

Annual Report

JULY 1, 2017 - JUNE 30, 2018



Executive Summary 2017-2018

Yes, Concord has a vibe all its own. Concord has a simple and unique natural beauty that is just waiting to be embraced by visitors and meeting planners alike.

Early 2017 launched the branding of "Visit Concord" with an annual tourism marketing, communication and sales plan to promote Concord and enhance the image of Concord's distinct assets and amenities. The Board was tasked with hiring an Executive Director to create awareness, engage advocacy and collaborate with key stakeholders in and around Concord. Visit Concord is now robust and active with three full-time and two part-time staff to connect with the civic leaders, community businesses and non-profit organizations, collaborating on business and community events such as the 150th Anniversary of Concord and Music & Market concert series. Visit Concord staff has also worked tirelessly over this past year to engage at tradeshow and industry events, showcasing Concord as a destination for events and meetings, sports and tournament play, and leisure travel.

The word got out quickly about Concord within the Bay Area Region, bolstered by social media and digital advertising. Staff forged ahead with marketing our destination through print and digital ads, contests, sponsorships and events. Visit Concord also engaged destination industry marketing vendors to create more awareness with a new marketing campaign, digital presence, and website.

“Our job is to connect with people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go.”

- Seth Godin

California and the Bay Area's travel and tourism industry is strong and united as a community. Visit Concord has become increasingly more connected with the destination marketing organizations as partnerships flourish with Visit California and San Francisco Travel. Through destination development education and advocacy, the Bay Area tourism industry agencies regularly meet to ensure the best memories will be created for visitors to the Bay Area and Northern California. Visit Concord, in collaboration with Meet Walnut Creek, Stay Pleasant Hill and Visit Tri-Valley, recently created the Mount Diablo Region Alliance to collaborate with marketing and promotional efforts at tradeshow and industry events.

2018-2019 will be a robust year for the Visit Concord team. The launch of a new identity, brand strategy and creative will be implemented with strong strategic initiatives that will raise your awareness, instill your sense of urgency, inspire your confidence, and build the demand for Concord as a True Northern California Original as you are welcomed as well as intrigued by our wonderful city.



Mission

To promote Concord by increasing the awareness and enhancing the image of our city's distinct assets and amenities.



Vision

Concord is a true Northern California original and recognized as a travel destination to explore the unique experiences of our city, the San Francisco Bay Area, and the Northern California region.



Elaine C. Schroth
Executive Director,
Visit Concord

BOARD OF DIRECTORS

Chelsye Garrett
Crowne Plaza Concord

David York
Crowne Plaza Concord

John Montag
City of Concord

Kerri Harris-Gay
Clarion Hotel Concord

Marilyn Fowler
The Greater Concord
Chamber of Commerce

STAFF

Elaine C. Schroth
Executive Director

Shelley Mitchell
Marketing &
Communications
Specialist

Serena DeChristofaro
Communications &
Program Coordinator

INDUSTRY PARTNERSHIPS

All Things Meetings

California Society of
Association Executives
(CalSAE)

California Travel Industry
Association (CalTravel)

Destination Marketing
Association (DMAWest)

Greater Concord Chamber
of Commerce

Meeting Planners
International (MPI)

Meeting Planners
International North
California Chapter

Meeting Planners
International Sacramento/
Sierra Nevada Chapter

Plan Your Meetings (PYM)

Professional Convention
Management Association
(PCMA)

San Francisco Travel

Society of Government
Meeting Planners (SGMP)

Visit California

IMPACT OF TOURISM FOR CONCORD



ASSESSED BUSINESSES

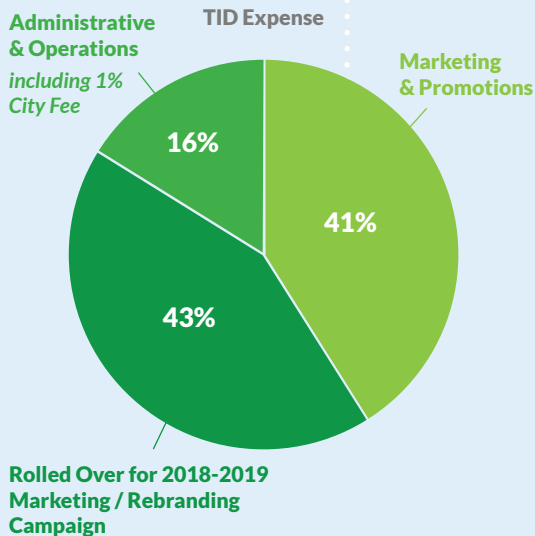
- 9 Properties
- 1,308 Guest Rooms
- 75,000 Sq. Ft. of Combined Flexible Meeting Space



VISIT CONCORD BUDGET 2017-2018

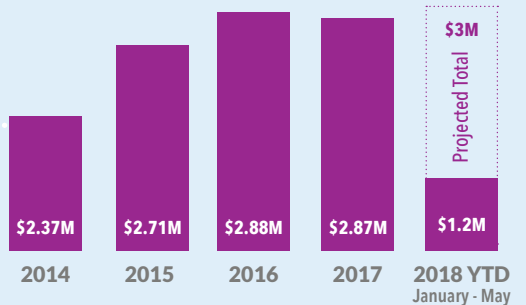
TID Budget

\$1.1M

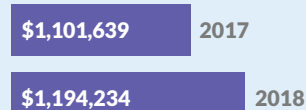


TOTAL TRANSIENT OCCUPANCY TAX (TOT) REVENUE

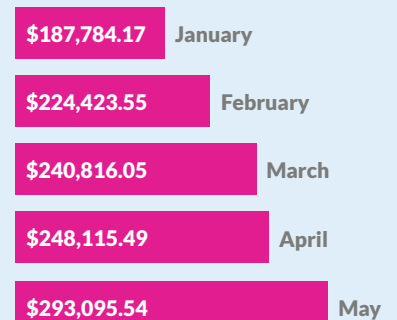
Collected by City of Concord



Jan - May TOT Revenue 7.8% Increase



2018 Monthly TOT Revenue



IMPACT OF TOURISM FOR CONCORD (CON'T)



STR REPORTS

2.3% increase RevPAR

3.8% increase Revenue

78.9% Avg. Occupancy

2.5% increase ADR

375,796 Rooms Booked
2017/18

\$45,331,330 Hotel Room
Revenue 2017/18



REQUESTS FOR PROPOSALS (RFPs)

**Reporting Began May 2018*

22 CVent

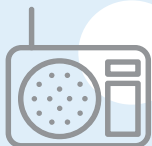
15 SF Travel



DESTINATIONS INQUIRIES

1,040 Phone Calls

1,470 Emails



MEDIA

20 FAM Tours



SPORTING EVENTS

12 Tournaments



EVENTS

65 Networking &
Industry Events

8 Tradeshows

19 In the Community -
Visit Concord Booths





GOALS ACCOMPLISHED

1



Created Staff Structure

2



Created Fiscally Sound Budget

3



Created Board and Committee Structure

4



Increased Web Visits and Page Views

5



Increased Social Followers

6



Organized Six Educational Events for Stakeholders

7



Increased Attendance at Key Regional Trade Shows

8



Increased Attendance at Local Community Events

9



Created Content for Website, Social, Digital, Print

10

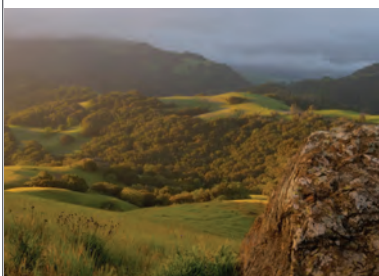


Created Opportunities with Meeting and Event Planners

KEY STRATEGIC PILLARS



1 *Northern California Region*



- Central Proximity
- Transportation Access
- Northern CA weather

2 *Outdoor Adventure*



- Mount Diablo
- Open Space & Trails
- Parks & Recreation
- Markham Nature Park and Arboretum

3 *Entertainment*



- Music Concerts
- Festivals & Shows
- Nightlight
- Shopping

4 *Culture & Arts*



- Historical Sites & Tours
- Architecture
- Neighborhoods
- Performing & Visual Arts
- Movement Arts

5 *Family Friendly*



- Theme Parks & Amusement Centers
- Science & Art Camp Center
- Outdoor Parks
- Sporting Events

6 *Culinary*



- Global Cuisine
- Farmers Market
- Craft beer City in Middle of Wine Country

Collateral

- Event card
- Music Card
- Global Cuisine & Beer Map



Email Newsletters

- 27 Emails Sent





Campaigns

- Madden Media
January – June 2018
- Total clicks delivered to website
34,078
- Total brand impressions delivered
9,608,638

Website

- 14,108 Page Views
- 52,065 International Visits
- 51 Blogs Posts

Social

-  8,429 Followers
-  1,295 Followers
-  2,060 Followers
-  144 Followers

Print & Digital Advertising

- CALSAE – The Executive
- Connect
- Diablo Magazine
- Government Connections
- Meetings Today
- Motorcycle.com
- NorthStar Travel
- San Francisco Business Times
- SF Giants Yearbook
- Smart Meetings
- Sportstar Magazine
- VIA Magazine
- Warriors Yearbook



MARKETING (CON'T)

Trade Shows

Industry

Connect (Association, Corporate, Expo, Specialty, Sports)
August 21 - 23, 2017
New Orleans, LA

Smart Meetings West National
September 10 - 12, 2017
Dana Point, CA

All Things Meetings
November 15, 2017
San Ramon, CA

CalSAE Seasonal Spectacular
December 14, 2017
Sacramento, CA

MPINCC Annual Conference & Expo
February 27, 2018
Moscone North, San Francisco

Connect California
March 14 - 15, 2018
Lake Tahoe, CA

Elevate Annual Conference (CalSAE)
March 20 - 22, 2018
Monterey, CA

All Things Meetings
April 11, 2018
San Francisco, CA

Education

DMA Education
September 27 - 29, 2017
Las Vegas, NV

Tourism Summit
October 17 - 19, 2017
San Francisco, CA

Outlook Forum Trade Show
February 14 - 15, 2018
Anaheim, CA

DMA Tech 2018
March 21 - 23
Monterey, CA

Cal Travel Summit 2018
May 29 - June 1
San Diego, CA

CalSAE Marketing Summit
June 5 - 6, 2018
Irvine, CA

Tourism Academy
June 12 - 14, 2018
Louisville, KY

Chinese Traveler Seminar
June 13, 2018
Burbank, CA

Global Ready India Seminar
June 14, 2018
Oakland, CA

San Francisco Travel Annual Luncheon
June 21, 2018
San Francisco, CA

Partnerships

Visit Concord partnered with the following organizations:

American Association of University Women (AAUW)

B8 Theatre

BARTable

Basketball Tournament

Bay Area Festivals, Inc.

Brazen Racing

Cal State East Bay

Concord Arts Association

The Concord Chamber of Commerce

Concord Historical Society

Concord VIBE

City of Concord

Don Salvio Pacheco Statue

East Bay EDA

ELITE is EARNED Basketball Tournament

End of the Trail (EOT)

International Functional Fitness Federation (iF3) World Championships

ITKFA Martial Arts Championship

Jet SuiteX

Junior Prep Sports (JPS)

KISS Savings

Meals on Wheels

Mount Diablo Unified School District

Pickleball Tournament

Quick 6 Football

Six Flags Hurricane Harbor Concord

Team Blue Sky Events, Inc.

Todos Santos Business Association

The Veranda

West Coast Jamboree

WHAT'S AHEAD FOR 2018-2019

The Visit Concord team has a robust marketing and communications plan ready to implement for the 2018-2019 fiscal year, including the launch of a new identity, brand strategy, and creative.

ART DIRECTION

NATURAL BEAUTY

RATIONALE

This direction will focus on the elements of Concord that feel organic and authentic. Typography will be hand drawn. All photography will be done in a raw, first-person style to mimic real experiences.

COLOR PALETTE



TYPOGRAPHY

YOUR SOUL

PRIMARY / CUSTOM, HAND-DRAWN

A Northern California Original

SECONDARY / HANDELSON

Original. Unique. Natural. Authentic. Unlike anything else.

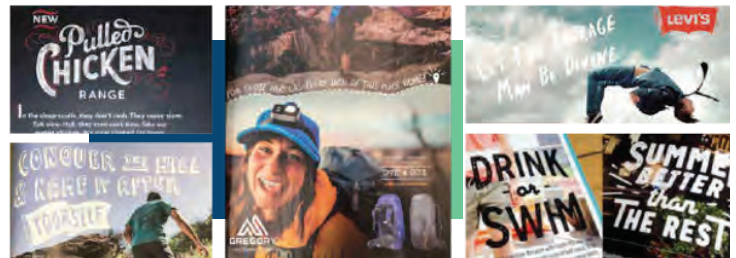
BODY COPY / AVENIR



PHOTOGRAPHY REFERENCE



STYLE REFERENCE





VisitConcordCA.com

2280 Diamond Blvd, Suite 200
Concord, CA 94520

