

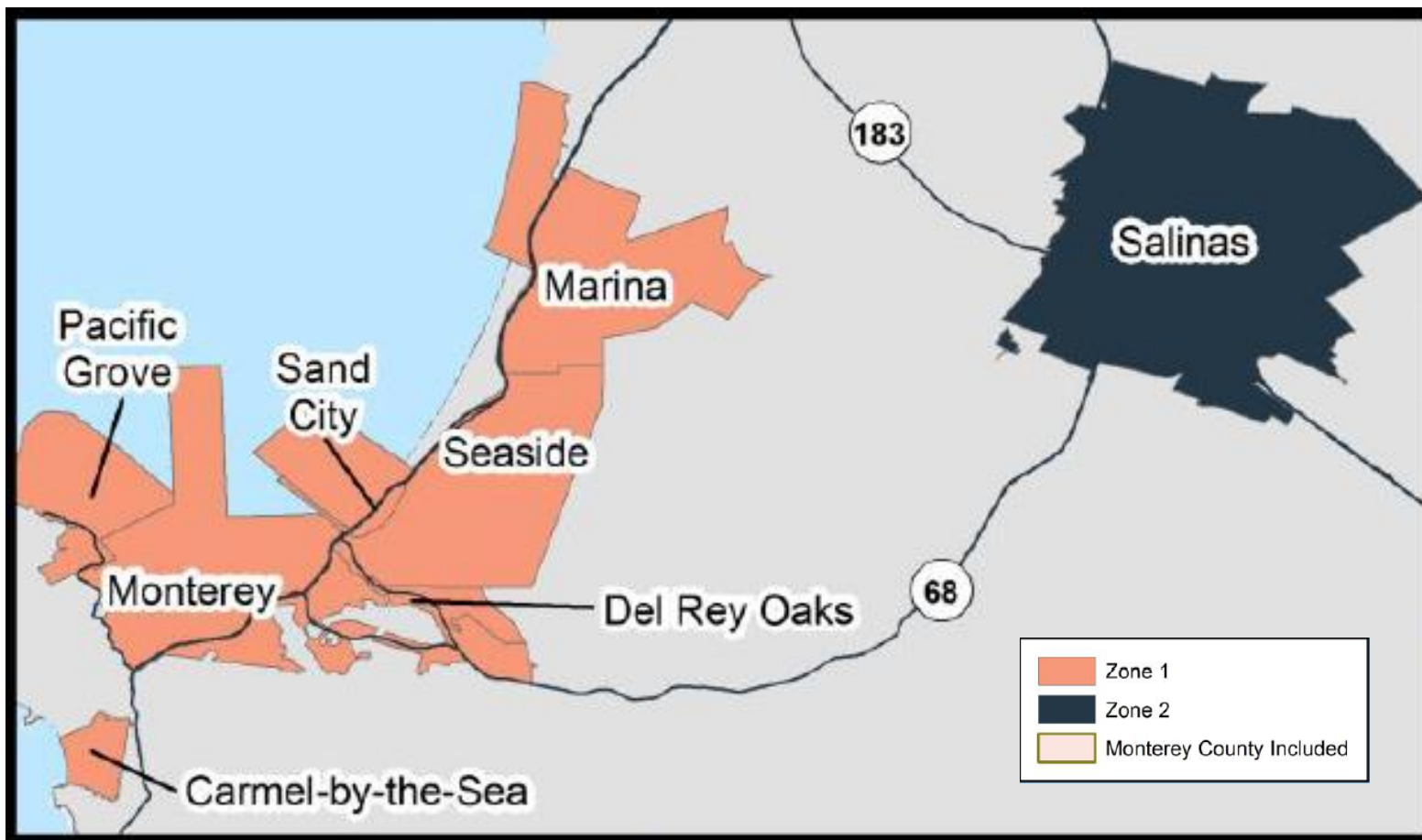
MONTEREY COUNTY TOURISM IMPROVEMENT DISTRICT RENEWAL

Approve a Resolution consenting to the renewal of the
Monterey County Tourism Improvement District (MCTID)

Lisa Brinton, Assistant Director
Community Development Department
Salinas City Council
January 24, 2023



Monterey County Tourism Improvement District



2023-2033 District Renewal

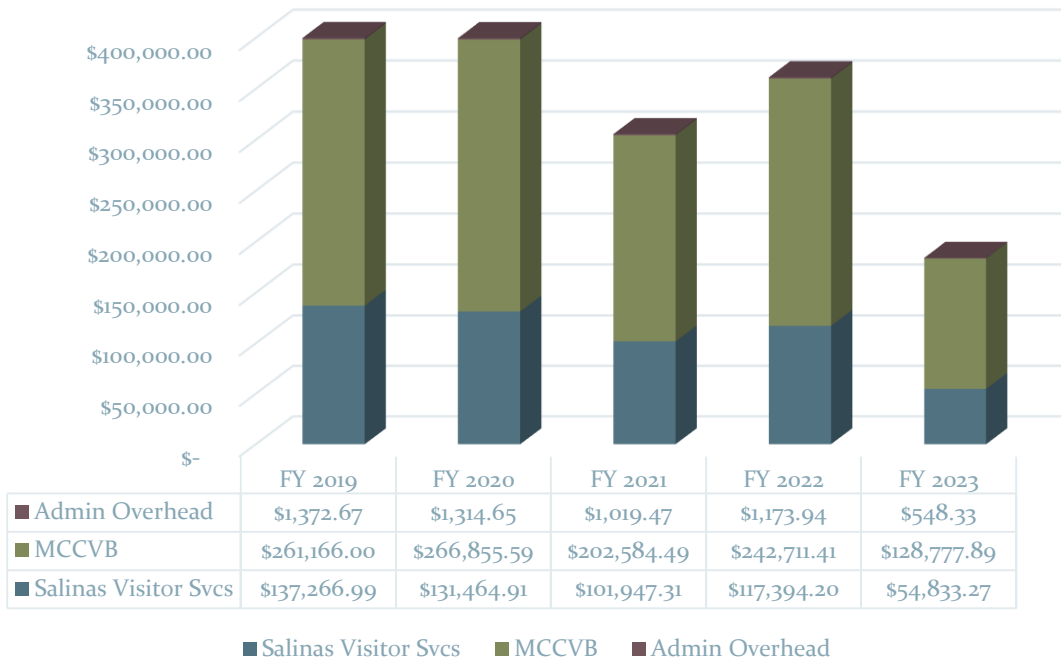
Zone 2

Limited Service	Fiscal Year
\$ 2.00	2023-24
\$ 2.00	2024-25
\$ 2.20	2025-26
\$ 2.20	2026-27
\$ 2.40	2027-28
\$ 2.40	2028-29
\$ 2.60	2029-30
\$ 2.60	2030-31
\$ 2.80	2031-32
\$ 2.80	2032-33

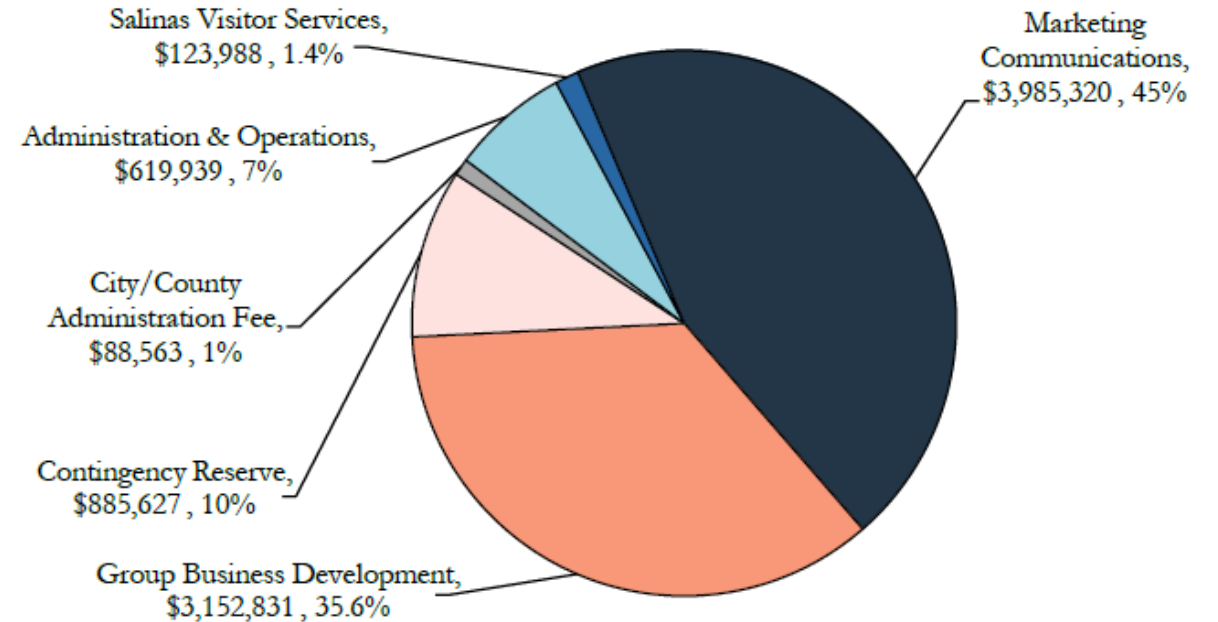


MCTID Collections and Use of Funds

MCTID Collections



Initial Annual Assessment Budget - \$8,856,266



Brand Campaign

"THE MOMENT" FALL LEISURE CAMPAIGN



Social Engagement



From July – December 2022

Partner handoffs to Salinas member listings: **4,721**

- Clicks by categories
 - **437** food & drink
 - **1,221** lodging
 - **295** meeting, event and wedding services
 - **2,768** things to see & do

Social engagements

- **72** social media posts
- **38,029** cross-channel social engagements

MCCVB Groups, Meetings & Events

- ❑ **Service Requests/Business Referrals: 2**
- ❑ **Leads: 8 leads / 994 room nights**
- ❑ **Est Economic Impact: \$565,586**



Public Relations & Content



Salinas: An epicenter of Mexican cuisine in Monterey County.
Monterey County Convention & Visitors Bureau

An Exciting Mexican Restaurant Scene

Monterey County’s culinary scene and viniculture are intertwined, which drew winemaker Sabrina Rodems to Monterey’s Wrath Wines. “I wanted to be in a place that wasn’t a monoculture,” she said. “I love that you see everything around you: asparagus, lettuce, cabbage, and lemons.” When

Southern Pacific Freight Depot
1A STATION PLACE
EST. 1873
SALINAS CITY, CALIFORNIA
Proudly Presents

Post Cards
PASSENGERS
and
PRODUCE

THE STORY OF HOW
SOUTHERN PACIFIC COMPANY CREATED
THE SALAD BOWL OF THE WORLD

RIBBON CUTTING CEREMONY
SEPTEMBER 3, 2022
11:00 AM-2:00 PM

Commemorating the 150th Year Anniversary of the Groundbreaking of the Southern Pacific Freight Depot on September 3, 1872.

CALIFORNIA WELCOME CENTER
salinas

California Welcome Center, Salinas
1A Station Place, Salinas City
California 93901
cwcsalinas.org | Ph 831-757-8687

HOSTED BY:

salinas valley **Salinas Valley**
tourism and visitors bureau CHAMBER OF COMMERCE

A Very Special Thank You to Our Founding Sponsors:

Taylor **the human energy company** **OTONE HOTEL PARTNERS** **JOANNE TAYLOR JOHNSON** **TANIMURA FAMILY FOUNDATION** **OCEAN FIRST**

National news release –
150th Year Anniversary Train
Depot

Crisis Communications

- Mission switches from destination marketing to sharing crisis impact information
- Collaborate with OES and County Communications
- Coordinate Evacuation Rates with area hotels
- Communicate with travelers as well as residents



ROI Snapshot

CITY OF SALINAS

FY 2021-22 Year End Investment Report

CITY INVESTMENT: \$100,940	
Direct Return on Investment	
• Business Development: Economic Impact from 104 Booked Room Nights	\$59,215.96
• Public Relations: Earned Media Advertising Equivalence Value	\$1.45 million
Indirect Return on Investment	
• Service Requests/Business to Business Referrals	5

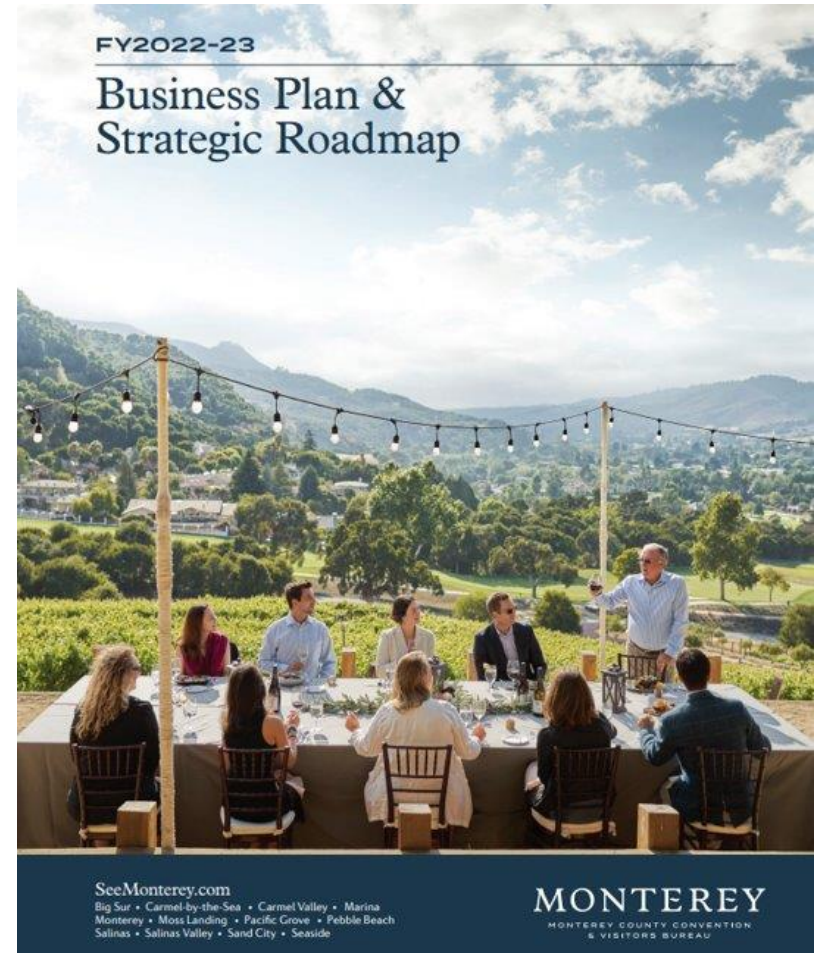
Monterey County Convention & Visitors Bureau

VISION

A thriving tourism economy that enriches Monterey County's economic vitality and quality of life.

MISSION

To generate community prosperity for Monterey County through the responsible promotion and growth of the tourism economy



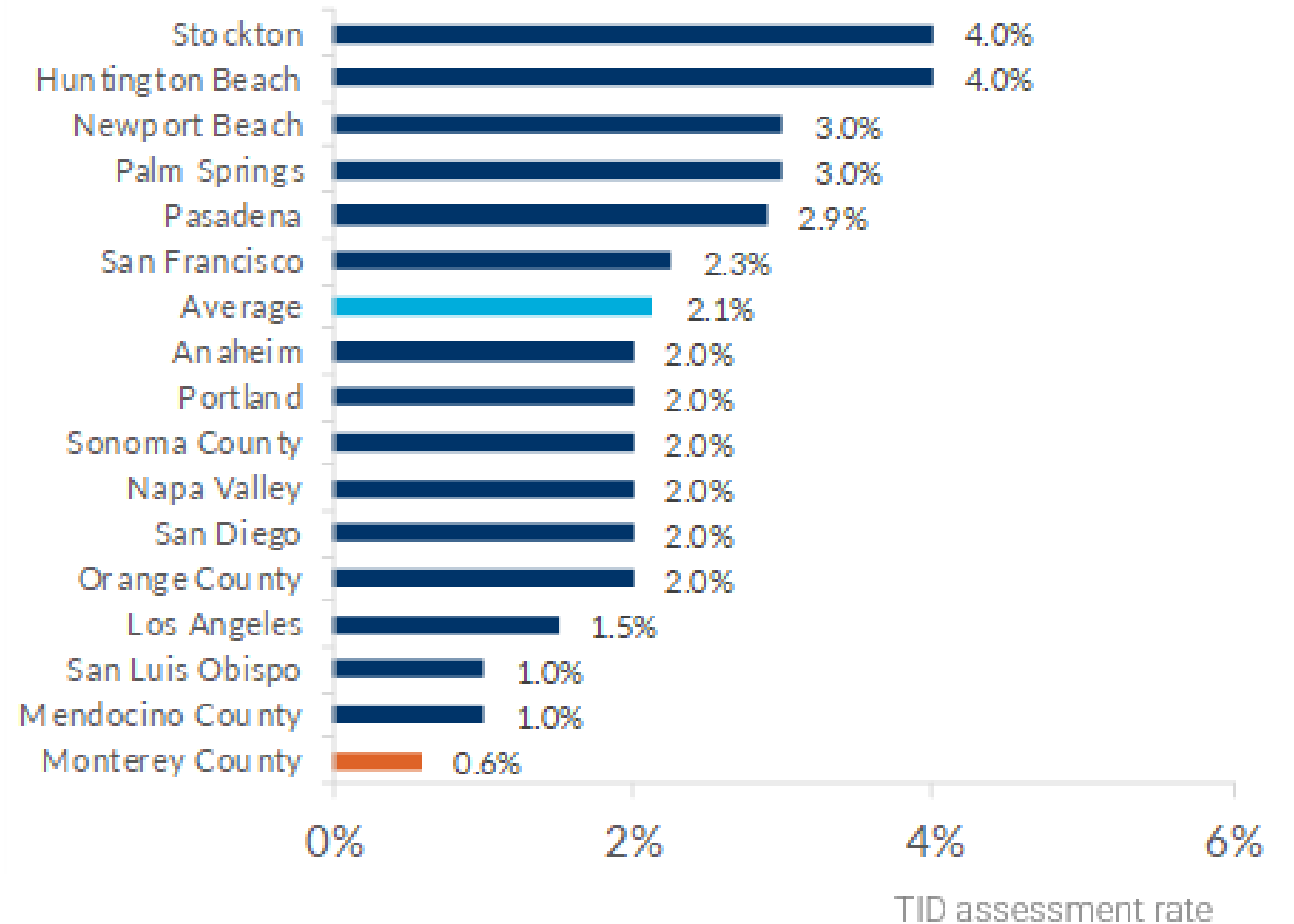
Current TID

Limited Service - \$1

Full Service - \$2

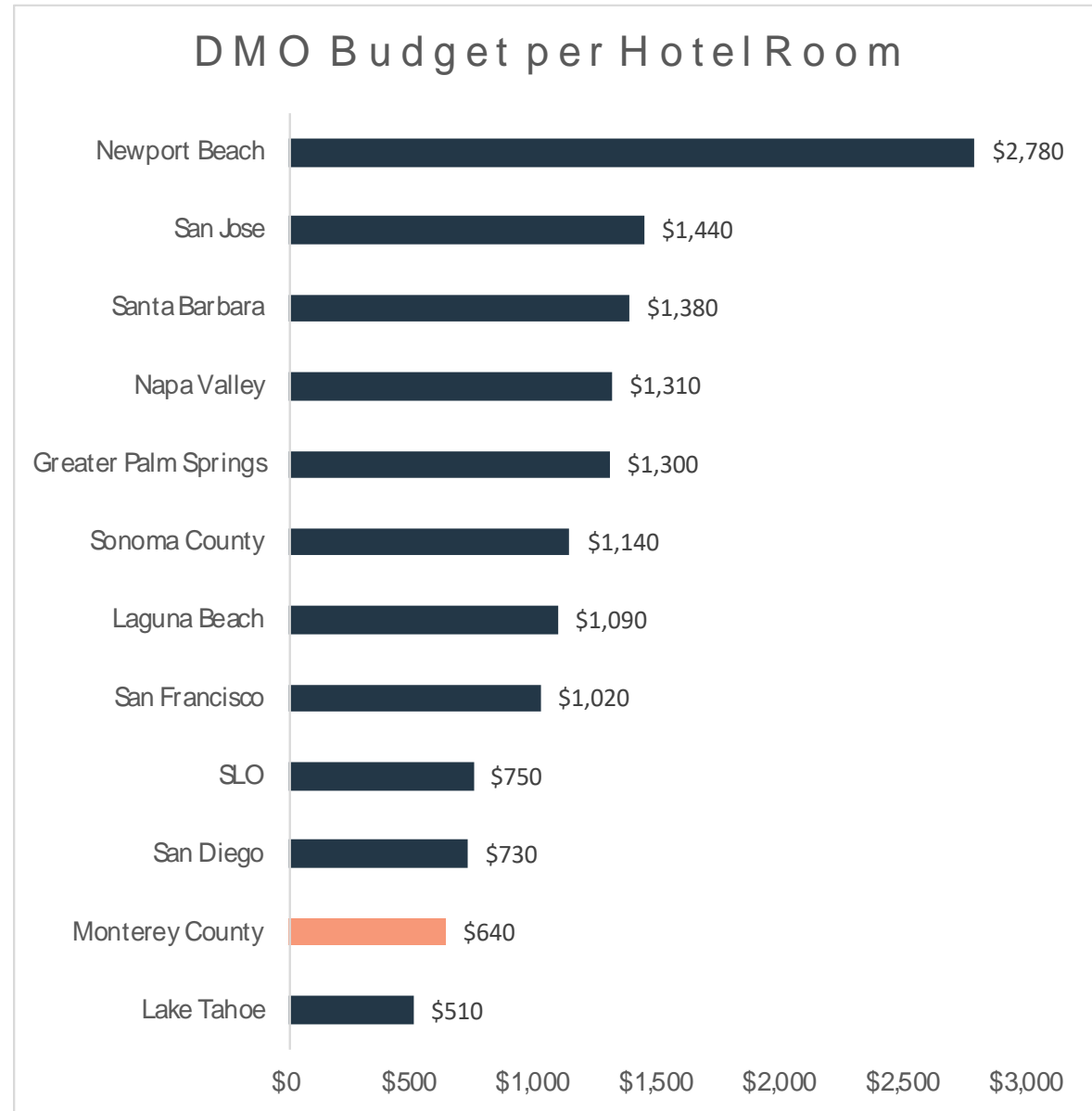


TID assessment rates in Monterey and competitors



Sources: Dean Runyan Associates; Tourism Economics

Monterey County has the second to lowest budget per room in comp set



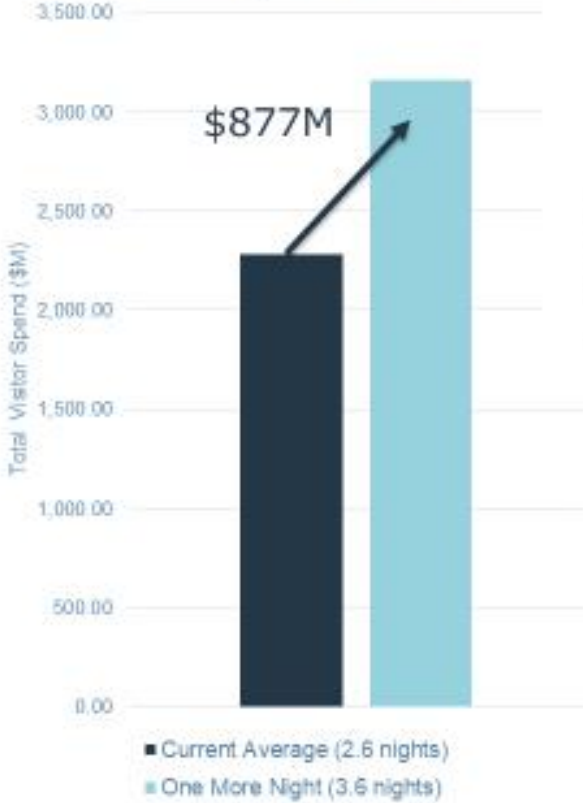
TID Impact

Focus	Currently	Investment in a Better Future
Sphere of Marketing Reach	Primarily Regional paid media advertiser	National Brand with paid media reach into Midwest, East Coast – high value travelers
Meetings & Conferences	Five-person sales team; primarily focused on regional meetings; limited booking incentive	Expand sales team; increase sales activities; aggressive booking incentive; intensify focus on corporate, incentive and Tour & Travel
Event Attraction & Promotion	No proactive event attraction effort; promotion limited to social and PR (no paid media)	Dedicated program to attract advantageous events; paid media support for select events
Air Service Development	Tactical and reactive; lacking a well-supported MCCVB/Community strategy	Annual dedicated budget; strategically proactive
International Marketing	One sales executive, limited coop (VCA, Brand USA) marketing	Multi-country sales representation, significant increase in direct sales and marketing
Luxury Initiative	Direct sales through involvement with Virtuoso, ILTM, VCA; limited marketing	Significant expansion (2-3X) of both sales and marketing programs
Sustainable/Responsible Travel	Consistent messaging through unpaid (social & PR), limited paid media; implementation of See Monterey app	On-going paid media campaign; support shuttle programs/promotion; in-market collateral/signage;



ONE MORE NIGHT

Average Visitor Spending, Overnight Visitors



Monterey County Average Visitor Spending, 2019p Overnight Visitors

	Visitor Spending (\$Million)	Travel Party		Person		Length of Stay (nights)	Party Size (persons)
		per day (\$)	per trip (\$)	per day (\$)	per trip (\$)		
Hotel, Motel, STVR	2,281	1,013	2,655	376	986	2.6	2.7
Private Home	205	145	471	68	218	3.2	2.1
Other Overnight	123	106	333	36	114	3.1	2.9
All Overnight	2,609	541	1,568	209	602	2.9	2.6

Source: Dean Runyan

\$2,281 divided by 2.6 average length of stay equals **\$877,000,000** in visitor spend per day

Community Prosperity





QUESTIONS