



City of Woodland

REPORT TO MAYOR AND CITY COUNCIL

AGENDA ITEM

TO: THE HONORABLE MAYOR
AND CITY COUNCIL

DATE: June 16, 2009

SUBJECT: Approval of the Visitor Attraction District (BID) Assessment Report for Fiscal Year 2009-2010, Adoption of Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2009-2010 within the Woodland Visitor Attraction District, and Scheduling of Public Hearing

Report in Brief

In July 2004 the City Council approved the formation of the Woodland Visitor Attraction District at the request of Woodland hoteliers. This action included the collection of a 1% assessment on room occupancy charges that was provided as an annual payment to the Yolo County Visitors Bureau. The hoteliers have remained supportive of the District since 2004 and the City Council has annually adopted Renewal of the District since its formation. The hoteliers remain supportive of the District and request that the City adopt its renewal for 2009-2010.

Staff recommends that the City Council approve the Visitor Attraction District Assessment Report for Fiscal Year 2009-2010; adopt a Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2009-2010 within the Woodland Visitor Attraction District; and schedule a public hearing for July 7, 2009 to consider any written or oral protests to the levy of the assessment.

Background

On July 6, 2004, the City Council unanimously supported the adoption of a Resolution of Intention to establish the Woodland Visitor Attraction District ("District") pursuant to the Parking and Business Improvement Area Law of 1989. On July 27, 2004, Council held a public hearing to approve Ordinance No. 1404 establishing the District. Ordinance No. 1404 authorized the levying of a 1% assessment on room occupancy, in addition to the Transient Occupancy Tax, upon all hotel/motels establishments in the City of Woodland. The Council has annually adopted the Renewal of the District since that time.

A requirement of the Parking and Business Improvement Area Law of 1989 is that the assessment levy be renewed every fiscal year. In order to renew the assessment, the City Council needs to: (1) approve an assessment report; (2) adopt a resolution of intention; (3) conduct a public hearing; and (4) absent a majority protest, adopt a resolution confirming the assessment report.

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The assessment is to be forwarded to the Yolo County Visitors' Bureau (Visitors' Bureau), which promotes tourism and visitor attraction. The Visitors' Bureau, which is governed by a Board of Directors, is a non-profit entity. The Visitors' Bureau is also supported by its partners-- the cities of Davis, Winters and Woodland, as well as the University of California at Davis.

The hoteliers have voted to assess themselves in order to provide the Visitors' Bureau with funds to assist in increasing travel, tourism and overnight stays in Woodland. As required, all of the hotels in Woodland participate, representing a total of more than 600 rooms. To date, the work that the Visitors' Bureau has done has been productive. The Assessment Report (annual report), included as Attachment II, describes some of the activities and publications produced this year. Below is a list of some of the YCVB assisted activities:

- Amgen Bicycle Tour of California, hosted in February
- Senior Softball USA Cal. Cup negotiations assistance (approx 1,000 rooms in Woodland and region will be impacted in August 2009)
- Special Olympics Summer Games at UC Davis, June 2009
- Sacramento Valley Scottish Games (approx. 600 rooms)
- Renewal of Woodland Map & Guide 2009

Planned events/initiatives 2009-2010

- Amgen 2010 Tour of California
- Yolo County Food & Wine Initiative
- Development of Agritourism Program
- Create more accessible/visible Visitor Center

Some media coverage included:

- "Good Day Sacramento" coverage of Stroll Through History during "talk back" segment
- Solano Magazine-Almond Festival
- Outgoing press releases for Woodland (in 2009)
- Electric Vehicle Charging Station at Gateway Center--outgoing media
- Sacramento Parent Magazine inquiring about Stroll Through History, Dynamite Chili Cook-off and Woodland Farmer's Market
- Events & festivals provided to Cean Burgeson-Cache Creek Magazine

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In order to continue the Visitor Attraction District, the Council must provide direction to continue the process for the renewal of the annual 1% assessment of Visitor Attraction District. This process includes the approval of the Visitor Attraction District Assessment Report for Fiscal Year 2009-2010; adopt a Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2009-2010 within the Woodland Visitor Attraction District; and schedule a public hearing to consider any written or oral protests to the levy of the assessment.

Discussion

Over the past several years the YCVB has helped the City increase its TOT by approximately 5-7 % annually. The City's attractions and events, such as the Scottish Games and the Ag History Museum continue to benefit from greater regional exposure. The City is seeing a greater number of events, such as planned Senior Softball World Cup Championships in August 2009. The total 1% assessment collected did not reach the projected amount due to the recessionary economy and fewer people traveling. However, TOT was still up approximately 4.2% from \$863,087 in 2007 to \$899,295 in 2008. With the addition of the above mentioned events and planned hotel development projects which will add approximately 200 rooms, the City's TOT and 1% assessment will grow. The annual contribution (2008 Q1-Q4) to the YCVB was \$89,929.50.

It is important for the City Council to note that staff is not recommending a General Fund contribution from the City of Woodland to the Yolo County Visitor's Bureau for FY10. As the Council may recall, the YCVB has requested an additional contribution of \$25,000 as part of the current year's budget each fiscal year. This request will not be considered until such a time that the City of Woodland recovers from the current recessionary economy and additional justification supporting the request is provided for the City Council's consideration.

In September 2008, the YCVB selected a new executive director, Diane Parro. Ms. Parro comes with many years of experience in marketing (especially in the film industry). Since Ms. Parro's arrival, the YCVB has adopted a more flexible, collaborative approach to the administration of the Bureau. The mission of the YCVB is to enhance the visitors' experience by facilitating the integration of the community and regional resources and assets. Board meetings now rotate among the partner communities and regular updates are provided by city partners in a constant effort to work together and market Yolo County, and the YCVB has redirected its focus to local and regional marketing.

Fiscal Impact

The renewal of the one percent (1%) assessment has minimal direct fiscal impact on the City. Hoteliers submit their 1% assessment to the City along with their ten percent (10%) Transient Occupancy Tax. City staff processes the 1% assessment as a "pass through" to the Visitor's Bureau. Annual staff costs for the pass through of funds are estimated to be approximately \$1,500 and are included in the FY10 General Fund budget and considered an in-kind contribution to the YCVB.

As appropriate, the YCVB has agreed to produce marketing materials for partnering communities. The City of Woodland is currently updating the Woodland Map & Guide which has not been update

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since 2005. Because the City is unable to contribute an annual assessment from the General Fund, work is completed on a fee for services basis as part of the Economic Development program.

Public Contact

Posting of the City Council Agenda and future public hearing on July 7, 2009. Staff also met with Vinod Patel, YCVB Board member representing Woodland hoteliers, Diane Parro, YCVB Executive Director and Reed Youmans, Chair of YCVB Board of Directors.

Alternative Courses of Action

1. Approve the Visitor Attraction District Assessment Report for Fiscal Year 2009-2010; adopt a Resolution of Intention to Levy an Assessment for Improvements and Activities for Fiscal Year 2009-2010 within the Woodland Visitor Attraction District; and schedule a public hearing for July 7, 2009 to consider any written or oral protests to the levy of the assessment.
2. Cease further consideration of the renewal of the Visitor Attraction District.

Recommendation for Action

Staff recommends that the City Council approve Alternative No. 1.

Prepared by: Wendy Ross
Economic Dev. Manager

Mark G. Deven
City Manager

Attachments: 1. Resolution of Intention
2. 2009/2010 Annual Assessment Report

RESOLUTION NO. _____

A RESOLUTION OF INTENTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND TO LEVY AN ASSESSMENT FOR IMPROVEMENTS AND ACTIVITIES FOR FISCAL YEAR 2009-2010 WITHIN THE WOODLAND VISITOR ATTRACTION DISTRICT

WHEREAS, the City of Woodland (“City”) has the authority to levy assessments through a parking and business improvement area pursuant to the Parking and Business Improvement Area Law of 1989, California Streets & Highways Code section 36500 et seq.;

WHEREAS, on September 7, 2004, the City Council adopted Ordinance No. 1404 establishing a Woodland Visitor Attraction District (“District”) and levying assessments;

WHEREAS, the District’s area consists of the City in its entirety and is coextensive in its boundaries with the City;

WHEREAS, the mission of the District is to enrich the lives of the citizens by improving the economic resilience of existing Woodland businesses through promotion of cultural, athletic and educational events and programs that build upon the strengths of the region and the quality of community life;

WHEREAS, in order to levy an assessment for fiscal year 2009-2010, the City Council is required to approve an assessment report, adopt a resolution of intention, hold a public hearing and adopt a resolution confirming the report and adopting the assessment; and

WHEREAS, the City Council has approved the Visitor Attraction District (BID) Assessment Report for Fiscal Year 2009-2010, which is incorporated herein by reference.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WOODLAND DOES HEREBY RESOLVE that it intends to levy and collect assessments within the Woodland Visitor Attraction District for fiscal year 2009-2010.

BE IT FURTHER RESOLVED that the assessment to be levied for the District shall be used to fund: the general promotion of business activities and visitor-oriented programs within the District, including the development of program materials, visitor guides and the creation of linkages with event sponsors to support additional conferences and events; the promotion of and participation in conferences, activities and public events which are to take place on or in public places within the District; the furnishing of music in any public place within the District; and, the decoration of any public place within the District. The Visitor Attraction District (BID) Assessment Report for Fiscal Year 2009-2010 on file with the City Clerk is hereby referenced for a full and detailed description of the improvements and activities to be provided for fiscal year 2009-2010, the boundaries of the District and the assessments to be levied upon the businesses within the District for fiscal year 2009-2010.

BE IT FURTHER RESOLVED that the City Council will hold a public hearing at 6:00 p.m. on July 7, 2009 in the City Council Chambers, 300 First Street, Woodland, California, on the levying of the assessment for fiscal year 2009-2010. At the public hearing, written and oral protests may be made. The form and manner of protests shall comply with California Streets & Highways Code sections 36524 and 36525. If written protests are received from and not withdrawn by the owners of businesses in the District which will pay fifty percent (50%) or more of the assessments to be levied, no further proceedings to levy the assessment, as set forth in this Resolution of Intention, shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.

PASSED AND ADOPTED this 16th day of June, 2009 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Marlin "Skip" Davies, Mayor

ATTEST:

Sue Vannucci, Director of Administrative Services/
City Clerk

APPROVED AS TO FORM:

Andrew Morris, City Attorney

Woodland 2009-2010 Annual Report Yolo County Visitors Bureau

For period of
July 2008 - May 2009

Mission:

To enrich the lives of our citizens by stimulating the economic activity of Davis, Woodland, Winters and unincorporated Yolo County businesses and organizations through the promotion of cultural, athletic and educational events and programs that build upon the strengths of our region and the quality of our community life.

To enhance the visitors' experience by facilitating the integration of the community and regional resources and assets.

To accomplish this mission, the Yolo County Visitors Bureau is committed to the following core objectives:

- To market the region in a way that maximizes the visitor's experience while respecting the quality of life and environment in which we live
- To compete aggressively with destinations throughout the region in attracting visitors
- To offer exceptional customer service in all aspects of the organization
- To be a regional destination marketing organization that stresses partnerships, productivity and maximum return on investment
- To share expertise on industry issues, trends and product development with customers and stakeholders
- To measure and report the effectiveness of the organization in generating economic benefits for the community

Vision:

The Yolo County Visitors Bureau (YCVB) is the recognized leader of an integrated and influential tourism destination team representing three primary cities of Davis, Woodland, Winters and adjacent areas in Yolo County.

Refocused Direction:

- In May 2008, the Board of Directors undertook the project of meeting with key stakeholders in order to assess the organization's strengths and opportunities. The result is the clear and firm decision to shift entirely into local and regional marketing.
- A new Executive Director, Diane Parro, joined the organization in September and brought energy and enthusiasm for collaboration with local constituencies.
- All national marketing efforts such as trade show attendance and other sales activities outside the region were curtailed. The savings in hard costs were offset by reductions to funding but staff responsibilities have shifted significantly thus supporting the focus on local and regional efforts.

Organizational Goals:

- 1 – Collaborate with local groups to provide attractions for visitors
- 2 - Promote our attractions and events to visitors
- 3 – Provide services that support local organizations tourism efforts
- 4 – Serve as a resource for travel industry perspective and knowledge
- 5 – Maintain a professional organization
- 6 – Strive to be positive and respectful in all aspects of our work

Strategies:

- 1 – Maintain a Board of Directors that represents different areas and types of attractions but operates for the good of the whole region
- 2 - Build and enhance cooperation with local entities
- 3 - Take an active role in planning events that draw visitors
- 4 - Market our attractions and events to visitors
 - Provide a Visitors Center
 - Produce and distribute visitor publications
 - Create and maintain a web site that is attractive to visitors and residents and promotes all regional attractions without bias
 - Participate in events & utilize the booth and publications
- 5 – Aggressive program of public relations to generate press coverage
- 6 – Maintain association and seek active cooperation with local and regional tourism organizations

2008/2009 Accomplishments

Active Event Planning & Participation

- Amgen Tour of California
- Senior Softball USA California Cup Negotiation
- Special Olympics Summer Games
- Film site selection in Knights Landing

Conferences Planned

- UC Davis Atmospheric Chemists
- UC Systemwide Symposium on IT Security
- US Cycling Coaching Clinic
- Semisi Seed Company
- American Chemical Society
- CA Alliance of Child & Family Services
- Yolo County Agriculture Commission (2 conferences)

Publications Produced

- Davis Guide & Map
- Yolo County Guide & Map
- Dining Guides
- Facilities Guide
- Woodland Guide & Map (in cooperation with City of Woodland)
- Gallery Guides (in cooperation with Davis Arts Council)
- Winters Guide & Map
- Monthly & Weekly Calendars of Events
- Media Kit – converted to electronic
- Monthly Electronic Newsletter for Media
- Monthly Electronic Newsletter for Consumers

Points of Distribution of Publications

1. Events & Festivals

- UC Davis Fall Welcome
- Celebrate UC Davis!
- Beat Generation & Jazz Festival
- Hoes Down
- Bay Area Travel Show (co-op with CVTA)
- Almond Festival
- Amgen Tour of California
- UC Davis EPE Vendor Fair
- UC Davis Picnic Day
- UC Davis Welcome Fair
- Ceramics Conference
- Celebrate Davis!

2. Conferences

- UC Davis Atmospheric Chemists
- UC Systemwide Symposium on IT Security
- US Cycling Coaching Clinic
- Semisi Seed Company
- Yolo County Agriculture Commission (2 conferences)

3. Points of Ongoing Distribution

- YCVB Visitor Center
- Davis City Offices
- Davis Amtrak Station
- Davis Chamber of Commerce
- Davis Downtown Business Association
- Woodland City Offices
- Heidrick Ag History Center
- Winters City Offices
- Winters Chamber of Commerce
- Yolo County Offices
- UC Davis Visitor Center
- Various local places: restaurants, hotels, shops, attractions

Total Number of Printed Publications Distributed : 32,500

Total Number of Electronic Communications : 15,120

Yolo CVB website

An act of vandalism destroyed the web site in mid-February. We attempted to repair the damage but were eventually force to build an entirely new site. The result is a much-improved web site that maintains the visual design and beautiful photographs of our region but is much easier to navigate for both the user and the administrators.

1. Features Maintained

- Events calendar
- Listings, photos and links for all hotels
- Listings for all restaurants
- Details for every attraction
- Travel information

2. New Features

- The events calendar can also be viewed on Davis Community Network
- The home page has an “Upcoming Events” bar to show the next few events
- Restaurants can be sorted by location, type of food, or both
- Restaurant page will have a “featured restaurant” which will change weekly
- There is a search feature that covers the entire site
- Office address, telephone number and email appears at the bottom of each main page
- There is a contact page with more information about us
- The RFP and Request for Information page has been streamlined

3. New Features Planned

- Meeting planning tools including a comparison table option
- Press room with story lines, photos, and quotes
- “Wanna Be An Aggie?” special button on home page that moves to pages written especially for youth considering this as a choice for college

Public Relations

Our biggest project this year was leading the Media Relations committee on the Amgen Tour of California Local Organizing Committee. We held a very successful press conference, worked very closely with City of Davis staff to host media and collaborated with the Davis Enterprise/Winters Express to publish 20+ articles and an official program for the ATOC. More than a dozen TV segments were broadcast from Davis with bicycle-related stories.

Our efforts on behalf of other local events were also fruitful. Noted below is the coverage generated through our program not counting ATOC.

Television Segments – 12

Website Articles or Event Listings - 10

Regional Magazine Articles or Event Listings – 14

RV Journal, Sacramento Parents, Sunset, Via, Military Press, Solano Magazine

Newspaper Articles or Event Listings – 10 (not including ATOC)

2009/2010 Goals

- **Increase collaborative efforts with particular emphasis on:**
 1. Local hoteliers
 2. New UC Davis Conference facilities
 3. Underutilized attractions such as River Cats and Cache Creek Resort

- **Take an active role in planning events & initiatives:**
 1. Amgen 2010 Tour of California
 2. US Bicycling Hall of Fame Induction Ceremony
 3. US Bicycling Hall unveiling transition to Davis
 4. Yolo County Food & Wine Initiative
 5. Development of agritourism program

- **Create better, more accessible Visitor Center**

- **Provide service to partner Visitor Centers**

- **Increase public relations efforts**

- **Develop sources of funding**

- **Develop and maintain best practices for the organization**

Yolo County Visitors Bureau
Annual Budget
 2008/2009 (this year)
 2007/288 (last year)

6/10/2009
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		Jul '08 - Jun 09	*Jul '07 - Jun 08	Difference
INCOME				
REVENUE				
	Woodland BID	85,000	89,736	(4,736)
	Davis BID	100,000	111,560	(11,560)
	City of Davis	40,000	46,000	(6,000)
	City of Winters	8,000	8,000	0
	Winters Chamber of Commerce	1,000	1,000	0
	Yolo County	0	61,000	(61,000)
	UC Davis	10,000	10,000	0
	Total REVENUE	244,000	327,296	(83,296)
	TOTAL REVENUE	244,000	327,296	(83,296)
EXPENSE				
MARKETING				
	Advertising	0	995	(995)
	80 on 80 Co-op Effort	2,000	0	2,000
	Recommended Publications	13,250	12,208	1,042
	Publications	(shown above)	(shown above)	
	Davis Map & Guide	5,600		5,600
	Winters Map & Guide	1,500		1,500
	Woodland Map & Guide	0		0
	Yolo County Map & Guide	in stock		
	Restaurant Guide	3,500		3,500
	Advertising Revenue	(3,500)		(3,500)
	Facilities Guide	5,400		5,400
	Other Publications	0		0
	Photo Fees & Reproduction	750		750
	Annual Luncheon		3,231	(3,231)
	Contributions			0
	Trade Publications	0	88	(88)
	Sales Efforts (hospitality & mileage)	5,000	431	4,569
	Web Site Design & Maintenance	4,800	4,138	662
	Total Marketing Expense	25,050	21,091	
	Trade Shows			
	LA Media Show	co-op		
	UC Davis EPE Fair	175		
	Total Trade Shows(reg, trav,exp)	175	18,436	(18,261)

Annual Budget

2008/2009 (this year)

2007/288 (last year)

	Jul '08 - Jun 09	*Jul '07 - Jun 08	Difference
Membership Organizations			
CVTA	912		
Cal TIA	625		
WACVB	550		
Total Membership Organizations	2,087	6,162	(4,075)
Professional Staff			
Employee Expense			
Payroll (Staff)	107,131	179,480	(72,349)
Employee Benefits			
Medical Insurance	4,086		
Dental Insurance	374		
Payroll Taxes (Federal)	8,721		
Payroll Taxes (State)	1,191		
Insurance (Work Comp)	1,679		
Total Employee Benefits	16,051	31,064	(15,013)
Total Staff Expense	123,182	210,544	(87,362)
Administration			
Bank Fees	300	259	41
Bookeeper	1,120	0	1,120
Computer (Maintenance)	4,000	6,836	(2,836)
Copies	8,000	7,497	503
Consultant Fees	8,750	0	8,750
Insurance (D&O)	1,107	2,214	(1,107)
Insurance (Liability)	2,202	1,647	555
Letterhead Printing	836	578	258
Office Cleaning	0	1,432	(1,432)
Office Supplies	3,100	4,657	(1,557)
Payroll Services	1,347	1,429	(82)
Postage & Delivery	10,134	8,060	2,074
Rent	18,300	29,430	(11,130)
Storage	660	0	660
Telephone (PacBell & ATT)	6,724	8,188	(1,464)
Utilities	2,600	1,804	796
Total Administration Expense	69,180	74,031	(4,851)
Professional Conferences			
Cal TIA Gateways (Rural)	285		
WACVB Tech Summit	scholarship		
Total Conferences (reg, trav,exp)	285	0	285
Contingency	2,161	2,952	
Total Expense	222,120	333,216	(111,096)
Loan Payments	40,000		
GRAND TOTAL EXPENSE	262,120		
Net Income	(18,120)	(5,920)	

*As reported by Y. Mulholland

Media Report July 2008 – April 2009

July 2008

Media Coverage

- SF Gate coverage for the arboretum
- RV Journal Summer 2008
- Solano Magazine June/July 08 (numerous inclusions)

Outgoing Press Releases

- Winters Earthquake Street Festival
- UCD Centennial
- 80on80.com press release featured 2nd Friday ArtAbout
- Sent events to Sacramento Bee for special Yolo County section
- Event submission to American Road Magazine
- Events to Solano Magazine
- Events to Sacramento Magazine
- Events submitted to RV Journal for October-January issue

Writer Contact

- West Sacramento Press inquired re: Impossible Acres

Events Submitted to outside Calendar of events

- Sacramento Magazine
- Sacramento Bee
- 80 on 80.com
- Via Magazine
- KCRA.com community calendar
- American Road.com calendar of events
- Sacramento News & Review
- California Outdoors.com

YCVB Calendar of events publications

- Monthly: July
- Weekly: 6/30-7/7, 7/7-7/14, 7/14-7/21, 7/21-7/28, 7/28-8/4
- Survey for inclusion in the next calendar of events sent via fax to all attractions

Special projects/Research

- Processed surveys for inclusion in AAA Travel Guidebook
- Created August media newsletter
- Contacted Cycle California Magazine to get publications in office
- E-mailed to H. Hupe & D. Maguire re: Winters Earthquake Street Festival
- Reformat of UCD Centennial press release
- 80on80.com update of events
- Researched Caoutdoors.com to submit events to
- Correspondence with OneGate.com

August 2008

Media Coverage

- The Reporter featured Earthquake Street Festival
- Huell Howser featured Winters on his new program California Communities
- Yolo Basin featured in CTTC outdoors release to national media outlets
- Earthquake Street Festival information & interview featured on Sacramento & Company TV show

Outgoing Press Releases

- Press release to CTTC leads for Romance Travel, submitted information on Bogle Winery's Valentines Day event Port Weekend.
- Earthquake Street Festival to all media contacts via fax & e-mail
- Submitted Earthquake Street Festival & Stroll Through History to news websites "tips" box for consideration for coverage.
- Sacred Steps Exhibit in Winters to all media contacts via fax & e-mail (direct response from the press release YCVB sent out)
- October events to Community Kids magazine
- 80on80.com press release featuring Stroll Through History
- Info sent to CTTC lead re: Wine Regions. Yolo county wineries and special events were submitted
- Info sent to CTTC lead re: Green Resorts. Cache Creek Casino & Resort "green" information was submitted

Writer Contact

- R. Calhoun, author of California Food Adventures
- RV Journal editor requested photos from Yolo County
- Sunset Magazine contacted re: featuring Impossible Acres in October issue
- Dixon Tribune contacted re: Sacred Steps exhibit in Winters (direct response from press release YCVB sent out)
- Lilly from Sacramento & Co. contacted re: featuring Earthquake Festival on their show (direct response from press release YCVB sent out)
- Valley Voice contacted re: Sacred Steps exhibit in Winters (direct response from press release YCVB sent out)
- B. Steinberg contacted re: attending Hose Down Festival to cover event (put her in contact with event planner to secure press pass)

Events Submitted to outside Calendar of events

- Sacramento Magazine
- Sacramento Bee
- Solano Magazine
- 80 on 80.com
- Via Magazine
- KCRA.com community calendar
- Sacramento News & Review

YCVB Calendar of events publications

- Monthly: August
- Weekly: 7/28-8/4, 8/4-8/11, 8/11-8/18, 8/18-8/25, 8/25-9/1
- Survey for inclusion in the next calendar of events sent via fax to all attractions

Special projects/Research

- Created September media newsletter
- 80on80.com update of events
- Sent out e-mail request to Yolo County attractions/events to be included in California Food Adventures submission
- Compiled information on Yolo County attractions/events for author of California Food Adventures. Yolo County will be featured in upcoming edition.
- Supplied 4 photos to RV Journal editor per her request for upcoming issue
- Finalized and submitted attraction applications to AAA Travel Guidebook
- Worked in media database

September 2008

Media Coverage

- California's Communities with Huell Howser
- Good Day Sacramento coverage of the Stroll Through History during "talk back" segment
- Daily Democrat, Davis Enterprise & Sacramento Business Journal published Diane's bio press release
- Events published on KCRA.com
- Impossible Acres, Hoes Down Festival and Fall Fest @ DFM published on www.caoutdoors.com
- Hoes Down Festival, Jazz Festival & Beat Gen published on www.americanroadmagazine.com
- Events published in RV Journal
- Hoes Down Festival featured in Sacramento Parents Magazine
- Hoes Down Festival featured in Los Angeles Times
- Bogle Winery Port Weekend featured in CTTC Release

Outgoing Press Releases

- Davis Jazz Artists Festival: Beyond The Beat Generation (to newspaper contacts)
- Davis Jazz Artists Festival: Beyond The Beat Generation (to local news stations & live news shows)
- California Duck Days (all consumer publications)
- Davis Jazz/Beat Gen featured on our monthly 80on80.com press release
- Hoes Down Harvest Festival (to local news stations & live news shows)
- Hoes Down Harvest Festival (to local & regional newspapers)
- CTTC request for Dog Friendly hotels, cities, or areas in California. Davis was submitted.
- Yolo County Visitors Bureau Names New Executive Director w/photo
- CTTC request for Fall Deals

- Mondavi Food & Wine Institute submitted to CTTC What's New

Writer/producer Contact

- Alyson From Good Day Sacramento re: Crush Weekend @ Sugarmill
- Lily from Sacramento & Co requested photos of the Hoes Down for airing on their show under "Jodie's Don't Miss Events"
- Alyson from Good Day Sacramento re: Stroll Through History coverage
- TV 50 out of Santa Rosa re: Hoes Down Harvest Festival
- Jodie from Sacramento & Co. re: Davis Jazz Fest

Events Submitted to outside Calendar of events

- Sacramento Magazine
- Sacramento Bee
- Solano Magazine
- 80 on 80.com
- Via Magazine
- KCRA.com community calendar
- Sacramento News & Review

YCVB Calendar of events publications

- Monthly: September
- Weekly: 9/1-9/8, 9/8-9/15, 9/15-9/22, 9/22-9/29
- Survey for inclusion in the next calendar of events sent via fax to all attractions

Special projects/Research

- Created October media newsletter
- 80on80.com update of events
- Sent out e-mail request to Yolo County attractions/events for 2009 event dates
- Correspondence between Dru @ Full Belly Farms & Good Day Sacramento for coverage on show
- Contacted all consumer magazine contacts requesting 2009 editorial calendars
- CTTC requested photos of Bogle Winery Port Weekend, three photos were provided
- Requested information from Winters Chamber executive assistant re: Winters Ghost stories (no response to date)

October 2008

Media Coverage

- Sunset Magazine (print): Impossible Acres featured in pick your own produce section.
- RV Journal (print): 3 events published and three photos.
- Community Kids Magazine Calendar (online): Impossible Acres featured.
- New Edition of Winters Map & Guide press release published in Winters Express 10/29/08
- Sacramento & Co: Jodies Don't Miss Events featured Beat Gen Festival
- Sacramento & Co: Jodies Don't Miss Events Hoes Down Harvest Festival
- Good Day Sacramento promoted Hoes Down Harvest Festival with an image on air

Outgoing Press Releases

- CTTC media lead for “affordable but unique restaurants”. Bistro 33 was submitted.
- February 2009 events sent to all media contacts
- Jan-April events sent to RV Journal
- Blues Harvest press release sent out to all media contacts via fax
- New Edition of Winters Map & Guide press release sent out to local media
- Submitted Fascinating Facts to CTTC for consideration in their “California’s Fascinating Facts” publication

Writer/producer Contact

- Philip Barnes from Larry Levenson Productions contacted re: obtaining photos of downtown Winters for possible Hallmark movie. Photos were sent via postal service as requested, however they decided to film closer to LA.
- Solano Magazine editor contacted re: under the radar fact in monthly newsletter. More information was submitted via e-mail.
- Good Day Sacramento & Sacramento & Co contact re: events

Events Submitted to outside Calendar of events

- Sacramento Magazine
- Solano Magazine
- 80 on 80.com
- Via Magazine
- KCRA.com community calendar (33 events)
- Sacramento News & Review

YCVB Calendar of events publications

- Monthly: October
- Weekly: 9/29-10/6, 10/6-10/13, 10/13-10/20, 10/20-10/27, 10/27-11/3
- Survey for inclusion in the next calendar of events sent via fax to all attractions

Special projects/Research

- Created November media newsletter
- 80on80.com update of events
- CTTC What’s New fact checker contacted re: running our submission of Mondavi Food & Wine Institute.
- Denise with Verizon Phone Book called requesting images of Yolo County for consideration for phone book cover. Six images were sent.
- Sent e-mail to all attractions, partners, etc requesting faciscnating facts for consideration in CTTC submission.
- Updated Yolo County attractions into CTTC content page.
- E-mailed all attractions regarding their submission
- E-mailed all Yolo County events re: process to submit event to CTTC content page
- Contacted Ken Hiatt re: Bike Museum
- Attended roundtable discussion held by Yolo Community Fund. Topic was Public Affairs Strategies.

November 2008

Media Coverage

- Events listed in Community Kids Magazine
- Bike Museum information features on FOX40 (live segment filmed)
- Contra Costa Times features bike museum information
- Vacaville Reporter features Davis Bike Museum
- CP & DR UCLA Davis in “Best Downtowns: College Towns”
- Mondavi Food & Wine Institute featured in “What’s New”
- Bistro 33 featured in Sunset Magazine under “More Cultural Cafes around Northern California”

Outgoing Press Releases

- 10th Annual Petite Sirah Port Weekend
- California Duck Days
- California Bike Museum
- Yolo County information & Major festivals sent to California Camping Guide lead
- 80on80.com press release featuring Festival of Trees
- Yolo County information & events sent to Courier Magazine lead

Writer/producer Contact

- Sac Bee contacted re: Bike Museum
- Daily Republic reporter Cecil contacted re: Bike Museum
- FOX40 contact re: Davis Bike Museum

Events Submitted to outside Calendar of events

- Sacramento Magazine
- Solano Magazine
- 80 on 80.com
- Via Magazine
- KCRA.com community calendar (33 events)
- Sacramento News & Review

YCVB Calendar of events publications

- Monthly: November
- Weekly: 10/27-11/3, 11/3-11/10, 11/10-11/17, 11/17-11/24, 11/24-12/1
- Survey for inclusion in the next calendar of events sent via fax to all attractions

Special projects/Research

- Created December media newsletter
- 80on80.com update of events
- Yolo photographs chosen for Verizon Phone Book cover
- Updated events to visit California website
- Transitioned calendar of events to being e-mailed instead of mailed via postal service

December 2008

Media Coverage

- Events listed in Community Kids Magazine
- California Duck Days featured in RV Journal
- Annual Petite Sirah Port Weekend featured in RV Journal
- Good Day Sacramento @ Heidrick

Outgoing Press Releases

- First Eight Teams Announcement for Amgen
- Annual Petite Sirah Port Weekend
- California Duck Days
- Theatre in Yolo County
- Amgen Press Credentials
- 80on80.com press release featuring Duck Days
- City of Davis Amgen Press Conference

Writer/producer Contact

- Sac & Co. contacted re: Amgen
- Solano Mag re: Amgen
- Sacramento Magazine re: Special Amgen section
- Editor from Fairfield newspaper re: Amgen

Events Submitted to outside Calendar of events

- Sacramento Magazine
- Solano Magazine
- 80 on 80.com
- KCRA.com community calendar

YCVB Calendar of events publications

- Monthly: December
- Weekly: 12/1-12/8, 12/8-12/15, 12/15-12/22, 12/22-12/29, 12/29-1/5
- Survey for inclusion in the next calendar of events sent via e-mail

Special projects/Research

- Created January media newsletter
- 80on80.com update of events
- Media Response Request sent via e-mail re: lead on Learning Vacations

January 2009

Media Coverage

- What's New in California Mondavi Wien & Food Institute
- KCRA coverage of bike museum
- Sac Bee features Rominger West Winery
- Art of Bicycle exhibit featured in Winters Express
- Contra Costa Times printed Capay Valley Almond Festival info

- Numerous coverage items regarding Amgen TOC from local and regional newspapers, TV, and publications

Outgoing Press Releases

- Amgen Press: Davis Shows the Way for Bike Commuting
- Art of the Bike Exhibit at Natsoulas
- Final Team Announced for 2009 Amgen TOC
- General Davis information for TOC race day
- 2009 Amgen Team Fact Sheet
- Unroad Trip lead: sent Whymcycle information
- Riders to Watch
- Bike Show at the Pence Gallery

Writer/producer Contact

- Daily Republic Newspaper re: Amgen
- Redding Newspaper re: Amgen
- Sac & Co re: Amgen

Events Submitted to outside Calendar of events

- Sacramento Magazine
- Solano Magazine
- 80 on 80.com

YCVB Calendar of events publications

- Weekly: 12/29-1/5, 1/5-1/12, 1/12-1/19, 1/19-1/26, 1/26-2/2
- Survey for inclusion in the next calendar of events sent via e-mail

Special projects/Research

- Created February media newsletter
- 80on80.com update of events
- Reiff's Gas Station House submitted to CTTC website for "Press coverage ideas"
- Natsoulas Gallery submitted to CTTC website for "Press coverage ideas"
- Davis Feminist Film Festival submitted to CTTC website for "Press coverage ideas"
- California Duck Days, Annual Petite Sirah Port Weekend, Picnic Day, Whole Earth Festival, Berryessa Gap Winery, Bogle Vineyards, Old Sugar Mill, RH Phillips submitted to CTTC website

February 2009

Media Coverage

- Daily Democrat coverage of Top 5 Viewing Spots for Amgen TOC
- Via Magazine coverage of Almond Festival Route
- Vacaville Reporter features Duck Days
- Sac Bee features Duck Days
- Lake Berryessa News covers Amgen
- Numerous coverage items regarding Amgen TOC from local and regional newspapers, TV, and publications

Outgoing Press Releases

- What's New in California: Good Life Garden
- Free Things to Do in Yolo County
- Top 5 Viewing Spots for Amgen TOC
- New Edition of the Davis & UC Davis Guide & Map
- Stage Updated for Amgen TOC
- Whole Earth Festival with images
- Amgen TOC to host press conference
- Davis Street Closures & Parking for Amgen TOC
- Coming Tour, More Than Meets The Eye
- Amgen TOC Women's Criterium
- Amgen TOC Davis Events
- Davis Junior Criterium Bike Race

Writer/producer Contact

- Karen Kefauver, Freelance Travel Journalist re: Amgen TOC
- Personal e-mails sent to all local TV stations with Amgen coverage ideas
- Info to Association News lead
- Festival list and images to Davis Enterprise per request

Events Submitted to outside Calendar of events

- Sacramento Magazine
- Solano Magazine
- 80 on 80.com

YCVB Calendar of events publications

- Weekly: 1/26-2/2, 2/2-2/9, 2/9-2/16, 2/16-2/23, 2/23-3/2
- Call for inclusion in the next calendar of events sent via e-mail

Special projects

- Created March media newsletter
- Submitted Almond Festival to Via Magazine
- Davis video spot to Vs. Network
- Gathered information & images for electronic press kit
- Worked media booth at Amgen TOC
- Contacted local media re: Amgen press pass

March 2009

Outgoing Press Releases

- Whole Earth Festival
- Almond Festival Culinary Tour
- UC Davis Lone Twin
- Scottish Games

Writer/producer Contact

- Lilly from Sacramento & Co re: Whole Earth Festival
- Darsha Phillips re: Lone Twin

- Shauna from Around Town Woodland re: Scottish Games
- Kathleen from California Kids re: Gourd Festival, Whole Earth, Scottish Games, Picnic Day, and Youth Day
- Howard Hian re: Scottish Games and Picnic Day

Media Coverage

- LA Times Travel Section features Picnic Day
- Ca Outdoors features UC Davis' Lone Twin

Events Submitted to outside Calendar of events

- KCRA
- Sacramento Magazine
- Solano Magazine

YCVB Calendar of events publications

- Weekly: 2/23-3/2, 3/2-3/9, 3/9-3/16, 3/16-3/23, 3/23-3/30, 3/30-4/6
- Call for inclusion in the next calendar of events sent via e-mail

Special projects

- Created March media newsletter
- What's New in California fact check
- Correspondence between Whole Earth Festival publicity contact & Sacramento & Co re: on air segment
- Meeting with Picnic Day publicity and chair contacts re: media strategy
- E-mails sent out to Woodland Scottish Games contact & Whole Earth contact re: meeting with YCVB staff to help promote event
- Meeting with Almond Festival contacts
- Gathered Picnic Day photos for Avital @ LA Times
- Pepper Peddler segment on KCRA
- Sent out press release to media contacts re: Ryan Seacrest, Hallmark Inn & Soccer team

April 2009

Outgoing Press Releases

- UC Davis to Host Special Olympics Summer Games
- Whole Earth Festival
- Winters Farmers Market Set To Open
- Cow Milking Contest
- Picnic Day
- Bike Hall of Fame
- Electric Vehicle Charging Station

Writer/producer Contact

- Linda (travel writer) information and set of tour of Winters
- A. Schulz of KMAX TV for cow milking contest coverage
- Lisa Neff (travel writer)

- L. Cortez of Sacramento & Co for cow milking contest coverage
- Avital for LA Times travel
- Howard Hian for Military Press Magazine
- Chris from Via Magazine re: tomato festival
- B. Steinberg re: Bike Hall of Fame
- A. Schulz re: EV charging station

Media Coverage

- Winters Weekend Wonderment at Examiner.com
- Coverage of Picnic Day & Cow Milking Contest
- Picnic Day covered in Military Press Magazine
- Picnic Day article at Examiner.com
- Good Life Garden in What's New
- CBS News coverage of Bike Hall of Fame
- News10 coverage of Bike Hall of Fame

Events Submitted to outside Calendar of events

- KCRA
- Sacramento Magazine
- Solano Magazine

YCVB Calendar of events publications

- Weekly: 3/30-4/6, 4/6-4/13, 4/13-4/20, 4/20-4/27, 4/27-5/4
- Call for inclusion in the next calendar of events sent via e-mail

Special projects

- Created April media newsletter
- Organized fam tour of Winters for Linda Bottjer
- Provided electronic press kit to Lisa Neff (freelance travel writer)
- Provided Linda Bottjer Picnic Day information
- Provided images for Whole Earth Festival per request by LA Times travel
- Events & festivals provided to Cean Burgeson for inclusion in Cache Creek Magazine
- Created electronic press kits for Media Showcase
- Diane attended the Media Showcase in LA