

STOCKTON

— STOCKED FULL OF FLAVOR —

2023 ANNUAL SERVICE PLAN

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, 2023..

2023 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 2014.



Sales & Marketing
\$1,687,500

Administrative & Operations
\$288,100

The 2023 Budget includes a carryover of \$250,000 from 2022 and also reflects a 5% contingency fund allotment of \$86,000 (5% of \$1.72M) as per the TBID Management District Plan.

TRENDS IN STOCKTON TOURISM IN 2022

60%

of people who visited San Joaquin County in 2022 (30.7M visits) also visited Stockton.

Stockton is the **highest-visited community in the San Joaquin County (18.6M visits)**, generating the longest visit times compared to our competitive set.

Average Daily Rate for Hotels in Stockton was \$111.25, up 7.3% over last year.

DIRECT TRAVEL IMPACT IN STOCKTON

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

\$241.2 M

direct travel spending

Includes: accommodations, food services, arts and entertainment, retail sales, and transportation

2,200

jobs supported

\$8.1 M

local tax receipts generated

\$11.5 M

state tax receipts generated

Source: Dean Runyan Associates, 2021

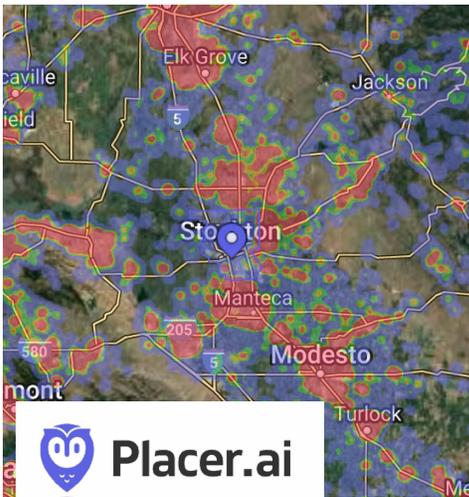
2023 GOALS AND STRATEGIES



This is Stockton started as a podcast series highlighting the people, places, and happenings of our community. To diversify the audience and spread greater awareness, we launched the This is Stockton video series visually highlighting the uniqueness of Stockton with a call-to-action to “come see Stockton for yourself.”

GOAL: Sharing the Stockton Story

- **Objective A:** Continue telling the visual “This is Stockton” story through Visit Stockton produced videos, highlighting the small businesses and organizational stories that drive visitation, economic development, and advancement to our community.
- **Objective B:** Produce twice-monthly episodes for the “This is Stockton” podcast (which had the most successful launch of any podcast on the Destination Marketing Podcast Network in 2022), bringing awareness to our community and neighboring regions.
- **Objective C:** Create organic, unscripted, vertical video content to continue sharing the Stockton story to our social followings (vertical video is a dominant medium on all social channels for 2023).
- **Objective D:** Edit, enhance, perfect, and create new Google Stories in partnership with Visit California, creating visual awareness across Google Search and partner websites.



Foot traffic heatmap that represents visitors who visited Stockton for more than 120 minutes. Source: Placer.ai

GOAL: Data & Targeting

- **Objective A:** Continue onboarding and becoming platform-proficient in new data and research platforms (Placer.ai and Sprout Social) which will drive our organizational decision-making.
- **Objective B:** Use data tools to identify high-value potential visitors (and regions, including Sacramento and the Bay Area) and target paid advertising campaigns to those audiences.
- **Objective C:** Identify personas and audiences likely to convert from day-trippers to overnight stays, especially around special events, summer traffic, and other special promotions.



In addition to our demand and brand goals, Visit Stockton identifies the following as 2023 outcome measurements:

Overall Stockton Room Revenue • Sports and Group Events • Website Analytics
 Social Media Engagement Analytics • E- Mail Marketing Metrics • Overall Marketing Impressions
 Earned Media Impressions

2023 GOALS AND STRATEGIES

GOAL: Growth of Destination-Driving Event

- **Objective A:** Increase attendance at Stockton Flavor Fest by targeting marketing efforts to our high-visitation regions based on insights and research by our data partners.
- **Objective B:** Incentivize visitation through special promotions, activities, and discounts to Friday activities at Stockton Flavor Fest in order to increase beverage sales (our main source of revenue).
- **Objective C:** Gather insights and actionable data through a post-event survey at the conclusion of Stockton Flavor Fest 2023.
- **Objective D:** Increase the dwell time (length of visits) and visitations (number of times visited) to Stockton Flavor Festival by offering discounted multi-day tickets, diversifying programming, etc.



Stockton Flavor Fest, an award-winning three-day festival, is a celebration of the food, music, and cultures that make-up the diverse communities in and around Stockton. With the help of local nonprofits, organizations, artists and creatives, Stockton Flavor Fest creates a sense of pride and excitement in our community.

GOAL: Future Sports & Event Opportunities

- **Objective A:** Update our Planner Guide to include sporting venue information, update and include new hotel properties and meeting spaces, and highlight attractions in Stockton.
- **Objective B:** Continue to integrate the new Development team into the meetings and sports markets to build relationships, connections, and draw new opportunities to our area.
- **Objective C:** Prioritize knowledge and training of the new Development team with our customer relationship management tool (CRM), which will assist in outreach, follow-ups, and overall communication with meetings and sports partners.

GOAL: Content Pillar Campaigns

- **Objective A:** Research our social, website, and other digital analytics to identify content pillars (dining, waterways, farms, etc.) that promote the most visitation into our area.
- **Objective B:** Use content pillars to drive visitation to Stockton through year-round digital and print promotions, highlighting the activities and attractions that make Stockton unique.



Looking for additional information? A copy of the 2022 Visit Stockton Annual Report can be found online at visitstockton.us/annualreport22

COMMUNITY ENGAGEMENT

Hosted and produced events for 2023



Stocked Full of Dining (January)

Celebrate dining in Stockton with a month-long foodie takeover across all Visit Stockton channels, highlighting the flavor of our communities.

Annual Tourism Breakfast (March 16)

Visit Stockton will highlight the impact of tourism on our community and celebrate those who work to aid us in our mission at this 10th annual event.



Feast at the Fox (May 5)

In its 5th year, this farm-to-table fundraiser (in partnership with the City of Stockton) will raise money for Delta College culinary students while highlighting local agriculture and wine.

Stockton Flavor Fest (May 19-21)

The international award-winning festival (in partnership with the City of Stockton) is back to celebrate Stockton's culture, cuisine, and community at Weber Point Events Center on the beautiful Downtown Waterfront.

Sport City Golf Tourney (October 23)

Hit the course for a good cause at the 2nd annual Sports City Golf Tourney returns to raise awareness and funds for the Stockton Sports Foundation.



2023 Confirmed Sporting Events

St. Mary's Girls Basketball MLK Tournament (January 13-16)

CIF Sac-Joaquin Wrestling Championships (February 17 - 18)

NCAA DI Women's Water Polo Championship (May 12-14)

OTB Disc Golf Open (May 12-14)

WCC Baseball Championship (May 24-27)



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

MEET THE TEAM

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