CONSENT AGENDA

AGENDA ITEM 12.01
TO: Mayor and City Council

FROM: Laurie Montes, Deputy City Manager

SUBJECT: 2012 ANNUAL REPORT FOR THE STOCKTON TOURISM BUSINESS IMPROVEMENT DISTRICT - (JANUARY 2012 TO DECEMBER 2012)

RECOMMENDATION

It is recommended that the City Council adopt a motion approving the 2012 Annual Report for the Stockton Tourism Business Improvement District – January 2012 to December 2012.

Summary

The City of Stockton contracted with the Stockton Convention & Visitors Bureau to manage funds collected from the Tourism Business Improvement District Assessment. The contract requires the Stockton Convention & Visitors Bureau submit an Annual Service Plan in November and Annual Report in March of each year. Your Council is being asked to review and approve the Annual Report for 2012.

DISCUSSION

Background

Lodging business owners requested that the City of Stockton consider forming a Tourism Business Improvement District under the Property and Business Improvement District Law of 1994 to promote tourism, and as a funding mechanism to generate funds for tourism at the rate of four percent per room on each night’s stay. This action was approved in December 14, 2010 (Resolution 10-0407).

The City of Stockton contracted with the Stockton Convention & Visitors Bureau (SCVB) to manage the funds. The contract requires them to submit an Annual Service Plan due in November of each year and an Annual Report due in March of each year. The Annual Service Plan for 2012 was approved on December 11, 2012 (Resolution 2012-12-11-1203). The Annual Report describes District services, activities, revenues, and expenditures for the prior calendar year of operation. The plan is required to include any budget surplus or deficit from the prior year, as well as in evaluation of all events, conferences, activities and services performed during the previous year. The Stockton Tourism Business Improvement District Management Plan stipulates proportionate budget allocation to be as follows:

- Sales and Marketing – 75% or greater
- Administration and Operations – 20% or less
- Contingency /Renewal – 5% or greater
Present Situation

The Stockton Convention and Visitors Bureau submitted their Annual Report by March 2013, as required by the contract. Staff has reviewed the 2012 Annual Report.

The goals and objectives of the Stockton Convention and Visitor's Bureau are to promote Stockton by increasing the awareness and enhancing the image of Stockton's diverse cultural, historical, and recreational assets and to improve tourism.

The following are activities that occurred towards reaching their goals and objectives:

- **Sales**
  - Developed the “Bring it Home” campaign, encouraging locals to bring meetings to Stockton. SCVB developed a brochure and conducted community outreach to local organizations with meetings. The local contact can receive a small cash incentive and can be supported by the SCVB’s Meetings Incentive Program.
  - The Stockton Convention & Visitor’s Bureau Meeting Incentive Program offers cash incentive to organizations who book meetings at Stockton hotels. The SCVB offers up to $5,000 in cash incentives for booking meetings in Stockton Hotels. The cash incentives are applied to expenses incurred at the hotel meeting location.
  - Attended several tradeshows and Sports Marketing Trade Shows reaching over 2,500 people to further expand industry relationships, lead generation and contact base.
  - Supported nearly 20 youth and amateur sporting events in 2012 resulting in 9,000 hotel room nights. Partnering with the Stockton Ports to bring baseball events to the Stockton Ballpark.

- **Marketing/Public Relations**
  - Partnered with Downtown Stockton Alliance and local restaurants promoting the Great Stockton Asparagus Dine Out and Stockton Restaurant Week adding value to our travel product.
  - Increased overall traffic and engagement with the official destination website, social media channels and email marketing efforts by 40% from 2011.
  - Expanded Social Media to Facebook, Twitter, Smart Phone Apps, and YouTube.
  - Distributed 25,000 copies of the Stockton Activities Guide to local hoteliers, restaurant, art & Entertainment venues, City Hall, University of the Pacific and at city-wide meetings, conferences and sporting events.

The Stockton Convention and Visitors Bureau projected revenue for 2012 to be $835,000. The actual revenue received was $1,156,550 - exceeding projected revenue by 23%. The hotel occupancy rate increased by 9.8%. The projected expenditure for 2012 was $837,100, actual expenditure is $859,769. SCVB hired the Sports Development Director in 2012. The position was not included in the 2012 budget however, there were sufficient funds to cover the expense. The majority of the expenditures in 2012 were expensed as follows:

- Sales and Marketing – Total expenditure $762,473 or 85%
- Administration and Operations – Total expenditure $97,295 or 10%
- Contingency/Renewal – Total expenditure $49,333 or 5%

The savings will be The percentages are consistent with the Tourism Business Improvement District Assessment Management District Plan adopted by Resolution 10-0406. The 2012 Annual Report attached as Attachment A. This information is consistent with the intent of the Tourism Business Improvement District Assessment.

FINANCIAL SUMMARY

There is no direct financial impact to the City of Stockton with this action.

Respectfully submitted,

Laurie Montes
Community Service Director/Deputy City Manager

LM:fl

Attachment A – Stockton Conventions & Visitors Bureau – 2012 Activity Report
::ODMA\GRP\WISE\COS.CM_CM_Library.93197.1
Date: March 5, 2013

To: City Council, City of Stockton

Re: 2012 Annual Report of the Stockton Convention & Visitors Bureau

From: Board of Directors, Stockton Convention & Visitors Bureau

The Stockton Convention & Visitors Bureau (SCVB) is pleased to announce improved tourism results for 2012. Despite the many challenges in our local economy, the SCVB took an aggressive approach by investing more into marketing, meetings and sports sales than in past years. Last year ended with Stockton hotels experiencing above-average growth in occupancy and RevPAR (Revenue Per Available Rooms); both standard benchmarks in the hospitality industry.

Stockton hotels ended 2012 with a 9.8% year over year growth in occupancy, to finish with an average of 53.9%. By comparison, the State of California averaged a 3.6% growth in occupancy from 2011. In addition, according to the latest Smith Travel Research data, Stockton hotel RevPAR for 2012 grew 13.4% to $35.15 compared to the State of California’s growth of 9.6%. Overall hotel revenue in Stockton also grew 15.4% in 2012 to over $34.5 million, demonstrating that room rates are slowly returning to pre-recession levels.

The SCVB supported nearly 20 youth and amateur sporting events in 2012, resulting in over 9,000 hotel room nights and an estimated economic impact of $2.5 million. The SCVB has also partnered with the Stockton Ports that will bring two new baseball events to the Stockton Ballpark in 2013; the CCAA Baseball Championship Tournament and the West Coast Conference Baseball Championships. The sports market has been a high priority for the bureau and will continue to be as we move forward.

Marketing efforts of the SCVB through print and online advertising resulted in over 40 million impressions throughout all market segments. Unique visitors to the SCVB website (visitstockton.org) rose over 40% to 241,910 in 2012, with a total of 34% visiting the site from a tablet or mobile device. The SCVB is also heavily involved in all aspects of social media, including: Facebook, YouTube, Twitter, Instagram and Pinterest. Numerous contests and promotions were held via Facebook, and the year ended with over 10,000 new followers.

Some of the other initiatives for 2012 included: the "Bring It Home" campaign, encouraging locals to bring meetings to Stockton; the SCVB’s Meeting Incentive Program, focused on the meetings market and offering cash incentives for meetings booked at Stockton hotels; and the Summer Bucket List and Hassle Free Holidays campaigns, focused on engaging the leisure traveler. The SCVB also conducted two successful restaurant events, Stockton Restaurant Week and the Great Stockton Asparagus Dine Out, as well as launching an online Stockton “Virtual Tour” along with videos that can be used by visitors to explore Stockton.

What We Do
The Stockton Convention & Visitors Bureau (SCVB) is charged with the promotion and marketing of the City of Stockton as a meetings, events and travel destination. The bureau is a 501c6 non-profit organization funded by the collection of an assessment paid by guests to Stockton lodging establishments.

The SCVB services include the development of an annual tourism marketing plan and its implementation through advertising, public relations, tour package development, online/electronic means and attendance at consumer and trade shows.

Mission Statement:
To promote Stockton by increasing the awareness and enhancing the image of our diverse cultural, historical and recreational assets.

Vision Statement:
Stockton is recognized as the premier travel destination to explore the unique experiences of our city, San Joaquin County and Northern California.

The SCVB holds memberships with:
- Religious Conference Managers Association (RCMA)
- Central Valley Tourism Association (CVTA)
- California Society of Association Executives (CalSAE)
- California Delta Chamber of Commerce
- Hospitality Sales and Marketing Association International (HSMAI)
- Society of Government Meeting Planners (SGMP)
- Meeting Planners International (MPI)
- Western Association of Conference & Visitors Bureaus (WACVB)
- California Travel Industry Association (CalTravel)
- US Travel Association (USTravel)
- National Council of Youth Sports (NCYS)
- National Association of Sports Commissions (NASC)
- Association of Military Reunions (AMR)

The SCVB is in partnership with the Stockton Tourism Business Improvement District and the City of Stockton.
### Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>George Kaplanis</td>
<td>President, Hilton Stockton</td>
</tr>
<tr>
<td>Karri Rivard</td>
<td>Vice President, Hampton Inn &amp; Suites</td>
</tr>
<tr>
<td>John Cammack</td>
<td>Immediate Past President, Attorney</td>
</tr>
<tr>
<td>Sam Patel</td>
<td>Red Roof Inn</td>
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<tr>
<td>Stephen Sherman</td>
<td>Retired Businessman</td>
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<tr>
<td>Susan Obert</td>
<td>Haggin Museum</td>
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<tr>
<td>Shelly Vang</td>
<td>Best Western Plus Heritage Inn</td>
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<tr>
<td>Katie Green</td>
<td>Marriott Properties</td>
</tr>
<tr>
<td>Ex Officio, Kathy Miller</td>
<td>Councilmember</td>
</tr>
</tbody>
</table>

### 2013 SCVB Goals

#### Activities Guide
Expand local distribution network, while adding additional visitor touch points.

#### Website
Increase “unique visits” and “page views” by 20%. Enhance listing pages. Expand social media integration. Refresh website look and feel.

#### Mobile
Grow mobile marketing and advertising efforts.

#### Marketing
Grow interest in destination and the leisure market through strategic advertising and public relations efforts. Continue to focus on creating a positive image of Stockton to both locals and visitors. Track ROI.

#### Group Sales
Increase leads generated for hotel partners through a combination of marketing, tradeshows and staff driven sales efforts.

#### Sports Marketing
Continue to grow and expand existing sporting events, while focusing on new events with increased ROI.

#### Special Events
Grow our signature events—Stockton Restaurant Week, the Great Stockton Asparagus Dine Out and Stockton Beer Week—to include more participants and increased local impact.

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### Move Here!

B&M Building  
2nd Floor  
125 Bridge Place, Stockton
Local Lodging Trends / SCVB Revenue History

**Occupancy**
- 2012: 53.9%
- 2011: 49.1%
- 2010: 46.9%

**Average Daily Rate**
- 2012: $65.25
- 2011: $63.18
- 2010: $63.18

**Demand (room nights)**
- 2012: 528,981
- 2011: 477,381
- 2010: 456,842

**Revenue**
- 2012: $34,515,549
- 2011: $30,160,761
- 2010: $28,863,332

**2012 % Growth**
- Occupancy: +9.8%
- ADR: +10.8%
- Demand: +3.3%
- Revenue: +14.4%

**SCVB Revenue History**

- 2004-2005: $97,000 (City funds)*
- 2005-2006: $97,000 (City funds)*
- 2006-2007: $112,000 (City funds)*
- 2007-2008: $384,195 (TBID + $112,000 from the city)*
- 2008-2009: $373,000 (TBID + $112,000 from the city)*
- 2009-2010: $301,700 (TBID + $100,000 from city)*
- 2010-2011: $198,365 (TBID only)*
- 2011: $530,281 (Transition year, two quarters via TBID)
- 2012: $1,029,506
- 2013: $1,121,530 (projected)

*Based at Chamber of Commerce
**Balance Sheet 12.31.12**

**Assets**

- **Current Assets**
  - Checking/Savings
    - Contingency/Renewal - 5% of Annual Revenue as per City Contract: $80,069.30
    - Primary SCVB Checking: $305,486.86
    - Reserve Funds (Pre-2010/Non-TBID): $46,202.48
  - Total Checking/Savings: $431,758.64

- **Total Current Assets**: $431,758.64

- **Fixed Assets**
  - Accumulated depreciation on equipment, buildings and improvements: -$695.00
  - Furniture and equipment with useful life exceeding one year: $6,154.85

- **Total Fixed Assets**: $6,154.85

**Total Assets**: $437,913.49

**Liabilities & Equity**

- **Liabilities**
  - 401K Payable: $0.00
  - United Way Payable: -$50.00
  - Total Other Current Liabilities: -$50.00

- **Total Current Liabilities**: -$50.00

- **Total Liabilities**: -$50.00

- **Equity**
  - 5% Contingency Fee deposited in 2012: $49,333.51
  - Opening balances during setup post to this account: $47,281.73
  - Other Income: $223,158.99
  - Net Income: $120,404.18

- **Total Equity**: $440,178.41

**Total Liabilities & Equity**: $440,178.41
# Profit & Loss Budget vs. Actual

**January through December 2012**

<table>
<thead>
<tr>
<th>Income</th>
<th>Jan-Dec 12</th>
<th>Budget</th>
<th>$ Over Budget</th>
<th>% of Budget</th>
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<tr>
<td>4030 - Interest Income</td>
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<td>4020 - Miscellaneous Revenue</td>
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<td>4010 - Special Events &amp; Promotions</td>
<td>8,366.94</td>
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<td>6,266.94</td>
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<td>Assessment Paid by Hotels - 4% per room night</td>
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<td><strong>Total Income</strong></td>
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<td>Discrepancies / bank statements and company records</td>
<td>0.06</td>
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<td>Depreciation on equipment, buildings and improvements</td>
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<td><strong>Administration &amp; Operations</strong></td>
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<tr>
<td><strong>Office Lease &amp; Utilities</strong></td>
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<tr>
<td>5130 - Bank Charges</td>
<td>317.06</td>
<td>150.00</td>
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<td>5020 - Utilities</td>
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<td>5030 - Telephone Expense</td>
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<td>5040 - Network/Internet Fees</td>
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<td>1,700.00</td>
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<td>5050 - Postage and Delivery</td>
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<td>3,117.84</td>
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<td>5060 - Copier Lease</td>
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<td>5070 - Janitorial Expense</td>
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<td>5100 - Office Supplies</td>
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<td>5110 - Employee Parking</td>
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<td>5120 - Validated Parking</td>
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<td><strong>Total Office Lease &amp; Utilities</strong></td>
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<td>45,677.84</td>
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<td><strong>Salaries</strong></td>
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<td><strong>Total Admin/Finance Salary &amp; Benefits</strong></td>
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<td><strong>General liability insurance premiums</strong></td>
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<td>3,815.00</td>
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<td>6100 - Accounting</td>
<td>4,970.00</td>
<td>4,850.00</td>
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<td>1,080.00</td>
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<td><strong>Sec. State Fees, FTB Fees</strong></td>
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<td><strong>Total Professional Fees</strong></td>
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<td><strong>Total Administration &amp; Operations</strong></td>
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<td>Capital Expenses</td>
<td>Jan - Dec 12</td>
<td>Budget</td>
<td>$ Over Budget</td>
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<td>------------------------------------------------------</td>
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<td>6700 - Office Furnishings/Equip. 4,826.46</td>
<td>8,900.00</td>
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<td>6750 - Tenant Improvements 0.00</td>
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<td>Total Capital Expenses 4,826.46</td>
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<td>84.23%</td>
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<thead>
<tr>
<th>Sales &amp; Marketing</th>
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<tbody>
<tr>
<td>Salaries</td>
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<td>Total 7500 - Sports Development Dir. Salary &amp; Benefits</td>
<td>4,492.30</td>
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<td>Total 7200 - Executive Director Salary &amp; Benefits</td>
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<td>Total 7400 - Sales Manager Salary &amp; Benefits</td>
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<td>60,500.08</td>
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<td>Total Salaries - Sales &amp; Marketing 205,874.92</td>
<td>223,747.16</td>
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<td>93.78%</td>
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<td>7005 - Tourism Research/Reports 11,700.00</td>
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<td>53.18%</td>
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<td>7010 - Advertising/Marketing 246,841.51</td>
<td>113,900.00</td>
<td>122,941.51</td>
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<td>216.72%</td>
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<td>7015 - Public Relations 1,112.00</td>
<td>3,600.00</td>
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<td>7020 - Sponsorships 166,983.93</td>
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<td>-13,016.07</td>
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<td>7030 - Trade Show Expenses/Travel 37,822.61</td>
<td>37,200.00</td>
<td>622.61</td>
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<td>7040 - Promotional Items 7,160.77</td>
<td>6,000.00</td>
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<td>7050 - Website/Mobile/Apps 12,750.33</td>
<td>18,500.00</td>
<td>-5,749.67</td>
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<td>68.92%</td>
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<tr>
<td>7055 - Certified Tourism Ambassador 21,753.76</td>
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<td>7060 - Printing 7,802.17</td>
<td>9,000.00</td>
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<td>7070 - Dues and Subscriptions 11,703.00</td>
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<td>7080 - Software Subscription Fees 6,693.57</td>
<td>12,300.00</td>
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<td>7090 - Industry Conferences/Events 15,214.74</td>
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<td>214.74</td>
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<td>101.53%</td>
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<td>7100 - Meals &amp; Entertainment - CEO 3,869.16</td>
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<td>92.12%</td>
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<td>7150 - Mileage &amp; Ent. - Sales/Mktg 2,240.66</td>
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<td>440.66</td>
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<td>124.49%</td>
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<tr>
<td>Total Sales &amp; Marketing 262,473.38</td>
<td>460,442.16</td>
<td>197,968.22</td>
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<td>115.41%</td>
</tr>
</tbody>
</table>

| Contract Services                                    |              |        |               |             |
| City of Stockton Repayment 24,200.00                 | 4,840.00     | 19,360.00 | 500.0%       |
| Total Contract Services 24,200.00                    | 4,840.00     | 19,360.00 | 500.0%       |

| Total Expense                                        |              |        |               |             |
| 859,769.11                                           | 795,350.00   | 64,419.11 | 168.1%       |

| Net Ordinary Income                                   |              |        |               |             |
| Other Income/Expense                                   |              |        |               |             |
| Other Expense                                         |              |        |               |             |
| 8000 - Contingency & Renewal - 5% 49,333.51           | 41,750.00    | 7,583.51 | 118.16%      |
| Total Other Expense 49,333.51                         | 41,750.00    | 7,583.51 | 118.16%      |
| Net Other Income 49,333.51                             | -41,750.00   | -7,583.51 | 118.16%      |

| Net Income                                            |              |        |               |             |
| 120,404.18                                           | 0.00         | 120,404.18 | 100.0%      |
2012 Official Stockton Activities Guide

Annual Print: 25,000

Full Color // 76 Pages // Magazine Style

The guide is distributed to visitors worldwide (upon request), as well as potential meetings and conference planners, tour operators and group travel leaders. The guides are also distributed to local hotels, restaurants, art & entertainment venues, City Hall, the Downtown Stockton Alliance, the University of the Pacific and at citywide meetings, conferences, sporting events and Stockton Chamber of Commerce events.

Online Version

Fun Fact: The online version is mobile-friendly!
Over 3,200 views
68,600 page views
Mini Guide: 2,500 Printed

Full Color // 28 Pages // Brochure Style

2012 was the first year for the mini guide—a condensed version of our popular guide that gives visitors a convenient, brochure-sized quick guide to our city.

QR Codes can be found throughout both versions of the activities guides, providing users easy connectivity to our mobile site from their smart phones.
Website: visitstockton.org & Mobile App

Web Stats

2012 Unique Visitors: 241,910
2011 Unique Visitors: 172,757

+40.03%

2012 Visitors: 336,228
2011 Visitors: 229,369

+46.59%

2012 Page Views: 922,437
2011 Page Views: 722,590

+27.66%

2012 Views from a Mobile/Tablet Device: 922,437
2011 Views from a Mobile/Tablet Device: 45,037

+154.88%

2012 Total Views from a Mobile/Tablet Device: 34%
2011 Total Views from a Mobile/Tablet Device: 20%

+14.00%

Mobile App

- Total app downloads as of 12.31.12:
- From iTunes: 523
- From Google Play: 212
- Total Downloads: 735

Our new app, the "Stockton, California Guide" app was launched in November 2012 and it has had a great response! The app is an easy way to get all things Stockton in the palm of your hand—from places to stay and things to do, to events and restaurants; you can even plan your trip!
Advertising

Print Ads

Our print ads, billboards and online ads combined equate to over 41.2 million potential impressions!

Stockton Civic Theatre Program

Celebrate the arts

Stockton's best source for arts & cultural events, hotels, dining and more!

Celebrate stockton.com
Sign up for our monthly Stockton events email!

877.778.6258 / visitorinfo@visitstockton.org

San Joaquin Magazine:

Celebrate Stockton

San Joaquin Magazine:

Celebrate!
The Best of Stockton

See our ads here:

Association News • Big Monkey Group • CalSAE • Central Valley Business Journal • Central Valley Visitors Guide • CVTA • Globalite Travel Media • Group Tour Magazine • HerLife • The Pacifican • Port O' Call • San Joaquin Fair • San Joaquin Magazine • SJ Lifestyles • SJ Woman • Sports Destination Management • SportsEvents • Sports Planning Guide • Sports Travel • Stockton Civic Theatre (program) • The Stockton Record • Stockton Symphony (program) • Sunset • VIA • Billboards throughout San Joaquin County
Online Ads

Google AdWords: 14,340 Clicks; 4.8M Impressions
Mobile Adwords: 7,757 Clicks; 1.7M Impressions

Advertising Budget Breakdown

billboards 9.85%
group market 18.68%
Internet market 21.18%
leisure market 40.69%
sports market 9.60%

Total Search Engine Ad Impressions: 10.1 million
Total Facebook Ad Impressions: 52.2 million

recordnet.com

There's a better way this holiday with hotel rates starting at $89.
StocktonHassleFree.com

tripadvisor.com

Start Here

Celebrate Local Stockton

Plan your meeting in Stockton, California!
Ask about our Meeting Incentive Program today! Earn up to $5,000!
2012 Sports Sponsorships & Grants

USANKF National Qualifier Karate** – April
Room Nights Generated: 66
Estimated Economic Impact: $32,869

California Collegiate Athletic Association Softball* – April
Room Nights Generated: 120
Estimated Economic Impact: $40,940

CIF Sac-Joaquin Section Wrestling* – February
Room Nights Generated: 160
Estimated Economic Impact: $55,030

California Baton Council* – May
Room Nights Generated: 50
Estimated Economic Impact: $9,737

Stockton United Soccer Club* – May
Room Nights Generated: 94
Estimated Economic Impact: $9,737

Stockton Junior Tennis Patrons* – June
Room Nights Generated: 16
Estimated Economic Impact: $10,336

American Junior Golf Association*** – August
Room Nights Generated: 342
Estimated Economic Impact: $206,514

University of Pacific Cross Country* – September
Room Nights Generated: 40
Estimated Economic Impact: $30,483

California Grapettes Softball*** – March-November
Room Nights Generated: 4,000+ (estimated)
Estimated Economic Impact: $943,866

University of Pacific Golf / Pacific Invitational* – November
Room Nights Generated: 210
Estimated Economic Impact: $61,142

Future Pro Tour Tournament Trials*** – August
Room Nights Generated: 150
Estimated Economic Impact: $24,863

Stockton Colts Hockey Club*** – December
Room Nights Generated: 65
Estimated Economic Impact: $32,537

Running Rebels Softball*** – March-November
Room Nights Generated: 4,000+ (estimated)
Estimated Economic Impact: $995,148

USTA Baton Twirling Trials* – March
Room Nights Generated: 107
Estimated Economic Impact: $53,823

*Information based on National Association of Sport Commission Economic Impact Template
**Information based on AJGA Economic Impact Report
***Information based on University of Pacific Sport Events Economic Impact Report

Total Est. Economic Impact: $2.5M
Sports Ads

Sports Destination Management

Stockton CAN YOU FEEL IT?

- Centrally located and affordable
- Less than three hours from Lake Tahoe and Yosemite
- 90 minutes from San Francisco
- Host to state and national events
- 10,000 seat waterfront arena
- Variety of well-maintained and in-city and collegiate facilities
- Sports grant funds available

Celebrate stockton.com
877.778.6258 / www.visitstockton.org

Sports Events Media Group, the leading industry publication focused exclusively on helping sports event planners gain exposure in the United States and Canada, has recently announced its 2013 class of Readers' Choice Award winners.

The SCVB has been selected based on their high standard of professionalism and quality service in hosting their events. Sports event professionals were asked to name the sports commission, convention and visitors bureau or sports events venue that they believe display exemplary creativity and professionalism toward the groups they host. Nominations were received from readers throughout the year and the top picks were selected based on the results from an online survey that registered more than 3,000 votes.

US Sports Congress

Stockton CAN YOU FEEL IT?

- Centrally located and affordable
- Less than three hours from Lake Tahoe and Yosemite
- 90 minutes from San Francisco
- Host to state and national events
- 10,000 seat waterfront arena
- Variety of well-maintained and in-city and collegiate facilities
- Sports grant funds available

Celebrate stockton.com
877.778.6258 / www.visitstockton.org

REQUEST OUR SPORTS FACILITIES GUIDE AT STOCKTONSPORTS.ORG or 877-778-6258
Special Incentives/Campaigns

‘Bring it Home’ invites community residents to utilize their connections to help bring more meetings and conferences to Stockton.

Stockton

BRING IT HOME

The best place to meet is right at home.

Introducing the “Bring it Home” plan.

The Meeting Incentive Program offers meeting planners a cash incentive to book business in Stockton hotels. The maximum benefit is $4,000, depending on actualized rooms and eligibility.

Ask about Stockton, California’s Meeting Incentive Program today! Earn up to $4,000!

Celebrate incentives

Click to learn about Stockton, CA’s Meeting Incentive Program

Celebrate

Party a little too much? We bet they would love to have their own hotel room where they can party like rock stars without touching your regulator to do the same.

There’s a better way this holiday. Stockton hotels are offering rates starting at $40 per night this Christmas season, so it’s time to let your visiting friends and family relax in a hotel room of their own. You can thank us later for helping them avoid sleeping in your kids’ non-webbed beds. Plus, staying in a hotel will make them feel like they’re on vacation. After all, you’re not about to offer them saran wrap, farmers, chocolate or their pillows.

Check out the merry deals going on now at www.stocktonhasslefree.com

The ‘Hassle-Free Holidays’ campaign kicked off in October and ran through the holidays. The goal of this humorous campaign was to encourage traveling holiday visitors to stay in hotels, instead of with their family/friends.
The Stockton Tourism Ambassador Program will enhance the visitor experience in Stockton by creating knowledgeable, highly-trained Certified Tourism Ambassadors (CTA) throughout the city. The first group of CTA’s will be certified in early April 2013. Be on the lookout for our pins!

The Stockton VTour is a series of 360-degree virtual tours that take the viewer on a journey through Stockton with stopping points at specific attractions, including the Bob Hope Theatre, the Children’s Museum of Stockton, Banner Island Ballpark, the Haggin Museum and more! The tours are completely interactive, allowing the viewer to “turn their gaze” to other points in the attractions and “walk” from one point in Stockton to another.

The 2012 Stockton Summer Bucket List was created to engage the community through social media with a checklist of fun things to do in Stockton over the summer. The list was available for public download and followers were encouraged to share their experiences, just as we did through our blog, Pinterest and other outlets.

**Stats since its launch in September 2012:**
- Total visits: 5893
- Total time on tour: 465 hours, 44 minutes, 24 seconds
- Average time on tour: 4.74 Minutes
Celebrating The Great Stockton Asparagus Dine Out

April 1-15, 2012
www.DINEOUTSTOCKTON.com

2012 was the inaugural year for Stockton Beer Week, an event created to increase spending in Stockton bars and restaurants, while supporting our local craft beer industry. Participating establishments worked closely with beer distributors, educators, chefs, farms and business associations to create multiple beer tastings, beer dinners, brewing education sessions and various other special events within their venues.

30 Participating Restaurants

During the Great Stockton Asparagus Dine Out (GSADO), we invite all local foodies and families to dine out in Stockton at participating restaurants. These restaurants will feature special asparagus-related menu items prepared with locally grown asparagus!

After the success of our annual Stockton Restaurant Week, we created the GSADO to showcase locally grown asparagus and its use in local cuisine! Farm-to-Fork and Eat Locally Grown campaigns highlight the importance of eating fresh, locally grown produce. Local growers work with local restaurants to provide the freshest locally grown asparagus to their kitchens. Our famous locally grown spear will be featured in appetizers, entrees, desserts and drinks throughout Stockton!

19 Participating Establishments

STOCKTON BEER WEEK
AUG 23-26

In partnership with the Downtown Stockton Alliance.
Meeting Sales

Meet West (Association/Corporate)  
450 planners

MPI (Association)  
98 planners

SGMP (Government)  
60 planners

Seasonal Spectacular (Association)  
458 planners // 2 RFP's

Rejuvenate Marketplace (Religious)  
386 planners // 29 appointments // 5 RFP's

Connect Marketplace (SMERF/Sports)  
1158 planners // 29 appointments // 1 RFP

Sports Sales

NCYS S.P.O.R.T.S.  
200 planners // 15 appointments // 2 RFP's

US Sports Congress  
12 appointments // 3 RFP's

TEAMS  
14 appointments // 2 RFP's

21 Participating Restaurants

Stockton Restaurant Week gives all local foodies and families the opportunity to enjoy unique prix fixe and specialty menus from many participating restaurants throughout Stockton. The event highlights Stockton's diverse food culture while giving locals an excuse to dine out and experience everything our city has to offer!

15 RFP's
Stockton
Convention & Visitors Bureau

PO Box 2336
Stockton, CA 95201
877.778.6258 / 209.938.1555
visitstockton.org