

BID Year 4 Quarter 1

Editor-In-Chief: Scott Schneider

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Mendocino County Lodging's Quarterly Update

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

2009-2010 Official Visitor Guide Released

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- * 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)
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Coastal

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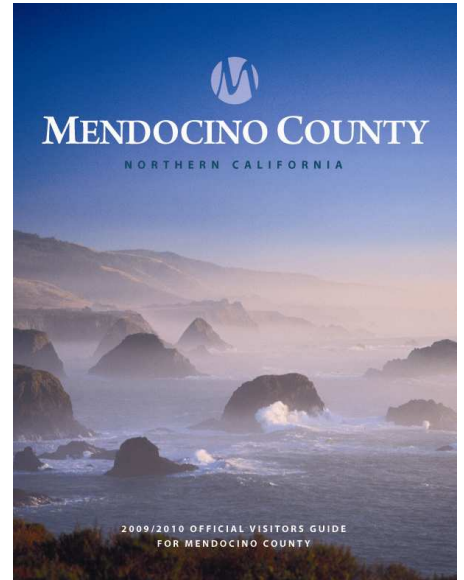
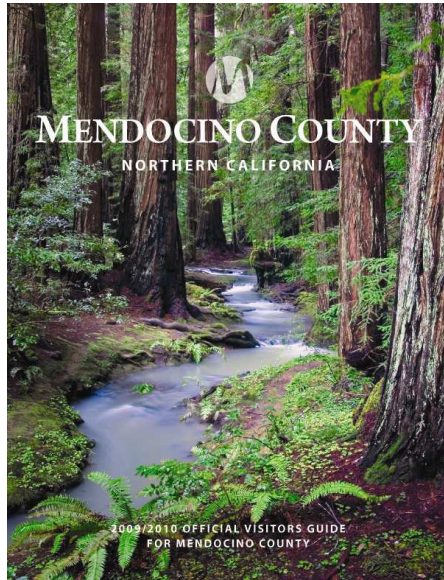
- * Anil Bhula, Ukiah
- * Kurt Fleichtmeier, Yorkville

MCLA

- * Jo Bradley, Little River

Visit Mendocino County, Inc. President & CEO

- * Scott Schneider



2 Covers for the visitor guide for the different markets (Bay Area & Sacramento and for consumer testing)

Mendocino County has an official Visitor's Guide!! 75,000 copies of the 2009-2010 Official Mendocino County Visitor's Guide has been printed and is being distributed throughout Northern California in our target areas of the San Francisco Bay Area and Sacramento Valleys. After spending approximately 6 months developing the guide, we now have a quality piece to send to visitors with over 80 pages of information for all areas of the County. The Guide also includes a 10 PAGE accommodation chart to include all of the properties who sent in their listing forms.

Distribution will be done over the next year or so using direct mail for the approximately 20,000 people who request information through our advertising. Approx. 35,000 will be distributed through CA Welcome Centers, other visitor centers, and other "hot spots" throughout Northern California. The remaining 20,000 will be distributed via trade shows and direct inquiries received through either our offices. Over 95% of these pieces will be sent out of County. We are offering these pieces to any travel related business in the County to use as a reference. Visitor Centers in the County are encouraged to stock the Guide in order to encourage more County-wide travel. Guides are available at either Visit Mendocino County office or can be picked up at the upcoming HypeHouse Showcase on August 25th and MCLA Annual Meeting on Sept. 24th.

Much thanks to all of those who put in countless hours to ensure the success of the book.



Lyndell Gooch of Striker Media does a color check at the "pre-press" of the Guide on August 6th

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

Updates from HypeHouse and the PR/Marketing Team

Wow! Here we are, August 2009, and oh so much has happened over the past few months. It has truly been a whirlwind spring and summer...and that is great for the entire County. We are happy to report that the clips, contacts and buzz continue to grow. Dozens of newspapers, magazines, radio and television stations have featured Mendocino County's great getaways, food, wine lodging and more. In fact, noted author and presenter Mary Beth Bond recently featured Mendocino as one of her top favorites on ABC television's *View From The Bay*. Be sure to take a look at the other press highlights in this newsletter!

From meetings and events to VIP presentations and tours, the team has lots of updates from the past few months:

The Campaign

The team has distributed several releases focusing on specific stories. Just a few of these include:

- release on Visit Mendocino County, our re-launch and team unification
- release on new Visitors Centers
- release on Summer Specials
- release on Mushroom Festival

Overall, the campaign continues to grow exponentially. Be sure to visit www.GoMendo.com and click on Reviews & Articles to see some of the recent features.

Mendocino County has also been featured in some very high-profile publications recently. These include:



Eye on the Bay – July 12, 2009
 “Top Affordable Girlfriend Getaways” FEATURE on Mendocino County Getaways - Top Rated TV Show in San Francisco Bay



Wine Spectator Magazine (Online) – August 6, 2009
 “Hairy Putter, Dog-blogger”
 Circulation: 103,794



San Francisco Brides Magazine – Fall 2009
 “Northern Lights”
 Circulation: 50,000



San Francisco Examiner – July 20, 2009
 “Which Northern CA County offers summer festivals with cowgirls, salmon, art and music?”



Wine Enthusiast Magazine – June 2009
 “The Heart of Mendocino” Circulation: 80,644



San Jose Mercury News & The Sacramento Bee – July 19, 2009

“Seaside Spa Retreats”

San Jose Mercury News Circulation: 244,661

The Sacramento Bee Circulation 291,115



Travel Temptations / SIP: California: Delicious Destinations, Secret Hideaways, Expert Sources - July 15, 2009 - Section of Interest: Mendocino (pp 98 - 123)

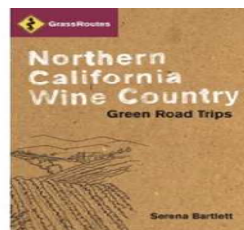


Travel Temptations / SUN: California: Delicious Destinations, Secret Hideaways, Expert Sources (July 15, 2009)



Santa Rosa Press Democrat – July 12, 2009

“Luxury stays amid the vines”, Circulation: 72,906



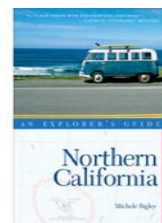
GrassRoutes Northern California Wine Country: Green Road Trips - July 7, 2009

Section of Interest: The Quiet Coast: About the Northern West Coast from Point Reyes to Westport, and Mendocino County



San Francisco Examiner – June 30, 2009

“Last minute Northern California Fourth of July ideas” Circulation: 12,500,000 visitors per month



Northern California: An Explorer's Guide – June 2009 Section of Interest: The North Coast: Mendocino Coast – Gualala to Westport

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

Mendocino County Is Perfect For Groups; Tours

Got meeting space?



We are developing a meeting and event guide to showcase County facilities for small groups, meetings, retreats etc. Mendocino County is an excellent place for companies to host their team building workshops as you can see from this picture. This will be the first County wide facility guide and we intend to market it widely within the Bay area and the Valley.

Please contact **Richard Strom** at: Richard@GoMendo.com or at **964-9010** and give him your details.

We're interested in square feet of meeting space, reception, banquet and class room space, as well as AV and catering facilities. There is no charge to be in the guide unless you want to advertise.

Tours & specials around Mendocino County

VIP Tours

Ask any travel planner and they will tell you that international travel is hot! Heather from HypeHouse put together a comprehensive media tour for an important group of international journalists. The package focused specifically on green and environmental destinations and experiences. From a VIP tour at Hopland Inn to nature tours to dining, this group had a first-class experience that will certainly be featured in upcoming international media.



Heather Thompson (left) from HypeHouse Communications with a group of travel trade from Japan



Coming Up

We are looking to hear what YOU have in plan for this fall. Any special menus? Any special events or tours or maybe you are dressing up like Santa? Whatever you have in mind, be sure to let us know as we are building a big holiday push campaign. Just email heather@hypehouse.com!

Update on Marketing Activities

Press Tours

In June, Scott and Mark went to Los Angeles to visit top travel and feature editors, all in an effort to share the Mendocino County message, and generate even more coverage. We can't share all the details of the meetings, but check out the picture of Scott and you can get a good idea!



Scott Schneider in the lobby of the LA Times Building in June of 2009. Over one hour was spent selling the County to a senior editor

Shows and Events

In June, the team packed up the official booth and went to Menlo Park to exhibit at the **Sunset Magazine Celebration Weekend**. This amazingly busy show attracted thousands of people from throughout the Bay Area—and the team could not hand out green Mendocino County Totes fast enough. “This was a great show for us and was spot-on for our target audience,” said Richard Strom, Director of Tourism Development. “We had to keep go-



Potential Visitors sign up to be on our mailing list and to obtain information

ing back to get more bags to restock the booth. We are confident that this event helped drive business for the County.” Mendocino County has worked on getting into this show for years and was finally admitted. Over 3,000 bags of information were handed out with volunteers there to help.

Also in June, the team went to the **HSMIA Affordable Meetings West Show** in San Jose. There, we met with dozens of top meeting planners scouting for their next meeting location. The goal is to get them to hold their next retreat, gathering or even small conference in Mendocino County. The show was a great success, and several planners have already visited the County to look at resources and options! This is great for our County and the first time we have entered the meetings market. Now is the perfect time to inform us of any business amenities you have at your business. Contact richard@gomendo.com to be included in the upcoming County-wide meeting and event planner guide.

Going to the **State Fair in Sacramento**? Make sure to stop by Mendocino County's booth to see the great interactive experience being offered to Fair goers. Thanks to all the volunteers who signed up to help pass out information during this popular event.

GET INVOLVED

We are always looking for people to come to these shows with us and help pass out information. In exchange for your time, you can bring brochures from your own business to pass out while you are at the booth with us. It is a great way to interact with potential visitors and share your enthusiasm for our area. Contact richard@gomendo.com for more information.

Social Media—It's Out There, But What Is It? The ABC's of How To Start A Social Media Campaign

How can Social Media grow my Business?

Many of us have heard the buzz around social media platforms such as Twitter, Facebook and Blogger. But how many of us are taking advantage of the FREE marketing potential these programs have to offer? At the MCLA annual meeting on September 24th Visit Mendocino County Staff will be hosting a Social Media break out session where you can learn the ABC's of starting a social media campaign. We will show you how to sign up for each of these platforms and then share a few tips on how to better optimize your profiles. Bring your laptop if you are interested in receiving individual assistance.



A brief review of each platform we will be discussing at the annual meeting:

Twitter:

Twitter is a social networking and micro blogging service that allows you answer the question, "What are you doing?" by sending short text messages 140 characters in length, called "tweets", to your friends, or "followers." You may wonder why anyone would be interested in 140 characters, but you will be surprised how many people actually take the time to share a snippet of information about themselves, their businesses and lives. Twitter is an online public forum where businesses can share promotional news, specials, and links that can generate traffic to their websites and blogs. Twitter is also a wonderful tool for getting feedback directly from the consumer. At the seminar on the 24th we will delve deeper into Twitter and its uses as well as third party applications for focusing your Twitter campaign.



Blogger:

Blogger is Google's free tool for creating blogs. Blogs, short for web-logs, are a form of online journal. You can use blogs for everything from updating your friends and family about your life, sharing photos of your spoon collection or to promote your business.



Blogs are best utilized when linked to other social media platforms and websites. Overtime, blogs will help to generate traffic to business websites and raise the level of your business on search engines. For small businesses that may not have a website, a blog also makes a great FREE alternative.

Facebook:

Facebook is a great way to share your thoughts, pictures and links with your friends on your personal page. For your business you will want to begin a fan page. You may have as many fan pages as you would like and you may only have one Facebook profile. It is easy to get going with this and we will review it at the Annual Meeting in September.

One of the reasons you will want to create a Facebook Fan Page is to initiate viral marketing efforts and also to connect with your destination's greatest enthusiasts. It is FREE to sign up on Facebook.

Please fan us at www.facebook.com/Visit-Mendocino-County.



Constant Contact:

E-Newsletters are an excellent way of getting in touch with guests who have already stayed at your property. You can email photos, information on specials, upcoming events, funny stories at the Inn—anything that may remind a past guest of the excellent experience they had at your establishment. It is a low monthly cost to have "Constant Contact" maintain your email database and provide you with great templates for your e-newsletters.



We look forward to helping you take advantage of this great marketing opportunity on September 24th. Remember to bring your laptops, power cords, questions, images and other promotional items in digital format.

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

Mendocino County's official Canine Ambassador

My name is Hairy Putter and my tail has not stopped wagging since being named Mendocino County's official Canine Ambassador. Since moving to Mendocino County just over a year ago with my caregivers, I have been visiting various business in the county that advertise as pet-friendly to see how true they are to that statement.



Hairy Putter as "Hairy Potter"

Check out my blog www.hairyputter.wordpress.com for all my reviews. So far, the reviews include restaurants, wineries, and soon, parks and beaches. In fact, just last week I was interviewed for The Wine Spectator online edition and more exposure through me for our pet-friendly County is in the works.

So, how did this adorable 3-year-old Cairn terrier achieve such a prestigious occupation? Soon after my arrival in the world, my caretaker was reading one of César Milan's (The Dog Whisperer) books and one thing that really resonated to him from the book was that 'Active Working Dogs are Happy Dogs'.

My other caretaker, Alan, took me to obedience training and to off-leash parks and I started to receive a lot of attention and positive comments about my looks and personality. Then I was asked by a pet boutique I frequently shopped at, if I would like to be in a fashion show, my working career began. This led to several local affiliate TV spots, look alike contests, charity functions, a line of greeting cards, website and eventually to my blog.

I have grown up sharing most of my caregivers hospitality adventures as they make it a point, like millions of others, to include me as much as possible in all their activities, especially vacations. My care giving dads have a pretty stellar pedigree in all major aspects of the hospitality, marketing and PR industries spanning several decades. Their advice and input is greatly appreciated and we confer continually as to the level of enjoyment, user friendliness and tail wags a particular experience generates.

So along with plenty of exercise and activity, I am enjoying working and having the opportunity to help Visit Mendocino County, Inc. promote and encourage visitors, especially those traveling with their pets, to the county. It is a Job I take very seriously. As other tourist demographics shrink, pet-friendly travel is on the rise and we have a wonderful county to showcase and I love doing my part to bring more travelers to our county. So if you are a pet-friendly business, expect to see me and if you are not, you may want to explore becoming pet-friendly, so you can increase your bottom line and keep this working canine and his blog readers very happy.

A County-wide Pet-Friendly Brochure is Now Available!!!
Contact Robert@gomendo.com to obtain copies for your business today!! Another way to encourage longer stays.

What's Happening in the World of the Arts

By Anna Kvinsland, ED, Arts Council of Mendocino County

Fall is a glorious time in Mendocino County – the leaves are changing, the grapes are ready for harvest, the fog finally lifts from the coast, and the arts continue to shine...offering something for everyone.

The following is a sampling of some first-class, entertaining art events happening around Mendocino County during the months of September and October.

The Studio Discovery Tour – a free self-guided tour of private artist studios along the coast from Stewarts Point to Little River – will take place September 5th – 7th as well as September 12th and 13th. Visitors will get the opportunity to meet the artist in person, to see demonstrations, to ask questions and to purchase original and unique works of art.



Ukiah Symphony Orchestra - Check Them Out!

Each weekend now through September 27th, **Gloriana Musical Theatre** presents the Broadway hit musical "The Pajama Game," showing at Eagles Hall Theatre in Fort Bragg.

Mendocino County has a rare opportunity to experience full-scale, professional opera as the **Arena Theater** presents the Metropolitan Opera's 2009-10 season live in high definition. Selections include several of the world's most popular operas by Puccini, Verdi and Richard Strauss. On October 10th, Puccini's "Tosca" will show at 9:30am (remember, this is live from New York), and on October 24th, Verdi's "Aida" will show at 9:30am. The **Willits Community Theatre** will present "Said the Spider to the Spy" – a farce that is sure to get you laughing – on Thursdays through Sundays, September 11th – September 26th. The **Mendocino Theatre Company** will present "Eurydice" – a refreshingly modern look at a timeless love story – Thursdays through Sundays, September 17th – October 25th.

The **Ukiah Symphony** will open their 2009-10 season on September 19th & 20th with "Broadway Magic" – a tribute to Rodgers and Hammerstein and Andrew Lloyd Webber featuring Bay Area vocalists Lauren Post and Pedro Rodelas. Performances take place at Mendocino College Center Theater.

For more information about the events listed in this update, contact the Arts Council at (707) 961-5449 or go to www.artsmendocino.org. Tickets to many of these events are available online, accessible via the Arts Council website www.artsmendocino.org/html/boxoffice.htm.

Please consider placing a link on your website to the Arts Council's Online Ticketing Box Office section as a service to your guests.

HypeHouse Member Showcase—August 25th

Update on Visitor Services Throughout County

YOU ARE INVITED
Visit Mendocino County--Regional Tour
ANDERSON VALLEY Brewing Company
Tuesday, August 25, 2009
2—6PM

Summer is in full swing—and the entire Visit Mendocino County team would love to know what you are up to—and even more about your plans for this coming fall and holiday season. So please join us on Tuesday, August 25th at the Anderson Valley Brewing Company in Boonville for the VMC regional member meeting. The marketing and PR team would love to hear from you. They are looking to learn about new trends, facts, stories, contacts, success stories and hear YOUR goals so the team can help grow your message—and your business.

The team works with hundreds of editors and producers across the country and around the world...and they would love to hear more news from you to share with this great network.

Don't be shy! Help us get the word out about all we have to offer by bringing your special perspective.

WHO SHOULD ATTEND

Any innkeeper or resident business from Mendocino County who has a story to tell.
 If your business caters to visitors—this meeting is for you!

WHERE AND WHEN

August 25 from 2 p.m. to 6 p.m.
 Anderson Valley Brewing Company
 17700 Hwy 253
 Boonville, CA 95415-0505
 (707) 895-BEER

WHY

Because we like you & we want to know more about you!!

RSVP

To aimee@gomendo.com
 OR call 707-964-9010



According to last year's marketing research study, Mendocino County has much work to do in enhancing services for visitors once they came to our area. Much attention was given in the 2009-2010 Marketing Plan to enhance visitor services throughout the County. Both MCLA and the Mendocino County Promotional Alliance (MCPA) earmarked funds for these purposes.

We are thrilled to report that with our combined efforts and close relations with the Visitor Centers throughout the County, we have extended hours in three of our four Centers. In fact, we now have a Visitor Center open 7 days per week.

With the **Mendocino Coast Chamber's** new location, they are now open 7 days per week to service visitors. The new location provides adequate parking and space for information on many of the Chambers members. Visitation numbers in the new location are almost even with the old location.

The Visitor Center at the **Ukiah Chamber of Commerce** Office is now open on Saturdays! This is a great step up for the many visitors walking the streets of downtown Ukiah on the weekends.

The hours at the **Redwood Coast Chamber of Commerce** Visitor Center in Gualala have been increased. They are considering moving across Highway One to the Dolphin Gallery to increase exposure. We are also waiting on Sonoma County to see if they will match funds received from MCPA for enhanced services.

We are currently seeking a partner in the **Anderson Valley** to provide a location for a visitor kiosk and/or center—possibly a tasting room, gallery, etc. where people driving can stop ask questions, get information, etc. If you know of a business that may be interested, email richard@gomendo.com. It is vital in improving visitor services to obtain a location on such a popular route to the Mendocino Coast.

Coming Soon:

We are currently working with Caltrans and the County of Mendocino to place gateway signs at a couple of our more popular gateways into the County. Been to the State Capitol lately? If you have, you may have noticed our County's display. Coming soon is an upgraded and more attractive display to reflect the marketing study in order to attract more people to our area.

WANT THE DETAILS OF OUR MARKETING PLAN FOR THE CURRENT FISCAL YEAR?

COPIES OF THE PLAN ARE AVAILABLE ON WWW.MCLA.INFO.

CHECK IT OUT AND IF YOU WANT TO GET INVOLVED LET US KNOW!

HAVE QUESTIONS—EMAIL: SCOTT@GOMENDO.COM

Come See What's New at MCLA

LOCATION: Parducci Winery
501 Parducci Road, Ukiah
(Exit HWY 101: #552)

ANNUAL BUSINESS MEETING: 3-4PM
Come meet your new board and ask questions regarding BID activities.

DATE: September 24, 2009
TIME of EVENT: 3-7pm

PRESENTATIONS: 4-5PM
Update on our marketing plan, social media interactive discussion (bring your laptop!) and hear from our partners with the state and the county

For more information and to RSVP...
Call: 707.964.9010
Email: aimee@gomendo.com
Visit: www.mcla.info

WINE AND APPETIZER SOCIAL: 5-7PM
Enjoy Parducci Wines paired with food from Local Chefs. Winery Tours available.



KNOWLEDGE = SUCCESS

Do you want to get more involved with the travel industry in California?
Do you want to make a difference politically in helping our industry (i.e. State Parks Closure)?
Do you want to learn the latest trends in travel and tourism through the US?
Do you want an opportunity to network with others throughout California with the same interests and goals. Consider joining the California Travel Industry Association or attending a conference.
Attend the upcoming Beyond The Gateways Conference in Big Bear October 26—28.
Questions? Email scott@gomendo.com

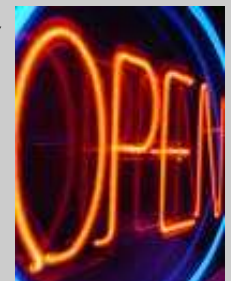
Feel free to tear this page out and place onto your bulletin board as a reminder about the event!

How to reach us:

Mail: 120 S. Franklin St, Fort Bragg, CA 95437
Phone: Fort Bragg Office: 707-964-9010
Ukiah Office: 707-462-7417

Web:

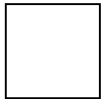
www.gomendo.com
www.gomendo.org
www.mcla.info



DISCOVER THE LATEST IN PUBLIC RELATIONS & OUR 2009 MARKETING ACTIVITIES!

GET INVOLVED IN OUR EFFORTS—COME TO A SHOW; SEND IN INFO ABOUT YOUR BUSINESS

2009-2010 OFFICIAL VISITOR'S GUIDE FOR MENDOCINO COUNTY RELEASED!!



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



Our President Speaks—Message from Jan Rodriguez

It's hard to believe we are already in the middle of August and another summer is almost over. The exciting news is that our first official Mendocino County Visitor's Guide is here and it is beautiful! The photography, the layout . . . it really does justice to our gorgeous county. These guides will be sent out to visitors that call or email for information about our county, as well as Visitor Centers out of the area. Please remember this is the first guide and if you have any suggestions or corrections or ideas, feel free to submit these online: www.gomendo.org, click on the link that says "Comments".

The Mendocino County Lodging Association's Annual Meeting is being held on September 24, 2009 from 3-7 pm at Parducci Winery and we would love to have you attend. There will be information and presentations on social media – which is a free way to promote your business - so come and let the experts assist you in setting your property up! The Annual Meeting is a great way to find out how our BID dollars have been spent and what has been accomplished. It is also a great venue to meet other Lodging members and network about our unique business. We are fortunate to have our meeting at the first carbon neutral winery in the country and only the third in the world. Taste their wine! Enjoy food from local restaurants! Ask questions about what is going on and how you can be involved in our marketing efforts! It takes all of us to be successful .

Our Fall Advertising Campaign is about to begin and we look for-

ward to getting our unique and diverse County out there to our target audiences in the San Francisco Bay area and Sacramento Valley. The more we can advertise Mendocino County to these audiences, the more awareness it creates and the more visitors will come. As always, we invite you and encourage you to attend any of our meetings which are held on the first Wednesday of each month. You can go to www.mcla.info for Agendas, Minutes and other relevant information. You might also want to visit the Visit Mendocino County, Inc site, which is www.gomendo.org.

You are also encouraged to sign up for Visit Mendocino County's email list serve. Emails are sent out with marketing opportunities, networking opportunities and special happenings throughout the County and the State. Contact alydia@gomendo.com to sign up. This is a great way to keep your finger on the pulse of how you can get involved and get the most benefit from the BID. It is truly amazing that in just the past few months, Mendocino County has accomplished the development of a marketing plan, the beginnings of a diverse social media campaign and now a Visitor's Guide we can all be proud of.

We understand there has been much change over the past several months and welcome your questions. Feel free to contact myself, Jan Rodriguez, at 707 459-9063 or Scott Schneider, President and CEO of Visit Mendocino County, Inc., at 707-964-9010.

Have a great summer!