

BID Year 4 Quarter 2

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Mendocino County Lodging's Quarterly Update

Informing Lodging on BID Has Been's & Have To Be's

Discounting—Is It Effective?

ECONOMIC OUTLOOK—NO GROWTH UNTIL SUMMER 2010

Sound depressing? Well, it is. There is no hiding the truth—we are all feeling it. We are discounting, cutting costs, decreasing hours & services. Is it effective? Are we doing what we can to get us through these economic times?

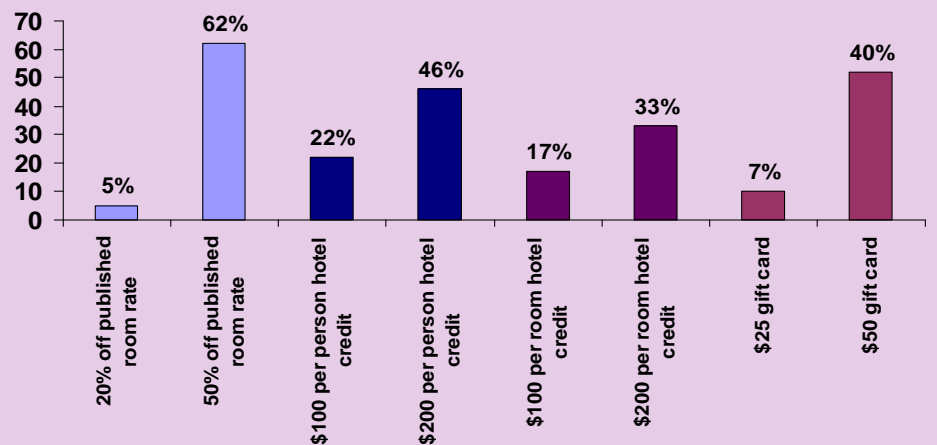
Visit Mendocino County has been busy learning what is in store for us in the coming year and how to best survive in this climate.

Here are some tips and information to help you plan:

According to Smith Travel Research, CA Hotel Occupancy is at a 10 year low and is down 11.5% from 2008. Room rates are down 11.2% from 2008 but still 13% higher than the national average. RevPar is down 22% in CA.

According to the US Travel Association (USTA), leisure travel is set to increase by 2% in 2010. Business travel by 2.5%. International visitors by 3%.

According to a study by YPartnershipsTravelHorizons, the following chart shows which methods of discounting people are looking for. Note a \$50 gift card has almost as much effect as cutting your room rate in half!



Most important of all—people are looking for packages & events. These are the two most popular pages on gomendo.com. The Holidays are coming—develop packages and hold special events at your property. Partner with other businesses & services to appeal to potential visitors. Winter is almost here—packages, packages, packages (and this does not mean cheap rooms). Get creative and market! Now is not the time to cut back on getting your message out there. Post up-to-date packages & specials on gomendo.com.

Have an idea, but not sure it will work? Need some ideas? Contact Staff and we will try and help you come up with ideas for packages & specials or to get started on a social media campaign. We will help if we can!

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- * Jason Hurst (Harbor Lite Lodge, Fort Bragg)
- * Pamela Amante (Beachcomber Motel, Fort Bragg)
- * Jeff Stanford (Stanford Inn, Mendocino)
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- * Josie Perla (Coast Getaways, Albion)

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MCLA

- * Jo Bradley, Little River

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- * Scott Schneider

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Public Relations Keeps on Rollin' - Mendocino County In The News!

Updates from HypeHouse and the PR/Marketing Team

Mendocino County is IN the News - Locally, Nationally and Internationally!

Across the country and around the world, Mendocino County is IN the news like never before. Editors, producers, journalists and bloggers are writing about Mendocino County food, wine, green travel, pets, family fun & more.

The press clips and media buzz are building, and the Mendocino County campaign is on track to have one of the best years ever. The HypeHouse PR team has been busy with a range of activities, from setting up interviews and media visits for editors and producers to arranging county-wide FAM (aka familiarization) tours for top-tier international tour operators and press. From *New York Magazine* to *San Francisco Chronicle* to *O, The Oprah Magazine* to *Sunset* to the *Wall Street Journal*, Mendocino County is on a roll! **Sunset – November 2009**



“3 Ways to Join in the Mushroom Hunt”
Circulation: 1,224,453



San Francisco Chronicle – November 1, 2009

1, 2009

“Ready, Set, Go: Mendocino Mushroom Fest” Circulation: 306,706



Travel + Leisure – November 2009
“World’s Eeriest Abandoned Places” Circulation: 957,987



TastingTable.com – November 4, 2009
“The Fungi Never Stops: Mushroom madness in Mendocino County” Circulation: 500,000

County“ Circulation: 500,000



San Francisco Chronicle – October 25, 2009

“Mushrooms Bloom in Torrents of Rain” Circulation: 306,706



C: California's First Lifestyle Magazine – October 2009
“Escape Artists” Circulation: 100,000



San Francisco Magazine – October 2009
“Privacy Please” Circulation: 100,667



Via Magazine – October 2009
“Events: Ukiah Country PumpkinFest” Circulation: 2,836,029



Travel + Leisure – October 2009
“Wine Country Escapes” Circulation: 957,987



Los Angeles Times – September 22, 2009
“Search for Northern California’s Perfect Mushroom” Circulation: 1,019,388



the local lifestyle magazine for modern moms

Kidaround: The local lifestyle magazine for modern moms – September/October 2009

“Are We There Yet? Fantastic Fort Bragg” Circulation: 60,000



The Oprah Magazine, O – September 2009
“6 Food Festivals That Are Worth the Trip” Circulation: 3,212,101



Scholastic Parent & Child – September 2009
“Let’s go: Mighty Lights” Circulation: 1,344,908



Sacramento Magazine – September 2009
“Dream Weekends” Circulation: 32,612



San Francisco Examiner – September 3, 2009

“Head to Mendocino for an Affordable Spa Getaway” Circulation: 12,500,000 visitors per month



San Francisco Chronicle – September 13, 2009

“Ready, Set, Go: Boonville puts its own spin on Mendocino County Fair” Circulation: 306,706

And MANY more clips of course.
Check out www.goMendo.com for more updates.

Events, Events, Events—It's Why People Come!

The Train has Left the Station.... The Crabs are Coming... Daffodils are Planted

The 2009 Wine & Mushroom Festival is currently underway and the events that have been held to date have been a huge success. The fantastic publicity (including the recognition in Oprah.com of Mendocino County's Wine & Mushroom Fest as one of the Top Six Festivals in the Nation) not only brought visitors but will continue to pay dividends in the months to come. Two first-time events: the Howard Hospital Wine & Mushroom Train to Camp Mendocino and the Ukiah Art Center Mushroom Trail were very well attended and will be repeat performances. The Day of the Dead Festival had another great year. We are working to help make this event Countywide.



*Wine & Mushroom Train
November 7th*

On the heels of Wine and Mushroom, the ever-popular Crab & Wine Festival runs January 22nd through February 1st and the event guides are scheduled for delivery the first week in December. We are so excited about the line-up of judges that Hype-House put together for the Mendocino Coast Clinics' Crab Cake Cook-Off, *O, the Oprah Magazine*; *Skylights* magazine, In-flight publication for Spirit Airlines; Executive Producer of NBC's *In Wine Country*, Editor of *Better Homes & Gardens* magazine; Senior Editor for *Coastal Living* magazine; and an Executive Chef from Google. If you were unable to get your event or special into the guide, please still submit them for inclusion in our on-line listing on www.goMendo.com.

This year we are also helping to promote a new Festival in the making in Point Arena for the weekend of March 13th & 14th. The Point Arena merchants are working on a title for this event and it will include a "daffodil explosion" theme. Point Arena already has a considerable bloom and will be planting 12,000 additional bulbs in the town and hopefully in every yard. In addition to glorious daffodils, come for the Volkswagen Parade through Point Arena! This energetic group of merchants will ensure this is a fun festival.

Our events are growing and it's not too early to start planning events or specials for next year. The early birds are the ones that are included in the long-lead publications. The dates have been set: **Point Arena Merchant's Daffodil Explosion – March 13th & 14th, 2010; Wine & Mushroom – November 5th – 14th, 2010; and Crab & Wine January 21 – 30, 2011.**

To discuss a potential event, please contact our Event Coordinator Joyce Beard at joyce@goMendo.com or 707.462.1668. If you would like to list your event or special on www.goMendo.com, click the link at the bottom of the gomendo homepage to "submit an event".

Update on Marketing Activities—Fall 2009

Impressions. Since July 2009, the Visit Mendocino County campaign has generated millions of impressions. What is an impression? It is the number of people who may have seen an article, heard something on the radio or in a podcast, watched something on television, or read something on a web page or blog. These impressions are directly linked to driving new visitors and even booking room nights.

Editors, Producers and Travel VIPs. Since July 2009, we have directly planned and hosted more than 60 editors and other travel dignitaries.

Some campaign highlights:

Editors and news stories. Be sure to visit www.goMendo.com and click on "Reviews & Articles" to see the most up-to-date news stories. Here are a few highlights:

Visit Mendocino County brought in Adam Graham from *New York Magazine*, who loved the county so much that he extended his stay by several days....and wrote a very complimentary story on the County that is a must-read.



*John Fetzer tours PGA members through
Saracina's Wine Caves*

The San Francisco Chronicle

has covered the county extensively, featuring events like the Wine & Mushroom Festival, Day of the Dead Festival, Ukiah's PumpkinFest, and Boonville's Wool & Fiber Festival. International Press. In the past few months, we've hosted a multitude of international journalists, including *Éclat Magazine* and *Yomiuri Newspaper* from Japan, Germany's *Focus Magazine* and *American Journal*, and Canada's *Westworld*, just to name a few. They all took part in a hosted tour and subsequently filed extended feature stories on Mendocino County. (Fact: Yomiuri has the largest readership of any newspaper in the entire world!)

ARE YOU BENEFITING ALL YOU CAN FROM THE LODGING BID????

IF YOU ARE NOT ALREADY RECEIVING REGULAR E-MAILS FROM THE MCLA, SIGN UP NOW!!!

- TAKE ADVANTAGE OF VISITING TRAVEL WRITERS
- LEARN ABOUT WHAT IS HAPPENING AROUND THE COUNTY & BE AN INTEGRAL PART OF WHAT IS GOING ON
- GET THE LATEST NEWS (AGENDAS, MINUTES, ETC.) AS THEY ARE APPROVED

PLEASE CONTACT SCOTT SCHNEIDER TO JOIN OUR LIST SERVE—964-9010 OR ADMIN@MCLA.INFO

New Promotional Website Under Construction



Continuing to follow closely the recommendations as outlined in last year's Marketing Research Study, Visit Mendocino County (VMC) is very excited to announce that the www.goMendo.com website is getting an overhaul! After an extensive search process, Visit Mendocino

County has contracted with Venture Web Design to build the new promotional website. The hiring committee really loved Venture Web's portfolio, especially the VisitTelluride.com website; a beautiful tourism site designed for Telluride, CO.

Several weeks ago, the Venture Web team visited Mendocino County and got to know the county and all it has to offer. They were able to visit all regions of the county and meet with members from the VMC Board, Media Committee and Staff. They left with a great understanding of our County's personality, people, geography and website needs.

VMC is currently in the process of developing the final functional spec and site architecture for the redesign. We have already started the creative design process and will start site construction by mid- November. In order to have the best website possible, we will not be transferring business and event listings currently on www.goMendo.com to the new site. Once the new site is ready for population we will distribute a step-by-step training guide on how to create a business listing, upload events, specials, etc. This will be a great opportunity for businesses and organizations to upload fresh content, photos and videos. Tips on placing keywords will be included in the instruction - an important step in obtaining great search engine (SEO) results.

The new website will allow for more robust business and event listings that include multiple photos, videos, maps and more. Events will be better organized and social media and sharing capabilities will be built into the site. We are also building a mobile version of the site for those who cannot live without their iPhone or Blackberry mobile devices!

Visit Mendocino County anticipates the launch of the new www.goMendo.com website by February 2010. For additional information about this exciting project, please contact VMC Director of Communications Alydia Atkins at alydia@goMendo.com or by calling 707.462.7417 ext. 103

Distribute Your Brochures to Potential Visitors

REMINDER – There are still a few places left for our trade show promotional opportunity. Your promotional materials can be stuffed in our trade show give away eco friendly green bags and you can attend the show to personally promote your business. The cost is only \$300 per show. Please contact Director of Tourism Development, Richard Strom at richard@goMendo.com

DEADLINE IS DECEMBER 1 TO SECURE YOUR SPOT !

Finally - A Countywide Nature Tourism MapGuide



The long awaited **Nature Tourism Brochure and Map Guide** has been published. This is the culmination of over 2 years work by the Nature Tourism Coalition, the Mendocino Land Trust and Visit Mendocino County. It contains a map of all public sites which are accessible to tourists along with icons describing what each site has to offer. It is divided in regions and contains the same County map as is in the Visitor's Guide. We are confident this guide will help our overall visitor services throughout the County.

Copies will be distributed and can also be picked up at the Fort Bragg or Ukiah offices.

Contact richard@goMendo.com if you would like copies to distribute to your guests or visitors.

Producers Tour Around Mendocino County

Lights, Camera....Mendocino County...You are a Star!



Tim Gibbons (L), Amy Jacobson (C) and Chris Pfaff (R) from the PGA interviewed for Ukiah Valley Television

Behind every great movie or TV show...is a great producer. And Mendocino County hosted a team of top television and film producers in October for a tour designed for the Producers Guild of America, the PGA. More than 30 producers from Los Angeles, New York, San Francisco and more were treated to unique lodging, exclusive wine cave tours and tastings, dinners, presentations from the film community....and visited famed locations featured in shows and movies.

The group included Tim Gibbons, Executive Producer from *Curb Your Enthusiasm*; Lisa Yesko, *Gattica*; and other film & entertainment leaders. The group toured Saracina Vineyards, Parducci Winery, enjoyed a dinner at Patrona Restaurant, visited the Mendocino Village, heard presentations from Debra De Graw and the Film Commission and received plenty of prizes from the County, the Wine Commission, and the Film Commission. The upshot? Several producers are already planning another visit and one is even serious about shooting a movie in the Hopland area. Success!

BE SURE to keep us in the loop as to what is going on with YOU! Send any recent news, special events, and great people stories to aimee@goMendo.com

Cultural & Heritage Travel - Great For Our Economy!

What's Happening in the World of the Arts

Visit Mendocino County is focusing much effort on attracting the "Cultural Traveler". According to research compiled by Mandala Research, LLC:

- Cultural travelers travel more often, 5 trips vs. 4 trips annually
- Cultural Travelers spend more - Average spend of \$994 vs. \$611 for typical leisure travelers
- Cultural Travelers more likely to travel in next 12 months
- Common activities include culinary activities, attending food & wine festivals, visiting farmer's markets, buying gourmet foods & enjoying unique dining experiences

Visit Mendocino County has become a charter member of Gozaic, published by Heritage Travel, a subsidiary of the National Trust for Historic Preservation. The website is designed for cultural and heritage travelers. Mendocino County is a featured destination and over 150 local Mendocino entries with links have been included. The Gozaic advertising budget for the first year is over \$4 million dollars and will be composed of on line, social media, press releases, magazine and newspaper advertising as well as TV and radio.

Our participation will provide substantial exposure to this market and will also enhance both our Geotourism and National Heritage Area initiatives currently underway.

At press time our uploaded material was still in the Gozaic editing process but we should be on line soon.

Check it out! www.gozaic.com

NORTH COAST GEOTOURISM WEBSITE LIVE IN JANUARY!

LAUNCH PARTY SCHEDULED FOR JANUARY 25, 2010 IN SCOTIA, CA! JOIN US! MIKE FEY TO BE KEYNOTE SPEAKER!!



It was almost three years ago when the idea of creating a Geotourism MapGuide was first explored for the North

Coast Region. With much work from Visit Mendocino County Staff, Bureau of Land Management, National Geographic and partners throughout the region, the website, visitredwood-coast.com should be live in January. This will be the first Geotourism region in California and will help bring many more visitors to the region to see our fabulous redwoods. You probably saw National Geographic's efforts in promoting the Redwoods if you saw their October 2009 issue (it was all about Redwoods). We will be partnering with them throughout 2010 to have the Redwoods be even more of a destination to potential travelers throughout the world!



By Anna Kvinsland, ED, Arts Council of Mendocino County

Several Mendocino County galleries will be featuring holiday themed shows this season. At **Partners Gallery** in Fort Bragg, *Twelve and Under* – a show of small works and handmade ornaments – will run through December. The **Northcoast Artists Gallery** in Fort Bragg will feature a *Happy Holidays Show in December*, and **Corner Gallery** in Ukiah will host an *Artist Holiday Showcase* featuring photographs, cards, jewelry, hand painted silk, pens, and sculpture on display for the holiday gift season.

Ukiah Players Theatre will present *Cancel Christmas* – a musical play for children of all ages – November 19 through December 13 at Ukiah Playhouse. The **Ukiah Symphony** will present *My Favorite Things*, a holiday concert featuring Mozart's *Messiah*, on December 5 and 6 at Mendocino College. The **Mendocino Music Festival Big Band** will present a *Holiday Concert*, featuring traditional big band music, Christmas and Hanukkah songs, on December 6 at Cotton Auditorium in Fort Bragg. And **SPACE**, in cooperation with Mendocino College Community Extension, will present their *16th Annual Winter Concert* featuring Alex de Grassi, Paul McCandless, & John Mattern with special guest Zé Manel at Mendocino College Dec. 12.



Vocalist Kim Nalley December 6 Big Band Holiday Concert

The South Coast will kick off the holidays with *Festival of Trees* at the Gualala Arts Center on November 27 & 28. An annual event, visitors may purchase handmade crafts of the kind available during the 1850s – quilting, weaving, knitting, felting, woodworking, folk art, pottery, soap making, baking, candy making, jewelry – and watch artists demonstrating their craft. Marvelous gifts for one and all!

The *50th Annual Thanksgiving Arts and Crafts Fair of Mendocino* will take place at the Mendocino Recreation Center (formerly the Mendocino Art Center) on November 27 & 28. Forty juried artists and craftspeople from throughout Northern California will exhibit original handmade artwork in all media. Many artists will be demonstrating their craft.

The **Mendocino Ballet** will present "America's favorite holiday classic" *The Nutcracker* at Cotton Auditorium in Fort Bragg Dec. 12 & 13 and Dec. 19 & 20 at Mendocino College in Ukiah. Tickets to many of these events are available online, accessible via the Arts Council website: www.artsmendocino.org or contact the Arts Council at 961-5449.

Mendocino County offers creativity, talent and inspiration!

Mendocino County Film Office Update

by Debra De Graw, CEO

The Mendocino County Film Office, which is housed and supported mainly by the Mendocino Coast Chamber of Commerce, continues to apply for funding partnerships throughout the county.

This year the Fort Bragg Promotions Committee was able to budget \$800 from the City of Fort Bragg to help with some of the expenses of the Film Office. We have also learned that Visit Mendocino County has budgeted \$5,000 this year for the film office. These funds will help cover some of the expenses such as promoting the county at the Association of Film Commissioners International (A.F.C.I.) Locations Tradeshow, in the spring. As well as the film commission training and attendance at A.F.C.I.'s Cineposium this fall, promotion at various events, expenses related to assisting location scouts when they are scouting our county, and film hats for events and scouts who come to our county looking for locations.



Tim Thornhill of Mendocino Wine Company addresses the Producers Guild of America

Other expenses associated with the Film Office are memberships with A.F.C.I. and the F.L.I.C.S. (Film Liaisons In California Statewide), as well as support and attendance at the California Only Tradeshow (coordinated jointly by the Film Liaisons In California Statewide and the California Film Commission), and attendance at quarterly board meetings of the F.L.I.C.S. We also support the

C.O.L.A.'s (California On Location Awards) where locations scouts and managers are recognized for their work in finding the perfect location, and working through the obstacles associated with filming on location.

The Film Office was pleased to be a part of the welcoming committee for the Producer's Guild of America (P.G.A.), when Visit Mendocino County asked the Mendocino County Film Office to say a few words at the luncheon. It was held in Ukiah at Parducci's, Saturday, October 10, 2009. Mendocino County film hats were distributed as welcome gifts from the film office at the event.

About 25 members of the P.G.A. made a weekend trip from their meeting in San Francisco to visit Mendocino County. We were pleased to learn that one of the attendees with the Producers Guild is considering bringing a project to our county. We continue to be in contact with him.

We have also been busy helping a scout for a catalog shoot in the month of November. Assisting with finding props, locations, and lodging is a part of what the Mendocino County Film Office does, as well as guiding them through the permit process, contacts, services, and more.

The Mendocino County Film Office now has a Facebook Page where you can post location photos and you can follow us on Twitter. For more information you can find us at www.filmmendocino.com, or email questions to debra@filmmendocino.com

Social Media—A Necessity!

A dynamic presentation was given at the MCLA Annual Meeting explaining the basics of social media and why they are important to your business—especially in these economic times. Below are some highlights:

*Employ **Twitter** and drive traffic to your website, blog or You Tube account. Tweeting helps build brand awareness, Tweet your lodging specials, events & press!*

*Engage with **Facebook** and gather information from others and use it to get the word out about your events that others may be able to promote!*

*Upload to **You Tube!** Take viewers on a tour of your property, link to your videos on other social networks, add call-to-action overlays to drive traffic to your site!*

***Got a Blog?** Build stronger relationships through blogging. Drive traffic to your website, increase website SEO, stay current...it's easy!*

Remember** - drive traffic to your website - **ALWAYS LINK BACK TO YOUR WEBSITE!

See "Social Media Presentation" on www.goMendo.org for more tips

For help setting up your own social media campaign contact: aimee@goMendo.com or alydia@goMendo.com

Marin Magazine, November 2009

Mendocino County's 1st Radio Campaign—WOW!

Visit Mendocino launched a 'RadioActive' campaign this fall on the most listened radio station in the San Francisco Bay Area, KGO NewsTalk 810.

The campaign, produced by Innovative Radio Solutions of San Francisco, included live on-air spots by KGO's Gene Burns (Dining Around) & KGO's John Hamilton (On The Go), as well as other spots, which were pre-recorded by Gene.

The radio flight ran 6 weeks, 9/14-10/25, reaching over 630,000 35-74 year old adults (roughly 18% of the entire market) multiple times for a total of over 1.7 million impressions.

The 'Active' side of RadioActive was a fully integrated interactive program that included a :60 second VideoAd, :15 second pre-roll video, inclusions in two newsletters sent to the 50,000 plus KGO 'opt-in' database, targeted display ads, home page coverage and hundreds of online radio spots on www.kgoradio.com, and home page video and advertorial on www.diningaround.com.



The interactive coverage exceeded over 675,000 impressions. In order to provide additional visibility for Mendocino's lodging

properties, as well as collect new database names for the VMC, Innovative created, launched and managed the *Mendocino Get-away Sweepstakes*.

Ten properties provided overnight stays and other amenities, and in turn received thousands of dollars of promotional time and interactive coverage on the assets listed above. The results were just short of amazing, as over 2,000 listeners entered, with over 1,500 agreeing to receive further communications from Mendocino County.

Innovative also built and monitored a sweepstakes/information site at www.escapethebay.com which displayed logos and links to www.goMendo.com and the lodging properties. Of those listeners visiting this site, over 1,800 visited the goMendo website and our partners. These are leads that you cannot buy!

Through placement on multiple video sharing sites on the Web, the VideoAd was seen not only by those in the Bay Area, but by viewers all over the state, country and the world. In just 4 short weeks, the video was viewed over 3,200 times with an engagement rate of around 6%. That is about 50x the normal rate for rich media display ads in the travel industry.

Stay tuned, we'll be back with an even more exciting campaign in the spring! Opportunities to partner on this great promotion will be available in the coming months. Look out for the announcements to get on the radio!

MCLA Annual Meeting—A Great Success!

Our Annual Meeting on November 24th at Parducci Winery



Jan Rodriguez wins 1st place in the Cup Cake Cook-Off and Pam Amante takes 2nd place! New Trade Show booth displays in the background.

was a wonderful success. We began the meeting with a warm welcome from president Jan Rodriguez and then heard from VMC chair Hal Wagenet who shared the achievements and hurdles that MCLA has faced as we moved through the process of becoming Visit Mendocino County, Inc. Our state partner, Jonelle Tanahill from CTTC was in the house to give us an update on rural tourism. Supervisor Pinches

was also in attendance and he shared his respect for the MCLA mission and accomplishments and he had a few words of encouragement for all lodging owners. Staff did an amazing job of planning the event, from the food to the prizes, everything was top notch. It was a delight to see new and familiar faces in the audience. We had our new trade show booth displayed (photo above). Tim Thornhill of Mendocino Wine Co gave a fantastic tour of Parducci Winery. We enjoyed a beautiful afternoon which included a review of our First Official Mendocino County Visitor's Guide and a judging of cupcakes at our First Annual Cup Cake Cook Off.



Supervisor John Pinches addresses the crowd stressing the need for a motel in the Laytonville area and more visitor services in Northern Mendocino County

If you are interested at all in how BID dollars are spent, the MCLA Annual Meeting is the perfect venue to get information, ask questions, give feedback and network with fellow lodging owners & managers. It occurs every September. Please Attend!

How to reach us:

Mail: 120 S. Franklin St, Fort Bragg, CA 95437

Phone: 707-964-9010

Web:

www.goMendo.com

www.goMendo.org

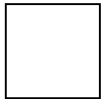
www.mcla.info



DISCOVER THE LATEST IN PUBLIC RELATIONS & OUR FALL 2009 MEDIA PLAN!

VISIT MENDOCINO COUNTY - 4 MONTHS OLD - WHAT HAVE WE ACCOMPLISHED?

READ TIPS ON HOW TO SURVIVE IN THIS ECONOMY - IS THE FUTURE BRIGHT?



Post Office Box 550
Little River, Ca 95456
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Www.mcla.info
admin@mcla.info



Our President Speaks—Message from Jan Rodriguez

Here we are in November and so much has been happening since our last newsletter! We have all been holding our breath wondering how our summer would do in this economy and we know that many lodging establishments are down, however, we are still waiting for our TOT stats for the past quarter for a clear picture. We are doing everything we can to promote our county to get whatever visitors are out there to take notice and respond to the promotional efforts.

By now you are all aware that Visit Mendocino County, Inc is the organization that is implementing the researched based marketing plan. I wanted to update you as to some of the things they have accomplished their first quarter.

Staff has developed and implemented a Mendocino County social media campaign by utilizing such platforms as Twitter, Facebook, Myspace and Blogger to drive traffic to goMendo.com. Social media is growing every day and appears to be a great way to go to get our message out there.

A very successful Radio campaign on KGO was run this fall. It generated over 2000 new contacts and over 1500 requests for Visitor Guides. The call to action was very successful with tremendous coverage on our beautiful County.

The Producer's Guild of America – top people in the film

industry – toured our county and there was very good response and 2 film producers expressed interest in future filming in our County.

We have had so many articles and great coverage on the “Wine & Mushroom” festival – more so than any other year. For the first time, Inland had some really strong events that were very well received. The “Crab & Wine” Festival” has secured some top notch judges that are sure to raise the bar on the success of this festival.

The above is just a “taste” of what Visit Mendocino County has been doing their very first quarter. They are also right now in the process of the complete redesign of the goMendo.com website. We are excited about the new redesign and are working hard to make sure that it meets the needs of all our marketing and pr efforts. Each lodging establishment will need to add/update their listing once the site is further along. We will keep you notified as to when and how you can do this.

Don't forget to sign up for Visit Mendocino County's email list serv and you can keep up to date at www.goMendo.org. As always, please feel free to contact Scott Schneider, our President and CEO of VMC at 707-964-9010 or myself, Jan Rodriguez, at 707 459-9063. Thank you and wishing you all the best, Jan Rodriguez