

VISIT  
**MORGAN HILL**

# Board Meeting

January 22, 2024



# FY 23-24 MID YEAR UPDATE

- 5 Year Review
- Strategy
- Budget
- Admin & Operations
- Industry Partnership
- Business Development
- Marketing Communications

# Reflecting on the Past 5 Years

## Completed Destination Strategic Plan

1. Extensive research, inventory, analysis during pandemic

## Completed Tourism Branding & Launch

1. Also during pandemic; won American Advertising Award and finalist in VCA Poppy Awards

## Established Comprehensive, High-Performing Marketing Programs

- Website over 16K average monthly users
- Current 8.8% average engagement rate on IG
- Allegiant Airline in flight magazine feature
- TV commercial on national CBS Sports Network

## Established Processes and Benchmarks for Hotel Sales Leads

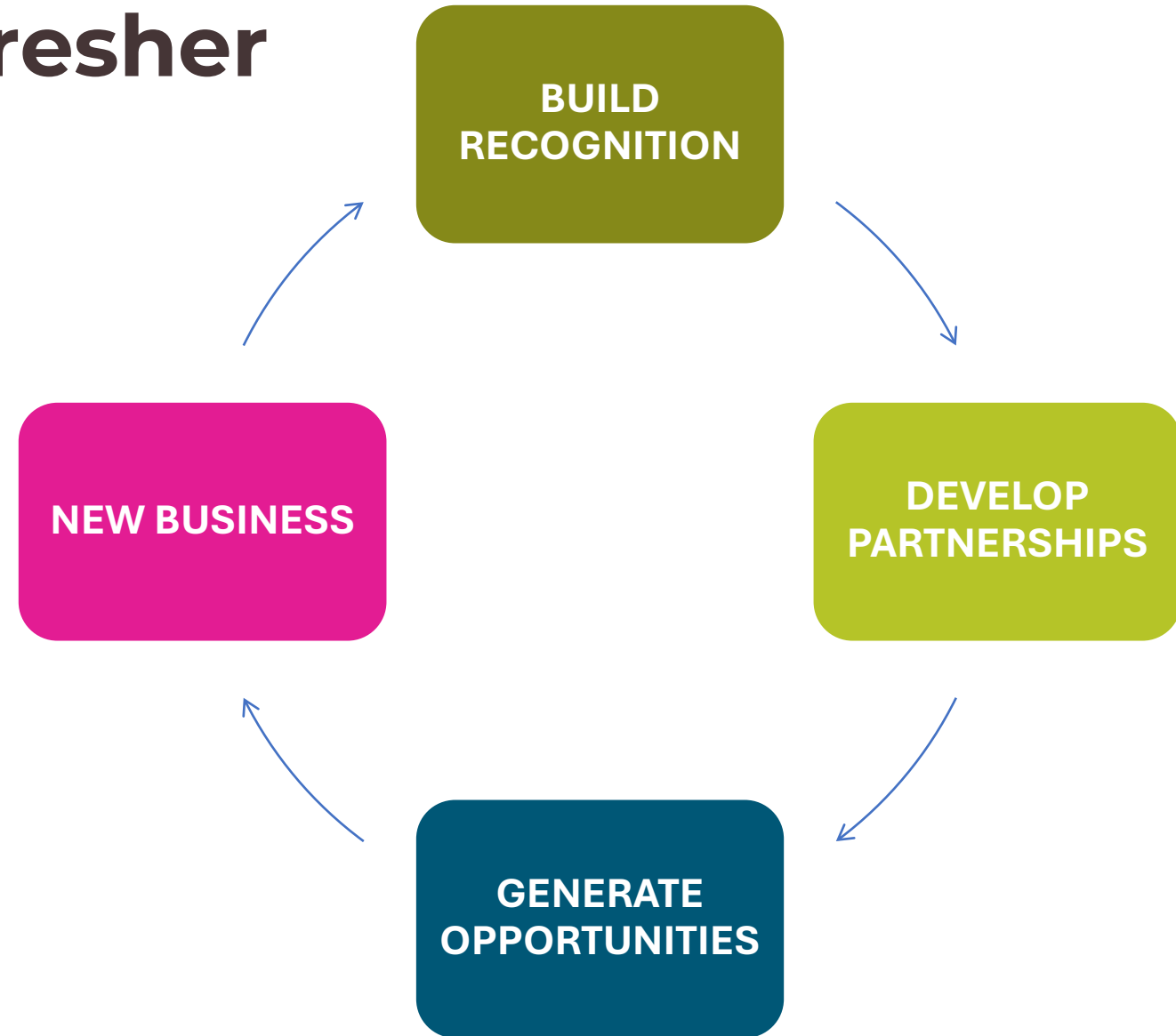
- Secured NCAA Mens Golf Regionals, Crossfit 2020, Pacific Masters & Westerns, and soccer groups

## Established Meaningful Local & Regional Partnerships

- Engaged and aligned with local orgs
- Host Community Bay Area Panthers

# Strategy Refresher

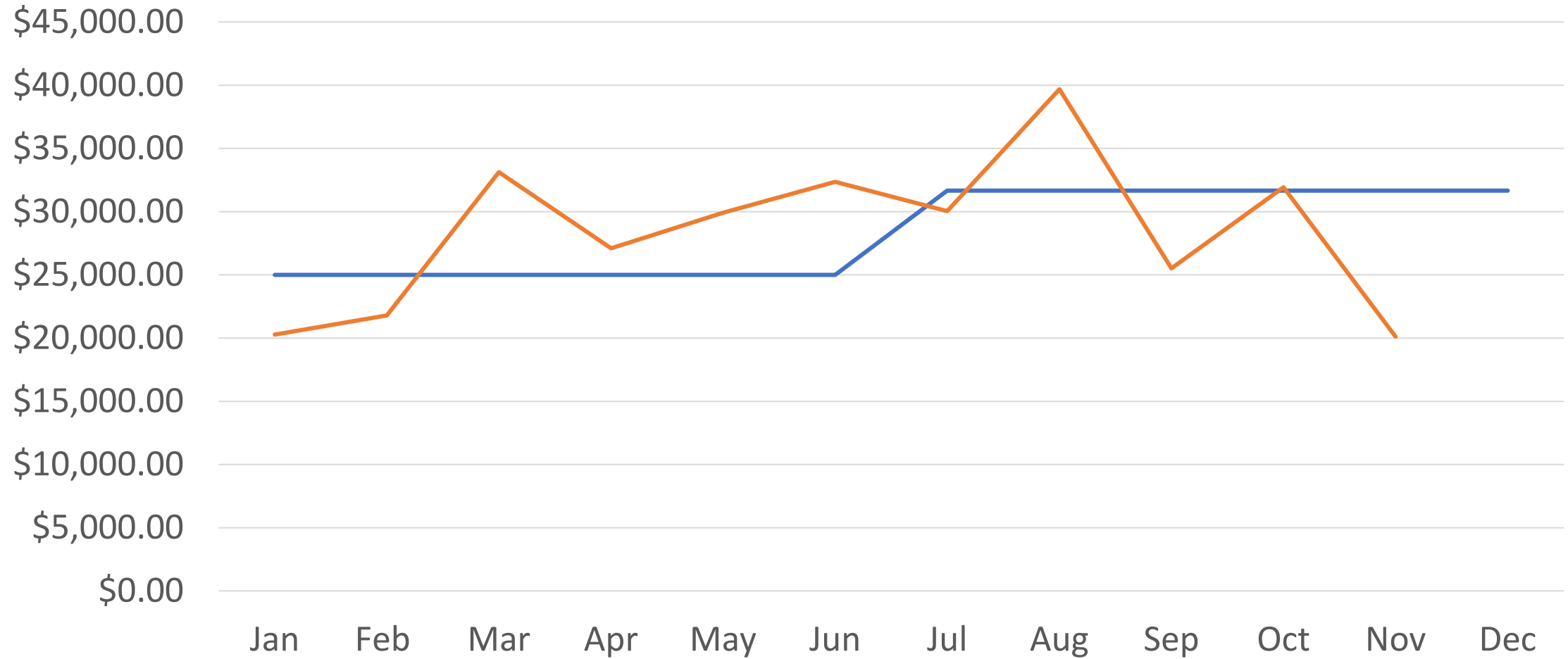
- 1. Leisure Market Awareness** – Target drive markets & pertinent fly markets with interest in dining, wine, farms, nature, and downtown
- 2. Strategic Market Development** – Private group events w/ hotel blocks like tournaments, weddings, self-managed festivals, and FIT/tour
- 3. Product Development Partnership** – Work with local organizations and City to support enhanced & new tourism offerings and products



# FY 23-24 Budget Snapshot

Category	Budget	Mid-Year Spent
Operations & Administrative	\$208,200.00	\$110,161.30
Marketing Communications	\$121,800.00	\$58,657.23
Business Development & Industry	\$40,000.00	\$4,015.46
Industry & Community Relations	\$30,000.00	\$18,871.34
<b>TOTAL</b>	<b>\$400,000.00*</b>	<b>\$191,705.33</b>

# TBID Income



# Admin & Operations

- **Annual Report Completed**
- **MHTBID Renewal**
  - All set for March 1, 2024 – Feb 2034 !!!
- **Reporting**
  - Monthly accounting, marketing, web, PR, social media stats
- **Board Terms – 3 seats in February**
- **Professional Development Conference**
  - DMA West Leadership Summit west coast?
- **INPUT: Market Analysis Report**
  - Name/Title?
  - Data points? OCC, ADR, RevPAR, Visitor & Overall Spending Insights; geographics
  - Resources: STR Data, Visa Vue (available 3 months post), TBID, & Marketing Channels





# Industry Partnership

- **Ongoing Local Partnership**

- Attend Chamber, Downtown Assoc, & Wineries Assoc board meetings
- Working on internal event calendar/Morgan Hill events group
- Buy Local Holiday Passport
- Santa Clara Valley Wine Auction committee
- IDEA TBD: Food Fest collab, citywide, tourism market appeal 3-4 day schedule of culinary events in the footprint of restaurants/businesses

- **City Development**

- Advocacy/comments: Fattoria Market, Hotel MOHI, Entertainment
- Support Ec Dev Blueprint with STR hotel data, strategic goals
- Close partnership with MHOSC & City Parks & Rec

- **Visit California**

- Strategic Planning Advisory Committee for Bay Area region
- Attending Visit California Outlook Forum 3/11-13





# Business Development

- **Bay Area Panthers**

- Host Facility Proposal has been shared; Sponsor & confirmation forthcoming

- **Leads**

- Ongoing room blocks; NCAA Men's Golf '27 & '28; NFL Alumni Golf Tourney
- Sent hotel sheets, rfp link, and contact info to MHOSC for tournaments
- **Ongoing monthly hotel meetings** – *at least 4 in 12 months* 

- **Tourism Sales Missions**

- SoCal DONE! Jan 8-12 – Domestic, China, Korea, Germany, Japan, Taiwan
- Florida tour operators Mar 18-22 – Europe, India, South American inbound

- **INPUT: Strategic Markets**

- SF Giants Yearbook Souvenir Magazine? Long season, sports interest families
- Custom strategic campaign? International itinerary, paid social, translation
- Local company awareness of hotel options, travel resources?
- Refresh MHOSC & AC signage – awareness of activities for tournament visitors

# Marketing Timeline

**Ongoing:** themed blogs & social posts, consumer newsletters, boosts, event promotion, PR story submissions, and journalist visit recruitment. Plus, [promotion of significant new openings](#) such as Edes Gallery, The Silos, etc.

## • January – March

- Culinary, Sweets Trail (Valentines Day, Winter Boost)
- MH Life Column (Feb 7, Mar 20)
- NBC Universal Segment & Ad Campaign (Feb-Mar)
- Edible Monterey Bay/Mercury News Journalist Visit
- TBD - Panthers game day TV run through August

## • April – June

- Farm Trail/Ag Trail (Spring-Summer Promo; content creator partnership)
- Wildflowers, Hiking, Cherry Season
- MH Life Column (May 1, June 12)
- Idea: Shoppers Playground, Retail when SWS starts back up/Mother's Day

# NBC Universal California LIVE

California LIVE daily, half-hour lifestyle show with a mix of segments on travel, health, fitness, fashion, food and entertainment. Anchored from NBC LA studios, with Bay Area correspondents to add flavor to each episode with special guests, feature segments and resources for viewers.

**Custom-produced 2:30 minute feature on Morgan Hill, blended organically into the format of the show!**

**Additional :15-:30 tune-in promos round out the media plan.**

## Media Plan

- :15 & :30 co-branded tune-in promos
- Guaranteed 977.5K impressions ages 35-64
- Sacramento, Bakersfield, Fresno, Monterey, Reno, LA, San Diego, Vegas, Portland
- Client owns final product for own use

Station	Time	Days	Program Name	Length
KNTV	11:30a-12:00p	Mo-Fr	CALIFORNIA LIVE	:15
KNTV	11:30a-12:00p	Mo-Fr	CALIFORNIA LIVE VIGNETTE	:120
KNTV	11:30a-12:00p	Mo-Fr	CALIFORNIA LIVE VIGNETTE Re-Air	:120
KNTV	5:00a-6:00a	Mo-Fr	TODAY IN THE BAY 5AM	:15
KNTV	5:00a-6:00a	Mo-Fr	TODAY IN THE BAY 5AM	:30
KNTV	6:00a-7:00a	Mo-Fr	TODAY IN THE BAY 6AM	:15
KNTV	7:00a-9:00a	Mo-Fr	TODAY SHOW	:15
KNTV	10:00a-3:00p	Mo-Fr	10A-3P M-F ROTATOR	:30
KNTV	11:00a-11:30a	Mo-Fr	NBC BAY AREA NEWS AT 11AM	:30
KNTV	1:00p-2:00p	Mo-Fr	ACCESS DAILY	:30
KNTV	2:00p-3:00p	Mo-Fr	RACHAEL RAY	:15
KNTV	6:00a-7:00a	Sun	SUNDAY TODAY	:15
KNTV	7:00a-8:00a	Sun	TODAY IN THE BAY SUNDAY	:15

# BRAINSTORM

MESSAGING	3 FILM LOCATIONS	HOST & GUESTS
<ul style="list-style-type: none"><li>• Target Launch (Feb-Mar)</li><li>• Destination Awareness</li><li>• Brand Pillars</li><li>• Timely News</li></ul>	<ul style="list-style-type: none"><li>• Specific frames/backdrops</li><li>• Ease of coordination</li><li>• <i>Keep in mind we can use existing B-Roll &amp; VO to cover what is not filmed</i></li></ul>	<ul style="list-style-type: none"><li>• Local personality</li><li>• Cameo for interest</li></ul>

**LOCATION/CONVENIENCE/SPORTS | CONNECTED CULINARY, AG, WINE | DOWNTOWN, MARKETS, FESTIVALS**

El Toro view Sunsweet Rooftop, MHOSC, Orchard or Vineyard, Poppy Jasper Garage or Heritage Tree

# Web Traffic Sources (2023)

▶ Search	95,666 (68.3%)
Direct	30,760 (22.0%)
▶ Social	8,894 (6.35%)
▶ Referral	4,247 (3.03%)
▶ Paid Social	447 (0.32%)
▶ Email	63 (0.04%)

▼ Referral	4,247 (3.03%)
▶ <a href="https://www.visitcalifornia.com">visitcalifornia.com</a>	1,476
▶ <a href="https://www.mhosc.org">mhosc.org</a>	679
▶ <a href="https://www.pacswim.org">pacswim.org</a>	326
▶ <a href="https://www.hoodline.com">hoodline.com</a>	133
▶ <a href="https://www.guglielmowinery.com">guglielmowinery.com</a>	132
▶ <a href="https://www.yandex.ru">yandex.ru</a>	123
▶ <a href="https://search.brave.com">search.brave.com</a>	115
▶ <a href="https://www.morganhill.ca.gov">morganhill.ca.gov</a>	97
▶ <a href="https://www.mercurynews.com">mercurynews.com</a>	93
▶ <a href="https://www.localhood.com">localhood.com</a>	73
▶ <a href="https://www.centralcoast-tourism.com">centralcoast-tourism.com</a>	60

# Social Media

- **Instagram**

- 73% Female, 27% Male
- 25-44 top audience; Minimal reach 55+
- Greatest platform reach and engagement

- **Facebook**

- 79% Female, 21% Male
- 35-64 audience; Greatest overall age range
- Greatest driver of website traffic

- **TikTok**

- 30% Male 70% Female
- 25-40 top audience; minimal 55+
- No web referrals

- **YouTube**

- 63% Male 37% Female
- 18-41 top audience; Wide age range
- Greatest platform for male audience

## Website Referrals

▼ Social	8,894 (6.35%)
Facebook	6,845
Instagram	1,982
▶ Pinterest	34
▶ Twitter	18
▶ LinkedIn	8
▶ Reddit	5
▶ YouTube	2

# Social Media Strategy & Prioritization

**Core Strategy:** Post 2 video reels and 1 photo carousel/month to IG, FB, TikTok, and YouTube. Relevant posts are also uploaded to Pinterest and/or modified for Google Story Network. Prioritize IG, FB, TT for additional posts.

## Instagram

- In-house additional timely relevant posts such as events, new openings, accolades
- Use of story feature Friday round up peak season (include links to calendar, blogs, etc.)

## Facebook

- In-house additional timely relevant posts & links such as events, new openings, accolades
- Post referral links particularly heavier here to evergreen content

## TikTok

- Continue core posts and ad hoc trend driven posts; repost to IG stories and YT shorts
- Success on TT requires drill down on niche – return is not there, even with virality

## YouTube, Pinterest, Twitter

- Repository for video posts and shorts; paid options available
- Revisit Twitter for posting link referrals – automation would help, check connection features

## Story Network

- Rebuild social content in slide platform, adding Google map/geo tags, links, SEO



# Board Terms

	Appointment Term 2023	Appointment Term 2024	Appointment Term 2025
	N/A	N/A	N/A
City	Edith Ramirez		
	N/A	N/A	N/A
City	Chris Ghione		
	2023-2025	2023-2025	2025-2027
Hotel	Michael Meredith	Michael Meredith	
	2023-2025	2023-2025	2025-2027
Hotel	Alexis Solis	Alexis Solis	
	2023-2025	2023-2025	2025-2027
Wine	Gene Guglielmo	Gene Guglielmo	
	2023-2025	2023-2025	2025-2027
Sports	Doug Hall	Doug Hall	
	2023-2024	2024-2026	2024-2026
Hotel	David Dworkin		
	2023-2024	2024-2026	2024-2027
Hotel	Bina Roy Desai		
	2023-2024	2024-2026	2024-2027
Community	John McKay		