

VISIT STOCKTON



Annual Report

A LETTER FROM THE CEO



Partners, Stakeholders, and Community Members,

As we move on from the pandemic and its effect on the local, regional, and state tourism economies, we continue to learn, grow, and build upon the partnerships made and the lessons learned during that unprecedented time. But our work continues. As of this month, our travel economy has yet to fully recover, with 2022 seeing a retraction in overnight stays throughout the central valley, and locally visitor foot traffic in Stockton is still down 3% from 2019.

Our Stockton hotel community continues to rebuild and navigate the ever-changing landscape of the leisure and business travel economy. Average daily rates have never been higher in the city, but our lodging partners continue to struggle to find quality staff to fill all their needs, and we are optimistic that 2023 will bring occupancy levels back to near 2019 levels. On the property development side, we were excited to welcome to the district a completely remodeled downtown motel, the Studio 6 Suites, and soon, Stockton's first new hotel build in over 15 years with the addition of the Hampton Inn and Suites – Arch Road property.

This year also ushered in a lot of reflection and change for the Visit Stockton team. After nearly 8 years of certifications and networking, we decided to sunset the Certified Tourism Ambassador (CTA) program. We are eternally grateful for all our CTAs and their commitment to the betterment of our destination and look forward to partnering with them all in the future. Also, after careful consideration of their ROI and impact on our internal capacity, and the overall community, we decided to retire Stockton Beer Week and Stockton Brew Fest, Stockton Arts Week, and Stockton Restaurant Week. We are continually evaluating the impact of our programs and strive to focus on the best strategies that benefit not only the tourism and lodging economy in Stockton, but also the more diverse audiences within our community and region. These changes will allow us to better focus on the new campaigns and projects Visit Stockton are now focused on.

Our proudest moment in 2022 was the launch of Stockton's newest food, arts and culture festival – **Stockton Flavor Fest**, a celebration held on the downtown Stockton Waterfront in May and supported by the City of Stockton with American Recovery Plan Act funds. The event was an overwhelming success, not only bringing over **12,000 attendees** to the Weber Point Events Center but also taking home the **top prize for Best New Festival from the International Festival and Events Association**. We could not have done it without our **600+ community volunteers** representing local non-profits, our vendor management partners at **GoodStock Productions** and the amazing and hardworking team at **Visit Stockton**. We look forward to welcoming you to **year two, May 19-21 at Weber Point**.

We hope you have had a chance to listen to the new **This is Stockton** podcast that we launched in August. It is off to a roaring start, and we are excited to tell the story of Stockton through the people and business owners that make our city special. Episodes come out bi-monthly and you can find it wherever you listen to podcasts or on our website. We are also working on an accompanying video series that we expect to expand in 2023. If you know someone who would make a great guest, send them our way!

Our team is excited about the new opportunities that 2023 will bring, and we are hopeful that the year ahead is brighter and safer than the one before. The team at Visit Stockton is proud to be a part of, and serve, the Stockton community. We wish each of you a safe and healthy 2023.

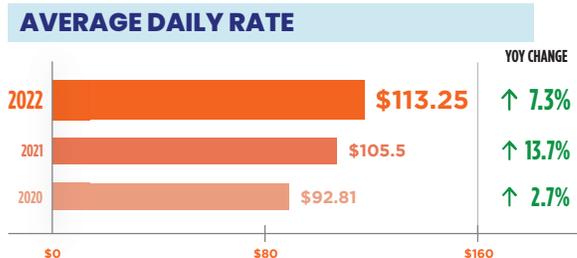
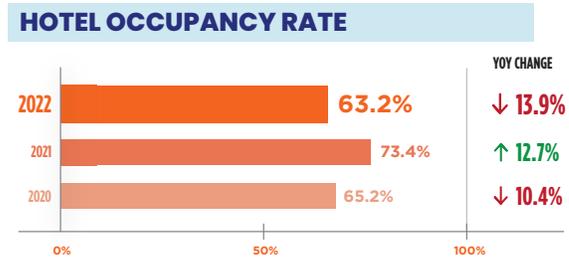
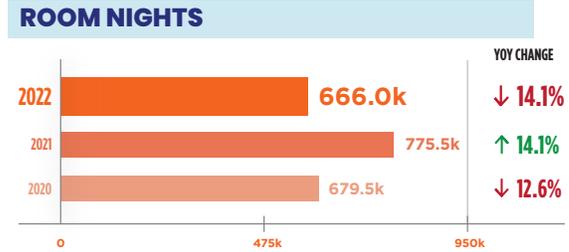
Wes Rhea
Chief Executive Officer



THE TOURISM EFFECT 2022

2022 created a sense of normalcy in the travel industry, but our recovery is still far from over. Like our neighboring regions, we saw a decrease in occupancy rate and overall hotel revenue, but our average daily rate is at an all-time high. Below is a breakdown of our lodging statistics, direct travel impact, and visitor volume.

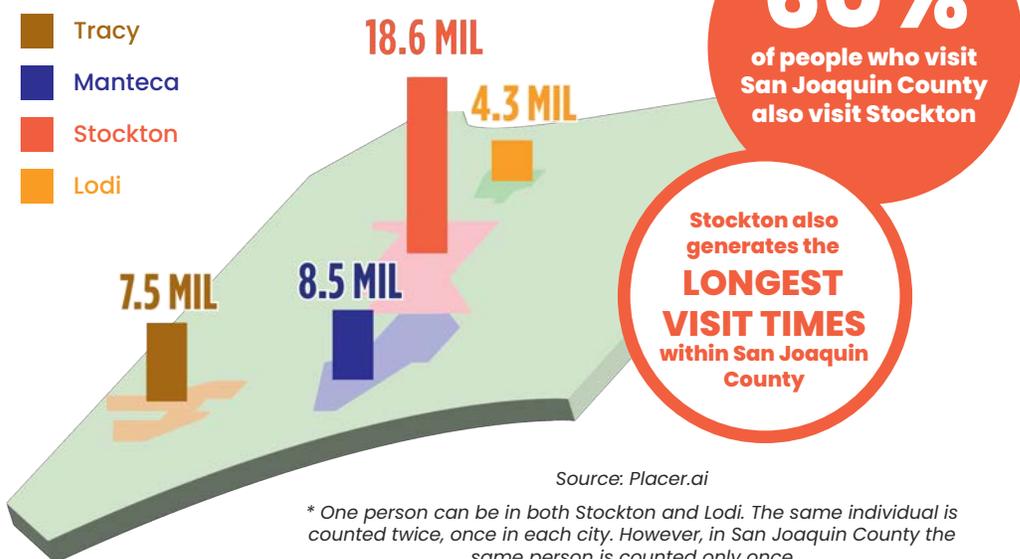
Hotel & Lodging Data



Source: STR Report

Total Visits by Visitors

(visits from 30 miles away for 30 minutes or more)*
San Joaquin County receives 30.7 million visitors.



Source: Placer.ai

* One person can be in both Stockton and Lodi. The same individual is counted twice, once in each city. However, in San Joaquin County the same person is counted only once

EXHIBIT 3

Direct Travel Impact

Direct impact represents the earnings attributable to travel expenditures made directly by travelers at businesses across the city of Stockton.

\$241.2 MILLION
DIRECT TRAVEL SPENDING

2,200

JOBS SUPPORTED BY DIRECT TRAVEL SPENDING

\$17.6 MILLION
TAX GENERATED BY DIRECT TRAVEL SPENDING

Direct Travel Impact by Commodity

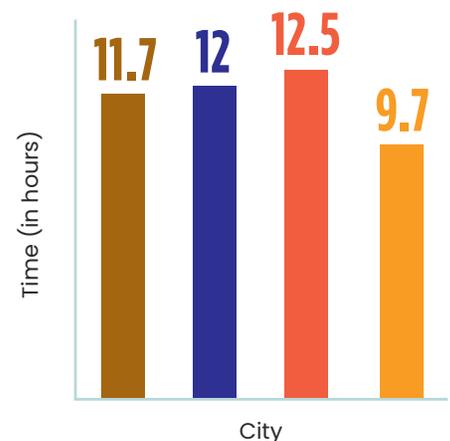
Food Service	\$68.4M
Local Transportation & Gas	\$53.0M
Retail Sales	\$33.8M
Accommodations	\$49.5M
Arts, Ent., & Rec.	\$27.2M

Source: Dean Runyan Associates

Average Dwell Time by Visitors

(in hours)

San Joaquin County has an average dwell time of 14.9 hours.





WE'RE BACK, BABY.

EXHIBIT 3

While 2021 was a year of support, shifts, and recovery, Visit Stockton welcomed some sense of normalcy in 2022. We saw a lot of advancements in our programs, partnerships, and data in 2022, and we are grateful for another year of sharing the Stockton story with potential visitors, locals, and fans.

Stockton Restaurant Week

Stockton Restaurant Week took place January 14-23, 2022. Like 2021, we included a digital passport that housed information regarding participating restaurants, check-in deals, and opportunities to win dining gift cards. We saw nearly 1,000 sign-ups for our digital passport and had 28 restaurants participate in 2022's festivities.

Tourism Breakfast

The Visit Stockton Tourism Breakfast was a time to celebrate the accomplishments of our office from 2019 – 2021 and share insights into our future. We welcomed 120 attendees and Mariachi Ocelotlan of the University of the Pacific kicked-off the celebrations with a preview of the inaugural Stockton Flavor Fest.



Feast at the Fox

Feast at the Fox, our annual fundraiser for the Delta Community College Culinary Arts Program, was nothing shy of a success. This sold-out event raised over \$13,000 for the San Joaquin Delta College Culinary Arts program, provided an incredible learning experience for 24 student chefs, and showcased the talents of 7 program alumni.



Stockton Arts Week/Collide Arts Festival

For the first time, our office administered a \$30,000 California Arts Council grant program on behalf of the City of Stockton for Stockton Arts Week and Collide Arts Festival, which included: soliciting artist applications, working with community members and organizations on project formulation, progressing grant agreements, distributing funds, and reporting. Artist grants were spread across two main areas: Stockton Arts Week workshops and Collide Arts Festival (held at Stockton Flavor Fest) workshops, installations, live art, and performances.

This is Stockton

This is Stockton started as a podcast series highlighting the people, places, and happenings of our community that was launched in August 2022. The series has seen great success since its launch, reaching audiences across the state, and twice a month we produce new episodes in partnership with the Destination Marketing Podcast Network.

To diversify the audience and spread greater awareness, we launched the This is Stockton video series in late December 2022. This three-part video series visually highlights the uniqueness of Stockton with a call-to-action to "come see Stockton for yourself." The video series is being distributed through streaming TV and digital platforms, and we will continue creating videos as part of this series into 2023.



12 EPISODES

2000 LISTENS

71% COMPLETION RATE

651,245 AD IMPRESSIONS

Source: Audioboom & Apple Podcasts

WE'RE BACK, BABY. (Continued)



Stockton Flavor Fest

Visit Stockton, with the support of the City of Stockton, executed the next great culture, food, and arts festival for our community.

Stockton Flavor Fest was hosted May 14 & 15, 2022 at the Weber Point Events Center in Downtown Stockton. The two-day festival was a celebration of the food, music, and cultures that make-up the communities in Stockton, California, with a purpose to bring people back Downtown, supporting local businesses, and celebrating our diversity. With the help of local nonprofits, organizations, artists, and creatives, Stockton Flavor Fest created a sense of pride and excitement in our community.

The care and curation put into this first-year event was unlike any other seen in the history of this community. Some of the highlights from this year's events were:

- Vendors showcasing the diversity and global food offerings reflected in the Stockton area
- Two days of entertainment programming, including local musical and cultural performances
- Creative activities, including interactive workshops and live art
- Exclusive events including a Drag Brunch benefiting the San Joaquin Pride Center, Silent Disco, and culinary demonstrations
- A taste of California's finest libations at the Craft Beer & Wine Tent
- A commitment to sustainability, including the use of earth-friendly, compostable cutlery and serveware, clean energy, and waste diversion stations

The sentiment during and post-Stockton Flavor Fest was overwhelmingly positive. For a first-year event, we are extremely proud of the responses we have received from city officials, vendors, attendees, and partners. Some of the highlights we heard was the feeling of safety our attendees felt, how clean the festival grounds were, how respectful the crowd was, how many options of family-friendly things to do were provided, how beautiful the park looked, and how many diverse offerings were available.

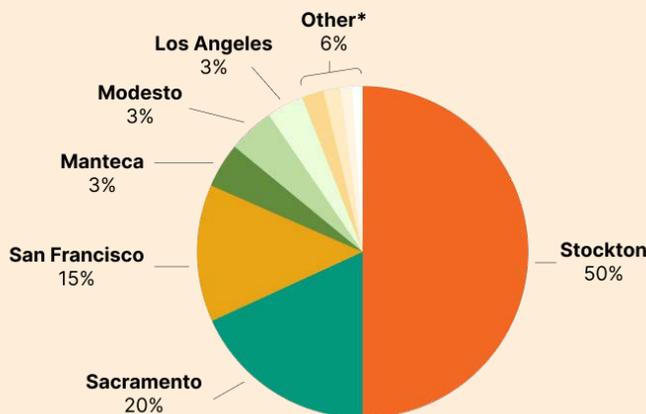
STOCKTON FLAVOR FEST VISITATION STATISTICS

Attendees Demographic Information

13,400
VISITS

122 mins
DWELL TIME

2 PM - 4 PM
MOST POPULAR
VISITATION TIME



Source: Placer.ai

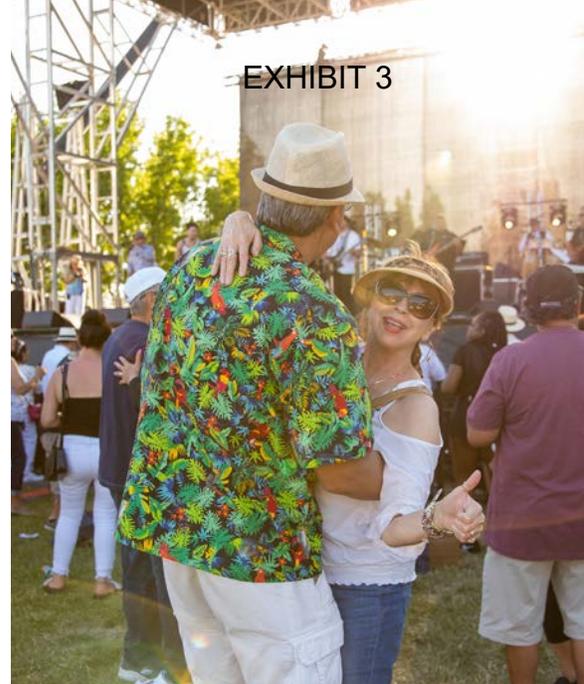
WINNER

BEST NEW FESTIVAL

International
Festivals & Events
Association 2023



EXHIBIT 3



WE'RE BACK, BABY. (Continued)

EXHIBIT 3



Stockton Brew Fest

Stockton Brew Fest was held on September 10, 2022 at the Weber Point Event Center. We hosted over 600 people at the event, which included fresh brews, live entertainment, an artist market (sponsored by the City of Stockton), community partner activations, and loads of fun.

Sport City Golf Tourney

The Stockton Sports Foundation, along with Visit Stockton, hosted its inaugural golf fundraiser – Sport City Golf Tourney, on October 14, 2022 at the Reserve at Spanos Park. The day's events included a putt putt contest, silent auction, and post-event awards party. Businesses across the county sponsored the event and we look forward to including more community partners, and creating even more fun, in 2023.



68
GOLFERS

\$21,000+
TOTAL INCOME

\$12,500
RAISED IN
SPONSORSHIPS

\$6,700
RAISED FOR
FOUNDATION



2023 Calendar

The Visit Stockton calendar is a great awareness piece for our office, giving us the opportunity to highlight our programs, campaigns, and share user-generated images from our fans and followers. Calendars were distributed to our partners as a free giveaway, at community events, and during Visit Stockton programs.

2023 Visit Stockton Guide

Back for the first time since early 2020, Visit Stockton is happy to announce the release of a new full-sized visitor guide. The publication features an updated look and is used as a tool to inspire travel to our area. If you would like copies of this publication for your store, hotel, or other location, please contact nicholas@visitstockton.org.

DEVELOPMENT

Visit Stockton hosted and co-hosted a combined nine major events between January and October, including the Stockton Sports Foundation's inaugural golf fundraiser. Highlighting the economic impact on our city was the **USTA National Baton Twirling Championship**, which was previously scheduled to come to Stockton in 2020. The week-long event was hosted at the Stockton Arena and the Civic auditorium and **welcomed over 1,200 visitors**.

Other impactful events include the West Coast Conference (WCC) Baseball Tournament, which hosted its first of a three-year commitment in May 2022 and the NCAA Division I Men's Golf West Regional, which was also awarded pre-pandemic.

HOSTED SPORTS EVENTS: ECONOMIC IMPACT (EI) & ROOM NIGHTS (RN)

The economic impact is calculated using Destination International's Event Impact Calculator (EIC), which measures the economic value of an event, and its return on investment to local taxes. The calculator draws on ten different data sources to provide an industry-wide standard.



Visit Stockton Women's Golf Regional Preview
EI: \$66,127
RN: 138



CIF Sac-Joaquin Section Wrestling Championships
insufficient data



American Cornhole Organization Stockton Major
insufficient data



NCAA Division II Women's Golf West Regional
EI: \$165,373
RN: 267



OTB Disc Golf Pro Tour
EI: \$246,691
RN: 340



NCAA DI Men's Golf West Regional
EI: \$229,954
RN: 375



West Coast Conference Baseball Championship
EI: \$307,463
RN: 596



OTB Disc Golf Pro Tour
EI: \$1,069,809
RN: 2,282



Visit Stockton Pacific Men's Golf Invitational
EI: \$95,573
RN: 212

9
HOSTED EVENTS

\$2,180,995+

TOTAL ECONOMIC IMPACT

4,210+

TOTAL ROOM NIGHTS

Source: Destination International Economic Impact Calculator

EXHIBIT 3



DIGITAL MARKETING

The following data includes social, website, display, ConnectedTV, and other sources. Social media data was aggregated from our new data partner, Sprout Social (implemented September 2022).

SOCIAL MEDIA SOCIAL MEDIA FOLLOWERS

60.1K	23.6K	5.1K	1.1K	898

PROFILE PERFORMANCE (FB, IG, TIKTOK)

19,478,021 IMPRESSIONS	↑ 6.6%	192,524 POST LINK CLICKS	↑ 23.6%
598,155 ENGAGEMENT	↑ 7.8%	98,052 AUDIENCE	↑ 54.5%

POST PERFORMANCE (FB, IG, TIKTOK)

9,451,654 IMPRESSIONS	409,965 ENGAGEMENT	110,744 POST LINK CLICKS
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YOUTUBE VIDEO STATS

502,547 VIEWS	4,501 WATCH TIME (in hours)	246,447 IMPRESSIONS
↑ 232%	↑ 177%	No comparable 2021 data since data sources changed March 8, 2021

Sources: Sprout Social and YouTube

EXHIBIT 3

VISITSTOCKTON.ORG 2022 SNAPSHOT

All website statistics were generated from GA4, which is the new industry standard.

TOP 10 PAGES OF 2022

1. Stockton California Events Calendar
2. Homepage
3. Top 10 "Things to Do" in Stockton, CA According to Trip Advisor
4. Free & Low-Cost Events to Do in Stockton, CA
5. Stockton Experience Trails & Passes
6. 13th Annual Stockton Restaurant Week
7. Things to Do with Family and Kids in Stockton, CA
8. Cultural & Entertaining Things to Do in Stockton, CA
9. California Garlic Festival
10. Stockton Restaurant Week

704,375 ENGAGEMENT	↑ 2.4%	121,817 CLICKS	↑ 12.2%
691,000 USERS	↑ 4.1%	1,496,237 PAGEVIEWS	↑ 3.6%

TOP 5 BLOGS OF 2022

1. Top Things to Do in Stockton According to Trip Advisor
2. Holiday Family Fun in Stockton, CA
3. Best Burger Joints in Stockton, CA
4. Dining on the Delta in Stockton, CA
5. The Hauntings in Stockton, CA

53,881 ENGAGEMENT
144,542 VIEWS

Source: GA4

VISIT CALIFORNIA TRAVEL STORIES

3,769,520 GOOGLE IMPRESSIONS	1.63% GOOGLE CLICK THROUGH RATE
81,934 STORY VIEWS	6% STORY CLICK THROUGH RATE

Source: CrowdRiff



WEEKLY NEWSLETTER

434,708 TOTAL NEWSLETTERS SENT OUT	45% OPEN RATE
8,353 SUBSCRIBERS	11% CLICK RATE

Source: Mailchimp



DIGITAL MARKETING (Continued)



Experience Passes

Visit Stockton began working with experience pass producer Bandwango in 2015 by launching our inaugural Stockton Savings Pass. Our mobile passports are used as tools for visitors and residents alike to incentivize getting out and exploring the city. An added plus- users might even find a new favorite shop or restaurant along the way!

Brick City Bucket List

The Brick City Bucket List launched in August with the integration of videos and audio-guided narrations. This pass was specifically designed to be sharable by our partners, and we hope to get it into as many hands as possible. For more information, and to register for a pass, visit BrickCityBucketList.com.

Stockton Sweet Trail

The Stockton Sweet Trail features sweet locations from across the city. The free pass launched in late 2023 on the newest version of our Experience Pass platform and features new ways to earn points and win prizes. Additionally, all passes are now housed in one centralized platform, creating ease for our users and allowing for additional in-app registrations. To register for this pass, visit StocktonSweetTrail.com.

EXHIBIT 3 PRINTED MATERIALS



1,921

VISIT STOCKTON MAP AND VISITORS GUIDE MAILED OUT

TRADITIONAL MARKETING

Public Relations Highlights

- Stockton Small Business Week, Annual Event – *Good Day Sacramento* (May)
- Stockton Flavor Fest (May)
- Brick City Bucket List, New Program – *Yahoo Finance* (June)
- Summer in Stockton, Things to Do – *Yahoo Finance* (June)
- Stockton Art Trail – *Good Day Sacramento* (August)
- Brew Fest – Golden State Brew Club – *Good Day Sacramento* (September)
- Sport City Golf Tourney – The Reserve – *Good Day Sacramento* (October)

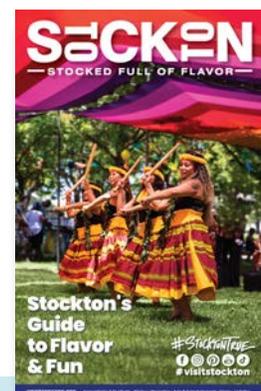
Trade Shows

- State of the City (May) – *Stockton, CA*
- StocktonCon (Aug) – *Stockton, CA*
- Connect Sports (Aug) – *Detroit, MI*
- Chamber Tradeshow (Oct) – *Stockton, CA*
- U.S. Sports Congress (Dec) – *Richmond, VA*
- CalSAE (December) – *Sacramento, CA*



2,500

VISIT STOCKTON 2023 CALENDARS DISTRIBUTED



25,000

NEW STOCKTON GUIDES ORDERED FOR 2023



STOCKTON METROPOLITAN AIRPORT

Visit Stockton signed a contract with the Stockton Metropolitan Airport (SCK) in 2022 to take over their social media, website, and other digital promotions. SCK is a major contributor to the visitation of Stockton, and we are happy to have the opportunity to use our skills to bring more awareness and exposure to the airport.

SOCIAL PROFILE PERFORMANCE (FB, IG)

1,401,331
IMPRESSIONS



24.4%

3,583
POST LINK CLICKS



4,216%

89,072
ENGAGEMENT



41.6%

5,561
AUDIENCE



48.8%

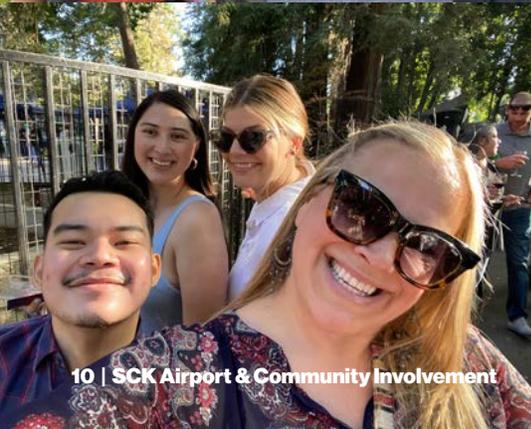
POST PERFORMANCE (FB, IG)

356,431
IMPRESSIONS

30,946
ENGAGEMENT

2,440
POST LINK CLICKS

Source: Sprout Social



COMMUNITY EVENTS & INVOLVEMENT

February

- Leadership Stockton Bowling Fundraising
- Stockton Maritime Museum Tour, U.S.S. Lucid

April

- United Way Bolder Breakfast

June

- Annual Wine Tasting Benefit at Pixie Woods
- San Joaquin County Fair

August

- National Night Out (Downtown Stockton)

September

- Stockton Pride Festival

October

- Trick-or-Treat at the Children's Museum
- Parents by Choice Trunk or Treat

November

- Run & Walk Against Hunger by Emergency Foodbank of Stockton & San Joaquin
- Athena Awards Breakfast
- Bread of Life Volunteering





MEET THE TEAM ^{EXHIBIT 3}

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Christa Griffith

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District 3,
City of Stockton

Visit Stockton Board of Directors Meeting

Board meetings are scheduled **bi-monthly**. Please visit visitstockton.org/about-us/about-visit-stockton/

— VISIT — 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

CALL US! 877.778.6258

146 W Weber Ave, Stockton, CA 95202

#visitstockton     

