

Mendocino County Lodging's Quarterly Update

Informing Lodging on BID Has Beens & Have To Bes

WANTED - YOUR PARTICIPATION

Countywide Promotion: Participation = Success!!



You have read in every newsletter since the beginning of the BID the request to join our list serve and to get involved. We have asked you for nominations for Board Members, attendance at meetings, participation in surveys, information for press, opportunities to host media. While some of you have participated in many of these opportunities, **many of you have not!** This needs to change. It's easy and can actually be fun, too!

- **LIST SERVES:** MCLA has two **list serves**. Visit Mendocino County (VMC) has one. You should be on all three. True, there will be some repetition, but better to receive the information twice than not at all. MCLA's list serves are a standard list serve meant for owners/managers. Examples of what is sent across the list are information/specials for press releases, media hosting and placement opportunities, meeting notices, sales opportunities, announcements of upcoming events for business owners/manager, etc. MCLA's second list serve is for announcements meant for your guests. Examples are upcoming events, special dinners, monthly arts calendar, etc. VMC's list serve is meant for all visitor-serving businesses throughout the County and include special opportunities, events and more. To join these list serves, please email mcla@mcn.org and specify which list serve (hopefully all three) list serves you would like to join.
- **WEBSITE:** Make sure your business is listed on www.visitmendocino.com. While a basic listing is OK, make sure your listing is dynamic, taking advantage of the opportunities to post multiple photos and videos, writing dynamic copy and ensuring your link to your website. Post any events your property may be involved in.
- **PUBLIC RELATIONS:** Attend a quarterly **public relations showcase**. It is next to impossible to tell the story of you and your business without being told that story. Quarterly, HypeHouse, our PR firm, comes to the County to get to know you and your business. The next one is May 24 in Redwood Valley.
- **SOCIAL MEDIA:** Use VMC as a tool to kick start your **social media** campaign. We have staff on hand who are trained in current social media practices. Spend some time with them and learn how to make the most of social media for your business.
- **TRADE SHOWS:** Participate in **trade shows**. VMC attends 3-4 consumer trade shows each year. We are always looking for volunteers to come and help us in the booth. It gives you an opportunity to connect directly with potential visitors and hand out your collateral.
- **SPECIALS/PACKAGES:** Create **specials & packages** to put in press releases and on the website. We all know people are looking for great deals when traveling. Join other businesses in your area and create packages you can both promote on your own websites as well as visitmendocino.com. Give people more reason to

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MCLA Board of Directors

North Coast:

- * Jason Hurst (Harbor Lite Lodge, Fort Bragg)
- * Pamela Amante (Beachcomber Motel, Fort Bragg)
- * Jeff Stanford (Stanford Inn, Mendocino)
- * Jamie Buckner (Hill House Inn, Mendocino)
- * Jo Bradley (Dennen's Victorian Farmhouse, Little River)
- * Cally Dym (Little River Inn, Little River)
- * Christina Affinito (North Cliff Hotel, At Large)
- * Josie Perla (Coast Getaways, Albion)

South Coast:

- * Pauline Zamboni (Victorian Gardens, At-Large)
- * Mike Bradbrook (Gualala Country Inn, Gualala)
- * Renata Dorn (Mar Vista Cottages, South Coast At Large, 2010)
- * Kevin Gallagher (Coast Guard House, 2011)

Inland Corridor:

- * Stuart Marcus (Shambhala Ranch, At-Large)
- * Deny Shah (Super 8 Willits, At-Large)
- * Jitu Ishwar (Holiday Inn, Ukiah)
- * Raakesh Patel (Super 8, Ukiah)
- * Jan Rodriguez (Baechtel Creek Inn, Willits)

MCLA Advisory Board

Coastal

- * Jim Hurst, Fort Bragg
- * Printha Worthen, Little River

Inland

- * Anil Bhula, Ukiah
- * Kurt Fleichtmeier, Yorkville

MCLA

- * Jo Bradley, Little River

Visit Mendocino County, Inc. President & CEO

- * Scott Schneider

Inside this issue:

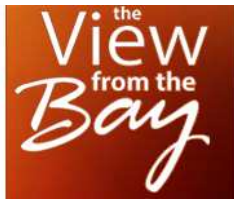
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Public Relations Keeps on Rollin' - Mendocino County In The News!

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 food, wine, green/eco travel, pets, family fun and more.

The press clips and media buzz are building, and the big-picture Mendocino County campaign is on track have one of the best years ever. The HypeHouse PR team has been busy with 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.



View from the Bay – May 4, 2010
 “Under the Radar Family Destinations”
 More than 200,000 Bay Area Viewers

View from the Bay – Friday, April 23rd, 2010
 “Budget Friendly Meals” with Chef Kyle Evans of Ravens’
 More than 200,000 Bay Area Viewers



Skylights – May/June 2010
 “Marvelous Mendocino” Circulation: More than 1,000,000



Scholastic Parent & Child – May 2010
 “What a Catch!” Circulation: 1,313,380



Kidaround – May/June 2010
 “Lovely Mendocino” Circulation: 60,000

San Francisco Chronicle

San Francisco Chronicle - April 25, 2010
 “Ready, Set, Go: Skunk Train to add Art Car as part of birthday celebration” Circulation: 306,705

Los Angeles Times

Los Angeles Times – April 25, 2010
 “Boonville Beer Festival” Circulation: 983,702



Lake County Record Bee – April 13, 2010
 “Getaways with Modest Carbon Footprints” Circulation: 6,291



San Jose Mercury News - Sunday, April 4, 2010
 “Staycation Specials” Circulation: 225,987



Forbes.com – March 23, 2010
 “The Country's Best Eco-Bars” Circulation: 10,023,400

San Francisco Chronicle

San Francisco Chronicle – March 14, 2010
 “Point Arena: Close Encounters with Exotic Wildlife”
 Circulation: 306,705



Mother Nature Network - Tuesday, February 23, 2010
 “10 Great Eco-Bars” Circulation: 226,955

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

HypeHouse Update - From Mark

County's Powerful Marketing and Public Relations Campaign Hits Multiple Home Runs

From Mendocino County's warm inland to the dramatic coast to towering redwoods, Visit Mendocino County is on a roll with press coverage, events, recognition, awards, shows and more. This past quarter is a record breaker for impressions, and the public relations team is particularly excited about the *range* and *depth* of coverage. We are even more excited about upcoming stories that will be appearing in local, national and int'l press.

Inside, you will find a quick recap of the activities and coverage. As always, we are happy to provide more details, and you can always find the most recent clips and news tips on www.visitmendocino.com.

Just this year, the County placed more than NUMBER press placements, including several key radio and television placements. This brings the net impressions to more than NUMBER. The team continues to successfully leverage contacts, resources and great County stories for positive exposure...which ultimately inspires more visitors. The important thing is that the County is now officially on the radar for major travel writers and producers. And our County wide efforts put in place just a few years ago are now in full bloom.

Here are just a few of the many highlights:

Editors! Since January, we have hosted more than 20 editors to the County. From our initial outreach to trip coordination to interviews, we strive to provide quality newsworthy experiences that editors and producers need to file top stories. From major A-List editors flying in to shoot magazine features, to television crews and radio producers, the team is continually coordinating tours and stories. The ultimate goal is to inspire press to come to the County and enjoy all the great food, wine, lodging and activities..then share their great experiences.

Events! From the launch of the new Skunk Train Art Car to shows and events like the San Francisco Convention and Visitor's Bureau green networking event to upcoming shows, the County is out and about sharing your story.

Awards! Talk about taking home the travel and tourism Gold! Visit Mendocino County won statewide honors by with the 2010 Best Community Relations Award from the California Travel and Tourism Commission. What this means is that the County's efforts were judged to be the best in the entire State of California. Take a look at the enclosed feature story.

What is New With You? We need your help. Be sure to email us information on your new addition, remodel, new menu item, new special guest, new adventure hike...anything that is happening in your world that pertains to visitors. We all love to share, and more than ever journalists are looking for unique offerings. Send your stories to: EMAILADDRESS

WANTED - YOUR PARITCATION! (Cont'd)

(Continued from page 1)

stay at your property.

- **PAID OPPORTUNITIES:** There are also ways to partner which include a cost to you. These include advertising on www.visitmendocino.com, advertising in our annual County-wide Official Visitor Guide, sponsoring to be on our green bags, participating in certain trade shows - including wedding, outdoors & ecotourism, partnering with the North Coast Tourism Council if you are trying to reach the international market and participating in co-operative advertising opportunities with Sunset Magazine, VIA Magazine, KGO Radio and many more.

As a reminder, we do have an **annual marketing plan** which is approved by the MCLA Board of Directors. Should you want a copy of this plan, let us know. The plan closely follows the Countywide research conducted in the summer and fall of 2008.

Whether you partner with us through any of the free or paid opportunities, your involvement helps in our success. Should you have ideas on how you feel BID funds should be spent, please contact any of the MCLA Board Members or VMC President, Scott Schneider all of whom can be contacted by going to



Skunk Train Art Car - Mendocino County Mobile Momento! Robert Pinoli (Chief Skunk, Center) hosts editors and local VIP for its inaugural ride April 17.

Annual Lodging Survey - PARTICIPATE NOW!!!

There are a few properties who have not responded. **email:** josh@youngstrategies.com - **call: 704-770-3333** in case you need a new survey or have questions!

ARE YOU INTERESTED???

MCLA IS LOOKING INTO MEDICAL COVERAGE FOR ALL LODGING ESTABLISHMENTS THROUGHOUT MENDOCINO COUNTY.

ARE YOU INTERESTED IN JOINING??? WE WANT TO GET THE BEST COVERAGE AND RATES POSSIBLE.
WE NEED TO KNOW "YES" OR "NO"

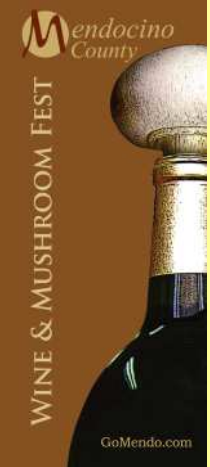


CONTACT JO BRADLEY AS SOON AS POSSIBLE:
707-937-0697 or info@victorianfarmhouse.com

Mushroom & Wine Planning Underway

Spring has sprung and we're looking ahead to Fall and the 2010 Wine & Mushroom Festival which is scheduled for November 5 – November 14, 2010. With last year's fantastic publicity including being named one of the Top Six Food Festivals in the nation by *O, Oprah Magazine*, this growing festival will be bigger and better than ever.

Remember, the early-bird gets the worm so the sooner you get your lodging special or event listed, the more publicity it will receive.



The planning for the November 6, Howard Hospital Wine Train to Camp Mendocino on our fabulous *Skunk Train* is well underway and this year there will be rail cars traveling from both directions. Wineries are already calling to sign up for this beautiful day in the redwoods.

With the new website, we're asking that events/specials be directly posted on the website under the Wine & Mushroom Festival with a copy sent to our Event Coordinator Joyce Beard joyce@VisitMendocino.com for compiling into the event guide. If you have any questions regarding events or scheduling,

Joyce is eager to assist you and can be reached at 707.462.1668 or joyce@VisitMendocino.com. The deadline for being included in the event guide is Monday, July 26, 2010, and listings for events and lodging specials are free.

This Festival is a great opportunity to include community/service club fund-raising events. Visitors are always looking for more events to choose from so if organizations that you are involved with are seeking fund-raising opportunities, why not consider adding an event during the Wine & Mushroom Festival. The Mushrooms are coming!

Following on the heels of Wine & Mushroom is the Crab & Wine Festival – January 21-30, 2011. It's not too early to start planning.



Eric Shramm describing Mendocino County's 1000's of mushrooms at Winesong!, September 2009

Visit Mendocino County - Award Winning



Visit Mendocino County (VMC) is now officially the State's best Community Relations program! The California Travel and Tourism Commission (CTTC) recently honored the County Campaign with the **Best Community Relations Program award**. In fact, the CTTC selected Mendocino County over many other entries, and recognized the team's efforts to unite the County and provide a solid return.

According to the CTTC, "This destination marketing organization did a great job of measuring its success and return on investment (ROI) to better engage the community about its relevance to economic impact. Visit Mendocino also developed a redesigned site and various cooperative promotional opportunities within the community, reporting an ROI of \$ 22. Prior to inception, 28 percent of the lodging industry opposed a BID to create funding for marketing tourism, but now enjoys full community support."

The North Coast Tourism Council which VMC administers won "Best Regional Initiative" due to its partnership with the Shasta Cascade Wonderland Association in marketing to the int'l traveler.





Voting Ballot MCLA Board of Directors

INSTRUCTIONS FOR USING THE BALLOT:

Please only vote for the positions in your geographical location.

There are 3 geographical locations:

North Coast (from Westport to Albion); South Coast (from Elk to Gualala); Inland

You may only vote for a city or town position if you are located within that city or town's limits.

Please feel free to fill in a person's name for a position should you feel inclined.

You must fill out the following information for your vote to count.

Ballots filled out incorrectly will not count.

Feel free to email: admin@mcla.info or call 866-637-MCLA (6252) should you have any questions.

Name_____

Name of Property_____

Location of Property_____

Phone Number_____

E-mail_____

Signature_____

Date_____

BALLOTS MUST BE POSTMARKED BY June 11th, 2010

(E-mailed ballots will not be counted)

If you are interested in serving on the Advisory Board, please check here _____

Would you like to receive the quarterly newsletter:

By Mail: _____ **By Email:** _____ **Not At All:** _____

THANK YOU FOR HELPING IN MAKING MCLA AND THE BID A SUCCESS!





INLAND CANDIDATES FOR BOARD OF DIRECTORS:

Inland-At-Large Seat – 2 seats open (vote here if you are in the inland region –vote for two only):

Claudine Williams (Emandal - A Farm On a River) _____

Jitu Ishwar (Holiday Inn Express, Ukiah) _____

Write In Vote _____

Ukiah Seat (vote here if you are in the inland region - vote for one only):

Raakesh Patel (Super 8, Ukiah) _____

Write In Vote _____

Claudine’s Statement:

I respectfully submit my nomination for the Inland At-Large MCLA BOD seat. With my marketing and diverse hospitality experience I will be able to help MCLA further its goals and mission. I began my hospitality career in Mendocino County in 2003 at Emandal as their Business Manager; previously I had worked in corporate marketing and website design. I have also managed a top-rated eco-lodge in Ecuador, a luxury private residence club in Tahoe, and a luxury condo resort in Sandpoint, Idaho.

NORTH COAST CANDIDATES FOR BOARD OF DIRECTORS:

Little River Seat – 2 seats open (vote here if you are in the Little River vicinity – vote for two):

Jo Bradley (Dennen’s Victorian Farmhouse) _____

Cally Dym (Little River Inn) _____

Write In Vote _____

Mendocino Seat (vote here if you are in the Mendocino vicinity – vote for one only):

Jeff Stanford (Stanford Inn) _____

Write In Vote _____

North Coast-At-Large Seat (vote here if you are on the North Coast – vote for one only)

Christina Affinito (North Cliff Hotel) _____

Write In Vote _____

SOUTH COAST CANDIDATES FOR BOARD OF DIRECTORS:

Gualala Seat (vote here if you are in the Gualala vicinity – vote for one only):

Mike Bradbrook (Gualala Country Inn) _____

Write In Vote _____

South Coast-At-Large - 3 seats available (vote here if you are on the South Coast – vote for three only):

Elizabeth Tregen (Greenwood Pier Inn) _____

Renata Dorn (Mar Vista Cottages) _____

Pauline Zamboni (Victorian Gardens) _____

Write In Vote _____



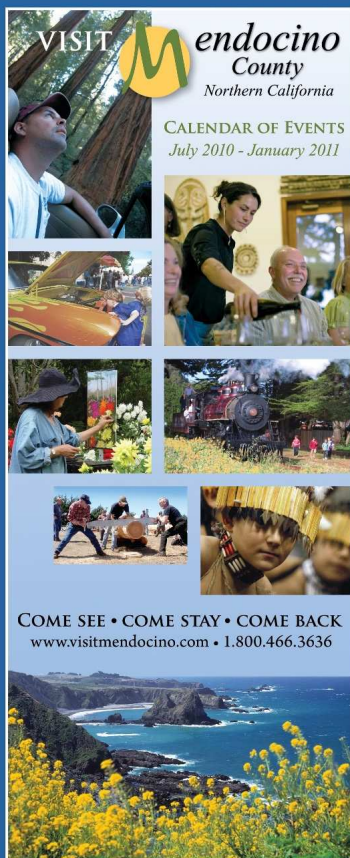
New Event Guides Now Available

Social Media Quick Guide - Promote Your Business

Visit Mendocino County has produced a new event piece, based on feedback from Chambers of Commerce for great events from July 2010 - January 2011. 5,000 have been printed and are being distributed within Mendocino County as well as throughout the Bay Area and Sacramento Valley. They are also being sent to people who request our official Visitors Guide.

If you would like copies of these guides, our Countywide Nature Tourism

Guide, Pet-Friendly Brochure, Wine Guide, Redwood Highway Maps, CA Visitor Guides or Mendocino County Official Visitor Guides, please contact VMC!



How to reach us:
Fort Bragg: 120 S. Franklin Street
Ukiah: 525 S. Main Street
Phone: 707-964-9010
Web: www.visitMendocino.com www.gomendo.org www.mcla.info

Get ready to reserve your ad space for the 2010-2011 Mendocino County Visitors Guide! New website advertising opportunities.



The Striker Media Group Sales Team will be contacting you shortly.

Call 800.578.5013
for more information



Visit Mendocino County (VMC) is actively trying to raise the awareness of Mendocino County on social media platforms such as Facebook, Twitter, TripAdvisor, etc. Social media is fast becoming one the most important decision making tools for consumers and tourists. As part of this campaign to reach consumers we are encouraging Mendocino County businesses and non-profits to promote themselves on these platforms as well. The more people talking about Mendocino County the greater our collective "BUZZ" will be.

Here are a few tips for starting a social media campaign to promote your business and events:

Facebook- Currently has more than 400 million active users of which, 50% of users log on to Facebook in any given day. At this time, creating a Facebook fan page is the best way to connect with social media users and drive traffic to your website. The best way to interact with fans is through a daily post on your fan page wall. Try to limit posts to 1 a day and make them interactive. Users like questions, polls, pictures, contests, etc. Facebook is a great place to post photos, event announcements, videos and links. Follow us on Facebook at <http://www.facebook.com/VisitMendocinoCounty>

Twitter- In 2009, Twitter grew 1382% year-on-year. While Twitter profiles are slower growing than Facebook profiles they will still drive traffic to your website. Signing up for Twitter is VERY easy and is a great way to network with past and potential customers, community members and industry partners. Visit Mendocino County started the #mendocino hashtag (hashtags were developed as a means to create "groupings" on Twitter) to better brand Mendocino County and we encourage you to always include it in posts. Sample Tweet:

Calling all Beer Lovers! Legendary Boonville Beer Festival this weekend. Over 50 breweries, food and fun! <http://bit.ly/aHsqR5#mendocino> You can post multiple "tweets" daily but keep them newsworthy and interesting. Twitter is a great platform for promoting upcoming specials, events and activities happening within the next few weeks. Don't use Twitter to promote an event six months away. Follow us on Twitter at <http://twitter.com/VisitMendocino>.

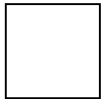
Tripadvisor- Attracts nearly 45 million monthly visitors looking for peer to peer travel reviews. If your business has been listed or you would like to list your business on Tripadvisor it is important that you manage your business profile and respond to negative reviews. We would also like to encourage you to invite your guests and customers to post positive reviews about your business. Getting more reviews is one of the most effective things you can do to enhance your popularity on TripAdvisor. Travelers trust other travelers; in fact, a recent survey shows that 87% of people looking for hotels are influenced by reviews. Tripadvisor offers businesses a variety of ways to encourage reviews and promote your business; most of which are free!

Take advantage of the social media revolution and promote your business, brand or event on these important platforms. The more people talking about Mendocino County the better our online presence will be. Should you like a VMC representative to speak to your group, community or chamber, please contact Director of Communications Alydia Atkins at alydia@visitmendocino.com or call 707-462-7417. Thank you and good luck!

MAIL IN YOUR BALLOT TODAY USING THE ENCLOSED ENVELOPE!!!

MCLA BOARD OF DIRECTORS BALLOT ENCLOSED - POSTMARK BY JUNE 11, 2010

READ THE LATEST MARKETING EFFORTS AND ACHIEVEMENTS



Post Office Box 550
Little River, Ca 95456
(866)637-MCLA
Www.mcla.info
admin@mcla.info



Our President Speaks—Message from Jan Rodriguez

Dear Lodging Members:

Our summer season is about to begin and we all hope that it will be a good one! Many of us scraped through the winter and are looking forward to a good summer. Some things we can do to promote our lodging places is to make sure you get information on your specials, packages and deals to Visit Mendocino and Hype House. You probably have seen the emails requesting information – promoting yourself is the key! Also, make sure you have your free listing on Visit Mendocino.com and keep it updated.

We are working hard to promote our beautiful county to our target audience – the Bay Area and Sacramento. Studies show people are traveling – they are doing so closer to home – shorter trips. Our new website is up and running and is really appealing. Visit Mendocino is also on Facebook and that is media is growing in a huge way. So again, any specials or deals or unique packages – make sure you let the staff know so they can put that out there.

Mendocino County approved the BID unanimously and that means we can continue to market and get the word out there!

As always, feel free to contact me at 707 459 9063 or Scott Schneider at 707 964 9010 if there are any questions or concerns we can answer for you.

Thank you and Happy Spring!



YOU ARE INVITED
Visit Mendocino County—Regional Tour
UKIAH-REDWOOD VALLEY



Monday, May 24, 2010

Spring has officially sprung—and summer is a coming in Mendocino County. What is happening with you and your business? What are your plans for the summer? The Fall? Or even the Holidays? Visit Mendocino County, the official travel and tourism organization, wants to hear all about your business goals and actions. From new menu items to new services to new rooms to new adventures and offerings, we want to hear **your plans** and share the great news with our networks of meeting planners, travel planners, international leaders and hundreds of editors and producers from the area...and around the world.

Our goal is share your message—and help grow your business!

Come and meet with the Visit Mendocino County team, chat with the public relations department and network with fellow area business leaders. Don't be shy! Help us get the word out about all we have to offer by bringing your special perspective.



If your business caters to visitors—this meeting is for you!

WHERE AND WHEN
Monday, May 24, 3 pm to 6 p.m.
BARRA of Mendocino Winery
7051 North State Street
Redwood Valley, CA 95470
(707) 485-0322



WHO SHOULD ATTEND
Any innkeeper or resident or business from Mendocino County who has a story to tell

WHY
Because we like you! And we want to know **MORE ABOUT YOU!**

Please RSVP: scott@visitmendocino.com

OR call 707-964-9010

www.visitmendocino.com

Special Thanks to Barra of Mendocino Winery for Hosting!
Barra Directions: Exit 557, turn south on North State Street frontage road and proceed approximately ¼ mile.