



# City of Woodland

## REPORT TO MAYOR AND CITY COUNCIL

AGENDA ITEM

TO: THE HONORABLE MAYOR  
AND CITY COUNCIL

DATE: July 7, 2009

SUBJECT: Public Hearing to Receive Comments Concerning the Renewal of Assessment for Woodland Visitor Attraction District; Adoption of Resolution Confirming the Assessment Report

### **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.

On June 16, 2009 Council unanimously approved the Resolution of Intention to renew the Hotel Visitor Attraction District (BID); and set a public hearing to review comments concerning the renewal of the 2009-2010 Annual Assessment; and ultimately adopt a Resolution Confirming the 2009-2010 Annual Assessment Report. Staff is prepared to make this presentation to Council.

Staff recommends that the City Council hold a Public Hearing to receive comments concerning the renewal of the 2009-2010 Annual Assessment for the Woodland Visitor Attraction District (BID); and the Adoption of a Resolution confirming the 2009-2010 Annual Assessment Report.

### **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 (TOT), upon all hotel/motels establishments in the City of Woodland. 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. On June 16, 2009, as required by statute, the City Council approved the Visitor Attraction District (BID) Assessment Report for Fiscal Year 2009-2010 (FY10)

and adopted Resolution No. 5002, a Resolution of Intention of the City Council of the City of Woodland to Levy an Assessment for Improvements and Activities for FY10 within the Woodland Visitor Attraction District.

In order to renew the assessment, the City Council is required to conduct a public hearing to consider any written or oral protests and adopt a resolution confirming the Visitor Attraction District (BID) Assessment Report for FY10. Once adopted, the confirming resolution will constitute the levy of the assessment for the District for FY10. Notice of the public hearing has been published. The hotel owners/operators may submit written protests at or before the public hearing.

If written protests are received from businesses which pay 50% or more of the assessments to be levied, no further proceedings to levy the assessment may be taken for a period of one year from the date of the finding of the majority protest by the City Council. If the majority protest concerns only the furnishing of specified types of activities within the District, only those types of activities must be eliminated.

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

### **Discussion**

The hoteliers have voted to assess themselves in order to provide an entity, in this case, the Bureau, with funds to assist in increasing travel, tourism and overnight stays in Woodland. The work that the Bureau has done continues to be productive as is highlighted in the attached Annual Report.

Over the past several years the Bureau has helped the City increase its TOT year over year by approximately 5-7 %, until this past fiscal year where there was only an increase of 4.2% (2007 year over 2008 year). It is expected that the upcoming year will continue this trend and produce minimal increases in TOT revenues to the City and YCVB. Active marketing and solicitation of Woodland events is very important. City staff has played a more active role in providing the City's attractions and events information, such as the Scottish Games and the Ag History Museum. As the City continues to restructure, economic development and parks staff are collaborating to market the sporting events which are a very large draw to the community. Hotels and shops are notified by City staff of tournaments and market to attract visitors. On June 17, the Planning Commission approved the CUP for NorCal Indoor Sports, an indoor roller hockey center to be located at 1460 Tanforan Ave (relocated from DISC in Davis).

Over the course of the past year staff have attended monthly Board meetings and as a result are more involved in the decision making of the Board. Board meetings have been rotating throughout the member communities, providing the opportunity for all of the participants to update the Board on current events, activities and related issues. The YCVB has also undergone a significant and impressive transition over the past year:

- Selected an outstanding new Executive Director
- The development of a new and improved website that is much improved and maintains the visual design and beautiful photos of the region. It is much easier to navigate for the users and administrators. Please visit the site at: [www.yolocvb.org](http://www.yolocvb.org)
- For budgetary reasons, the YCVB had to lay off one employee. The staff now consists of the Executive Director, a Visitor Services Specialist and 2 interns.
- Diane Parro, Executive Director has been commissioned to update the Articles of Incorporation and Bylaws and work with the participating communities to improve relations. A committee has been established to update the Articles and Bylaws.
- YCVB is looking to develop and promote Yolo County as an Agritourism destination. This includes discussions with Cache Creek Resort & Casino and other attractions in Yolo County.
- At the request of City staff, the YCVB director prepared a Bid to the Senior Softball USA Board and was selected to host the World Championships in Woodland August 11-16. The City of Davis is providing accompanying fields as part of the Bid. It is expected that more than 1200 participants will be playing in this event.
- The City contracted the YCVB (fee for service) to update the Woodland Map & Guide. The guide was designed in 2005 and has not been updated. The updated Map & Guide is attached for the Council's review. It will be available on the City's website and will be distributed via City Hall, Chamber of Commerce and tourism outlets. Staff has made significant changes to what are included and showcased downtown restaurants and local events, in addition to new city developments.
- Restaurant Guide-the Yolo County Restaurant Guide has been updated and will be available for distribution. This guide will be available at [www.yolocvb.org](http://www.yolocvb.org) also.

Areas of concern and focus for the City of Woodland and YCVB in the next year:

- The Bureau's commitment to Woodland's hospitality businesses
- The need for information and performance indicators that are required for the City to continue to support the District and Bureau

It is important for the 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. While staff believe that it is a valuable investment to partner with the YCVB it is not financially feasible at this time. Staff and the YCVB Board have been reviewing the possibility of raising the City's TOT (of 10%) or the 1% assessment. Discussions are underway; however, no recommendations are being made at this time and the current recessionary economy may make such an increase infeasible.

Staff continues to work with future hotel establishments. The economy has played a major role impacting the timing and financing of hotel developments. Two hotel developments are still in the planning process and awaiting financing.

**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%) of the Transient Occupancy Tax. City staff processes the 1% assessment and pass it through to the Bureau. Annual staff costs for the pass through of funds are estimated to be approximately \$1,500 and are contributed in-kind.

**Public Contact**

Posting of the City Council Agenda and notice of the public hearing placed in the Daily Democrat on June 20, 2009. On June 24, 2009, staff also met with Vinod Patel, YCVB Board member representing Woodland hoteliers and staff has provided the Board with a copy of this report.

**Alternative Courses of Action**

1. Hold a Public Hearing to receive comments concerning the renewal of the 2009-2010 Annual Assessment for the Woodland Visitor Attraction District (BID); and the Adoption of a Resolution confirming the 2009-2010 Annual Assessment Report
2. Cease further consideration for 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 Dvlpt. Mgr.

---

Mark G. Deven  
City Manager

- Attachments:
1. Resolution Confirming Assessment and Renewal of Levy
  2. 2009/2010 Annual Assessment Report and accompanying budget
  3. Final draft updated Woodland Map & Guide

# 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)

7/2/2009  
1:36 PM

		Jul '08 - Jun 09	*Jul '07 - Jun 08	Difference
<b>INCOME</b>				
<b>REVENUE</b>				
	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
	<b>Total REVENUE</b>	<b>244,000</b>	<b>327,296</b>	<b>(83,296)</b>
	<b>TOTAL REVENUE</b>	<b>244,000</b>	<b>327,296</b>	<b>(83,296)</b>
<b>EXPENSE</b>				
<b>MARKETING</b>				
	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
	<b>Total Marketing Expense</b>	<b>25,050</b>	<b>21,091</b>	
	<b>Trade Shows</b>			
	LA Media Show	co-op		
	UC Davis EPE Fair	175		
	<b>Total Trade Shows(reg, trav,exp)</b>	<b>175</b>	<b>18,436</b>	<b>(18,261)</b>

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

7/2/2009  
1:36 PM

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

\*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 2<sup>nd</sup> 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](http://www.caoutdoors.com)
- Hoes Down Festival, Jazz Festival & Beat Gen published on [www.americanroadmagazine.com](http://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 fascinating 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

- 10<sup>th</sup> 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

**Yolo County Visitors Bureau  
Cash Flow Plan  
July 2009 through June 2010**

7/2/2009  
1:37 PM  
Cash Basis

INCOME	ANNUAL BUDGET	PLANNED CASH EXPENDITURES												TOTAL		
		Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 09 - Jun 10		
<b>REVENUE</b>																
Woodland BID	87,721	0	24,578	0	0	0	24,412	0	0	19,835	0	0	18,896	0	87,721	
Davis BID	98,570	0	31,764	0	0	0	24,056	0	0	23,495	0	0	19,256		98,570	
City of Davis	40,000	40,000	0	0	0	0	0	0	0	0	0	0	0	0	40,000	
City of Winters	8,000	0	0	0	0	0	0	8,000	0	0	0	0	0	0	8,000	
Winters Chamber of Commerce	1,000	0	0	0	1,000	0	0	0	0	0	0	0	0	0	1,000	
Yolo County	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
UC Davis	5,000	0	0	0	0	0	0	0	2,500	0	0	2,500	0	5,000		
<b>TOTAL REVENUE</b>	<b>240,291</b>	<b>40,000</b>	<b>56,342</b>	<b>0</b>	<b>1,000</b>	<b>48,468</b>	<b>8,000</b>	<b>0</b>	<b>45,830</b>	<b>0</b>	<b>0</b>	<b>40,652</b>	<b>0</b>	<b>240,292</b>	<b>240,292</b>	
<b>LOAN</b>																
<b>MARKETING</b>																
80 on 80 Co-op Effort	2,000	x	166	166	166	166	167	167	167	167	167	167	167	167	2,000	
<b>Publications</b>																
Davis Map & Guide	7,500	x							0		7,500				7,500	
Winters Map & Guide		x													0	
Woodland Map & Guide		x													0	
Yolo County Map & Guide	5,000	x		5,000											5,000	
Restaurant Guide	4,000	x		4,000									0		4,000	
Gallery Guide	5,500	x						5,500							5,500	
New Publication	7,500	x								7,500				2,000	7,500	
Electronic Media Kits	1,000	x								0				750	1,000	
Photo Fees & Reproduction	750	x								0					750	
Annual Luncheon	0														0	
<b>Sales Efforts</b>																
Hospitality	1,200	x	100	100	100	100	100	100	100	100	100	100	100	100	1,200	
Mileage	4,800	x	400	400	400	400	400	400	400	400	400	400	400	400	4,800	
Web Site Design	6,400	x	2,000	400	400	400	400	400	400	400	400	400	400	400	6,400	
Web Site Hosting	720	x	60	60	60	60	60	60	60	60	60	60	60	60	720	
Domain Names	300	x						150						150	300	
<b>Total Marketing Expense</b>	<b>46,670</b>		<b>2,726</b>	<b>10,126</b>	<b>1,126</b>	<b>1,126</b>	<b>1,127</b>	<b>6,777</b>	<b>1,127</b>	<b>1,127</b>	<b>16,127</b>	<b>1,127</b>	<b>1,127</b>	<b>4,027</b>	<b>46,670</b>	<b>47,670</b>
<b>Trade Shows</b>																
Celebrate Davis	150	x										150			150	
Bay Area Travel Show	2,500	x							2,500						2,500	
LA Times Travel Show	CO-OP	x													0	
UC Davis EPE Fair	300	x								300					300	
<b>Total Trade Shows(reg, trav,exp)</b>	<b>2,950</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,500</b>	<b>300</b>	<b>0</b>	<b>150</b>	<b>0</b>	<b>0</b>	<b>2,950</b>	
<b>Membership Organizations</b>																
CVTA	350	x	350												350	
Cal TIA	625	x							0	0			625		625	
CTTC	NC	x													0	
WACVB	550	x				550									550	
<b>Total Membership Organizations</b>	<b>1,525</b>		<b>350</b>	<b>0</b>	<b>0</b>	<b>550</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>625</b>	<b>0</b>	<b>1,525</b>	<b>1,525</b>

**Yolo County Visitors Bureau  
Cash Flow Plan  
July 2009 through June 2010**

7/2/2009  
1:37 PM  
Cash Basis

INCOME	ANNUAL BUDGET	PLANNED CASH EXPENDITURES												TOTAL			
		Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09	Jan 10	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 09 - Jun 10			
Professional Staff																	
Employee Expense																	
Payroll (Staff)	100,000	x	7,700	7,700	7,700	11,500	7,700	7,700	7,700	7,700	7,700	11,500	7,700	7,700		100,000	
Payroll Taxes (employer, Federal)	10,000	x	770	770	770	1,150	770	770	770	770	770	1,150	770	770		10,000	
Payroll Taxes (employer, State)	1,200	x	93	93	93	135	93	93	93	93	93	135	93	93		1,200	
Insurance (Work Comp)	2,300	x	575	0	0	575	0	0	575	0	0	575	0	0		2,300	
Employee Coverage																	
Medical Insurance																	0
Dental Insurance																	0
<b>Total Employee Expense</b>	<b>113,500</b>		<b>9,138</b>	<b>8,563</b>	<b>8,563</b>	<b>13,360</b>	<b>8,563</b>	<b>8,563</b>	<b>9,138</b>	<b>8,563</b>	<b>8,563</b>	<b>13,360</b>	<b>8,563</b>	<b>8,563</b>		<b>113,500</b>	<b>113,500</b>
Administration																	
Bank Fees	360	x	30	30	30	30	30	30	30	30	30	30	30	30		360	
Bookkeeper	600	x	50	50	50	50	50	50	50	50	50	50	50	50		600	
Computer (Maintenance)	2,800	x	200	400	200	400	200	200	200	200	200	200	200	200		2,800	
Computer Equipment	10,000	x						5,000							5,000	10,000	
Copies	6,500	x	545	545	545	541	541	541	541	541	540	540	540	540		6,500	
Tax Preparation	6,750	x	6,000	750	0	0	0	0	0	0	0	0	0	0		6,750	
Property Tax	64	x	64													64	
Insurance (D&O)	1,107	x	1,107	0	0	0	0	0	0	0	0	0	0	0		1,107	
Insurance (Liability)	2,574	x	182	182	547	185	184	185	184	185	185	184	184	185		2,574	
Letterhead Printing	800	x		550	0	0	250	0	0	0	0	0	0	0		800	
Office Supplies	3,600	x	300	300	300	300	300	300	300	300	300	300	300	300		3,600	
Payroll Services	1,600	x	120	120	120	200	120	120	120	120	120	200	120	120		1,600	
Postage & Delivery (postage)	3,600	x	300	300	300	300	300	300	300	300	300	300	300	300		3,600	
Postage & Delivery(equipment)	660	x	165	0	0	165	0	0	165	0	0	165	0	0		660	
Rent	14,400	x	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200		14,400	
Storage	660	x	330	0	0	0	0	0	330	0	0	0	0	0		660	
Telephone & DSL	5,000	x	416	416	416	417	417	417	417	417	417	417	417	417		5,001	
Utilities	2,400	x	200	200	200	200	200	200	200	200	200	200	200	200		2,400	
<b>Total Administration Expense</b>	<b>63,475</b>		<b>11,209</b>	<b>5,043</b>	<b>3,908</b>	<b>3,988</b>	<b>3,792</b>	<b>8,543</b>	<b>3,707</b>	<b>3,873</b>	<b>3,542</b>	<b>3,786</b>	<b>3,541</b>	<b>8,542</b>		<b>63,475</b>	<b>63,475</b>
Professional Conferences																	
Cal TIA Gateways (Rural)	400	x			400											400	
WACVB Tech Summit	0	x														0	
WACVB CEO Forum	1,600	x		1,600												1,600	
TIA - ESTO (w/CVTA)	1,600	x		1,600												1,600	
<b>Total Conferences (reg, trav,exp)</b>	<b>3,600</b>		<b>0</b>	<b>3,200</b>	<b>400</b>	<b>0</b>		<b>3,600</b>	<b>3,600</b>								
Contingency	10,000															10,000	
Loan Repayment	10,000			5,000			5,000			0		0	0			10,000	
<b>Total Expense</b>	<b>251,720</b>		<b>23,423</b>	<b>31,932</b>	<b>13,997</b>	<b>19,024</b>	<b>18,482</b>	<b>23,883</b>	<b>16,472</b>	<b>13,863</b>	<b>28,232</b>	<b>18,423</b>	<b>13,856</b>	<b>21,132</b>		<b>251,720</b>	<b>251,720</b>

**RESOLUTION NO. \_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WOODLAND  
CONFIRMING THE ASSESSMENT REPORT AND APPROVING THE LEVY  
OF AN ASSESSMENT FOR THE VISITOR ATTRACTION DISTRICT FOR  
FISCAL YEAR 2009-2010 PURSUANT TO THE PARKING AND BUSINESS  
IMPROVEMENT AREA LAW OF 1989**

**WHEREAS**, the Parking and Business Improvement Area Law of 1989, California Streets & Highways Code section 36500 et seq., authorizes cities to levy assessments through a business improvement district;

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

**WHEREAS**, the Parking and Business Improvement Area Law of 1989 requires the City to renew the levy of the assessment for each fiscal year;

**WHEREAS**, the City Council approved the Visitor Attraction District (BID) Assessment Report for Fiscal Year 2009-2010 and a resolution of intention to levy the assessment by Resolution No. 5002 on June 16, 2009;

**WHEREAS**, the City provided notice of a public hearing to be held by causing the resolution of intention to levy the assessment to be published in the *Daily Democrat* not less than seven (7) days prior to the public hearing;

**WHEREAS**, the City Council conducted a public hearing on the Visitor Attraction District (BID) Assessment Report for Fiscal Year 2009-2010 pursuant to the Parking and Business Improvement Area Law of 1989, on July 7, 2009; and

**WHEREAS**, the City Council has found no majority protest as defined by Section 36525 of the California Streets & Highways Code.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WOODLAND DOES HEREBY RESOLVE AS FOLLOWS:**

**Section 1. Assessment Report**

The City Council confirms its adoption of the Visitor Attraction District (BID) Assessment Report for Fiscal Year 2009-2010, which identifies the assessment to be levied and collected to pay the costs of improvements and activities described in the report, in the same form as adopted on June 16, 2009.

**Section 2. Levy of Assessment**

Pursuant to the Parking and Business Improvement Area Law of 1989, the adoption of this resolution shall constitute the levy of the assessment for the Visitor

Attraction District for fiscal year 2009-2010.

**PASSED AND ADOPTED** this 7<sup>th</sup> day of July, 2009 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

---

Marlin H. Davies, Mayor

ATTEST:

---

Sue Vannucci, Director  
Administrative Services/City Clerk

APPROVED AS TO FORM:

---

Andrew Morris, City Attorney

# Historic Woodland

Let California's history come alive as you travel back in time.

- 1 Dead Cat Alley
- 2 Doggone Alley
- 3 Gibson House
- 4 Stroll Through History
- 5 Sac Valley Historic Railroad Museum
- 6 Woodland Library & Rose Garden
- 7 Woodland Opera House
- 8 Hotel Woodland

# Shopping

You can find it here! Woodland has an amazing array of shops from which to choose.

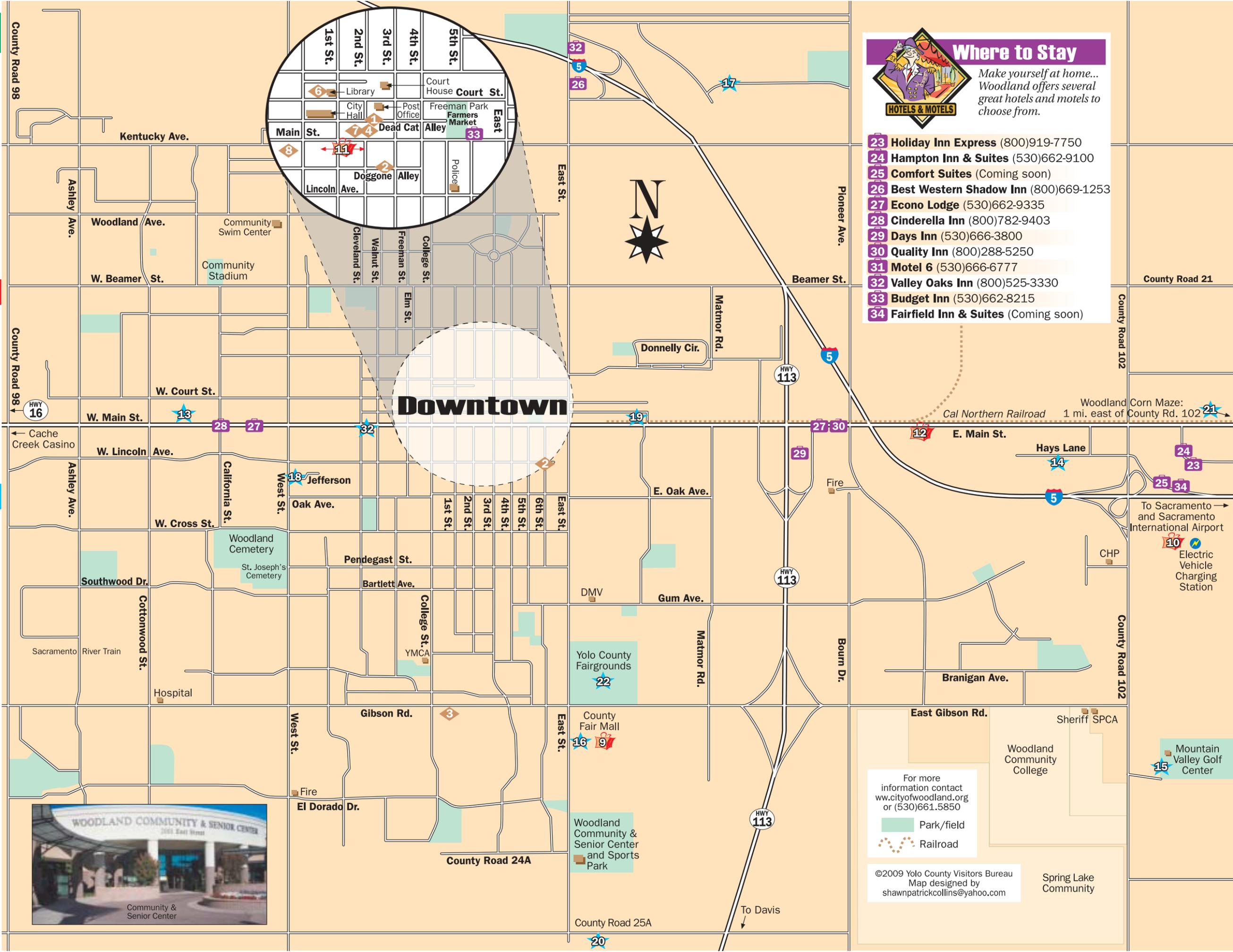
- 9 County Fair Fashion Mall
- 10 Gateway Shopping Center
- 11 Historic Downtown Main Street Shopping
- 12 Yolo Polo Plaza

# Things to Do

Enjoy Woodland's sights and sounds. Have fun and explore!

- 13 AMF Woodhaven Lanes
- 14 Heidrick Ag History Center and Hays Truck Museum
- 15 Mountain Valley Golf Course
- 16 Movies 5
- 17 Nor Cal Indoor Sports
- 18 Reiff's Gas Station House
- 19 Sacramento River Train
- 20 Satiety Winery
- 21 Woodland Corn Maze (seasonal)
- 22 Yolo County Fairgrounds

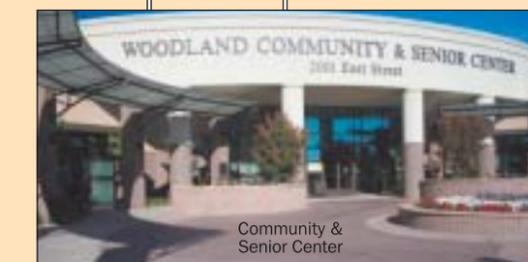
**WOODLAND GUIDE AND MAP**  
[WWW.YOLOCVB.ORG](http://WWW.YOLOCVB.ORG)



# Where to Stay

Make yourself at home... Woodland offers several great hotels and motels to choose from.

- 23 Holiday Inn Express (800)919-7750
- 24 Hampton Inn & Suites (530)662-9100
- 25 Comfort Suites (Coming soon)
- 26 Best Western Shadow Inn (800)669-1253
- 27 Econo Lodge (530)662-9335
- 28 Cinderella Inn (800)782-9403
- 29 Days Inn (530)666-3800
- 30 Quality Inn (800)288-5250
- 31 Motel 6 (530)666-6777
- 32 Valley Oaks Inn (800)525-3330
- 33 Budget Inn (530)662-8215
- 34 Fairfield Inn & Suites (Coming soon)



For more information contact [www.cityofwoodland.org](http://www.cityofwoodland.org) or (530)661.5850

- Park/field
- Railroad

©2009 Yolo County Visitors Bureau  
 Map designed by shawnpatrickcollins@yahoo.com

Woodland Corn Maze: 1 mi. east of County Rd. 102

To Sacramento and Sacramento International Airport

Electric Vehicle Charging Station

Spring Lake Community



Woodland Farmers' Market



Heidrick Ag History Center

# WOODLAND GUIDE AND MAP

Be sure to mark these dates  
on your calendar!

# WOODLAND FESTIVALS AND EVENTS

## Ongoing Events

### Sacramento River Train:

Themed and dinner trains. Call (800)866-1690 or visit [www.sacramentorivertain.com](http://www.sacramentorivertain.com) for reservations.

### Farmers Market (May-October):

Open Tuesdays and Saturdays. (530)666-2626 or [www.woodlandfarmersmarket.com](http://www.woodlandfarmersmarket.com)

### First Friday Art Walk:

A showcase of local galleries the first Friday of each month.

### Woodland Opera House:

Concerts and performances. Call (530)666-9617 or visit [www.wohtheatre.org](http://www.wohtheatre.org) for schedule.



Sacramento River Train

# WHERE TO EAT DOWNTOWN

Maritime Seafood & Grill 420 First Street (916)638-3128

Steve's Pizza 714 Main Street (530)666-2100

El Charro Mexican Restaurant  
415 Main Street (707)578-0736

Morrison's Restaurant  
428 1/2 First Street (530)668-1728

Pad Thai Cuisine 808 Main Street (916)276-0728

Silvina's Basket 816-818 Main Street (530)666-4007

Tazzina's Bistro 614 Main Street (530)661-1700

Capital Saloon & Grill 601 Main Street (530)448-6200

Savory Cafe 722 Main Street (530)668-4009

Ludy's Main Street Barbeque  
667 Main Street (530)666-4400

Paco's Restaurant 435 Main Street (530)669-7946

Osaka Sushi 608 Main Street (530)668-6288

Fat Cat Cafe 317 2nd Street (530)661-6113

Yolo County Visitors Bureau  
(530) 297-1900



Scottish Games

## January

**Antique & Die Cast Toy Show**  
[www.aghistry.org](http://www.aghistry.org) (530)666-9700

## April

**Woodland Library & Rose Garden Tour**  
(530)662-4020

**Dia de Los Ninos**  
(530)666-8230

**Scottish Games & Festival**  
[www.saccallie.org](http://www.saccallie.org) (530)662-5393

## May

**Epicurean Espirit**  
(530)662-7035

**Heart of the Home Kitchen Tour**  
(530)662-4669

## June

**Street Cruisers**  
(530)666-1758

**Reiff's Annual Street Bash**  
[www.reiffsgasstation.com](http://www.reiffsgasstation.com) (530)666-1758

## July

**4th of July Celebration & Parade**  
(530)661-5880



Yolo County Fair

The Cookie Company 710 Main Street (530)662-7920

The Gifted Penguin 716 Main Street (530)668-8215

Brenda's Tack Warehouse 917 Main Street (530)666-1900

Beehive Quilts 612 Main Street (530)669-6676

## Must See

Yolo Gold & Silver 619 Main Street (530)666-4247

The House Dresser 617 Main Street (530)661-9596

Main Street Antiques 531 Main Street (530)668-8450

Another Antique Store 606 Main Street (530)662-0880

## Antiques

First Friday Art Walk

Blue Wings Gallery 405 Main Street (530)666-9498

Gallery 625 625 Court Street (530)406-4844

## Art

# FRIENDLY DOWNTOWN WOODLAND



Talk to us!  
Keep this guide handy to contact city offices.



Chili Cook-Off

## August

**Yolo County Fair**  
[www.yolocountyfair.com](http://www.yolocountyfair.com) (530)662-5393

**Tomato Festival at Freeman Park**  
[www.woodlandtomatofestival.com](http://www.woodlandtomatofestival.com) (530)666-5335

## September

**Stroll Through History**  
[www.strollthroughhistory.com](http://www.strollthroughhistory.com) (530)662-4729

**Dynamite Chili Cook-Off**  
[www.woodlandchili.com](http://www.woodlandchili.com) (530)662-7327

**Harvest Festival at Heidrick Ag History Center**  
[www.aghistry.org](http://www.aghistry.org) (530)666-9700

## October

**Downtown Halloween Celebration**  
(530)661-9596

**Woodland Corn Maze**  
[www.woodlandcornmaze.com](http://www.woodlandcornmaze.com)

## December

**Dickens in the Valley**  
(530)662-7035

**Christmas Parade**  
(530)662-7327

information contact  
[www.cityofwoodland.org](http://www.cityofwoodland.org) or  
(530)661-5850



Reiff's Gas Station