

## Funding Jurisdiction Membership

### Overview

The Monterey County Convention and Visitors Bureau (MCCVB) is a partnership of the City of Monterey, Carmel-by-the-Sea, Seaside, Marina, Salinas, Monterey County and Pacific Grove. The mission of the MCCVB is to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests and members. The MCCVB Board of Directors oversees the plans, progress and finances of the MCCVB and is the City of Monterey's MCTID Advisory Board.

The MCCVB is funded through Funding Jurisdiction Memberships, Tourism Improvement District assessments and private membership and other revenues. The combined funds are used to execute a robust regional tourism sales and marketing program for Monterey County. A complete business plan and annual report are produced annually for the combined budget.

Jurisdiction Memberships are calculated as a formula of the previous year's actual TOT collections. The City of Monterey and Monterey County invest 6% of the total TOT collections; all other jurisdictions with lodging facilities in them invest 3%.

### Benefits

Funding Jurisdiction Members receive the following benefits:

- Access to MCCVB memberships for Jurisdiction businesses
- Inclusion in advertising, co-op and advertorial opportunities offered to members for the Jurisdiction, its points of interest and CVB business members in the Jurisdiction
- Inclusion of the Jurisdiction and its points of interest in MCCVB collateral and maps
- Inclusion of the Jurisdiction, its lodging properties and points of interest on [www.seemonterey.com](http://www.seemonterey.com)
- Representation in trade show representation in travel trade and meetings markets
- Promotion of jurisdiction, city events, and all members within the Jurisdiction at the Monterey Visitor Center for visitor referrals
- Inclusion in media and staff Familiarization (FAM) tours when appropriate
- Representation in media relations programs including but not limited to press releases, media visits, pitches, and Satellite Media Tours (SMT)
- Inclusion in strategic planning discussions and consultations
- Inclusion of Jurisdiction Name on MCCVB publications
- Inclusion of Jurisdiction Name in customer and member communications including newsletters and reports for customer groups and stakeholders
- Opportunities to participate in MCCVB committees and task forces
- Representation on the MCCVB Board of Directors
- Access to and inclusion in MCCVB image and media library
- MCCVB Team participation in jurisdiction special projects as appropriate
- Amplification of jurisdiction, member businesses, and events on MCCVB social networks and digital platforms

### Expectations

Funding Jurisdiction Members are asked to provide the following:

- Attendance and active participation in the MCCVB Board, committees and other events as needed
- Collaborate with the MCCVB, other jurisdictions and tourism related businesses within the jurisdiction
- A constant conduit of information and collaboration between and among the jurisdiction and the MCCVB