

**STANISLAUS COUNTY
REGIONAL TOURISM ROUNDTABLE
STRATEGIC PLAN 2010-2013**



Our Mission

To promote a regional economic development strategy which celebrates local travel and tourism activities and includes all cities, chambers, and interested business/community stakeholders in a collective marketing and measurement effort.

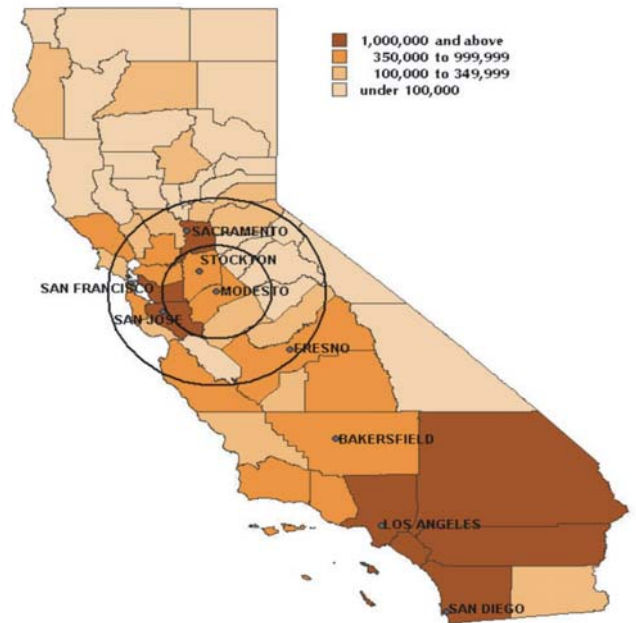
Tourism is Economic Development - The Economic Impact of Travel

Travel and tourism is one of the most important “export-oriented” industries in California. The multi-billion dollar travel industry in California is a vital part of state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations, and other types of businesses that sell their products and services to travelers.

During 2008, travelers to California contributed an estimated \$96.7 billion to the state economy.¹ In Stanislaus County this equated to approximately \$403 million dollars in local revenue. Travel spending in 2008 generated \$2.2 billion in local tax receipts state wide.

While the tourism industry remains a large part of California’s economy, it has seen some decline during this current down economy. When adjusted for inflation, direct travel spending decreased by 3.9%. Room rates, gasoline prices and airfares all contributed to the negative constant growth in spending. The decrease in travel spending in California mirrors the pattern for the larger United States.

However, California benefited from in-state travel in 2008 as travelers focused on closer-to-home destinations amidst rising airfares and a waning economy. Californians themselves are the mainstay of the state’s travel and tourism industry, comprising 86% of domestic travel or approximately 290 million trips. Nearly \$22 billion was spent in 2008 by visitors on day travel.



In the great Central Valley, location remains a key to our current and future successes. As the graphic insert highlights, over 4 million people live within a 50-mile radius of our communities. When this sphere is expanded to 100 miles (a simple day trip by any California driving standard) that number increases to over 11 million Californians.

Due to the Stanislaus County’s open space, rich agricultural traditions and the potential for tourism fueled by our strategic location, the benefits of this industry have, for some time, been recognized as an important element of a comprehensive economic development effort.

Roundtable – Then & Now

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

¹ Statistical data from the California Travel Impacts by County, 2008, Dean Runyan Associates for the California Travel and Tourism Commission.

of commerce, the Economic Development Corporation, convention and visitor bureaus, 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 Travel and Tourism Roundtable, was developed. This document is the by-product of this group's on-going conversations and is the fifth multi-year strategic document to date. (See attachment A for complete Roundtable participation roster)

The Travel and Tourism Roundtable has evolved into a larger, more diverse group than initially established. County, city, and chamber staffs have worked together with business owners and interested citizens to encourage a travel and tourism dialogue. Today the Roundtable includes over 70 members, representing all sectors of the industry. Commitment and support for the Roundtable purpose continues to evolve.

Attendees at numerous festivals throughout the County have been surveyed, brochures continue to be widely distributed, and the Roundtable's website has become more interactive. The Roundtable has hosted ten annual business forums at this writing, both providing and soliciting information regarding travel and tourism best practices. Recent achievements also include a redesign of the County's display at the state capitol and the production and distribution of two new self-guided tours featuring the beautiful south side of Stanislaus County and the historic cities of Newman and Patterson.

Current Initiatives: Moving Forward

From the beginning the Tourism Roundtable had two primary goals 1) marketing our region as a collective and 2) building identity for our communities. The Roundtable has addressed these goals with a very focused, initiative based approach.

The Roundtable has a nominal budget, which proves challenging when attending to our strategies with few dollars. However, these challenges have fueled a creativity and willingness to try new methods that may not have otherwise developed. Currently, the Roundtable is committed to nine (9) primary tourism initiatives. There has been much success in each of these core areas to date. The following is a brief overview of current initiatives and objectives for into future.

Initiative: Expansion of Web Presence

The Connecting Stanislaus web portal was completely redesigned in January 2009. With this upgrade came increased opportunities for the Tourism Roundtable to showcase the region. A major portion of the site is now dedicated to visitor information. A separate domain name, www.visitstanislaus.com, was purchased and directs visitors to the Roundtable's information on Connecting Stanislaus.



The website now offers many of the features associated with web 2.0 sites and greatly increases user interactivity. Visitors can submit videos and photos as well as comment on postings from other users. The site also

cross promotes many of the Roundtable partners in an effort to support their efforts and to provide the visitor with the most local resources possible.

The Regional Roundtable continues to explore new ways to improve upon the tourism experience on the community portal. The portal tourism page is updated regularly with new links to area tourism sites and activities – most recently adding an expanded lodging section that lists all hoteliers in the area by community.

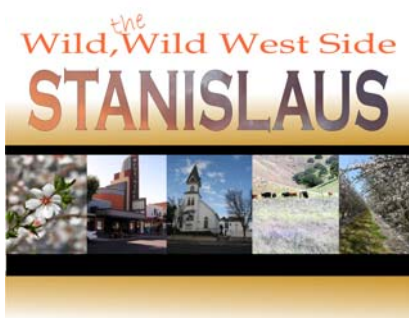
As social media continues to grow and more and more people join such networks, the Roundtable recognized the importance of maintaining a presence in this sphere. A Facebook site has been created to further promote Stanislaus County and the many tourist opportunities available.

Research has shown that 83% of U.S. travelers used the internet to research or book travel and that rich media trumps reviews when it comes to influencing travel bookings. Most American travelers would rather review their choices themselves rather than simply acting on the recommendation of others. Travelers want to view their options in detail via pictures, videos, and online maps.²

Next Steps: To keep up with travel trends, over the next strategic cycle the Roundtable will focus on significantly increasing the multimedia file library on site. A video series called *Home Town: A Stanislaus Festival Experience* will be created and added to the website. The series will highlight many of the local festivals and fairs that occur in Stanislaus during the spring and summer months.

Initiative: Self Guided Tourism

Since the launch of the first self guided tour in 2005, three additional excursions have been produced. These include the Eastside Story (Oakdale and Knight's Ferry), the Modesto Story (Modesto and Salida), the Southside Stroll (Turlock, Hughson and surrounding areas), and the Wild, Wild West Side (Patterson and Newman).



The tours allow visitors the opportunity to experience the County's many physical attractions at their own pace while learning about what makes our region and our individuals communities so unique. Each tour reflects the essence of community and highlights a unique blend of agriculture, history and culture. While the tours were developed with visitors in mind, they have proven very popular with local residents, educators and businesses.

The Eastside Story is currently being revised to include the City of Riverbank to expand the visitor experience.

Next Steps: In an effort to align with cultural and technological trends, the Roundtable's ultimate objective is to make these self-guided tours available online at www.visitstanislaus.com and via smart phone applications. The Roundtable will also create photo tours and video clips as supplemental materials for all four self-guide tours.

² Travel 2.0 Consumer Technology Survey, 2008, PhocusWright

Initiative: *Spend the Day* Tri-fold Regional Marketing Brochure

In Stanislaus County the *Spend the Day* brochure campaign is now in its sixth successful campaign season. During the 2009-2010 strategic cycle the brochure experienced a complete update and design revision. The brochure's content was updated and re-organized to provide an improved user experience. Content continues to grow and a greater variety of attractions are now incorporated.

The brochure continues to be prominently distributed at nearly 600 sites throughout California (from north of Redding to south of Bakersfield, the entire valley floor, the foothill region, and the urban bay area). In addition, the brochure is available via www.visitstanislaus.com and www.stancounty.com.

Over 65,000 of these brochures are distributed State wide annually and an additional 20,000 units are shared annually with our local community partners – keeping with our two pronged marketing efforts (internal education is as important as external messaging).

The brochure is most popular in Fresno, Sacramento/Lodi and the Gold Country with 20,000, 17,000 and 8,700 units annually being distributed (respectively) in these markets.

Next Steps: The Roundtable continues to strive to remain competitive and top of mind as more travelers use the internet and their smart phones for researching travel options. The brochure is already available as a PDF on the Roundtable's website. The Roundtable is looking into making the brochure content accessible through a smart phone application so travelers can research their options immediately via cell phones.

Initiative: Local Festivals Palm Based Measurement Initiative

The Palm Survey Local Festival Measurement Initiative continues collecting and tracking important data for many of the region's major fairs and festivals which are the back bone of our regional tourism industry.



Between 2001 and 2009, 18.7% of those surveyed lived outside of Stanislaus County, compared to 9% non-county residents during 2001-2006. Over 53% of non-county residents spent at least one night in the County and 75.9% listed the event they were surveyed at as their primary reason for visiting the Stanislaus.

This data collection process is an important value-add providing event planners with information related to attendee experience and other metrics. The data allows event planners to improve and expand upon their event for the next year. This is especially

important for new and small events which often have extremely limited budgets.

The Roundtable continues to have a strong relationship with the youth employment education organization Project YES (Ceres). Project YES coordinates with the Roundtable to provide youth volunteer survey takers for all festival events surveyed. The survey taker training process



was updated in 2008 and survey accuracy and customer assessment has improved greatly, resulting in significantly enhanced detailed data summaries provided to both the Roundtable and to event planning groups.

The data collection process has been streamlined and survey takers are collecting more completed surveys each year. The annual number of completed surveys collected has nearly doubled since program inception in 2006. Over 3,100 event attendees were surveyed in 2009.

The program remains well-received with local event planners and demand for the service continues to grow. The surveying season covers April through December and includes a minimum 15 events surveyed annually.

Next Steps: The Roundtable will continue to provide this value add to the community. Moving forward, additional events will be added to the schedule as requested. The Roundtable will continue to share the data collected with individual event planners as well as the Roundtable membership.

Initiative: Kiosk Display Partnership with Regional Mall

According to research by the U.S. Travel Association, shopping continues to be the most popular trip activity for U.S. adult travelers. About 91 million people, or 63 percent of adult travelers in 2000, included shopping as an activity. The most popular place to shop is traditional enclosed shopping centers or malls (62%). Stanislaus County's own Vintage Faire Mall averages around ten million visitors a year.

The Regional Roundtable's information kiosk is featured at a prime location in the midst of this major regional shopping experience. The kiosk was recently moved to the first floor next to the guest services desk. This is a highly visited area of the mall and foot traffic is heavy.

The kiosk continues to be a key marketing tool and highlights seasonal events. Content updates are developed twice annually. The Roundtable continues to improve upon this process and has recently added new themed panels for arts and culture activities and recreation/outdoor activities.

The kiosk remains a major source of internal message marketing to our local and regional residents. Residents (when supportive to tourism opportunities) can be valuable ambassadors to visitors of to our region.

While the Roundtable's brochure as been available at the kiosk since inception, partner brochures and event fliers will now be offered at the kiosk. These marketing materials will align with specific events featured in the content. The kiosk also aims to refer viewers to the Roundtable's website by prominently displaying the Roundtable's website link.

Next Steps: The kiosk medium persists as a low cost and effective marketing outreach tool. During the next strategic cycle, the Roundtable will update the kiosk structure. The current color of the kiosk blends in too much with the mall, and to allow for increased visibility the kiosk will be painted black. Since the kiosk has been moved to the first floor, the top of the kiosk can now be seen from the second floor. The Roundtable is adding a three dimensional structure to the top of the kiosk to give it a larger, more eye catching presence. This will also provide mall visitors



region

with a more attractive view of the kiosk from the second floor. This structure will be a collage of items that represent the various aspects of the region.

Initiative: Networking and Community Involvement

The Roundtable is dedicated to providing outreach to all communities through formal and informal presentations. The Roundtable realizes the importance of sharing our successes with our city partners while acknowledging the support of our membership.

Next Steps: The Roundtable will continue its commitment to share updates on the strategic initiatives annually with policy makers and community leaders throughout the County. The Roundtable will also continue to make presentations to other local regional organizations in an effort to increase awareness of the Roundtable and to recruit new membership.



Initiative: Graffiti Summer

Graffiti Summer maintains its status as a major regional experience. The program continues to grow each year as new organizations participate.

The Regional Tourism Roundtable has played a significant role in this programming. All the key graffiti summer events are included in the palm measurement initiative schedule and the Roundtable continues to participate in the executive planning process.

Next Steps: The Roundtable will continue to participate in the Graffiti Summer program and will promote the inclusion of events outside Modesto. All Graffiti Summer activities will be promoted in the various Roundtable materials and marketing strategies, including the Roundtable's informational kiosk and on www.visitstanislaus.com.

Initiative: State Fair Exhibit

Over 675,000 people attended the 2009 State Fair (15% less than 2008). Still, the California State fair is a huge attraction drawing people from all over the state. The Counties Exhibit Program, established in the 1870's, consistently ranks as the most popular program at the Fair each year.



The Counties Exhibits Program is an excellent opportunity to market our region and its many offerings to a large, engaged audience. Stanislaus County has had an exhibit for over 15 years. The Roundtable took on the main coordinator role for the Stanislaus exhibit in 2005 and has had consistent success promoting our region.

Each year the Stanislaus exhibit highlights the many items grown and produced within the County with an emphasis on our strong agriculture background. The exhibit also highlights the many other facets of life in Stanislaus including our rich cultural heritage and arts scene. The Roundtable ensures the exhibit is inclusive and promotes all the communities within the County. The Spend the Day brochure as well as brochures from Roundtable partner organizations are widely distributed during the 18-day Fair run.

Starting in 2008, community volunteers have represented the booth (to share information and to interact with visitors) during Fair weekends. Volunteer participation continues to increase and

provides Fair attendees with a personal interaction and the chance to learn more about Stanislaus from actual residents.

Next Steps: The Roundtable will continue to participate in the Counties Exhibit Program. This program offers exposure to a significant audience with minimal effort required on the Roundtable's part. The Roundtable is working to expand the volunteer presence at the Fair to allow for more interaction with visitors, ultimately increasing the promotional impact of this outreach.

Initiative: Annual Tourism Winter Forum Development

The eleventh annual Tourism Winter Forum was held in March 2010 with over 115 attendees that included local media, policy makers, elected officials, and the regional tourism business community. The Modesto, Patterson and Oakdale print media covered the event and the annual recap of Roundtable successes.



This event has become well recognized within the region. Attendance and vendor participation continues to grow each year. City partners have recognized the benefits of hosting the Tourism Forum in their communities and the event now rotates annually among the membership.

Roundtable partners see the Tourism Forum as an excellent way to further promote their organizations and communities. Partners assist with event planning as well

as providing funding sponsorship.

Next Steps: The Roundtable will continue to develop the Forum as an opportunity to share regional tourism best practices and local successes. It will make every effort to reach out to more organizations and business to guarantee a diverse representation of the tourism industry participates in the event.

New Strategies for 2010 – 2013

All of the strategies outlined above have been retained into the new performance cycle. In addition to these on-going project areas, the Roundtable intends to expand and enhance its regional marketing effort to include additional outreach initiatives.

Several new strategies have been identified for this performance cycle. These new action-planning areas include:

1. Be a Tourist in Your Own Backyard
2. County Display [State Capitol Update/Competition]
3. From the Field to your Plate Tour
4. Outdoor Youth Ambassador Program
5. Smart Phone Calendar Development
6. Support and Align with Modesto Branding Effort

Initiative: Be a Tourist in Your Own Backyard

Image and perception start at home. It is important we tell our story and not allow others tell it for us. One way to do this is to educate residents of all that the County has to offer. Well informed residents can be our most valuable tourism ambassadors.

With these concepts in mind, the Regional Roundtable is going to host a *Be a Tourist in Your Own Backyard* day. The event will be an opportunity to increase community awareness of our attractions and the tourism industry's impact on the area.

For one day only, residents will be able to visit some of this area's premiere tourist attractions for free. Residents will pre-register and receive a passport with an admission ticket to all participating attractions. The event will include attractions from all corners of the County so residents can experience the region as a whole and appreciate the diversity offered within the County.

The Be a Tourist in Your Own Backyard passport will also include special offers and discounts from Stanislaus' well-known hotels, restaurants, tour operators and shopping centers. This will allow for a wider section of the tourism industry to participate and market their businesses.

Being a tourist in their own backyard will afford county residents the opportunity to experience our tourism assets first-hand so that they can share forward their experiences and knowledge with friends, family and visitors.

Planning for the Be a Tourist in Your Own Backyard event will begin in 2010 with the first event occurring in early 2011. The Roundtable's goal is to make this an annual event. The initial event will be relatively small and feature approximately ten attractions. However, as the event becomes more popular and recognized additional attractions may be added.

Initiative: County Display at State Capitol Update Competition

California's State Capitol building experiences approximately 500,000 visitors annually. Each county has a display in the State Capitol building. The purpose of the display is to highlight each county's identity and core values. The display is a low cost way to market Stanislaus to visitors and to promote our region in a positive light.

Responsibility for Stanislaus County's display was recently delegated to the Regional Tourism Roundtable. In the summer of 2009 the display was updated and given a more contemporary design. The display currently features a miniature bronze statue of Chief Estanislao suspended over a three dimensional cut out of the county. The County's agricultural roots are highlighted as well as the region's cultural diversity.



In an effort to keep the display fresh, the Roundtable will have a competition every two years to update the display design. Residents and organizations will be able to submit their ideas for a new design. The Roundtable membership will choose the top five designs and these designs will be posted on the Community portal. Residents will then have a

chance to vote for their favorite design. The design with the most votes will be chosen as the County's new display for the subsequent two years.

This competition will encourage community involvement and offer residents a chance to express what Stanislaus means to them. The competition will also promote the Community Portal and the hard work of the Roundtable.

Initiative: From the Field to Your Plate

In 2008, California travelers spent over \$21 billion on food and beverage services and nearly \$3 billion at food stores. These numbers will only grow as culinary tourism further establishes itself in the tourism industry. Consumer interest in culinary tourism (the phenomenon of searching for unique and memorable culinary experiences of all kinds) continues to expand each year. One indicator of this is the rise in popularity of culinary travel shows on television.

Many times people hear "culinary tourism" and think it means restaurants that have earned 5 stars or better, or high-end wineries. That is not the case, as culinary tourism is not exclusively high-end. Culinary Tourism encompasses a local pastry shop, an interesting bar on a nameless street that only locals know about, or a gelato vendor on a historic street.

The Roundtable realizes this tourism market niche will continue to expand and recognizes that we should pursue this identity for our region. Culinary tourism is a perfect match for Stanislaus, a region that produces so many agricultural products and whose restaurants take great pride in using local products to create unique, farm fresh cuisine that reflects the culture and heritage of the area.

The Roundtable has discussed for some time ways to take advantage of this existing tourism niche. To promote the County as a region full of options for culinary travelers, a new experience will be created that focuses not only on the culinary prospects of the region but also its agricultural heritage. This culinary tour will be called *From the Field to Your Plate* and will highlight a variety of local restaurants and agriculture producers across the county.

The event will be offered as a pilot to start. Travelers will pre-register for the event and will be bused from one location to another. They will have the chance to see how local goods are produced, everything from veggies to cheese, honey to wine and everything in between. The tour will stop for lunch and dinner at restaurants that primarily use items produced in the region and travelers will be able to experience local cuisine while hearing about each restaurant's culinary philosophy from the chef.

The tour will focus on sites that already offer group tours and have visitor shops. Restaurants that utilize predominately local products and produce will be featured. By packaging these sites together, we'll be offering a significant experience to visitors. Working with businesses that offer group tours will also reduce the amount of resources required to implement a pilot program.

Once the tour is established more sites can be added and the tour can be expanded as interest dictates. This type of approach is an excellent first step into the culinary tourism market for the Stanislaus Regional Tourism Roundtable and our agricultural rich region.

Initiative: Outdoor Youth Ambassador Program

The American River Parkway in Sacramento attracts 5 million visitors a year compared to Yosemite's 3 million. This suggests that family-friendly venues close to urban settings can play a major role in attracting tourist dollars. Stanislaus County, with three major rivers running through it, is in an ideal position to capitalize on this phenomenon.

The Roundtable already promotes Stanislaus County as a family-friendly destination through its various initiatives (brochure, website, self-guided tours). However, an additional outreach campaign focusing primarily on the outdoor and nature activities available in the County has been proposed.

This campaign would align with the California Children's Outdoor Bill of Rights which features 10 things that every youth in California should do before the age of 14 (more information on this program is available at www.calroundtable.org/cobr.htm). As a region, Stanislaus County has a myriad of resources available to help youth complete this "life list" and become more engaged and informed about their natural surroundings. In fact, the Tourism Roundtable embraced this idea as the theme for the 2010 Spring/Summer kiosk, identifying places, resources and events that families can enjoy while providing children with important life experiences.

To assist with outreach for this new campaign, the Roundtable could utilize local teens to serve as Outdoor Youth Ambassadors. The Roundtable could assist these youths in experiencing the activities identified in the California Children's Outdoor Bill of Rights right in their own backyard, helping them develop a sense of pride in and connection to their own communities. By documenting their experiences, these youth can play an active role in promoting the County as a great destination for other youth and their families.

The youth would promote Stanislaus County to visitors and other residents through a number of activities. These activities could include creating videos documenting local festivals, destinations and highlights of each of the self guided driving tours through video story telling, working at the County's exhibit (with chaperones) at the State Fair to share their experiences and promote the region, assisting with the Palm Pilot Survey Initiative, creating content (blogs, videos, photos) and maintaining a portion of the Community Portal and making presentations to K-3 classrooms on their experience and sharing facts on the region (agriculture, etc.).

A number of the Roundtable's current initiatives could provide support for this new campaign. The youth created documentaries of their outdoor experiences could be hosted on the Connecting Stanislaus Web Portal. The youth could post their completion status for the Bill of Rights list on the Roundtable's Facebook site. The self-guided audio tours could serve as "curriculum" for youth experiences and provide the content for youth-led video presentations in each community. The successful Palm-based Measurement Initiative provides a strong model for and could be expanded to include a Youth Outdoor Ambassador Program assisting County youth in promotional efforts. The Kiosk serves an existing display space for youth-generated content.

This program has the potential to be a powerful marketing tool and an effective way to continue to grow the image of County as a family-friendly destination for outdoor adventure. The Outdoor Youth Ambassador program would not only promote the County to outsiders but also to the region's residents, all while creating a positive experience for local youth.

Initiative: Technology Based Smart Phone Calendar Development



Working with the Sensis Group, the same folks who were instrumental in the 2003 development of the community web portal connectingstanislaus.com -- the Roundtable is developing a mobile Web calendar that will bring local event information to touch-screen mobile phone users. The activities e-calendar will provide access to event information, maps, and even driving directions. Events will be navigable by day or by month, with the current day appearing as the initial or default view.

Event locations will be presented in a simple map view that will provide directions from the user's current location, supplied by the GPS system built into standard smart phone technologies. Directions will be presented in a map view or optionally as a turn-by-turn text list view.

The Stanislaus e-calendar user interface (UI) will be branded with the connectingstanislaus.com look and feel, but will be designed specifically for mobile Web browsers. Mobile UI conventions and practices will be implemented to bring a high degree of usability and familiarity to the application and the end user experience.

Initiative: Support and Align with Modesto Branding Effort

The Commonwealth of Modesto has been reaching out to multiple sectors of the community, has conducted significant survey analysis and continues to develop inclusive brand positioning anchors that will help to target audiences from residents to business (existing, expanding and relocation) to tourists.

Members of the Regional Tourism Roundtable have participated in this important on-going process. As cooperative partners with the City of Modesto, the Roundtable will continue to make every attempt to celebrate, coordinate and align all regional marketing and brand messaging in a way that complements and supports the program being developed by the Commonwealth group for Modesto.

Conclusion: Commitment to Strategy

Stanislaus County is located between urban San Francisco in the northern bay area and the beautifully scenic national park setting of Yosemite Valley and the high sierra. Stanislaus County is in a strategic location for tourism and tourist related travel during all seasons.

The Stanislaus Regional Tourism Roundtable has been promoting cooperation and regional tourism marketing between our communities for eleven years. It will continue to be the voice of collaboration and partnership for tourism in the region. The Roundtable recognizes that we are more marketable as a collective and that working together allows each of us to do more with ever shrinking resources.

As the economy remains a challenge, it will be ever more important to work together. Strong partnerships, both public and private sector, will enable the Roundtable to accomplish the initiatives detailed in this strategic planning document over the following 36-month cycle.

Research shows tourism to be a vital component of both the State and local economies. The leadership of Stanislaus County and our City partners recognize the clean, positive influence that a vibrant tourism strategy has on local economic development.

This multi-year strategic plan update is respectfully submitted to the community by the Stanislaus Regional Tourism Roundtable.

May 2010

1999

Before Roundtable

TOTAL VISITOR SPENDING:
\$299,000,000

Visitor spending at hotels and motels:
\$101,200,000

Visitor spending for day travel:
\$101,300,000

Accommodations/food service earnings
generated by travel spending:
\$43,100,000

Art/entertainment/recreation earnings
generated by travel spending:
\$21,200,000

Retail earnings
generated by travel spending:
\$12,900,000

No organized internal outreach programs

No organized external outreach programs

No organized analysis/reporting
of major local events

NO COLLECTIVE VOICE

NO JOINT PUBLICATIONS

NO WORLD WIDE WEB PRESENCE

VERY LITTLE REGIONAL COMMUNICATION

telling our story...

STANISLAUS

The Alliance
Beekman and Beekman Honey
City of Ceres
Ceres Unified School District, Project YES
Success Capital Expansion & Development Co,
Galaxy Theaters
Gallo Performing Arts Center
Great Valley Museum
City of Hughson
UC Cooperative Extension
Hilmar Cheese
City of Modesto
Modesto Chamber of Commerce
Modesto Convention and Visitor Bureau
Modesto Downtown Improvement District
Modesto City-County Airport
Modesto Hotel Association
Macerich Group - Vintage Fair Mall
City of Newman
Newman Chamber of Commerce
City of Oakdale
Oakdale Chamber of Commerce
Oakdale Convention and Visitor Bureau
Oakdale Cowboy Museum
Oakdale Cheese
City of Patterson
City of Riverbank
Sierra Railroad - Golden Sunset Dinner Train
Stanislaus County Arts Council
Stanislaus County Farm Bureau
Stanislaus County Parks
Modesto Culture Commission
Stanislaus County Economic Development
Stewart and Jasper
Scabicca Olive Oil
City of Turlock
Turlock Chamber of Commerce
Turlock Convention and Visitor Bureau
California State University at Stanislaus
Tuolumne River Trust
City of Waterford
West Side Theater
Modesto Sound
Riverbank Chamber of Commerce
Patterson Repertory Theatre
Various Festival and Fair Committees

Teri Adams-Jones
Stephanie Almen
Karlha Arias
Suzanne Nelson
Desa Basulto
Michelle Laverty
Debra Beard Turner
Ann Beekman
Bryan Briggs
Christie Camarillo
Adrienne Chaney
Dean Cohan
Linda Crabtree
Corrine Robson
Janice Curtin
Corrin Amaral
Charles Deschenes
Molly Flemate
Carol Ann Rangel
Cathy Gomez
Kristin Kinnear
Meg Gonzales
Mary Guardiola
Chris Hart
Melissa Holdaway
Lee Ann Hoogestraat
Margaret James
Kelvin Jasek-Rysdahl
Neal Khatri
Geri Lewis
Jerome Thiele
Susan Martin
Heidi McNally-Dial
Mike Maier
Cleve Morris
Jennifer Mullen
Chris Murphy
Stephanie Ocasio
Tim Ogden
Dustin Pack
Margarita Ramos
David Reed
Alice Richards
Colton Dennis
Paul Wallace
Dora White
Sondra Wissner
Brenda Francis
Nancy Young
Farris Larson
Grace Lieberman
Doug Hosner
Nathan Paul
Jesse Roseman
Carla Strong
Denny Hoeh
Ed Perry
Raul Garcia
Cythnia Darnstandler

Roundtable Accomplishments

2010

A Strategic - Regional Process

TOTAL VISITOR SPENDING:
\$430,000,000 in 2007 Actual Dollars
(43.8% increase)

Visitor spending at hotels and motels:
\$137,700,000 (36% increase)

Visitor spending for day travel:
\$141,800,000 (40% increase)



Accommodations and food service earnings
generated by travel spending:
\$60,300,000 (39.9% increase)

Arts/entertainment/recreation earnings
generate by travel spending:
\$26,100,000 (23.1% increase)

Retail earnings
generated by travel spending:
\$16,300,000 (26.4% increase)

Organized internal outreach program - includes:

- **Informational kiosk at Vintage Faire mall** (with its almost 8 million patrons last year) that prominently displays recent and upcoming local events;
- **Annual Tourism Business Forum** to provide and solicit information regarding travel and tourism best practices. Promoting a regional tourism dialogue by and between policy makers, tourism advocates, public and private sector leaders, and various media representatives.

Organized external outreach program - includes:

- **Spend the Day brochure** - 6 panel all event publication distributed from north of Redding to south of Bakersfield and all geography in between - including the Sierras and foothill regions and the greater East Bay area;
- **Self-guided Driving Tour CD** (4 journeys to date) - each tour gives visitors (and locals) a chance to travel through some of the most beautiful countryside and community living anywhere. Full of interesting stories and side trips as well as historical and agricultural points of interest.
- **Regional tourism web presence** now exists. As part of the community portal effort connectingstanislaus.com - a directory to various local tourism/entertainment sites. The tourism section now has it's own URL: www.visitstanislaus.com

Organized analysis or reporting of major local events through:

- **Palm based "point of contact" survey techniques.** Collecting and tracking important data for our major fairs and festivals. A longstanding partnership with various youth programs and Stanislaus County Education including the Ceres Unified School District, Project YES program.
- **Multi-Year Strategic Planning Process.** The Roundtable has developed three (3) multi-year strategic plans since inception. This planning tool acts as an initiatives road map and assists the workgroup with achieving its goals and objectives.

Stanislaus Regional Tourism Roundtable
visitstanislaus.com

*Data provided by California State Travel and Tourism Commission - Dean Runyan and Associates
1999 - 2007 (actual) comparative
March 2010



Tourism Palm Survey 2010

01: Choose event?

- A) Ceres Street Faire**
- B) Graffiti Summer events**
- C) Hughson Fruit and Nut Festival**
- D) Modesto International Heritage Festival**
- E) Modesto Relays/Track and Field**
- F) Newman Fall Festival**
- G) Oakdale Chocolate Festival**
- H) Patterson Apricot Festival**
- I) Riverbank Cheese and Wine**
- J) Stanislaus County Fair**
- K) Waterford Heritage Days**
- L) Other**

02: Is this the first time you have attended this event?

- A) No (If no, go to question 2)**
- B) Yes (If yes, go to question 4)**

03: About how many times have you attended this event in the past?

- A) 1**
- B) 2**
- C) 3-5**
- D) 6-10**
- E) 10+**

04: How would you rate this year's event as compared to previous visits?

- A) About the same**
- B) Better than**
- C) Not as good**

05: How did you find out about this event?

- A) Family/Friends/**
- B) Tradition/Come every year**
- C) Print media**
- D) Internet**
- E) Television**
- F) Radio**
- G) Advertisement in the mail**
- H) Other**

06: On average, how many festivals, fairs, and similar gatherings do you attend during a year?

Enter numerical response

07: What other events or festivals have you attended or plan on attending in Stanislaus County this year?

- M) Ceres Street Faire**
- N) Graffiti Summer events**
- O) Hughson Fruit and Nut Festival**
- P) Modesto International Heritage Festival**
- Q) Modesto Relays/Track and Field**
- R) Newman Fall Festival**
- S) Oakdale Chocolate Festival**
- T) Patterson Apricot Festival**
- U) Riverbank Cheese and Wine**
- V) Stanislaus County Fair**
- W) Waterford Heritage Days**
- X) Other**
- Y) None**

08: Have you seen the Stanislaus River Valley Tourism Brochure? (See sample)

- A) No (If no, go to question 9)**
- B) Yes (If yes, go to question 8)**

09: Where did you see those materials?

- A) In Stanislaus County (Kiosk in Vintage Faire Mall)**
- B) Outside of Stanislaus County (CA Welcome Center, State Fair)**
- C) Internet**
- D) Other**

10: How many people are with you today?

- A) Came alone (If A, go to question 11)**
- B) 1 person (If B, go to question 10)**
- C) 2 people (If C, go to question 10)**
- D) 3 people (If D, go to question 10)**
- E) 4 people (If E, go to question 10)**
- F) 5 people (If F, go to question 10)**
- G) 6 people (If G, go to question 10)**
- H) Greater than 7 people (If H, go to question 10)**

11: Who are these people? (More than one response allowed)

- A) Friends/Family**
- B) Church group**
- C) School group**
- D) Sports team**
- E) Travel group**
- F) Other organized group**
- G) Other**

12: On a scale of 1 to 5 with 1 being “will definitely not recommend” and 5 being “will definitely recommend,” how likely is it that you will recommend this event to others?

- A) **1 = Definitely not recommend**
- B) **2**
- C) **3**
- D) **4**
- E) **5 =Definitely will recommend**

13: Please rate the following on a scale of 1 to 5; 1 being “very poor” and 5 being “excellent.”
Overall cleanliness & appearance of the event

- A) **1 = very poor**
- B) **2**
- C) **3**
- D) **4**
- E) **5 =excellent**

14: Please rate the following on a scale of 1 to 5; 1 being “very poor” and 5 being “excellent.”
Overall entertainment value of this event for your money

- A) **1 = very poor**
- B) **2**
- C) **3**
- D) **4**
- E) **5 =excellent**

15: Please rate the following on a scale of 1 to 5; 1 being “very poor” and 5 being “excellent.”
Quality and variety of food/crafts

- A) **1 = very poor**
- B) **2**
- C) **3**
- D) **4**
- E) **5 = Excellent**

16. What is your zip code?

Enter zip code (enter five 0's for International)

17. Do you live in Stanislaus County?

- A) **No (If no, go to 18)**
- B) **Yes (If yes, go to 25)**

18: Did you stay overnight in the county?

- A) **No (If no, skip to question 20)**
- B) **Yes (If yes, go to question 19)**

19: How many nights will you be staying in the county?

Enter numerical response

20: Where are you staying?

- A) **With family/friends**
- B) **Vacation home**
- C) **Hotel/Motel**
- D) **RV Park/Campground**
- E) **Other**

21: Is this event your primary reason for coming to the area?

- A) **No (If no, go to question 22)**
- B) **Yes (If yes, go to question 23)**

22: What is your primary reason for coming to the area?

- A) **Visit family/friends**
- B) **Outdoor activities**
- C) **Sports and Recreation**
- D) **Family members competing in sports**
- E) **Other sporting event**
- F) **Business or Conference**
- G) **Arts/Cultural event**
- H) **Other festival or event**
- I) **Other**

23: What else do you plan to do during your time in Stanislaus County?

- A) **Visit family/friends**
- B) **Restaurants**
- C) **Shopping**
- D) **Outdoor activities**
- E) **Sports and Recreation**
- F) **Family members competing in sports**
- G) **Arts/Cultural event**
- H) **Other festival or event**
- I) **Business or Conference**
- J) **Other**
- K) **Nothing Else**

24: Please rate your travel/tourism experience in Stanislaus County on a scale of 1 to 5, 1 being “terrible” and 5 being “wonderful?”

- A) **1 = Terrible, will never return**
- B) **2**
- C) **3**
- D) **4**
- E) **5 = Wonderful, will definitely come back**

25: Age?

- A) **Under 18**
- B) **18-24**
- C) **25-34**
- D) **35-44**
- E) **45-54**
- F) **55-64**
- G) **65+**

26: Gender?

- A) **Female**
- B) **Male**

27: How much money do you plan to spend at this event today?

- A) **Under \$50**
- B) **\$51 - \$100**
- C) **\$101 - \$200**
- D) **\$201+**

28: Which range is closest to your annual household income?

- A) **Under \$15,000**
- B) **\$15,001 - \$35,000**
- C) **\$35,001 - \$50,000**
- D) **\$50,001 - \$75,000**
- E) **\$75,001 - \$100,000**
- F) **\$100,001+**

Thank you very much for your time and enjoy the event.

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