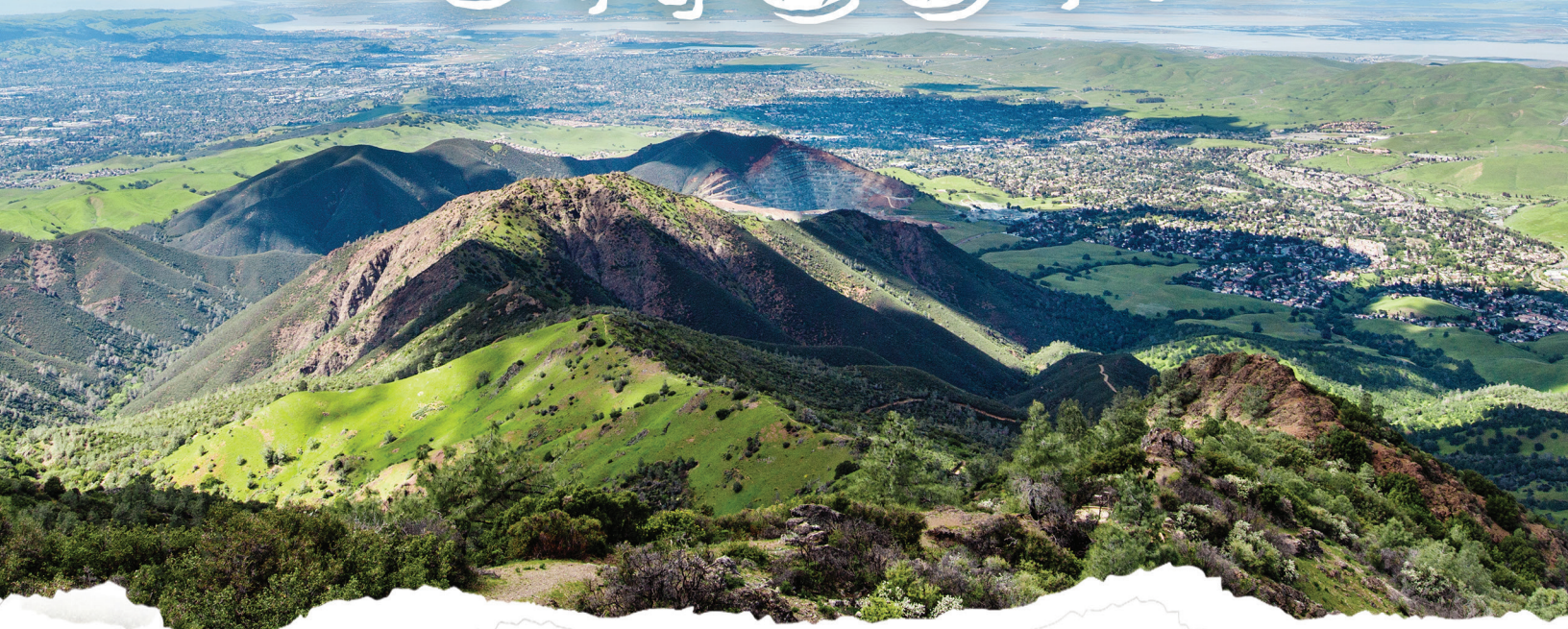


ADVENTURE ABOUNDS



CONCORD



ANNUAL REPORT
JULY 1, 2018–JUNE 30, 2019



CONCORD

CALIFORNIA



Olivera
Willow Pass
COMMUNITY
PARK

Willow Pass Rd.

CONCORD Blvd.

DENKINGER



MIDTOWN

CLAYTON Ave



Markham
ARBORETUM



CONCORD
COMMUNITY
POOL



town

WILLOW PASS ROAD

CONCORD Blvd.

GALINDO

CLAYTON

COWELL



GALINDO
HOUSE



mond

CLAYTON



CONCORD
Historical
Society

MONUMENT

GLOBAL
CUISINE



MONUMENT

TREAT BLVD



To
SAN FRANCISCO,
OAKLAND,
BERKELEY



OAK GROVE

EXECUTIVE SUMMARY 2018-2019

Once again, Concord has amazed me. With its simple and unique natural beauty, visitors embraced Concord more than ever in 2018.

We entered 2018 and 2019 with a robust agenda for the Visit Concord team. The launch of a new identity, brand strategy and creative led to strong strategic initiatives that raised awareness, instilled a sense of urgency, inspired confidence, and built the demand for Concord as a True Northern California Original.

A newly invigorated board comprised of engaged hoteliers and businesses paved the way to engage, advocate and collaborate with key stakeholders to showcase Concord's vast assets and amenities. Visit Concord staff continued to collaborate on business and community events such as the Concord Oktoberfest, Restaurant Week, 4th of July event, Tuesday Night Blues and Music & Market concert series. Visit Concord staff continued its presence at tradeshow and industry events throughout California, showcasing Concord as a destination for meetings and leisure travel. New relationships and events were created in culture, music and arts as partnering with the Concord Arts Association led to the Public Utility Box project and Public Art Project, while the 50th Anniversary of the Concord Jazz Festival committee included key stakeholders from the Concord Pavilion, MDUSD Foundation, DVC, the Concord Historical Society, City of Concord, and many more.

Concord was reintroduced to the Press, boosted by press familiarization tours designed to showcase Concord and its surrounding amenities. Press hiked and biked Mt. Diablo, cooled down at SixFlags Hurricane Harbor, explored the Galindo Home, picknicked at Markham Arboretum, enjoyed mariachis and tacos on Monument Boulevard, listened to music in Todos Santos Plaza and much more. The Concord awareness campaign continued to engage audiences with print and digital ads, contests, sponsorships and events.

"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD." - MARGARET MEAD

California and the Bay Area's travel and tourism industry remain strong and united as a community. Visitors to California spent \$140.6 billion in 2018, an increase of 5.4% over 2017 visitor spending. Visitation to California is forecasted to grow 2.3 percent in 2019 following a 2.8 percent expansion in 2018. As the region grows, Visit Concord will be in the frontline of this expansion to inspire and inform. Visit Concord will continue to create movement of this thriving area through positive partnerships and regional opportunities, strategically using a Destination Management Plan to manage the opportunities based on community input and the quality of life in the amazing City of Concord.

VISION



Concord is recognized as a true Northern California Original and a travel destination to explore the unique experiences of our city, the San Francisco Bay Area, and Northern California.

MISSION



To promote Concord by increasing the awareness and enhancing the image of our city's distinct assets and amenities.

VISIT CONCORD'S ROLE

- Curator of Content
- Brand Ambassador for Concord
- Create Tourism Demand for Concord



Elaine C. Schroth
Executive Director,
Visit Concord

BOARD OF DIRECTORS

- Kerri Harris-Gay
Concord Clarion
Hotel
- Chris Mellini Crowne
Plaza Concord /
Walnut Creek
- Billy Mendez
Hilton Concord
- John Montag
City of Concord
- Kirk Smith
Six Flags Theme Park

STAFF

- Elaine Cortez Schroth
Executive Director
- Shelley Mitchell
Marketing &
Communications
Manager
- Shelbi Walker
Marketing & Outreach
Coordinator

INDUSTRY PARTNERSHIPS

- California Society of Association Executives (CalSAE)
- California Travel Industry Association (CalTravel)
- Destination Marketing Association (DMAWest)
- Greater Concord Chamber of Commerce
- Meeting Planners International (MPI)
- Meeting Planners International North California Chapter
- Meeting Planners International Sacramento/Sierra Nevada Chapter
- Society of Government Meeting Planners (SGMP)
- Plan Your Meetings (PYM)
- San Francisco Travel
- Visit California
- Professional Convention Management Association (PCMA)
- All Things Meetings
- CalFest

ECONOMIC IMPACT OF TOURISM FOR CONCORD



ASSESSED BUSINESSES

9 Properties
1,308 Guest Rooms
75,000 Sq. Ft. of Combined Flexible Meeting Space

CONCORD TRAVEL IMPACTS 2018

Hotel Sales Revenue \$46.5M +5.3%
Hotel Room Nights \$378K +1.9%

Source: Dean Runyan Associates

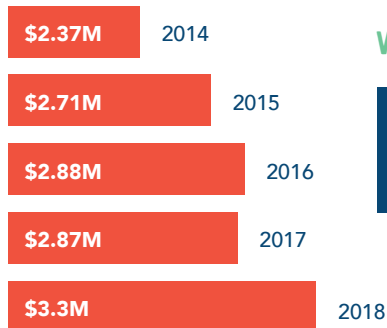
CONTRA COSTA COUNTY TRAVEL IMPACTS 2018

Total Direct Spending \$1.94B +7%
Tourism-Supported Jobs \$18K +0.6%
State Tax Receipts \$109M +15%
Local Tax Receipts \$61M +4%

Source: Dean Runyan Associates

TOT REVENUE

Increase of 16.7% from 2017–2018.

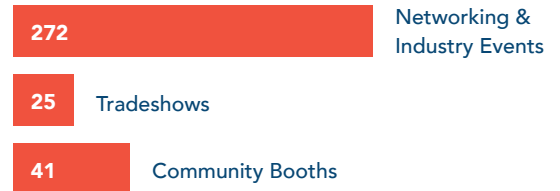


VISIT CONCORD BUDGET 2018–2019



EVENTS

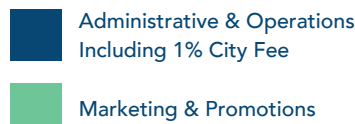
Promoted sports play and tournament sports complex in Downtown and Concord Reuse area.



TID BUDGET 2018–2019



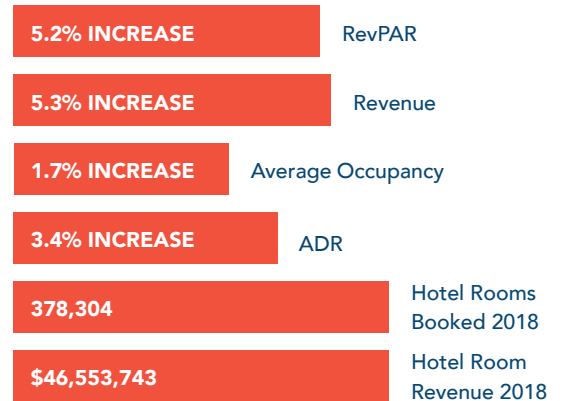
TID EXPENSE 2018–2019



TID ROLLOVER MARKETING



STR REPORTS



MEDIA

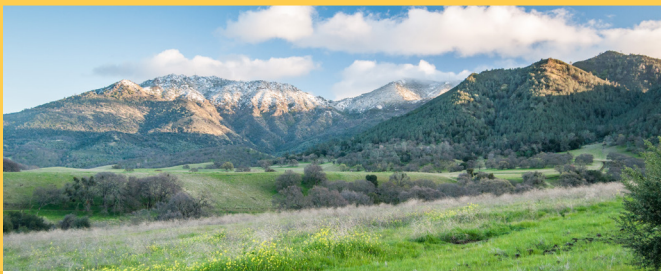


KEY ACCOMPLISHMENTS



<p>1</p>  <p>Formed Solid Organizational Structure</p>	<p>2</p>  <p>Started Fiscal Implementations</p>	<p>3</p>  <p>Shaped Board / Committee Structure</p>	
<p>4</p>  <p>Launched New Website with Increased Web Visits and Page Views</p>	<p>5</p>  <p>Increased Social Followers and Social Media Presence</p>	<p>6</p>  <p>Developed New Vendor Partner / Relationships</p>	
<p>7</p>  <p>Executed Branding and Awareness Campaigns</p>	<p>8</p>  <p>Created Local Community Events</p>	<p>9</p>  <p>Developed Content for Website, Social, Digital, and Print</p>	<p>10</p>  <p>Created Opportunities with Meeting and Event Planners</p>

KEY STRATEGIC PILLARS



NORTHERN CALIFORNIA REGION

1

- Central Proximity
- Transportation Access
- Northern CA Weather



OUTDOOR ADVENTURE

2

- Mount Diablo
- Open Space & Trails
- Parks & Recreation
- Markham Nature Park and Arboretum



ENTERTAINMENT

3

- Music Concerts
- Festivals & Shows
- Nightlight
- Shopping



CULTURE & ARTS

4

- Historical Sites & Tours
- Architecture
- Neighborhoods
- Performing & Visual Arts



FAMILY FRIENDLY

5

- Theme Parks & Amusement Centers
- Outdoor Parks
- Sporting Events



CULINARY

6

- Global Cuisine
- Farmers Market

MARKETING: STRATEGIC PRIORITIES



INCREASE CONCORD'S BRAND AWARENESS

Strategy: Brand Awareness

Drive awareness, consideration and visitation to Concord.

Accomplishments:

- Created Mt. Diablo Alliance
- Leveraged East Bay Leadership Council

GROW DEMAND FOR DESTINATION

Strategy: Advertising

Develop a strong advertising campaign to define the destination of Concord while driving awareness, consideration and visitation of Concord

Accomplishments:

- Visit California
- San Francisco Travel



BE A LEADER IN DESTINATION DEVELOPMENT

Strategy: Destination Development

Influence destination decisions that impact tours or the visitor experience.

Accomplishments:

- Increased consumer engagement.
- Created value for visitors and residents.
- Advocacy – Maintained and built active government and community relations.

STRENGTHEN AND GROW OUR PARTNERSHIPS

Strategy: Community Relations

Maintain strong presence in the community while presenting partners with new opportunities.

Accomplishments:

- City of Concord – Economic Development Department – Concord VIBE, Website, Music & Market, 4th of July
- Public Works - Banners
- Planning Division - Public Art Project
- Todos Santos Business Association (TSBA) – Active Member and Executive Committee Member
- Concord Historical Society – Active Board Member
- Mount Diablo Unified School District (MDUSD)
- DeLaSalle High School
- Clayton Valley High School
- Diablo Valley College (DVC)

REINFORCE ACCOUNTABILITY AND INNOVATION

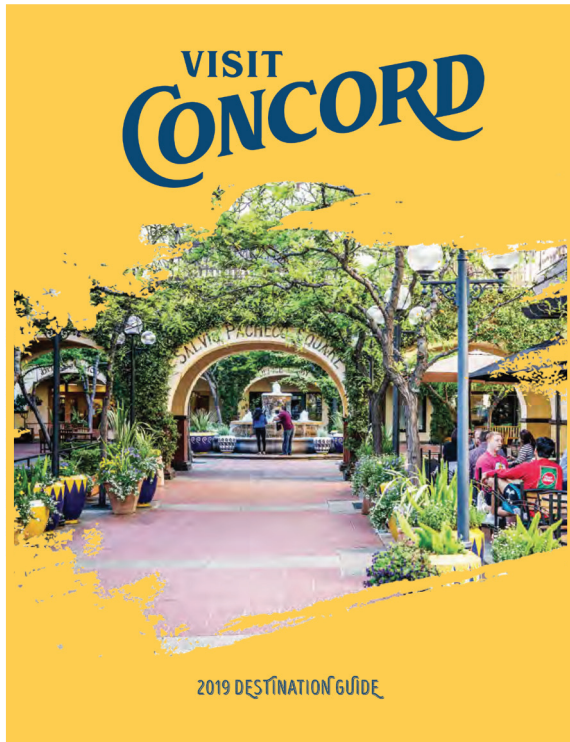
Strategy: Fiscal Responsibility

Ensure Visit Concord is fiscally responsible with a clean audit and balanced budget annually.

Accomplishments:

- Created finance committee.
- Hired accounting firm.
- Hired audit company for audit and review.

MARKETING: CAMPAIGNS



MARKETING: COLLATERAL



PASSPORT
Your Gateway To An Incredible Experience

Music
IN CONCORD, CA

50
CONCORD **JAZZ**
FESTIVAL
2019

VISIT CONCORD
A Northern California Original

2280 Diamond Blvd, Ste 200
Concord, CA 94520
VisitConcordCA.com

Explore Concord in 2019

- 9 Hotels with 1,300 Guest Rooms
- 75,000+ Square Feet of Combined Flexible Meeting Space
- 30+ Miles to Wine Country
- 35 Water Attractions at Six Flags Hurricane Harbor
- 20 Miles to San Francisco
- 2 Stations on Bay Area Rapid Transit (BART) System
- 300+ Flights Daily to/from Buchanan Field Airport
- 12,000 Seats at Live Nation Concord Pavilion
- 25+ Global Cuisines
- 4 Craft Breweries/ Tap Houses
- 100+ Recreational Activities
- 4 Shopping Centers

Best Wishes for the New Year!
The Visit Concord Team
~ Elaine, Shelley, Serena, Dedra & Serag

75,000 SQ. FT.

of flexible meeting space

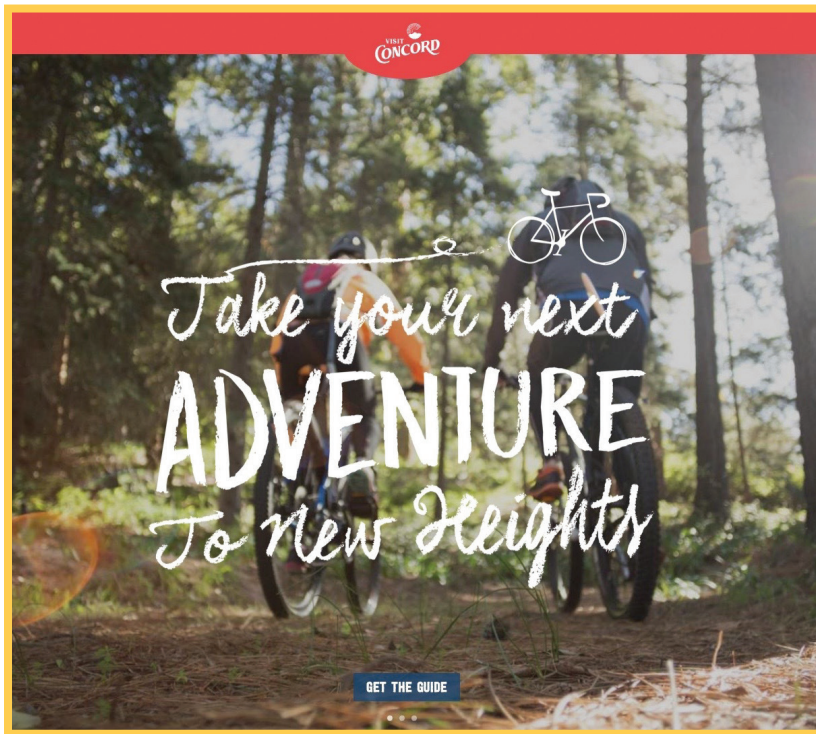
3,849 FT

of soulful elevation

25 ethnic cuisines **1** INCREDIBLE HOST CITY

TOP 10 THINGS TO DO IN CONCORD

MARKETING: WEBSITE/MEDIA PARTNERS

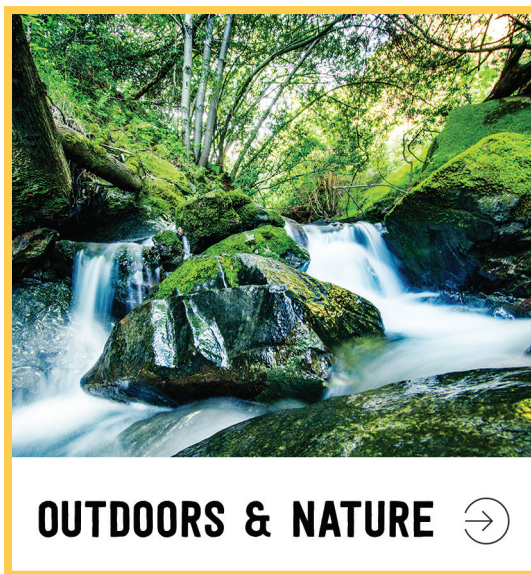


CONCORD, CALIFORNIA
PUT A LITTLE PLAY IN YOUR STAY

THINGS TO DO

TRAVEL TOOLS

STORE



#VISITCONCORDCA





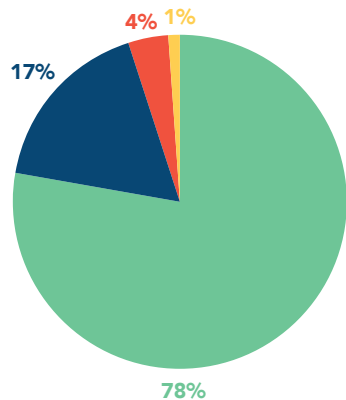
BUDGET ALLOCATION/FUNDING

VISIT CONCORD BUDGET 2019-2020

\$1,251,000

EXPENSE 2019-2020

- Administrative & Operations Including 1% City Fee
- Sales & Marketing
- Contingency
- Visitor Center

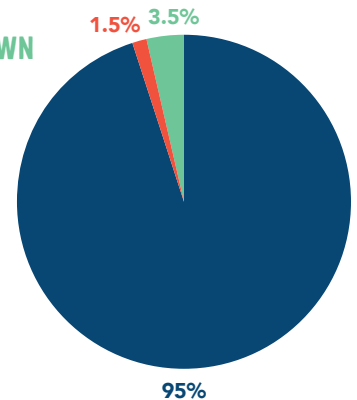


VISIT CONCORD REVENUE 2019-2020

\$1,251,000

REVENUE BREAKDOWN

- TID
- Rollover
- Sales/Events





VisitConcordCA.com
2280 Diamond Blvd, Suite 200
Concord, CA 94520

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