

**County of Monterey
FY 2015-16 Project Performance Report**

GRANTEE INFORMATION			
Grantee Name:	Monterey County Vintners & Growers Association (MCVGA)	Project Description:	Provide Salinas Valley Tourism Marketing and Promotional Services for the County of Monterey Economic Development Department.
Contract Ref. #	Contract Amount: \$100,000		Fiscal Year: January 1, 2016 – December 31, 2016
Project Contact Completing Form:	Kim Stemler	Title:	Executive Director
Primary Telephone:	831-375-9400 (cell 831-915-6621)	Email:	kim@montereywines.org
Address:	536 Pearl Street, Monterey CA 93940		
Progress Report Reporting Period:			
<i>Ck current report period</i>	Reporting Period:		
	3 Month Report 1/1 – 3/31/2016 (Due: 4/29/2016)		
	6 Month Report 1/1 – 6/30/2016 (Due 7/29/2016)		
	8 Month Report 1/1 – 9/30/2016 (Due 10/28/2016)		
X	12 Month Report 1/1 – 12/31/2016 (Due 1/27/2016)		
Performance Report Submittal Date:		1/27/17	

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GOAL 1 –						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task A	Refine Brand Identity	Focused brand identity	Unified promotion, consumer clarity and increased tourism	Convene meeting of Salinas Valley Tourism stakeholders Work with Salinas Valley events to improve appeal (working with Salinas Valley Food & Wine)	Meetings with: 1) River Road Wine Trail Group; 2) Branding consultants & key stakeholders - Refining, testing and modifying messaging Ongoing partnership with Salinas Valley Food & Wine to help improve appeal and promote - The MCVGA had an extensive relationship with the Salinas Valley Food & Wine Festival – beyond one of a normal promotion and marketing team. - We met with the organizing team (or specific members) 7 times to help advise on improving quality of the festival to better reflect the rich cultural brand of the Salinas Valley and attract more visitors. - The MCVGA Director Chaired the Advisory Committee, bringing	100%

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					<p>together a key stakeholders from both the Peninsula and Salinas Valley hospitality and the food and wine community to provide input on how to improve the festival. (Including partners from Pebble Beach Company, Pebble Beach Food & Wine...)</p> <ul style="list-style-type: none"> - Worked with wineries to facilitate participation <p>Q3:</p> <ul style="list-style-type: none"> • Continue to meet with River Road Wine Trail • Work with SVFW to have unified branding in how we present the Salinas Valley and Monterey Wine Country 	
Task B	Refine Work Plan	Clarity on greatest impact for investment and tactics for achieving impact	Refined work plan	Refined work plan	Q3: Ongoing refinement of work plan	100%
Task C	Continue to build and upgrade digital platform	Live digital platform that helps to promote Salinas Valley Tourism	Increased awareness (consumers, trade) and increased visitation	Platform	<p>Platform has been created and is in review process</p> <p>Refinements being made, close to going live</p> <p>Q3: Live, continue to refine</p>	70%

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					and add content; Itinerary format	
Task D	Improve tourism signage	Existing signs are improved and new signs are installed	Increased awareness (consumers. trade) and increased visitation	Improve existing signs and install new signs	Identified priorities and appearance Q3: In final stages of work(making sure directions that signs are posted are clear), will be up in the next few weeks.	45%
Task E	Video creation	Videos created and posted	Increased awareness (consumers. trade) and increased visitation	Short fun videos that highlight all that there is in Salinas Valley	Q3: 70 videos and 650 photographs created. In today's culture of social media and YouTube – visuals are critical marketing tools. Further it is critical that the videos created are brief if they are to be effective – no more than 3 minutes. Concept developed – “This is how we do wines in Monterey Wine Country”, video shots being planned; Placement partners identified. Examples that we have already planned include rock climbers at Pinnacles with a bottle of wine in their chalk bag; Cattlemen in the Salinas Valley on horses with a bottle of Monterey Wines;	25%

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					Thamin Saleh (owner of Jennini's) using a golf club to knock the cork off of a bottle of Caraccioli bubbles...). We welcome your ideas.	
Task F	Build local key influencer awareness	Familiarity tours; Education	Increased awareness and promotion to tourists; increased visitation	Partner with MCHA MY Monterey Program; Famiiliarity Tours	<p>Partnership with MCHA MY Monterey arranged; Communicated program with Hotel GM's (who are very, very excited) and started tours with Concierge from the Peninsula We're getting a great reception. (Included concierge from Pebble Beach, Spanish Bay, Quail, Marriott, Mission Inn...)</p> <p>Tasting room maps have been updated and include ad specifically for River Road Wine Trail including map and lists of all tasting rooms. 25k have been printed and it is also available online digitally. Although we don't know how much exact traffic this drives, it is a critical tool in educating tourists and is used by hotels, tourism centers, tasting rooms and the Coast Weekly as their source of referring people to</p>	50%

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					tasting rooms. Q3: Monterey Wine Camp program started - brings concierge and front desk hotel staff from the Peninsula to River Road. Hosted 4 trips with 8-12 people each. <ul style="list-style-type: none">● Provide transport● Provide education while on trip (on Ag and tourism in the Salinas Valley)● Visit several wineries and meet wine personalities● Enjoy local lunch● Provide them with hats and water bottles to remind them of the trip● Return back to Peninsula We've gotten excellent feedback. A break was taken for August and September and will start up again soon with a new tour operator.		
	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete	
Task G	MARKET & PROMOTE						
	Media, Trade & Consumer Pop up	# of pop-up experiences	Increased awareness and promotion of Salinas	Pop up events in - pop up in Silicon	Silicon Valley events Santana Row (consumers) –	50%	

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Experiences out of market	<p>Q1: 3 events /155 people Trade: 25 Media: 30 Consumers: 100</p> <p>Q2: 9 events / 8260 Trade: 95 Media: 130 Consumers: 8035</p>	Valley – Monterey Wine Corridor	Valley,	<p>(Q1)</p> <p>Seattle (Trade & Media) 55 people (Q1) - 2 events</p> <p>Los Gatos Bocce Ball Tournament: 250 (consumers) (Q2)</p> <p>PBFW - Promotion of “Meet us in the Vines” and Monterey Wines Seminar at (5000 visitors plus 100 for seminar) (Q2) -3 events</p> <p>China – hosted Women of Wine 30 (Trade /Media) Q2</p> <p>Dallas Pop Up Events: Trade, Media and Consumer Events (Q2)</p> <p>Trade: 30 key influencers in Dallas Trade</p> <p>Media: 50 key influencers in Dallas Media</p> <p>Consumer: 1200 consumers experiencing Monterey Wine Country(Salinas Valley)</p> <p>Laguna Seca Races - hosted Monterey Wine Country Promotional Tent at races; promoting tourism to River Road Wine Trail (1 race in Q2</p>	
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					<p>– 500 people – increase of 300 people/40%)</p> <p>Monterey County Winemakers Celebration: 1100 people (15 media; 1085 trade)</p> <p>Q3:</p> <ul style="list-style-type: none"> • Laguna Seca Experience Monterey Wines Tent (2 races; 1200 people) • Martha's Vineyard – Hosted 3 receptions and dinners with Northeastern market; promoted tourism to the Salinas Valley – 600 people at the receptions; 225 people at the dinners 	
	Earned Media	# of articles (print and online) media impressions Media Impressions: 1, 173,246 (local, state, Texas & Seattle) Articles: 10	Increased awareness and promotion of Salinas Valley – Monterey Wine Corridor	Tours with Mike Hale (Herald & Others) Mary Orlin (Bay Area News Group), Delta Tribune; Developing Monterey Wines "Media" Boot Camp	Tours and follow up articles with Mike Hale (Herald & Others) Mary Orlin (Bay Area News Group) Delta Tribune Salinas Californian MCVGA column inclusion	75%

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		<p>Q3 Media Impressions: 2,332,222 (Local, state, national) News, Lifestyle, Food & Wine, Tourism</p> <p>Articles/Features: 18</p>			<p>Edible visit to River Road plus producing article on aquaria's in the Salinas Valley</p> <p>SF Chronicle article on Young Bucks includes Salinas Valley</p> <p>Created and pushed press releases for SV events and happenings</p> <p>Q3: Because of the fire, we did not do any media tours during Q3, choosing to reach</p>	
	Drive Online traffic	<p># of website visitors</p> <p>Q1</p> <p>Visits: 16,355</p> <p>Page Views: 41,614</p> <p>Q2:</p> <p>Visits: 11,319</p> <p>Page View: 33,350</p> <p>To Date:</p> <p>Visits: 27,674</p> <p>Page View: 74,964</p>	<p>Increased awareness and tourism to Salinas Valley – Monterey Wine Corridor</p>	<p>Meet us in the vines webpage promoting winery corridor</p> <p>Website directional traffic integrated in to all efforts</p>	<p>Paid online promotion of events in Salinas Valley (Passport and Tunes, Trucks & Tastes)</p> <p>Promoting River Road Wine Pass</p> <p>Website:</p> <ul style="list-style-type: none"> • Pages per session 2.6 • Bounce rate 45.37% (41-55% average) (45.37% of website visitors leave website after visiting one page) 	

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	Social media	<p># social impression 849,580 social impressions</p> <p>Q3: (Would expect numbers to be lower due to change in platform)</p> <p>Visits: Visits: 8,856 Page Views: 21,362</p>	<p>Increased awareness and tourism to Salinas Valley – Monterey Wine Corridor</p>	<p>Social media postings and promotions of events, activities and things to do in Monterey Winery Corridor (and related area)</p>	<p>Online promotion of Salinas Valley events</p> <p>Ongoing promotion of visiting Salinas Valley & events in the area: Including paid and earned media attention on the “Tunes, Trucks and Tastes Event” in the Salinas Valley. Over 1100 tickets were sold to this very successful new event.</p> <p>River Road Valentine’s Passport Q1 – 1000 consumers</p> <p>Started Monterey Wine Camp Facebook page for hospitality to find information about events</p> <p>Promoting Salinas Valley Food & Wine</p> <p>Q3: Paid online promotion of Salinas Valley Food & Wine</p> <p>Developing content to promote</p>	75%
	Paid media	<p># radio shows and ads 12 radio shows</p>	<p>Increased awareness and tourism to Salinas Valley – Monterey Wine</p>	<p>KRML shows and ads focusing on touring Monterey</p>	<p>1) 8 educational shows on KRML about winery corridor and event -</p>	75%

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		180 ads	Corridor	Winery Corridor and Salinas Valley Paid ads in tourism magazines	<p>continues</p> <p>2) Running Winery Corridor campaign on KRML – continued 6 runs per day</p> <p>3) Live audio feed from Tunes, Trucks & Tastes with 4 interviews on KRML radio</p> <p>4) Purchased VIA ad for summer placement in electronic newsletter</p> <p>Q3:</p> <p>1) 12 educational shows on KRML about winery corridor and event – continues</p> <p>2) Running Winery Corridor campaign on KRML – continued 6 runs per day</p> <p>3) VIA ad ran</p>	
	PR	Expanded number of people talking about Monterey Winery Corridor and Salinas Valley	Increased awareness and tourism to Salinas Valley – Monterey Wine Corridor	General inclusion in all we do	Ongoing	
Tas k H	Provide Educational Presentations at major service	# of presentations	Increased awareness and tourism to Salinas Valley – Monterey Wine Corridor	Modesto Rotary presentation	Modesto Rotary presentation (150plus) (Resulted in planned bus tour with 50 people)	25%

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Provide a narrative of year to date accomplishments of Project Goal #1

COMMENTS:

ON BEHALF OF THE MCVGA BOARD AND THE MONTEREY WINE INDUSTRY, WE ARE VERY GRATEFUL FOR YOUR SUPPORT IN PROMOTING TOURISM TO THE SALINAS VALLEY.

- a) Identify milestones and accomplishments,
 - Included key milestones and accomplishments in above chart. The 4th quarter was focused on getting the signs up on River Road and filming more video content on top of continuing media visit and outreach, social media, ongoing improvement of digital platform, continued refinement of the branding, and pop up events.
- b) Address any material issues/challenges that could result in not achieving planned performance,
 - The Salinas Valley has very limited overnight stay options available. When planning this grant, we assumed Salinas hotels will be an option. In reality, these are mostly booked and expensive during the week, filled with Ag business.
 - Balancing opportunism and efficiency, our focus shifted slightly with more focus on forming partnerships and doing pop up events than we had planned.
 - Transportation partnerships need to be formed during this next quarter.
 - The fire made tourism promotion difficult in Q3
- c) Comment on any partnerships that have been established or cultivated,
 - Partnerships with the MCHA and Salinas Valley Food & Wine have been further engaged
 - Working with USDA in Shanghai to form Food & Wine Tours for Salinas Valley and Monterey Peninsula. (US Ambassador has said we could insert cards with these tours in every approved visa – 60k per month.)
 - We are so excited about the increase in depth of relationship with the Peninsula concierge and as a result, have established a weekly hospitality newsletter that is very well received.
- d) Are project goal(s) substantially on schedule and performance measures being achieved? Yes x No We exceeded project goals in Q2.

WE ARE WAITING ON Q3& Q4 reports from Tax Assessor. They have been requested.

By the end of Q2, we exceeded the annual goals (because of County reporting cycles, we are always 2 qtrs. behind in data; and we only ask the Tasting Rooms for traffic every 6 months)

Established Goals Achieved end of the year (with available TOT data)

Annual Overnight Stays		
Increase by (%)	6%	107% (Q1 & Q2)
Increase by (#)	2,400	42,737 (Q1 & Q2)
Tasting Room Traffic	3,500	5,124 (Q1-Q4)

ROI Est.	\$9,450,174 (\$1,424,374 conservative attribution)
ROI: Annl. Overnight Stays	\$8,281,011 (\$828,101 conservative attribution)
ROI: Tasting Room Traffic	\$1,169,163 (\$596,273 conservative attribution)

NARRATIVE:

Changes in TOT come from the County Tax Assessors office. We have requested but have not received. That being said, we reported the Q2 goals/data and are delighted to report that, after 6 months, we have exceeded the annual goals (see chart above).

TOT (1 st QTR)	Appr # Hotels	Appr # Rooms	Daily Occupancy Rate STR (56.6%)	Daily Occupancy Increase Based on TOT	# Total Hotel Room Increase in	Daily Spending of Each Guest Party	

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						QTR (90 Days)	(\$333)	
Salinas	12%	50	3,027	1,713	205	18,500	\$6,160,633	
King City	25%	12	501	283	70	6368	\$2,120,378	
Total		62	3,528	1996	275	24,868	\$8,281,011	

We continue to hear increased buzz and see increased traffic to tasting rooms in the Salinas Valley. We anticipate that there may have been a slight decrease in TR visits in Q3 as there was smoke in the Salinas Valley throughout August. That being said, we were encouraging tourists to go to the Salinas Valley.

The lack of visitor serving infrastructure (hotels, restaurants and transportation), requires great creativity and partnership. We are actively creating an inventory of all options for tourists to take wine tours down the Salinas Valley and have recently helped a new tour company get started. We are concerned that the Williamson Act may prevent the expansion of food service at wineries, but we will work within the law and with the MCHD to see how we provide food service to the best of our legal ability.

The MCVGA and partners are working on making sure that everyone that visits (or lives in) Monterey County is aware of and visits the Monterey Winery Corridor and surrounding Salinas Valley. To this end the revised tasting room map has been published and is being distributed (airport, tourism centers and hotels). Further, directional signs have been improved along River Road and throughout the Salinas Valley and online tools (website portal, videos, and social media tools

Q4's work has continued focused on getting the signs up, filming more video content, continuing pop up events and building and leveraging partnerships – so that we can find ways to sustain the efforts. To this end, we now have video in the airport "Meet Me In The Vines" and have a weekly concierge Monterey Wine Country newsletter.

Through our partnership with the Salinas Valley Food & Wine, they were able to increase their attendance by 113% for the general public and 28% in ticket sales.

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GOAL 1 & 2						
Proj	Activities	Performance Measure	Expected Outcome	Planned	Actual to date	% Of Work Complete
Task	<p>Infrastructure Development Activities: Refining Brand Identity; Refining Work Plan; Continuing to build and upgrade digital platform; Improving tourism signage; Video creation; Building local key influencer awareness</p> <p>Marketing & Promotional Activities including: Media, Trade & Consumer Pop up Experiences out of market ; Earned Media; Drive Online traffic; Social Media, Paid Media, PR and Educational Presentations</p>	Increase number of annual overnight visitors to the Salinas Valley	6% increase (2500 overnight stays)	Continued Infrastructure Development and Marketing and Promotional Activities	<p>Q1: 37% increase of TOT (see attached report); Q2 results are not yet available from County Tax Collector Q3: Have exceeded annual goals: Overnight stays increased to 42,737, an increase of 107% Q4: PENDING TAX DATA</p>	100% in goals
	<p>Infrastructure Development Activities: Refining Brand Identity; Refining Work Plan; Continuing to build and upgrade digital platform; Improving tourism signage; Video creation; Building local key influencer awareness</p> <p>Marketing & Promotional Activities including: Media, Trade & Consumer Pop up Experiences out of market ; Earned Media; Drive Online traffic; Social Media, Paid Media, PR and Educational Presentations</p>	Increase number of annual visits to the Salinas Valley wine Tasting rooms by 3500	46% increase (5124 visitors) (This is from only 5 of the now 10 tasting rooms. They are the only ones who track – so the number is actually more than this.)	Continued Infrastructure Development and Marketing and Promotional Activities	<p>Q3: As of the end of Q2, 5 of the 9 tasting rooms reported an increase of TR traffic of 3,511; this exceeds the annual goal of 3,500. Q4: As of the end of Q4, we have had 5,124 guests</p>	100% in goals

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PROJECT SUMMARY INFORMATION

Required Submittals:

	<i>Check or write N/A</i>	
	Previously Provided	Attached
A) Audit & Budget: Copy of the most recent annual audit and organizational budget. (ref: B7 PSA Exhibit A)	X Provided	<input type="checkbox"/> Attached
B) Financial statements: Copy of the financial statements covering the period? If no, please explain:	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
1. June 30, 2015 NA	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
2. September 30, 2015 NA	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
3. December 31, 2015 NA	Provided <input type="checkbox"/>	Attached <input type="checkbox"/>
4. March 31, 2016 [REDACTED]	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
5. June 30, 2016	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
C) Funding Acknowledgement: List and provide a copies of recent materials showing funding support from the Monterey County Board of Supervisors. (Exhibit A, Section B8)	Provided	Attached
D) Written Publications: Provide a copy of all work products, funded in whole or in part. (Exhibit A, Section B9)	X Provided <input type="checkbox"/>	Attached <input type="checkbox"/>
E) Website Certification: The website displays Monterey County Board of Supervisors as a major funding contributor. (Exhibit A, Section B9)	Provided	Attached <input type="checkbox"/>
F) Board List: Provide a current listing of Board members (see attached roster of board member form). (Exhibit A, Section B10) BELOW	X Provided	<input type="checkbox"/> Attached
G) Current Articles of Incorporation	<input type="checkbox"/> Provided	<input type="checkbox"/> Attached
H) Other:	Provided	Attached

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ROSTER OF BOARD MEMBERS

Discuss efforts made to serve the needs of the unincorporated portions of the County of Monterey.

The entire project is based in the unincorporated areas of the Salinas Valley – so all activities will directly benefit this area.

List of Board Members: (As you type the “Name” of each Board Member below, select <enter> to automatically start a new line and number.)

Name	Business Location (City or County Area)	Home Location (City or County Area)
1. Matt Shea (Pres)	Cachagua /Carmel Valley	Cachagua
2. Scott Caraccioli (VP)	Carmel Valley/Salinas Valley/Carmel	Salinas
3. Joyce Yates (Treas)	Lockwood	Lockwood
4. Sabrine Rodems	Soledad	Santa Cruz
5. Anna Russell	Carmel/Salinas/King City	Salinas
6. David Coventry	Salinas/Salinas Valley	Salinas
7. Greg Ahn	Salinas Valley/Carmel	Carmel
8. Kris Kato	Salinas Valley/Carmel	Salinas
9. Vince Berry	Salinas Valley/Carmel	Marin
10. Laura Lee	Salinas Valley/Carmel	Santa Rosa
11. Jennifer Smith	Salinas Valley/Carmel	Salinas
12. Steve Smit	Gonzales (and throughout Salinas Valley)	Salinas

¹Unincorporated areas include: **North County** (Pajaro, Las Lomas, Aromas, Elkhorn, Moss Landing, Castroville, Prunedale, Boronda); **South County** (Chualar, San Lucus,, Pine Canyon, Jolon, San Ardo, Lockwood, Bradley, Parkfield) **Monterey Penn/Big Sur** (Carmel Valley, Pebble Beach, Carmel Highlands, Carmel Valley Village, Del Monte Forest)

What efforts are being made to insure board representation from the unincorporated areas?

Our Board is made up of vintners & growers. All of the growing occurs within unincorporated Monterey County. Further, most wineries are located within the unincorporated areas of the County (with the exception of a few within Salinas and Monterey). Because of our unique sector, all of our Board Members have a least one portion of their business in the unincorporated areas of Monterey County.

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Submit Progress Reports to the County's Economic Development Director or designee at the following address:

**County of Monterey Economic Development Department
168 West Alisal Street, 3rd Floor
Salinas, CA 93901**

APPROVAL/CERTIFICATION

I certify that Project Number #10555 in the amount of \$100,000 is accurate and in accordance with the Grant Agreement, I further certify that these are actual expenditures allowed under the Grant Agreement and that all funds were expended for the purposes of the Project.

Kim Stemler

Printed or Typed Name of Grantee

Kim Stemler

Name and Signature of Authorized Grantee

1/27/2017

Date