



MEMORANDUM
COUNTY EXECUTIVE OFFICE
ECONOMIC DEVELOPMENT
County of Placer

TO: Board of Supervisors
FROM: David Boesch, County Executive Officer
Sherri Conway, Economic Development
SUBJECT: Placer County Visitors Bureau Presentation

DATE: June 13, 2017

ACTION REQUESTED

Receive a presentation from the Placer County Visitor's Bureau providing the Board with an annual update on the status of the organization.

BACKGROUND

The Placer County Visitors Bureau (PCVB) is a services organization that promotes tourism visitation and engenders a positive awareness of Placer County that strengthens the County economy through increased lodging and business sales receipts. The PCVB Board of Directors are dedicated volunteers and include representatives from leisure and hospitality, agriculture, attractions, arts and culture, history and recreation.

In FY 2016-17, the PCVB successfully accomplished its scope of work with funding provided by the County contract. Key activities included enhanced marketing services, maintaining a comprehensive calendar of events, leverage of Visit California initiatives; State Fair booth construction and coordination; outreach to the Bay Area market segment, continued collaboration with the NLTRA; a strong presence on multiple social media platforms; a newly designed and developed website; a revised visitors guide; promotion of increased train travel from the Bay Area; and mid-week bus tours in collaboration with NLTRA.

This presentation is an annual report required as part of the Visitor's Bureau contract for services with Placer County. It will include the following:

- A snapshot of our key accomplishments
- A preview of the newly revised website and PCVB Strategic Plan

FISCAL IMPACT

None

