

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: CHIEF EXECUTIVE OFFICE

BOARD AGENDA # B-5

Urgent _____ Routine X

AGENDA DATE May 1, 2001

CEO Concurs with Recommendation YES [Signature] NO _____
(Information Attached)

4/5 Vote Required YES _____ NO ✓

SUBJECT:

APPROVE STANISLAUS COUNTY'S PARTICIPATION IN THE REGIONAL TOURISM PROCESS AND STRATEGIC PLAN AND PROCLAIM MAY 2001 TOURISM MONTH AND MAY 6TH THROUGH 12TH TOURISM WEEK IN STANISLAUS COUNTY CONSISTENT WITH STATE AND FEDERAL PROCLAMATIONS.

STAFF
RECOMMEN-
DATIONS:

1. APPROVE THE COUNTY'S PARTICIPATION IN THE REGIONAL TRAVEL AND TOURISM ROUNDTABLE PROCESS AND STRATEGIC PLAN.
2. ADOPT THE ATTACHED RESOLUTION PROCLAIMING MAY 2001 TOURISM MONTH AND MAY 6TH THROUGH MAY 12TH TOURISM WEEK IN STANISLAUS COUNTY CONSISTENT WITH STATE AND FEDERAL PROCLAMATIONS.

FISCAL
IMPACT:

The Travel and Tourism proclamation has no cost. The cost to continue the regional travel and tourism strategic plan is approximately \$12,000. A recommendation for these funds will be included in next fiscal year's budget.

BOARD ACTION AS FOLLOWS:

No. 2001-326

On motion of Supervisor Blom, Seconded by Supervisor Simon
and approved by the following vote,

Ayes: Supervisors: Mayfield, Blom, Simon, Caruso, and Chair Paul

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

Motion:

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

By: Christine Ferraro Deputy

File No.

APPROVE STANISLAUS COUNTY'S PARTICIPATION IN THE REGIONAL TOURISM PROCESS AND STRATEGIC PLAN AND PROCLAIM MAY 2001 TOURISM MONTH AND MAY 6TH THROUGH 12TH TOURISM WEEK IN STANISLAUS COUNTY CONSISTENT WITH STATE AND FEDERAL PROCLAMATIONS.

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DISCUSSION: **ROUNDTABLE BACKGROUND**

In June of 1999 the staff of Stanislaus County's Chief Executive Office convened a meeting of representatives from all nine of the county cities, the various chambers of commerce, the Economic Development Corporation, convention bureau affiliates, and interested business and citizen participants. The primary intent of this gathering was to establish a focused and collective effort towards making travel and tourism an important element in the community's economic development strategy. The concept was unanimously well received by the group and a task force, the Stanislaus County Regional Roundtable on Travel and Tourism was formed.

STRATEGIC OBJECTIVES

As part of the roundtable's first full year strategic planning process, two one-day workshops have been held with the business community. As a result of this input several marketing objectives were identified and the "Spend the Day" campaign was developed. A brochure, which reflects this campaign, has been produced and distributed to many locations in the county and throughout the Central Valley.

In addition to the brochure marketing campaign, the strategic plan calls for the development of a quantifiable measurement process capable of collecting valuable traveler information from the thousands of visitors that tour our county on an annual basis. By using a technology based point-of-service survey, we will be able to measure the effectiveness of the "Spend the Day" campaign and our many festivals and seasonal events will be able to track and plan based upon accurate customer group information. This measuring process is currently underway. Also, future funding targets for travel and tourism promotions can be measured by the economic impact in the community.

The roundtable continues to champion the inclusion model by inviting other sector groups to participate in the on-going planning of regional marketing strategies. For example those specializing in recreation, overnight accommodations, festivals, antiques, etc. are being invited to meet with members of the round table to discuss their particular interest and needs in attracting customers.

A natural extension to our on-going tourism strategy is an attractive signage component, which would welcome travelers to our community. This concept is in early development and the roundtable will return to the

APPROVE STANISLAUS COUNTY'S PARTICIPATION IN THE REGIONAL TOURISM PROCESS AND STRATEGIC PLAN AND PROCLAIM MAY 2001 TOURISM MONTH AND MAY 6TH THROUGH 12TH TOURISM WEEK IN STANISLAUS COUNTY CONSISTENT WITH STATE AND FEDERAL PROCLAMATIONS.

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board at a later date with a separate recommendation for approval of design and placement of Spend the Day/Welcome to Stanislaus signage.

This kind of community marketing concept is not new and is consistent with much of the community and regional marketing efforts found across the nation, especially in communities, large and small, who recognize tourism as an important part of their economic development effort.

RECOGNITION OF NATIONAL TOURISM WEEK

The Stanislaus County Regional Roundtable voted unanimously at its March meeting to recommend to the Board of Supervisors and the nine cities in Stanislaus County that they pass a proclamation in support of the month of May as Tourism Month in California and May 6th through the 12th as National Tourism Week. The Board and the nine cities in the county took this similar action last year.

Tourism is an important economic development activity that helps to build community wealth. It can also help encourage business growth by promoting a positive image of our area. As we have learned from research and economic development experts travel and tourism is a unique export industry, which brings new monies into our local economy while developing and enhancing our regional image and local quality of life.

As we have conveyed in the various media material promoting our community, within a hundred-mile radius live nine million people. Last year travelers and tourists spent more than \$320 million dollars in Stanislaus County. This expenditure level is significant; however, it is approximately 70% below the county average in California. The location of our county, its activities, natural beauty and its economic base (agriculture) make it attractive for visitors from central and northern California.

**POLICY
ISSUES:**

The Board should decide if staff recommendations regarding travel and tourism are consistent with the Board's priorities of facilitating economic development, multi-jurisdictional cooperation, and community leadership.

**STAFFING
ISSUES:**

No additional staffing is required.

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
STATE OF CALIFORNIA

Date: May 1, 2001

No. 2001-326

On motion of Supervisor Blom, Seconded by Supervisor Simon,
and approved by the following vote,
Ayes: Supervisors: Mayfield, Blom, Simon, Caruso, and Chair Paul
Noes: Supervisors: None
Excused or Absent: Supervisors: None
Abstaining: Supervisor: None B-5

THE FOLLOWING RESOLUTION WAS ADOPTED:

PROCLAMATION
STANISLAUS COUNTY BOARD OF SUPERVISORS
THE MONTH OF MAY 2001 AS TOURISM MONTH AND MAY 6TH THROUGH 12TH AS
TOURISM WEEK IN STANISLAUS COUNTY

WHEREAS, May 6th through May 12th is National Tourism Week and the Governor has declared the month of May as Tourism Month; and

WHEREAS, the County's potential for attracting tourists is considerable due to its location, market base, open space and the valley's population growth, which is projected to double in the next twenty years; and

WHEREAS, the county's market base is several million people whose travel distance to the County is two hours or less, whereas, within a 100 mile radius of the County live 9 million people; and

WHEREAS, there are 3.6 million people visiting Stanislaus County annually with a direct expenditure of over \$300 million annually; and

WHEREAS, tourism is an exporting industry that brings new money into the local economy and builds wealth; and

WHEREAS, travel and tourism is the world's number one industry and is expected to double in the next 10 years; and

WHEREAS, California's travel and tourism industry generates \$64.8 billion annually; and

WHEREAS, in the United States, tourism is the third largest industry and California leads all other states in tourism spending.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Stanislaus, State of California, does hereby proclaim **May 2001 as Tourism Month and May 6th through 12th as Tourism Week** in Stanislaus County.

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk
Stanislaus County Board of Supervisors,
State of California,

Christine Ferraro
By: Deputy

File No.

STANISLAUS COUNTY

Ceres

Hughson

Modesto

Newman

Oakdale

Patterson

Riverbank

Turlock

Waterford



**Regional
Roundtable**

on Travel & Tourism

STRATEGIC PLAN

2000/2001

Our Mission

To promote a regional perspective for economic development
with an emphasis on local travel and tourism,
by including all cities, chambers, and interested stakeholders
in a collective community marketing effort.





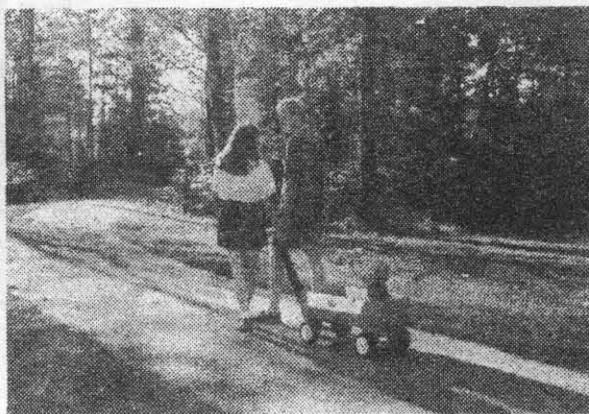
Introduction

This document represents the collective efforts of a representative; regional roundtable committed to furthering the success of local travel and tourism efforts with a focused economic development perspective.

Now entering the second full year as a regional body, the roundtable is excited for the possibilities and opportunities that lay ahead for our communities, our local businesses, and our citizens.

As in the initial planning process, this strategic exercise targets a single year (fiscal year 2000 – 2001), with clearly defined goals and objectives, including measurement strategies and identifiable outcomes.

On behalf of the representative membership of the regional roundtable, this process will attempt to assist the reader toward a better understanding, awareness, and sensitivity to the issues of promoting travel and tourism in our region. This plan is committed to furthering education and proactive marketing approaches both externally to other markets and internally to our various local communities.



Background

In June of 1999 the Economic Development staff of Stanislaus County's Chief Executive Office convened a meeting of representatives from all nine of the county cities, the various chambers of commerce, the Economic Development Corporation, convention bureau affiliates, and interested business and citizen participants. The primary intent of this gathering was to entertain establishing a focused and collective regional marketing and development strategy in the area of travel and tourism. The concept was unanimously well received by the group and a task force, the Stanislaus County Regional Roundtable on Travel and Tourism, was developed.

For purposes of accessibility, the plan has been organized to address four key areas:

- ◆ **Why?** Why is a collective, regional effort beneficial to our community?
- ◆ **What?** What are the key components of travel and tourism in America and how do they compare with Stanislaus County opportunities?
- ◆ **How?** How do we plan to implement strategies and processes to realize new regional relationships?

- ◆ **What if?** What are the potential opportunities that travel and tourism presents our community in regards to image, business growth and retention, quality of life factors, and positive impacts on other inter-jurisdictional conversations?

WHY?

A COMMUNITY OF COMMUNITIES: A Systems Approach

Travel and Tourism is the world's number one industry. As we move further into the services-led new economy of the 21st century, travel and tourism will continue to expand. As an industry, travel and tourism is expected to double in the next ten years, with California leading all other states in tourism spending. In fact, tourism remains the third largest employer in the state of California.

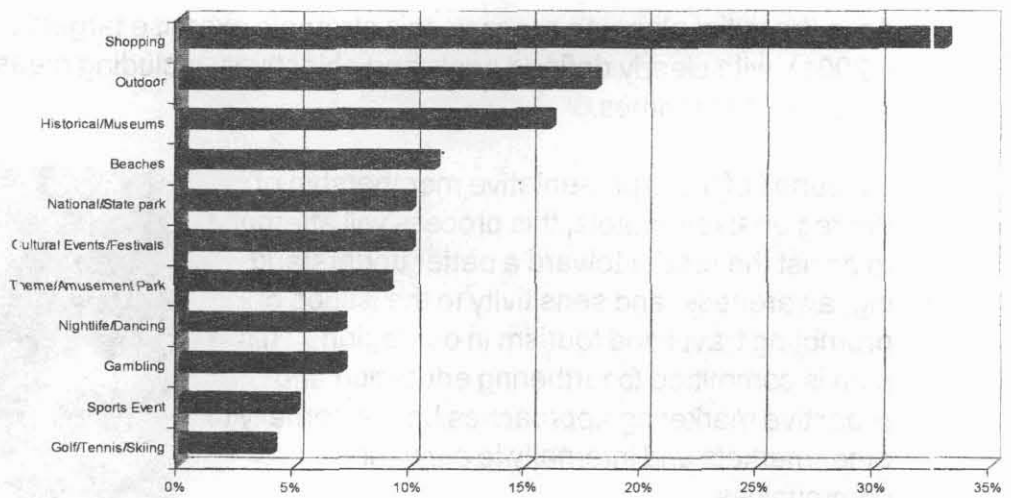
Consistent with these understandings are several key research projects that have been conducted over the last five years which focus on our local economy, population forecasting, and unemployment trends in the region.¹ In each of these studies, direct relationships to a growing importance in recreation and tourism in our local economy was confirmed. Due to the county's open space, rich agricultural traditions and the potential for tourism based on location (within a 100-mile radius of Stanislaus

County live 9 million people; within a one-hour travel radius, the county's market base includes several million people), the benefits of this industry have, for some time, begged further exploration.

Annually, over 3 million people (on average) visit Stanislaus County with direct expenditures estimated at over \$300 million dollars. Stanislaus County has 1.5% of the state's population, realizes 1% of statewide tourist visits, and yet only receives .5% (one-half percent), of total statewide tourism revenues. Clearly, there is a significant opportunity for local travel and tourism growth and revenue generation.

Historically, the nine cities and respective chambers have approached travel and tourism development along traditional jurisdictional lines, with each entity developing specific marketing development plans, some more detailed and managed than others. As a result of this

Activities Participated in By U.S. Resident Travelers (1995)



BASE = Total Respondents (trips of 50 miles or more, one-way, away from home and/or overnight)
 SOURCE: TIA TravelScope Cooperative Travel Survey, Tourism Works for America Report

¹ Previous research includes a) Strategic Directions study 1997. A needs assessment and industry targeting analysis of Stanislaus County. b) Central California Futures Institute study 1997, which forecast the population growth and income profile at the upper end of the Central Valley. c) Critical Links 1998, a study of the unemployed in Stanislaus County.

² When we recognize that individuals, groups, and organizations have needs that must be satisfied, attention is invariably drawn to the fact that they depend on a wider environment for various kinds of sustenance. It is this kind of thinking that now underpins the "systems approach" to organization, which takes its main inspiration from the work of a theoretical biologist, Ludwig von Bertalanffy. The systems approach builds on the principle that organizations, like organisms, are "open" to their environment and must achieve an appropriate relation with that environment if they are to survive.

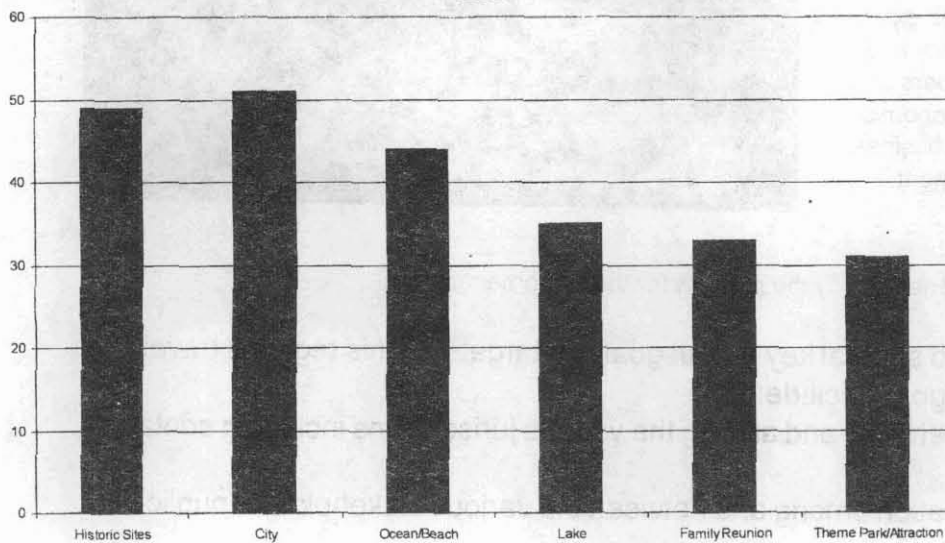
process, there has been much internal competition for tourism attention and a redundancy of awareness campaigns.

This plan draws upon a systems approach² to travel and tourism in Stanislaus County. In simple terms, a systems approach is a collective and collaborative effort. This plan views the processes by which we market and develop travel and tourism as integrated, consistent, and complementary to the entire community. In essence, we believe we are a community of communities.

WHAT?

TRAVEL AND TOURISM DEFINED: Our Local Perspective

**Top Six Types of Family Vacation Destinations
1995**



Sources: 1996 Better Homes & Gardens Family Vacation Survey, *Tourism Works for America Report*

Travel, tourism, and personal recreation have many different meanings for many different groups. Based upon recent survey research entitled "Tourism Works for America," compiled by the Travel Industry Association of America (TIA), it is interesting to note that topping the list of participation activities most enjoyed by resident travelers is shopping, followed by outdoor activities and historical/museum excursions. (See table above)

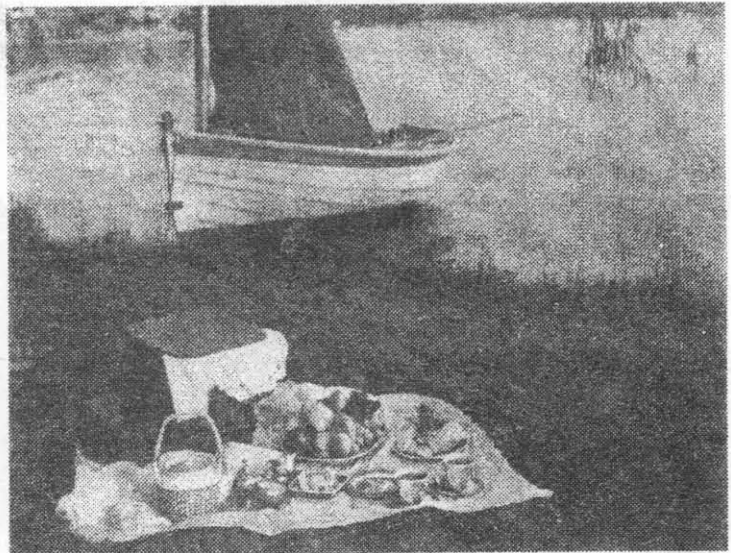
In a 1996 Better Homes and Gardens Family Vacation Survey, the top six family vacation destination types were solicited. Like the TIA participation activity data before it, this information further strengthens our commitment to increasing our travel and tourism draw based upon current events and activities and a consolidated approach. Of the six most noted destination points, Stanislaus County can boast coverage in four areas (historical sites, city attraction, lakes, and family reunions), and as our regional perspective solidifies, we anticipate that our thematic marketing approach in and of itself will serve as a key attraction point.

As we review these top activities, our prime location and potential for increased exposure are confirmed time and again. With the historical California Gold Rush experience at our doorstep and the myriad opportunities for outdoor recreation both within and adjacent to our county, the communities of Stanislaus County are in a position to market these strengths while developing a common image of our region.

HOW?

STRATEGIES FOR A NEW REGIONALISM: Strength in Unity

This strategic plan consists of a multi-level marketing approach complete with identified outputs, customer requirements for realizing these outputs, fundamental metric identifiers and key strategies (process and program) for realizing our regional travel and tourism goals.



CUSTOMERS

Customer groups have been identified externally as the visitors to our community and internally as the nine cities, chambers of commerce, convention bureaus, economic Development Corporation, interested business and citizenry and county government.

Outputs: (Products and services generated by the process for the customer groups)

The working group has identified several key output goals as targets for this regional travel and tourism model. The output goals include:

- Shared information between and among the various jurisdictions including contacts and ideas
- Increased communication among and between the various stakeholders (public-private)
- Avoidance of redundant activities (increased efficiency)
- Uniform/shared message or marketing campaign
- Increased revenues to the region (all customer groups)
- Improved image of Stanislaus County as a destination point for travel and tourism
- Increased employment opportunities
- Recognition of each city's unique contributions

Customer Requirements for Realizing Outputs: (How are customer requirements for outputs known?)

- Regular dialogue via on-going roundtable discussions
- Focused/targeted marketing activities at the regional level
- The development of a regional measurement/data collection strategy
- Increase in travel and tourism activities
- Increased employment opportunities related to travel and tourism growth
- Increased visitation rates

Metric Identifiers

(As customer requirements are met – metric identifiers help to maintain a quantifiable measurement process to enable sound decision making as the program unfolds)

Process Output	Metric	Standard
Increased communication among and between stakeholder groups	<ul style="list-style-type: none"> # of Economic Development Roundtable meetings – frequency of dialogue process 	<ul style="list-style-type: none"> Monthly meetings Various topics/speakers Private sector presence Development and distribution of ED/TT directory
Uniform/shared message	<ul style="list-style-type: none"> Establish relations with State Travel and Tourism, other like County partnerships Development of regional message 	<ul style="list-style-type: none"> Yes/No Relationships fostered Site visits and Benchmarking implemented Yes/No Quarterly public/media interactions Survey visitors
Improve image of Stanislaus County as destination point for travel/tourism	<ul style="list-style-type: none"> Participation rates at various key events - regional activities Web site presence Brochure campaign Point of service survey data 	<ul style="list-style-type: none"> Annual comparison/trend analysis (State data) Survey visitors Survey customer groups – including citizenry Track #/rate of web site hits

2000 – 2001 Strategies Identification

I. Continue Spend the Day Campaign Distribution Schedule - Tri-fold Regional Marketing Flyer

With the successful roll-out of our Spend the Day marketing brochure in the fourth quarter of last fiscal year, we are now in a position to continue our educational and promotional efforts through this next fiscal cycle. All of the nine county jurisdictions have sites so that local businesses and citizens are provided the valuable information regarding local activities, festivals, and outings.

GOAL: Complete distribution of current product through this year. Begin to develop content for subsequent brochure follow-



II. Finalize Regional Travel and Tourism Film Component

During fiscal year 1999 - 2000 the county began to capture film footage for the development of several film based marketing components to be used in several venues. This strategic plan targets increasing California resident awareness of Stanislaus County's quality of life attractions by making available to local cable television stations a video (ten minutes or less) depicting local community activities.

Quality Video, a local production company, has video taped various recreational and leisure activities that occur regularly in Stanislaus County. They will continue to record such activities as part of their CableOne News Program. This footage is available to the Travel and Tourism Roundtable for other uses and will be reassembled to meet the needs of a promotion campaign for the cost of editing. It is our responsibility to contact Quality Video regarding the location and time of activities we wish for them to video tape.

Local cable stations throughout the country are obligated under FCC regulations to broadcast local programs and are in search of programming to fill airtime. This condition creates an opportunity to make available to various Cable Stations video footage of Stanislaus County activities, which they will show at their discretion at no cost to the County.

Goal: Prepare an edited ten minute film package to be used by local and regional cable television vendors and to make this film component available (on VHS tape) to the Regional Roundtable and various public service and community based organizations in our region (see initiative number VIII - speaker bureau component)

III. Welcome to Stanislaus: A Sign Component

During this strategic cycle, the roundtable plans to develop a road sign campaign to complement the Spend the Day in Stanislaus County efforts. This natural extension to the on-going strategy will welcome travelers to our community while simultaneously recognizing our county boundaries. This kind of community marketing is not new. This is consistent with much of the community and regional marketing efforts found across the nation - especially in the tourism rich mid-western states.

The proposed signs will be located at major entrance and exit throughways in Stanislaus County - at interstate 5, highway 99, highway 120, and 132 respectively.

The proposed size would be consistent with other mid-sized road sign design - large enough to be seen, to have presence, and to state our welcome message but not over bearing on the surrounding landscape.

Goal: To have the spend the day in Stanislaus sign campaign approved, designed, and in place by end of fiscal year 2000-2001.

VI. External Relationship Building – Benchmarking Other Jurisdictions

During this strategic cycle the roundtable plans to benchmark at least two best practice identified jurisdictions here in California. The target areas are the coastal Napa Valley/Sonoma region and the southern San Joaquin Valley county of Fresno.

In these benchmarking meetings we will be seeking marketing and development ideas that we can bring back to our own regional roundtable process.

Goal: To complete two (2) benchmark site visits during this fiscal planning year and to incorporate the learning experiences into our planning efforts for the next planning cycle.

VII. A Regional Measurement Strategy

Probably the most important new component to the strategic planning process is the development of a uniform measurement strategy for our annual regional events. This tool will help specific event planners as well as the regional roundtable better understand our strengths, successes and areas that need improvement. The roundtable has set its objectives very high in this area with the intent to develop an agreed upon measurement tool (survey instrument) that can be used at all area festivals and special events. The information collected from this process will become invaluable as the initial baseline data makes way for subsequent data in years to come.

The roundtable has made it a high priority to use technology as much as possible in this data collection programming. A pilot process will be developed, implemented and modified as needed throughout the strategic planning cycle to better assist those who will collect and ultimately analyze event data.

Goal: To create a standardized measurement tool (point of contact survey) and implement a data collection process to include a minimum of six events over the course of this strategic planning cycle. As part of this regional measurement process, a focus on automating this process via palm technology will be designed and implemented on a pilot level.



IV. Web Site Development

A major element to this strategic cycle will be the development of a web presence for the spend the day and regional roundtable efforts. This web site will highlight a calendar of events, a restaurant search engine, and regional parks information. An area city or event will be spotlighted monthly as well.

Goal: To have the spendtheday.org website developed and functional by midyear (January 2001)

V. Regional Marketing into Bay Area Metropolitan Areas/Travel Hubs

As local distribution of the Spend the Day brochure develops, further expansion of these efforts will include the greater Bay Area regions and northern coast. While this expansion may not be realized during this strategic planning cycle, it is important to note that the ultimate direction of this distribution plan is to include the entire northern California region and urban areas.

As this project begins to develop and reach its marketing potential, the opportunity to include local and regional business partners is a concept that the regional roundtable is prepared to encourage and support. As more and more private sector business owners buy-in to this kind of marketing strategy, more options and opportunities will be afforded to our area and to our activities.

Goal: Develop distribution strategies that include the urban areas of the Bay Area region and Northern California for subsequent brochure marketing efforts.



VIII. Community Reach-Out: A Speakers Bureau Model

Consistent with the inclusive model that the regional roundtable has adopted, it is a new objective this second strategic session to include an opportunity to reach out to various sectors of our community to discuss this regional effort and the merits of regional partnership thinking.

As opportunities arise, the roundtable will make its membership available to various service groups, governmental agencies, as well as other county groups and organizations in an attempt to further the on-going understanding and importance of travel and tourism as a viable economic development driver.

Goal: To speak with a minimum of four (4) groups or organizations regarding regional travel and tourism over the course of this strategic planning cycle.

WHAT IF?

OPPORTUNITIES FOR POSITIVE CHANGE: *Travel, Tourism, and Beyond*

The opportunities that present themselves to our community through a regional approach to travel and tourism marketing are significant. Probably the most significant opportunity is the potential revenue increases that could directly impact the community through this type of concerted effort. As we mentioned earlier in this proposal, current travel and tourism revenues are approximately 33% of county averages statewide. Lifting our share of state average travel and tourism dollars to the median would result in over \$600,000 dollar increase in local discretionary revenue annually.

In addition to the obvious fiscal positives, this regional proposal benefits our community in other significant ways, such as:

- Improved image of Stanislaus County as a community of communities. A representation of our commitment to collaboration and partnerships.
- The development of a consistent image of who we are and why you should spend time with us.
- A regional sensitivity to esthetics and to the positive aspects of our community helps to facilitate sending these kind of messages to prospective businesses looking toward relocation. Community attractiveness and a focus on the positive enable real-time discussions on the quality of life topic.
- As our local jurisdictions struggle with other more impassioned issues of regionalism, issues like tax sharing agreements, this progressive model serves others well in striving for common ground.

Conclusions

This model of a regional approach to travel and tourism in Stanislaus County continues to be an exciting proposition. Commitment from the identified customer groups remains very high, as is the overall group enthusiasm. As we stated in our initial strategic message last year, this approach makes real sense.

In this new fiscal year, the group will continue to share monthly meetings (at rotating jurisdictional venues), and roll out the initiatives mentioned in this strategic paper, including seeking out new relationships with other like counties throughout the state. We are confident of the real benefits that this spirited community process has to offer.

On behalf of the Stanislaus County Travel and Tourism Regional Roundtable we welcome feedback and suggestions.

Respectfully submitted

Regional Roundtable on Travel and Tourism
September 2000

**STANISLAUS COUNTY
REGIONAL ROUNDTABLE
on TRAVELAND TOURISM**

Marie	Assali
Bruce	Bannerman
Ann	Beekman
Keith	Boggs
Linda	Boston
Sam	Burns
Michael	Burns
Christie	Camarillo
Gary	Derr
Charles	Deschenes
Jan	Ennenga
Angela	Freitas
Donna	Hansen
Rich	Holmer
Richard	Jantz
Kelvin	Jasek-Rysdahl, Ph.D.
Tim	Kerr
Jean	Kribaum
Steve	Kyte
George	Lambert
Leslie	Lawson
Heidi	McNally-Dial
Delyn	Meyers
Cleve	Morris
Doug	Mutoza
Hope	Paulin
Gary	Plummer
Gerardo	Ramos
Judy	Silber
Allen	Trawick
Kim	Velasquez
Kim	Voss
David	Whiteside
Kevin	Williams



**TRAVELAND TOURISM
BUSINESS FORUM
PARTNERSHIP**

Dorothy	Amaud	Filbin Land & Cattle
Walter	Bulk	Oakdale Cheese & Specialties
Glenn	Burghardt	Oakdale Museum
Gregg	Carlson	City of Hugson
Marilyn	Dompe	Dompe & Associates
Jim	Duarte	Duarte Nursery
Brian	Ehrenholm	Pure Joy At Bloomingcamp Ranch
Jim	Faust	Sunshine River Adventures
Chris & Michael	Hart	Sierra Railroad
John	Herlihy	CVPLA
Philip	Holcomb	Stanislaus River Parks
Gwen	Huff	Community Alliance with Family Farmers
Jeff	Jardin	Modesto Bee
David	Laufenberg	Nick Sciabica & Sons
Susan	Mattos	West Side Index
Shawna	Miller	Comfort Inn
Keith	Schneider	Diablo Grande
Bette Belle	Smith	US Bank
Fred	Vogel	Sunflower Ranch

For More Information
regarding Travel and Tourism
opportunities in
Stanislaus County
please visit us at:

www.Spendtheday.org

