



## LODI CITY COUNCIL

Carnegie Forum  
305 West Pine Street, Lodi

## "SHIRTSLEEVE" SESSION

Date: April 12, 2016

Time: 7:00 a.m.

For information regarding this Agenda please contact:

**Jennifer M. Ferraiolo**

**City Clerk**

**Telephone: (209) 333-6702**

### Informal Informational Meeting

- A. Roll Call by City Clerk
  
- B. Topic(s)
  - B-1 Year-End Presentation by Visit Lodi! (CLK)
  
- C. Comments by Public on Non-Agenda Items
  
- D. Adjournment

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

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Jennifer M. Ferraiolo  
City Clerk

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# CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Year-End Presentation by Visit Lodi!  
**MEETING DATE:** April 12, 2016 (Shirtsleeve Session)  
**PREPARED BY:** City Clerk

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**RECOMMENDED ACTION:** Receive year-end presentation by Visit Lodi!.

**BACKGROUND INFORMATION:** Nancy Beckman, President and Chief Executive Officer, will provide a presentation regarding Visit Lodi! Conference and Visitors Bureau's activities in 2015.

**FISCAL IMPACT:** Not applicable.

**FUNDING AVAILABLE:** Not applicable.

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Jennifer M. Ferraiolo  
City Clerk

JMF/PMF

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**APPROVED:** \_\_\_\_\_  
Stephen Schwabauer, City Manager

2015

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Year End Report

# TOT Tax

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20 14:     \$629,294.14

20 15:     \$725,868.16

 15.4%

# Organization

## **Reformed LT BID:**

- 5-year approval plan
  - Increased Lodi properties' contribution to 4.5%
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## **Staff:**

- Increased staff by 1 F/T allowing a more aggressive marketing campaign

# Visitor Information Requests

## Overall:

20 14: 9,659



8.9%

20 15: 10,521

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## Visitor Center Walk-Ins:

20 14: 2,934



20.7%

20 15: 3,540

Website

## Sessions:

20 14: ✦53,650

20 15: 141,263



163.3%

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## Page Views:

20 14: 142,216

20 15: 357,355



151.3%

✦ This figure is for a 10 month period – estimated number for 12 months is 58,000.

## Users:

20 14: 41,943

20 15: 110,721



164%



Social Media

## Facebook Followers:

20 14: 10,546

20 15: 13,659



29.5%

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## Twitter Followers:

20 14: 3,204

20 15: 3,796



18.5%

## Instagram Followers:

20 14: 158

20 15: 939



494.3%

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## Pinterest Followers:

20 15: 62

396 Pins

# Notables

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- 31 blog posts
- Lodi Selfie Campaign:
  - 444 submissions
  - ↑ of 313 followers
- First Instagram takeover:
  - ↑ of 102 followers
- Digital Bike Route Map([RidewithGPS.com](http://RidewithGPS.com)):
  - Launched Nov. 10, 2015
  - 787 page views by year-end

Marketing / PR

# Advertising

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- \$123,652.00 ad spend
  - 46% digital
- Explored new advertising mediums:
  - Pandora: 1.8 million impressions
  - Reverse Wine Snob: 70,000 unique website visitors / 359 clicks
  - Madden: storytelling articles 4.7 million impressions
- Launched Hero video:
  - 32,486 Facebook views + 1,093 YouTube views
  - 2,600 likes, comments, + shares



# Magazine Ad



wine is only the start of our story



With 85 wineries, Lodi knows a thing or two about wine. But our story only starts there. Lodi's casual welcoming vibe makes for the ideal wine country getaway. Taste wine at a 5th generation Lodi family winery, then head downtown where you'll discover one-of-a-kind restaurants, unique shops and art galleries featuring regional artists. Or, explore our earthier side with a walking vineyard tour or a sunset boat ride down the Mokelumne River.

There's more magic to Lodi than what's in your glass.  
Call us for a free visitor guide (800) 798-1810 or visit us at [VisitLodi.com](http://VisitLodi.com)





# Central Valley Visitor Guide Ad



*Wine is just the start of our story*

**With 85 wineries, Lodi knows a thing or two about wine.  
But our story only starts there.**

Lodi's casual welcoming vibe makes for the ideal wine country getaway. Taste wine at a 5th generation Lodi family winery, then head downtown where you'll discover one-of-a-kind restaurants, shops and art galleries. Enjoy a fresh farm-to-table meal followed by a sunset paddle down the Mokelumne River. When the day is done, we'll have the pillows plumped and covers turned back at your favorite hotel, vacation home or B&B.

**Get away to Lodi Wine Country.  
Call or go online for a free Visitor Guide:  
(800) 798-1810 [VisitLodi.com](http://VisitLodi.com)**



WEEKEND  
**SHERPA**

Digital Ad



Start planning  
your adventure!

**LODI**  
CALIFORNIA  
*behind the wine*

# SCREENSHOTS



## We Recommend



**This Simple Chicken Pot Pie That You'll Want...**

A Dish of Daily Life



**10 Tips I Wish I'D Known Earlier about My...**

elitechimp



**Food, Wine And Adventure: The Perfect Getaway For Two**

Visit Lodi

# SCREENSHOTS

## Sunset

### Promoted Stories



**The Perfect Family Vacation Is Closer Than You Think**

*Visit Lodi*



**8 Strategies for Planting Grass Seed**

*Home - Lawn & Garden Care Products  
| Pennington*



**8 Myths Hep C Patients Are Tired Of Hearing**

*Health Central*

PANDORA<sup>®</sup>  
internet radio

Audio  
Advertisement





Our Hero video – **“That’s Lodi”**

# PR

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- Created Media Kit
- Revamped Media Page on website
- Attended Visit California San Francisco Media reception
- Hosted 3 travel writers (2 national / international)

Community Support

# AMGEN

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- Sponsored \$15,000.00
- Produced & hung 17 AMGEN posters in empty, downtown storefronts + kiosks
- Hung AMGEN banners

# Bike Summit

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- Sponsored 1<sup>st</sup> Lodi Bike Summit
- Sponsored Lodi bike route map
- Hosting digital version of the Lodi bike route map

# Other

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- Reproduced 5 downtown kiosk directories
- Hung Sandhill Crane banners
- Produced & hung new holiday banners
- Hosted a booth at the Zinfest, Lodi Bike Summit, Sandhill Crane Festival, & AMGEN TOC
- Donated \$3,900.00 to the City of Lodi for kiosk glass repair

# 2016 Highlights

# Advertising

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- \$209,757.00 Advertising budget:
  - 70% digital
  - Expand – DMA
  - Expand to new advertising mediums:  
(video advertising, Pandora, YouTube, etc.)

# Content Creation

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- Website update w/ brand refresh
- 48 blogs

# PR

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- Digital Influencer Weekend
- Media outreach:
  - 2 media shows
- Media tour:
  - High-end FAM
  - 15-20 vetted writers

# Travel Impact Study

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- Dean Runyan & Associates
- Visitor economic impact:
  - Visitor volume
  - Hotels, food & beverage, retail, other attractions
  - Employment & wages
  - Tax revenues generated



Thank You!