

2017 Annual Report

**RECORD
BREAKING YEAR!**

**Third straight year sees
records set for hotels!**



PLACER VALLEY
Tourism Enriching Communities

PLACERTOURISM.COM

PLAYPLACER.COM



2017 SETS NEW RECORDS!

THE FACTS



\$964,000

SPENT ON MAJOR PROJECTS

\$290,872

PROVIDED IN EVENT SUPPORT

\$4,603,611

GENERATED IN TOT



70 ORGANIZATIONS

611 EVENTS



High school mountain bike riders racing from the starting gate at the Granite Bay Grinder held at Folsom Lake.

RECORD SETTING



682,370

ROOM NIGHTS SOLD



77.5% OCCUPANCY



\$112.22

AVERAGE DAILY RATE
(ADR)



29,812

PVT RELATED
ROOM NIGHTS

2017 AT A GLANCE

PLACER VALLEY HOTELS HAVE ANOTHER RECORD BREAKING YEAR!

Occupancy and Average Daily Rate hit an all-time high for third year in a row!

2017 is another record breaking year as more than 680,000 room nights were sold in Placer Valley hotels. Room night sales were up 6.3% and occupancy was at an all-time high of 77.5%.

Average Daily Rate (ADR) continues to make healthy gains. Since the low of 2010, ADR has steadily climbed to \$112.22 and had an 8.4% increase from 2016. Additionally weekend ADR continues to widen the difference from midweek ADR, a trend which started in 2015.

	National Averages	PVT	Variance
Occupancy	65.90%	77.5%	18%
ADR	\$126.72	\$112.22	(11%)
RevPar	\$83.57	\$86.93	4%

"I enjoy working with the staff at PVT to coordinate these events; there's nothing better than working as a team with great folks to put on an event and seeing community members have a great experience here at Sierra."

—Lucas Moosman, Interim Executive Dean
Enrollment Management Sierra College

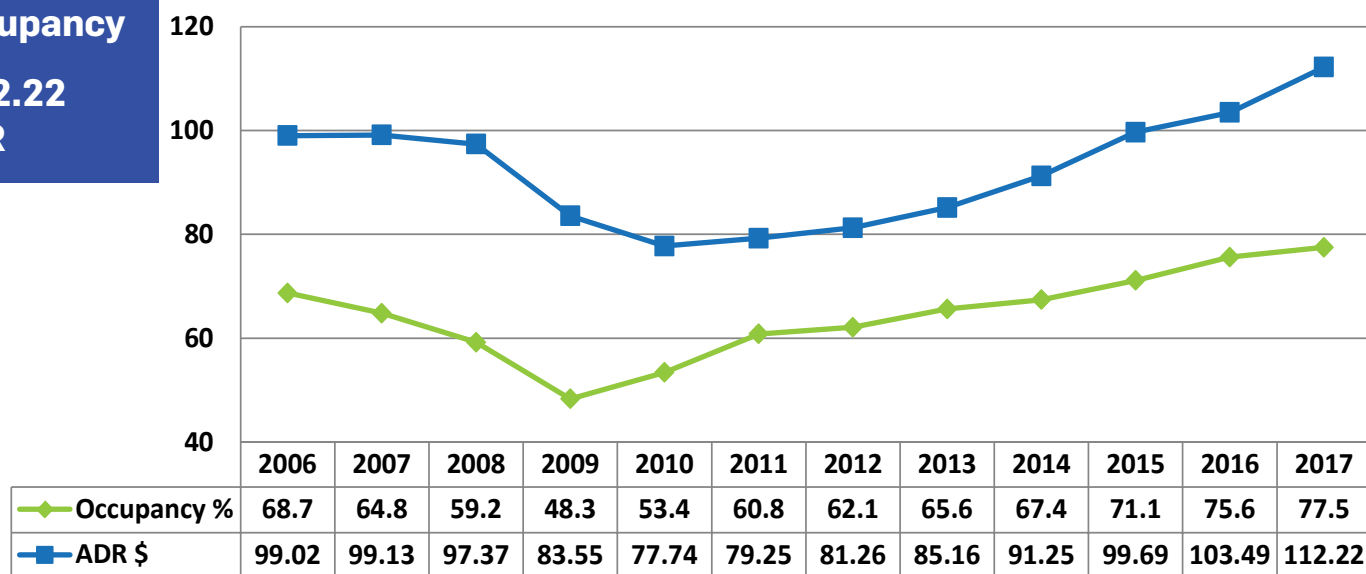
Pentathlon athletes compete in the fencing portion of the competition held at Sierra College



MARKET RESULTS

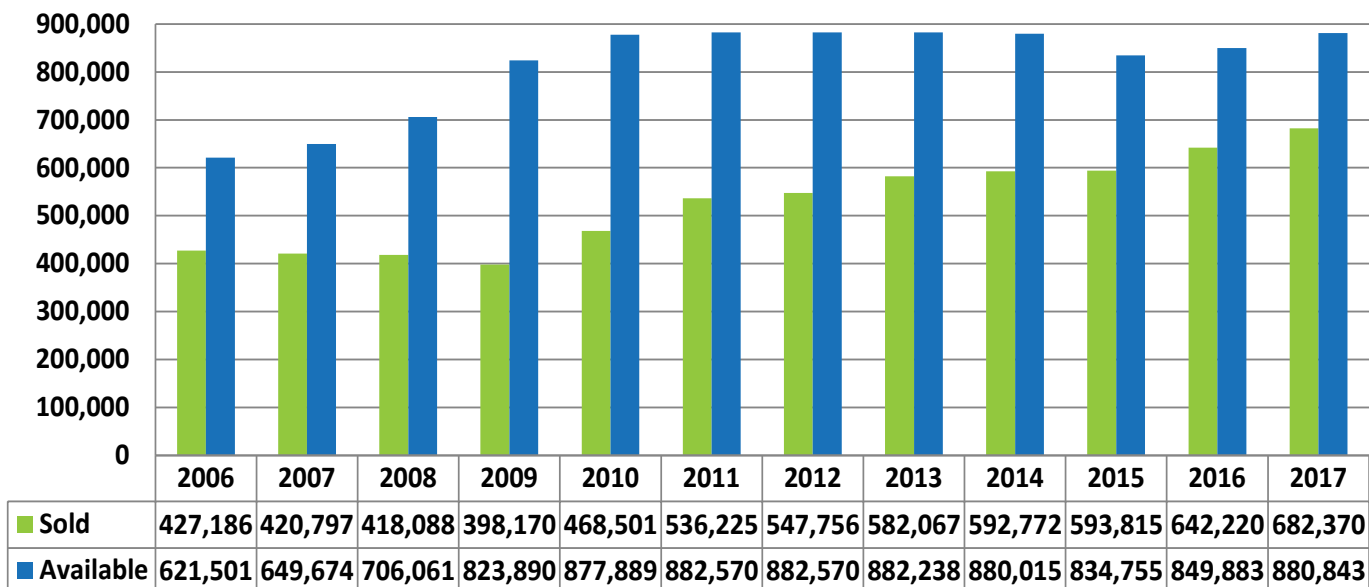
**HIGHEST
EVER**
77.5%
Occupancy
\$112.22
ADR

Average Daily Rate & Occupancy 2006 - 2017



Hotel Room Nights Available vs Sold 2006 - 2017

**HIGHEST
EVER**
682,370
Rooms Sold

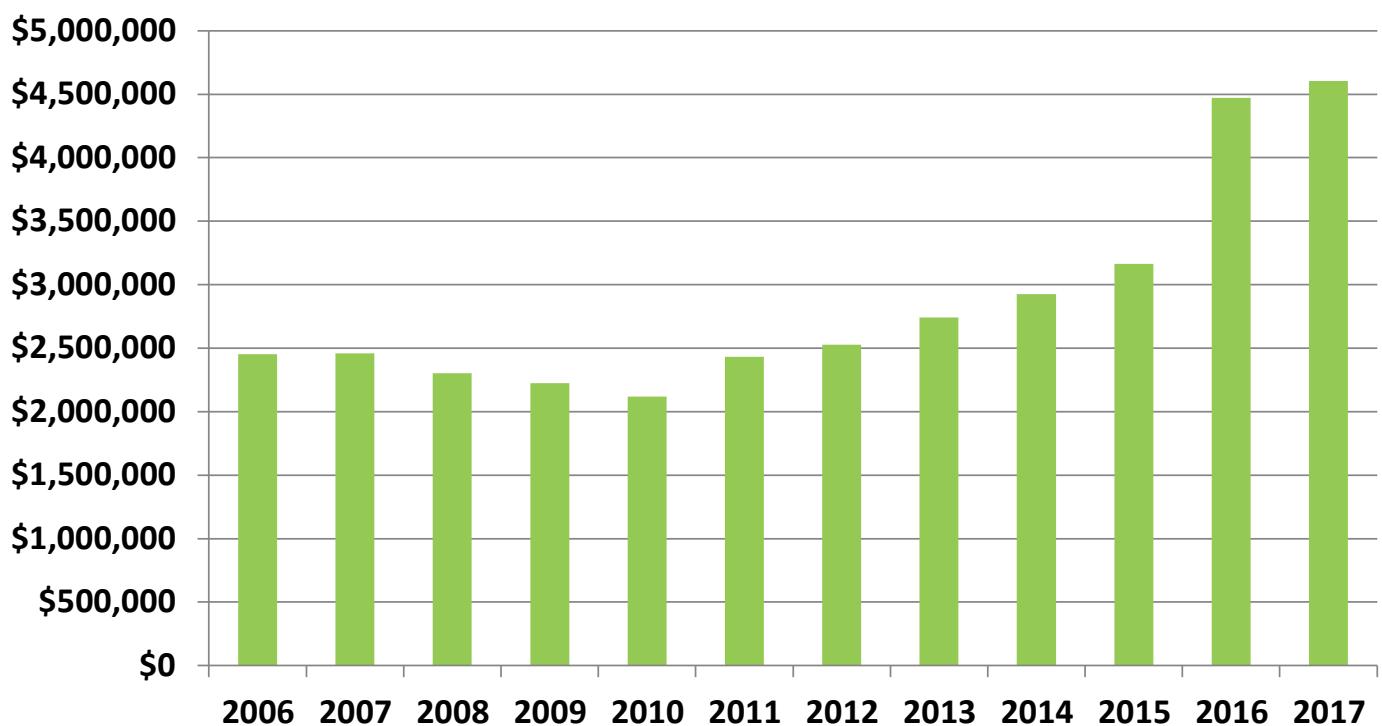


ECONOMIC IMPACT

HOTEL INDUSTRY DIRECT ECONOMIC IMPACT FOR ROSEVILLE, ROCKLIN AND LINCOLN

- Generated over **\$76,500,000** in hotel sales
- Hotel guests spent an additional **\$127,600,000** shopping, dining and recreating at local businesses
- Hotels employ more than 530 people
- Hotels spend nearly \$4,000,000 on local goods and services
- Hotels provide more than **\$4.6M** in Transient Occupancy Tax (TOT) to our cities' General Fund, a 3% increase from 2016.

3 City TOT Collections



Students line up for the CalNASP land based state tournament held at Sierra College

SALES SUMMARY

HIGHLIGHTS

- Event room nights up **4% to 29,812**
- Events accounted for 4.4% of all room sales
- August had the most PVT room nights generated with nearly 4,600 room nights
- The top 3 event types were softball, aquatics and basketball respectively

TOP 5 ORGANIZATIONS BY TOTAL ROOM NIGHTS

- USA Softball Tournaments – 3,132
- California Capital Aquatics – 2,887
- Hardwood Palace – 2,362
- USA Softball of Sacramento - 1,638
- Placer United Soccer Club – 1,375

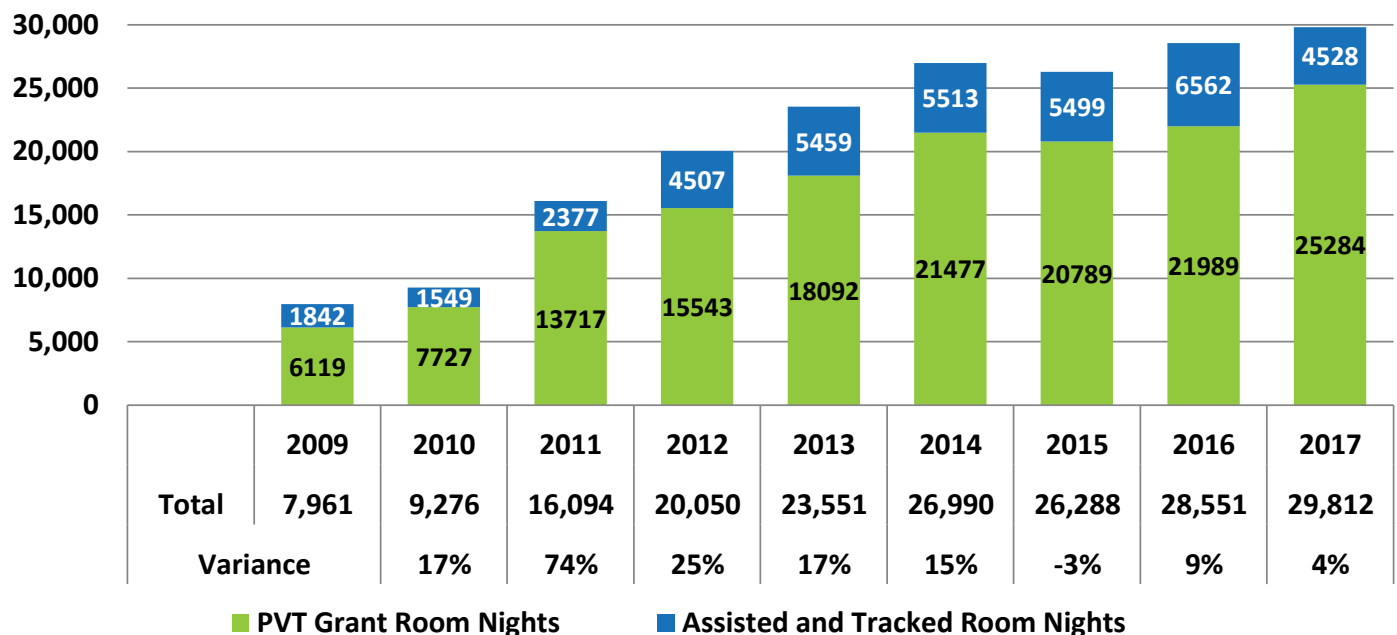
Curlers getting ready to start at the annual Crush Bonspiel.



PVT's support has been crucial to the success of building a curling program that started with a handful of club members and now has grown to being our second largest private ice rental group.

—Susan Sweetser
Marketing Manager Skatetown

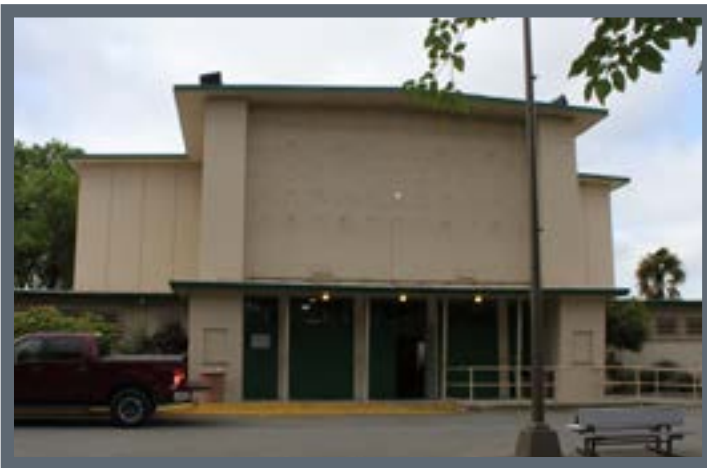
PVT Room Nights January - December



@THE GROUNDS

PLACER VALLEY TOURISM ASSUMES OPERATIONS OF THE PLACER COUNTY FAIRGROUNDS

In collaboration with Placer County, PVT assumed operations on July 1, of the Placer County Fairgrounds and only a few days later started the first phase of a \$10M renovation project to overhaul the existing site. Renovation efforts included multi-million-dollar face lifts to Jones and Johnson Halls, landscaping along Washington Boulevard, repaving of the main parking lot, hardscaping and landscaping between the major buildings, accessibility paths, modern lighting, new barn roofs and much more! In October PVT secured a \$36,000,000 bond to make improvements to the fairgrounds.



Old Jones Hall Exterior



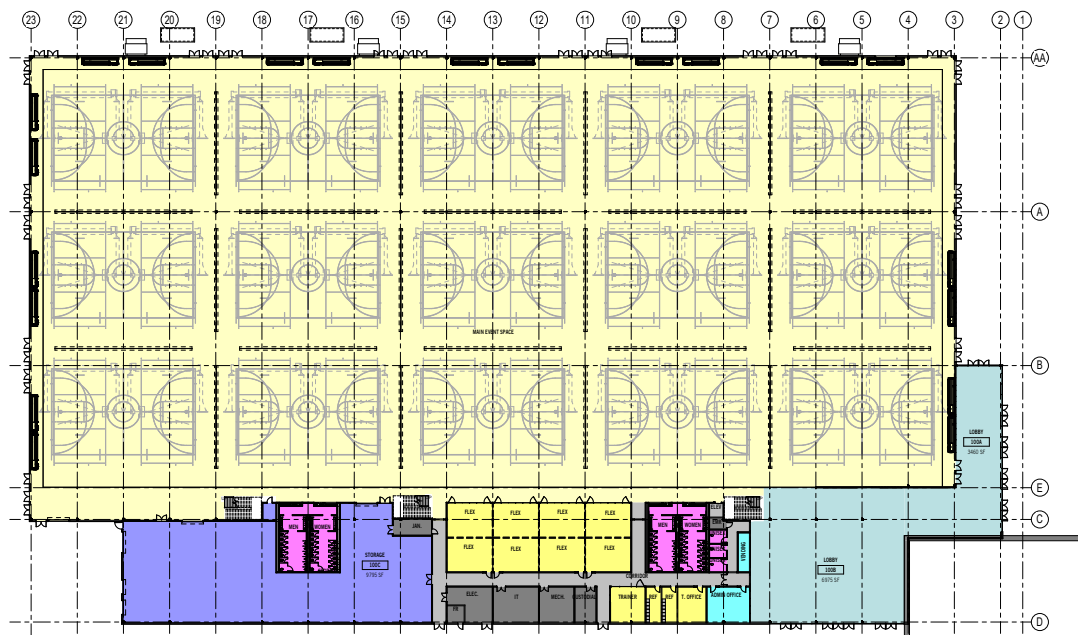
New Jones Hall Exterior

SPORTS TOURISM COMPLEX

PROPOSED INDOOR EVENT CENTER IN PLANNING STAGES @THE GROUNDS

The Indoor Event Center is currently designed at 190,000sqft at full build-out which will include 15 basketball courts or 30 volleyball courts. With 35 foot ceilings and free of columns, the building is designed for maximum flexibility ideal for hosting a variety of sports, meetings, and tradeshow.

The initial phase would be for 9 basketball courts with the anticipation of a second phase to add 3 new courts. Final build-out would be a total of 15 basketball courts. Site improvements will include a new main entrance and landscape throughout.



EVENT DEVELOPMENT

SUCCESSFUL PARTNERSHIP SEES MAJOR GROWTH FOR ANNUAL EVENT

PVT has been focused on creating and developing events specifically to generate hotel stays during shoulder months (January, February, November and December). PVT works with organizations to either create a new event, enhance an existing event, or contract an event. Some of these events include football, indoor archery, pentathlon, sport stacking and many more. While PVT has seen various levels of success with these events the wrestling tournament has been the most successful to date.

2017 was the third year for the Women's West Coast Tournament of Champions which was created by PVT for the month of December. Partnering with the Sacramento Area Wrestling Association to manage the wrestling component, PVT managed all aspects of marketing from website, advertising and sponsorships. The WWCTOC is quickly becoming known as THE PREMIER women's wrestling tournament to attend with **478** participants, a **75%** growth over 2016!



"We will plan on attending the tournament next year. It was a great experience and a good recruiting tool. I already signed two girls that I met at the tournament."

—Asia Deweese, Head Coach
Umpqua Community College



College wrestlers in the midst of a heated match.



High School wrestlers speaking with a college representative during the college showcase.

ENRICHING OUR ORGANIZERS

CREATING CONTENT THROUGH SOCIAL MEDIA

PVT held a social media workshop for event organizers focusing on ways to utilize content and increase reach. PVT specifically showed organizations how they can utilize the content (i.e. Press Releases, news articles, eblasts, etc.) that PVT generates for them to their own platforms.

"I just wanted to drop a line and say thank you for the great workshop you hosted. I found it incredibly valuable and very informative! It seriously was one of the better marketing workshops I've attended lately. Please pass on my kudos to Lemon Tree for me. I look forward to more of your workshops in the future. Thank you so much for your support!"

—Monica Nitz, City of Rocklin
Marketing and Development Specialist



Patrick Storm of Lemon Tree Agency leading the social media workshop for event organizers.



STRENGTHENING MEDIA RELATIONS

A key strategy was to increase awareness of how much impact the hotels have on the community. By focusing on media relations, PVT was able to effectively promote events, major projects. Through various channels, press releases, articles and direct contact, PVT was able to increase media hits from 81 to 163, a **101% increase** from 2016! Be sure to check out all of the various media stories at playplacer.com/media.

Wine Country Curling Club member Bob Kuhl during his interview with Good Day Sacramento.

CAPITAL IMPROVEMENT PROJECTS

\$19,000 REINVESTMENT INTO FACILITIES AND EQUIPMENT

In November, 2007, the PVT Board of Directors approved the addition of the "Capital Improvement Grant" as a new line item in the budget. The purpose of this item is to encourage and assist in the development or improvement of facilities that will enhance our ability to attract tourism-generating events. In 2017, PVT awarded nearly **\$19,000** and since 2007 over \$250,000 has been awarded through this program.

2017 Recipients:

- Oak Creek BMX, Track Overhaul
- Rocklin Girls Fastpitch Softball League, Portable Outfield Fencing
- Speedworld, Track Overhaul
- Armored Combat, Event Flooring

USA BMX NATIONALS ARE COMING BACK TO PLACER VALLEY IN 2018!

Due to the track overhaul at the Oak Creek BMX track, the USA BMX Nationals will be heading back to the area in June 2018. The last time the Nationals took place in Placer Valley was in 2009!

"With PVT's support over the years Oak Creek BMX has grown to and continues to maintain its No. 1 track ranking on the west coast as well as its top five track ranking in the nation and this new plan will keep us there; this is truly a long term win-win for everyone!"

—Kent Elliott, Oak Creek BMX Rider

BMX riders enjoying the new track at Oak Creek BMX track located in Roseville.



MAJOR PROJECTS

TOURISM ENRICHING COMMUNITIES - \$964,000

In 2017, PVT focused on ways to maintain and/or enhance facilities that are critical to our events. This strategy is important so that event organizers can consistently have a competitive edge, steadily bring top notch events to the footprint and make the facilities more versatile to accommodate future needs. The major projects for 2017 consisted of pool and equipment renovations at the Roseville Aquatics Complex and new sand volleyball courts at Sierra College. Additionally, PVT partnered with the City of Rocklin for a brand new project called Quarry Park Adventures which will bring an exciting new adventure park to the area! In total, these **major projects were awarded \$964,000.**



Roseville Aquatics Complex \$620,000

"Thank you so much! CCA is extremely blessed to have this partnership with Placer Valley Tourism and we are so grateful of your support of our team, our facility and our community!"
—Tricia Strub, President
California Capital Aquatics



Quarry Park Adventures - \$300,000



Sierra College Sand Volleyball - \$44,000

FINANCIAL INCENTIVES

GRANT PROGRAM PAYS OFF

Each year, PVT works with organizations to bring events to the Placer Valley area that will generate overnight stays in member hotels. In 2017, PVT worked with the most organizations ever, awarding over \$240,000, of which **\$206,000 went to local organizations**. Organizations that received financial incentives in 2017 are:

Local Organizations:

49er's Historic Bottle Association
All Star Tournaments
Armored Combat League
Bill McAnally Racing
Byers Gymnastics Club
California Capital Aquatics
Camellia Capital Kennel Club
Courtside Pickleball
Cowpoke Foundation
CVU Soccer Club
Del Oro High School Athletics
Final 9 Sports
Futsal Factory
Golden State Versatility Ranch Horse Assoc.
Granite Bay FC
Hardwood Palace
Johnson Ranch Racquet Club
Lincoln Regional Airport Foundation
Lincoln Rotary
Meet of Champions
Northern California Junior Elite Tour
Oak Creek BMX
Owings Martial Arts
Placer County Schutzhund Club
Placer United Soccer Club
Revolution Express Track and Field Club
Rocklin Area Chamber of Commerce
Rocklin Girls Fastpitch Softball League
Rocklin High School Athletics
Rocklin Youth Soccer Club
Rods and Relics of Lincoln Hills
Roseville Community Preschool
Roseville Youth Soccer Club
Sac Area Sports
SacCubing

Sacramento Area Wrestling Association

Sacramento Cyclocross
Sandlot Softball
Senior Softball World Championships, Inc.
Sierra College
Speed Stacks
Speedworld
Strikes Unlimited
The Olive and Rose
Thriving Churches International
Total Body Fitness
Tournament Management Solutions
USA Ultimate
USA Softball Tournaments
USA Softball of Sacramento
Whitney High School Athletics
William Jessup University
Wine Country Curling Club
Woodcreek Aquatics
Woodcreek High School Athletics

Other Organizations:

A2K Sports
All American Games Football
Association of Christian Schools International
California Interscholastic Federation
Conference of California Historical Societies
Davis Pentathlon
Flag Football World Championship Tour
Foothills Match Club
Georgetown Wrestling Club
International Railfair
Jazzy Cats
National History Days – California
NorCal High School Cycling League
Superior Showcase

LOOKING AHEAD 2018

IT'S A WHOLE NEW BALLGAME

Just like in past years, PVT is out marketing the facilities in our area to potential event organizers. However, new for 2018 PVT will focus on attracting and bringing meeting business to the marketplace. This will create a new approach to help fill shoulder weekends as well as some midweek business. PVT will also explore the state/national meeting market especially for the new event center.

After almost a decade hiatus there is new hotel development planned for 2018-2019 with 3 hotels expected to open. These additional rooms will provide the ability to capture more room sales during the peak time periods.



A Rocklin Pony Baseball player gets ready to throw a strike!

"Thanks for the VIP tickets for the Potters game tonight! I was able to bring my team's families and we're having a BLAST!!!! One of our players got to throw out the first pitch and he can't stop talking about it. You guys are the best, thanks so much for the generosity."

—Shaun Baland,
President
Rocklin Pony Baseball

2018 KEY STRATEGIES:

1. Identify opportunities and create a marketing plan for potential room night generating events at the new events center targeted for late 2019 and beyond.
2. Work closely with ATG staff to create a marketing plan to identify opportunities for regional meetings and beyond that have significant hotel room needs and can be accommodated in Jones and Johnson Halls at ATG.
3. Sheppard the Environmental Impact Report and approval process for the new events center at ATG
4. Continue capital contributions to enhance key facilities although on a reduced basis.
5. Continue to focus on opportunities that fill need/shoulder time periods and drive rate.
6. Continue marketing and public relations programs to support these strategies.

2017 LEADERSHIP

BOARD OF DIRECTORS

Heather Hilton, Chair
Ron Berger, Vice Chair
Wendy Gerig, Secretary
Jeff Dubchansky, Treasurer
Jessica Sacchi, Past Chair
Bob Romness
Dominick Casey
Holly Hofmann
Jenna Mertz Smith
Lauryl Hernandez
Merlyn Landaker
Shawn Tillman
Steve Makis

Tami Caufield
Troy Holt

Regional Sales Support Mgr, Tharaldson Hospitality Management
Area General Manager, Heritage Hotel Group
CEO, Roseville Area Chamber of Commerce
Commissioner, Greater Sacramento Softball Association
Regional Director of Operations, Courtyard by Marriott
Volunteer, Lincoln Chamber of Commerce
Assistant City Manager, City of Roseville
General Manager, Staybridge Suites
General Manager, Hilton Garden Inn
General Manager, Hyatt Place
General Manager, Holiday Inn Express Lincoln
Economic Development Manager, City of Lincoln
Personal Insurance Specialist, Brown & Brown Insurance
(Rocklin Chamber of Commerce Seat)
General Manager, Holiday Inn Express Rocklin
Director of City Commerce & Communications, City of Rocklin

STAFF

David Attaway, CEO
Kim Summers, Director of Marketing
Donna Dotti, Director of Sales
Sulynn Jew, Office Manager
Rachel Timms, Event Services Coordinator
Amy Looney, Public Relations Coordinator

"Placer Valley Tourism has been one of our most important partners and we are blessed to be able to work with such great people that have the same goals and vision as we do."

—Matt Lundgren, General Manager
Lincoln Potters Baseball Team



Placer Valley Hoteliers
enjoying a Lincoln
Potter's home game.

DOWN TO BUSINESS

MISSION STATEMENT

To increase the health of the hotel industry in Roseville, Rocklin and Lincoln by increasing occupancy and average daily rate.

HISTORY

South Placer Tourism, Inc., doing business as Placer Valley Tourism (PVT), is a Business Improvement District (BID), formed in 2004 by the City of Roseville under provisions in the California Streets and Highways Code Section 36500-36504, which is known as the "Property and Business Improvement District Law of 1994". The organization is classified for tax purposes as a 501(c)6.

On March 5, 2003, the City of Roseville adopted the resolution establishing the South Placer County Tourism BIA and on April 1, 2003 the BIA assessment of \$1.50 per room night in Roseville and \$1.00 per room night in Rocklin and Lincoln was implemented.

On November 5, 2014, the City of Roseville adopted the resolution establishing the Placer Valley Sports Complex and Tourism Marketing District and levying the assessment of \$4.25 per room night in the 23 hotels of Roseville, Rocklin and Lincoln.

FINANCIAL

\$400,000 was rolled over from the annual budget to allow for completion of major projects.

Outside of assessment revenues, PVT has small miscellaneous revenues making less than 1% of the budget.

The annual audit is available upon request at Info@placertourism.com

"We appreciate PVT for help with securing nice hotel deals and the help with advertising the tournament."

—Paul Hays, Head Coach
Rockwood Basketball Tournament



Players go up for the ball during the Rockwood Basketball Tournament.