MCCVB Scorecard July 1, 2016 – September 30, 2016

ANNUAL CITY INVESTMENT: $94,698 | TID INVESTMENT: $241,627

First Quarter Summary

FYTD TOTAL INVESTMENT: $336,325

## TOTAL ECONOMIC IMPACT GENERATED BY MCCVB: $20,482,216 RETURN ON INVESTMENT: $60:1

The MCCVB’s “Marathon of Moments” fall campaign is launching on September 21st and will showcase many activities around Monterey County including several Carmel-by-the-Sea businesses. Those businesses include Carmel Food & Wine Tour, Chamber Music Monterey Bay, L’Auberge Carmel, Aubergine Restaurant, Cantinetta Luca, The Sunset Center, and The Hideaway. The fall campaign will include a sweepstakes, and print and digital advertising placements and will run through the end of November 2016.

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| 2016-17 MCCVB Business Plan and |
| Content Calendars available online |
| In August, the MCCVB published its Annual Business Plan and 2015-16 Annual Report. Both are now available online [here](http://www.seemonterey.com/members/tools/reports/) |
| In addition, Content Calendars were also published online [here](http://www.seemonterey.com/members/tools/content-calendars/) to offer further collaboration from members. |

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| Economic Benefit |
| to the City of Pacific Grove |
| Group Sales & Services  Groups Booked: {{ \_Pacific\_Grove\_Definite\_Bookings\_ }}  Group Room Nights: {{ \_Pacific\_Grove\_Booked\_Room\_Nights\_ }}  Economic Impact of Group Bookings: ${{ \_Pacific\_Grove\_Economic\_Impact\_of\_Bookings\_ }}  Sales Tax Generated: $670,462  Jobs Supported by Group booking: 2,248  Transient Occupancy Tax Generated: $295,389  Marketing & Communications  “GLBTM” Campaign Room Nights: 18,726 Booking.com Room Nights: {{ \_Pacific\_Grove\_Booked\_Room\_Nights\_ }}  Economic Impact of Activity:  “GLBTM” Campaign Economic Impact: $11,542,265  Booking.com Room Revenue: ${{ \_Pacific\_Grove\_Economic\_Impact\_of\_RN\_booked\_thru\_web\_ }}  Visitor Services  Monterey Visitor Center Incremental Room nights influenced: {{ \_Pacific\_Grove\_Infl\_Incremental\_Room\_nights\_ }}  **Economic Impact of VC Influenced Room nights:** $**{{** \_Pacific\_Grove\_Economic\_Impact\_of\_Infl\_room\_nights\_ }}  *\*For a full explanation of these numbers, please turn to page4* |

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SeeMonterey.com Unique Visitors

* Pacific Grove web page unique visitors %\_Pacific Grove\_Unique Page Visitors ( to a jurisdiction page)\_%
* Pacific Grove web pages total referrals %\_Pacific Grove\_Offsite Referrals (clicks to a direct member URL)\_%
* Pacific Grove web pages total impressions %\_Pacific Grove\_Onsite Referrals (clicks to a member listing page)\_%

Recent Blog Posts Highlighting Pacific Grove (July-September 2016):

[Things to Do in Monterey This Weekend: July 1-4, 2016](http://www.seemonterey.com/blog/post/things-to-do-in-monterey-this-4th-of-july-weekend-july-1-4-2016)

[Things to Do in Monterey This Weekend: July 8-10 2016](http://www.seemonterey.com/blog/post/things-to-do-in-monterey-this-weekend-july-8-10-2016/)

[Things to Do in Monterey this Weekend: July 29-31, 2016](http://www.seemonterey.com/blog/post/things-to-do-in-monterey-this-weekend-july-29-31-2016)

[Monterey’s Photo of the Week](http://www.seemonterey.com/blog/post/photo-of-the-week-7-21-16) 7/21

[Where to find Pokemon in Monterey](http://www.seemonterey.com/blog/post/where-to-find-pokmon-in-monterey/)

[Things to Do in Monterey This Weekend: August 5-7, 2016](http://www.seemonterey.com/blog/post/things-to-do-in-monerey-this-weekend-august-5-7-2016)

[Monterey’s Photo of the Week 8/18](http://www.seemonterey.com/blog/post/photo-of-the-week-8-18-16)

[Monterey’s Photo of the Week 8/25](http://www.seemonterey.com/blog/post/photo-of-the-week-8-25-16)

[10 Events to Attend this Fall in Monterey](http://www.seemonterey.com/blog/post/10-events-to-attend-this-fall-in-monterey)

[Happenings in Pacific Grove: Fall 2016](http://www.seemonterey.com/blog/post/happenings-in-pacific-grove-fall-2016)

[Things to Do in Monterey This Weekend: September 9-11, 2016](http://www.seemonterey.com/blog/post/things-to-do-in-monterey-this-weekend-september-9-11-2016)   
[Things to Do in Monterey This Weekend: September 23-25, 2016](http://www.seemonterey.com/blog/post/things-to-do-in-monterey-this-weekend-september-23-25-2016)

[Things to Do In Monterey This Weekend: September 30-October 2, 2016](http://www.seemonterey.com/blog/post/things-to-do-in-monterey-this-weekend-september-30-october-2-2016)

[Monterey’s Photo of the Week 9/29](http://www.seemonterey.com/blog/post/photo-of-the-week-9-28-16)

[Sip & Savor California Wine Month in Monterey County](http://www.seemonterey.com/blog/post/sip-savor-california-wine-month-in-monterey-county/)

[5 Reasons to Visit Monterey County This Fall](http://www.seemonterey.com/blog/post/5-reasons-to-visit-monterey-county-this-fall)   
[Get Festive at these Harvest & Fall Events in Monterey County](http://www.seemonterey.com/blog/post/autumn-up-with-these-harvest-fall-events-in-monterey-county)

Total Earned Media Advertising Equivalency: $%\_Pacific Grove\_Earned Media\_%

Publication Name: AAA Via Magazine  
**Headline:** The Best of Monterey Peninsula

This story in AAA Via Magazine that includes a great roundup of the Monterey area. Some hidden

gems and lesser known spots on the beautiful peninsula.

**PR Advertising Value:** $6,979 | **Impressions:** 52,060

Publication Name: The Tacoma News Tribune  
**Headline:** Beyond Cannery Row: Exploring Monterey, without the Crowds

This story focuses on the more off the beaten path places to explore in Monterey and also how to

explore the area on foot. It also includes some historical perspective as well.

**PR Advertising Value:** $11,219 | **Impressions:** 156,096

Publication Name: San Jose Mercury News  
**Headline:** In Superblooming Color

This story focuses on the best places to see wildflowers this spring. There are several areas throughout California mentioned with Monterey County being called “Wildflower Central.”

**PR Advertising Value: $**6,700 **| Impressions:** 239,410

MCCVB Media Activity Report

MCCVB Media Relations Highlights

Evaluating Economic Impact and Return on Investment

Group Sales & Services

Economic Impact of Group Bookings: $%\_Pacific Grove\_Economic Impact of Bookings\_%

This impact number is generated through an Economic Impact Calculator developed by Oxford Economics. This calculator incorporates local data to produce accurate impacts of meetings. It is used by DMOs all over the world. The factors that contribute to the economic impact total are:

* Lodging
* Transportation
* Food & Beverage
* Retail
* Recreation
* Space Rental
* Business Services

Please note that these numbers are a conservative estimation as not all of our hotel partners share the room rate for groups. In addition, the TOT, Sales Tax and Jobs created are listed for your review but are not included in the economic impact number that is used to calculate your jurisdiction’s return on investment.

Marketing & Communications

Booking.com results are shown from the direct bookings made on the site. The room revenue is an actual representation of the room night cost to the visitor.

Visitor Services:

**Economic Impact of Influenced Room nights:** $%\_Pacific Grove\_Economic Impact of Infl room nights\*\*\_%

The Visitor Center at Lake El Estero is equipped with a lodging room where visitors can book room nights directly when in need of a place to stay. In addition, the team surveys walk-in visitors to the Center to see if they will be staying longer after speaking to one of our specialists. By logging and totaling the surveys, we can identify how many room nights were generated by the visitor center team. Please note, about 2.5% of those who use the Visitor center complete a survey so this number is extremely conservative.

To calculate the economic impact of those room nights, we use the Dean Runyan average visitor spend per person per day for those staying in hotel/motels. The amount the average visitor spend per day is $333.

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MCCVB 2016-2017 Budget

MCCVB Board and Advisor Representatives from Pacific Grove

Amrish Patel, Advisor

Mairead Hennessy, Secretary

District Manager, Northern CA Leisure

ARAMARK / Asilomar Conference Grounds

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Centrella Inn

Owner

2016 -2017 Jurisdiction Investment

2015 -2016 Revenue

2016-2017 Expenditures