

# THE YEAR UNEXPECTED

## PLACER VALLEY TOURISM ANNUAL REPORT 2020



# PLACER VALLEY

*Tourism Enriching Communities*

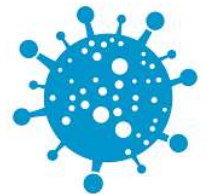
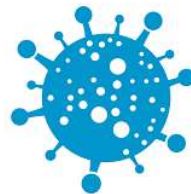
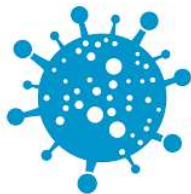
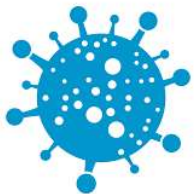
[PLACERTOURISM.COM](http://PLACERTOURISM.COM)

# LOOKING BACK...

## READY, SET...STOP!

### 2020 starts out big and gets thrown a pandemic

PVT has been working diligently on a large sports tourism facility for more than 10 years. All of that hard work came to fruition in 2020 as we celebrated the Grand Opening of the Placer Valley Event Center (rebranded as the Roebbelen Center) on February 13th. Just three weeks later, the COVID-19 pandemic shut down all room night generating events for the majority of year. We were fortunate enough to host 3 major sports tournaments prior to the shutdown and continued to find events that were allowed under the available guidance.



The Grand Opening of the Placer Valley Event Center was held on February 13, 2020.



# THE STATS

## COVID IMPACTS NUMBERS

✔ 544,503 ROOM NIGHTS SOLD:	↓ (26.83%)
✔ \$97.21 AVERAGE DAILY RATE (ADR):	↓ (21.55%)
✔ 58.8% OCCUPANCY:	↓ (25.19%)
✔ \$57.16 REVENUE PER AVAILABLE ROOM (RevPAR):	↓ (41.29%)
✔ \$3,072,772 GENERATED IN TOT:	↓ (41.00%)
✔ 4,548 PVT RELATED ROOM NIGHTS:	↓ (83.34%)
✔ 14 ORGANIZATIONS:	↓ (81.08%)
✔ \$47,228 PROVIDED IN EVENT SUPPORT:	↓ (80.76%)
✔ 200 EVENTS:	↓ (68.50%)

Grand Opening Attendees Visit the Mock Tradeshaw During the Celebration of the Event Center.



# EVENT CENTER

## PLACER VALLEY REGION CELEBRATES THE START OF A NEW BEGINNING

### Placer Valley Event Center Grand Opening

On February 13, 2020 Placer Valley Tourism hosted the Grand Opening of the new Placer Valley Event Center located @the Grounds. The Event Center is designed at 190,000 sq. ft. at full build-out which will include 15 basketball courts or 30 volleyball courts. The first phase is just over 150,000 sq. ft. built with 12 basketball courts which can be converted into 24 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 tradeshows. Site improvements will included a new main entrance located off Junction Boulevard and landscape throughout.



Pictured left to right: New ticket plaza, Event Center Drive marquee, Placer County CEO Todd Leopold, and main entrance of center.



# EVENT CENTER

## PLACER VALLEY REGION CELEBRATES THE START OF A NEW BEGINNING (cont.)



Pictured above left to right: Seats lined up for the ceremony to begin, attendees visit the tradeshow area, official programs on display, Light Balance performs showing felxibilty of venue, karate students get ready for a demonstration and attendees for the community performance enter the atrium.



# EVENT CENTER (cont.)

## EVENT CENTER FINDS PARTNER IN NAMING RIGHTS

### Placer Valley Event Center Renamed to Roebbelen Center

Roebbelen Contracting Inc. who was the general contractor of the project signed on to be the naming rights sponsor of the event center which was renamed as the Roebbelen Center as part of the 20 year agreement.

*"We believe in the community and the center. We greatly appreciate the special relationship that we've built with the community and Placer Valley Tourism, and we didn't want it to end with the ribbon-cutting," said Kenneth Wenham, President and Chief Executive Officer of Roebbelen Contracting in El Dorado Hills.*

Roebbelen Contracting is a huge part of the community and has a tremendous sense of pride in the event center. They know the building better than anybody and after looking for a special long term partnership, we look forward to working with Roebbelen for many more years to come!



Pictured: Renderings of proposed signage for front, back and top of the Roebbelen Center.

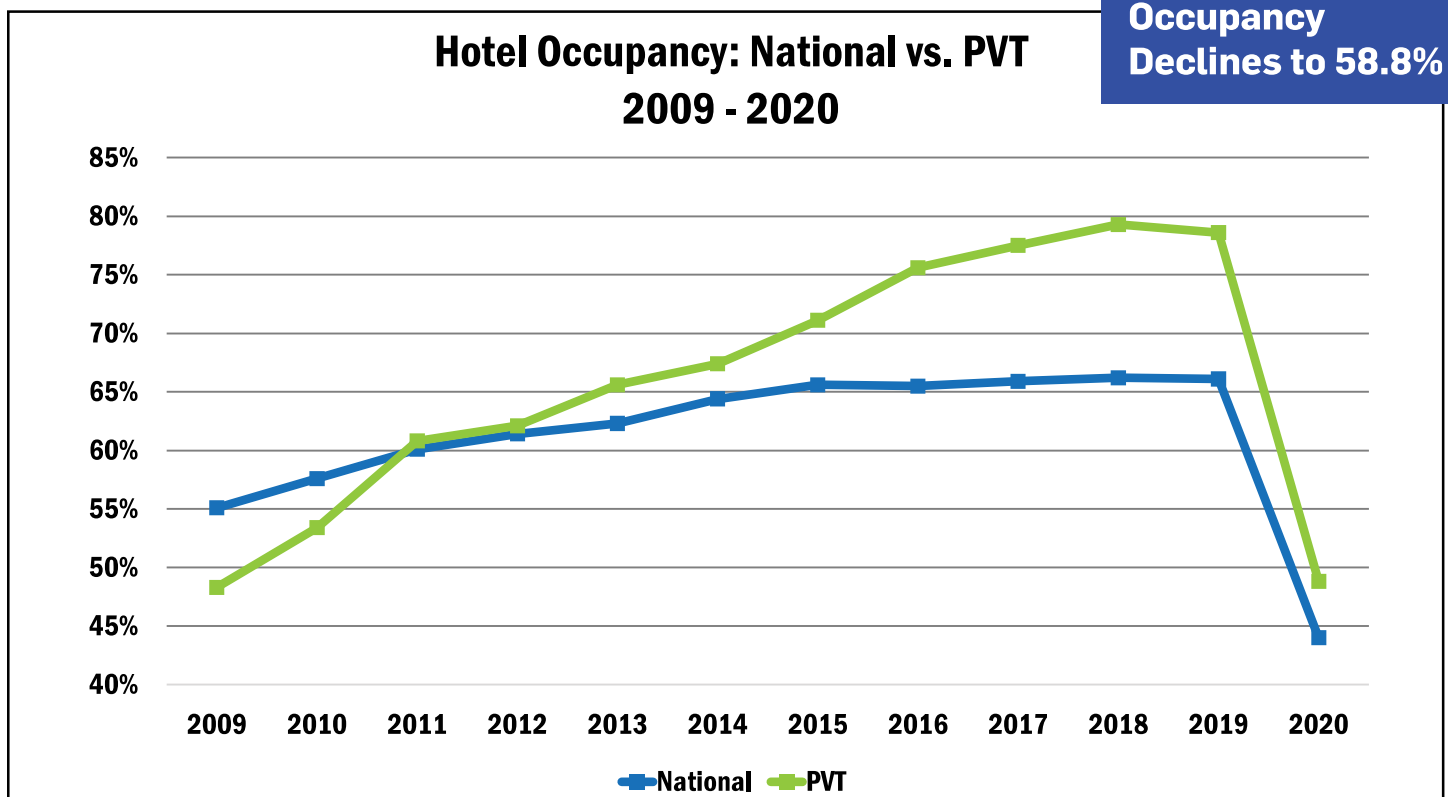


# 2020 COVID IMPACTS

## PLACER VALLEY HOTELS HIT HARD DURING PANDEMIC

### Rooms Sold, Average Daily Rate and RevPAR Plummet but Outpace National Averages

In 2020, only 544,503 room nights were sold in Placer Valley hotels, compared to 744,222 in 2019 for a **26.83%** loss in sales. Occupancy dropped down below recession levels to just **58.8%** compared to 78.6% in 2019.

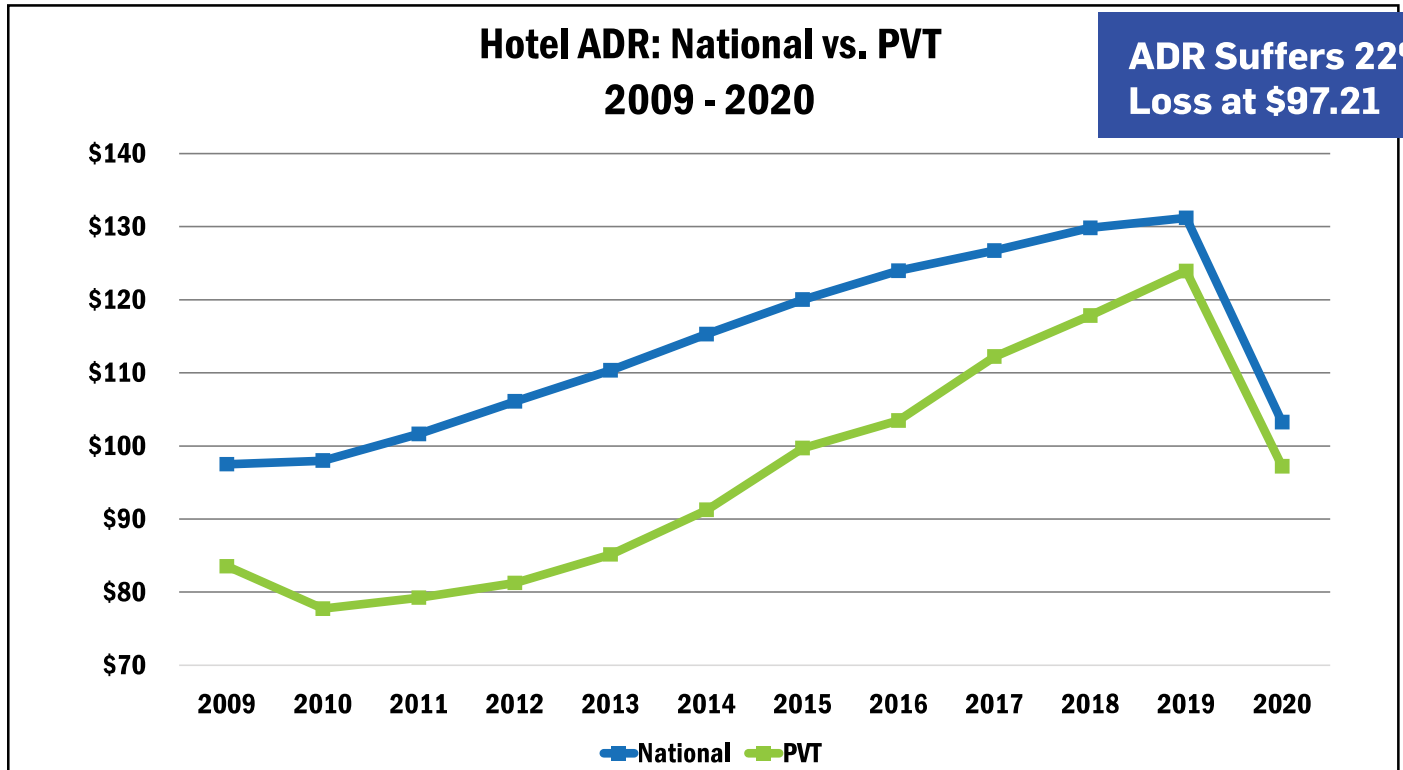


A volleyball exhibition match is played during the Grand Opening of the Placer Valley Event Center.

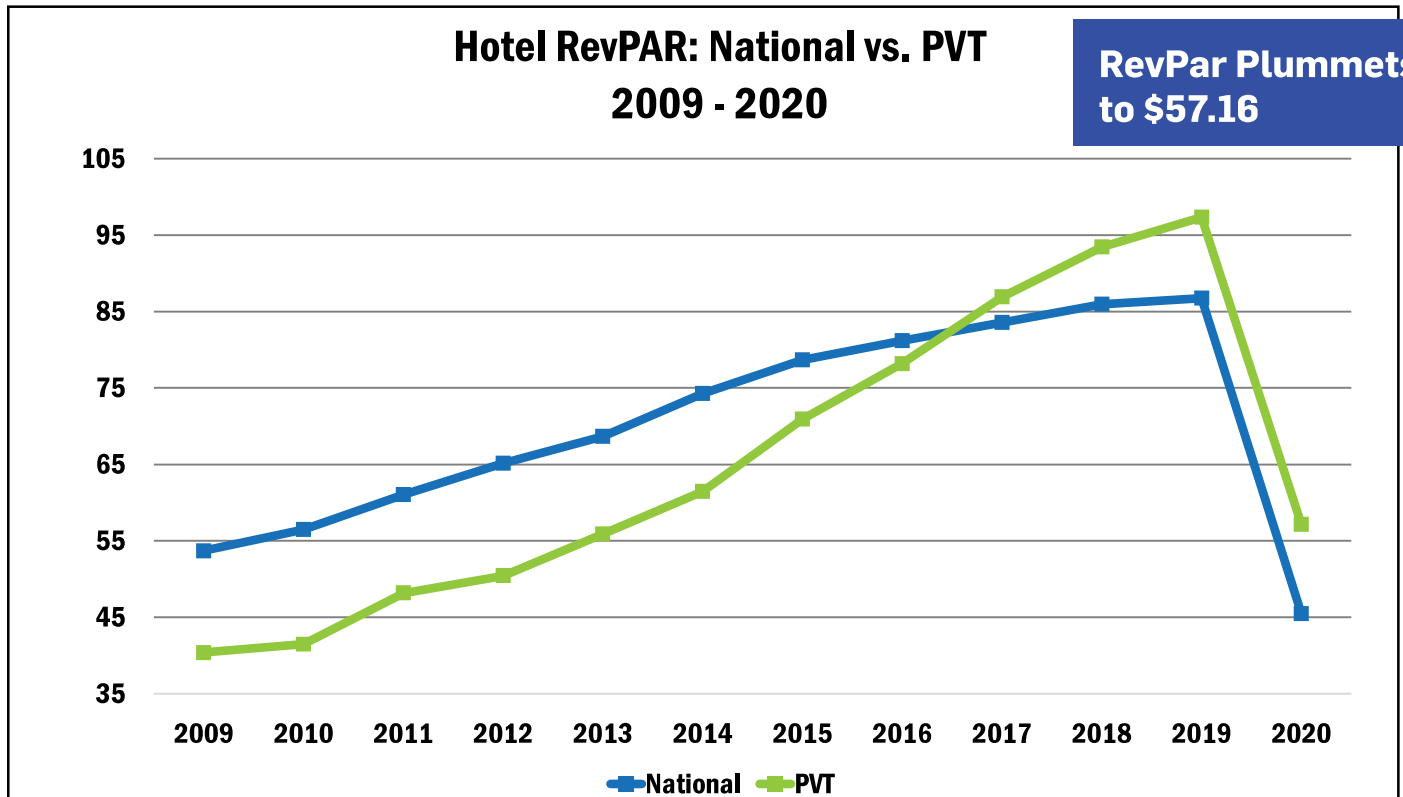


# 2020 COVID IMPACTS (cont.)

Hotel Average Daily Rate (ADR) drops almost 22% to \$97.21 compared to \$123.92 in 2019.

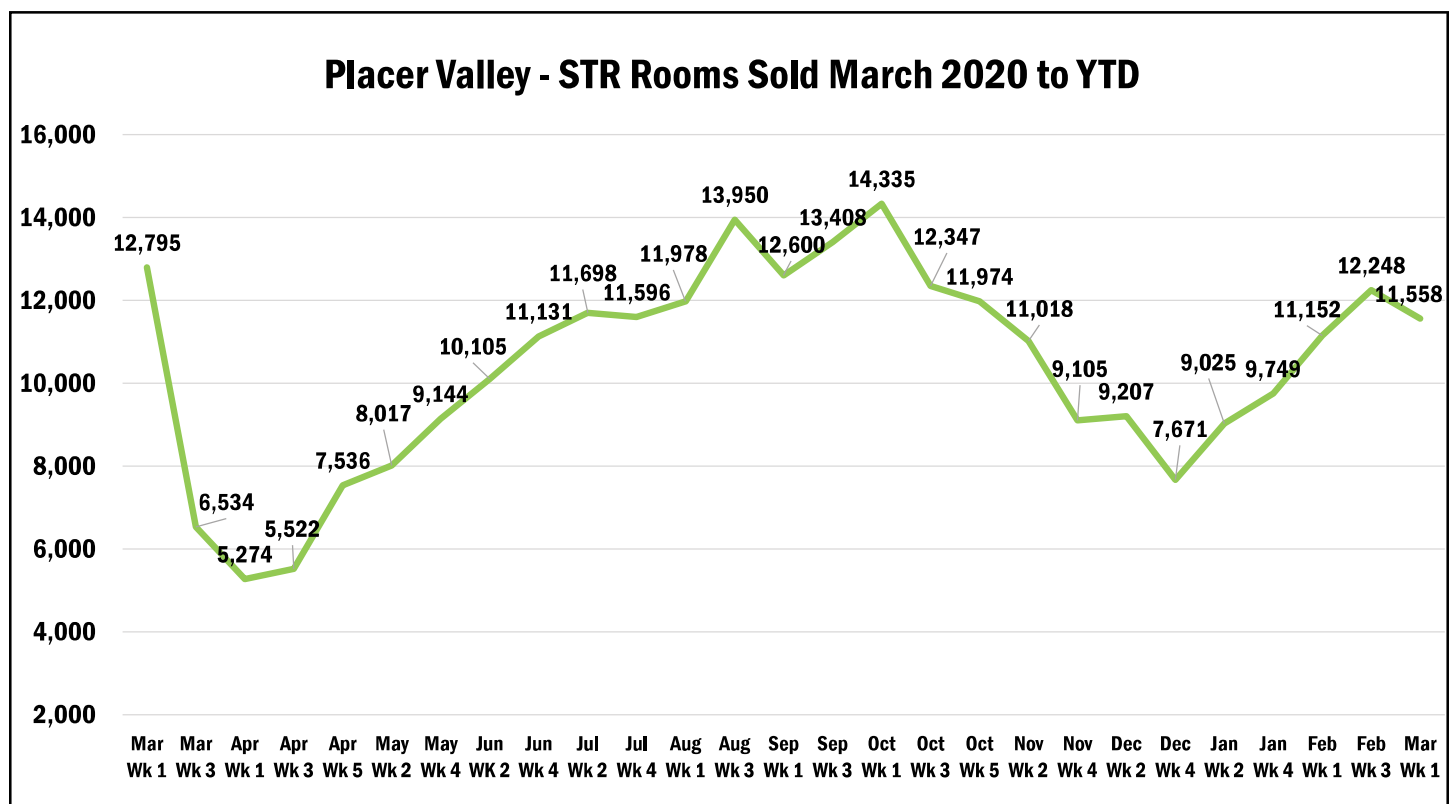
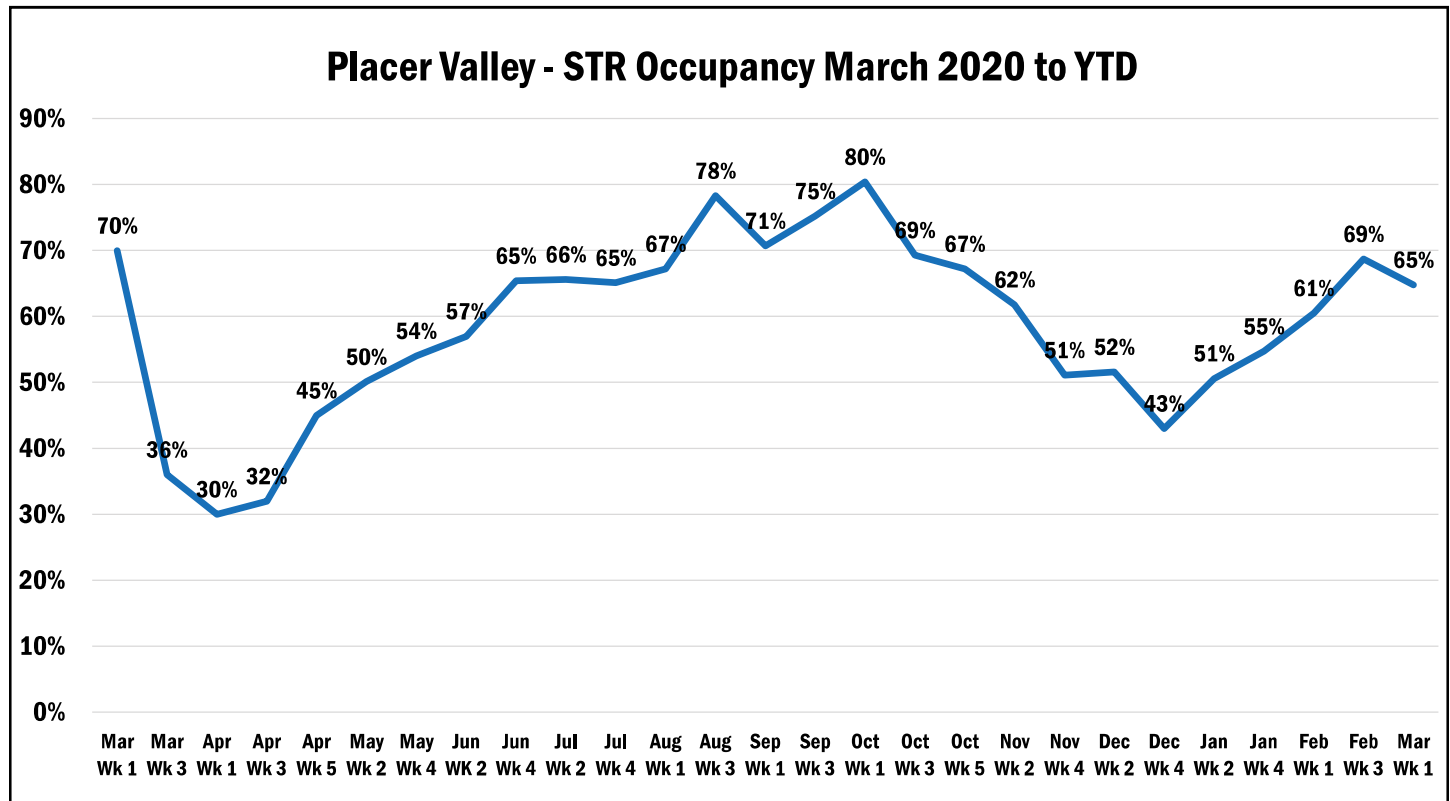


Revenue Per Available Room (RevPAR) is a representation of profitability and indicator of loss for the industry. 2020 RevPAR was \$57.16 for a 41% loss compared to 2019.



# 2020 COVID IMPACTS (cont.)

## HOTEL WEEKLY PERFORMANCE DURING COVID



\*STR provides premium data benchmarking, analytics, marketplace insights and trend reports for global hospitality sectors.

# 2020 COVID IMPACTS (cont.)

## PLACER VALLEY HOTELS SUFFER HUGE LOSSES BUT OUTPERFORMS NATIONAL

### 2020 National Average Compared to PVT

	National Average	PVT	Variance
Occupancy	44.0%	48.8%	10.9%
ADR	\$103.25	\$97.21	-5.8%
RevPar	\$45.48	\$57.16	25.7%



In October, members of the William Jessup University Cross Country team prepare for their first home meet since the COVID shutdown. Additionally, William Jessup University was able to host the Golden State Athletic Conference Championships in November, generating more room nights to Placer Valley hotels.

# 2020 COVID IMPACTS (cont.)

## PLACER VALLEY HOTELS IN COMPARISON TO REGIONAL MARKET

<b>Rooms Sold</b>	<b>Total</b>	<b>Total Variance Prior Year</b>
<b>Placer Valley</b>	<b>544,503</b>	<b>-26.8%</b>
<b>Sacramento CBD</b>	<b>650,243</b>	<b>-43.7%</b>
<b>Rancho Cordova</b>	<b>434,020</b>	<b>-19.2%</b>
<b>Folsom</b>	<b>183,559</b>	<b>-32.7%</b>
<b>Natomas</b>	<b>280,790</b>	<b>-33.0%</b>

<b>RevPar</b>	<b>Total</b>	<b>Total Variance Prior Year</b>
<b>Placer Valley</b>	<b>\$57.16</b>	<b>-41.3%</b>
<b>Sacramento CBD</b>	<b>\$53.84</b>	<b>-51.9%</b>
<b>Rancho Cordova</b>	<b>\$48.77</b>	<b>-37.8%</b>
<b>Folsom</b>	<b>\$59.42</b>	<b>-44.8%</b>
<b>Natomas</b>	<b>\$62.87</b>	<b>-49.3%</b>

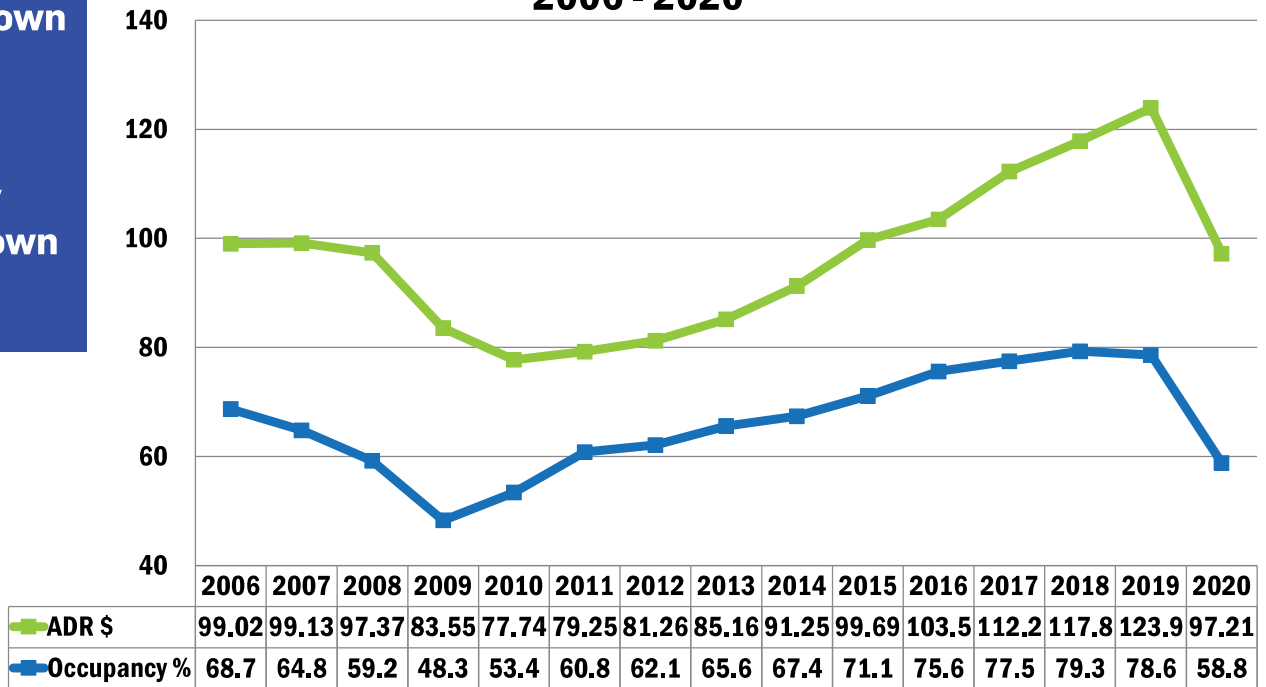
# MARKET RESULTS

## DOUBLE HIT DECLINES BOTH AVERAGE DAILY RATE AND OCCUPANCY

**\$97.21 ADR**  
(21.55%) Down  
from 2019

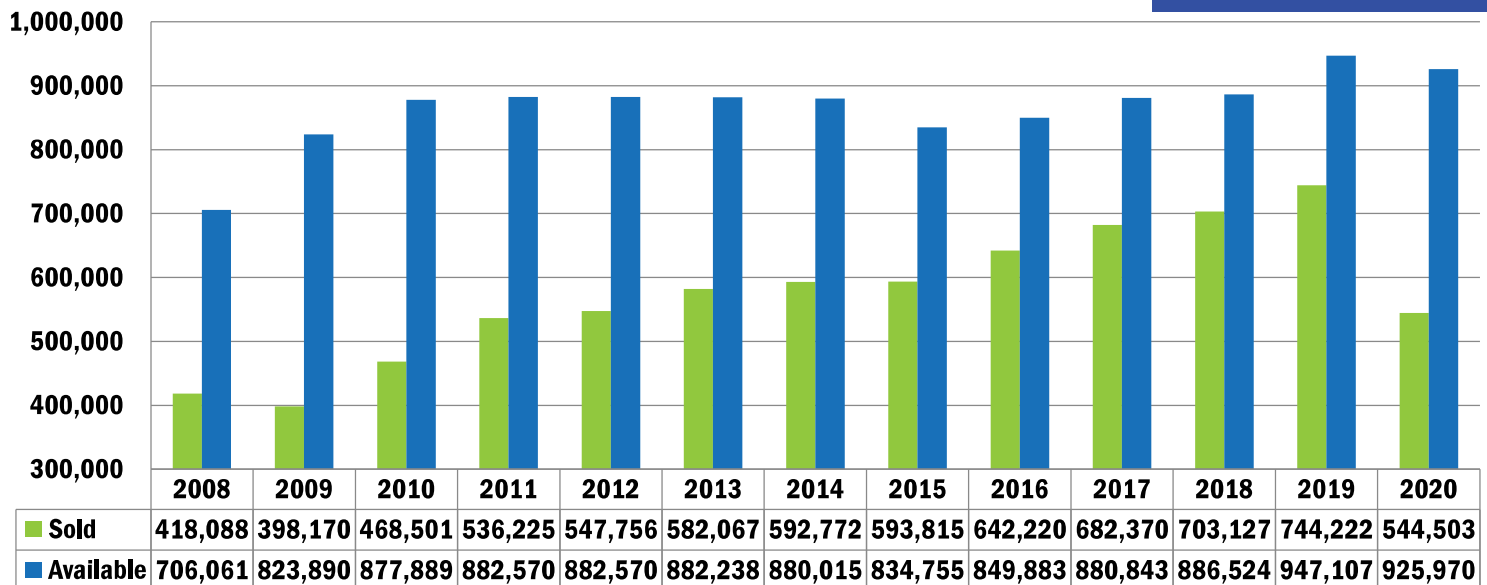
**58.8%**  
**Occupancy**  
(25.19%) Down  
from 2019

**Average Daily Rate & Occupancy  
2006 - 2020**



**Hotel Room Nights Available vs Sold  
2009 - 2020**

**544,503 Rooms  
Sold (26.83%)  
Down from 2019**



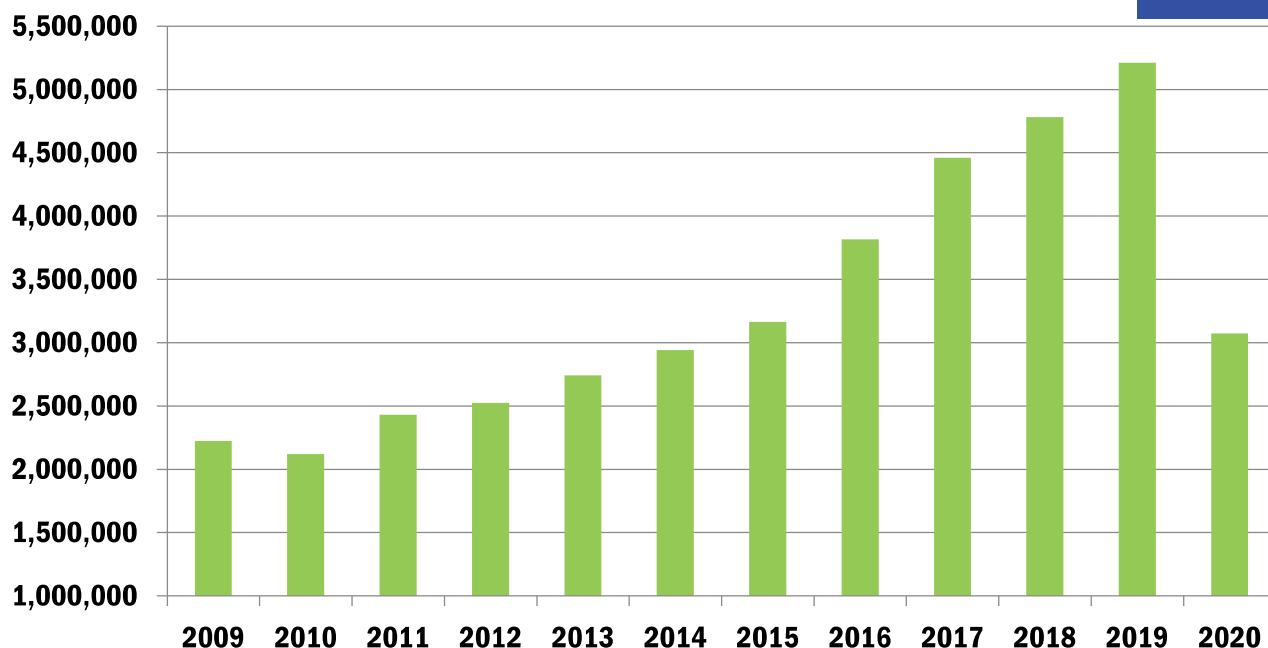
# ECONOMIC IMPACT

## HOTEL INDUSTRY DIRECT ECONOMIC IMPACT FOR ROSEVILLE, ROCKLIN AND LINCOLN

**41% Loss in Transient Occupancy Tax (TOT)** directly impacts the three cities general funds and is good indicator on how the hotels in Placer Valley performed. COVID kept most hotels operating for only essential travel, forcing most hotels to cut expenses and staff.

### 3 City TOT Collections 2009 - 2020

**41% Decline  
in TOT from  
2019 to 2020**



Prior to COVID, Anglers take to the water at Folsom Lake for the Yak-A-Bass fishing tournament.



# SALES SUMMARY

## PLACER VALLEY TOURISM EVENT RELATED ROOMS DOWN 83%



Bill McAnally Racing Promotions was able to continue their racing season without spectators for the 2020 racing season.

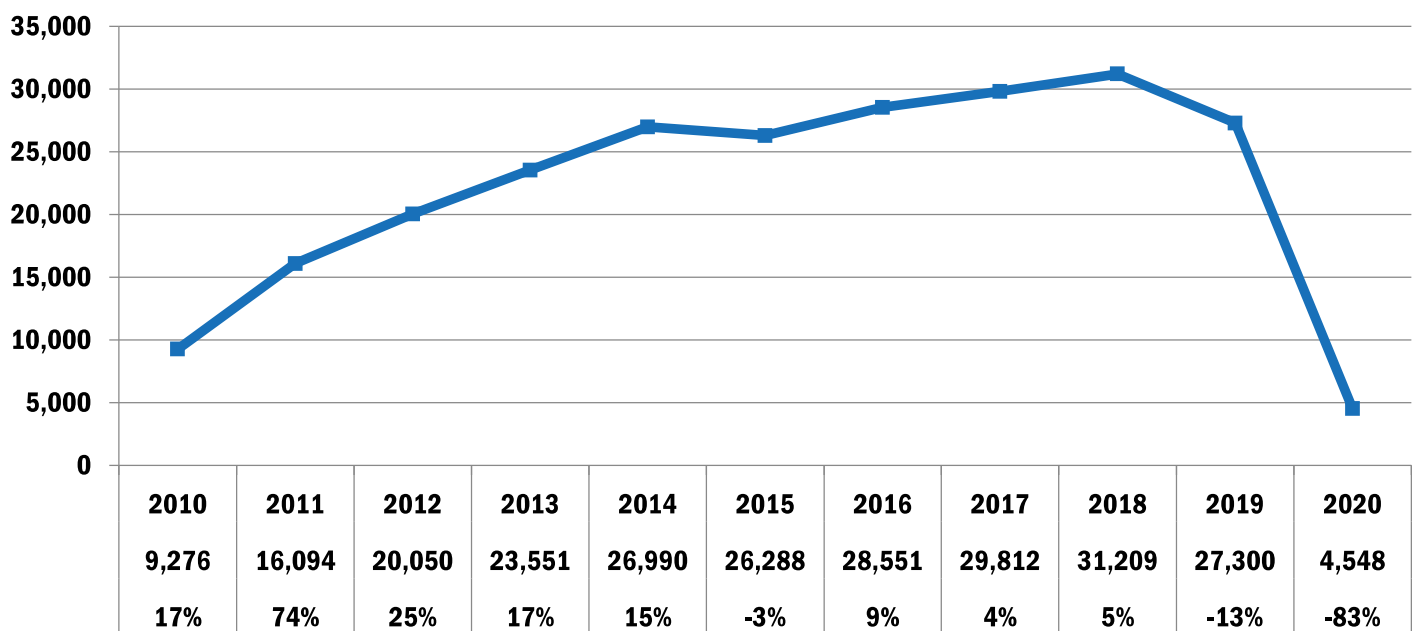
### HIGHLIGHTS

- Event room nights down 83% to 4,548
  - Significant loss due to COVID-19 including no events in April, May or June
- February had the most room nights as it included the first events in the Roebbelen Center and was before the stay-at-home order was enacted. NCVA generated 432 room nights with one tournament at the Roebbelen Center.
- The top 5 event types were basketball, volleyball, auto-racing, BMX, and softball respectively.

### TOP 5 ORGANIZATIONS BY TOTAL ROOM NIGHTS

- Courtside Basketball Center - 666
- NCVA Volleyball - 625
- William Jessup University Athletics - 591
- Hardwood Palace - 431
- Bill McAnally Racing Promotions - 310

### PVT Room Nights 2010 - 2020



# SALES

## SALES EFFORTS RETAIN AND SHIFT EVENTS BASED ON STATE RESTRICTIONS

### Every Day We're Shufflin' ... And Shufflin' More

With the ever revolving COVID related restrictions implemented throughout the year, the sales team worked closely with event organizers, from reading and interpreting available guidelines, to shifting event dates multiple times. Although 2020 was an unprecedented year and one we hope not to relive, there were some success stories amongst the chaos:

- 2020 Women's Disc Golf National Championship rescheduled to May 2021
- Tree Risk Assessment Qualification Training @the Grounds which typically rotate throughout the state found a home for their essential trainings and workshops
- Hosted two events for the Best Coast Showcase at Fosskett Regional Park in September and October
- Assisted Oak Creek BMX in reopening based upon provided Raceway Guidance by the state. Oak Creek was able to secure the State Championships for 2021
- Synergy Force Volleyball was able to add trainings utilizing the Roebbelen Center
- Majority of basketball tournament dates shifted to 2021 with more added
- Senior Bowling tournament was scheduled and ready to take place in November until the second shutdown and has now been shifted to late fall 2021
- Senior Softball USA extended their contract and will be back in 2021



# CAPITAL IMPROVEMENTS

## FACILITY UPGRADES ENHANCE COMPETITIONS

### PVT Funds Improvements From Sound Systems to Disc Golf Tees

PVT partnered with the City of Rocklin to bring portable temporary fencing to Whitney Community Park making tournament set-up much easier. Final 9 Disc Golf added new tee signs to the course located at Johnson Springview Park which will see the originally scheduled 2020 Women's Disc Golf National Championships in May 2021. Through our partnership with the California Capital Aquatics, they were able to upgrade the sound system at the Roseville Aquatics Complex. A total of \$17,250 was awarded in 2020.



## California Capital Aquatics *Building Character Through the Pursuit of Excellence in Competitive Swimming*



"We have developed a great relationship with the City of Roseville and Placer Valley Tourism. Their dedication to the Roseville Aquatic Center is evident in all aspects of this facility. We appreciate the city's and PVT's attention to detail and meticulous care for this area's premiere swimming facility."

— Mitch Satz  
President, Woodcreek Aquatics

# CAPITAL IMPROVEMENTS

## ASSISTANCE IN CAPITAL PROJECT LEADS TO MAJOR GROWTH

### Success Story: Oak Creek BMX Track

With help from PVT in 2017, Oak Creek BMX was able to rebuild the heavily used track. Over the years, the track had become worn down causing a loss in ridership and inability to bid for national events. In 2018, Oak Creek BMX won the opportunity to host the USA BMX Nationals generating over 300 room nights in the Placer Valley area.

New ownership at the track brought about many positive changes including turning the organization into a non-profit, allowing any profit to flow back into the maintenance of the track. Through the upgrades PVT assisted in bringing about and working with the new ownership, Oak Creek has successfully turned around their ridership and was selected as #1 in the state bringing the championships home to Placer Valley for 2021.

*"We got confirmation today that we are State #1, Region #1 and National #1!!! I am still in awe of what the track has accomplished in a year and a half!! Thank you to you guys for the support that you give us!!"*

— Amanda Lowry  
Track operator, Oak Creek BMX



# FINANCIAL INCENTIVES

## PANDEMIC HAULTS MOST EVENTS LIMITING FINANCIAL SUPPORT

### Grant Program Pays Out Less Than 8% Compared to 2019

Each year, PVT works with organizations to bring events to the Placer Valley area that will generate overnight stays in member hotels. While 2020 certainly limited how many organizations and events PVT could partner with, \$20,163 was awarded in grants. Compared to \$240,000 in 2019. While focusing on what provided guidance from the state did allow, racing was allowed to continue without spectators making way for Bill McAnally Racing Promotions and Oak Creek BMX to continue with their planned races. Organizations that received financial incentives in 2020 are:

- **Bill McAnally Racing Promotions**
- **Byers Gymnastics Roseville**
- **Courtside Basketball Center**
- **Georgetown Wrestling Club**
- **Johnson Ranch Sports Club**
- **Kayak Bass Fishing**
- **Kennedy Pageant Production**
- **Oak Creek BMX**
- **Owings Martial Arts**
- **Thriving Churches International**
- **Total Body Fitness**
- **USA Softball**
- **William Jessup University**
- **Xtreme Hoops LLC**

Pictured Left to Right: William Jessup University Cross Country athletes strike a pose before the race begins. Thrive Unleashed attendees are all smiles during a conference breakout session (Pre-COVID).



# LOOKING AHEAD 2021



## ADAPT AND OVERCOME...

### Uncertainties still remain for 2021

At what level will youth sports be allowed to play and with what restrictions or modifications? When will large gatherings be allowed and to what extent? Due to the restrictions surrounding most of 2020, we look to accomplish most of the same key strategies for 2021 with the exception of meeting/group business. The meeting and group business segment will have a slower return as they ease back into the market after COVID-19 and with so many unknowns, this has been shifted to a longer-term strategy.

The overarching strategy of the Roebbelen Center is to give PVT the capability to drive more events into the shoulder months to replicate our success in the May – October time period.

PVT is mindful that “build it and they will come” is not true; it takes hard work soliciting, recruiting, growing and positioning the right events that can deliver the room nights needed. With the unexpected downtime due to the pandemic, PVT has sought out events and has successfully booked more events for 2021 than originally scheduled for 2020.

The uncertainty of when Placer Valley will get the approval to start hosting youth sports remains a challenge so until that time, PVT will remain fluid, focused on shorter-term strategies while closely monitoring room sales, revenue generation and managing cash reserves.

Gymnasts perform in the Roebbelen Center while adhering to all safety measures including social distancing, wearing masks, limited guardians and equipment sanitation in between rounds.

# 2020 LEADERSHIP

## BOARD OF DIRECTORS

Lauryl Hernandez, Chair  
Vanessa Phillips, Vice Chair  
Steve Makis, Secretary  
Heather Hilton, Past Chair  
Dion Louthan  
Doug Brown  
Henry Collantes  
Holly Hofmann  
Jeff Dubchansky  
Jessica Nalley  
Marc Mondell  
Merlyn Landaker  
Ron Pitamber  
Sheffield Crosby  
Tami Caufield

General Manager, Hyatt Place  
Area General Manager, Aimbridge Hospitality  
Account Executive, Bender Insurance Solutions  
Regional Sales Support Mgr, Tharaldson Hospitality Management  
Assistant City Manager, City of Roseville  
Recreation Program Manager, City of Lincoln  
General Manager, Hampton Inn & Suites  
General Manager, Staybridge Suites  
Commissioner, USA Softball of Sacramento  
Regional Vice President of Operations, Aimbridge Hospitality  
Assistant City Manager, City of Rocklin  
General Manager, Holiday Inn Express Lincoln  
Owner, Heritage Hotel Group  
General Manager, Hilton Garden Inn  
General Manager, Holiday Inn Express Rocklin

## STAFF

David Attaway  
Kim Summers  
Donna D. Dotti  
Sulynn Jew  
Rachel Timms

CEO  
Director of Marketing  
Director of Sales  
Office Manager  
Event Services Coordinator

PVT Board Members and CEO participate in the official Ribbon Cutting of the Placer Valley Event Center.



# 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.

On January 1, 2017, the adopted resolution increased the assessment to \$6.50 per room night which is currently collected from the now 24 hotels of Roseville, Rocklin and Lincoln.

## FINANCIAL

\$50,000 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](mailto:Info@placertourism.com)



PVT Board member Steve Makis welcomes the audience to the Grand Opening