

SANTA YNEZ VALLEY

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Annual report for 2016 of the Santa Ynez Valley Hotel Association (dba Visit the Santa Ynez Valley) – Submitted 2/24/17

VisitSYV is reporting activity for the entire year of 2016. This report is submitted to the City of Solvang, the City of Buellton and the Santa Barbara County Board of Supervisors, in accordance with the fulfillment of the provisions of the SYV TBID.

Financial (Jan-Dec 2016)

TBID Funding received - \$888,737

Membership income - \$20,625

County Marketing Grant - \$7,307

Marketing Co-op with the Solvang CVB - \$25,336

Web ad sales - \$17,340

Total Income - \$959,345

Expenses

Advertising/Marketing - \$400,777

Grants/Special Projects - \$71,982

Travel & Conventions - \$50,974

Personnel Costs - \$168,873

Contract services - \$81,580

Facilities/equipment - \$6,390

Operations - \$11,518

Other types of expenses - \$6,247

Total expenses - \$798,341

Balance (including reserves) as of December 31st, 2016 - \$212,422

Membership

We receive TBID funding from 35 lodging properties and currently have **184 members** that pay a basic membership fee of \$250, a nonprofit fee of \$125, and trade members where services are traded for membership such as wine, catering, photography. We held 3 networking receptions that were well attended throughout the year.

Our “Spirit of the Valley” Education program continues to teach 5 star, Four Seasons style customer service as well as information about each of our communities such as things to do after 5pm and activities for families. We put on the 3 hour interactive seminar once a quarter. We partner with Solvang, Buellton and the Santa Barbara County Association of Governments to provide affordable (\$7 each way) day trips between Santa Barbara and the SYV.

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Marketing (January 1, 2016 – December 31, 2016)

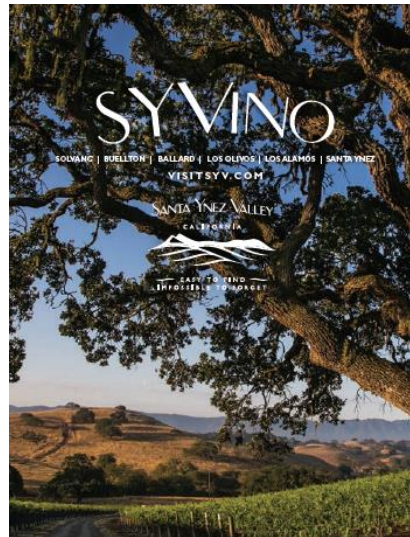
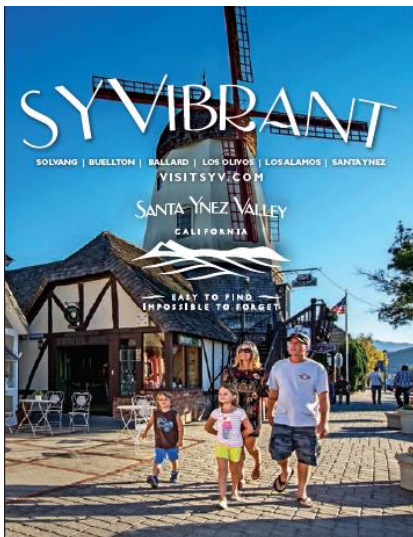
Santa Ynez Valley Marketing Co-Operative Campaign

January 1 – December 31, 2016

The year began with a brand new cooperative marketing campaign for the Santa Ynez Valley. The 2016 VisitSYV Marketing Co-Op consists of VisitSYV as the lead stakeholder with \$150k and Solvang Conference & Visitors Bureau as a major stakeholder at \$25k. DVA Advertising & PR Agency continues to be our ad agency. The results of these combined efforts have been greatly successful and VisitSYV is pleased to report on the metrics supporting the benefits of the marketing program to the entire Valley.

New Creative

VisitSYV kicked off 2016's cooperative valley-wide marketing program with a brand new creative campaign featuring full bleed, iconic imagery and the new VisitSYV logo. The new creative campaign also plays on VisitSYV's name and URL, using headlines like "SYVino" and "SYVariety" to speak to the valley's unique culinary scene & amenities.



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Print

The 2016 Campaign creative was featured in the following print in 2016:

- Destinations Magazine, April and December issues (100,000 impressions)
 - Gentry Magazine, April, September, and October issues (107,200 impressions)
 - Sunset Magazine, Northern Circulation, May issue (350,000 impressions)
 - Sunset Magazine, Insider Southern California, June issue (157,211 impressions)
- 1,063,000** total print readership

Digital

In 2016 VisitSYV continued to expand on its digital marketing presence, including increasing its social media advertising on both Instagram and Facebook as well as running targeted banner campaigns and content amplification. We have seen strong results on all platforms and look forward to continuing to grow VisitSYV's digital presence with a more robust content marketing strategy in addition to regional print magazines in 2017.

See the metrics below for Web Banner Advertising:

Google Display Ads

4,634,346 total impressions

12,798 clicks

0.28% CTR

Facebook

1,447,085 total impressions

40,609 clicks

2.81% CTR

Instagram

1,343,167 total impressions

36,136 clicks

2.69% CTR

Content Amplification

New to our digital ad campaign this year was content amplification. Content amplification is the process that marries valuable content with paid tactics. The targeting that content amplification employs allows marketers to put their content in front of their ideal customers across multiple

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channels, including websites, social media sites, and other properties. We took incredible, organic content featuring the Santa Ynez Valley written by well-respected publishers (i.e. *Condé Nast*), and paid to boost this content on websites utilized by our target visitors. See stats for our content amplification campaign below.

Content Amplification

8.9 million impressions

5,972 clicks

0.07% CTR

Public Relations

Public relations efforts in 2016 included ongoing media outreach to more than 150 key regional and national editors and writers, focusing primarily on the wine, travel, and culinary categories; drafting and distributing press releases highlighting various themes including Restaurant Week, Wine Country 101, Wine Country With Kids, Summer Activities, Golf, Weddings, Arts/Culture, Holiday Activities, Meetings & Conferences, Spring Media Invitation, and Fall/Winter Media Invitation; coordinated media visits and proactive outreach that contributed to major regional/national coverage in media outlets including Chicago Tribune, Taste & Travel, AFAR, Marie Claire, Wine Enthusiast, MSN.com, Harpers Bazaar, USA Today, Smart Meetings, San Diego Union-Tribune, Los Angeles Times, Los Angeles Magazine, Better Homes & Gardens, Miami Herald, Sacramento Bee, Atlanta Journal-Constitution, Travel + Leisure, and more.

Total value of public relations media coverage for 2016 = **\$1,487,941***

Total circulation of editorial coverage for 2016 = **18,175,068**

Total unique visitors/month of editorial coverage for 2016: **1,027,669,986**

**PR value is calculated by multiplying the advertising rate times the size of the story, and then doubling that number to reflect the added value of editorial coverage*

2016 Santa Ynez Valley Destination Guide

VisitSYV worked with Griffin Publishing to create the 2016 destination guide, with over 90 pages covering the Santa Ynez Valley. 90,000 copies were printed, with distribution taking place via trade shows, California festivals, the Solvang Visitors Center, the Buellton Visitors Center, the Santa Barbara Visitors Center, and direct mailings to 18,339 homes in Santa Barbara, the Santa Ynez Valley, Laguna and Newport Beach. The guides are also distributed on a monthly basis to our hotels, museums, and popular restaurants and retailers. The guides are also being

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distributed to the 35 cruise ships that enter the region through Santa Barbara. The 2016 guide was an unprecedented success.

Website

From January 1, 2016 – December 31, 2016, VisitSYV.com has received **426,394** pageviews. The site has also garnered **27,752** clicks to our members' individual websites. The top 5 most popular pages on the site are as follows: (1) **Homepage**; (2) **Wine Tasting**; (3) **Events Calendar**; (4) **Restaurant Week**; (5) **Discover Los Olivos**.

Search Engine Optimization

VisitSYV has contracted *Search Engine Pros* to fully optimize the website. We continue to put efforts into Search Engine Optimization monthly, and continue to use the blog for keyword optimization.

VisitSYV Promotions

SYV Restaurant week (January 24-30, 2016) is an annual VisitSYV promotion which ties in with Visit California's Restaurant Month promotion. Our own SYV Restaurant Week advertising campaign reached consumers via Facebook (**99,029** impressions, **1,374** clicks to DineSYV.com), 3 issues of The Independent (**40,000** printed), printed poster (**100** printed) and postcard distribution (**5,000** printed). Restaurant Week presents an opportunity for increased engagement and visitation for our website, and acts as a great opportunity to showcase our members and show appreciation. A total of 21 VisitSYV restaurants participated including 3 new restaurants, 8 hotel participants which offered packages and discounts, and an added 8 wineries participated as a pairing feature. This year's promotion brought even higher record-breaking traffic to the website. Please see analytic reports below.

DineSYV.com*

Total Page views for DineSYV.com: **18,204**

Avg Time Spent on page: **00:02:48***

Vs. Avg Time Spent on other pages: **00:01:30**

**An increase in average time spent on DineSYV.com indicates that the content provided was relevant, desirable content to the specific audience targeted by our ad campaign.*

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Top Traffic Sources

Google: **6,654**

Facebook: **4,483**

Direct: **3,782** * *direct traffic can be attributed to Independent advertising, posters & postcards*

Yahoo: **616**

SolvangUSA: **475**

*SYV Restaurant Week has become such a wild success for VisitSYV, we currently rank #1 on Google for the search term "Restaurant Week", beating out destinations across the US who market similar promotions.

Santa Ynez Valley Scarecrow Fest: VisitSYV contributed to the coordination, print, social media, and PR promotion of the Santa Ynez Valley Scarecrow Fest, executed by Solvang 3rd Wednesday.

Social Media Stats

- Our **Facebook** audience has increased to over **13,000** likes.
- VisitSYV **Twitter** account has **3,534** followers.
- VisitSYV **Instagram** has doubled its numbers with a total of **1,865** followers.

Additional Print Advertising

Touring & Tasting Magazine

VisitSYV sponsored a 2 page spread on the Santa Ynez Valley in the Spring Issue of **Touring & Tasting (66,000 copies distributed nationwide)**. This allows for a feature both in print and several additional features online, including SYV coverage via the Online Grapevine E-Newsletter, Touring & Tastings' meeting planners newsletter, as well as features on partner website www.hitchedmag.com.

Santa Barbara Visitors Magazine

VisitSYV also sponsored a 4 page editorial spread on the Santa Ynez Valley in Visit Santa Barbara's annual visitor's magazine (**100,000 copies printed**). VisitSYV partners, Solvang

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Conference & Visitors Bureau and Buellton Chamber & Visitors Bureau, also sponsored a single page each, allowing the Santa Ynez Valley to have a 6+ page spread.

Westways: Discover March 2016

VisitSYV partnered with the Buellton Chamber & Visitors Bureau & Solvang Conference & Visitors Bureau for a 2 page advertorial co-op spread in *Westways'* Discover March edition. This special insert went to **500,000** *Westways* households in California with household incomes of +\$75,000. This was our second annual *Westways* co-op with the Buellton Chamber & Visitors Bureau, and the first time bringing on the Solvang Conference & Visitors Bureau as a *Westways* partner.

Additional Display Advertising

Golden Globes Gifting Suite

VisitSYV partnered with Visit Santa Barbara at the Golden Globes gifting suite in January to promote our region. We handed out gift bags full of Santa Ynez Valley and Santa Barbara items and gift cards. We also poured local wine (Red Carpet Red Pinot Noir from Ampelos Cellars). It was great fun and everyone, including the stars and foreign press, was impressed.

Santa Barbara International Film Festival

VisitSYV was the proud sponsor of the Santa Ynez Valley Lounge at the 2016 Santa Barbara International Film Festival. We hosted educational film related seminars and panel discussions during the day and happy hours in the evening. Our full screen ad was played before over 300 screenings during the festival, and our logo was included before each tribute and award ceremony. We had a wonderful time and the feedback has been incredible. Our goal was to increase VisitSYV's presence within Santa Barbara County and inspire the 90,000 festival attendees from around the globe to spend a few days with us here in the SYV.

OC Weekly Fresh Toast Festival

VisitSYV was the glass sponsor of the OC Weekly's Fresh Toast event, a special brunch festival with over 1,500 attendees located in Orange County held Saturday, February 27, 2016. As the glass sponsor we were able to get our brand in front of one of our top drive markets during off-season and inspire travel to our destination. We also received a quarter page ad in the OC Weekly Happy Hour & Brunch Guide.

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Santa Monica Taste/Makers Salon

On May 19, 2016, VisitSYV partnered with the Santa Barbara County Vintners Association and Visit Santa Barbara to bring a taste of the Santa Ynez Valley to media influencers at a venue in Santa Monica. The event aimed to bring LA-based media and influencers into the fold of our hospitality community, build relationships, and tell the story of our region to a desirable, influential audience. Local businesses like S.Y. Kitchen, Artiste Wines, Bob's Well Bread Bakery and Grassini Family Vineyards served during the event as ambassadors for our destination. Executive Director, Shelby Sim and Marketing & Communications Manager, Danielle Laudon, were also active ambassadors at the salon. The event resulted in media visits and PR coverage of the Santa Ynez Valley amounting to a PR valuation of \$23,125.

Airport Digital Display Ad Buy

VisitSYV purchased a year-long campaign of digital display advertising in the Santa Barbara Airport which encourages travelers to visit the Santa Ynez Valley, highlighting that we are only 30 minutes north of the airport. Our ads play on 5 screens strategically placed in the lobby, baggage claim, and by the rental car booth. Ads ran through June 2016.

KEYT Commercials

VisitSYV aired 30 second commercials on KEYT and KKFX as part of a sweepstakes with users engaging with the website to win a special package, featuring a 2 night stay in the valley. From November 23 – December 24, 2016, VisitSYV had a total of 120 thirty-second commercials featuring the Santa Ynez Valley air on KEYT and KKFX.

Trade Shows

Bay Area Travel & Adventure 2016 – VisitSYV had a booth at the Bay Area Travel & Adventure Show in Santa Clara, CA in February 2016. Marketing & Communications Manager, Danielle Laudon, engaged with well over 1,000 consumers over the course of the 2 day show, and distributed 600 SYV Destination Guides. With 17,993 travel enthusiasts in attendance, The Bay Area Travel & Adventure Show was an excellent way to gain engagement and brand awareness in the Bay Area, one of our top two drive markets.

IPW 2016

The Santa Ynez Valley was represented with its very own branded booth and book of appointments with international travel buyers and media at IPW 2016 in New Orleans, Louisiana. VisitSYV Marketing & Communications Manager Danielle Laudon, Greg Corso (Sales, Solvang Conference & Visitors Bureau), and Kathy Vreeland (Executive Director, Buellton

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Visitors Bureau and Chamber of Commerce) represented the Santa Ynez Valley as a single destination at IPW. VisitSYV also partnered with the Solvang Conference & Visitors Bureau, the Buellton Visitors Bureau, Visit Santa Barbara and Santa Barbara County Vintners Association to provide a coordinated effort in bringing visitors to our region. In addition to our SYV booth, we joined forces with these partners to provide Santa Barbara County rosé to our travel buyers and make additional appointments with buyers specifically looking to learn more about our wine region. It was very successful and we've already hosted writers from Australia, Portugal and Hungary as an immediate result. With a consistent annual presence at international travel trade shows like IPW, we are confident that the Santa Ynez Valley will become a well-regarded, year-round destination promoted by agencies around the world.

Staff, Board and Member Development

Visit California Travel Outlook

Shelby Sim and Danielle Laudon attended the Visit California Travel Outlook in San Francisco February 22-24, 2016. VisitSYV staff was able to network with Visit California's international representatives, and fostered new relationships with offices in Brazil, Australia and Scandinavia. Staff also learned about current travel trends and strategies, including brand marketing in the digital age and attracting/engaging millennial global audiences.

2016 Board Retreat

VisitSYV held a Board retreat on March 16th at Happy Canyon Vineyard. Items discussed were the history of the organization, the motives behind our efforts, and what our goals are for the future.

Central Coast Tourism Council Planning Retreat & Conference

Shelby Sim & Danielle Laudon attended the Central Coast Tourism Council (CCTC) Planning Retreat Mixer which kicked off the CCTC Retreat & Planning Conference on Monday, March 14, 2016 at Edna Valley Vineyards. Danielle attended the two day retreat and conference following the mixer, and learned about current tourism trends via Visit California and contributed to CCTC's 3 year objectives, including their digital brand strategy. VisitSYV actively participates in CCTC to learn from fellow Destination Marketing Organizations and also keep the Santa Ynez Valley top-of-mind in marketing the Central Coast brand.

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TAG Certification Program

On May 23, 2016, VisitSYV partnered with the Solvang Conference & Visitors Bureau and offered two free TAG (Travel Advocacy Group) Approved diversity training sessions. Attending either of these training sessions qualified VisitSYV hoteliers to begin TAG Approval certification. VisitSYV covered attending hoteliers' first annual certification fee (a \$179 value). LGBT travel generates more than \$100 billion each year in the U.S. alone and by sponsoring this program, SYV tourism and hospitality professionals were empowered to leverage the evolving demographics and travel behaviors of LGBT consumers to capture increased market share. Executive Director, Shelby Sim, and Marketing & Communications Manager, Danielle Laudon, attended both training sessions.

Grants and special projects

The purpose of our grants program continues to be to assist with publicity and outreach for valley events which encourage overnight stays. Primary consideration goes to events which occur mid-week (Sunday to Thursday) and/or in off-season. For special projects we award scholarships to Hospitality students and Education programs. These funds in 2016 were awarded to the following;

Spirit of The Santa Ynez Valley Education program \$6,392

International Wine Film Festival \$1,500

Santa Barbara Film Commission \$10,000

Awarded two \$1,000 Scholarship grants to Allan Handcock Hospitality students \$2,000

Solvang CVB Taste of Solvang \$3,500

Garagiste Festival \$3,000

Santa Barbara Vintners Spring Harvest \$4,000

Solvang Festival Theater \$5,000

Los Olivos Rotary Jazz and Olive Festival \$2,000

Santa Ynez Valley Rotary 4th of July Fireworks \$4,000

SYV Artists Guild's Los Olivos Quick Draw \$3,500

Solvang CVB Danish Days \$5,000

Los Alamos Valley Men's Club's Los Alamos Old Days \$3,000

Los Olivos Day in the Country \$3,500

People helping People Polo Classic \$3,500

SYV Historical Museum Vaquero Show \$3,500

Santa Barbara Vintners Harvest festival \$9,000

Solvang CVB Julefest \$4,000

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Los Olivos Olde Fashion Christmas \$3,000

For a total of \$79,392

Collaborations with Santa Barbara County DMOs and other organizations

VisitSYV collaborates actively with other county destination marketing organizations, Solvang CVB, Buellton Visitor Bureau, the Santa Barbara County Vintners Association, LOBO (Los Olivos Business Organization), the Buellton, Solvang, and Santa Ynez Chambers as well as the Santa Barbara Film Commission, The Chumash Foundation, Visit Santa Barbara, Go Goleta, Explore Lompoc, and the Santa Barbara County Association of Governments.

Public comment

Members of the board and the Executive Director continue to be called upon to make written and/or verbal public comment on a number of hotel and tourism related issues. Each question is raised on a board agenda and voted upon by the board, or authorized by the president, before comment is made. Ongoing participation with our water challenges, wine ordinance, short term vacation rentals, and special events ordinance hearings as needed by Executive Director Shelby Sim, and, when available, Linda Johansen, President.

Organization

In June of 2015, hotel representative, Christine Forsyth of the Ballard Inn (Ballard) stepped down from the board and was replaced by hotel representative, Jim Rice of the Santa Ynez Inn (Santa Ynez). Member representative, Kady Fleckenstein of Figueroa Brewing stepped down from the board and was replaced by member representative Bob Oswaks of Bobs Well Bread & Bakery.

The board continues to meet monthly, normally the 2nd Thursday of the month, 9:00 a.m. at The Landsby in Solvang. The board consists of nine individuals, seven of which are from the hotel industry and the other two are an at large representation of the membership base.



Staff & Board of Directors

Executive Director - Shelby Sim

Marketing & Communications Manager - Danielle Laudon

The board members are:

President – Jessy Osehan, Manager, Hamlet Inn, Owner, Atterdag Inn, Solvang

Vice President – Linda Johansen, Owner, Pea Soup Andersen Inn, Buellton and King Frederik Inn, Solvang

Secretary – Bob Oswaks, Owner, Bob’s Well Bread & Bakery, Los Alamos

Treasurer – Bion Rice, Owner/Winemaker, Sunstone Winery, Santa Ynez and Artiste Winery, Los Olivos

James Colvin, General Manager, Hotel Corque, Solvang

Cammy Pinoli, Director of Guest Services, Fess Parker Wine Country Inn & Spa, Los Olivos

Barry Prescott, General Manager, The Landsby, Solvang

Randy Pace, General Manager, Sideways Inn, Buellton

Jim Rice, General Manager, The Santa Ynez Inn, Santa Ynez

Respectfully submitted by:

Shelby Sim, Executive Director

Santa Ynez Valley Hotel Association, dba Visit the Santa Ynez Valley

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Please see next two pages for 2016 and 2017 budget information

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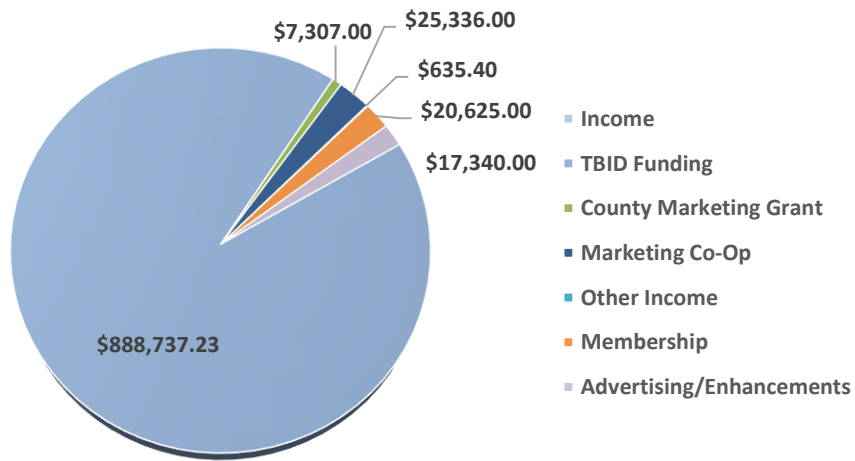
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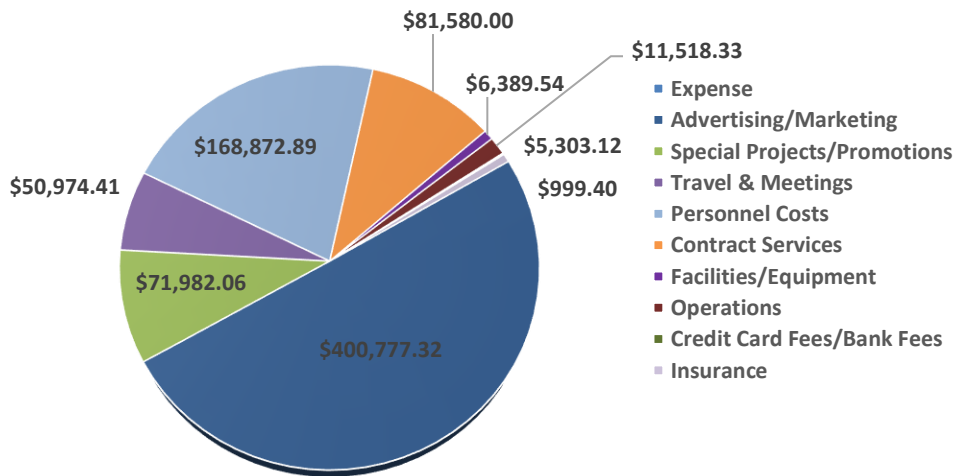
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2016 Budget information

2016 ACTUAL- INCOME



2016 ACTUAL- EXPENSES



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2017 Budget

Income	
TBID Funding	\$ 900,000.00
County Marketing Grant	\$ 7,307.00
Membership	\$ 15,000.00
Advertising	\$ 15,500.00
	\$937,807.00
Expense	
Advertising/Marketing	\$ 542,000.00
Special Projects/Promotions	\$ 73,500.00
Travel & Meetings	\$ 54,000.00
Personnel Costs	\$ 155,224.00
Contract Services	\$ 65,140.00
Facilities/Equipment	\$ 9,400.00
Operations	\$ 12,554.00
Credit Card Fees/Bad Debt	\$ 3,200.00
Insurance	\$ 5,900.00
	\$920,918.00

