

INGREDIENTS FOR SUCCESS

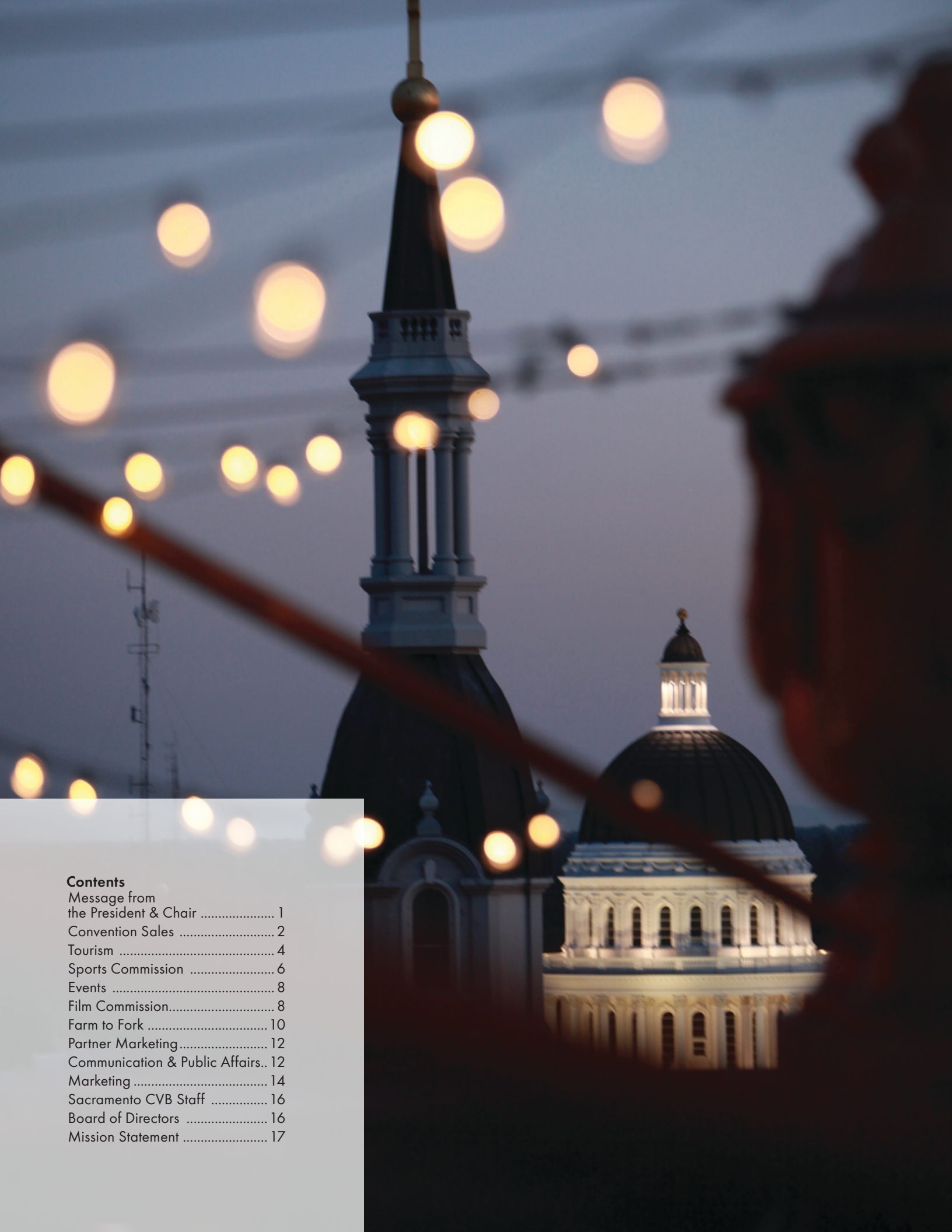
SAC★MENTO
CALIFORNIA BEGINS HERE

SACRAMENTO CONVENTION & VISITORS BUREAU
2014 ANNUAL REPORT

SAC★MENTO
SPORTS COMMISSION



SACRAMENTO 36E.COM
The Year-Round Source For Sacramento Events



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Message from President & Chair

Legend has it that in the 1930s at the Brown Derby Restaurant in Los Angeles, the owner was hungry for a midnight snack. He satisfied that craving by mixing together an unlikely selection of ingredients that would ultimately become a fixture on the U.S. dining scene: the cobb salad. As word got out about his creation, it soon became a signature dish and people started to request it regularly, making the Brown Derby even more popular. Today, the cobb salad is on menus in just about any restaurant you visit.

With the addition of the Sacramento Sports Commission, the unimaginable growth of Farm to Fork; record market share growth in Convention Sales and Tourism; and the continued enhancements of Sacramento365.com* this past year, the Sacramento Convention & Visitors Bureau's (SCVB) mixture of ingredients has also proven to be a recipe for success.

In our core business of driving meetings, conventions and visitors, we booked more than 215,000 convention room nights for the future and generated \$4.7 million in economic impact from group travel. Those bookings, by the way, represent the high-water mark for sales in the SCVB's 87-year history.

In our still somewhat new endeavors, the Sacramento Sports Commission, in just one year, brought three major events and millions of dollars in economic impact to the region. The Farm-to-Fork initiative is attracting attention regionally, nationally and internationally, and Sacramento365.com has positioned itself as the premiere citywide calendar of events.

We did not achieve these milestones without the help of many, including the Sacramento Tourism Marketing District, the Sacramento Hotel Association, the Sacramento Convention Center, Classique Catering, City and County of Sacramento, regional partners and the 400-plus SCVB partners.

We charge into this next year aggressively pursuing meetings and visitor business for the City and County of Sacramento and, as outlined by our Board of Directors at our annual retreat, we'll be focused on the following goals:

1. Continued growth of the Sacramento Sports Commission
2. Further evolution of the America's Farm-to-Fork Capital brand strategy
3. Deeper discussion on expanding the Sacramento Convention Center

We believe that these ingredients will allow for Sacramento to continue moving forward, growing market share for our stakeholders, and building our own signature dishes that create demand for this market across California, the United States and the rest of the world.

Steve Hammond, President & CEO



Scott Vandenberg, Chair



* Sacramento365.com is a program that the SCVB shares with Sacramento Metropolitan Arts Commission and Convention and Cultural Services.



Convention Sales

Room nights booked were the highest ever recorded by the SCVB Convention Sales team at 215,854. Several conferences met in Sacramento for the first time, including Wizard World, American Cheese Society and Goldschmidt. The SCVB and its partners hosted Religious Conference Management Association, the annual conference for faith-based planners. Two Convention Sales staff members each won a President's Award from Meeting Professionals International and Society of Government Meeting Planners.

2013-14 Convention Bookings



Wizard World

First time in Sacramento with more than 30,000 in attendance.



American Cheese Society

First time in Sacramento with 1,000 attendees, representing 2,300 room nights



Goldschmidt

International conference for geochemists with 3,500 attendees, representing 3,300 room nights



Avid

Contract secured through 2019, representing 3,000 room nights and 2,300 delegates



Aftershock

Second-year concert at Discovery Park with 20,000 attendance and 2,100 room nights



United Healthcare Workers

Citywide convention for a second time booked in 2014 and will meet in September



National Association of Sports Commissioners

Conference for sports commissioners from throughout the country, 850 attendees and 3,000 room nights

Convention Services

"Satisfy the Customer" is a key objective and the Convention Services Department received high marks from planners. Of those who were surveyed, "above average" or "excellent" customer satisfaction ratings were awarded above 90 percent from booked groups according to post-convention surveys returned by clients. Up to 92 percent of those surveyed said they are considering Sacramento for future meeting dates, an increase of 9 percent over last year.

CONVENTION SALES BY THE NUMBERS

Convention Sales
Room Nights **215,854**

Percentage of
New Business **+17%**

Room Nights
Over Holidays **5%**

Convention Sales
Delegates **607,605**

Room Nights
per Booking **505**

Meeting Planners, meeting influencers and association executives make up Convention Sales customers. The department is responsible for booking citywide conventions and generating hotel-only or "self-contained" meetings. Convention Services & Housing provides support to meeting planners and convention delegates such as promotional materials, social media assistance, microsites, hotel reservations and room block management.

CONVENTION SERVICES BY THE NUMBERS

Convention
Groups Served **180**

Number of Citywide Conventions
Reservations Managed **7**

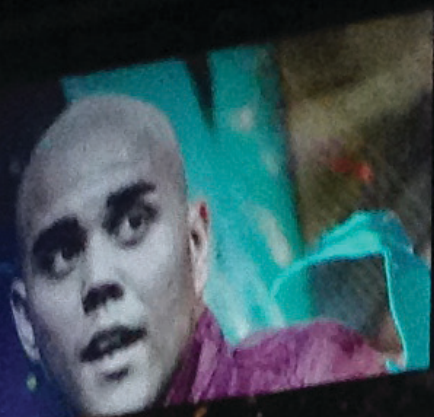
Room Reservations
Processed **6,669**

Room Nights
Revenue **\$2.3 million**

Number of Convention Groups
that Needed Signage **83**

Promotional Materials
Distributed **232,058**

The Convention Services Department is responsible for organizing, coordinating and managing services for convention groups booked by the Convention Sales team. Acting as a liaison between the partner members and the planner, the department assists with pre-convention promotion, site tours, provides referrals and partner service requests, coordinates housing reservations, orders signage, and assists in the efforts to secure rebooking opportunities.

The logo for the RCMA Emerge 2014 conference. It features the acronym "RCMA" in blue, followed by the word "EMERGE" in large white letters with a blue outline, and the year "2014" in white below it. The logo is set against a dark background with a white and blue geometric design.

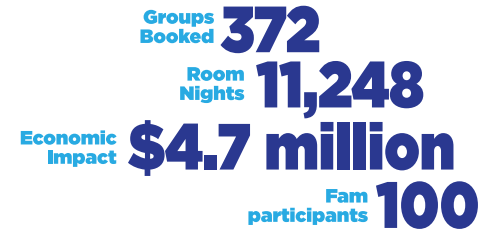
The SCVB and its partners hosted Religious Conference Management Association's (RCMA) "Emerge" annual conference. Attendees represented faith-based meeting planners from throughout the country. More than 750 delegates attended the conference, which was the highest recorded attendance for an RCMA Conference. Preparations for this prestigious group began years ago. Artist David Garibaldi performed at the opening breakfast. For three days, the delegates were treated to the best in Sacramento hospitality by the hotel community, Convention Center and Classique Catering staffs and local dignitaries. "A hall of fame kind of event," one delegate remarked.



Tourism

The Tourism Department achieved great success over the past year in a number of key markets. Positive growth in the FIT (Foreign Individual Traveler) market led to new bookings from companies such as America As You Like It, Funway Holidays and others. The tourism team also hosted an unprecedented number of familiarization tours from the international, student and adult domestic markets including groups from Australia, Germany, the UK and Asia. These fam tours are the foundation to creating increased room nights in the future. Demand for agritourism experiences increased significantly as our farm-to-fork messaging spread through travel trade.

TOURISM BY THE NUMBERS



Leisure Travel

Leisure Travel growth is on the upswing and the Marketing Department (responsible for leisure travel) tracked \$1.5 million in economic impact. The department made several updates and improvements to existing programs. After an impressive nine-year run, the Gold Card Program was retired and replaced with a more streamlined and efficient partnership with Expedia. The department was also able to use features on the new website to promote various hotel packages that linked consumers directly to hotel partners' online booking engines.

The monthly newsletter's layout and design was updated to more accurately reflect the SCVB brand identity to promote Sacramento events, partners and hotels to its 17,000 subscribers. SCVB representatives attended travel shows in the Bay Area, Los Angeles and San Diego to promote Sacramento to leisure travelers in drive markets.

LEISURE TRAVEL BY THE NUMBERS



Travel professionals and individual travelers are Tourism's core customers. The department works with travel professionals to book business through/with travel producers such as domestic and international tour operators. Tourism and Marketing engage directly with individuals who are planning their vacations and getaways with family and friends through various media channels and direct-to-consumer marketing.



This was a record-breaking year for the total number of familiarization, or fam trips, hosted by the Tourism department. Over a dozen fam trips occurred, bringing more than 100 participants to experience Sacramento directly. The Funway Holidays UK fam trip, in cooperation with Visit California, also visited Sonoma and San Francisco, but chose Sacramento as the centerpiece for a California culinary-themed fam due to Sacramento's farm-to-fork status. After a visit to Passmore Ranch, the group participated in a cooking challenge and was broken into four teams. Each group visited partners Hook & Ladder, Mayahuel, Sushi Paradiso and Block Butcher Bar where they learned and then prepared a unique dish. Each dish was judged and a winner was declared.





Sports Commission

A new arena, a new professional soccer team and the return of some of the best athletes in the world highlighted a banner year in Sacramento sports. The Amgen Tour of California returned to Sacramento for the start of the 2014 Tour and stayed an extra day for the time trial in Folsom. With the support of the hospitality community, the Sports Commission partnered with Sacramento State University to install a new state-of-the-art track surface. Many of the world's best track athletes descended on Sacramento in June to compete for a national championship, and record-setting performances were seen at the Capitol, as the shot put competition was staged on the west lawn. The Sports Commission partnered with Sacramento Republic FC to bring an international rugby match to Sacramento for the first time, as the USA beat Canada in front of another full house at Bonney Field.

Big names such as John Calipari, Rick Pitino, Tom Izzo and the rest of the college basketball coaching world spent a weekend in Sacramento at the Nike Elite Basketball event at McClellan. Those, and a host of other events, including the Northern California Volleyball Association tournaments, Senior Softball, Aloha Lacrosse and many more, turned this year into a big one for Sacramento sports. And the Sports and Entertainment Complex became a reality!

SACRAMENTO SPORTS COMMISSION BY THE NUMBERS

	Event Attendance	Economic Impact	Room Nights
Amgen Tour of California	75,000	\$2,360,814	8,318
USA Track & Field Outdoor Championships	40,000	\$4,631,092	12,942
USA Rugby	8,200	\$576,300	1,337
California International Marathon	62,000	\$2,195,784	3,577
Sr. Softball Western National Championships	4,000	\$1,051,481	3,139

On Jan. 1, 2013, at the request of the Sacramento City Council and County Board of Supervisors, the Sacramento CVB took over the responsibilities of the Sacramento Sports Commission. The new Sacramento Sports Commission, a division of the SCVB, is responsible for fostering economic development of the region by securing, promoting and sustaining highly visible sporting events, tournaments and conventions. Under the SCVB the Sacramento Sports Commission has access to a full complement of resources, including event services, sponsorship, and sales and marketing expertise.

“I’m an old school track fan. When I first heard about the shot put being held at the Capitol, I was not for it. But, now, I think it’s kind of cool!”

A tweet shared on the Sacramento Sports Commission Twitter by a newly converted fan of the shot put event being held on the west side of the Capitol.

Track returned to Sacramento after a 10-year absence with the U.S.A. Outdoor Track & Field Championships, June 25-29, held at Sacramento State. The five-day event, beginning with the shot put competition, featured the best U.S. professional and collegiate track & field athletes. Records were set and the athletes gave Sacramento high marks for facilities and hospitality.





Events

On a nonstop pace, the SCVB Events team produced events that drew the largest number of attendees in their history and developed first-time events that wowed locals and out-of-town guests.

The fiscal year began with Gold Rush Days in August 2013, which brought a record attendance of 110,000 to Old Sacramento. In September 2013, the SCVB produced the inaugural Farm-to-Fork Celebration that included a cattle drive on Capitol Mall, Legends of Wine on the West Steps of the Capitol, the Farm-to-Fork Festival that drew 25,000 people, and a finale gala dinner held on the iconic Tower Bridge.

In December, for the first time ever, 13 different locations served as the launching points for fireworks that lit up the entire Sacramento sky. In June, the 12th annual Save Mart Grape Escape drew more regional vendors than ever before. Included in the mix of the events for the year was Religious Conference Management Association annual conference, Amgen Tour of California and the U.S.A. Outdoor Track & Field Championships.

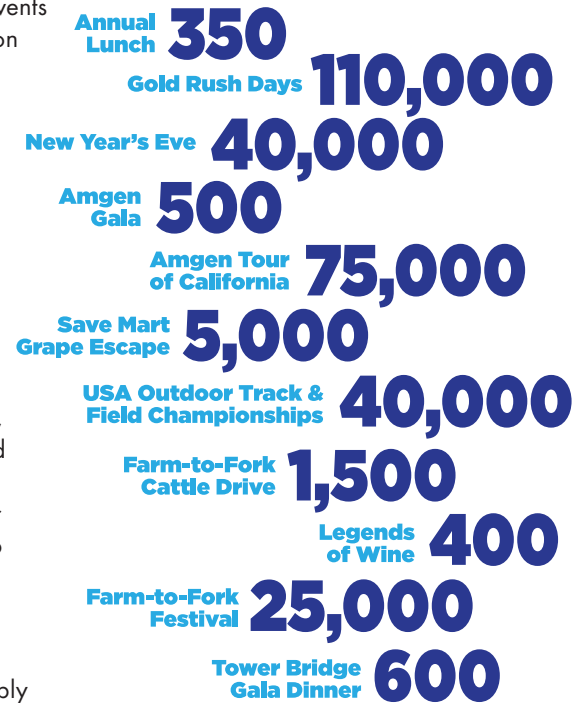
Film Commission

Sacramento saw an increase in film days from 111 in 2012 to 150 in 2013. Most film days were in the reality show category, increasing from 47 in 2012 to 68 in 2013. Reality shows filmed in Sacramento included The Bachelor, The Voice, The Real Housewives of Beverly Hills, King of Arms, The Ultimate Fighter and Total Divas. Local production revenue increased from \$1.6 million in 2012 to \$2 million in 2013.

The film business has become highly competitive in the last few years as more than 40 states and many foreign countries offer incentives to attract film productions to their jurisdiction. Assembly Bill 1839 is currently before the California Legislature. The bill would extend and expand the current \$100 million annual tax credit offered to productions to film in California.

The Events Department develops, produces, and executes events that benefit stakeholders and the community. Each event produced by the SCVB is a commitment to leveraging Sacramento as an ideal place to live and visit. Over the past fiscal year the Events Department has reached new and exciting heights by producing large-scale events that foster community pride.

EVENT ATTENDANCE BY THE NUMBERS



The Sacramento Film Commission reaches out to location scouts and production companies and studios through a number of means to drive film production to the City and County of Sacramento. In addition, the Film Commission also assists production companies with location scouting, securing film permits, finding local crew and talent and ancillary film site resources. The Sacramento Film Commission is one of 41 film offices in California – all vying for the lucrative business.





Sacramento. America's Farm-to-Fork Capital

After Mayor Kevin Johnson declared Sacramento America's Farm-to-Fork Capital in late 2012, the Sacramento Convention & Visitors Bureau stepped in to make the proclamation a tangible reality for residents and visitors in 2013.

The SCVB immediately galvanized influencers ranging from restaurateurs and chefs to farmers and business leaders to serve as ambassadors for this important initiative. Backed by this groundswell of support and excitement, the SCVB developed and executed the inaugural Farm-to-Fork Celebration, which featured four signature events including a cattle drive, wine tasting evening, free festival and gala dinner. The tremendous success and outpouring of community and industry support around Farm to Fork solidified the SCVB's commitment to carry Farm to Fork forward as a key initiative for the Bureau throughout the year.

In 2012, regional elected officials and the State of California proclaimed Sacramento "America's Farm-to-Fork Capital." The designation recognizes the region's abundance of local farmland, food production, export practices and a vibrant culinary scene shaped by top-rated chefs and restaurants in the region.

FARM TO FORK INAUGURAL TOP 5: BY THE NUMBERS

- 1) Hosting a large-scale, free festival on Capitol Mall that attracted more than 25,000 people**
- 2) Selling out and hosting a landmark dinner on the Tower Bridge**
- 3) Planning and executing a full-scale cattle drive through downtown Sacramento, attracting attention from local and national media outlets such as the Associated Press.**
- 4) Uniting more than 35 chefs to officially ring in Sacramento as America's Farm-to-Fork Capital**
- 5) Generating support and excitement throughout the region around the Farm-to-Fork initiative**





Partner Marketing

The SCVB has strong local support, and a wide range of dedicated corporate and media sponsors stepped forward once again to make this year a huge success – especially those sponsors who trusted in us and supported first time events like Farm-to-Fork Celebration and the U.S.A. Outdoor Track & Field Championships. Without their generosity these events couldn't have been as successful as they were.



The Partner Marketing

Department works closely with the Communications and Public Affairs Department to identify and develop intuitive partnership opportunities that align with the goals and objectives of the SCVB. The department also oversees the execution of over 430 business partnerships, including hotels, restaurants, museums, shopping facilities, recreation/sports, and service companies.

Communications & Public Affairs

The Communications & Public Affairs Department is responsible for developing and utilizing communications strategies that foster positive relationships with our stakeholders and increase the profile of the SCVB within the region. The department works very closely with the Partner Marketing and the Events teams to generate private revenue and leverage the public relations components of the SCVB sponsored events.



2013-14 Major Sponsors





Marketing

The Marketing Department managed logistics for 25 trade shows, created award-winning trade show exhibits, worked on more than 230 graphic design projects, produced three Visitors' Guides, won three awards for its farm-to-fork mobile food truck display at the California State Fair and developed ad campaigns with Fuel Creative Group for the leisure travel market.

Online Initiatives

The SCVB added a new customer relationship management (CRM) system and redesigned its website www.visitsacramento.com

Social Media

The @visitsacramento Instagram account has accumulated more than 15,000 followers and uses images to showcase the city's landmarks, history, art, culture and more. Facebook, still the most potent social media marketing tool, is where the SCVB has the largest following - with 40,000 fans of the Visit Sacramento page. Other social media assets include Sacramento365.com's platforms, the Sacramento Sports Commission, Farm-to-Fork Capital and event-specific pages such as Grape Escape. An increased focus on LinkedIn now and in the future will help Convention Sales sell Sacramento as a conference destination.

Sacramento365.com

Sacramento365.com, the citywide online events calendar, partnered with local organizations and media outlets to expand reach through content sharing. All goals were exceeded, including a 10 percent increase in monthly unique visitors (currently 65,000 with 1.4 million page views), 15 percent growth in newsletter subscribers, and an impressive 50 percent increase in revenues. The "Make it a Night" campaign - designed to drive additional business to nearby restaurants, hotels and bars, was re-launched as "Make It A ____ Night" to allow for more targeted campaigns. Current discussions are engaged regarding the implementation of various regional alliances to expand the coverage of the site to the greater Sacramento area.

MARKETING BY THE NUMBERS

Facebook **40,000**
Twitter **8,000**
Instagram **15,338**
Blog views
(Jan. 1 - July 1) **19,347**

Marketing's focus is its core customers – meeting planners, tour operators and visitors – and engaging them throughout the sales cycle from awareness to conversion. The department develops and executes multi-channel programs that include promotional campaigns, online initiatives, social media, trade show design, production of the Official Visitors' Guide and the design and production of the California State Fair Sacramento County exhibit.

SACRAMENTO365 BY THE NUMBERS

Unique Visitors **748,230**
Page Views **1,516,000**
Total Hits **105,062,883**
Events Listed Monthly **675**

Sacramento365.com is a joint project of the SCVB, Sacramento Metropolitan Arts Commission (SMAC) and City of Sacramento's Convention & Cultural Services Department. The site serves as the all-inclusive arts and entertainment resource for Sacramento County (and beyond). Sacramento365.com features comprehensive listings of music, theater and dance performances, museum and gallery exhibitions, film screenings, poetry readings, cultural festivals, kids activities and much more, allowing residents and visitors to see all Sacramento has to offer.



do you #visitsacramento?

You don't have to be from out of town to visit Sacramento. Sacramento's energy and culture is constantly changing. Chances are, you have hardly scratched the surface of your city. There are new farm-to-fork culinary adventures to experience. Teams to cheer for. Shops to discover. Bands to dance to. Undergrounds to tour. Beer to tap. All authentically Sacramento. Go to visitsacramento.com/locals to discover all the cool things Sacramento has to offer. *You begin here.*

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[VISITSACRAMENTO.COM/LOCALS](https://visitsacramento.com/locals)

Tag your Sacramento selfies #visitsacramento for a chance to be featured in a future ad!



SacramentoCVB Staff

► Executive Team

Steve Hammond, President & CEO
Mike Testa, Sr. Vice President, Convention Sales & Business Development
Sonya Bradley, Chief Marketing Officer
Sherlynn Clifford, Executive Assistant

► Administration & Finance

Dan Santucci, Director of Accounting
Sheri Graciano, Human Resources Manager
Julie von Geldern, Office Manager
Zephaniah Smith, Office Services Coordinator
Nadine Devincenzi, Receptionist
Kathy Severson, Receptionist

► Convention Sales & Services

Sarah Atilano, Director of Convention Sales
Susan Babich, Director of National Accounts
Betsy Longmire, Senior Sales Manager
Jeff Dougherty, Convention Sales Manager
Angelina Nunez, Convention Sales Manager
Sarah Stephenson, Manager, Convention Strategy & Support
Joline Pudoff, Convention Services Coordinator
Sandy Young, Convention Sales Assistant
Nathan Donnelly, Convention Sales Coordinator

► Sacramento Sports Commission

Mike Sophia, Director of Sacramento Sports Commission
Brad Hillard, Director of Sports Development
Lisa Nottingham, Sports Development Coordinator
Danielle Ferroni, Volunteer Coordinator

► Tourism

Nick Leonti, Director of Tourism
Linda Eldred, Tourism Sales Manager
Joselyn Nussbaum, Tourism Coordinator
Ruth Chambers, Sacramento Visitor Center
Bill Barnich, Sacramento Visitor Center
John Fontana, Sacramento Visitor Center

► Marketing

Dawn Brown, Convention Marketing Manager
Matthew Guillory, Tourism Marketing Manager
Brandon Darnell, Content Marketing Manager
Alyssa Green, Market Intelligence Coordinator
Lindsey Adams, Marketing Coordinator
Sue Stauffer, Director of Creative Services
Steve Duroncellet, Graphic Designer
Rachael Lankford, Sac365 Marketing & Development Manager
Jamila Khan, Sac365 Content & Social Media Coordinator
Alyssa Sanguinetti, Sac365 Content Specialist

► Communications & Community Relations

Joe Klegseth, Director of Partner Development
Stefanie Hansen, Partner Marketing Manager
Susan Alhady, Partner Marketing Coordinator
Lucy Steffens, Director of Film Commission/Travel Media
Sidney Scheideman, Communications & Public Affairs Coordinator

Jonathan Cloward, Director of Events
Carolyn Blucher, Events Coordinator

► Farm to Fork

Nicole Rogers, Program Manager
Kari Miskit, Public Relations Manager

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Steve Mammet, 1st Vice Chair Embassy Suites Sacramento
Richard Hill, 2nd Vice Chair Sheraton Grand Sacramento
Mike O'Brien, Secretary Sacramento Magazines Corp.
Doug Warren, Treasurer Courtyard Marriott-Cal Expo
Brian Larson, Immediate Past Chair Halo Hospitality Group

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Butch Corum Corum Real Estate
Robert Dugan CSUS
Lina Fat Fat's Family of Restaurants
Jeroen Gerrese Lion's Gate Hotel & Conference Center
Tony Giannoni Christofer Company
John Janosko DBI Beverage Sacramento
Brent Larkin The Citizen Hotel
Ibrahim Measher DoubleTree by Hilton Sacramento
Shelly Moranville Resident Inn by Marriott-Capitol Park
Patrick Mulvaney Mulvaney's B&L
Rick Pickering Cal Expo & State Fair
Dennis Raymond F&M Bank
Clint Reed Geweke Hospitality
John Rinehart Sacramento Kings
Alison Sandman California Dental Association
Mable Salon UC Davis
Warren Smith Sacramento Republic FC
Liz Tavernese Holiday Inn Capitol Plaza

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Michal Ault Downtown Sacramento Partnership
Mark Davis Sacramento County Airport System
Troy Givans County of Sacramento
Judy Goldbar Sacramento Convention Center
Brad Hudson County of Sacramento
Kevin Johnson City of Sacramento
Roger Niello Sacramento Metro Chamber
John Shirey City of Sacramento



Mission Statement

► Strengthen the positive awareness of the City and County of Sacramento as a convention and visitor destination to increase revenues and stimulate economic development and growth for the community.



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