



August 29, 2013

Annual Member Luncheon



JANINE CHICOURRAT, CHAIR

August 29, 2013

Annual Member Luncheon

Monterey



CONGRESSMAN SAM FARR

August 29, 2013

Annual Member Luncheon



KIRK GAFILL, PAST CHAIR

August 29, 2013

Annual Member Luncheon

2012-2013 Executive Committee



Kirk Gafill,
Chair
Nepenthe



Lisa Dias,
Vice-Chair
Mirabel Group



Mike Oprish,
Secretary
Bernardus Lodge



Randy Venard,
Treasurer
Inns of Monterey



Janine Chicourrat
Chair-Elect
Portola Hotel & Spa



Lisa Cotter
Pebble Beach Resorts



Marietta Bain
Fandango Restaurant



Rene Boskoff
Monterey Marriott



John Lloyd,
Past-Chair
Pine Inn

2012-2013 BOARD OF DIRECTORS



Bob Cowdrey
Monterey
Conference Center



Blair Robinson
Monterey Bay
Aquarium



Carol Chorbajian
CCM&E



Colleen Bailey
National Steinbeck
Center



Dan Priano
Post Ranch Inn



Dave Potter
Mo. County Board
of Supervisors,

2012-2013 BOARD OF DIRECTORS



Mairead Hennessey
Asilomar Conference
Grounds



Mike Zimmerman
Cannery Row
Company



John Turner
InterContinental
The Clement Monterey



Harvey Dadwall
City of Seaside



Jackie Behrick
Skydive Monterey
Bay



Frank Sollecito
City of Monterey

2012-2013 BOARD OF DIRECTORS



Joy Anderson
Mariposa Inn &
Suites



Prashant Mora
Holiday Inn Express &
Suites Salinas



Bob Buescher
Carmel Mission Inn



Steve McNally
Hyatt Regency
Monterey



Gill Campbell
Mazda Raceway
Laguna Seca

August 29, 2013

Annual Member Luncheon

2012-2013 Advisors



Daniel Dawson,
City of Del Rey Oaks



Kimbley Craig,
City of Salinas



Tom Greer,
Monterey Regional Airport



Carmelita Garcia,
City of Pacific Grove



Rhonda Motil,
Monterey Co. Vintners &
Growers Association



Todd Kruper,
City of Sand City



Candy Myers-Owen,
City of Marina



Monterey

THANK YOU
Richard Petrovich
For 20 YEARS of Service

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KIRK GAFILL, PAST CHAIR

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2013-2014 Executive Committee



Janine Chicourrat,
Chair
Portola Hotel & Spa



Mairead Hennessy,
Chair Elect
Asilomar Conference
Grounds



Lisa Dias,
Treasurer
Mirabel Group



Bob Buescher,
Secretary
Carmel Mission Inn



Kirk Gafill,
Past Chair
Nepenthe

2013-2014 BOARD OF DIRECTORS



Mike Zimmerman
Cannery Row Company



Steve McNally
Hyatt Regency
Monterey



Dave Potter
Mo. County Board of
Supervisors,



Frank Sollecito
City of Monterey



Gill Campbell
Mazda Raceway
Laguna Seca



Rene Boskoff
Monterey Marriott



John Narigi
Monterey Plaza Hotel & Spa



Jim Hekkers
Monterey Bay Aquarium



Ralph Rubio
City of Seaside

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2013-2014 ADVISORS



Monta Potter
Carmel Chamber of Commerce



Bob Cowdrey
Monterey Conference Center



Kim Stemler
Monterey Co. Vintners &
Growers Association



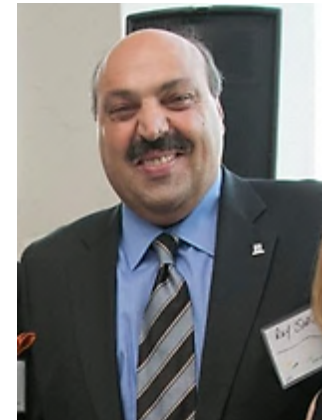
Daniel Dawson
City of Del Rey Oaks



Todd Kruper
City of Sand City



Tom Frutchet
City of Pacific Grove



Ray Sargoni
Gray Line of San Francisco

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2013-2014 ADVISORS



Charles Hayes
Monterey Regional Airport



Lori Mannel
Pacific Grove Museum of Natural
History



Kimbley Craig
City of Salinas



Marilyn Lidyoff
City of Marina



Aaron Johnson
Monterey Co. Farm Bureau

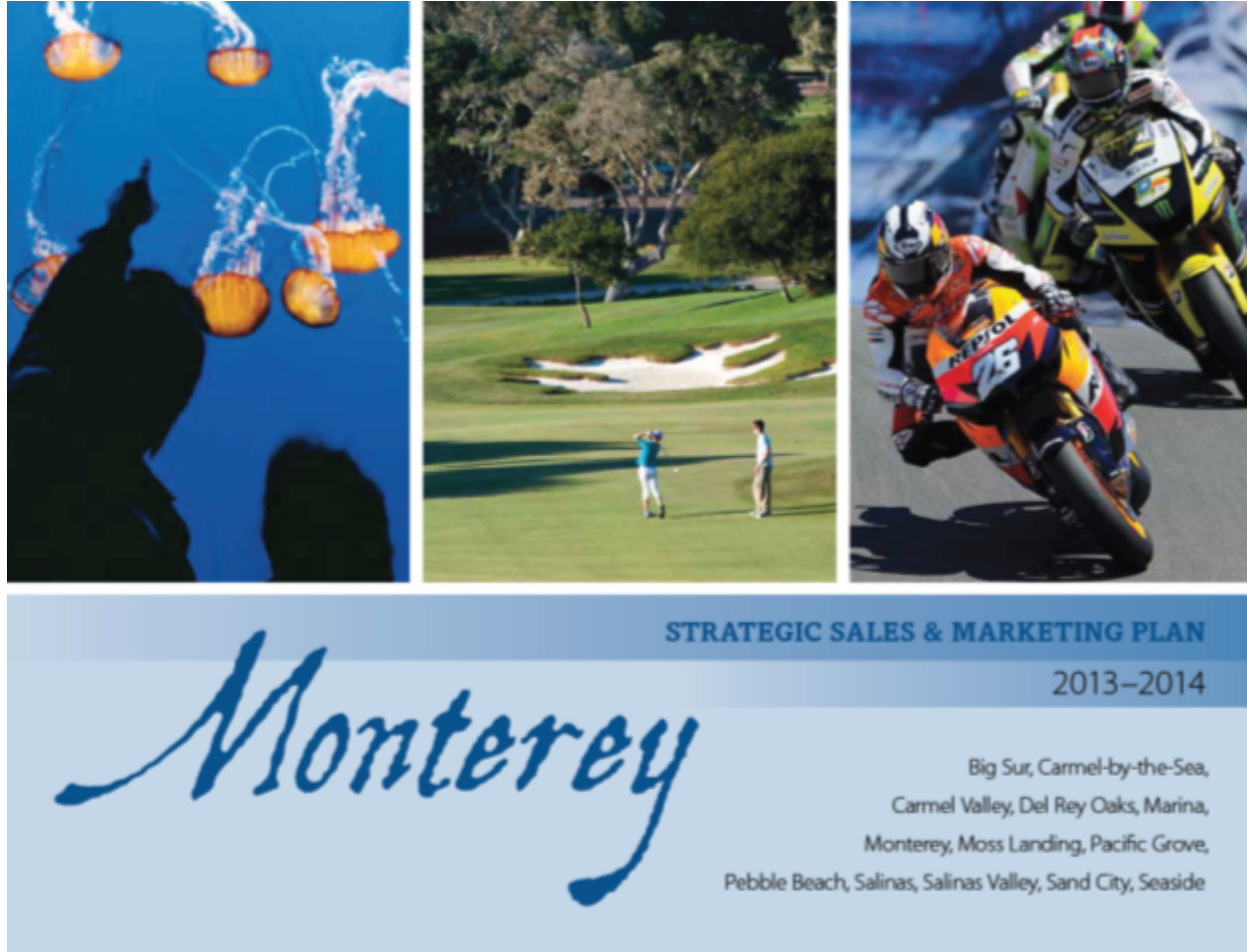


Jeff Clark
Monterey Co. Film Commission

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2013-2014 STRATEGIC PLAN



August 29, 2013

Annual Member Luncheon

2013-2014 Budget Snapshot

REVENUE	
Jurisdiction Investment	\$2,354,109
Monterey County	\$998,728
City of Monterey	\$992,179
City of Carmel-by-the-Sea	\$125,987
City of Pacific Grove	\$83,228
City of Seaside	\$61,188
City of Marina	\$42,000
City of Salinas	\$47,799
Sand City	\$2,000
City of Del Rey Oaks	\$1,000
TID/HID	\$3,657,128
Private Revenue	\$302,370
TOTAL REVENUE	\$6,313,607

EXPENSE	
Marketing Communications	\$3,339,442
Group Sales	\$2,368,152
Membership	\$107,288
Visitor Services	\$438,236
Administration	\$779,803
TOTAL EXPENSE	\$7,052,921

The MCCVB Board of Directors approved **\$724,188** of the 2012-2013 net retained earnings to be applied to the 2013-2014 fiscal year budget. This allocation includes additional funding for the planned brand launch in Fall 2013.

Research-based Value Proposition

- Customer Advisory Board
- Stakeholders

Re-engineered Sales Department

- Sales
- Strategic Client Services

Group Sales

- New Business Leads
- Relationship Selling
- Third-Party Partnerships
- Trade Association Involvement
- Defined Target: High-yield, Low Season
- Niche Market Strategies

Strategic Client Services

- Focus on Building Value-Added Services
- New Program to Leverage Local Assets
- Logistics & Technology Support

Key Performance Indicators

- Room Night Index
- New Business Leads
- RevPAR

Sales Committee

- Room Night Index Participants
- Ongoing Participation in Development, Execution and Evaluation of Sales & Services Programs

Integrated Planning

- Annual Participation Calendar

Power of Partnerships

- Brand USA, Visit California, San Francisco Travel, Central Coast Tourism Council, Destination Marketing Association International

Driving Connectivity

Public Relations

Research

Target Markets

- Drive
- Direct Flight
- One-Stop Flight

Emerging Markets

- China
- Hispanic
- Millennials

Research

- Customer Profiling
- Communications Effectiveness
- Database Analysis

Opportunity Marketing

- Event Marketing
- Niche & Lifestyle

Key Performance Indicators

- Unaided Brand Awareness
- Intent to Visit
- Advertising Effectiveness
- Earned Media
- Facebook Fans
- Twitter Followers

Key Performance Indicators

- Website Visits
- Page Impressions
- Referrals to Stakeholder Pages
- Visitor Database

El Estero Visitor Information Center

- Open Year-Round, 7 days/week
- Visitor Influence Index: 41%
- 82,000 Incremental Room Nights
- \$13.5 Million Economic Impact
- 123,000 Inquiries

- Quarterly Forums
- Industry Trends & Education
- Monthly Newsletter
- Board Meetings
- Committee Meetings
- Community Relations Committee

Power of Partnerships



Market Development Partners



DiscoverAmerica.com



YOU

2013-2014 STRATEGIC PLAN



STRATEGIC SALES & MARKETING PLAN

2013-2014

Monterey

Big Sur, Carmel-by-the-Sea,
Carmel Valley, Del Rey Oaks, Marina,
Monterey, Moss Landing, Pacific Grove,
Pebble Beach, Salinas, Salinas Valley, Sand City, Seaside

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Annual Member Luncheon

Mark Your Calendar!

Quarterly Forum

Wednesday

November 6, 2013

3:00pm

Monterey Conference Center