



DRAFT

VISIT MORGAN HILL

FY 22-23 Annual Workplan

July 1, 2022 – June 30, 2023

Confidential

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ANNUAL WORKPLAN FY 2022-2023

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VISION & MISSION

Vision: Recognition of Morgan Hill as a dynamic destination and a thriving local tourism economy

Mission: Position Morgan Hill as a vibrant leisure, sports, and events destination and be a catalyst for local tourism benefit through overnight stays

STRATEGIC PRIORITIES

1. LEISURE MARKET DEVELOPMENT

Foundational leisure target awareness; elevates MH for all markets; builds weekend travel
marketing communications

2. SPORTS & PRIVATE EVENT DEVELOPMENT (GROUP BUSINESS)

Attract group events to local facilities for more overnight and weekend stays
business development

3. PUBLIC EVENTS & PRODUCT DEVELOPMENT

Support enhancement of existing tourism product and new development
partnership

FUNCTIONAL AREAS / DISCIPLINES

To reach the Priorities, work will be structured into 4 functional areas, allocated approximately:

Operations – 15% | Product Development & Partnership – 20% | Marketing & Communications – 35% | Business Development – 30%

BUDGET

Approved by VMH board in June 2022.

VMH EXPENSE BUDGET FY 22-23			Description
Projected TBID Income		\$300,000	
Operations & Administrative		\$160,000	
Payroll, Fees, Accounting, Insurance	\$148,500		Salary, Allowance, Payroll Systems Fees, Organizational Insurance
Softwares	\$2,000		Website Systems, Computer Programs, Email Marketing
Office Supplies/Misc.	\$2,000		Stamps, Materials, Office Equip, Administrative
Dues and Subscriptions	\$7,500		Visa Vue Data Subscription; Civitas Renewal Services
Marketing Communications		\$106,000	
Agency Fees & Campaign Media	\$85,000		Public Relations and/or Creative Campaign Management Agency Services, or Ad Overflow
Advertising & Paid Media	\$15,000		Marketing/Advertising Placements for Target Markets (Consumer, Leisure)
Content	\$6,000		Owned Channel Content Development - web, social, photo, video, flyers, brochures, signs
Business Development & Industry		\$25,000	
Sports & Event Development	\$7,500		Marketing, Sales, and Lead Generation for Strategic Markets (Event, Sport, Group Markets) - Collateral, Trade Shows, Conferences, Assoc. Membership, Advertising
Hosting	\$2,500		In-Market Client and Partner Hosting & Meeting Expenses (Site tours and market intel)
Sponsorship/Bid Fees	\$15,000		Sports or Event Bids/Sponsorship Fees and/or Facility Enhancement (Event Criteria Matrix determines investment level for bids)
Industry & Community Relations		\$9,000	
Local Partnership Campaigns	\$9,000		Tourism Symposium Event
TOTAL		\$300,000	

Executive Director Spending Authority

Executive Director is authorized to make purchase decisions within the approved budget, with the following conditions:

- a) Executive Director to seek quotes on Agency Fees & Campaign Media and Content services. For contracts valued at \$30,000 or above, Director will implement an RFP process for agency selection and require Secretary approval on agreements.
- b) Executive Director is authorized to execute advertising/marketing buys <\$10,000 and within the approved Advertising & Paid Media budget. Director may seek board input and feedback as needed.

WORK PLAN

OPERATIONS & ADMINISTRATIVE

Operations and administrative work are essential to the sustainable and fiscally sound functioning of Visit Morgan Hill. More time is spent in this area in the first couple years as VMH programs grow and processes are streamlined for management by 1 full time employee. Organizational operations often take precedence over other tasks to meet deadlines and honor VMH's District Management Plan (State Streets & Highways Code). Operations tasks are critical to benchmarking Visit Morgan Hill's successes and opportunities through metrics that are communicable to stakeholders and community organizations.

Administration/Operations Focus Areas – 15%

- Host Annual Tourism Forum in-person event
- Year End Financials, Accounting, & Tax Filing
- Annual Report (District Management Plan)
- Annual Work Plan and Budget Prioritization
- Annual Performance Metrics/Benchmarks
- MHTBID Renewal Exploration (1 year out)

PARTNERSHIP & PRODUCT DEVELOPMENT

VMH is establishing greater recognition as the DMO for Morgan Hill and extending its marketing reach through partnerships, with focus on 1) local content and product development and 2) cooperative destination marketing opportunities. Partnerships themselves will be leveraged through VMH's marketing functions. Partnerships will be carefully considered, strategically developed, and engaged with the objective of furthering VMH's mission.

1. Local partnerships to be leveraged for organizational awareness and visitor product development/enhancement opportunities:
 - Hotel and Tourism Business Stakeholders (restaurant, winery, retail, sport facility, event venues); Business and Community Organizations; Local Event Organizers; City & County Government
2. Regional destination partnerships to be leveraged for augmented destination awareness and cooperative marketing efforts with:

- Strategic Destination Alliances (Visit California and other DMOs); Industry Advocacy Organizations (such as Cal Travel)

Product Development & Partnership Focus Areas – 20%

- Continue seasonal local event organizer meetings to maintain up to date public event calendar, promotional marketing partnerships, and new opportunities for event development and enhancement
- Promote existing hotel packages & support itinerary facilitation around events and marketing opportunities
- Work with regional tourism partners through cooperative marketing and advertising opportunities
- Continue development and support for new and reimagined, overnight stay-driving local festivals/events and products
- Support and engagement in local tourism advocacy in business and government space, private tourism business development

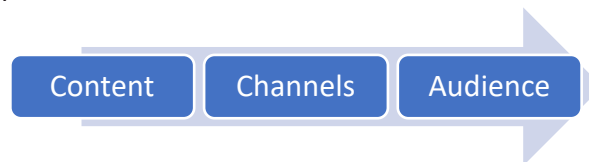
MARKETING COMMUNICATIONS

VMH’s Marketing Communications efforts focus on owned, earned, and paid opportunities to build awareness of Morgan Hill in target leisure markets (wine, food, outdoors) and strategic business development markets (sports, special events, small meetings). Elevating this awareness supports all visitor markets. In our third organizational year, our focus is to continue the momentum of a successful leisure launch campaign through full time public relations support and quarterly themed promotions and social media campaigns. Maintaining an up-to-date website, blog, consumer newsletter, and social media keeps Visit Morgan Hill discoverable and provides access to the next step in the travel decision making process. We have a modest but impactful budget for advertising, with strong research informing our targeting.

TARGET MARKETS

- Leisure
 - Interests: Food & Wine, Agriculture, Outdoors, Recreation, Special Events
 - Getaways/Weekend Trips/ Road Trips/Multi-Destination Trips
 - Couples, Friends, Family, Solo

Target Markets are approached primarily through MARKETING COMMUNICATIONS. Build digital presence of owned destination content and distribute through owned, earned, and paid channels.



Marketing & Communications Focus Areas – 35%

- Continue ongoing owned content and channel development and capitalize on data & trends – website content, social media, video, photography, SEO
- Secure support of agency to continue media pitches to Visit California and expand media pitch list and press releases
- Leverage quarterly, seasonal themed consumer e-newsletter (4 per year) and expand into timely social media campaigns with support of agency, and potential influencer partnerships
- Research paid media/advertising opportunities and implement top 1-2 options align with market target geography, interest, and budget, and ROI plus quarterly themed google and social ads
- Execute new brochure design and distribution

BUSINESS DEVELOPMENT ACTION PLAN

Business development focuses on generating group event leads for sports tournaments and private group events and are considered our Strategic Markets. The traditional means for reaching these markets and time intensive per prospecting, pitching, and relationship building, often a full-time sales role whereas Visit Morgan Hill takes a creative partnership approach to lead generation. Visit Morgan Hill has great market potential and expands upon sports and events to secondary focus on travel trade tour markets and small corporate meetings. There is less focus on digital advertising for Strategic Markets, as greater ROI is had through the sales development, but some membership organizations and related advertising may be beneficial. Leads are distributed directly to Hotels and Event Venues.

STRATEGIC MARKETS

- Sports Tournaments
- Social & Special Events
- Business Travel & Small Meetings

Strategic markets approached primarily through BUSINESS DEVELOPMENT. Relationship building, lead generation, lead distribution, and tournament bidding. Leverage sports criteria matrix.



Business Development Focus Areas – 30%

- Refine market specific pitch materials and content and continue to distribute amongst strategic group markets & partners
- Continually meet with local hoteliers and venue partners for market intel and local news sharing and opportunities
- Utilize creative tactics for tournaments and privately managed events in sports, culinary, wine, agriculture, entertainment spaces
- Continue lead distribution to local hotels & venues (sourced from online request for proposals & business development)
- Attend one business development networking/trade show event if feasible (budget, time, lead generation ROI); consider strategic market organization/association membership if providing value and opportunity
- Provide sponsorship or bid support on event matrix qualifying events
- **Seek opportunities to support local Sports Facility Enhancement**