



February 28, 2025

Partners, Stakeholders, and Community Members,

It is an honor to introduce myself as the new CEO of Visit Stockton and to share my excitement for the future of our organization and our city. I am proud to return to Visit Stockton with a deep commitment to our mission of promoting Stockton as a vibrant destination for visitors, residents, businesses, and events. Stockton is a city full of culture, history, and opportunity, and I am eager to build upon the strong foundation that has been established to further elevate our impact.

Looking back on 2024:

According to the December 2024 Smith Travel Research (STR), YTD room night demand fell slightly compared to the same period in 2023, down 5.1%. With small declines in average daily rates, YTD room revenue was also down 7.6%. While these challenges affected our hospitality sector, we remain committed to supporting our local hotel partners and driving visitation through strategic marketing, event promotion, and community partnerships.

This past year also brought significant changes to our team, with the departure of key staff members, including the CEO in September. While these transitions posed challenges, I am beyond grateful for the dedication and adaptability of our remaining staff, who stepped up to ensure the continued success of Visit Stockton. Their hard work and passion for this city have been invaluable, and I am incredibly proud to lead such a committed team. I am also grateful for the Executive Members of the Visit Stockton Board of Directors who spent countless hours engaged in the search process and supporting the team in the absence of a CEO.

Despite these challenges, 2024 was a year of exciting achievements. Signature events like Stockton Flavor Fest, Feast at the Fox, and the Sports City Golf Tourney brought thousands of visitors to our city, showcasing Stockton's incredible culinary scene and sports tourism potential. Additionally, our This Is Stockton podcast continued to engage audiences, highlighting the people and stories that make Stockton unique. These successes underscore the resilience of our tourism industry and the value of investing in experiences that draw people to our community.

As we look ahead to 2025, we are focused on rebuilding our team, strengthening our partnerships, and continuing to position Stockton as a premier destination. We remain optimistic about the opportunities ahead and are excited to share our vision for the future in the accompanying 2025 Service Plan.

Thank you for your continued support of Visit Stockton and our mission. Together, we will make 2025 a year of growth and success for our city.

A handwritten signature in black ink, appearing to read "Robyn Camino", with a stylized flourish at the end.

Robyn Camino
Chief Executive Officer

— VISIT — STOCKTON 2024 ANNUAL REPORT

Direct Travel Impact Data 2023

Compiled by Dean Runyan Associates, describes the economic impact of travel to and through our community, including detailed estimates of travel spending, the employment and earnings generated by this spending, and travel generated tax receipts. This information is important because it allows us to assess how the business of travel impacts our tax base, and what sort of burden they would face if we didn't support the industry.

(Direct Travel Impact Data is published each May - numbers are a year behind on annual reports.)

VISITORS SPENT NEARLY \$1 MILLION A DAY IN STOCKTON THROUGH DIRECT TRAVEL SPENDING

- Direct Travel Spending = \$360.4M
 - By Sector
 - Food Service = \$119.1M
 - Local Transportation & Gas = \$79.5M
 - Retail Sales = \$66.1M
 - Accommodations = \$48.5M
 - Arts, Ent., Rec. = \$47.2M
- Jobs Supported by Direct Spending = 2,800
- Local Tax Generated by Direct Travel Spending = \$10.6M
- State Tax Generated by Direct Travel Spending = \$17.4M

2024 HOTEL NUMBERS

- Hotel Demand
 - By Year
 - 2024 = 462.7k
 - 2023 = 487.5k
 - 2022 = 506.7k
- Average Daily Rate
 - By Year
 - 2024 = \$114.02
 - 2023 = \$117.13
 - 2022 = \$116.75

2024 Hotel Revenue Generated by Overnight Stays \$52,761,254.43

OUR SIGNATURE EVENTS

Visit Stockton's Signature Events play a pivotal role in shaping the narrative of "things to do" in the city. These events not only promote visitation but also contribute to storytelling while creating a compelling backdrop for our community. Moreover, they serve as an inspiration for other events professionals, encouraging the production of large-scale activities that contribute to the dynamic cultural fabric of our community.

Tourism Breakfast (April 17, 2024)

Our Traditional Tourism Breakfast serves as a platform for our organization to showcase achievements from the previous year and outline plans and goals for the upcoming year with our valued partners and stakeholders. 2024's outing was held at the University Plaza Waterfront Hotel and featured the musical stylings of Dante Milano on the keyboard.

The highlight was awarding six local Stocktonians with Hospitality Awards for their service in our city. Awards presented included Hospitality Hero Award (*Johnny Palacio from Downtown Stockton Alliance*), Remarkable Attraction Staff Award in Performing Arts and Entertainment (*James Reed from The Stockton Civic Theatre*), Remarkable Attraction Staff Award in Sporting Facility and Events (*Marissa Cabusas from The Reserve at Spanos Park*), Excellent Customer Service Award (*Britany Brown from German Guys Restaurant*), Leadership Award (*Loni Saldana from La Quinta*), and Community Ambassador Award (*Felicia Del Carmen, social media influencer "Fees Foodie Life"*).

Feast at the Fox (September 6, 2024)

Our annual farm-to-fork dinner under the Bob Hope Theatre marquee this year served as a signature fundraiser for the Delta College Culinary Arts Program and the Child Abuse Prevention Council of San Joaquin County. The final funding amount was \$7,995, and the event welcomed 208 guests—an increase in comparison to 2023's 176 guests. The menu was curated by Chef Shane Tracewell from The Kitchen @ StoneBrier, whose entire staff was on hand to serve the attendees. Assisting in serving was members of the Child Abuse Prevention Council and Genova Bakery assisted in donating all their bread to the event.

Stockton Flavor Fest (May 17-19, 2024)

May 2024 marked the third year for our award-winning Stockton Flavor Fest at Weber Point Events Center in Downtown Stockton, where we celebrated the diverse food, music, and cultures of Stockton. In collaboration with the City of Stockton (ARPA funding) and local partners, the festival aimed to instill pride and excitement in the community. Big thanks to the 442 volunteers who worked 1,580.25 hours to make the event a success and earn their respective non-profit organizations \$20,743.25.

Continuing the event as a three-day festival provided more opportunities for community engagement and exposure for vendors, artists, and partners. Plus, we created one central location for all food vendors, making it easier for attendees to savor all the cuisine available.

Stockton Sports Commission Sport City Golf Tourney (October 18, 2024)

The Sport City Golf Tourney hit its third year, providing a great way to celebrate sports in Stockton while bringing attention to acquiring more sporting excitement to our city. The tournament was held at The

Reserve at Spanos Park and featured on-course activations, an awards banquet, amazing raffle prizes, and so much fun. The event benefits the Stockton Sports Commission. With over \$12,000 in sponsorships and over \$3,300 in event activations our five major sponsorships included Elk Grove Buick GMC (Dinner & Post-Event Awards), Oak Valley Community Bank (Beverage Sponsor), Stockton Ports (Putt Putt Contest), Stockton Kings (Foursome Photo Sponsor). Other key supporters of this event include ASM Global, Pacific Men's Golf, Port of Stockton, PPG Paints, Stockton Courtyard/Residence Inn., We Paint & Renovate Inc., and Verve IT.

Visit Stockton in the Community (Highlights from throughout 2024)

The Visit Stockton team enjoyed many opportunities to be out and about supporting community events. A few events of note were the Friends of the Fox 20th Anniversary, Laz Parking Day, National Night Out, Parents By Choice Trunk or Treat, Team Volunteer Day at St. Mary's Dining Hall, and Stockton Pride.

MARKETING CAMPAIGNS

At Visit Stockton, marketing campaigns serve as the cornerstone of our promotional efforts. Guided by data-driven decisions, these campaigns are strategically crafted around themes that are distinctly Stockton, aiming to attract visitors and inspire exploration of our vibrant city.

Awareness & Reputation Enhancement

In our public relations at Visit Stockton, a paramount focus is placed on narrating the Stockton Story, emphasizing the distinctiveness of our community's people, places, and events. We understand the significance of our voice in disseminating positive news about the community, actively shaping the narrative for both locals and visitors. This commitment underscores our dedication to portraying Stockton in its true essence and fostering a positive perception.

This Is Stockton

Our bi-monthly series, "This Is Stockton," showcasing our community's people and events, has achieved considerable success—expanding our subscriber list and attracting new listeners each month.

- 2024 Podcast Stats
 - New Episodes = 14 (total = 48)
 - Subscribers = 245
 - Apple Podcasts = 4.9/5 stars
 - Spotify = 4.6/5 stars

This Is Stockton Video Series

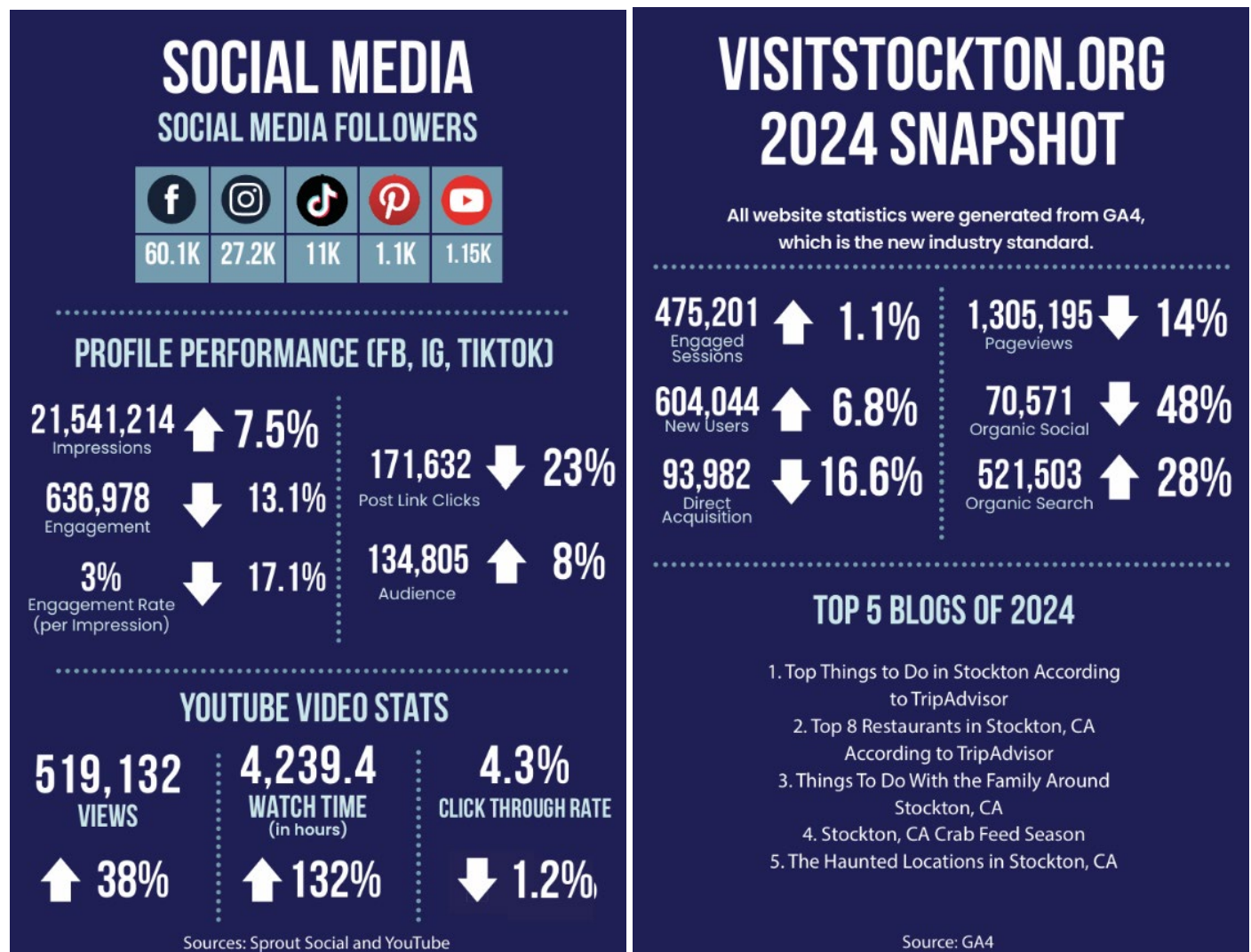
The video counterpart continues to diversify our audience and raise broader awareness. Featuring our city through the perspectives of small business owners and leaders, the series encourages viewers to experience Stockton firsthand. The campaign contributes to our ongoing growth and outreach efforts.

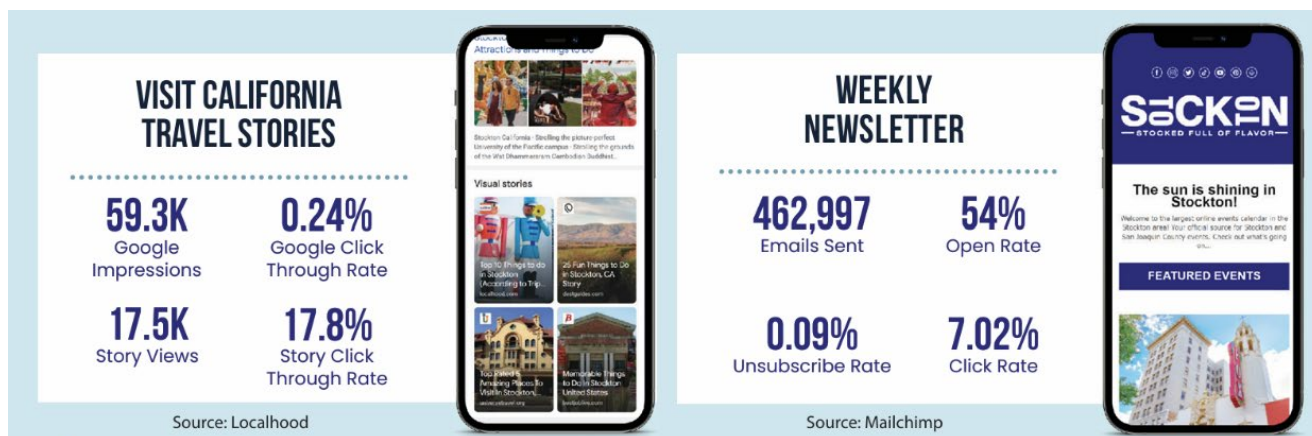
Best of California with Pat Pattinson

Stockton hosted Pat Pattinson in the summer of 2024 for his “Best of California” TV series. Stops along the way included the Haggin Museum, Pixie Woods, the Children’s Museum of Stockton, USS Lucid/Stockton Maritime Museum, Stockton Ballpark for a Stockton Ports Baseball Game, The Fruit Bowl, and Waterloo restaurant.

Digital Marketing

Within our digital marketing initiatives, the Visit Stockton team leverages data-driven strategies to establish measurable Return on Investments (ROIs). This approach grants us the flexibility, enabling us to adapt and refine our campaigns based on real-time metrics. By precisely targeting audiences and tailored messaging, our objective is to consistently deliver the right message to the right people, ultimately the most actionable and impactful results.

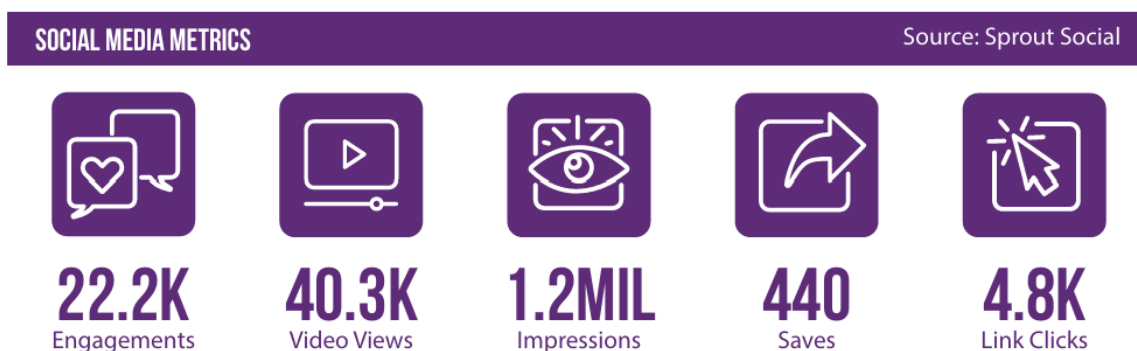




Stockton Lantern Festival

The Stockton Lantern Festival returned for a second year. Visit Stockton, once again under contract with ASM Global, took charge of all marketing requirements for this year's event, themed as "Koda's Journey Through the Magic Ocean."

Visit Stockton assumed creative leadership, handling logo creation, print advertisements, digital ads placement, commercials, and public relations for the event. The magical festivities commenced on November 22nd and concluded on January 19th.



SPORTS DEVELOPMENT

Organizing sporting events at the amateur, collegiate, and professional tiers plays a crucial role in stimulating overnight stays within our regions. Visit Stockton collaborates with sports planners nationwide to deliver top-tier competition and entertainment, enriching our local community.

HOSTED EVENTS IN 2024:

- **CIF Sac-Joaquin Section Wrestling (Feb. 16-17, 2024)**
- **Pacific Cup Men's Water Polo Tournament (April 13-14, 2024)**
 - **\$161, 913 Business Sales**
 - **119 Overnight Attendees**
- **NCAA DII Women's Golf West Regional (Apr. 28-May 1, 2024)**
 - **12 teams**
 - **\$6,976 Local Tax Collections**
 - **\$201,076 Business Sales**
- **OTB Amateur & Pro Weekends (May 10-19, 2024)**
- **Visit Stockton Pacific Invitational (title sponsor; October 16-18, 2024)**

Goodbye, Wes

After nearly 20 years of championing tourism and community in Stockton, Wes Rhea closed his chapter at Visit Stockton on September 30, 2024. From working at the Stockton Chamber of Commerce to re-launching the Stockton Convention and Visitors Bureau, Wes was an outspoken advocate of this city. His approach to marketing the city and creating spectacular events for visitors and providing outlets for our community to express their city pride was invaluable. Plus, as head of the San Joaquin Film Commission, he welcomed film productions large and small as they featured Stockton's beauty in their works of art.

In September, the Visit Stockton team held a special going away party for Wes at the University Plaza Waterfront Hotel, inviting local partners and friends—past and present—to share in the celebration of Wes' time in Stockton. We wished him nothing but the best as he leads a new team as President and CEO of Visit Lodi. We look forward to seeing what magic he creates in our neighboring small town.

CEO Search

With the departure of Wes Rhea as CEO, a search was on for the next talented and skilled individual to lead Visit Stockton. The Visit Stockton Board of Directors hired the executive search firm Winner Partners to conduct a national search for the best and the brightest in the tourism and hospitality realm. After a rigorous three month search process, native Stocktonian Robyn Camino was chosen as the next CEO of Visit Stockton. Aside from being a lifelong Stocktonian and having built numerous relationships throughout the city, Robyn has years of experience within the organization, having served as Marketing Director for over four years (2016-2020). During that time, she launched impactful campaigns like Stockton Arts Week and launched signature events like Stockton Brew Fest and Feast at the Fox.

"Stockton is more than just a city to me—it's home. This is a pivotal time for our community, and I'm eager to lead Visit Stockton in amplifying our city's story to a national audience. Together, we'll continue to inspire pride among residents and spark enthusiasm in visitors." – Visit Stockton CEO Robyn Camino.



2025 Service Plan

TBID Renewal

The previous Stockton Tourism Business Improvement District (TBID) was established on January 1, 2016. With its expiration occurring on December 31, 2025, the Visit Stockton team went to work putting together a revised TBID proposal. With the assistance of Civitas Advisors the Visit Stockton team and Board of Directors finalized a plan and submitted it to the city. The Stockton City Council adopted the Resolution of Intent to Renew on October 1. The notice of the Intent to Renew was mailed to lodging businesses on October 4 and the notice regarding the public meeting and hearing was later mailed to lodging businesses on November 2.

On November 12, a public meeting was held where public testimony was received and on November 19 at a public hearing, the Stockton City Council took action, approving the renewal resolutions. The modified TBID plan went into effect January 1, 2025, with an expiration date of December 31, 2035. The plan includes a 1% assessment increase to 5% with a 0.5% increase in year six to 5.5%.

2025 Budget Overview

The attached budget is in compliance with the percentage thresholds set forth in the Stockton Tourism Business Improvement District Management District Plan approved by City Council in November of 2024.

2025 Anticipated Revenue = \$2,025,350

- TBID Assessment = \$1,810,000
- Misc Revenue (Events, Contracts, etc.) = \$115,350
- Fund balance from previous year = \$100,000

The 2025 Budget includes a carryover of \$100,000 from 2024 and also reflects a 5% contingency fund allotment of \$90,500 (5% of \$1.81M) as per the TBID Management District Plan.

2025 GOALS AND OBJECTIVES

Objective 1:

Continuing to reclaim hotel leakage is vital for our area's economic growth. Ongoing Hotel Awareness campaigns are key to boost visibility and attract visitors. Emphasizing our re-imagined Meeting & Incentives plan will further solidify our appeal, ensuring we retain hotel bookings and position ourselves as a competitive destination for various travelers.

Objective 2:

Evaluate the current structure and function of staff within the organization to increase efficiency and best position Visit Stockton to execute necessary strategies that serve our mission.

Objective 3:

Reengage the community by creating a new and improved Stockton Ambassador Program. Since the program's end in 2021 the former Stockton Ambassadors have assisted as volunteers for Stockton Flavor Fest (SFF) (2022-2024). It is now time to create a new program focused on educating those who live and/or work in Stockton. The program will include education on the importance of tourism to our economy, what Visit Stockton can do to support hosted events/local business/non-profits, positive customer service skills, and why their involvement in our city matters.

Objective 4:

Offering non-profits and local businesses educational opportunities to improve their digital marketing skills. We will be launching an educational series with a goal to help organizations create more engaging content to serve their individual needs while also giving Visit Stockton more content with which to promote the city. Additional educational components will include the importance of tourism to our economy, what Visit Stockton can do to support hosted events/local business/non-profits, positive customer service skills, and why their involvement in our city matters.

CONFIRMED HOSTED EVENTS FOR 2025:

Pacific Cup Men's Water Polo Tournament (April 12-13, 2025)

The Pacific Cup returns for its second year, when the Pacific Men's Water Polo team invites seven of the best programs in the nation for a prestigious spring tournament. Programs traveling to Stockton this year include Cal Berkeley, Cal Baptist, Pepperdine, San Jose State, Stanford, UCLA and the USA Junior National team. Visit Stockton will be at the event hosting the beer garden for all visitors and fans to enjoy.

PDGA President's Cup and Champions Cup (April 25 – May 5)

Stockton's OTB Pro Tour stop will take a hiatus as the Pacific Disc Golf Association (PDGA) has awarded the hosting of its President's Cup (first time ever being held in the US) and Champions Cup to Stockton and Swenson Park.

CSC Live 25 – CodeStack; San Joaquin Office of Education (October 1-3, 2025)

CodeStack, a technology department of the San Joaquin County Office of Education will be hosting its annual conference at Adventist Health Arena.

Visit Stockton Pacific Men's Golf Invitational (October 9-11, 2025)

Visit Stockton will return as the Tigers' title sponsor for this annual event. The men's golf team traditionally averages a 16-team field for this annual tournament. This year's tournament will be held on the Tigers' home course – The Reserve at Spanos Park.

CA FWD Economic Summit (October 21-23, 2025)

CA FWD has selected Stockton and the Adventist Health Arena as hosts of its 2025 Economic Summit. This event enters its 15th year and will include a programing that will highlight our City and Region.

UPCOMING VISIT STOCKTON EVENTS:

Visit Stockton State of Travel (May 2025)

Feast at the Fox (September 19, 2025)

Sport City Golf Tourney (October 2025)

MEET THE TEAM

ADMINISTRATION & OPERATIONS

Robyn Camino, Chief Executive Officer

Christa Griffith, Office Manager

SPORTS & TOURISM DEVELOPMENT

Rebecca Scharmann, Director of Sports & Tourism Development

MARKETING & COMMUNICATIONS

Diana Nuño, Events & Community Engagement Manager

Anthony Esteves, Content Manager

Nico Belasco, Social Media Manager

BOARD OF DIRECTORS

George Kaplanis, President - Omega Hospitality

Wes Yourth, Vice President - University of the Pacific

Susan Obert, Treasurer - Haggin Museum

Alex Munro - Hilton Stockton

Rhona Miles - University Plaza Waterfront Hotel

Isadora Harness - Marriott Properties

Jai Patel - Red Roof Inn

Michael Blower - Council Appointee, Councilmember District 3, City of Stockton

WHO WE ARE

Visit Stockton is the official destination marketing organization for Stockton, California and as such, is charged with the promotion and marketing of the City of Stockton as a leisure travel, sports, events, and meetings destination. Founded in 1979 as a 501(c)6, non-profit corporation, Visit Stockton is dedicated to positively impacting the local economy through its programming and elevating civic pride while highlighting the Stockton community as a positive place to work, live, and visit. Visit Stockton is funded in partnership with local hotel properties through the Stockton Tourism Business Improvement District.

Mission Statement

Visit Stockton is dedicated to enhancing the region's Quality of Life by collaboratively leading the promotion of our richly diverse community and advocating for initiatives that will enhance the city's Quality of Place.

Vision Statement

Stockton is widely respected as a diverse and welcoming community, providing unique and authentic experiences and opportunities for all.

Our Organizational Values

ACCOUNTABILITY • HAVE FUN • EXCELLENT SERVICE • GIVING BACK • LEARN AND IMPROVE

