

**YOLO COUNTY**  
**TOURISM BUSINESS IMPROVEMENT DISTRICT**  
**2020-2021 Annual Report**

Submitted by the Yolo County Visitors Bureau, d.b.a. Visit Yolo, pursuant to Streets and Highways Code section 36650, for the period from July 1, 2020 through June 30, 2021. Any questions or comments can be forwarded to Terry Selk, Executive Director, at [terry@visityolo.com](mailto:terry@visityolo.com)

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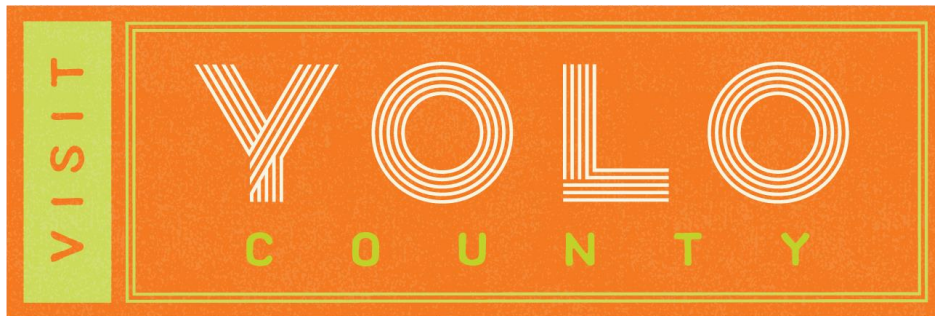
July 1, 2020-June 30, 2021

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Prepared by



## Boundaries

There were no changes to the boundaries. There were changes to assessed businesses as follows:

### New Business

Hyatt House, 2750 Cowell Blvd., Davis, CA.

### Business Name Changes

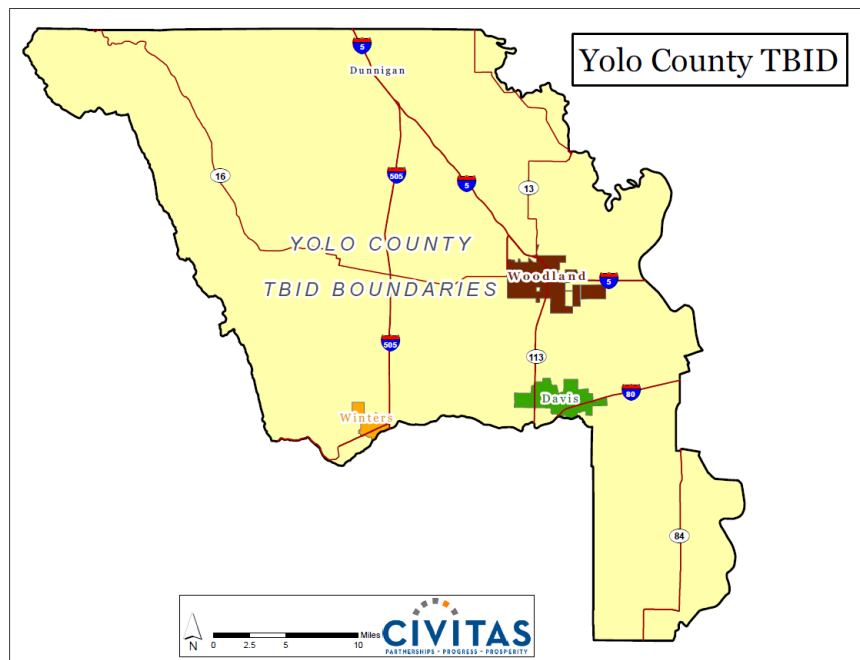
No business name changes during 20/21.

### Closed Business

Motel 6/O Hotel in Dunnigan, CA closed.

The Yolo County Tourism Business Improvement District (YCTBID) will continue to include all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of unincorporated Yolo County and the cities of Davis, Winters, and Woodland, as shown below.

The YCTBID boundary current includes thirty (30) lodging businesses, listed in Appendix 1.



## Improvements and Activities

The 2020-21 fiscal year was a challenge for all business sectors, including the tourism and service industries, which resulted in several obstacles in doing regular business but also many opportunities. A topline of major initiatives included:

- Conducted and completed a rebranding exercise to update and modernize the look and feel of Visit Yolo as a brand.
- Maintained, updated and developed new landing pages on primary tourism website [www.visityolo.com](http://www.visityolo.com)
- Assumed leadership role within the Central Valley Tourism Association.
- Continued to broaden relationships with existing business partners throughout the county as well as establish new ones with previously untapped organizations such as the Farm Bureau, Ag Commission, individual farmers and growers, arts and culture institutions, etc. that only serve to strengthen Yolo County's position as a leader in the culinary arena and "must visit" destination.
- Gained valuable exposure in target market, national and international audience sectors, establishing a level of recognition of the region as a travel destination and economic driver.
- Continued to build upon the valued partnerships with Visit California and Visit Sacramento.

As a result of these primary efforts and others, Visit Yolo is continuing to strive to be an assertive, transparent and professional organization that can significantly impact the Yolo County economy.

The "California Travel Impacts" report, prepared for Visit California by Dean Runyan Associates, shows visitor spending reached \$245.7 million and supported 3.8k jobs in Yolo County in 2020. Visitor spending generated \$23.1 million in state and local tax revenue last year, providing a stream of revenue in Davis, Woodland, Winters and Yolo County to fund the community's way of life including support of essential programs, such as public safety, infrastructure and parks. Local taxes generated from tourism saves each household an additional \$298 in taxes.

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

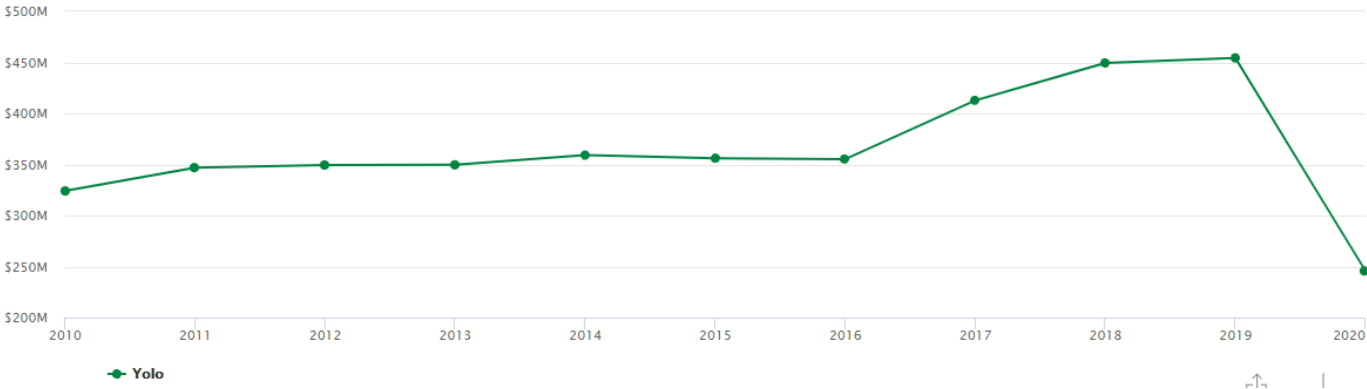
VISIT CALIFORNIA  
ECONOMIC IMPACT REPORT

“

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

VISIT CALIFORNIA  
ECONOMIC IMPACT REPORT

**YOLO HISTORY OF TRAVEL SPENDING IN CALIFORNIA**



The improvements and activities to be provided for fiscal year 2021-2022 are consistent with the Management District Plan (Plan). There are no proposed changes.

**Marketing & Public Relations**

A variety of targeted and district-wide marketing and public relations efforts were developed and deployed in the 2020-21 fiscal year to promote Yolo County as a tourist, meeting, and event destination with a specific interest in encouraging overnight stays.

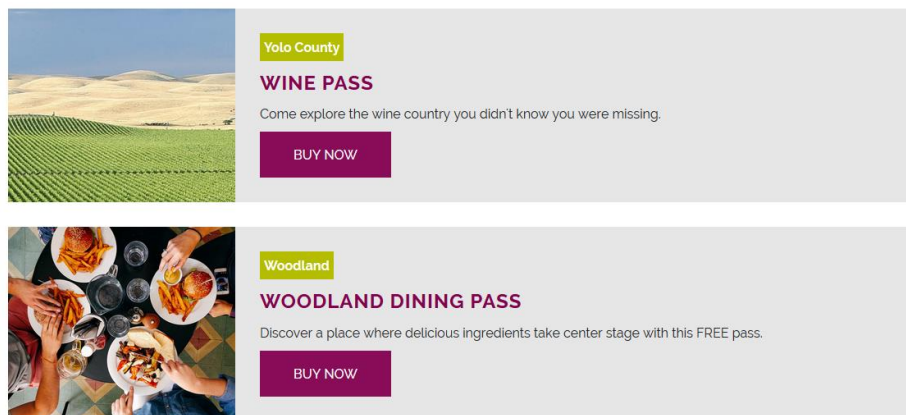


Significant developments for Visit Yolo included the following:

- Search Engine Marketing (SEM) campaign highlighting hotels and lodging specials which ran for six months from late 2020-mid-2021 under a “we are open” campaign resulting in 107,437 impressions, 2,826 clicks and 625 clicks to “book now”;
- National promotional campaign under Visit California’s umbrella for a one-month period in summer 2020 to all national travelers searching for more well-known wine regions such as Napa Valley. Campaign results included 2.4 million impressions and 2,278 clicks;
- A greater Bay Area social media ad campaign with Hearst Media using SF Gateway as a platform to attract attention to Yolo County as an overnight destination. The campaign ran for 2.5 months and resulted in 1.9 million impressions and 8.2k link clicks;
- Launched Experience Passes including: Yolo Wine Pass and Woodland Dining Pass;
- Introduction of a Hotel Deals page where value adds for hotel stays continues to be one of the top visited landing pages;
- Launch of the Sunflower Campaign promoting Yolo County and its destination partners as a place to visit, experience and stay, during summer 2021. This organic campaign resulted in delivering 50,000+ website visits during a three-month period;
- Launched storytelling campaign featuring local businesses and their unique story as it relates to tourism in Yolo County;
- Helped facilitate grants/sponsorships to community organizations that engage in marketing of overnight visitation to the YCTBID;
- Attended a select number of trade shows, professional industry conferences, and affiliation events;
- Provided sales and promotional support for the Local Destination Marketing groups;

- Evaluated promotional brochure format and content, updated the Yolo County map and facilitating other collateral needs;
- Coordinated promotions with visitor-attracting businesses, events, and attractions targeted at increasing overnight visitation to assessed businesses;
- Promoted special events in an effort to raise awareness and entice overnight stays;
- Continued to strengthen the formal partnership with neighboring Napa, Sonoma and Mendocino Counties in support of and promotion of Highway 128, Wine to Waves by making valuable updates to the website, pitching the route as a fly/drive itinerary to international market audiences, other;
- Engaged regional partners Visit Sacramento, Central Valley Tourism Association and Visit California in an effort to broaden local, regional, national and global awareness of Yolo County;
- Hosted a handful of influential travel writers/journalists, travel sellers, other and educate them on the attributes of Yolo County;
- Facilitated film development lead requests to spur economic impact through housing of film crews;
- Facilitated an elevated presence at the Sacramento Farm to Fork Festival that featured all four Local Destination Marketing jurisdictions, the wine association, rice commission, Food Front and food preparation demonstrations;
- Initiated a safety protocol and “when you are ready” campaign during the pandemic to entice travelers seeking a safe destination experience.
- Continued to pivot social media to support local businesses, create resource page to provide comprehensive information for locals and visitors alike, development of the Yolo Strong campaign, My Yolo, Instagram focus, other.
- Sponsored the production of an all-county inclusion in a global arts perspective to raise awareness of Yolo County as an arts and culture destination;
- Provided all Yolo County assessed hotels the opportunity to be featured in Visit Sacramento’s regional partner program which garnered approximately 46 convention and sports group leads resulting in four awards amounting to \$107,699:

### Destination Experience Passes




## Storytelling Campaign Example

### STORYTELLING CAMPAIGN: JUAN BARAJAS/SAVORY CAFE

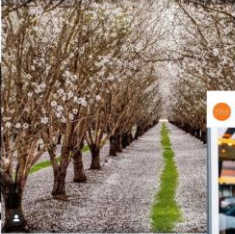
**Visit Yolo**  
Published by Sprout Social • February 26 at 3:54 PM

This is Juan Barajas, the Yolo County food whisperer, a farm to table enthusiast, a friend to all and the owner of Savory Cafe in historic downtown Woodland. Juan shares with us his story, how food takes center stage at Savory Cafe 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



**visityolo**  
Yolo County

My favorite month in Yolo is February and early March when the almond blossoms are blooming and there's 'Yolo County snow' in the orchards. The ground is covered in millions of flower petals and it gives a fantastic view."

**JUAN BARAJAS**  
Owner, Savory Cafe

"Our food has a first name attached to it because there is a person who grew it"

- JUAN BARAJAS, SAVORY CAFE

WWW.VISITYOLO.COM

## Visit California Spring Campaign Partnership







ALL DREAMS WELCOME, EVEN SUNFLOWERY ONES.






Upcoming initiatives for the 2021/22 fiscal year include:

- Continued to partner with SacTown Bites to bring visitors to Yolo County through its tour programs
- Search engine marketing campaigns to drive hotel stays and destination awareness;
- Expanded SEO efforts to increase organic discovery across search platforms;
- Expand the Bandwango value add experience pass program to include themed programs for each LDM including savings passes for Davis and Winters;
- Development of farm tour program;
- Creation of a digital meetings, facilities and wedding venue guide;
- Expand seasonal bloom awareness program to generate economic impact by way of driving hotel stays and incremental revenue into local businesses as well as redirecting traffic away from farmer property;
- Social media campaigns dedicated to supporting events/attractions/partners such as hotel promotions, Bandwango passes/experiences, Yolo County itineraries, etc.
- Continue to support local businesses during the continued Covid-19 pandemic
- Launch the 2022 Year of The Wedding campaign in Yolo County

In response to a request from Yolo County, Visit Yolo supported an initiative to provide for lodging partners to defer assessment collections for the period of January-June 2020 for payment over a period of time but not to exceed past September 2020.

As a result of the dramatic economic impact on lodging properties due to Covid-19, Visit Yolo made instrumental changes to revenue and expense allocations including the significant reduction in marketing programs as well as daily operational costs.

Note that as a result of the immediate and projected impact from Covid-19 on marketing activities and ultimately, lodging stays, a conservative projected formula was predicted as follows based on the previous year's collections from each jurisdiction:

- Q4 (April-June 2020) = 25%
- Q1 (July-September 2020) = 50%
- Q2 (October-December 2020) = 75%
- Q3 (January-March 2021) =100%

### Community Marketing

Following the key initiatives to build a proper marketing infrastructure in 2020-2021, such as hiring a professional advertising and marketing agency, a focus on assisting the individual Local Destination Marketing groups was undertaken. These efforts involved supporting, guiding and facilitating the Task Forces within each of the four jurisdictions (Davis, Woodland, Winters and The Yolo Countryside/Unincorporated area of Yolo County) in the manners of creating individual brand identities, specific marketing objectives and administration.

As dictated by the Visit Yolo Board of Directors, each of the four designated assessment areas of the county receive a percentage of their collected assessments allowing their own respective marketing initiatives and resources. These respective “local” resources are subject to the same restriction as Visit Yolo to promote and support lodging partners through the involvement in events, activities and efforts to attract greater overnight stays.

Community funds may be returned to the County-wide marketing and public relations program if desired by the respective community.



Significant developments in 2020/21 from the Davis Local Destination Marketing group included:

- Continued to expand marketing efforts through professional marketing agency, Digital Tank
- Creation of the Visit Davis guest blog series for [www.visitdavis.org](http://www.visitdavis.org)
- Social media marketing efforts on Facebook and Instagram
- Launch of a hotel video series
- Creation of video and photography assets

The 20/21 Davis LDM leadership team consisted of the four board members from the City: Maria Lara, Rita Murphey, Randii Macnear, Lorin Kalisky. Regular members included Sarah Worley, (City of Davis).

<b>Budgeted Expenses 20/21</b>	<b>Actual Expenses 2020/21</b>
\$231,765	\$71,441

Upcoming Davis specific initiatives for the 2021/22 fiscal year include:

- Creation of Davis specific map and guide
- Continued content creation for Visit Davis specific website
- Continuation of paid social media campaigns on Facebook, Instagram and TikTok
- Development of dedicated Visit Davis destination experience pass(es) with gamification
- Search Engine Marketing (SEM) campaign
- Participation in Sacramento Farm to Fork Festival
- Creation of hotel packages
- Attendance at travel shows
- Sponsorship of events: Zombie Bike Parade, Village Feast, etc

The 21/22 Davis LDM leadership team consists of the four board members from the City: Maria Lara, Rita Murphey, Randii Macnear, Lorin Kalisky. Regular members included Sarah Worley, (City of Davis).

<b>Projected Assessment Revenue 2021/22</b>	<b>Carryover Previous FY 2020/21</b>	<b>Total 2021/22 Projected Revenue</b>
\$80,078	\$270,667	\$350,745



Significant developments in 2020/21 from the Woodland Local Destination Marketing group included:

- Sponsorship of events including Christmas Tree Lighting, Downtown Holiday Activities, and Yolo Brewfest.
- Continued marketing of Woodland via the billboard on Interstate 5 in Williams
- Creation and launch of Woodland Dining Pass savings app

The 20/21 Woodland LDM leadership team consisted of the four board members from the City: Vinod Patel, Bhavini Madhav, Amina Harris, Cesar Torres. Regular members included Stephanie Burgos, (City of Woodland).

<b>Budgeted Expenses 2020/21</b>	<b>Actual Expenses 2020/21</b>
\$142,500	\$43,903

Upcoming Woodland specific initiatives for the 2021/22 fiscal year include:

- Sponsorships for local events including: Holiday tree lighting, downtown music series, Yolo Brewfest, Honey Festival, First Friday Art Walk, 150<sup>th</sup> anniversary celebration, other
- Development of Experience Woodland brand, including launch of website and social channels
- Hiring of a marketing contractor
- Participation in Sacramento Farm to Fork Festival
- Continued marketing of Woodland through billboard on Interstate 5 in Williams
- Develop of storytelling features for use on website and social
- Social media advertising
- Printing of map and guides

The 21/22 Woodland LDM leadership team consisted of the four board members from the City: Vinod Patel, Ravi Patel, Amina Harriss, Cesar Torres. Regular members included Stephanie Burgos, (City of Woodland).

<b>Projected Assessment Revenue 2021/22</b>	<b>Carryover Previous FY 2020/21</b>	<b>Total 2021/22 Projected Revenue</b>
\$95,501	\$185,633	\$281,134



In FY 20/21 the Winters and Countryside jurisdictions merged their budgets to form one LDM to better support each other financially. Significant developments in 2020/21 from the Winters and Yolo Countryside Local Destination Marketing group included:

- Continued engagement with marketing coordinator to execute programs
- Development of Discover Winters website
- Creation of photography and video assets
- Social media marketing efforts on Instagram and Facebook for both jurisdictions
- Social media advertising
- Creation of Yolo Countryside page on Discover Winters website

The 20/21 Winters LDM leadership team consisted of the two board members from the City: Gaysell Geter and Tracy Rios. Regular members included Chris Turkovich (Turkovich Family Wines).

The 20/21 Countryside LDM leadership team consisted of the two board members from the County: Rafael Galiano and Chris Hart. Regular members included Liz Read (Hyatt Place).

<b>Budgeted Expenses 2020/21</b>	<b>Actual Expenses 2020/21</b>
\$126,824	\$43,029

Note: At the beginning of the FY 21/22 budget year, after progressive collaborative work during FY 20/21, the Winters and Countryside LDMs decided to separate their budgets and return to the original formation of two separate LDMs.



<b>Projected Assessment Revenue 2021/22</b>	<b>Carryover Previous FY 2020/21</b>	<b>Total 2021/22 Projected Revenue</b>
\$25,198	\$0	\$25,198

Upcoming Winters specific initiatives for 2021/22 fiscal year include:

- Continued engagement with marketing coordinator
- Creation of Winters destination experience pass
- Continued support of Discover Winters website
- Continued social media efforts on Instagram and Facebook
- Dedicated social media advertising
- Sponsorship support of Albarino Wine Stroll and Winters Tractor Parade
- Development of Winters map
- Participation in Sacramento Farm to Fork Festival

The 21/22 Winters LDM leadership team consisted of the two board members from the City: Guysell Geter and Corinne Martinez. Regular members included Chris Turkovich (Turkovich Family Wines).



Upcoming Countryside specific initiatives for the 2021/22 fiscal year include:

- Continued engagement with marketing coordinator
- Creation of Countryside map
- Continued social media efforts on Facebook and Instagram (organic and paid)
- Development of Yolo Countryside website
- Development of dedicated Countryside destination experience pass(es)
- Photo and video content creation
- Participation in Sacramento Farm to Fork Festival
- Sponsorship support of Capay Wine Stroll, Hoes Down Harvest Festival, and Capay Valley Almond Festival
- Influencer outreach

The 21/22 Countryside LDM leadership team consisted of the two board members from the County: Rafael Galiano and Rob Petersen. Regular members included Liz Read (Hyatt Place).

<b>Projected Assessment Revenue 2021/22</b>	<b>Carryover Previous FY 2020/21</b>	<b>Total 2021/22 Projected Revenue</b>
\$34,100	\$95,306	\$129,406

### Administration

In order to provide the marketing and public relations services, Visit Yolo will incur various administrative costs, such as staffing, rent, advocacy, insurance, legal, accounting fees, and actual county and city collection costs. Due to the impact from Covid on projected assessment collections, many reductions in administrative, operation and marketing expenses were made and will continue until revenues return to traditional levels.

### Contingency / Reserve

Per the mandate of the MDP and as outlined in the Visit Yolo bylaws, a contingency and reserve were continued to be funded at the determined formulas. In order to ensure effective provision of services, a contingency will be established to account for uncollected assessments or unanticipated program costs. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of Visit Yolo. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of the reserve fund shall be set by the Visit Yolo Board of Directors. The reserve fund may be spent on programs described in this Plan in any proportion deemed appropriate by Visit Yolo.

### Budget

The projected 2020-21 budget was \$1,552,000 which represented \$550,148 in anticipated collections. Carryover funds from 2019-2020 totaled \$1,001,787. Budgeted and actual expenses were as shown below.

Category	Budgeted	Actual
Marketing & Public Relations	\$360,673	\$210,270
Local Destination Marketing	\$501,089	\$158,928
Administration	\$121,508	\$108,534
Contingency/Reserve	\$25,471	\$0

### Budget Allocation

The operating budget for Visit Yolo for the 2021-2022 fiscal year continues to be composed of some carryover funds but with a specific plan to spend down these funds per the individual Local Destination Marketing district's enhanced initiatives to arrive at an annual revenue versus expenses ratio. Visit Yolo was successful in securing a PPP loan in the amount of just over \$30,000 as well as a \$15,000 SBA grant to assist in maintaining minimal operations necessities.

## 2021-2022 Projections

The cost of providing improvements and activities for 2120-2022 is consistent with the Plan. The anticipated total budget for 2021-2022 is \$1,394,616 which reflects anticipated TBID collections in the amount of \$529,698 and a carryover of \$864,918 in unspent funds from the 2020-21 budget. The categorical breakdown for the assessment budget is below.

Category	%	Projected	Carryover	TOTAL
Marketing & Public Relations	40%	\$231,879	\$255,528	\$487,407
Local Destination Marketing	40%	\$231,879	\$551,606	\$783,485
Administration	15%	\$86,955	\$57,784	\$144,739
Contingency/Reserve	5%	\$28,985	n/a	\$28,985

Priorities for each of the LDMs regarding any carryover monies include investment in collateral and marketing infrastructure upon which to build longer term campaigns. These investments would include photography, video content, social media assets, collateral updates and printing, respective website improvements, other. Meanwhile, anticipated revenue from the TBID collections during the year are targeted at supporting marketing and advertising, itinerary development, social media campaign, other.

## Assessment

There is no change in the method and basis of levying the assessment.

## Surplus and Other Funding

### Surplus / Deficit

The amount of money carried over from 2020-2021 was \$864,918 and is projected to be used in 2021-22 along the same lines as originally allocated.

### Alternative Funding

It is anticipated that at least one and possibly two-three voluntary assessment agreements will be secured with West Sacramento hotel properties as a precursor to fully embracing the city as the newest district into the Management District Plan beginning July 1, 2022.

###

## Assessment

The annual assessment rate is two percent (2%) of gross short-term room rental revenue. Based on the benefit received, assessments will **not be** collected on stays of more than thirty (30) consecutive days; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; and stays pursuant to contracts executed prior to July 1, 2017.

The term “gross room rental revenue” as used herein means: the consideration charged, whether or not received, for the occupancy of space in a lodging business valued in money, whether to be received in money, goods, labor, or otherwise, including all receipts, cash, credits, property, and services of any kind or nature, without any deduction therefrom whatsoever. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes. The assessment shall not be considered revenue for any purposes, including calculation of transient occupancy taxes.

## Time and Manner for Collecting Assessments

The YCTBID assessment was implemented beginning July 1, 2017 and will continue for five (5) years through June 30, 2022. The County and cities will be responsible for collecting the assessment on a monthly or quarterly basis (including any delinquencies, penalties and interest) from each lodging business located in the YCTBID, within their respective jurisdictions.

## Delinquencies

Assessed businesses which are delinquent in paying the assessment shall be responsible for paying:

### **Original Delinquency:**

Any lodging business which fails to remit any assessment within the time required shall pay a penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment.

### **Continued Delinquency:**

Any lodging business which fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.

### **Fraud:**

If the County or a city determines that the nonpayment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties stated in paragraphs 1 and 2 of this section.

### **Interest:**

In addition to the penalties imposed, any lodging business which fails to remit any assessment imposed shall pay interest at the rate of one-half of one percent (0.5%) per month or fraction thereof on the amount of the assessment, exclusive of penalties, from the date on which the remittance first became delinquent until paid.

***Penalties Merged with Assessment:***

Every penalty imposed and such interest as accrues under the provisions of this section shall become a part of the assessment herein required to be paid.

## Appendix 1 – Assessed Traditional Lodging Businesses

<b>Business Name</b>	<b>Address</b>	<b>City, State, ZIP</b>
Abbey House Inn	101 Abbey St.	Winters, CA 95694
Aggie Inn	245 1 <sup>st</sup> St.	Davis, CA 95616
Americas Best Value Inn – Dunnigan	3930 County Rd. 89	Dunnigan, CA 95695
Americas Best Value Inn – Woodland	99 W Main St.	Woodland, CA 95695
Best Western Palm Court	234 D St.	Davis, CA 95616
Best Western Shadow Inn	584 N East St.	Woodland, CA 95776
Best Western University Lodge	123 B St.	Davis, CA 95616
Budget Inn	1021 Main St.	Woodland, CA 95695
Comfort Suites	2080 Freeway Dr.	Woodland, CA 95776
Days Inn - Davis	4100 Chiles Rd.	Davis, CA 95618
Days Inn - Woodland	1524 E Main St.	Woodland, CA 95776
The Vine Inn Davis	221 D St.	Davis, CA 95616
Econo Lodge - Woodland	53 W Main St.	Woodland, CA 95695
Fairfield Inn & Suites	2100 Freeway Dr.	Woodland, CA 95776
Hampton Inn & Suites	2060 Freeway Dr.	Woodland, CA 95776
Hilton Garden Inn	110 F St.	Davis, CA 95616
Holiday Inn Express - Davis	1640 Research Park Dr.	Davis, CA 95618
Holiday Inn Express – Woodland	2070 Freeway Dr.	Woodland, CA 95776
***Hotel Berryessa	114 Abbey St.	Winters, CA 95694
Hyatt Place	173 Old Davis Rd.	Davis, CA 95616
Inn at Park Winters	27850 County Rd. 26	Winters, CA 95694
La Quinta Inn & Suites	1771 Research Park Dr.	Davis, CA 95616
Motel 6 – Davis	4835 Chiles Rd.	Davis, CA 95618
The ‘O’ Motel - Dunnigan	3930 County Rd. 89	Dunnigan, CA 95937
Motel 6 - Woodland	1564 E Main St.	Woodland, CA 95776
Quality Inn	1562 E Main St.	Woodland, CA 95776
University Inn & Suites	1111 Richards Blvd.	Davis, CA 95616
Valley Oaks Inn	600 N East St.	Woodland, CA 95776
Residence Inn by Marriott	4647 Fermi Place	Davis, CA 95618

## Appendix 2 – City of Winters Vacation Assessed Vacation Rental Properties

Owner/Location Name	Description/Address	City, State, ZIP	Web Listing	Phone Number
Michael and Shaunie Briggs	Farm Stay – 820-822 Railroad Avenue	Winters, CA 95694	Air BnB	530 795-5505
Michael and Shaunie Briggs	The Bunkhouse – 820-822 Railroad Avenue	Winters, CA 95694	Air BnB	530 795-5505
Michael and Shaunie Briggs	The Gallery - 820-822 Railroad Avenue	Winters, CA 95694	Air BnB	530 795-5505
Michael and Shaunie Briggs	Art Studio – 920/822 Railroad Avenue	Winters, CA 95694	Air BnB/HomeAway	530 795-5505
Michael Popov	Historic Downtown Home - 11 Abbey Street	Winters, CA 95694	Air BnB	415 889-9377
Sandy Vickrey	Charming Home in Winters – 305 Main Street	Winters, CA 95694	Air BnB	530 795-2822
James Bayer	Downtown Winters Home – 104 Russell Street	Winters, CA 95694	Air BnB	530 795-6011
Nancy Hackley	Quaint Home – 910 Southdown Court	Winters, CA 95694	Air BnB	
Benjamin Dippel	Full House – 726 Lupine Way	Winters, CA 95694	Air BnB	
Pam and Eric Tavernier	The Abbey House – 101 Abbey Street	Winters, CA 95694	Air BnB	530 383-1733
Abigail and Alonzo Vargas	Quilters Guest House – 1912 Taft Court	Winters, CA 95694	Air BnB	
Ali Muhammed	Tenant in property/room only. 737 Main Street	Winters, CA 95694	Air BnB	510 402-9331

## Appendix 3 – Visit Yolo

### Visit Yolo Board Members – July 1, 2020 - June 30, 2021

Maria Lara, Royal Guest Hotels, Board President  
 Guysell Geter, OLS Hotels/Hotel Winters, Board Vice President  
 Amina Harris, Z Specialty Food LLC; The Hive, Board Treasurer  
 Christopher Hart, Sierra Railroad, Board Secretary  
 Randii MacNear, Davis Farmers Market  
 Lorin Kalisky, Upper Crust Baking Company  
 Rita Murphey, Residence Inn by Marriott/Davis  
 Cesar Torres, CaliDesigns/DAPIt  
 Tracy Rios, Turkovich Family Wines

Yolo County  
 Tourism Business Improvement District  
 2020-2021 Annual Report

Vinod Patel, Holiday Inn Express | Fairfield Inn & Suites  
Bhavini Madhav, Hampton Inn  
Rafael Galiano, Park Winters

### Committees

#### **Executive and Finance:**

Guysell Geter, Maria Lara, Amina Harris, Chris Hart

#### **Marketing:**

Lorin Kalisky (Chair), Rafael Galiano, Maria Lara

### Visit Yolo Board Members – July 1 2021 – June 30, 2022

Guysell Geter, OLS Hotels/Hotel Winters, Board President  
Maria Lara, Royal Guest Hotels, Board Vice President  
Amina Harris, Z Specialty Food LLC; The Hive, Board Secretary  
Corinne Martinez, Berryessa Gap Winery, Board Secretary  
Randii MacNear, Davis Farmers Market  
Lorin Kalisky, Upper Crust Baking Company  
Rita Murphey, Residence Inn by Marriott/Davis  
Cesar Torres, CaliDesigns/DAPIt  
Vinod Patel, Holiday Inn Express | Fairfield Inn & Suites  
Rafael Galiano, Park Winters  
Ravi Patel, Motel 6 Woodland  
Rob Petersen, River Fox Train

### Committees

#### Executive and Finance:

Guysell Geter, Maria Lara, Amina Harris, Corinne Martinez

#### Marketing:

Lorin Kalisky (Chair), Rafael Galiano, Maria Lara

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