



## **Santa Cruz County Tourism Marketing District Renewal**

### **Mission Statement**

The Mission of Visit Santa Cruz County is to stimulate the economy by promoting Santa Cruz County as a visitor, conference and film destination through marketing programs including advertising, promotion, and visitor services. The priority is on attracting high-yield overnight business during the off-peak periods of the year.

### **Talking Points**

- 1. Why the renewal of the TMD is so important to the recovery efforts and long-term health of Santa Cruz County's tourism industry.**
  - a. The TMD is the primary funding source to promote overnight tourism to Santa Cruz County. Competing destinations also have TMD's that raise upwards of \$2 million or more to aggressively promote their destinations. Without a competitive tourism marketing budget Santa Cruz County will lose business to competing destinations.**
- 2. How are decisions made regarding marketing and spending out the TMD funds?**
  - a. The VSCC Board of Directors is mandated to have a majority membership made up of lodging representatives. The VSCC Board approves the marketing plan and annual budget.**
- 3. Is the Mission of VSCC consistent with the needs of the TMD?**
  - a. The mission of VSCC continues to be promoting overnight tourism.**

### **FAQ's**

- When does the current Tourism Marketing District (TMD) expire?
  - July 1, 2022
- When did the first TMD go into effect?
  - July 1, 2010
- When did the current TMD go into effect?
- What are the current TMD rates per night?
  - Tier 1: \$1.90
  - Tier 2: \$2.40
  - Tier 3: \$2.70
  - Tier 4: \$3.20
- What does the current TMD generate for tourism marketing and how does that compare to competing California vacation destinations?
  - In 2018/2019 (before COVID) the TMD generated \$2.6 million
  - Similar coastal destinations such as Monterey, San Luis Obispo and Ventura all have at least \$2 million TMD budgets

- Is the current TMD countywide and is the plan to maintain a countywide structure?
  - Yes
- Who is involved with the renewal of the district?
  - Twenty lodging representatives are on the renewal task force to develop recommendations
  - The entire TMD membership and the VSCC Board of Directors are included in discussions and outreach
  - TMD lodging members will ultimately vote on the renewal of the district
  - Based on the lodging member vote, final approval will be sought from the Santa Cruz County Board of Supervisors and each City Council (Capitola, Santa Cruz, Scotts Valley and Watsonville)