



CALAVERAS COUNTY BOARD OF SUPERVISORS AGENDA SUBMITTAL

Short Name/Subject Calaveras Visitors Bureau 2019 ROI Report	Board Meeting Date June 25, 2019	Agenda Number 35
Dept: Administrative Office Div: Economic Development Contact: Kathryn Gallino Phone: 209/754-6025	Supervisory District Number Countywide	Regular Agenda
Published Notice Required? No Public Hearing Required? No		Estimated Time: 20 Minutes
Type of Document? Informational Item PowerPoint Presentation Included? Yes Budget Transfer Included (Must be signed by Auditor)? No Complete Agreement Required? No Position Allocation Change? No		

RECOMMENDATION:

Receive a Presentation on the 2019 Return on Investment Study by the Calaveras Visitors Bureau.

DISCUSSION/SUMMARY:

The Calaveras Visitors Bureau (CVB) is Calaveras County’s destination marketing organization working in partnership with Visit California, the Gold Country Visitors Association, the High Sierra Visitors Council, and local business associations and economic development organizations. The CVB serves to promote all tourism and tourism-related businesses throughout the county including recreation, lodging, restaurants, entertainment, attractions, events and retail. In addition, they promote associated industries that benefit from tourism including wedding and reunion venues, catering, real estate, transportation, health and wellness, business associations, and more.

As a non-profit destination marketing organization receiving public funding, it’s important to the CVB and their stakeholders, that the value-added effectiveness of their marketing programs are measured. This year the CVB contracted with Strategic Marketing Group Consulting (SMG) to conduct a website influence study and determine what the return on investment (ROI) is for their website performance.

Since the GoCalaveras.com website is at the core of CVB’s destination marketing efforts and all other marketing investments are designed to drive more traffic to the website, this kind of study gives the most accurate picture of CVB generated in-destination travel spending.

The results of the study were impressive, not only did the results show the effectiveness of the CVB’s marketing programs and the economic benefit to Calaveras County, it also demonstrated the level of influence our local business owners and residents have in supporting the tourism industry. The results indicated that the CVB is effectively marketing Calaveras County, and that the ROI to the local economy is approximately \$56 for every \$1 invested (conservative estimate). The ROI data suggests an increase in local tax revenues and business profit margins as a result of the CVB’s marketing efforts.

FINANCING:

There is no additional cost associated with this presentation.

ALTERNATIVES:

The Board of Supervisors could elect not to receive the presentation by the Calaveras Visitors Bureau.

APPROVED BY:

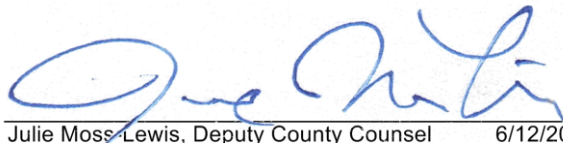

Kathryn Gallino, Economic Development Director

6/6/2019



Diane Severud, Deputy Clerk of the Board of Supervisors

6/10/2019


Julie Moss-Lewis, Deputy County Counsel

6/12/2019



Albert Alt, County Administrative Officer

6/14/2019