



WHERE
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Visit Yolo TBID Overview

- Funded by 2% assessment collected from overnight guests
- YCVB is official Management Association with 1.5 staff
- Board of Directors = 12 seats/4 jurisdictions, min 6 hotels
- Each jurisdiction = marketing committee/40% assessment funds
- YCVB BOD = oversight of jurisdiction marketing committees
- After initial five year activation, renewal required. Current TBID expires June 30, 2022
- Seek feedback and/or endorsement today to begin petition drive

Timeline

Petition Drive	March 2022	VY, Steering Committee
Submit Petitions totaling over 50% of assessment to County	Late March 2022	County, Steering Committee
Board of Supervisors – Resolution of Intention Resolution of Intention to Renew District (Can be on Consent Calendar)	April 26, 2022	County
Mail <ul style="list-style-type: none"> Notice of Public Meeting/Hearing - Should be mailed 1 day after ROI is adopted. Must be mailed 45 days before public hearing. Clerk certification of mailing is required. 	April 27, 2022	Civitas, County
Consenting jurisdiction presentations *only if required by jurisdiction; not required by law	May 2022	VY
Board of Supervisors – Public Meeting Public Meeting – No action required - Must be held at least 10 days after Notice of Public Meeting/Hearing is mailed and at least 7 days before Public Hearing is held.	May 10, 2022	County
Board of Supervisors – Public Hearing Public Hearing & Adopt Resolution of Formation - Must be held at least 45 days after Notice is mailed.	June 28, 2022	County
District renewal passes 30-day challenge period	July 2022	
District begins collecting new assessment	July 1, 2022	

Impacts of Tourism in Yolo County

Travel Marketing and Promotion



Increased Visitor Trips



TRAVEL
PROMOTION'S
VIRTUOUS
CYCLE



New Jobs & Tax Revenues



Additional Visitor Spending

“

TOURISM IN YOLO COUNTY
GENERATED **\$245.7 MILLION**
IN TRAVEL SPENDING
IN 2020

VISIT CALIFORNIA
ECONOMIC IMPACT REPORT

“

TOURISM IN YOLO COUNTY
GENERATED **\$23.1 MILLION**
IN STATE & LOCAL
TAX REVENUE IN 2020

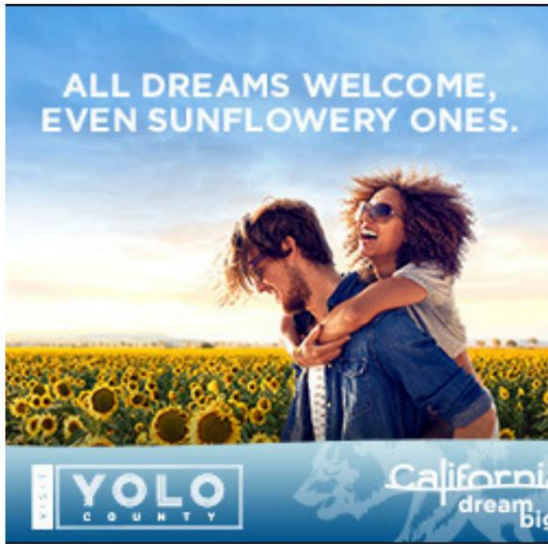
VISIT CALIFORNIA
ECONOMIC IMPACT REPORT

Where We Were and Have Been

October 2018 - Today

- Stagnant after restructure, needed professional leadership
- Hired marketing agency, rebranded, built new website www.visitoyo.com
- Initiated introduction and education process with local groups and partners such as Visit CA, Visit Sac, Central Valley Tourism, Wine Association, University, Ag Commission, Farm Bureau, other
- Assisted local destination marketing committees in establishing own brand under Visit Yolo
- Facilitated site visits by film crews, photographers, influencers, domestic and international travel trade sellers, meeting planners, event producers, other
- Executed regional, statewide and national promotional campaigns
- During Covid, pivoted all marketing energies around support of local businesses and, when appropriate, planted the seed of visiting Yolo County including a 6 month SEM recovery campaign featuring lodging cleanliness practices and safety protocols
- Pursued events that can drive room nights into individual jurisdiction or county wide

- Produced experience passes to enhance each LDM's unique characteristics: wine pass, Davis, Woodland and Winters
- Launched variety of social media campaigns celebrating the people and places that make Yolo County special
- Developed campaign landing pages to highlight seasonal ag bloom periods (sunflower, grape harvest, almond blossom), informing visitors of where to go and what to do while respecting farmer property and lands
- Exposed Yolo County and each district to the masses at the Sacramento Farm to Fork Festival, receiving accolades from organizers as having the best exhibit area
- Re-established Hwy 128 partnership with Yolo County Wine Association, Mendocino, Sonoma and Napa County tourism organizations
- Took leadership of Central Valley Tourism Association, elevating the region's visibility on the domestic and international travel front
- Supported many events (Dinner on Main, Zombie Bike Ride, Reggae Festival, Tractor Parade, Art Walks, other that provide appeal to draw overnight visitation
- Secured visibility in global arts and culture docuseries
- Working with sellers of travel in Germany as the only ag tourism/wine destination within the Visit CA Germany representation mix groups/parties
- Secured global exposure through Visit CA "locals" program featuring Juan Barajas of Savory Café who profiled his favorite Woodland favorites



National Ad Campaign

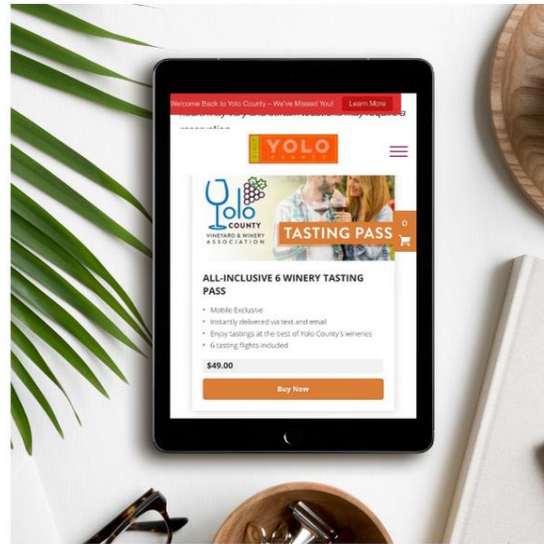
This is Juan Barajas, the Yolo County food whisperer, a farm to table enthusiast, a friend to all and the owner of *SavoryCafe* in historic downtown Woodland. Juan shares with us his story, how food takes center stage at Savory Café and also discusses his top insider tips for exploring the Yolo County he calls home.

In our newest blog series, This Is Yolo, we're introducing you to the people and places that make Yolo County such an authentic experience. We hope you love it as... [See More](#)



1,967 People Reached 305 Engagements Boost Unavailable

**Storytelling Campaign:
5 unique Yolo storytellers**



Launched Experience Passes

Reach Ad

431,084 Impressions | \$1.63 CPM | 178,562 People Reached

Visit Yolo
Sponsored ·

Yolo County invites you to come explore & make small moments larger than life this summer!

From authentic local flavors to charming small towns, there are activities for everyone to enjoy. Visit Yolo County. Plan your visit today!

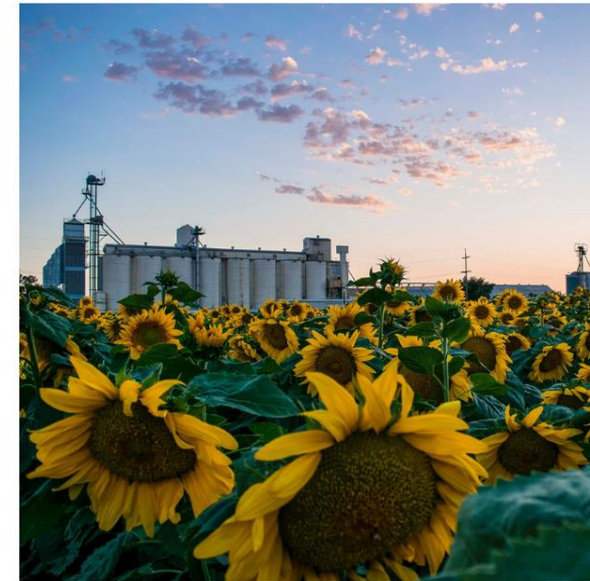


VISITYOLO.COM
Visit Yolo County - Where Good Times Grow! [Learn More](#)

**Social Campaign with Hearst Media:
1.9M impressions & 60k engagements**



Brand Collateral



Sunflower Campaign: 50k website hits during 3-month period

Proposed New District

- 10 year duration (versus 5) leverages legal costs to renew
- Retain 2% assessment + language to provide limited increases **if deemed necessary by Board of Directors**
- Embrace voluntarily assessed West Sacramento hotels (2 currently)
- Removal of non-participating Woodland hotels (voluntary assessment can occur any time)
- Offer Woodland non-lodging businesses low cost membership (\$150-\$300 per year)
- Create partnership opportunities for events, groups, associations, other currently not assessed
- Monetize Visit Yolo brand through sponsored content, banner ads, co-ops, advertisements, etc. to allow elevated messaging



New District Budget Breakdown

TBID Revenue						
Davis TBID	\$200,196.54					
Winters TBID	\$62,995.90					
Yolo County TBID	\$85,252.29					
TOTAL TBID	\$348,444.73					
Additional Revenue						
West Sacramento	\$150,000	70% into Marketing & PR/30% into Admin				
Advertising/Contributing Partners	\$25,000	100% into Marketing & PR				
Woodland Membership	\$10,000	100% allocated to support ExperienceWoodland.com				
Revenue Allocations	% TBID Revenue	TBID Allocation	Voluntary Assessment	Advertising Partnerships	Woodland Membership	Total
Local Destination	40%	\$139,377.89	\$0	\$0	\$0	\$139,377.89
Marketing & PR	40%	\$139,377.89	\$105,000	\$25,000	\$0	\$269,377.89
Administration	15%	\$52,266.70	\$45,000	\$0	\$0	\$97,266.70
Contingency	5%	\$17,422.23	\$0	\$0	\$0	\$17,422.23
Woodland Membership	0%	\$0.00	\$0	\$0	\$10,000	\$10,000.00
					TOTAL	\$533,444.71
Local Destination Marketing (40% Total TBID)						
	Revenue %	Allotment				
Davis	57.45%	\$80,079.00				
Winters	18.08%	\$25,198.00				
Yolo County	24.47%	\$34,101.00				
TOTAL		\$139,378.00				



WHERE
good times
GROW

