

ECONOMIC OPPORTUNITY COMMITTEE

MEETING:	September 13, 2017	AGENDA NO.: 5d
SUBJECT:	Receive an update on the Salinas Valley Tourism and Visitors Bureau (SVTVB) Agreement, for the term August 15, 2017 through August 15, 2018, in an amount not to exceed \$100,000, for marketing and promotion efforts in the Salinas Valley.	
DEPARTMENT:	Economic Development Department	

RECOMMENDATION:

It is recommended the Economic Opportunity Committee receive an update on the Salinas Valley Tourism and Visitors Bureau (SVTVB) Agreement, for the term August 15, 2017 through August 15, 2018, in an amount not to exceed \$100,000, for marketing and promotion efforts in the Salinas Valley.

SUMMARY/DISCUSSION:

At the FY 2017-18 Board of Supervisors Budget Hearings, the Board approved \$100,000 to fund tourism efforts in the Salinas Valley.

On July 20, 2017, the EOC Admin Subcommittee received a presentation from the Executive Director of the Salinas Valley Tourism and Visitors Bureau (SVTVB) on a detailed marketing and promotional strategy to increase tourism and generate County revenue in the Salinas Valley. After discussion, the subcommittee members approved funding the SVTVB, in the amount of \$100,000, which will include submittal of Project Performance Reports.

The SVTVB Agreement outlines performance measures that will be based on the following programs/activities:

- 1) Set up tours of large agri-business and small independent farmers located in the Salinas Valley. Partner with large firms and small farmers to participate in an agri-tourism program that acquaints visitors with the many facets of the Valley's agriculture production and agri-tourism;
- 2) Package day-trip tours of large agri-business and small independent farms located in the Valley and bundling the day-trip program with other local tourist activities to create the need for additional overnight accommodations and enhance the local experience;
- 3) Develop a website and brochure that promotes tours of large agri-business and small independent farms in Salinas Valley as a test to determine interest. Sell tickets for these tours;
- 4) Eco-Recreation Promotion – identify programs that support conversation and education, and that allow visitors to experience the natural environments of the Salinas Valley;
- 5) Market recreation activities as a draw to extend visitors time of stay in the region; Develop printed materials, create e-blasts and e-newsletters, social media awareness, signage and local branded merchandise that integrates and promotes recreational activities associated with the outdoors with tourism offerings;
- 6) Develop branding, promotions and event marketing opportunities to educate visitors about local history and the natural environment, while participating in recreation and cultural activities and promote them (Example: Steinbeck Literary Tour in Development); and
- 7) Establish working partnerships with the California Welcome Center, Soledad Visitors & Gateway Center, MCCVB, MCVGA, River Road Wine Trail and the newly formed

Pinnacles Gateway Partners to leverage the marketing and promotion of the greater Salinas Valley.

The Agreement is on file with the Economic Development Department.

OTHER AGENCY INVOLVEMENT:

The EOC Administrative Subcommittee has approved the SVTVB Agreement. The Auditor's Office, CAO-Contracts/Purchasing, and County Counsel have all approved the Agreement as to fiscal provisions, insurance requirements and as to form, respectively.

FINANCING:

Funds for the Agreement, in the amount of \$100,000, have been included in the FY 2017-18 Adopted Budget, via the Economic Development Department. There are no additional fiscal impacts with this recommendation.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The SVTVB Agreement provides economic development programs and activities that support the Board approved Strategic Initiatives.

☒ Economic Development
☐ Administration
☐ Health & Human Services
☐ Infrastructure
☐ Public Safety

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