

California Welcome Center FY 2024-25 Q3 Update



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Community Development Department
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Executive Summary

- Jan 24, 2023 – City of Salinas approved a resolution to support the renewal of the MCTID (10-year term)
- Oct 22, 2024 – Renewed Agreement for TID passthrough
 - July 1, 2024 – August 30, 2025
- Continued evaluating the use of TID and provided quarterly updates



FY 2024-25 Quarter 3 Reporting

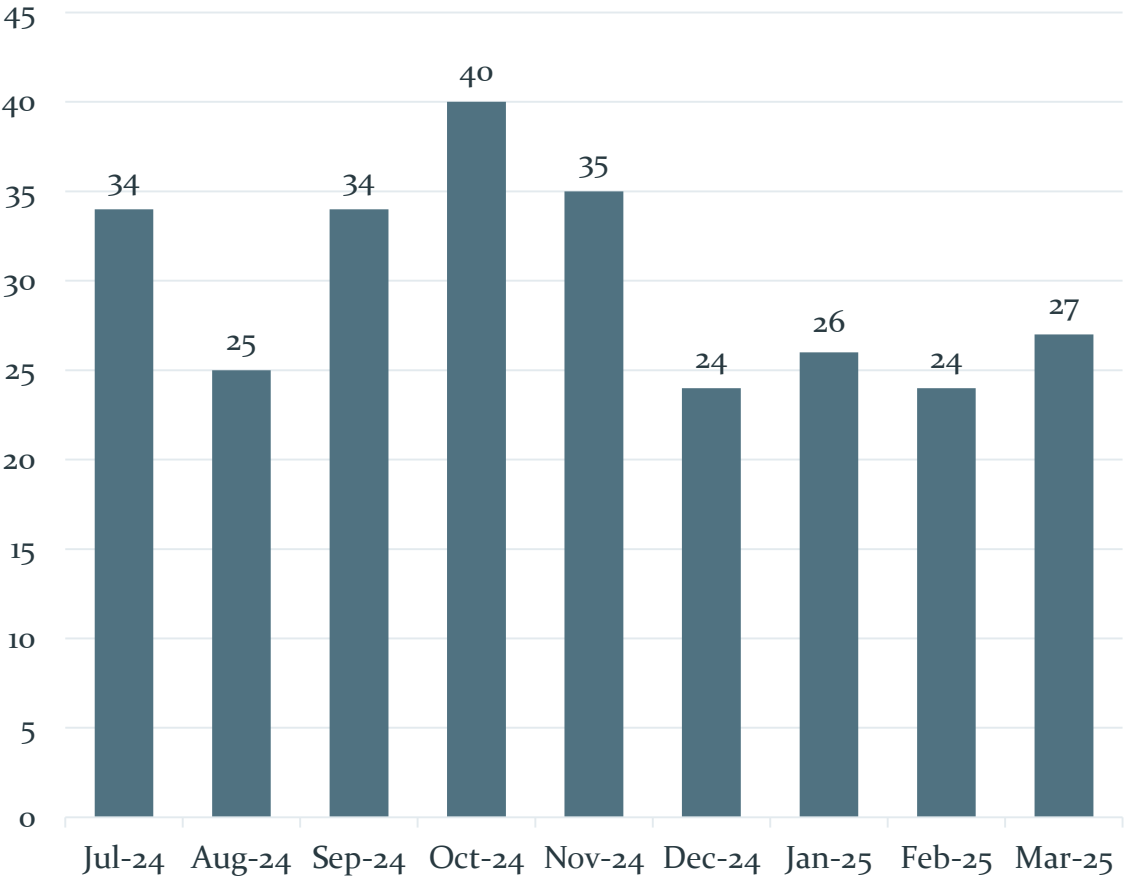
- Number of Site Visitors: 1,209
- Number of Website Posts: 77
- Number of Website Visits: 6,357
 - CWC: 291
 - Soul of CA: 6066

Quarter 3 TID	
TID Received	\$ 20,030
Est. # of Overnight Stays	40,060
Passthrough to CWC	\$ 19,834.65

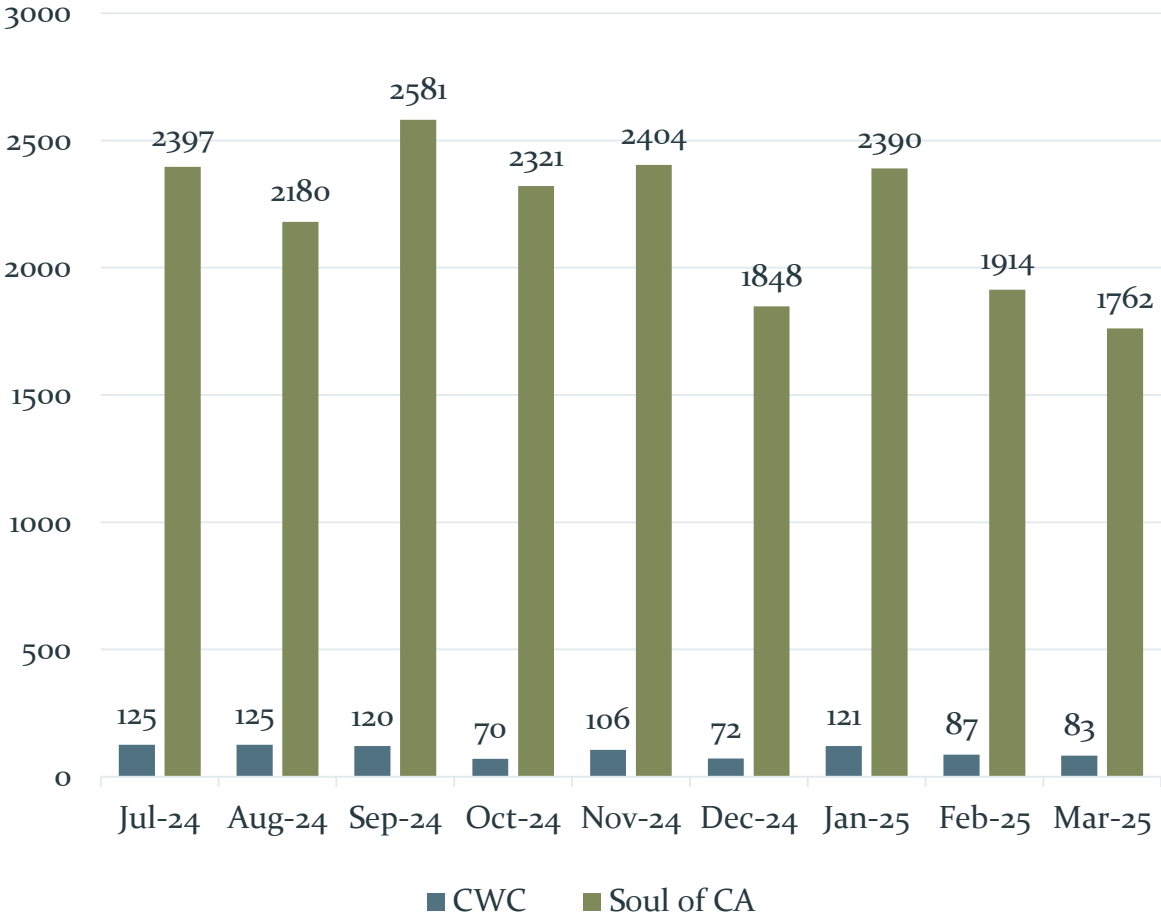


2024-25 Fiscal Year Q1 to Q3 Reporting

Website Posts: FY2024-25 Q1 to Q3

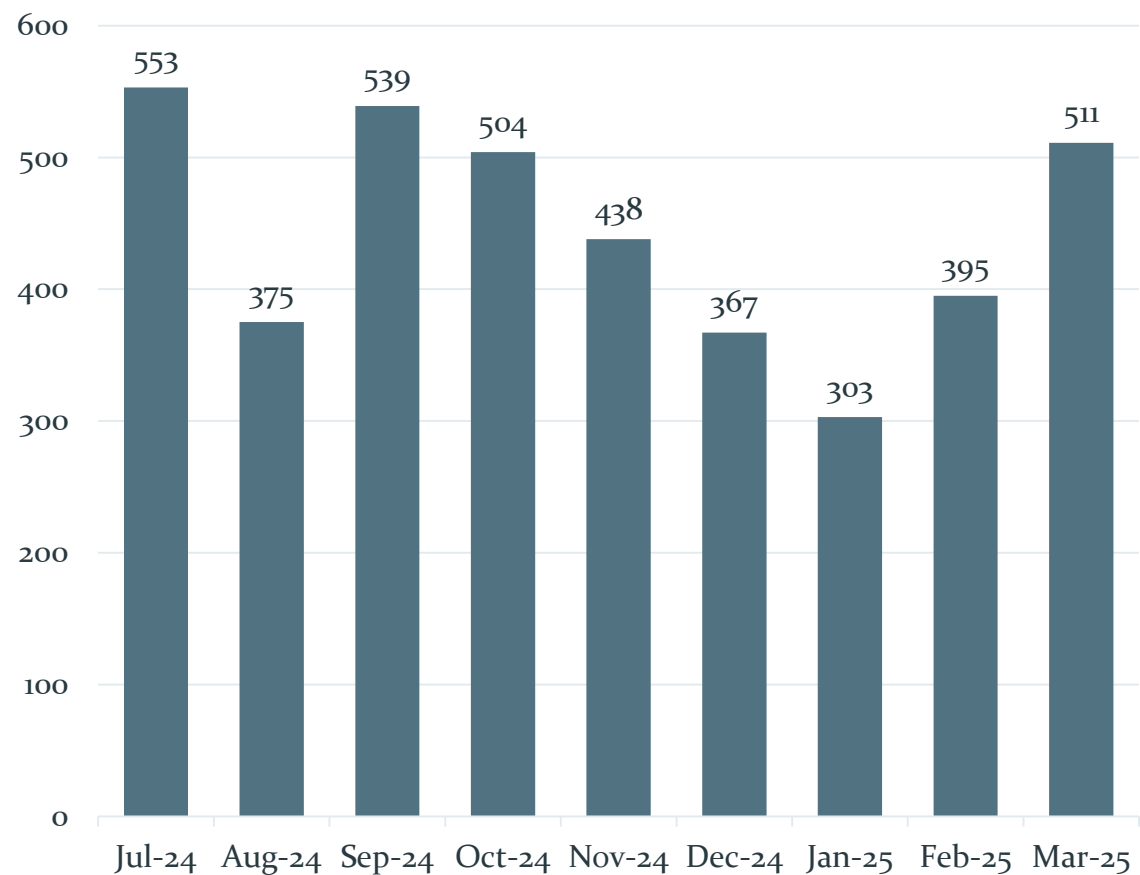


CWC Website Views: FY2024-25 Q1 to Q3



2024-25 Fiscal Year Q1 to Q3 Reporting

Visitor Count: FY2024-25 Q1 to Q3

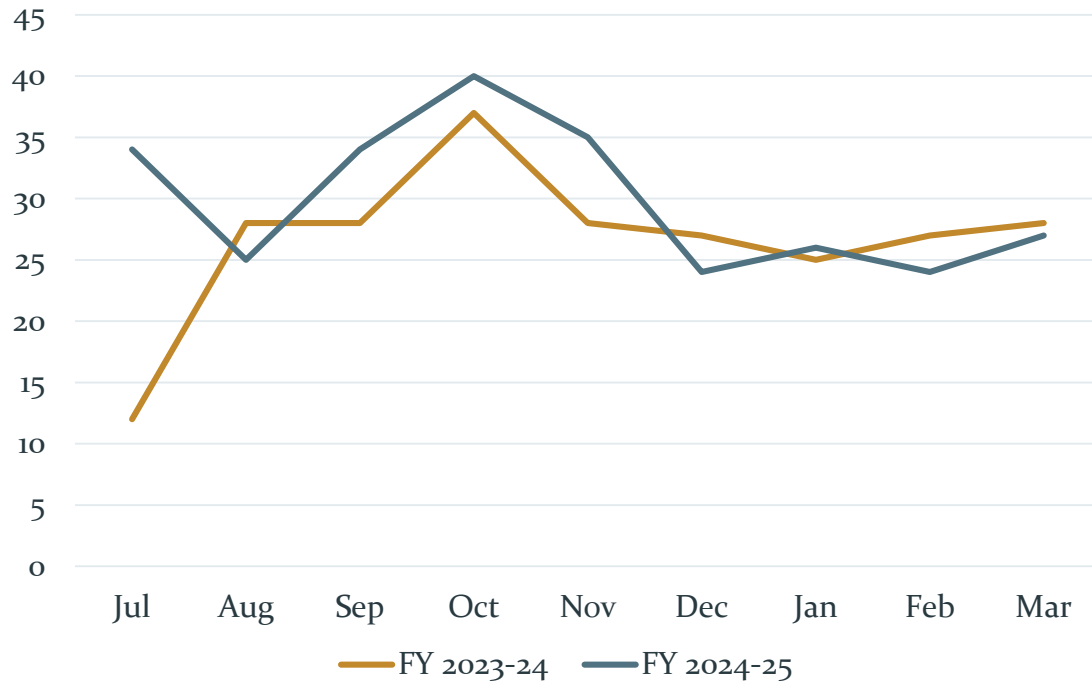


FY2024-25 Q1 to Q3 TID	
TID Received	\$ 75,076.00
Est. # of Overnight Stays	150,152
Passthrough to CWC	\$ 74,325.24



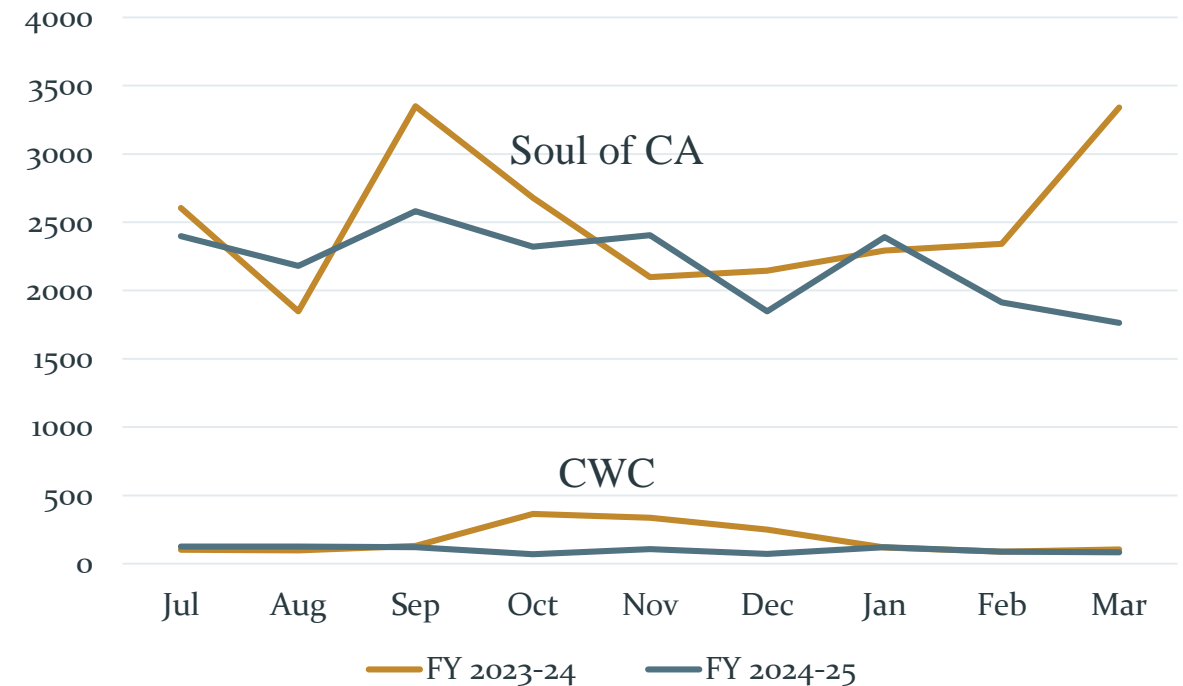
Fiscal Year-Over-Year Q1 to Q3 Reporting

Website Posts: FYOY Q1 to Q3



Average 27 in FY 23/24
Average 30 in FY 24/25

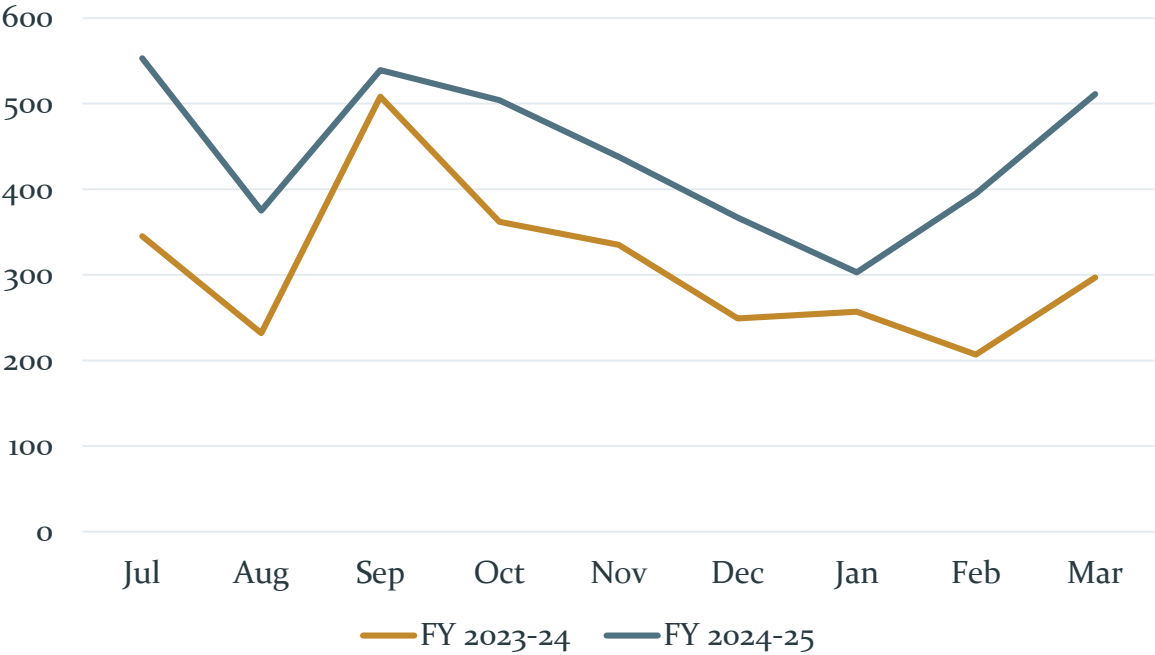
Website Views: FYOY Q1 to Q3



Average 2521 Soul of CA & 176 CWC in FY 23/24
Average 2199 Soul of CA & 101 CWC in FY 24/25

Fiscal Year-Over-Year Q1 to Q3 Reporting Continued

Visitor Count: FYOY Q1 to Q3



Average 310 in FY 23/24
Average 443 in FY 24/25

FYOY Q1-Q3		
	FY 2023-24	FY 2024-25
TID Received	\$ 91,449.50	\$ 75,076.00
Est. # of Overnight Stays	182,900	150,152
Passthrough to CWC	\$ 90,000	\$ 74,325.24

Questions

