

salinas valley
tourism and visitors bureau™

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Craig Kaufman



1A Station Place
Salinas, CA 93901

October 1, 2022

To: Michael Gomez, Economic Development Analyst, City of Salinas

From: Craig Kaufman, Executive Director, Salinas Valley Tourism & Visitors Bureau

Re: July 2022 Monthly Report

We continue to be open following the guidelines of and with protocols put in place by the Monterey County Health Department to protect staff and visitors.

In July we had a slight increase in onsite person visits to the Center compared to the previous month.

The Monterey & Salinas Valley Railroad Museum board of directors held their meeting at the Heritage Center on July 5th.

Heritage Center featured in California Bountiful, California Farm Bureau July/August 2022 issue.

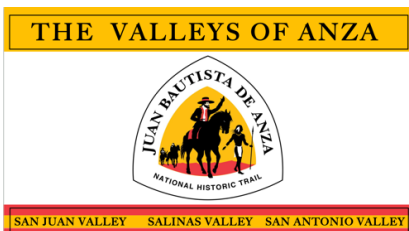
Activity Summary: July 2022

3 phone calls; 0 request for information mailed, in person visitors 387

Social Media: Facebook: 889 likes / 912 follows
Soul of CA Facebook: 4,153 likes / 4,381 follows

Soul of CA Website: 3,075 users / 5,986 pageviews
CWC specific page: 99 pageviews

Visit California Website / CWC Salinas: 1.8MM unique visits per month (on average). CWC Salinas specific views: approx. 154 pageviews.



NEW LOCATION HIGHLIGHTS

Southern Pacific Freight Depot Location

On February 15, 2020, the California Welcome Center Salinas (CWCS) moved into the restored Southern Pacific Freight Building at 1A Station Place, Salinas from its 1213 North Davis Road location from which it had served the community for more than 8 years. This was the culmination of months of work by the City of Salinas to include the CWCS in the soon-to-be-completed Intermodal Transit Center where visitors will arrive by train, bus, and car.

The depot, with more than 1,500 square feet, will house not only the CWCS, but also a cultural heritage museum that reflects the history, through photographs, displays and narratives, of the railroad's impact on the Salinas Valley.

The facility has 100 linear feet of brochure display space, 400 square feet for exhibitions, 400 square feet retail and 600 square feet of visitor amenities, and features an outdoor deck for visitors to rest, eat or wait for those coming to the area by train or bus.

Oldtown Salinas

CWCS is now within walking distance to Salinas City Center, the quaint and historic Main Street district of Salinas that has approximately 400 businesses including 34 restaurants, two wine tasting rooms, three galleries and many quaint boutiques, retail shops and tourist resources. The Steinbeck House Restaurant, National Steinbeck Center Museum and other visitor service businesses are all nearby. Fifteen hotel and motel properties are within a short walking or driving distance of less than half a mile, and bed and breakfasts are within minutes of the location.

Proximity to Tourist Attractions

As the hub of the Central Coast, Salinas is just a short distance away from all of the area's attractions.

The CWCS is still not far from the Boronda History Center—a National Historic Landmark adobe house built in 1844. It is within walking distance of the National Steinbeck Center Museum and Steinbeck House Restaurant (John Steinbeck's boyhood home). It is two miles from the Salinas Sports Complex, home of the California Rodeo and Museum.

CWCS is 15 minutes (seven miles) away from the River Road Wine Trail where visitors can taste award-winning wines. It is 13 miles via Highway 68 to WeatherTech Raceway Laguna Seca where national events such as the MotoGP, Sea Otter Classic and Monterey Historic Automobile Races are held.

It is a scenic 20-mile drive from the CWCS to the city of Monterey, home of the Monterey Bay Aquarium on Cannery Row, Fisherman's Wharf, many historic adobes, some part of the California State Parks system, and approximately 23 miles to the Monterey Peninsula attractions of 17-Mile Drive, Carmel-by-the-Sea and Pebble Beach.

Point Lobos and Big Sur are nearby, six to 26 miles further south from Monterey on California State Route 1. Other attractions within a short driving distance are

Monterey Wine Country vineyards, wineries and tasting rooms; Pinnacles National Park; Missions Carmel, San Juan Bautista and Soledad (Mission San Antonio is 67 miles from Salinas); Gilroy Gardens and the Outlet Mall in Gilroy; Roaring Camp Railroad in Felton; the Santa Cruz Beach Boardwalk; the Tech Museum and Winchester Mystery House in San Jose.

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The CWCS draws support from the City of Salinas, the Salinas Valley cities, local agricultural businesses, attractions, foundations, and the Salinas Valley Tourism and Visitors Bureau. Designation as the 19th California Welcome Center has had a positive effect on local tours and retail store sales, resulting in additional revenue to compensate for any incremental expenses. The CWCS enjoys broad support in our community and the Monterey Bay region with diverse sponsorship opportunities.

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The CWCS also is generating additional tax revenue by the average spend of a visitor that comes into the Center. A visitor will spend an average of \$397 per day³ in the area.

AVG 5K VISITORS X \$397³

2 MM DOLLARS OF ECONOMIC LIFT TO THE REGION
NEW RETAIL SALES TAX EQUALS 2MM X 1%
\$20K PER YEAR OF ADDITIONAL TAX REVENUE

¹ Source: California Travel & Tourism Commission, 06.26.14

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³ Source: California Travel & Tourism Commission

BACKGROUND

The Salinas Valley Tourism and Visitor Bureau (SVTVB) was formed in 2008. The SVTVB is a non-profit, 501-C4 and was created to promote the region with a focus on the agricultural, viticultural, recreational and cultural assets of the City of Salinas and Salinas Valley. The SVTVB's mission is to promote the exploration, discovery and experience of the natural riches that originate in the Salinas Valley and surrounding regions.

In 2010 the State of California put out an RFP for any city, within the region, to compete for the 19th designation of a California Welcome Center. The cities of Gilroy (Gilroy Chamber of Commerce) and Monterey (Cannery Row Company) competed alongside the SVTVB to secure this coveted designation.

Once the designation was secured by the SVTVB in January of 2011, a public-private coalition consisting of the City of Salinas, the Monterey Convention and Visitors Bureau, the cities of the Salinas Valley, the National Steinbeck Center Museum, Salinas Valley Chamber of Commerce, and local private business supported the creation of the California Welcome Center Salinas.

Located at the heart of the Monterey Bay, one of the most historically significant areas in California, Salinas is the hub of the Central Coast. Native son and world-renowned author John Steinbeck recognized it as the "Pastures of Heaven" and his timeless works continue to attract international, national and local visitors to Salinas.

Salinas boasts a tradition rich in cultural diversity, scenic vistas, agriculture, viticulture, the arts, attractions and special events. Our city can be at the forefront of the green economy and promotes sustainable eco-tourism. Situated at the crossroads of El Camino Real, Old Stage Road, the Pacific Coast Highway and along the Historic De Anza Trail, Salinas has always been the logical resting point for weary travelers.

California Welcome Center Value

California Welcome Center Inclusion within Visit California's Consumer Marketing Content:

- *California Official State Visitor's Guide and Travel Planner (CVG)*
 - Feature, 2/3-page placement as regional resource (full CA map)
 - Call out on each regional map
 - A circulation of 500,000 copies distributed nationwide and to Canada
 - 425,000 digital copies being downloaded.
 - This exposure is valued at **\$200,000 per year** in advertising

- *California Official State Map*
 - Premium placement on the back panel
 - The space is valued at **\$49,000**
- *California Road Trips*
 - Welcome Centers are promoted throughout the publication
 - Promotion includes a listing providing contact information and directions
 - Advertising value of **\$26,000**
 - One million copies of this publication are distributed annually
- *California Welcome Centers Webpage*
 - Individual pages for each center on VisitCalifornia.com
 - Included on each regional page
 - Included in various trip itineraries
 - The site receives an average of **1.8MM unique visits per month.**

California Welcome Center Consumer Behavior Impacts

- Visitation
 - 1.6 million visitors in 2019
 - 42% of visitors found the Welcome Center via highway signage
 - 30% of visitors found the Welcome Center through the visitors guide or website
 - Most motivating factors for consumers to visit a Welcome Center include
 - Exclusive Offers/Discounts
 - Interactive experiences on local interest/attractions
 - Interactive experiences on area history and culture
- Visitor Impacts (2019 Study)
 - 60% of visitors learned something new about the area when visiting a center
 - 43% of visitors learned something new about California
 - 27% of visitors went on to visit an attraction featured at the center
 - 13% of visitors changed their travel plans following a visit to a center
 - 11% of visitors extended their stay in California
 - 1.4 extra nights in the area
 - 2.6 extra nights in California

BUSINESS

'Valleys of Anza' would use historic trail to expand tourism, tap revenue for social issues



The Anza Expedition of 1775-1776 came through Alta California in what is now Monterey County including Mission San Antonio de Padua established in 1771, the Salinas Valley along the Salinas River, over to Monterey and to the Carmel Mission – then only about six years old – through Salinas and on to the San Juan Bautista area 21 years before its mission was built. (James Herrera/Monterey Herald)

By **JAMES HERRERA** | jherrera@montereyherald.com | Monterey Herald
PUBLISHED: January 9, 2023 at 2:55 p.m. | UPDATED: January 9, 2023 at 2:57 p.m.

SALINAS – There's an important historic story underfoot in the region that could be mined into an international attraction, expanding tourism and hospitality while creating revenues to pay for social programs.

That's the hope of Salinas Valley Tourism and Visitors Bureau Executive Director Craig Kaufman whose idea for a program called the Valleys of Anza could provide regional economic development by leveraging historic sites to attract tourists to the inland valleys of Monterey and San Benito counties.

In 1776, around the time of the American Revolution, Spanish Lieutenant Colonel Juan Bautista de Anza, leading a contingent of more than 240 men, women, and children for more than 1,800 miles, arrived to establish a settlement at San Francisco Bay. That expedition came through Alta California in what is now Monterey County including Mission San Antonio de Padua established in 1771, the Salinas Valley along the Salinas River, over to Monterey and the Carmel Mission – then only about six years old – through Salinas and on to the San Juan Bautista area 21 years before its mission was built.

"I've been for years trying to figure out what kind of story could be told on an international level that would bring people to this part of (Monterey County)," said Kaufman.

The river was the lifeline for the diverse group of settlers, military escorts, and support workers of Spanish society made up of Native American, African, and European heritages, and included about 1,000 head of livestock. The expedition used the missions as stopping points along the way.

The Valleys of Anza program is the footprint of the San Antonio Valley, the Salinas Valley and the San Juan Valley where the Anza trail passed through the region. Kaufman points to a postcard he came across from 1906 urging tourists to come see Monterey County for its historic three nations of Spanish, Mexican and American cultures.

“That’s truly what I’m picking up on is trying to reinvigorate this and trying to show that this is how we initially became a tourist attraction,” said Kaufman.

A 2015 study from Harvard University showed that in Monterey County, hospitality and tourism had the greatest growth potential in accommodations and related services, and in cultural and educational entertainment, he said.

Kaufman believes the Anza program checks both of those boxes.

The Valleys of Anza program would incorporate assets that are underutilized in the region and create better circulation so that the over-tourism that occurs on the Monterey Peninsula, especially on the Big Sur coast, could be alleviated.

With the Anza Trail as the path, visitors could stay in accommodations at points along the trail in tiny house villages may be built in a Spanish-era theme, or camp out in grass huts based on what native peoples in the area lived in so that there is a tourism experience based on the expedition. It incorporates mobile hospitality, with a social-distancing aspect built in for people who do not necessarily want to stay in a hotel environment.

The trail could be marketed using the detailed journals left by the Anza expedition that helped the National Park Service meticulously map out the path and stopping points, and will enable the telling of the Anza story. The program could use augmented reality technology using smartphones in the natural settings that still exist along the trail as backdrops.

“What we are able to do is create re-enactments based upon those stories,” said Kaufman.

The technology would help to tell the stories found in the detailed journals, and with the help of GPS, people could see what happened at that location during the Anza expedition.

“You have the background that’s obviously live, but with these prerecorded vignettes telling the story of the Anza trail,” said Kaufman.

The tours become self-guided either by car or by trail walks in multiple languages so there is no need for a crowded tour bus.

The idea has caught the attention of UC Berkeley’s College of Environmental Design. Its Masters of Urban Design program will present six draft strategies later this month for bringing tourism to the Salinas and San Juan valleys to the stakeholders in the area including both Monterey and San Benito counties.

The Valleys of Anza program hopes to create new transient occupancy taxes with a portion being targeted to the development of new tiny home communities funded by a sustainable influx of revenue.

“If this model can work and we can start to get these villages up and running, we can now start to create new TOT for at-risk populations, or low-income, or teachers,” said Kaufman. “That’s the goal here and that’s where Berkeley comes in.”

The mobile communities can deal with different aspects or population of homeless individuals that are paid for by TOT and does not impact general funds, yet deals with the problem.

Kaufman is hoping that after the MUD presentation that people come away with a sense of urgency.

“We need to do something. If this is not the idea please come to the table with something because we’re in trouble,” said Kaufman. “The urgency is in economic development and job creation, and in protecting the tourism industry.”

DESIGNING THE VALLEY

A RURAL CALIFORNIA STUDIO

We are presenting six draft strategies for bringing tourism to the Salinas and San Juan Valleys. In spite of the unique characters of each strategy, they share some core elements.

All strategies are:

- Regional: strategies operate all across the Valley. They build synergies among many public and private partners across municipal jurisdictions.
- Low-impact: each strategy's impact on the ground is minimized. They try to leverage what already exists by adding many reversible elements.
- Flexible: this also makes strategies highly flexible. Not everything you will see needs to happen, or at least not immediately. Parts can be crossed out, readapted, relocated, rescheduled etc.
- Benefit-sharing: we value ideas that bring benefits to as many parties as possible, with particular attention to groups that are mostly disadvantaged and struggling.

save the date:

january 18, 2023

12 noon - 5 pm

csUMB salinas city center

gallery I

1 main street

salinas, ca 93901

presentations:

1. the agroway / rita ling, byron li, yaoyao ding

We propose a strip of agricultural experiences along the Highway 101. We design spaces where drivers can make stops, interact with local businesses, leave the highway, and even spend the night in the valley.

2. the anza trail / jiaxing cui, sen du, xuyuan fan

We restore and revive *the Anza Trail* through landscape, wine, food, and outdoor activities. We imagine the Anza Trail as a tourist infrastructure that will create opportunities for many local partners.

3. travels with steinbeck / patricia cespedes flores, isha khan

Join *Travels with Steinbeck* to discover hidden gems, engage with nature, support local economies, strengthen community building efforts, and commemorate the astounding scale of the Valleys.

4. images of the bowl / diego gonzalez ramirez

Images of the Bowl compiles the visual vocabulary of the Salad Bowl of the World. A collected series of public images of its history, agriculture, and architecture completely transforms the perception of the valley.

5. rewilding the valley / yash gogri, freya tan, mufeng yu

We propose different educational experiences that aim to create awareness of the rich natural resources of the Salinas Valley. We envision knowledge productions that will empower the wilderness of the valley.

6. housing the valley / sagarika nambiar, srusti shah, varun shah

A tactical approach to reconfigure housing using different degrees of temporality. We propose multiple, coordinated, low-cost, temporary solutions that intervene holistically in the valley's housing crisis.



[instagram.com/berkeley_mud/](https://www.instagram.com/berkeley_mud/)

contact:

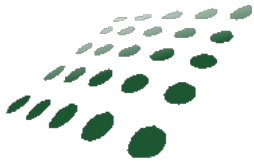
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The Monterey & Salinas Valley Railroad Museum board of directors held their meeting at the Heritage Center on August 9th.

The Salinas Valley Chamber of Commerce co-hosted with Visit California Open House for a Chamber Mixer at the Heritage Center on August 25th. Visit California debuted “California Welcome Center Program, Bringing Businesses and Communities Together” which includes CWC Salinas in this video.

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THE VALLEYS OF ANZA



SAN JUAN VALLEY SALINAS VALLEY SAN ANTONIO VALLEY

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California Welcome Center Value

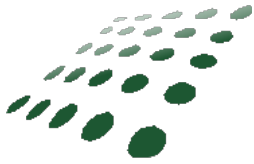
California Welcome Center Inclusion within Visit California's Consumer Marketing Content:

- *California Official State Visitor's Guide and Travel Planner (CVG)*
 - Feature, 2/3-page placement as regional resource (full CA map)
 - Call out on each regional map
 - A circulation of 500,000 copies distributed nationwide and to Canada
 - 425,000 digital copies being downloaded.
 - This exposure is valued at **\$200,000 per year** in advertising

- *California Official State Map*
 - Premium placement on the back panel
 - The space is valued at **\$49,000**
- *California Road Trips*
 - Welcome Centers are promoted throughout the publication
 - Promotion includes a listing providing contact information and directions
 - Advertising value of **\$26,000**
 - One million copies of this publication are distributed annually
- *California Welcome Centers Webpage*
 - Individual pages for each center on VisitCalifornia.com
 - Included on each regional page
 - Included in various trip itineraries
 - The site receives an average of **1.8MM unique visits per month.**

California Welcome Center Consumer Behavior Impacts

- Visitation
 - 1.6 million visitors in 2019
 - 42% of visitors found the Welcome Center via highway signage
 - 30% of visitors found the Welcome Center through the visitors guide or website
 - Most motivating factors for consumers to visit a Welcome Center include
 - Exclusive Offers/Discounts
 - Interactive experiences on local interest/attractions
 - Interactive experiences on area history and culture
- Visitor Impacts (2019 Study)
 - 60% of visitors learned something new about the area when visiting a center
 - 43% of visitors learned something new about California
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 - 1.4 extra nights in the area
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salinas valley
tourism and visitors bureau™

8305 Prunedale N. Rd, #7
Salinas, CA 93907
831-261-3430
craig@svtvb.org | soulofca.org

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EXECUTIVE DIRECTOR

Craig Kaufman



1A Station Place
Salinas, CA 93901

October 1, 2022

To: Michael Gomez, Economic Development Analyst, City of Salinas

From: Craig Kaufman, Executive Director, Salinas Valley Tourism & Visitors Bureau

Re: September 2022 Monthly Report

We continue to be open following the guidelines of and with protocols put in place by the Monterey County Health Department to protect staff and visitors.

In September we had an increase in onsite person visits to the Center compared to the previous month.

The Monterey & Salinas Valley Railroad Museum board of directors held their meeting at the Heritage Center on September 13th.

The Salinas Valley Chamber of Commerce co-hosted with SVTVB for our ribbon cutting event marking the 150th Anniversary of the Groundbreaking of the Southern Pacific Freight Depot on September 3, 1872.

The Monterey County Farm Bureau held their Annual Meeting of Members on September 15th at the Heritage Center.

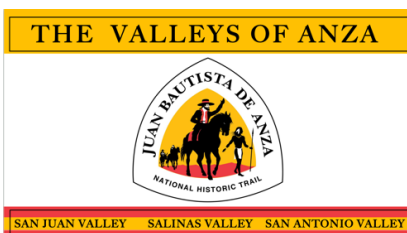
Activity Summary: September 2022

5 phone calls; 0 request for information mailed, in person visitors 693

Social Media: Facebook: 936 likes / 985 follows
Soul of CA Facebook: 4,276 likes / 4,601 follows

Soul of CA Website: 1,711 users / 3,120 pageviews
CWC specific page: 121 pageviews

Visit California Website / CWC Salinas: 1.8MM unique visits per month (on average). CWC Salinas specific views: approx. 154 pageviews.



NEW LOCATION HIGHLIGHTS

Southern Pacific Freight Depot Location

On February 15, 2020, the California Welcome Center Salinas (CWCS) moved into the restored Southern Pacific Freight Building at 1A Station Place, Salinas from its 1213 North Davis Road location from which it had served the community for more than 8 years. This was the culmination of months of work by the City of Salinas to include the CWCS in the soon-to-be-completed Intermodal Transit Center where visitors will arrive by train, bus, and car.

The depot, with more than 1,500 square feet, will house not only the CWCS, but also a cultural heritage museum that reflects the history, through photographs, displays and narratives, of the railroad's impact on the Salinas Valley.

The facility has 100 linear feet of brochure display space, 400 square feet for exhibitions, 400 square feet retail and 600 square feet of visitor amenities, and features an outdoor deck for visitors to rest, eat or wait for those coming to the area by train or bus.

Oldtown Salinas

CWCS is now within walking distance to Salinas City Center, the quaint and historic Main Street district of Salinas that has approximately 400 businesses including 34 restaurants, two wine tasting rooms, three galleries and many quaint boutiques, retail shops and tourist resources. The Steinbeck House Restaurant, National Steinbeck Center Museum and other visitor service businesses are all nearby. Fifteen hotel and motel properties are within a short walking or driving distance of less than half a mile, and bed and breakfasts are within minutes of the location.

Proximity to Tourist Attractions

As the hub of the Central Coast, Salinas is just a short distance away from all of the area's attractions.

The CWCS is still not far from the Boronda History Center—a National Historic Landmark adobe house built in 1844. It is within walking distance of the National Steinbeck Center Museum and Steinbeck House Restaurant (John Steinbeck's boyhood home). It is two miles from the Salinas Sports Complex, home of the California Rodeo and Museum.

CWCS is 15 minutes (seven miles) away from the River Road Wine Trail where visitors can taste award-winning wines. It is 13 miles via Highway 68 to WeatherTech Raceway Laguna Seca where national events such as the MotoGP, Sea Otter Classic and Monterey Historic Automobile Races are held.

It is a scenic 20-mile drive from the CWCS to the city of Monterey, home of the Monterey Bay Aquarium on Cannery Row, Fisherman's Wharf, many historic adobes, some part of the California State Parks system, and approximately 23 miles to the Monterey Peninsula attractions of 17-Mile Drive, Carmel-by-the-Sea and Pebble Beach.

Point Lobos and Big Sur are nearby, six to 26 miles further south from Monterey on California State Route 1. Other attractions within a short driving distance are

Monterey Wine Country vineyards, wineries and tasting rooms; Pinnacles National Park; Missions Carmel, San Juan Bautista and Soledad (Mission San Antonio is 67 miles from Salinas); Gilroy Gardens and the Outlet Mall in Gilroy; Roaring Camp Railroad in Felton; the Santa Cruz Beach Boardwalk; the Tech Museum and Winchester Mystery House in San Jose.

Travel Services

The CWCS provides directions, maps and suggestions on things to see and do in our area and statewide, distributing brochures, guided walking tour maps of historic downtown areas, attraction ticket sales and concierge services. The CWCS offers referrals to local tours, guides, and contacts local and out-of-the-area hotels and restaurants for reservations on behalf of visitors. The CWCS provides free maps, printed directions, smart phone directions, and 1-7-day itineraries for visitors who wish to explore on their own. For self-service room reservations, there is direct access to the California Welcome Center website at visitcwc.com to obtain reservations locally and statewide. Free, high-speed internet access is available for visitors.

Visitor Brochures and Information

The CWCS has racks displaying Salinas and Monterey County information from Certified showcasing Visit California branding, to fit our floor plan. Brochures include tri-county and statewide information and California attractions arranged by region. The brochure racks are maintained and filled on a regularly scheduled basis by Certified Folder. The CWCS solicits to receive and distribute brochures and guides from area attractions. The California Welcome Center features a digital signage, plus video of local and statewide information. Free area maps and printed directions are available to all visitors in the Center.

The parking lot holds 110 car spaces, two handicapped spaces and four RV and bus spaces. In addition, there are contiguous lots offering 280 spaces, with 18 handicapped spaces. Upwards of 2,200 parking spaces are available at the Center over-all.

Direct Sales

The CWCS sells a wide variety of merchandise that relates to Salinas, John Steinbeck and local history. The store focuses on art and products made locally by local artists and is committed to providing an authentic souvenir experience. The CWCS retail items include:

- Apparel (sweatshirts, t-shirts and hats)
- Books highlighting local history and agriculture
- Salinas branded reusable coffee mugs and recycled tote bags (featuring vintage Salinas agriculture companies)
- Bumper stickers
- Children's books and agricultural related toys
- Cookbooks
- Key chains
- Magnets
- Maps and guidebooks for the area

These items benefit the traveler by providing authentic mementos from their trip to the area, as well as activities they can enjoy on their travels throughout California. The CWCS does business with a variety of local vendors as well as producing its own souvenirs in partnership with local businesses. Pricing is

competitive with other establishments.

The CWCS has popular items featuring the California State brand, including those that promote statewide California travel:

- Apparel such as California Bear Flag t-shirts
- Coloring books (Discover California)
- Maps (California, whole state and separate sections)
- Stickers (CA, CA Flag, and USA) and patches (CA Flag)
- California magnets
- California key chains

Displays and Exhibits

As a tenant in the City of Salinas' oldest commercial building still in existence, the CWCS, in addition to meeting its contract obligations as a California Welcome Center, will also be a cultural heritage museum, showcasing the history of the Southern Pacific Railroad, Salinas Valley agriculture and local history.

Restroom Facilities and ADA

The CWCS features two ADA compliant restroom facilities; each restroom has one ADA compliant commode and one sink. Changing stations in each restroom signify a family-friendly atmosphere.

Parking Facilities

The CWCS facility at the Intermodal Transit Center has ample free parking for visitors in cars, vans, busses or RVs.

ECONOMIC DEVELOPMENT

The CWCS draws support from the City of Salinas, the Salinas Valley cities, local agricultural businesses, attractions, foundations, and the Salinas Valley Tourism and Visitors Bureau. Designation as the 19th California Welcome Center has had a positive effect on local tours and retail store sales, resulting in additional revenue to compensate for any incremental expenses. The CWCS enjoys broad support in our community and the Monterey Bay region with diverse sponsorship opportunities.

With the monies provided by the TID and support from the City of Salinas, the SVTVB has created and executed programs with the sole purpose of promoting the City of Salinas as well as the Salinas Valley as a destination and increasing tourism, which will subsequently generate revenue and support the development of new jobs.

The CWCS is already supporting job creation through the State of California's infusion of \$100 million¹ annually into the promotion of tourism for the state of California and through the Welcome Center network. Since every \$109,000 in visitor spending = 1 job², the installation of the CWCS greatly increases the area's capacity to create jobs.

The CWCS also is generating additional tax revenue by the average spend of a visitor that comes into the Center. A visitor will spend an average of \$397 per day³ in the area.

AVG 5K VISITORS X \$397³

2 MM DOLLARS OF ECONOMIC LIFT TO THE REGION
NEW RETAIL SALES TAX EQUALS 2MM X 1%
\$20K PER YEAR OF ADDITIONAL TAX REVENUE

¹ Source: California Travel & Tourism Commission, 06.26.14

² Source: Dean Runyan Associates

³ Source: California Travel & Tourism Commission

BACKGROUND

The Salinas Valley Tourism and Visitor Bureau (SVTVB) was formed in 2008. The SVTVB is a non-profit, 501-C4 and was created to promote the region with a focus on the agricultural, viticultural, recreational and cultural assets of the City of Salinas and Salinas Valley. The SVTVB's mission is to promote the exploration, discovery and experience of the natural riches that originate in the Salinas Valley and surrounding regions.

In 2010 the State of California put out an RFP for any city, within the region, to compete for the 19th designation of a California Welcome Center. The cities of Gilroy (Gilroy Chamber of Commerce) and Monterey (Cannery Row Company) competed alongside the SVTVB to secure this coveted designation.

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October 2022 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	49	27	24	19	10	71	63	
Week 2	16		12	10	14	62	28	
Week 3	39		6	5	49	8	18	
Week 4	36		3	10	12	11	3	605

Actual Count is 621

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								1

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								51

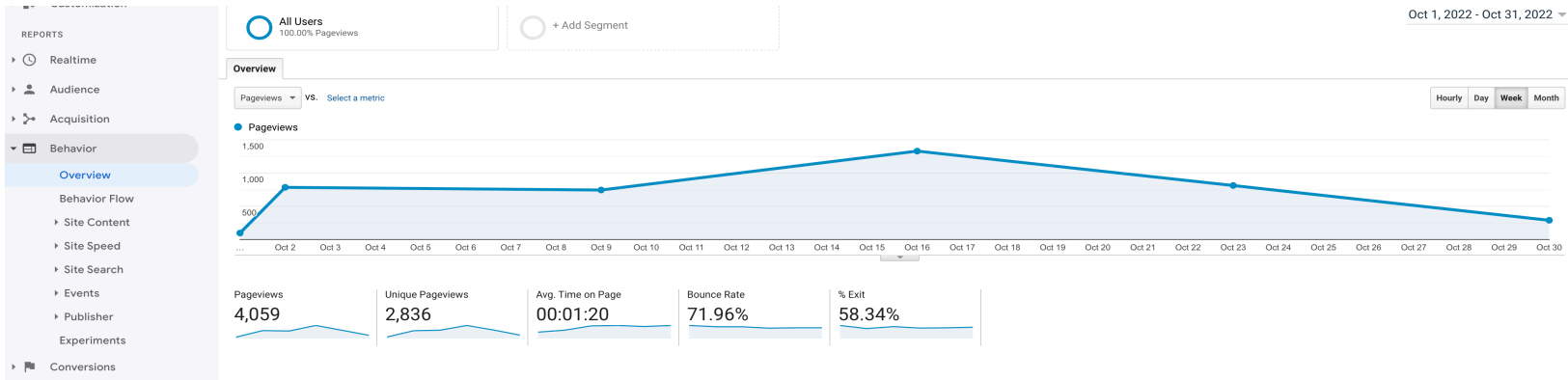
*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel


Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1			Pinnacles Gateway Partners Tour & Meeting 10/3/22			Spreckels School Field Trip, 3rd grade 10/6/22	Spreckels School Field Trip, 3rd grade 10/7/22	
Week 2		MSVRR Board Meeting 10/11/22		Monterey Park School Field Trip, 3rd grade 10/13/22	Monterey Park School Field Trip, 3rd grade 10/14/22	Delta Kappa Gama Tour Group 10/15/22		
Week 3			Horseless Carriage Club Tour Group 10/19/22					


*Event Name and Date





Social Media Posts- Title & Date List


California Welcome Center, Salinas: 42 Posts in October 2022


- 


BookShop Santa Cruz is sponsoring a talk by the writer George Saunders. He has a new book titled, Liberation Day. His talk and the book deal with some big issues, power, ethics, justice. Sounds very timely, doesn't it? 11/1 7:00 at the Veteran's Memorial Building in Santa Cruz. info at
Sat, Oct 29
- 


You have heard of Pickleball but you may not recognize it if you saw it. This weekend at the Monterey Tennis Center on Pearl St. there will be lots of pickleball activity. The 28th thru the 30th. Come check it out.
Thu, Oct 27
- 

Interested in exotic birds? Check out the Monterey County Fairgrounds on Sunday 10/30 from 10-4. Lots of information, merchandise, and birds. It's the Exotic Bird Mart & Expo.
Wed, Oct 26
- 

Farmers Market Carmel 6th& Mission (Wednesdays 10-2) The days are shorter the time change is coming and the fruits of summer are becoming fewer and harder to get. Unless you canned or froze them. There are still lots of vegetables available for those hearty soups one eats in autumn. So come down to the market see what's there and...
Tue, Oct 25
- 

If you are in South Salinas on Thursday, October 27th watch out for the Homecoming Parade from Salinas High. They will be on Main Street from 3:00 until 3:30. Parades, Bands, and Enthusiasm. Show your Cowboy spirit.
Tue, Oct 25
- 

Farmers Market Monterey Alvarado St. Tuesdays 4-8 The change in weather and the soon to arrive time change both signal a change in the variety of fresh produce available at the market. While the fruits of summer are waning the vegetables are still going strong. Check out the variety of retail booths and some savory prepared foods. They...
Mon, Oct 24
- 

Farmers Market Carmel Valley Community Center (Sundays 10-2) The days are shorter the time change is coming and the fruits of summer are becoming fewer and harder to get. Unless you canned or froze them. There are still lots of vegetables available for those hearty soups one eats in autumn. So come down to the market see what's there...
Sat, Oct 22
- 

Farmers Market Del Monte Mall (Sundays 8-12) The days are shorter the time change is coming and the fruits of summer are becoming fewer and harder to get. Unless you canned or froze them. There are still lots of vegetables available for those hearty soups one eats in autumn. So come down to the market see what's there and maybe the...
Fri, Oct 21

Fri, Oct 21



Farmers Market City Center Salinas (Saturdays 9-2) The days are shorter the time change is coming and the fruits of summer are becoming fewer and harder to get. Unless you canned or froze them. There are still lots of vegetables available for those hearty soups one eats in autumn. So come down to the market see what's there and...

Fri, Oct 21



Want to see an old silent movie with a full orchestra? Want this to star some favorites of the B&W era? How about Laurel & Hardy and Buster Keaton. The Peacherine Ragtime Orchestra at Sunset Center will make it happen. Because it is almost Halloween they will feature some "spooky" movies. Give it a try. Details at

Fri, Oct 21



Farmers Market Del Monte Mall (Fridays 8-12) The days are shorter the time change is coming and the fruits of summer are becoming fewer and harder to get. Unless you canned or froze them. There are still lots of vegetables available for those hearty soups one eats in autumn. So come down to the market see what's there and maybe the...

Thu, Oct 20



You want to get into the world of reptiles? Or just look at a LOT of interesting animals and talk to the owners? Come to the Monterey County Fairgrounds on October 22nd & 23rd. Guess what you will see? Yes, snakes, lizards, chameleons, and skinks just to name a few. Maybe. It's at the Monterey County Fairgrounds and there will be...

Thu, Oct 20



Shoreline Church is sponsoring a Fall Family Festival in preparation for Halloween. Come to their site at Garden Rd. in Monterey on the 29th of October from 1-4 and join in the festivities. Details at info@shoreline.church

Thu, Oct 20



Farmers Market Soledad (Thursdays 4-6) The days are shorter the time change is coming and the fruits of summer are becoming fewer and harder to get. Unless you canned or froze them. There are still lots of vegetables available for those hearty soups one eats in autumn. So come down to the market see what's there and maybe there will be ...

Wed, Oct 19



This weekend at Live Oak Grange the Glass Pumpkin Patch is returning. From 10 to 4 on Saturday 22nd & Sunday the 23rd Chris Johnson's Studio will be selling their creations to benefit the Grange and its good works. Beautiful heirloom quality glass art will be available. Details at

Wed, Oct 19

First Friday at the Monterey Museum of Art. Come see the "after hours" museum and enjoy music and art. (Of course there's art!) Get a unique experience in this gem of a museum.

Wed, Oct 19



You may have overlooked this but, tonight at 6:00 at the Marina Library the local candidates for Representative will be discussing the issues of the day and answering questions from us, the constituency. Maybe you have something to share.

Wed, Oct 19



Farmers Market Marina Village Center (Sundays 10-2) The days are shorter the time change is coming and the fruits of summer are becoming fewer and harder to get. Unless you canned or froze them. There are still lots of vegetables available for those hearty soups one eats in autumn. So come down to the market see what's there and...

Sat, Oct 15



Farmers Market Greenfield (Saturdays 9-1) The days are shorter the time change is coming and the fruits of summer are becoming fewer and harder to get. Unless you canned or froze them. There are still lots of vegetables available for those hearty soups one eats in autumn. So come down to the market see what's there and maybe the...

Fri, Oct 14



Gunhild Carling is not a household name. You can check out her talents on YouTube's Post Modern Jukebox. She plays numerous instruments, dances and sings. She probably tells jokes and stories as well. (No guarantees about that though.) The PaperWing Theater in Monterey is featuring her October 16th at 5:00 in their theater in New...

Fri, Oct 14

Farmers Market Salinas Valley Memorial Hospital (Fridays 12:30- 5:30) The days are shorter the time change is



Farmers Market Salinas valley memorial hospital (Fridays 12:30- 3:30) The days are shorter the time change is coming and the fruits of summer are becoming fewer and harder to get. Unless you canned or froze them. There are still lots of vegetables available for those hearty soups one eats in autumn. So come down to the market see what'...

Thu, Oct 13



Farmers Market Castroville (Thursdays 2-dusk) The days are shorter the time change is coming and the fruits of summer are becoming fewer and harder to get. Unless you canned or froze them. There are still lots of vegetables available for those hearty soups one eats in autumn. So come down to the market see what's there and maybe the...

Wed, Oct 12



Rebels & Renegades isn't the normal sort of name for a music fest but this looks to be a different sort of fest. Lots of alternative music from the CW tradition but lots more as well. It all happens at the Monterey County Fairgrounds from October 15 through the 16th. Obviously there will be music, but you can expect a lively art scene, makers...

Wed, Oct 12



Salinas Valley Pride Celebration Central Park 2:00- 4:00 12th annual celebration of our LGBTQ+ community. Lots of fun, music, and entertainment.

Wed, Oct 12



El Mercado 4-9 Wednesdays Days are shortening, nights are cooler, fall is coming and we start thinking about where did I put those sweaters? But the Farmers markets are still going strong. The ones that continue through September anyway. Time to buy the last offerings of those summer fruits, maybe this is the year to start canning?...

Tue, Oct 11



Farmers Market Monterey Alvarado St. 4-8 Days are shortening, nights are cooler, fall is coming and we start thinking about where did I put those sweaters? But the Farmers markets are still going strong. The ones that continue through September anyway. Time to buy the last offerings of those summer fruits, maybe this is the year...

Tue, Oct 11



Farmers Market Natividad Hospital Wednesdays 11-3:30 The change in weather and the soon to arrive time change both signal a change in the variety of fresh produce available at the market. While the fruits of summer are waning the vegetables are still going strong. Check out the variety of retail booths and some savory prepared foods. They...

Tue, Oct 11



Come by the Salinas Sports Complex (Rodeo Grounds) and enjoy the California Rodeo's Fall Roundup for a day of fun family activities. There will be a carnival, a pumpkin patch and much more fun. More information at

Mon, Oct 10



Farmers Market Pacific Grove Mondays 3-7 The change in weather and the soon to arrive time change both signal a change in the variety of fresh produce available at the market. While the fruits of summer are waning the vegetables are still going strong. Check out the variety of retail booths and some savory prepared foods. They are all still here...

Sun, Oct 9



Farmers Market Carmel Valley Sundays 10-2 Days are shortening, nights are cooler, fall is coming and we start thinking about where did I put those sweaters? But the Farmers markets are still going strong. The ones that continue through September anyway. Time to buy the last offerings of those summer fruits, maybe this is the year...

Sat, Oct 8



Jane Austen's classic, Pride and Prejudice, has been presented and interpreted more than a few times. Here we have an updated version presented by the Aquila Theater Group. All you fans of Mr. Darcy should get on board with this. October 14th at 8:00 at the Sunset Center in Carmel. More details at

Sat, Oct 8





Farmers Market Salinas City Center 9-2 Days are shortening, nights are cooler, fall is coming and we start thinking about where did I put those sweaters? But the Farmers markets are still going strong. The ones that continue through September anyway. Time to buy the last offerings of those summer fruits, maybe this is the year to start...


Fri, Oct 7





We know there are many artists in our area. Over 100 of them have gotten together to give you an easy way to see there works and studios. On two weekends October 8th & 9th and October 15th & 16th they will be opening their studios around the area. That's 75 different locations to see their work and maybe buy directlv from the creator....


- 


Stations around the area that offer different locations to see their work and maybe pay directly from the creatives...
Fri, Oct 7
- 


Farmers Market Del Monte Mall 8-12 Fridays Days are shortening, nights are cooler, fall is coming and we start thinking about where did I put those sweaters? But the Farmers markets are still going strong. The ones that continue through September anyway. Time to buy the last offerings of those summer fruits, maybe this is the year...
Thu, Oct 6
- 


In the buildup for Halloween many like to find a way to frighten themselves. Here's a likely one, a haunted mine. You can go into an old mine and encounter lots of dead miners and maybe a canary or two. Come to the Monterey County Fairgrounds during the last four weekends (8 & 9, 15 & 16, 22 & 23, 29 & 30)of October from 6:00 until 9:3...
Thu, Oct 6
- 


Fado, the Portuguese music genre has had several "queens" over the years. Fado is filled with strong heartfelt emotions and has a profound effect on the listeners. One of the best interpreters of the style is coming to town on October 11th at the Sunset Center in Carmel. Mariza will be appearing at 7:30. MOre info is available at
Thu, Oct 6
- 

Taste of Carmel is coming tomorrow to the Carmel Mission courtyard. It will feature food and drink from many of Carmel's restaurants. The theme, "Long Time, No Sea" says it all. There will be drink, food, music and dancing in the gorgeous setting of the Mission. Thursday, October 6th at 6:00 until 9:00. Details at
Wed, Oct 5
- 

Maybe you knew it, or not, but the Fisherman's Wharf in Monterey is celebrating its 177th birthday. There will be activities, music, and entertainment. The shops and restaurants will each get in on the fun in their own way. This Sunday, October 9th from 1-5.
Wed, Oct 5
- 

Farmers Market Soledad 4-6 Thursdays Days are shortening, nights are cooler, fall is coming and we start thinking about where did I put those sweaters? But the Farmers markets are still going strong. The ones that continue through September anyway. Time to buy the last offerings of those summer fruits, maybe this is the year to start...
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
King City Broadway 4-7 Wednesdays Days are shortening, nights are cooler, fall is coming and we start thinking about where did I put those sweaters? But the Farmers markets are still going strong. The ones that continue through September anyway. Time to buy the last offerings of those summer fruits, maybe this is the year to start...
Tue, Oct 4
- 



Fans of country influenced rock will immediately recognize this group, others will wonder about the name. Rest assured, this is a well established and influential band. They aren't household names but their music will pop up in your memory as soon as you hear the opening riffs. More info is at
Mon, Oct 3
- 



Farmers Market Marina Village Center Saturdays 10-2 Days are shortening, nights are cooler, fall is coming and we start thinking about where did I put those sweaters? But the Farmers markets are still going strong. The ones that continue through September anyway. Time to buy the last offerings of those summer fruits, maybe this is the year...
Sat, Oct 1



Social Media Posts- Title & Date List

Soul of CA: 9 Posts in October 2022



















- 


"Sticky fingers, tired feet; one last house, trick or treat!" — Rusty Fischer Rusty Fischer, a former high school teacher, has worked for the b...
View insights ... Mon Oct 31, 9:44am
Soul of CA
- 


#tbt The Paraiso Hot Springs dates back to 1791, when 20 acres were granted to the Mission fathers by King Carlos of Spain. The Esselen l...
View insights ... Thu Oct 27, 10:37am
Soul of CA
- 


"There is no substitute for hard work." — Thomas A Edison Thomas Alva Edison (February 11, 1847 – October 18, 1931) was an American in...
View insights ... Mon Oct 24, 10:10am
Soul of CA
- 


#tbt The beginnings of Salinas becoming a trade center happened in 1872 when the Southern Pacific Railroad arrived in Salinas. At the tim...

-  #tbt The beginnings of Salinas becoming a trade center happened in 1872 when the Southern Pacific Railroad arrived in Salinas. At the tim...
  Soul of CA [View insights](#) [...](#) Thu Oct 20, 10:21am
-  "Time is the only critic without ambition." — John Steinbeck John Ernst Steinbeck Jr. (February 27, 1902 – December 20, 1968) was an Am...
  Soul of CA [View insights](#) [...](#) Mon Oct 17, 9:52am
-  #tbt The first irrigation system in California was created by the padres at Mission San Antonio de Padua in the Jolon Valley. In 1773, they bu...
  Soul of CA [View insights](#) [...](#) Thu Oct 13, 9:28am
-  "A sunrise or sunset can be ablaze with brilliance and arouse all the passion, all the yearning, in the soul of the beholder." — Mary Balogh M...
  Soul of CA [View insights](#) [...](#) Mon Oct 10, 11:08am
-  #tbt Pictured here is a Salinas City street scene circa 1920s. The Salinas City Bank (left), founded by Jesse D. Carr and established in May ...
  Soul of CA [View insights](#) [...](#) Thu Oct 6, 10:37am
-  "The Indian Summer of life should be a little sunny and a little sad, like the season, and infinite in wealth and depth of tone, but never hustl...
  Soul of CA [View insights](#) [...](#) Mon Oct 3, 12:57pm



November 2022 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	10	29	10	3	15		7	
Week 2	2	10	9	2	15		4	
Week 3	7	14	51	13		15	15	
Week 4	14		10	19		8	12	294

Actual Count is 297

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								1

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

***For new material distributed submit sample**

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								39

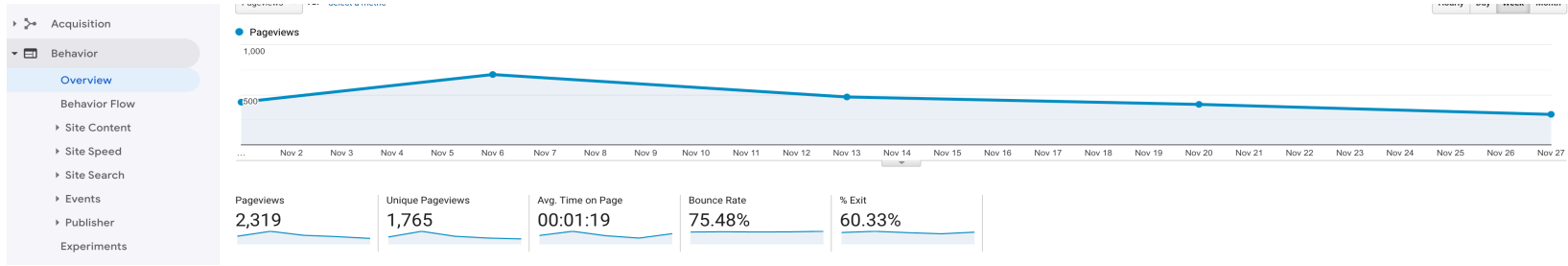
***Provide Title and Date**

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

***Name of Hotels/Motel**

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1		UC Berkeley MUD Class presentations with Stakeholders. 11/2/22						
Week 2								
Week 3			Monterey County Office of Education Tour Group & TAMC / Santa Cruz County Chamber of Commerce Tour Group. 11/17/22	Heritage Park Stakeholders Meeting 11/18/22				


***Event Name and Date**




Social Media Posts- Title & Date List

California Welcome Center, Salinas: 31 Posts in November 2022


Title	Date published ↓
Looking for something to do with the out of town guests? Check out the Monterey & Salinas Valley Railroad Museum. It's open the first wee... California Welcome Center Salinas	Wed Nov 30, 12:43pm
Like to dance? Like Celtic music? Then you should head to St. Mary's on the Sea Episcopal Church in Pacific Grove. They are sponsoring a ... California Welcome Center Salinas	Wed Nov 30, 11:57am
Looking for an unusual way to kick off your holiday season? How about an evening of beautiful music? The Camerata Singers are putting o... California Welcome Center Salinas	Tue Nov 29, 12:49pm
Looking for a way to get in the holiday spirit, but Black Friday doesn't work for you. How about Christmas at the Inns? Several of Pacific Gr... California Welcome Center Salinas	Fri Nov 25, 12:24pm
For years now we have had First Baptist's presentation of the Streets Of Bethlehem. It's back, with actors, animals, and a recreation of the ... California Welcome Center Salinas	Thu Nov 24, 10:00am
How about some Barrels of Fun? Carmel Valley Artists' Association is having their 15th annual fundraiser and they want you to come and bi... California Welcome Center Salinas	Wed Nov 23, 12:37pm
Lacy J. Dalton may ring a bell with some and the Edge of the West band might also. If they do them you are the person that KSQD is lookin... California Welcome Center Salinas	Fri Nov 18, 12:39pm
Thank you Santa Cruz County Chamber of Commerce 2022 Community Leadership group and Transportation Agency for Monterey County... California Welcome Center Salinas	Fri Nov 18, 9:50am
We all know that there is a serious housing problem in the area. What if you could help and have a couple brews? Come to the Grand Openi... California Welcome Center Salinas	Thu Nov 17, 12:22pm
Looking for a source of great gifts and maybe buy a book or two? Check out La Selva Beach's Holiday Fair and Book Sale. Many interesting... California Welcome Center Salinas	Thu Nov 17, 11:52am
One of the premiere children's choirs will make its appearance at the Sunset Center again this year. the Vienna Boys Choir will be appearin... California Welcome Center Salinas	Thu Nov 17, 11:30am
Horses and riders are on notice for this weekend. Gvmkhata is coming to the Sheriff's Posse Grounds. Lots of well-trained horses, talented	

- 


Horses and riders are on notice for this weekend. Gymkhana is coming to the Sherrin's Horse Grounds. Lots of well-trained horses, talented...
California Welcome Center Salinas

[View insights](#) [...](#) Wed Nov 16, 2:26pm
 - 


Flair on the Farm is gathering focused on decorative and delightful items for gifts and your own home. Lots of interesting, even charming t...
California Welcome Center Salinas

[View insights](#) [...](#) Wed Nov 16, 12:26pm
 - 


The history of this area has a deep agricultural foundation. This has come with a lot of unresolved issues that bubble up from time to time. ...
California Welcome Center Salinas

[View insights](#) [...](#) Wed Nov 16, 11:11am
 - 


Do you like short films? You know those 5-15 minute creations that delight, inspire, and provoke us with quick bursts of insight. Nine of the...
California Welcome Center Salinas

[View insights](#) [...](#) Wed Nov 16, 11:05am
-
- 


Telling the story of a Native Californian family and its dealing with the legacy of invasion and disruption of their culture after a grant returns...
California Welcome Center Salinas

[View insights](#) [...](#) Mon Nov 14, 11:47am
 - 


We've all heard of the unrest in Iran and its beginnings in the reluctance of women to be treated unfairly. Here is a chance to gain further in...
California Welcome Center Salinas

[View insights](#) [...](#) Sun Nov 13, 2:32pm
 - 


Otter Opry sounds intriguing don't it? It is a bluegrass series sponsored by the folks at United Methodist Church in Monterey. This particula...
California Welcome Center Salinas

[View insights](#) [...](#) Sun Nov 13, 12:47pm
 - 


From Wind to Whales is a book celebrating the wonders of the Monterey Bay and its environment. From mountain lions to whales and the ...
California Welcome Center Salinas

[View insights](#) [...](#) Thu Nov 10, 12:05pm
 - 


Maybe you have some friends coming to visit and are looking for something a little different to do with them. Try this, go to Pacific Biologic...
California Welcome Center Salinas

[View insights](#) [...](#) Thu Nov 10, 11:58am
 - 


Chances are you would love to help the Ukranian people if you just had a personal contact or knew of a good place to put your money and ...
California Welcome Center Salinas

[View insights](#) [...](#) Thu Nov 10, 11:57am
 - 


Taming of the Shrew, Shakespeare's play about courtship, marriage, and relationships is being presented at Other Brother Brewing Compa...
California Welcome Center Salinas

[View insights](#) [...](#) Wed Nov 9, 5:09pm
 - 


All parade lovers, if you don't already know there is parade through downtown Salinas this week. It's Veterans' Day and the 11th Annual Vet...
California Welcome Center Salinas

[View insights](#) [...](#) Wed Nov 9, 11:55am
-
- 


All you folks working in Sand City, here's an option for your lunchtime. Check out the new venue, Sandbox, and their Bach's Lunch concept...
California Welcome Center Salinas

[View insights](#) [...](#) Wed Nov 9, 11:42am
 - 


Miracles Without Borders is a presentation of a family's experience and survival of the terror of the Kristalnacht. Lives were disrupted and ...
California Welcome Center Salinas

[View insights](#) [...](#) Tue Nov 8, 11:40am
 - 

Carmel Orchid Society is gathering to spread the love of orchids and information about the care and feeding of orchids and many other pla...
California Welcome Center Salinas


[View insights](#) [...](#) Mon Nov 7, 12:42pm
 - 

The arts are essential to any community's growth. Here is a chance to help nurture their growth. At Hartnell College they are presenting Kal...
California Welcome Center Salinas


[View insights](#) [...](#) Sat Nov 5, 10:00am
 - 

Cabrillo College is sponsoring a unique artistic challenge. The artist, pro or amateur, may submit any work in any medium but the size can ...
California Welcome Center Salinas


[View insights](#) [...](#) Thu Nov 3, 10:00am

- 


California Welcome Center Salinas

[View insights](#) ⋮ Thu Nov 3, 12:47pm
- 

If you should happen to be in Santa Cruz on November 5th and looking for an interesting activity, here you are... Rootstock Santa Cruz is h...

[View insights](#) ⋮ Thu Nov 3, 11:55am
- 

Casa Serrano is not only a historic adobe but it contains a fine collection of local artists' works. And, it is open on weekends from 2-4 with ...









[View insights](#) ⋮ Wed Nov 2, 12:11pm
- 

If you know one of the 16,000 people in Monterey County with epilepsy, then you know the difficulties that person deals with. Here is a fun...

[View insights](#) ⋮ Wed Nov 2, 10:00am

Social Media Posts- Title & Date List

Soul of CA: 8 Posts in November 2022

	Title		Date published ↓
<input type="radio"/>	 "A bridge is born of necessity, but it must establish its own identity. It should harmonize with its surroundings, and the design must transe...	View insights ⋮	Mon Nov 28, 10:32am
<input type="radio"/>	 Happy Thanksgiving 2022!	View insights ⋮	Thu Nov 24, 9:24am
<input type="radio"/>	 "Joy in looking and comprehending is nature's most beautiful gift." — Albert Einstein Albert Einstein (March, 14, 1879 – April 18, 1955) was ...	View insights ⋮	Mon Nov 21, 9:57am
<input type="radio"/>	 #tbt By 1892, Julius Trescony owned 42,000 acres in the San Lucas area. Renting out his land holdings to tenant farmers to raise wheat an...	View insights ⋮	Thu Nov 17, 5:00am
<input type="radio"/>	 "Happiness is neither virtue nor pleasure nor this thing nor that but simply growth, We are happy when we are growing." — William Butler Y...	View insights ⋮	Mon Nov 14, 10:50am
<input type="radio"/>	 #tbt The "Potato King of the World" aka Jim Bardin grew a variety of potatoes in the Blanco district of the Salinas Valley in the early 1900s...	View insights ⋮	Thu Nov 10, 11:47am
<input type="radio"/>	 "There's something about the sound of a train that's very romantic and nostalgic and hopeful." — Paul Simon Paul Frederic Simon (born Oc...	View insights ⋮	Mon Nov 7, 9:18am
<input type="radio"/>	 #tbt In 1912, the price for extracted honey was \$5 for a sixty-pound can. Monterey County was considered one of the banner bee counties ...	View insights ⋮	Thu Nov 3, 10:52am



December 2022 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	2	6	14		5	2	4	
Week 2	10	3	2		2	5	53	
Week 3	2	3	3		6	9	6	
Week 4	3	10	1		3	3	15	172

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below- Additional							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below- Additional							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								24

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	

*Event Name and Date

Week 1			12/3 Korean TV interview about the Center and the Salinas Valley. https://www.ktv.go.kr/program/home/PG2150012D/content/667102					
Week 2							Good Times Travel, Fountain Valley, CA. Requested tour of the Heritage Center. 12/14/22	
Week 3			MSVRR Board Meeting					
Week 4								3

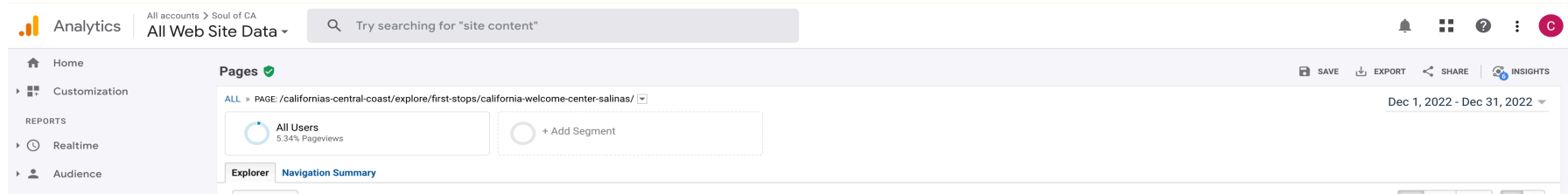
Total number of page views to the CWC's website Google Analytics -see next page-Screenshot #1	104
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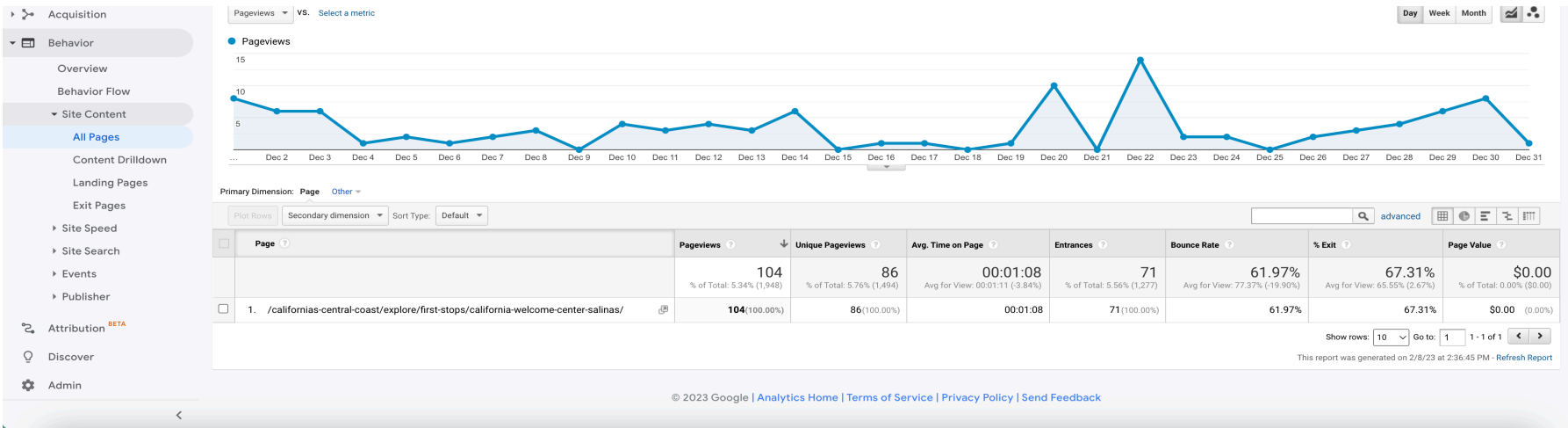
Total number of page views to the Soul of CA website? Google	1948
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Any highlights/Additional Comments:

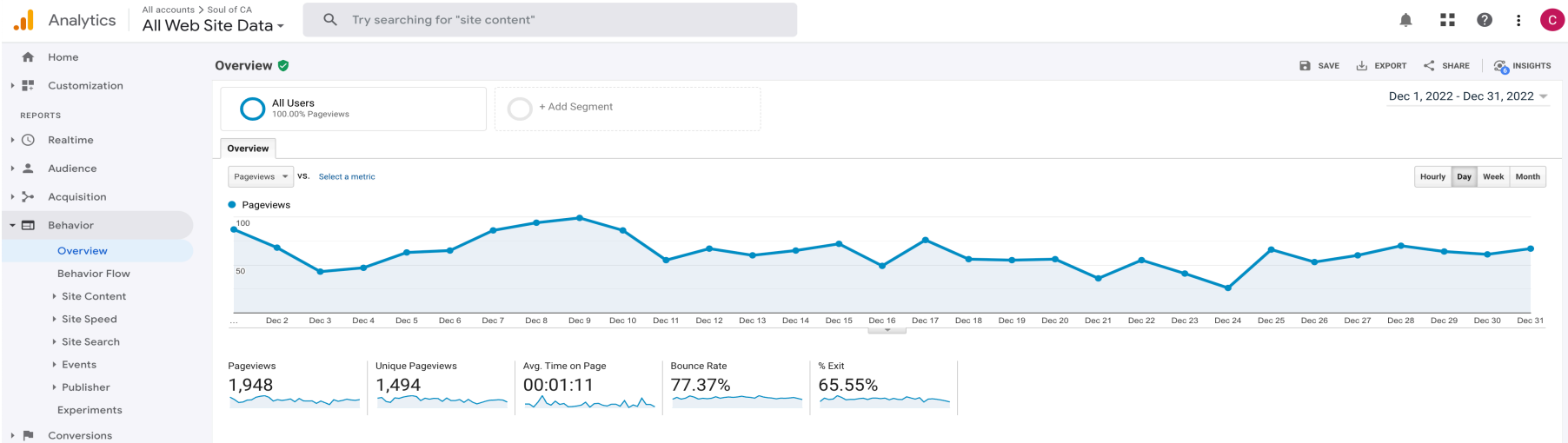
Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1





Screenshot #2



Social Media Posts- Title & Date List

California Welcome Center, Salinas: 14 Posts in December 2022













The English Beat, the British ska band, is coming to the Golden State Theatre in Monterey. Remember "Mirror in the Bathroom"? That was them. This will be a night to shake it or toe tap or whatever it is you do. December 12th 8:00 more info at <http://www.goldenstatetheatre.com>
Dec 17, 2022

Post reach Engagement
49 0



In addition to the free exhibit of trains the Santa Cruz Museum of Art & History is admitting everyone for free on the

	In addition to the tree exhibit of trains the Santa Cruz Museum of Art & History is admitting everyone for tree on the 18th of December (tomorrow). It's their Family Day, hours are from 12 until 6 more details at Dec 17, 2022	Post reach 55	Engagement 2
	From today through December 25th the Golden State Toy Train Operators will be displaying their collections and skill at the Santa Cruz Museum of Art & History. It's free and the museum is open from 12 until 6. More info at Dec 17, 2022	Post reach 39	Engagement 0
	A good morning with Good Times Travel bus group from Southern California. Thanks for visiting our Regional Heritage Center and experiencing some of our history here on the Central Coast. Dec 14, 2022	Post reach 82	Engagement 12
	Singing Christmas carols can be fun especially with a group of good singers (not just one's friends and family). If this appeals to you come to Carmel Plaza on December 18th from 1:00 until 2:00. You will be joined by members of the the Bach Festival Chorus (They are good)and you can really show your stuff. Dec 11, 2022	Post reach 45	Engagement 1
	The sky is full of many interesting objects. Wouldn't you like to ask someone who knows about them? Here's a chance. Come to the El Gabilan Library on N. Main in Salinas at 4:30 until 6:00 on December 13th and 14th and Dr. Jean Perkins will be on hand to guide you through the night sky. Dec 11, 2022	Post reach 40	Engagement 2
	Are you a fan of Paul Simon? Would you like to hear a lot of his music performed by talented duos? Kuumbwa Jazz Center is the place to be on December 11th at 3:00pm. Hear his songs sung and played and his creativity laid out before you. For more info check out Dec 9, 2022	Post reach 34	Engagement 1
	This weekend at the Carmel Mission Basilica the talented folks of the I Cantori Di Carmel will be presenting the Christmas Oratorio by J.S. Bach. Can you think of something that is really more seasonal? (Hallelujah Chorus is really more Eastery.) The 10th and 11th at 8:00. Dec 9, 2022	Post reach 37	Engagement 0
	Want to meet up with a group of lovers of Charles Dickens? Come by to the Christmas with Charles Dickens. It's a potluck presented by the Monterey Peninsula Dickens Fellowship. So bring a dish, some love of the author, and the right sort of spirit to 514 Park St. in Pacific Grove at 6:00. Dec 9, 2022	Post reach 33	Engagement 0
	Mulled wine & Music are a good combination this time of year. St. Mary's Episcopal Church has always had good seasonal celebrations. Come and hear their beautiful organ play lots of Christmas music from Germany then enjoy some mulled wine. A good way to continue the seasonal spirit. All this on December 10th at 2:00 more info at... Dec 8, 2022	Post reach 30	Engagement 0
	It's the time of year for Christmas markets and fests and this is a big one. Tannery Art Center is sponsoring a market		

It's the time of year for Christmas markets and tests and this is a big one. Tammy Art Center is sponsoring a market with MANY vendors, music, dance, food, and drink. If you can't find something for those hard-to-buy-for people on your list, maybe there's nothing out there for them. It's at 1010 River St. in Santa Cruz on December 10th from 10-...
Dec 7, 2022

Post reach 37 Engagement 0



A time honored tradition in the area, Christmas in the Adobes is your chance to wander through as many of the old buildings as you can, or want to. They will be staffed by volunteers, carolers, and others dressed in period outfits and filled with info about the history of Monterey and the area. The fun starts at 5:00 on December 9th & 10th and...
Dec 5, 2022

Post reach 40 Engagement 1



<https://www.ksbw.com/article/highway-1-closed-near-ragged-point-due-to-a-rockslide-on-saturday/42141294>
Dec 4, 2022

Post reach 20 Engagement 0





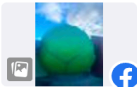

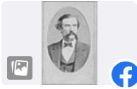





Take a trip back in local history by heading over to the First Mayor's House in Salinas. Every effort has been made to give you an informative experience. The knowledgeable docents will make sure you get the most from your trip. Check them out the first Saturday of each month. from 10-3 More info available at
Dec 1, 2022

Post reach 26 Engagement 1

Social Media Posts- Title & Date List

Soul of CA: 10 Posts in Decemberr 2022

Title	Date published	Status	Distribution ⓘ	Impressions ⓘ	Reach ⓘ
<input type="checkbox"/> <p>#tbt Around 1889, alfalfa wa... Soul of CA</p> <p>View insights ...</p>	Dec 29, 2022		+2.3x Distribution	7.8K Impressions	7.1K Accounts Center acc...
<input type="checkbox"/> <p>"How glorious a greeting the... Soul of CA</p> <p>View insights ...</p>	Dec 26, 2022		-6.2x Distribution	550 Impressions	481 Accounts Center acc...
<input type="checkbox"/> <p>#tbt Twenty-five acres of the... Soul of CA</p> <p>View insights ...</p>	Dec 22, 2022		-1.3x Distribution	2.7K Impressions	2.5K Accounts Center acc...
<input type="checkbox"/> <p>"What good is the warm of s... Soul of CA</p> <p>View insights ...</p>	Dec 19, 2022		+1.0x Distribution	3.5K Impressions	3.4K Accounts Center acc...
<input type="checkbox"/> <p>#tbt By 1912, Castroville was... Soul of CA</p> <p>View insights ...</p>	Dec 15, 2022		-2.1x Distribution	1.6K Impressions	1.5K Accounts Center acc...

	Title	Date published	Status	Distribution ⓘ	Impressions ⓘ	Reach ⓘ
<input type="checkbox"/>	 #tbt By 1912, Castroville was... Soul of CA	Dec 15, 2022		-2.1x Distribution	1.6K Impressions	1.5K Accounts Center acc...
<input type="checkbox"/>	 "If you are going to achieve e... Soul of CA	Dec 12, 2022		-8.7x Distribution	394 Impressions	338 Accounts Center acc...
<input type="checkbox"/>	 #tbt In 1868, Eugene Sherwo... Soul of CA	Dec 8, 2022		+1.9x Distribution	6.4K Impressions	5.9K Accounts Center acc...
<input type="checkbox"/>	 "Oh, who are the people in y... Soul of CA	Dec 5, 2022		-6.9x Distribution	497 Impressions	449 Accounts Center acc...
<input type="checkbox"/>	 #tbt In the 1890s, King City's... Soul of CA	Dec 1, 2022		-2.1x Distribution	1.6K Impressions	1.6K Accounts Center acc...



Janurary 2023 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1		6	8	3	7	17		
Week 2	2	4	3	5		2		
Week 3	4	8	6	8	1	8		
Week 4	3	1	2	13	1	5	5	122

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								18

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3			January 18th- SVTVB & UC Berkeley Presentations - see attachment					
Week 4								1

*Event Name and Date

Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	135
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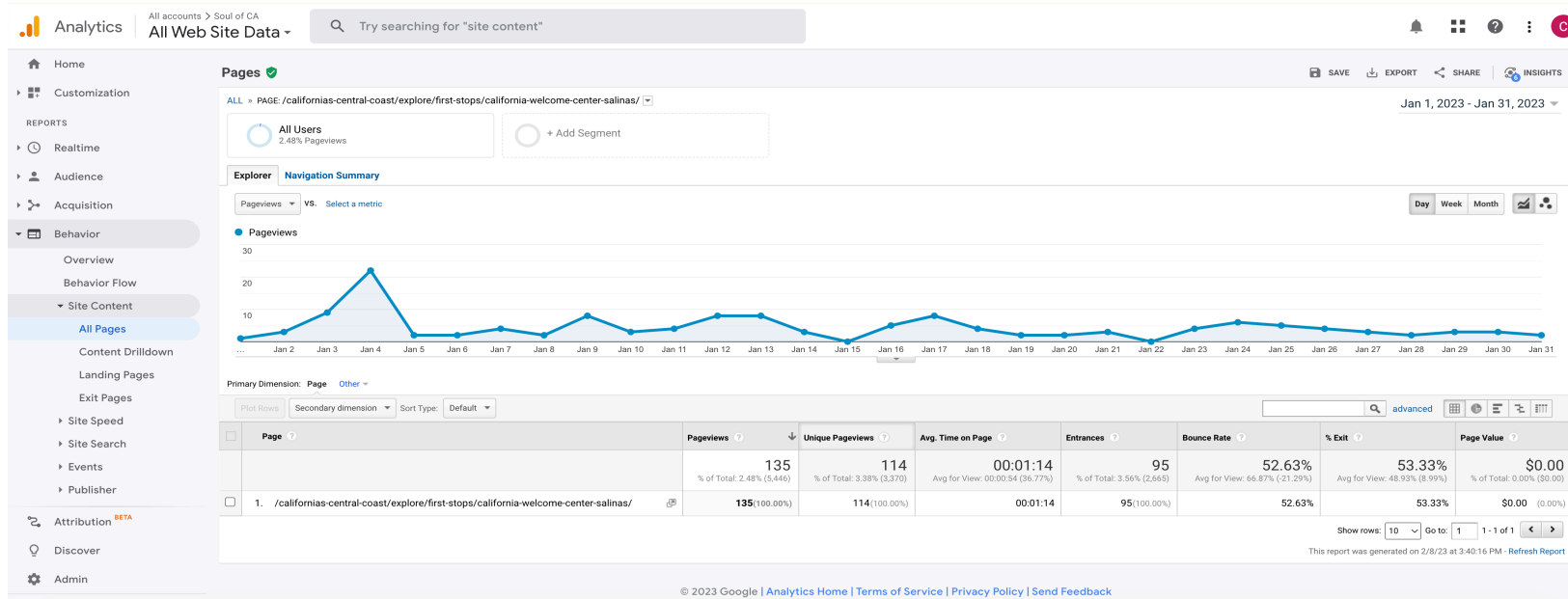
Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	5446
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Note: January 2023 Heavy rains throughout the region with road closures and local flooding along the Salinas River.

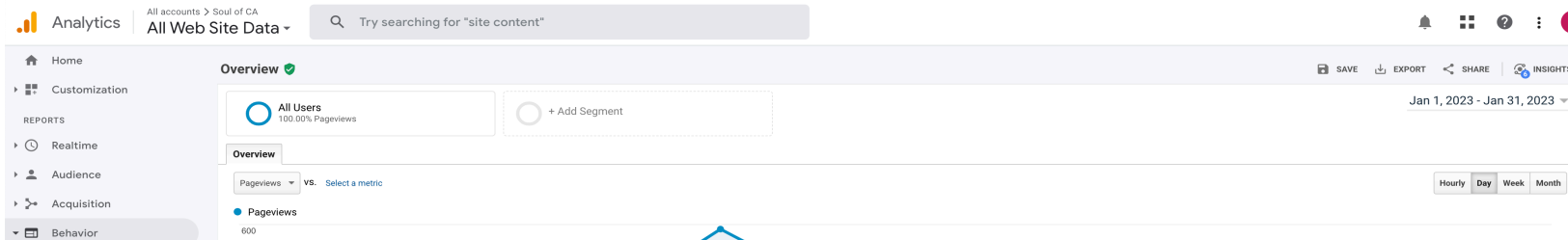
Any highlights/Additional Comments:

Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

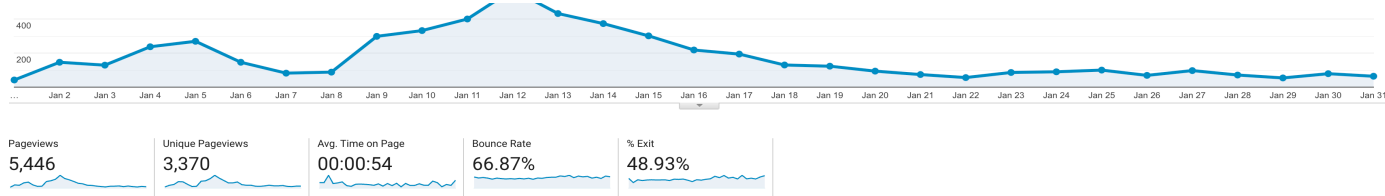
Screenshot #1



Screenshot #2





- Overview
- Behavior Flow
- Site Content
- Site Speed
- Site Search
- Events
- Publisher
- Experiments
- Conversions



Social Media Posts- Title & Date List







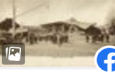

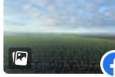









California Welcome Center, Salinas: 9 Posts in January 2023

				Date published	Status	Distribution ⓘ	Impressions ⓘ	Reach ⓘ
<input type="checkbox"/>		The important work begun b... California Welcome Center S...	View insights	Wed Jan 25, 12:33...		-1.9x Distribution	27 Impressions	25 Accounts Center acc...
<input type="checkbox"/>		Looking to expand your expe... California Welcome Center S...	View insights	Wed Jan 25, 12:25...		-1.2x Distribution	40 Impressions	35 Accounts Center acc...
<input type="checkbox"/>		Feeling confined? Want to ge... California Welcome Center S...	View insights	Wed Jan 18, 12:57...		-1.2x Distribution	43 Impressions	40 Accounts Center acc...
<input type="checkbox"/>		Want to see a free movie? H... California Welcome Center S...	View insights	Wed Jan 18, 12:50...		-1.9x Distribution	27 Impressions	24 Accounts Center acc...
<input type="checkbox"/>		Since he is the longest endur... California Welcome Center S...	View insights	Tue Jan 17, 2:39pm		+1.3x Distribution	63 Impressions	60 Accounts Center acc...
<input type="checkbox"/>		Our Regional Heritage Cente... California Welcome Center S...	View insights	Tue Jan 10, 10:05am		-- Distribution	41 Impressions	33 Accounts Center acc...
<input type="checkbox"/>		Judy Collins has been singin... California Welcome Center S...	View insights	Sun Jan 8, 2:34pm		+1.2x Distribution	61 Impressions	56 Accounts Center acc...
<input type="checkbox"/>		On this day back in 1873, the... California Welcome Center S...	View insights	Wed Jan 4, 10:29am		+2.9x Distribution	146 Impressions	137 Accounts Center acc...
<input type="checkbox"/>		Is there a train fan in your ho... California Welcome Center S...	View insights			+2.1x Distribution	104 Impressions	98 Accounts Center acc...

 [View insights](#) [...](#) Tue Jan 3, 12:47pm  [Distribution](#) [Impressions](#) [Accounts Center acc...](#)

Social Media Posts- Title & Date List

Soul of CA: 9 Posts in January 2023

	Title	Date published	Status	Distribution ⓘ	Impressions ⓘ	Reach ⓘ
<input type="checkbox"/>	 <p>"Land really is the best art." ... Soul of CA</p>	Mon Jan 30, 10:05...		-1.5x Distribution	2.3K Impressions	2.1K Accounts Center acc...
<input type="checkbox"/>	 <p>#tbt When the Southern Paci... Soul of CA</p>	Thu Jan 26, 11:11am		-1.3x Distribution	2.7K Impressions	2.5K Accounts Center acc...
<input type="checkbox"/>	 <p>"Until one has loved an anim... Soul of CA</p>	Mon Jan 23, 9:37am		-6.8x Distribution	505 Impressions	456 Accounts Center acc...
<input type="checkbox"/>	 <p>#tbt The Granger's Union Ha... Soul of CA</p>	Thu Jan 19, 9:56am		-3.9x Distribution	878 Impressions	841 Accounts Center acc...
<input type="checkbox"/>	 <p>"If you can't fly then run, if y... Soul of CA</p>	Mon Jan 16, 6:55am		-10.6x Distribution	325 Impressions	290 Accounts Center acc...
<input type="checkbox"/>	 <p>#tbt Chinatown in Salinas wa... Soul of CA</p>	Thu Jan 12, 5:00am		-1.7x Distribution	2K Impressions	2K Accounts Center acc...
<input type="checkbox"/>	 <p>"The best thing one can do ... Soul of CA</p>	Mon Jan 9, 10:02am		-5.3x Distribution	642 Impressions	599 Accounts Center acc...
<input type="checkbox"/>	 <p>#tbt The Salinas River is the l... Soul of CA</p>	Thu Jan 5, 11:50am		+2.0x Distribution	7K Impressions	6.7K Accounts Center acc...
<input type="checkbox"/>	 <p>"The object of a New Year is ... Soul of CA</p>	Mon Jan 2, 9:34am		-4.2x Distribution	816 Impressions	766 Accounts Center acc...



February 2023 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	18	3	5	13	5	3	5	
Week 2	2	3	3	2	9	8	9	
Week 3	12	4	3	3	70	4	2	
Week 4	4	9						199

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								12

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Event Name and Date

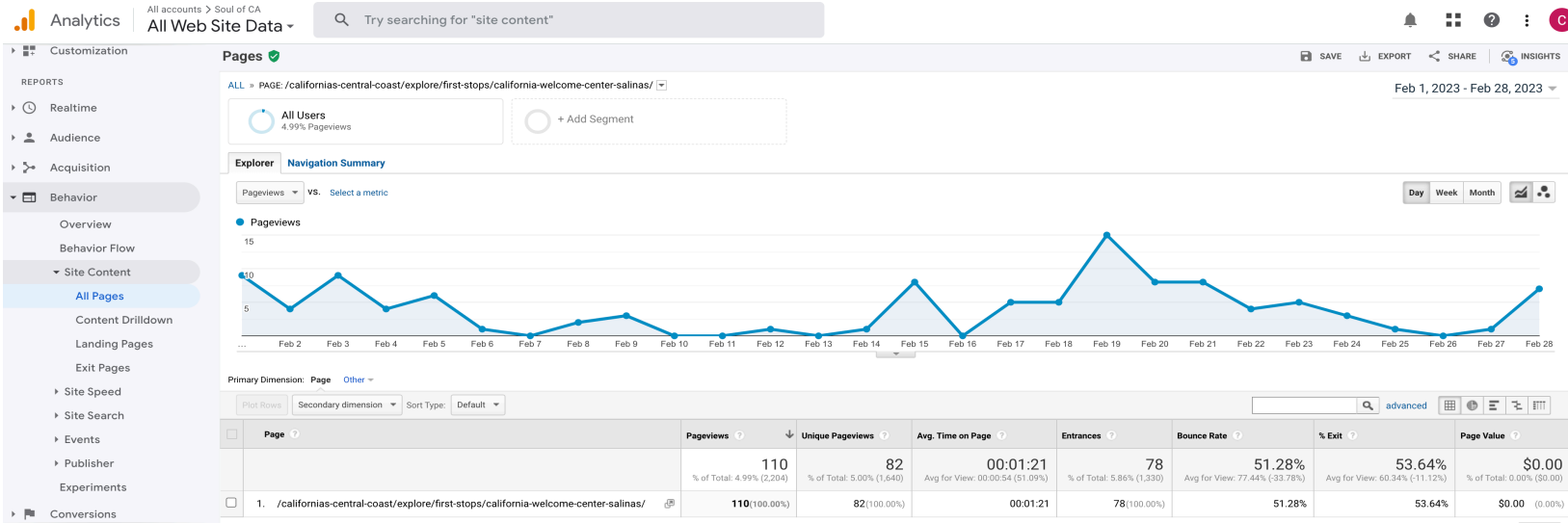
Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	110
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Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	1,241
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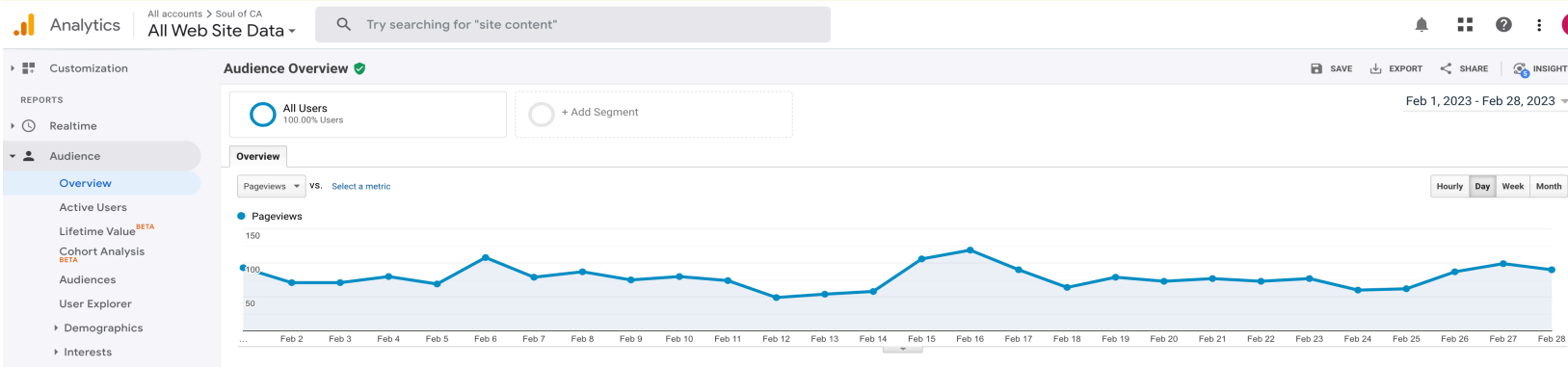
Any highlights/Additional Comments:

Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

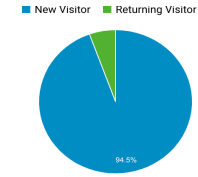
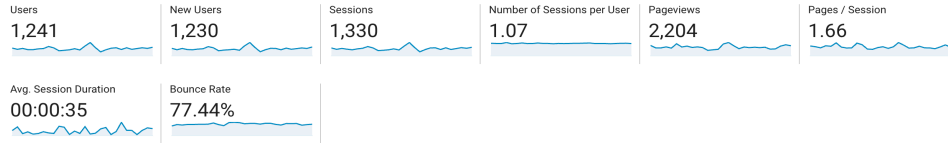
Screenshot #1



Screenshot #2



- › Geo
- › Behavior
- › Technology
- › Mobile
- › Cross Device BETA
- › Custom
- › Benchmarking



Social Media Posts- Title & Date List





















California Welcome Center, Salinas: 4 Posts in February 2023

Title	Type	Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓
Hey there, need to get out and stret... California Welcome Center Salinas	Post	Wed Feb 22, 3:58...	48 Accounts Center acc...	1 Reactions
If you are a fan of beautiful scenery ... California Welcome Center Salinas	Post	Wed Feb 22, 10:18...	71 Accounts Center acc...	2 Reactions
Can't wait for Car Week? Your chanc... California Welcome Center Salinas	Post	Wed Feb 1, 2:02pm	52 Accounts Center acc...	2 Reactions
Is there a train fan in your household... California Welcome Center Salinas	Post	Wed Feb 1, 12:48pm	43 Accounts Center acc...	1 Reactions

Social Media Posts- Title & Date List

Soul of CA: 8 Posts in February 2023

Title	Type	Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓
"I like the cold weather. It means yo... Soul of CA	Post	Mon Feb 27, 10:09...	733 Accounts Center acc...	25 Reactions
#tbt Bruce Church began his lettuce... Soul of CA	Post	Thu Feb 23, 9:31am	9.5K Accounts Center acc...	661 Reactions
"When I do good I feel good, when I ... Soul of CA	Post	Mon Feb 20, 9:43a...	238 Accounts Center acc...	15 Reactions
#tbt Tiburcio Vasquez was an early ... Soul of CA	Post	Thu Feb 16, 10:20a...	11.7K Accounts Center acc...	629 Reactions

	   Soul of CA	View insights		Post	Mon Feb 13, 11:07a...	391 Accounts Center acc...	16 Reactions
	   Soul of CA	View insights		Post	Thu Feb 9, 9:32am	22K Accounts Center acc...	1.1K Reactions
	   Soul of CA	View insights		Post	Mon Feb 6, 9:22am	2.4K Accounts Center acc...	140 Reactions
	   Soul of CA	View insights		Post	Thu Feb 2, 11:25am	1.3K Accounts Center acc...	38 Reactions



March 2023 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	7	4	8	19	7	1	6	
Week 2	5	5	13	7	2	3	17	
Week 3	11	4	10	12	8	9	16	
Week 4	3	4	6	11				198

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								16

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Event Name and Date

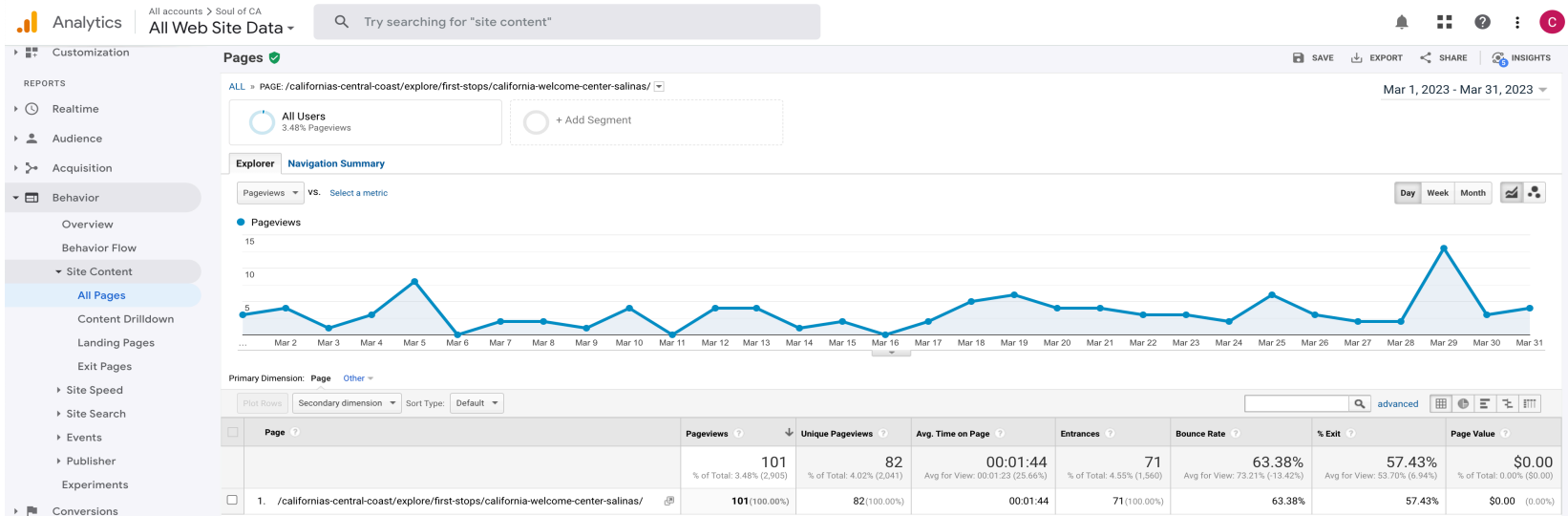
Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	101
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Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	1411
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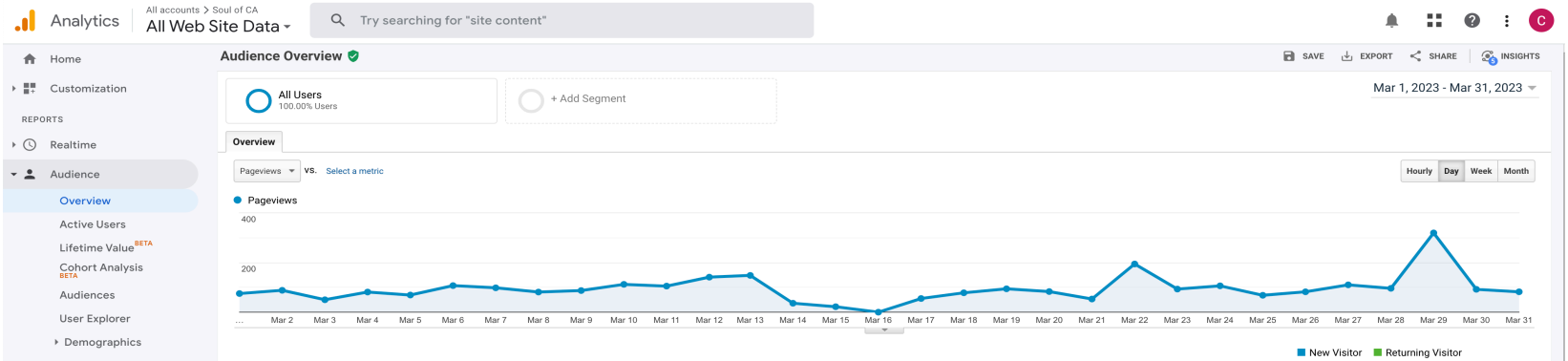
Any highlights/Additional Comments:

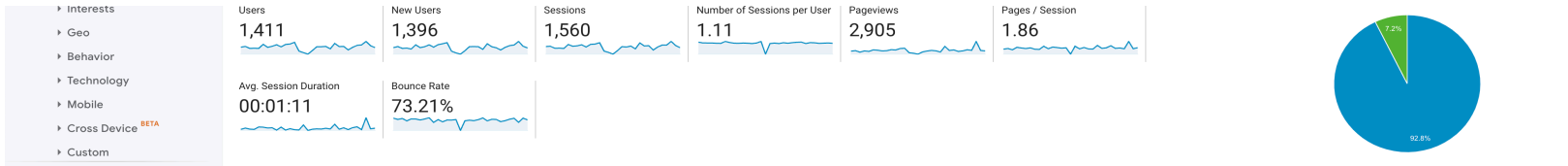
Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1











Screenshot #2





Social Media Posts- Title & Date List

California Welcome Center, Salinas: 8 Posts in March 2023

Title	Type	Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓
 Show your love for Heritage Park thi... California Welcome Center Salinas	Post	Thu Mar 30, 5:46pm	44 Accounts Center acc...	1 Reactions
 Cesar Chavez, you know the man's ... California Welcome Center Salinas	Post	Tue Mar 28, 12:49...	26 Accounts Center acc...	1 Reactions
 https://www.montereyherald.com/20... California Welcome Center Salinas	Post	Sat Mar 25, 9:24am	26 Accounts Center acc...	3 Reactions
 Attention dog lovers, or anyone who... California Welcome Center Salinas	Post	Fri Mar 24, 2:16pm	42 Accounts Center acc...	1 Reactions
 Toys, games and more are on displa... California Welcome Center Salinas	Post	Fri Mar 24, 11:19am	28 Accounts Center acc...	0 Reactions
 On the lookout for something new, c... California Welcome Center Salinas	Post	Wed Mar 8, 2:18pm	30 Accounts Center acc...	1 Reactions
 Looking for some fun musical diversi... California Welcome Center Salinas	Post	Wed Mar 1, 11:13am	49 Accounts Center acc...	2 Reactions
 for 11 years now the Watsonville Film... California Welcome Center Salinas	Post	Wed Mar 1, 10:58am	97 Accounts Center acc...	1 Reactions

Social Media Posts- Title & Date List

Soul of CA: 8 Posts in March 2023

Title	Type	Date published ↓	Reach ⓘ ↑↓	Likes and reactions ⓘ ↑↓
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<input type="radio"/>		#tbt Pictured here on November 25, ... Soul of CA	View insights	...	Post	Thu Mar 30, 12:17...	4.4K Accounts Center acc...	212 Reactions
<input type="radio"/>		"There will always be a frontier wher... Soul of CA	View insights	...	Post	Mon Mar 27, 10:15...	803 Accounts Center acc...	41 Reactions
<input type="radio"/>		#tbt The Pajaro Valley was once the ... Soul of CA	View insights	...	Post	Thu Mar 23, 12:25...	1.2K Accounts Center acc...	67 Reactions
<input type="radio"/>		"In the deep spring when the grass ... Soul of CA	View insights	...	Post	Mon Mar 20, 9:05a...	951 Accounts Center acc...	45 Reactions
<input type="radio"/>		#tbt Pictured here, on the right in th... Soul of CA	View insights	...	Post	Thu Mar 16, 2:28pm	815 Accounts Center acc...	35 Reactions
<input type="radio"/>		"Water is the driving force of all nat... Soul of CA	View insights	...	Post	Mon Mar 13, 10:41...	743 Accounts Center acc...	29 Reactions
<input type="radio"/>		#tbt This high school auditorium, bu... Soul of CA	View insights	...	Post	Thu Mar 9, 5:30am	5.2K Accounts Center acc...	516 Reactions
<input type="radio"/>		"After every storm the sun will smile;... Soul of CA	View insights	...	Post	Mon Mar 6, 11:39am	1.1K Accounts Center acc...	59 Reactions



April 2023 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	38	11	14	93	4	12	9	
Week 2	8	6	70	7	16	4	14	
Week 3	0	63	16	11	6	3	4	
Week 4	55	95	4					563

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1				4/6 Laurel Wood Elementary				
Week 2			4/13 Kammann Elementary		4/21 Salinas Virtual Academy			
Week 3	4/20 Kammann Elementary	4/22 Toro Park Elementary						
Week 4	4/27 Toro Park Elementary	4/28 Ag Knowledge Tour Group & Toro Park Elementary						7

*Event Name and Date

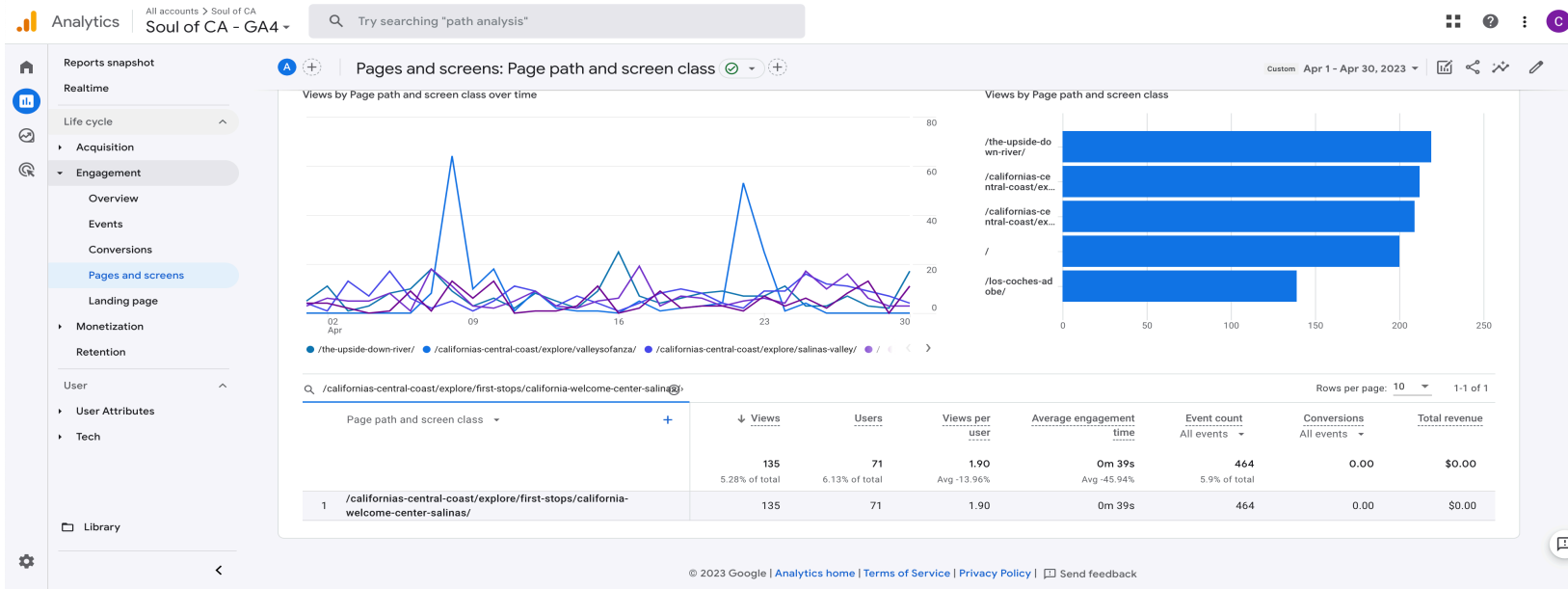
Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	135
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Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	2559
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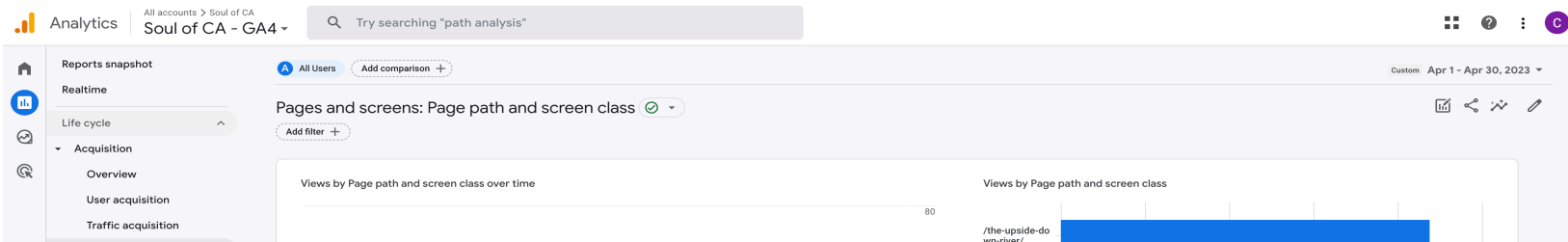
Any highlights/Additional Comments:

Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

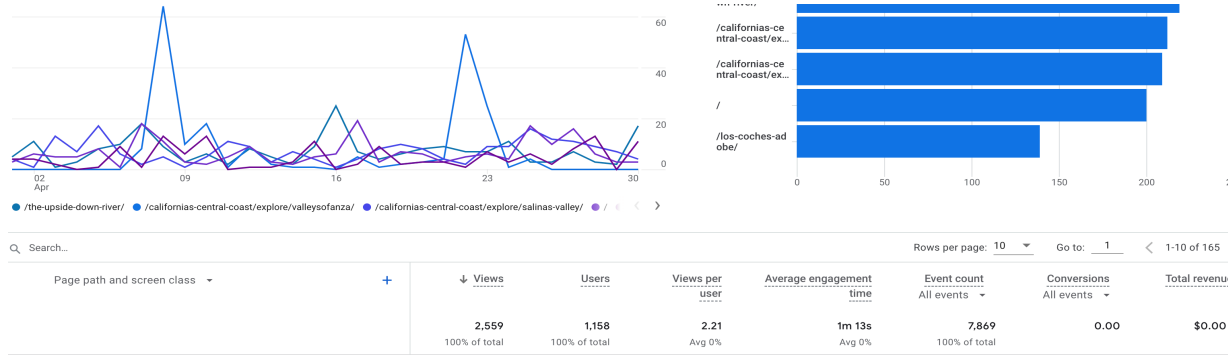
Screenshot #1



Screenshot #2



- Engagement
 - Overview
 - Events
 - Conversions
 - Pages and screens
 - Landing page
 - Monetization
 - Retention
- User
 - User Attributes
- Library



Social Media Posts- Title & Date List

California Welcome Center, Salinas: 3 Posts in April 2023

All content

Posts and Stories | Media type | Filter | Clear | Search by ID or caption | Columns

Title	Type	Date published	Reach	Likes and reactions	Sticker taps	Link clicks	Comments	Shares
Salinas night life is getting more and... California Welcome Center Salinas	Post	Wed Apr 19, 1:42pm	43	1	--	--	0	0
Through the contributions and enga... California Welcome Center Salinas	Post	Wed Apr 12, 11:02...	13	1	--	1	0	0
Want to bring out your inner artist b... California Welcome Center Salinas	Post	Wed Apr 5, 3:03pm	43	0	--	--	0	0

Social Media Posts- Title & Date List

Soul of CA: 8 Posts in April 2023

All content

Posts and Stories | Media type | Filter | Clear | Search by ID or caption | Columns

Title	Type	Date published	Reach	Likes and reactions	Sticker taps	Link clicks	Comments	Shares
#tbt Angelo Zanetta remodeled the ... Soul of CA	Post	Thu Apr 27, 11:50am	977	52	--	--	1	7
"It is one of the blessings of old frie... Soul of CA	Post	Mon Apr 24, 10:15...	402	20	--	--	0	2
#tbt By 1925, Monterey County was ... Soul of CA	Post	Thu Apr 20, 9:51am	14.1K	568	--	--	52	31
"Youth is the gift of nature, but age i... Soul of CA	Post	Mon Apr 17, 9:19am	431	23	--	--	0	3
#tbt Lockwood is named after Belva			2.3K	179			23	29

		#TBT LOCKWOOD is named after Belva ... Soul of CA	View insights ...	Post	Thu Apr 13, 12:04p...	Accounts Center acc...	Reactions	--	--	Comments	Shares
		"Always follow your own path." — Qu... Soul of CA	View insights ...	Post	Mon Apr 10, 9:19am	589 Accounts Center acc...	23 Reactions	--	--	2 Comments	1 Shares
		#tbt The Rancho San Francisquito h... Soul of CA	View insights ...	Post	Thu Apr 6, 11:52am	7.1K Accounts Center acc...	356 Reactions	--	--	26 Comments	25 Shares
		"Each morning sees some task begu... Soul of CA	View insights ...	Post	Mon Apr 3, 9:36am	966 Accounts Center acc...	73 Reactions	--	--	0 Comments	9 Shares



May 2023 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	3	2	5	47	50	25	4	
Week 2	12	6	6	95	19	12	6	
Week 3	5	70	54	15	17	10	15	
Week 4	10	16	6	19	3	7		539

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1				5/4 New Republic Elementary	5/5 New Republic Elementary			
Week 2				5/12 La Jolla Elementary				
Week 3		5/18 Boronda Meadows Elementary	5/19 Boronda Meadows Elementary					
Week 4								5

*Event Name and Date

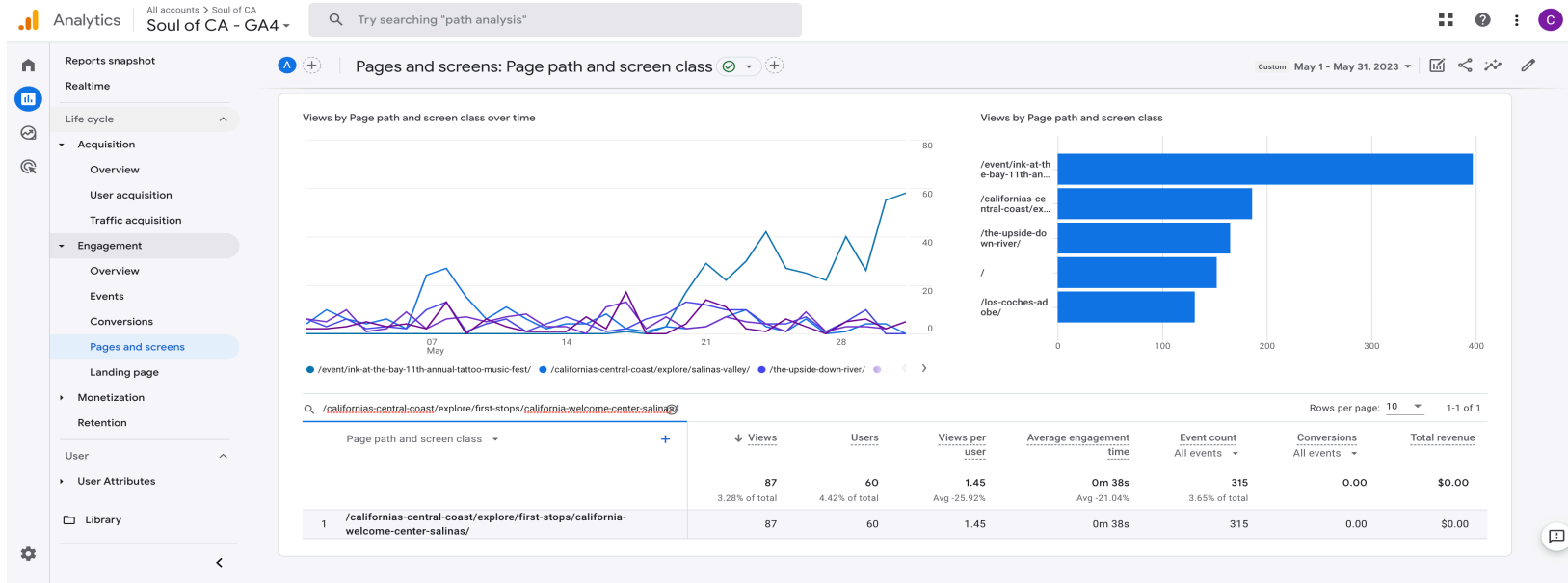
<p>Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1</p>	87
--	----

<p>Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2</p>	2654
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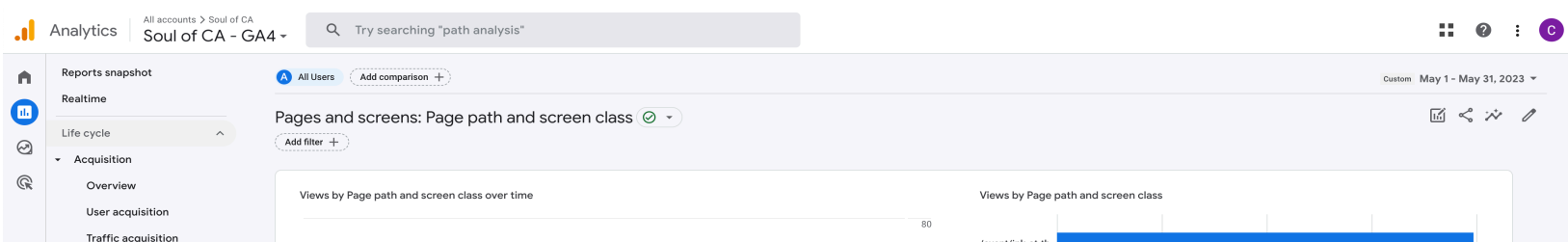
Any highlights/Additional Comments:

Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1



Screenshot #2

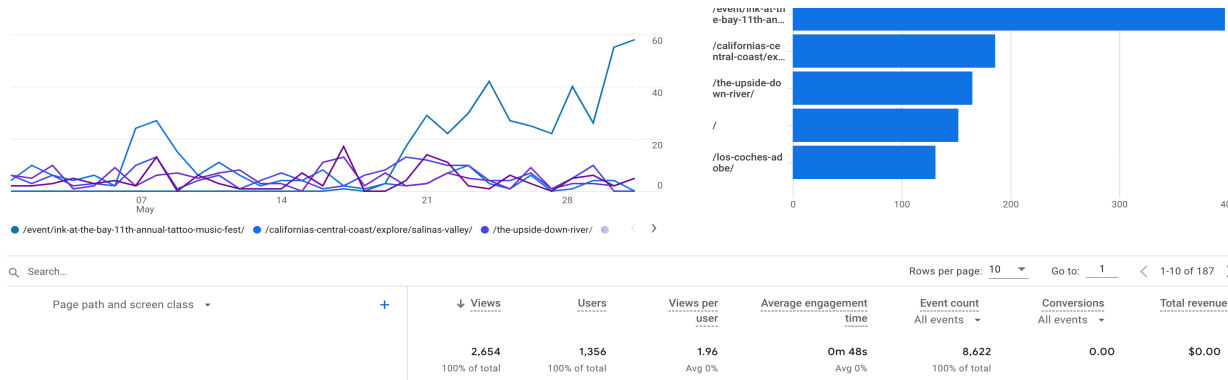


- Engagement
 - Overview
 - Events
 - Conversions
 - Pages and screens
 - Landing page
- Monetization
- Retention

User

- User Attributes

Library



California Welcome Center, Salinas: 8 Posts in March 2023

All content

Posts and Stories | Media type | Filter | Clear | Search by ID or caption

Title	Type	Date published	Reach	Likes and reactions	Sticker taps	Link clicks	Comments	Shares
Steinbeck wrote that there is always... California Welcome Center Salinas	Post	Wed May 31, 2:48...	35 Accounts Center acc...	0 Reactions	--	4 Link clicks	0 Comments	0 Shares
You looking for an unusual activity? ... California Welcome Center Salinas	Post	Wed May 24, 2:51...	38 Accounts Center acc...	0 Reactions	--	--	0 Comments	0 Shares
Looking for something familiar and f... California Welcome Center Salinas	Post	Wed May 17, 9:21am	87 Accounts Center acc...	1 Reactions	--	--	0 Comments	1 Shares
The Sunset Center in Carmel is feat... California Welcome Center Salinas	Post	Fri May 12, 2:42pm	29 Accounts Center acc...	0 Reactions	--	1 Link clicks	0 Comments	0 Shares

Social Media Posts- Title & Date List

Soul of CA: 9 Posts in May 2023

Title	Type	Date published	Reach	Likes and reactions	Sticker taps	Link clicks	Comments	Shares
"Their remembrance be as lasting a... Soul of CA	Post	Mon May 29, 9:25...	131 Accounts Center acc...	6 Reactions	--	--	0 Comments	0 Shares
#tbt The Spreckels Hotel was built i... Soul of CA	Post	Thu May 25, 10:37...	3.9K Accounts Center acc...	85 Reactions	--	--	7 Comments	14 Shares
"If you make the mistake of looking ... Soul of CA	Post	Mon May 22, 10:02...	1.2K Accounts Center acc...	48 Reactions	--	--	1 Comments	5 Shares
#tbt Monterey County Bank was fou... Soul of CA	Post	Thu May 18, 9:52am	1.7K Accounts Center acc...	90 Reactions	--	--	4 Comments	14 Shares

		"Let us be grateful to people who m...	View insights	...	Post	Mon May 15, 8:50a...	3K Accounts Center acc...	156 Reactions	--	--	9 Comments	15 Shares
		#tbt Mission San Juan Bautista was ...	View insights	...	Post	Thu May 11, 5:00am	212 Accounts Center acc...	15 Reactions	--	--	0 Comments	1 Shares
		"At the end of the day, we must go f...	View insights	...	Post	Mon May 8, 10:04a...	198 Accounts Center acc...	13 Reactions	--	--	0 Comments	0 Shares
		#tbt By 1889, Monterey County was ...	View insights	...	Post	Thu May 4, 9:51am	3.5K Accounts Center acc...	82 Reactions	--	--	2 Comments	16 Shares
		"In the deep spring when the grass ...	View insights	...	Post	Mon May 1, 9:23am	3.3K Accounts Center acc...	218 Reactions	--	--	13 Comments	29 Shares



June 2023 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	1	5	36	17	10	8	12	
Week 2	9	21	6	18	11	9	17	
Week 3	24	8	7	8	5	4	16	
Week 4	15	9	38	18	12			344

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1			Heritage Park Open House					
Week 2								
Week 3				Host MSVVR Board Meeting				
Week 4			"I-55" Club - tour					3

*Event Name and Date

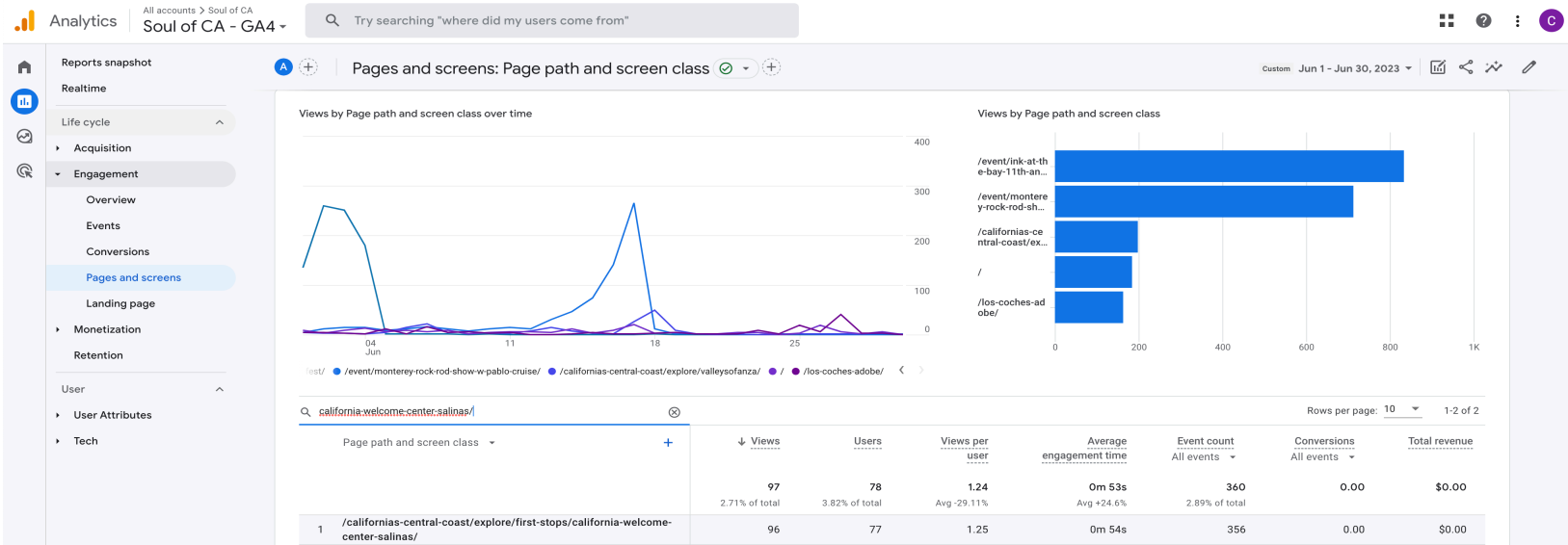
Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	96
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Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	3582
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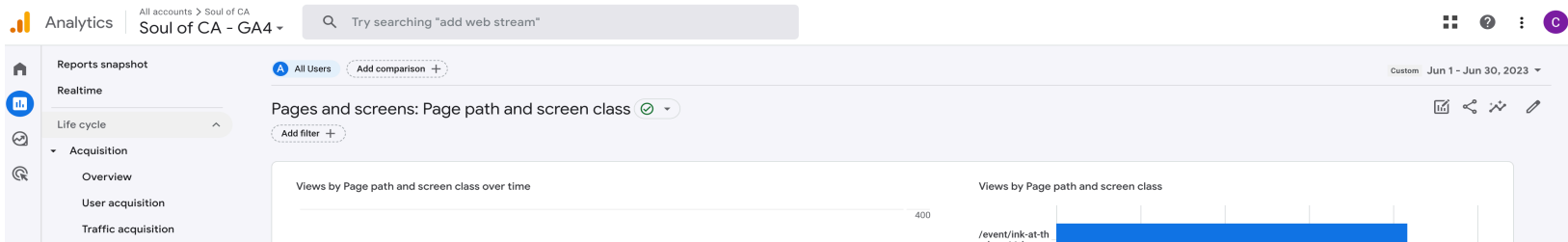
Any highlights/Additional Comments:

Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

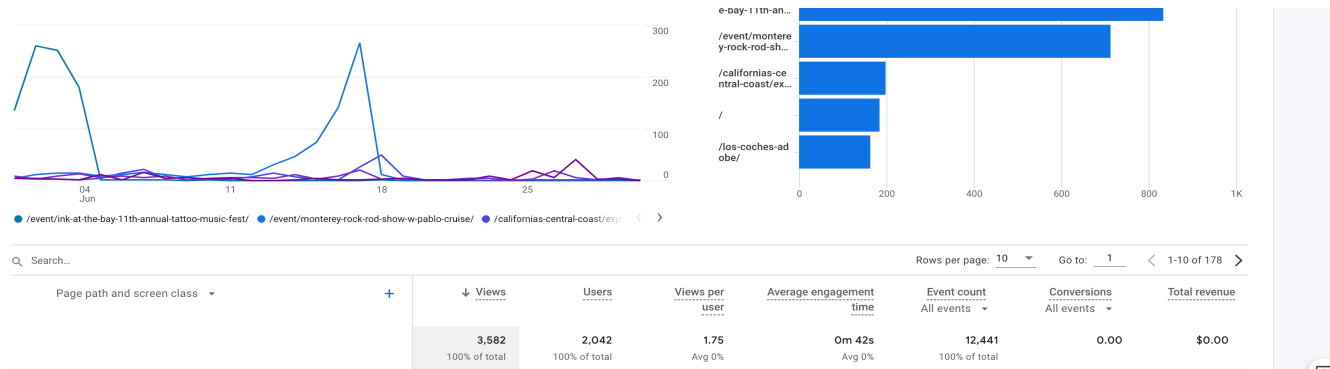
Screenshot #1



Screenshot #2



- Engagement
 - Overview
 - Events
 - Conversions
 - Pages and screens
 - Landing page
 - Monetization
 - Retention
- User
 - User Attributes
 - Tech
- Library



Social Media Posts- Title & Date List



California Welcome Center, Salinas: 3 Posts in June 2023

Title	Type	Date published	Reach	Likes and reactions	Sticker taps	Link clicks	Comments	Shares
This Saturday at MY Museum in Mo... California Welcome Center Salinas	Post	Wed Jun 28, 11:10...	40	0	--	--	0	0
Do you have a young person in your ... California Welcome Center Salinas	Post	Wed Jun 21, 10:25...	29	0	--	--	0	0
Slavery is a shameful mark on our hi... California Welcome Center Salinas	Post	Wed Jun 14, 3:12pm	28	1	--	--	0	0

Social Media Posts- Title & Date List

Soul of CA: 9 Posts in June 2023

Title	Type	Date published	Reach	Likes and reactions	Sticker taps	Link clicks	Comments	Shares
#tbt Pictured here are the world's largest hay ... Soul of CA	Boost post	Thu Jun 29, 12:20...	12.2K	204	--	--	37	33
"Earth and sky, woods and fields, lakes and ri... Soul of CA	Boost post	Mon Jun 26, 10:35...	546	40	--	--	1	6
#tbt The 126-acres of well-landscaped groun... Soul of CA	Boost post	Thu Jun 22, 10:40...	2.1K	57	--	--	2	10
"You must never, ever give out. We must keep... Soul of CA	Boost post	Mon Jun 19, 9:27am	144	2	--	--	0	1
#tbt Pictured here in 1913, the Salinas River b... Soul of CA	Boost post	Thu Jun 15, 12:02p...	2.5K	103	--	--	6	16
"The courage to soar to great heights is insid... Soul of CA	Boost post	Mon Jun 12, 11:43...	683	20	--	--	2	3
#tbt On April 10, 2013 it was declared that the... Soul of CA	Boost post	Thu Jun 8, 10:47am	14.5K	161	--	--	25	49

<input type="radio"/>	 "The health of the eye seems to demand a ho... Soul of CA	Boost post	Post	Mon Jun 5, 9:50am	716 Accounts Center acc...	22 Reactions	--	--	0 Comments	0 Shares
<input type="radio"/>	 #tbt In March 1873, dairyman and businessm... Soul of CA	Boost post	Post	Thu Jun 1, 9:44am	7.5K Accounts Center acc...	292 Reactions	--	--	39 Comments	15 Shares