

Draft Performance Measures
Salinas Valley Tourism and Visitors Bureau (SVT&VB)

Project Description: Operational needs for California Welcome Center, Salinas and initial set up of programs that build brand awareness of the Salinas Valley and the surrounding region that will create a point of destination for agri-tourism.

GOAL 1 – Set up tours of large agri-businesses & small independent farmers located in Salinas Valley

Strategy: Work with large firms and small farmers to participate in an agri-tourism program that acquaints tourist with the many facets of Salinas Valley agriculture production and agri-tourism.

Activities	Performance Measure	Expected Outcome	Planned
Set up and test “day trip” program strategic partnerships with local agri-business	Number of sites contracted	Secure sufficient number of large firm participants	Secure 1 large firm
Set up and test “day trip” program strategic partnerships with local independent farmers	Number of sites contracted	Secure sufficient number of small farmer participants	Secure 6 small farmers

GOAL 2 – Testing of tours of large agri-businesses & small independent farmers located in Salinas Valley

Strategy: The promotional vehicle for SVTVB programs are the California Welcome Center and the Soledad Visitors Center, through which program activities can be communicated.

Activities	Performance Measure	Expected Outcome	Planned
Market Website (http://www.visitcalifornia.com/California-Welcome-Centers/Salinas/) & New Website	Web traffic analytics	Increase in annual unique visits	5,000 unique visits
Printed Brochures	Leads generated	Generate inquires for Salinas Valley agri-tours	200 leads
Ticket Sales	Number of Ticket Sales	Set up and test tours for a large agribusiness processing plant and small independent farmers	50

GOAL 3 – Package “day-trip” tours of large agri-business & small independent farmers located in Salinas Valley

Strategy: Work with a large firm and small farmers to participate in an agri-tourism program that acquaints tourist with the many facets of Salinas Valley agriculture production and tourism.

Activities	Performance Measure	Expected Outcome	Planned
Bundle “day trip” program with local tourist activities	Number of tourist activities contracted	Secure sufficient # of bundled activities to make a successful “day trip” program	Achieve 3 bundled activities
Create additional overnight accommodations	Number of overnight stays	Increase in overnight stays in Monterey County with participating hospitality firms	3% increase in overnight stays
Create local experience and brand loyalty	Evaluate results of experience	Positive visitor evaluation	80% of positive results

SVC&VB Board Members: Don Chapin, Jr. Matthew Ottone and Colleen Bailey