES



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REGIONAL REPRESENTATION: SALINAS & SOUTH CO. CITIES



STATE OF THE ART WELCOME CENTER: DIGITAL SIGNAGE





i SALINAS

OFFICIAL INFORMATION BOOTH AT 2014 CASTROVILLE ARTICHOKE FOOD & WINE FESTIVAL






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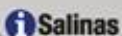
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LETTER OF SUPPORT FOR THE SVTVB



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SOLEDAD
CALIFORNIA

August 20, 2014

Monterey County Board of Supervisors
PO Box 1728
Salinas, CA 93902

Re: Salinas Valley Tourism and Visitors Bureau

Dear Members of the Board:

As the "Gateway to the Pinnacles", the City of Soledad well understands the power of a comprehensive marketing campaign in attracting critical tourism dollars into the region. It is for this reason that I write to you today in support of the Salinas Valley Tourism and Visitors Bureau (TVB) and to request your support for the organization and the critical role they play in promoting our region and boosting our local economies.

From afar, we have witnessed the TVB's success in attracting tourism to the Salinas Valley. Having gained great trust in their ability to deliver results, the City of Soledad has entered into a relationship with the TVB to assist us in the management of our new visitors center.

There is no denying that the coastal communities of our county attract the majority of the visitors to the region. However, by supporting operators like the Salinas Valley Tourism and Visitors Bureau, you ensure the opportunity for South County communities to compete for tourism dollars - a goal that, if achieved, will benefit all of Monterey County through the creation of jobs and the strengthening of our region's tax base.

Again, I urge you to support the Salinas Valley Tourism and Visitors Bureau. If you have any questions, please feel free to contact me.

Respectfully,

Adela P. Gonzalez, City Manager
City of Soledad

RETURN-ON-INVESTMENT

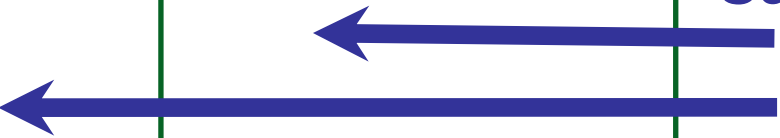
- AVG 5K VISITORS X \$397*
- 2 MM DOLLARS OF ECONOMIC LIFT TO THE REGION
- NEW RETAIL SALES TAX EQUALS 2MM X 1%
- \$20K PER YEAR OF ADDITIONAL TAX REVENUE



* SOURCE: CALIFORNIA TRAVEL & TOURISM COMMISSION

Collaboration Matrix

MCCVB	MCVGA	SVTVB
HOSPITALITY	VITICULTURE	DAY TRIPS
Additional night spent in a hotel	Promoting Wineries	Create day trip programs in and around the Salinas Valley





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Economic Development Set-Aside Program Funding Request: \$70,000

Operational

Part-Time Employee at CWC Salinas (20 hours per wk)	\$	14,000
Supplement to TID collections	\$	30,000

Marketing

Website Development	\$	14,000
Professional Services	\$	6,000

Brochures:

River Road Wine Tours	\$	1,400
Ag/Experiential Tours	\$	1,400

Branding / Promotions /Event Marketing:

National Salad Day	\$	1,600
Information Booth-Festivals, Bike Tours, etc	\$	1,600

TOTAL EXPENDITURES	\$	70,000
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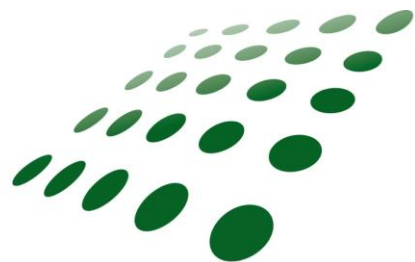


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PUBLIC-PRIVATE PARTNERSHIP



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**MONTEREY
COUNTY
BUSINESS
COUNCIL**

2011 Public-Private Partnership Award

Presented to:

Salinas Valley Tourism & Visitors Bureau
Full Steam Marketing & Design


City of Salinas

Economic Enterprise Zone, Salinas Valley

For:

California Welcome Center

In recognition of your contribution to the economic
well being of communities in Monterey County

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