

STOCKTON

— STOCKED FULL OF FLAVOR —

2021 ANNUAL SERVICE PLAN

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

GENERAL OVERVIEW

The current Stockton Tourism Business Improvement District (TBID) was established effective January 1, 2016 by the Stockton City Council and expires December 31, 2025. The current TBID assessment levies a 4% fee per hotel room, per night. The funds are used for the marketing and promotion of Stockton, targeted toward increasing overnight stays. The assessment is applied to all lodging establishments within the city limits of Stockton; at this time there are no proposed changes to the boundary of the district.

Included in this Annual Service Plan are the strategies and objectives of Visit Stockton for the year ending December 31, 2021.

2021 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 December of 2010.

2021 Anticipated TBID
and Misc. Revenue:
\$1,538,055
(\$1,270,000 - TBID Revenue)

Sales & Marketing
\$1,243,725

Administrative & Operations
\$220,830

The 2021 Budget includes a carryover of \$190,000 from 2020 and also reflects a 5% contingency fund allotment of \$63,500 (5% of \$1.27M) as per the TBID Management District Plan.

TRENDS IN STOCKTON TOURISM

Overall hotel demand was **down 12.2%** in 2020.

Stockton hotel revenue was **down 10.5%** in 2020.

Average Hotel Occupancy for Stockton in 2020 was **64.7%**, meaning an average of **1,724** of **2,665** Stockton hotel rooms were sold each night.

In all, our hotel community performed better than most in the Central Valley, ending the year with average daily rates up 2.0% above those of 2019.

2021 RECOVERY GOALS AND STRATEGIES

GOAL: Advocate for Destination-Enhancing Initiatives to Build Community Magnetism

- **Objective A:** Engage Community Development Agencies and Leaders in an Effort to Advocate for the Renovation and Restoration of Stockton's Infrastructure
- **Objective B:** Assess the Feasibility of Adding Destination-Enhancing Assets
- **Objective C:** Analyze Opportunities to Build Stockton's Festival and Event Offerings
- **Objective D:** Consider Opportunities to Expand Stockton's Attractiveness as a Sports Tournament Destination
- **Objective E:** Lead a Collaborative Campaign to Enhance Resident Pride in Stockton



NCAA Men's Waterpolo Championship
University of the Pacific, December 2019

GOAL: Increase Organizational Outreach and Support

- **Objective A:** Consider developing a Community Development Summit to Analyze Opportunities for Collaboration on Initiatives of Mutual Interest
- **Objective B:** Build the Awareness of Visit Stockton among the Community's Corporate Community

GOAL: Continue to Build Organizational Capacity and Excellence

- **Objective A:** Regularly review and, when appropriate, update the Visit Stockton bylaws
- **Objective B:** Analyze Alternative Revenue Streams to Diversify the Visit Stockton Budget
- **Objective C:** Perform Regular Research to Gauge Resident Sentiment toward the Visitor Economy and the Community at large
- **Objective D:** Analyze the Opportunities to Relocate to a Storefront Location with easy Parking

GOAL: Strengthen Destination Development and Community Leadership



- Develop a **Sports Tourism Strategic Plan** including a comprehensive facility analysis and the creation of a sustainable strategic plan for an enhanced vision that would help identify, grow, develop and service the Stockton community's sports tourism efforts to ensure continued significant economic impact.
- Continue efforts to **support the local business community** to ensure a swift post-pandemic recovery including the Stockton Healthy Pledge program, the Dine Stockton Take-out and Delivery program, and the City Small Business Grant program, in partnership with the City of Stockton.
- Partner with the University of the Pacific to develop and execute a **Resident Sentiment Survey** which will allow Visit Stockton to measure the organizations community shared value and explore opportunities for future strategies around resident quality of life and quality of place needs.
- Execute **data-driven marketing strategies** to support the recovery of our hotel, sports and hospitality partners including video, digital marketing, and the creation of experience passes that will increase visitor engagement and spending in the Stockton market.
- Increase our **destination storytelling** efforts utilizing unique selling points of the destination and highlighting local businesses, entrepreneurs, and creatives. Working with strategic partners Visit Stockton will showcase the quality of life and quality of place targeting potential visitors, relocating businesses/workforce, and future residents.

Looking for additional information? A copy of the 2020 Visit Stockton annual report can be found online at visitstockton.us/annualreport20

In addition to our demand and brand goals, Visit Stockton identifies the following as 2021 outcome measurements:

Overall Stockton Hotel Occupancy & Room Revenue • Sports and Group Events • Website Analytics
Social Media Engagement Analytics • E- Mail Marketing Metrics • Geo-location Visitor Behavior
Overall Marketing Impressions • Earned Media Impressions

COMMUNITY ENGAGEMENT

HOSTED AND PARTNER EVENTS FOR 2021



STOCKTON RESTAURANT WEEK (JANUARY 15-24)

For the 12th year, this promotion will be an economic driver for local restaurants as Visit Stockton highlights the multi-course price-fixed menus focusing on take-out and delivery options.



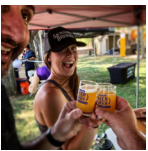
ANNUAL TOURISM BREAKFAST (FALL 2021)

Visit Stockton will highlight the impact of tourism on our community and celebrate those who work to aid us in our mission at this 9th annual event.



FEAST AT THE FOX (RESCHEDULED TO 2022)

In its 3rd year, this farm to table fundraiser (in partnership with the City of Stockton) will again raise money for Delta College culinary students while highlighting local agriculture and wine.



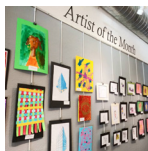
STOCKTON BEER WEEK (AUGUST 6-15)

This 9th annual celebration of beer culture will drive traffic to special events and limited edition brews at local bars, restaurants, and tap houses.



STOCKTON BREW FEST (AUGUST 7)

This newly revamped beer, music, and food festival celebrates its 5th anniversary with expanded offerings, new upgrades, and even more California beers. A portion of the proceeds will support the Stockton Sports Foundation.



STOCKTON ARTS WEEK (OCTOBER 8-17)

Artists, arts organizations, and community members will come together to showcase their best during the 6th year of this promotion that encourages collaboration, education, and appreciation of local artists.



COLLIDE ARTS FESTIVAL (TBD)

In its 3rd year, the City of Stockton, Stockton Arts Commission and an event committee will again offer free entry to this dynamic arts festival.

STOCKTON

AMBASSADOR PROGRAM

CELEBRATING ITS 8TH ANNIVERSARY IN 2021



The objective of the Certified Tourism Ambassador (CTA) program is to make Stockton the leader in hospitality in the Central Valley, where groups and guests know they will find friendly and knowledgeable front line staff, volunteers, and residents.

ASPECTS OF THE PROGRAM INCLUDE:

- EXPERIENCES
 - ENERGY
- KNOWLEDGE
 - PRIDE
- EDUCATION
- ENGAGEMENT

For additional information on this valuable program, refer to STOCKTONAMBASSADORS.COM

ENROLLMENT GOAL FOR 2021 IS 100 NEW PARTICIPANTS, WITH A RENEWAL GOAL OF 65%.

BOARD OF DIRECTORS

George Kaplanis, CTA

President
Omega Hospitality

Wes Yourth, CTA

Vice President
University of the Pacific

Susan Obert, CTA

Treasurer, Haggin Museum

Alex Munro, CTA

Hilton Stockton

Rhona Miles, CTA

University Plaza Waterfront Hotel

Isadora Harness, CTA

Marriott Properties

Jai Patel

Red Roof Inn

Christina Fugazi

Council Appointee
Councilmember, District 5,
City of Stockton

MEET THE TEAM

Wes Rhea, CTA

CDME, CHIA
Chief Executive Officer

Christa Griffith, CTA

Office Manager &
CTA Program Manager

Tim Pasisz, CTA

CMP, CSEE
Director of Sports & Tourism
Development

Courtney Phelps, CTA

Events Administrative Coordinator

Vacant

Director of Marketing &
Communications

Jesse Salazar, CTA

Video Production Manager

Kalena Fields, CTA

Graphic Designer/Brand Manager

Rebecca Scharmann, CTA

Events & Community
Engagement Manager

VISITSTOCKTON.ORG

#visitstockton     

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