



## 2018 ANNUAL SERVICE PLAN



2018 Annual Service Plan & Budget

# 2017 HIGHLIGHTS



- Launched the Stockton Savings Pass, a mobile coupon book for locals and visitors, featuring dining, attractions, professional services, and more.
- Conducted the first ever Stockton Song Contest and created a music video for the winning entry: *The Port City We Love*, by Brandon James.
- Grew the nationally recognized Certified Tourism Ambassador Program with over 500 Stockton Tourism Ambassadors certified by year-end.
- Worked with digital marketing experts to create a tactical content plan. Implemented plan and started seeing immediate results. See YouTube bullet below.
- Launched the #StocktonTrue campaign. This came with a design and function refresh to our website.
- Increased website visitation by 2.7%, reaching over 1.3 million pageviews for 2017 and increasing social media referrals by 47%.
- Grew social media presence by 12% with 14.4% growth each on Facebook Instagram.
- Increased video creation and sharing. This led to an improvement in YouTube watchtime by an impressive 431% and brought total YouTube views up a staggering 759%.
- Redesigned and printed 50,000 San Joaquin County Farm Guides to be distributed within California in 2017.
- Provided support to over a dozen community events and organizations, as well as over 30 sporting organizations and thousands of athletes, including the Pan Pacific Cup Baton Twirling Championship, 2017 NCAA D1 Women's Basketball Stockton Regional, the USA Water Polo Invitational, and the USA Racquetball Junior Olympics.



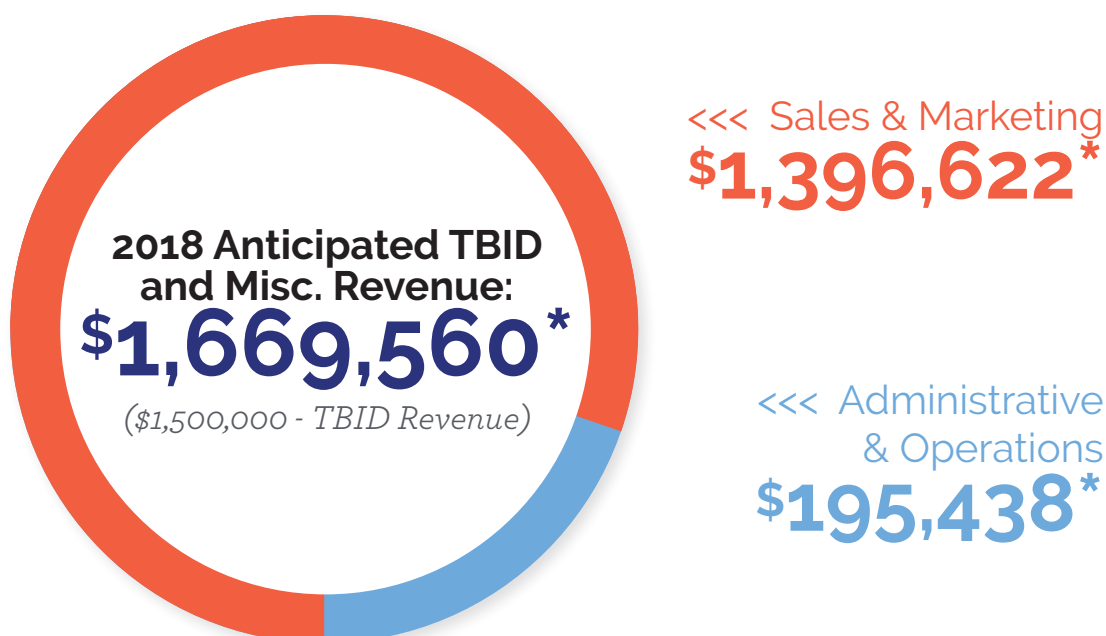
# GENERAL OVERVIEW

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 goals, strategies, and objectives of Visit Stockton for the year ending December 31, 2018.

## 2018 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.



The budget also reflects a 5% contingency fund allotment of \$77,500 (5% of \$1,390,000) as per the TBID Management District Plan.

\*Includes carry-over from previous year

# TRENDS IN STOCKTON TOURISM

Stockton sold more hotel rooms at a higher average room rate in 2017 than any previous year.

Overall hotel demand was  
up 2.1% in 2017.

Stockton hotel revenue was  
up 9.9% in 2017.

Average Hotel Occupancy for Stockton in 2017 was 67.5%, meaning an average of 1,839 of the 2,724 Stockton hotel rooms were sold each night.

## 2018 ANNUAL OBJECTIVES AND STRATEGIES

**OBJECTIVE: INCREASE HOTEL DEMAND AND VISITOR VOLUME IN STOCKTON**

### STRATEGY: BUSINESS DEVELOPMENT & SERVICES

- Continue to grow the sports and group markets by focusing Visit Stockton efforts on opportunity markets including non-traditional sports, collegiate athletic events, religious events, and other events and activities that will generate citywide hotel room nights.
- Target the key California markets that drive hotel business to Stockton - greater San Francisco Bay Area, greater Sacramento region, and the greater Los Angeles region.
- Focus on the group and visitor experience to differentiate Stockton from the competition.
- Drive increased room nights in our primarily leisure/transient properties through marketing targeted towards the leisure visitor in targeted drive markets.
- Target tradeshow and sales outreach efforts to further expand industry relationships, lead generation, and contact base in both the sports and group segments; attend a minimum of five (5) lead generating industry tradeshows.
- Conduct regular meetings with Stockton hotel staff to discuss current and future Visit Stockton marketing and awareness efforts.
- Continue a strong focus on social media, local engagement, community pride, and image building.
- Conduct meetings with a sports advisory group (*minimum of four per year*) made up of facility, athletics, and large event stakeholders to discuss potential partnerships and future sporting events.

**OBJECTIVE: INCREASE HOTEL DEMAND AND VISITOR VOLUME IN STOCKTON**
**STRATEGY: MARKETING/PUBLIC RELATIONS**

- Host social media bootcamp sessions, for any and all local businesses, in partnership with Two Six Digital marketing. These sessions will aid in increasing brand awareness and online presence for those involved, leading to a positive impact on Stockton's economy.

- Expand the #StocktonTrue campaign through social media and digital marketing avenues. The campaign is meant to combat the negative reviews of Stockton by highlighting the positive things Stockton has to offer.

- Expand the blogging program to create new and positive online content focused on evergreen activities, attractions, and events in Stockton.

- Market and promote the Stockton Savings Pass. Expand the business listings to over 125 by the end of 2018. Engage non-profits and schools to sell the pass as a fundraiser.

- Plan, promote, and execute the Feast at the Fox (May 11, 2018) farm to table dining experience in Downtown Stockton. Work in partnership with the City of Stockton.

Proceeds benefit the San Joaquin Delta College Culinary Arts Program, from which we will be getting much support.

- Grow traffic and engagement on the official destination website, social media channels, and email marketing efforts through rich content, SEO, and SEM strategies.

- Expand the reach of the Stockton Ambassador Program with the goal of 100 new certifications in 2018, totaling over 600 Certified Tourism Ambassadors certified citywide since 2013.

- Continue to market and promote Stockton as a visitor, meeting, and event destination through public relations, collateral development, advertising, special promotions, social media, marketing, and research.

- Partner with and promote the local and regional attractions, venues, and events that add value to our travel product.

**OBJECTIVE: ENHANCE THE STOCKTON VISITOR EXPERIENCE**
**OVERALL STRATEGIES**

- Expand the Stockton Savings Pass to hotel partners as a free gift for visitors, leading to increased spend per visitor during their stay.

- Expand the use of the Visit Stockton text "concierge" program, where visitors and locals can text Visit Stockton with questions, recommendations, and requests for information.

- Continue to grow the Stockton Tourism Ambassador Program beyond the hospitality industry focusing on brand awareness, customer service, and visitor experience.

- Distribute Stockton collateral, i.e.: Visit Stockton Guide, Stockton tear-off maps, Stockton restaurant maps, and San Joaquin Farm Guides to area hotels, attractions, restaurants, and other visitor points of contact.

- Promote the Downtown Stockton Visitors Center – including Visit Stockton and the Downtown Stockton Alliance – as the location for easy access to visitor info, personalized recommendations, maps, and guides.

- Work with incoming meetings and sporting groups to provide needed itineraries, collateral, and event support to improve guest experience. Go beyond the traditional service levels to "wow" our guests.

- Provide an excellent level of service and a positive visitor experience during the 2018 Amgen Tour of California on May 17, 2018.

**OBJECTIVE: INCREASE HOTEL DEMAND AND VISITOR VOLUME IN STOCKTON****STRATEGY: ORGANIZATIONAL**

- Maintain and develop a professional, highly productive, well-informed, and efficient staff, board, and organization to best promote Stockton, California and the region as a desirable destination.
- Continue to nurture and grow our existing partnerships with other Stockton and regional/state tourism agencies.
- Use baseline tourism and visitation data through research to continually quantify marketing and sales efforts.
- Work closely with local Economic Development professionals and organizations to provide value and assistance to their efforts to recruit and retain business in Stockton.
- Produce networking and educational opportunities for our partners, including a specifically targeted social media bootcamp.
- Provide educational and networking opportunities to Visit Stockton staff to keep their skills, knowledge, and abilities on the cutting edge of tourism trends.
- Continue to promote Visit Stockton as the official voice for Stockton area visitors and travel information.
- Inform public officials, community leaders, and partners of Visit Stockton's accomplishments through quarterly newsletters and face-to-face meetings.
- Produce Visit Stockton events that align with the organizational mission and promote key tourism assets, i.e. Feast at the Fox, Stockton Restaurant Week, Stockton Beer Week, and Stockton Arts Week.

### In addition to our demand and brand goals, Visit Stockton identifies the following as 2018 outcome measurements:

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

## 2018 TRADESHOW CALENDAR

TRADESHOW/EVENT	TARGET MARKET	J	F	M	A	M	J	J	A	S	O	N	D
Sports Express	Religious	●	○	○	○	○	○	○	○	○	○	○	○
LA Travel Show	Leisure	○	●	○	○	○	○	○	○	○	○	○	○
Bay Area Travel Show	Leisure	○	●	○	○	○	○	○	○	○	○	○	○
Go West	Sports	○	●	○	○	○	○	○	○	○	○	○	○
MPI Regional Tradeshow	Assoc. / Govt.	○	●	○	○	○	○	○	○	○	○	○	○
NASC Symposium	Sports	○	○	○	●	○	○	○	○	○	○	○	○
SGMP Regional Tradeshow	Government	○	○	○	○	○	●	○	○	○	○	○	○
Chamber Tradeshow	Local	○	○	○	○	○	●	○	○	○	●	○	○
Connect	Sports / Assoc.	○	○	○	○	○	○	○	●	○	○	○	○
US Sports Congress	Sports	○	○	○	○	○	○	○	○	○	○	○	●
CalSAE Seasonal Spectacular	Assoc. / Govt.	○	○	○	○	○	○	○	○	○	○	○	●

# PROGRAMS



# STOCKTON AMBASSADOR PROGRAM

## CELEBRATING 5TH ANNIVERSARY IN 2018

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

- A strong foundation upon which to deliver exceptional experiences for our visitors.

### ENERGY

- The CTA program energizes stakeholders to work together to build tourism, with consistent messaging and a sense of team. It's the one program that helps us work together -- not apart.

### KNOWLEDGE

- CTA goes well beyond customer service training. It's product knowledge for individuals at the frontline on the great things our destination has to offer. Helping visitors find more things to do = more spending and growing tourism!

### PRIDE

- CTA builds frontline pride and passion for where they live and work. As they learn more about our area with "fresh eyes", it builds their confidence to help others.

### EDUCATION

- Highly customized curriculum focused on local history, culture, attractions, and points of interest.

### ENGAGEMENT

- Engaging Certified Tourism Ambassadors through Lunch & Learn's, networking events, tours, and other educational opportunities.

**ENROLLMENT GOAL FOR 2018 IS 100 NEW PARTICIPANTS, WITH A RENEWAL GOAL OF 65%.**





# 2018 SPECIAL EVENTS



## STOCKTON RESTAURANT WEEK *(January 19-28, 2018)*

This annual event, which takes place the third week of January, highlights the Stockton dining scene by celebrating locally owned and operated restaurants. The event showcases the culinary diversity of Stockton and builds strong ties to the local restaurant community. The event is in its 9th year and coincides with California Restaurant Month. This will be the 9th year for this event.



## SOCIAL MEDIA BOOTCAMP *(March 6, April 10, & May 8, 2018)*

Hosted by Visit Stockton in partnership with Two Six Digital, the Social Media Bootcamp series will teach businesses of all types lessons and tips on how to increase their social media activity and online presence. Open to restaurants, attractions, hotels, non-profits, and any business looking to elevate their game.



## FEAST AT THE FOX, A FARM TO TABLE DINING EVENT ON MAIN STREET *(May 11, 2018)*

150 guests will enjoy a five-course, locally sourced meal at a single farm table on Main Street under the neon glow of the Bob Hope (Fox) Theatre. Hosted by Visit Stockton in partnership with the City of Stockton, this exclusive foodie event will be supported by and benefit the San Joaquin Delta College Culinary Arts Program. This is the first year for this event.



**STOCKTON  
MAY 17, 2018**

## AMGEN TOUR OF CALIFORNIA, STAGE 5 START *(May 17, 2018)*

This internationally recognized, tour de France style, bicycle race rolls through Stockton in 2018. A lifestyle festival will precede the race departure and is open to the public. All festivities will be held in Downtown Stockton, behind the Stockton Arena. Volunteers and sponsors from throughout the city will join school children and race officials as the tour moves north to Elk Grove.



## ANNUAL TOURISM BREAKFAST *(June 2018)*

Our annual report to the community and stakeholders celebrates the power and impact of travel and tourism in Stockton and the surrounding region. Recognized at this event are the Visit Stockton Partner of the Year, Sports Partner of the Year, and Certified Tourism Ambassador of the Year.



# 2018 SPECIAL EVENTS

## STOCKTON BEER WEEK (JULY 13-22, 2018)

This annual 10-day craft beer event has evolved from bringing craft brews to Stockton, to now highlighting the array of flavors Stockton has to offer. Breweries, tap houses, restaurants, and bars look forward to bringing fun and exciting brews to connoisseurs. Special events in the past have included Beer Olympics, tap takeovers, beer pairings, home brew classes, and more. This will be the 7th year for this event.



## STOCKTON BREW FEST (JULY 14, 2018)

Featuring over 30 breweries, games, an epic photo booth, live music, food, and more, this fan-favorite event kicks off Stockton Beer Week in style. Together with SMG and Delta Sierra Beverage, Visit Stockton brings the crown jewel of Stockton Beer Week back to Stockton Arena. This will be the 3rd year for this event.



## STOCKTON ARTS WEEK (October 12-21, 2018)

Visit Stockton works with arts organizations and artists to create a "week" full of arts related activity and learning opportunities across the city of Stockton. Our goal is to integrate many disciplines and cultures, and encourage partnerships between groups. This will be the 3rd year for this event.



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**#visitstockton**      