

SANTA YNEZ VALLEY

CALIFORNIA



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Annual report for 2017 of the Santa Ynez Valley Hotel Association (dba Visit the Santa Ynez Valley) – Submitted 4/2/18

VisitSYV is reporting activity for the entire year of 2017. 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 2017)

TBID Funding received - \$845,548

Membership income - \$26,000

County Marketing Grant - \$7,307

Web ad sales - \$17,520

Total Income - \$896,375

Expenses

Advertising/Marketing - \$467,421

Grants/Special Projects - \$65,890

Travel & Conventions - \$76,473

Personnel Costs - \$207,478

Contract services - \$67,911

Facilities/equipment - \$6,101

Operations - \$8,532

Other types of expenses - \$5,707

Total expenses - \$905,513

Operating Balance as of December 31st, 2017 - \$229,236

Membership

We receive TBID funding from 35 lodging properties and currently have **208 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.



Spirit of the Valley

2017 saw the second year of our Spirit of the Valley education program. We developed our SPIRIT program to enhance the visitor experience, and held 4 seminars total in the communities of Solvang, Buellton, Santa Ynez and Los Olivos, with over 100 hospitality professionals in attendance. The program teaches 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. VisitSYV will continue to hold seminars (each 3 hours long) every year, and will announce a Spirit of the Valley award recipient every year at the Annual Meeting, congratulating staff for their efforts. Attendees are left with new knowledge on the history of the Santa Ynez Valley, and the resources necessary to assist visitors.

Annual Meeting

VisitSYV held their Annual Meeting on June 1, 2017 at Hotel Corque, with over 140 Santa Ynez Valley residents, hospitality professionals, and media in attendance. The organization introduced the 2017-2019 term Board of Directors and recognized three hospitality professionals who exhibited outstanding customer service and spirit, going above and beyond to brand the Santa Ynez Valley as an all-welcoming destination. Spirit of the Valley recipients Thom Ehrnman (Sunstone Winery), Dean Klitgaard (Solvang CVB), and Jillian Lopez (Solvang Knives) were honored by Visit the Santa Ynez Valley's Executive Director, Shelby Sim, and Board of Directors at the meeting.

Marketing (January 1, 2017 – December 31, 2017)

Santa Ynez Valley 2017 Marketing Campaign

The 2017 VisitSYV Marketing Campaign consists of VisitSYV as the sole stakeholder with \$200k invested. DVA Advertising & PR Agency continues to be our ad agency. VisitSYV is pleased to report on the metrics supporting the benefits of the marketing program. 2017 marketing results are detailed below.

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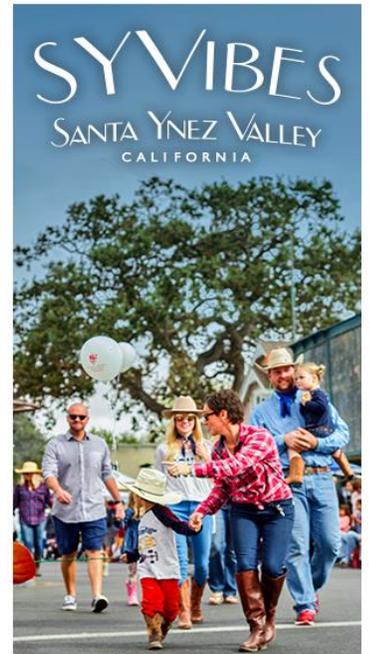
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Creative

VisitSYV's 2017 marketing program showcased a continuation of the creative campaign developed in 2016, though we featured new photography assets and focused on 'SYVibes' as the branded headline. The creative campaign plays on VisitSYV's name and URL to speak to the valley's unique atmosphere & offerings.



Print

The SYVibes campaign creative was featured in the following print in 2017:

- **Destinations Magazine:** February issue (107,200 impressions)
 - **Gentry Magazine:** April, September, and Oct/Nov issues (321,600 impressions)
 - **Sunset Magazine SoCal Insider:** April, September issues (257,000 impressions)
 - **Sunset Magazine Travel Chronicles CA:** July issue (532,000 impressions)
- 4,660,800** total print readership



Digital

In 2017 VisitSYV honed in on the best performing digital channels. We used digital display for awareness and brand and paid social and sponsored content for engagement and conversion.

See the metrics below for digital advertising in 2017:

Google Display

Impressions: 7,531,303
Clicks: 17,748
CTR: 0.24%

Facebook

Impressions: 2,421,199
Clicks: 30,091
CTR: 1.24%

Instagram

Impressions: 32,743
Clicks: 252
CTR: 0.77%

Pinterest

Impressions: 353,775
Clicks: 1,039
CTR: 0.29%

Sponsored content

Impressions: 3,735,842
Clicks: 2,053
CTR: 0.05%

Visit Santa Ynez Valley
Sponsored · 🌐

Like Page

Come together by getting away from it all. Santa Ynez Valley is the ideal escape for families of every size. #visitsyv #syvibes

Discover SYVibes
Click for wine, cuisine & adventure
VISITSYV.COM
Learn More

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Public Relations

Public relations efforts in 2017 continued to build on the foundation built in previous years. VisitSYV held face-to-face meetings in New York City with editors at major national media outlets including Travel + Leisure, Martha Stewart Living, and Martha Stewart Weddings. Additionally, we hosted more than a dozen top tier media visits including PaleOMG, AAA Westways, Modern Luxury and Marin Magazine. Press releases highlighted various themes including Restaurant Week, Wellness in Wine Country, Summer Activities in the Santa Ynez Valley, Movie Themed Tours, Wine Country Weddings, Arts, Spring Media Invitation, and Fall/Winter Media Invitation. We received coverage in videos, blogs and social media from countless online influencers. We also benefited from major regional/national coverage in media outlets including The Daily Mail, Forbes, USA Today, The LA Times, NY Times, San Francisco Chronicle, Toronto Star, AAA Westways, Wine Spectator, Cosmopolitan, Conde Nast Traveler, and more.

Total value of public relations media coverage for 2017 = **\$1,883,720***

Total circulation of editorial coverage for 2017 = **66,893,130**

Total unique visitors/month of editorial coverage for 2017: **1,340,224,835**

**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*

2017 Santa Ynez Valley Destination Guide

VisitSYV worked with Griffin Publishing to create the 2017 destination guide, with over 90 pages covering the Santa Ynez Valley. **95,000** copies were printed (a 5,000 print increase from 2016), 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 distributed to the 35 cruise ships that enter the region through Santa Barbara.

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Website

From January 1, 2017 – December 31, 2017, VisitSYV.com received **388,943** pageviews. The site has also garnered **20,324** clicks to our members' individual websites. The top 5 most popular pages on the site are as follows: (1) **Homepage**; (2) **Wine Tasting**; (3) **Restaurant Week**; (4) **Discover Los Olivos**; (5) **Discover Los Alamos**.

JackRabbit Systems

VisitSYV purchased JackRabbit Systems, a booking widget that lives on VisitSYV.com. This added feature is a major benefit to consumers, allowing them to search rates, dates and hotel availability directly on VisitSYV.com, while also allowing SYVTBID hoteliers to secure the leads without paying any additional agency fees.

VisitSYV Promotions

SYV Restaurant week (January 22-28, 2017) 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 (**60,144** impressions, **1,171** clicks to DineSYV.com, **2,616** post engagements), 3 issues of The Independent (**40,000** printed), the winter issue of Edible Ojai & Ventura County (**15,000** printed), and 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 27 VisitSYV restaurants participated, 4 hoteliers offered packages and discounts, and an added 9 wineries participated as a pairing feature. This promotion continues to grow leaps and bounds, and this year's efforts brought even higher record-breaking traffic to the website. Please see analytic reports below.

DineSYV.com*

Total Page views for DineSYV.com: **19,253**

Avg Time Spent on page: **00:03:35**

Vs. Avg Time Spent on other pages: **00:02:10**

**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.*



Top Traffic Sources

Google: **8,123**

Facebook: **4,940**

Direct: **4,124*** *direct traffic can be attributed to print advertising, posters & postcards*

Yahoo: **517**

Bing: **451**

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 **14,385** likes.
- VisitSYV **Twitter** account has increased to **3,877** followers.
- VisitSYV **Instagram** has increased to **2,923** followers.

Additional Print Advertising

2017 California Visitors Guide & Central Coast Insert

VisitSYV partnered with the California Central Coast Tourism Council for an insert listing and a directory listing in the Official 2017 California Visitors Guide (**500,000 copies printed**). Distribution takes place via newsstand copies, Visit California and Sunset events, direct mailings to qualified consumers, and targeted distribution via auto clubs, rental car agencies, visitor centers, and more. The co-op partnership allowed for both a featured listing in the insert, and a featured listing in the guide's directory, doubling VisitSYV's coverage within the guide.

Santa Barbara Visitors Magazine

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



Santa Barbara Seasons Magazine

VisitSYV purchased a 1/3 page ad in the Spring 2017 issue of Seasons Magazine (**23,000+ copies printed**). Santa Barbara Seasons is mailed to southern Santa Barbara County's 11,635 residents with a recorded minimum household income of \$250,000. In addition, 12,000 copies of each issue are allocated for prominent display within more than 3,000 guest rooms at Santa Barbara County hotels and inns, providing access to more than 350,000 visitors each issue. Seasons is also sold on newsstands throughout the county and by subscription, and is complimentary at many hospitality locations and events.

Westways: Discover March 2017

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 third annual *Westways* co-op with the Buellton Chamber & Visitors Bureau, and the second time bringing on the Solvang Conference & Visitors Bureau as a *Westways* partner.

BrandUSA Canada West Multi Channel Co-Operative Ad Buy with Central Coast Tourism Council Retreat

We partnered with 3 other Central Coast DMOs who are also members of the Central Coast Tourism Council to purchase a print and digital ad buy with BrandUSA in Western Canada. The Santa Ynez Valley was part of a one page print advertorial in the "Travel USA" print and digital insert which ran in The Vancouver Sun (**66,000 circulation**), Edmonton Journal (**110,000 circulation**), The Province (63,000 circulation), and Calgary Herald (**111,000 circulation**) in May 2017 issues for a **350,000 total print distribution**.

2017 Central Coast Tourism Council Map Listing

VisitSYV purchased a listing in the annual Central Coast Tourism Council map, with **200,000** full color maps printed and distributed annually via California Welcome Centers, Central Coast visitor centers, airports and additional locations across the state of California, internationally, and through worldwide tradeshow and media events.

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Solvang Chamber of Commerce Walking Map (May release)

VisitSYV purchased the full back page of the Solvang Chamber of Commerce's new Spring 2017 walking map. The map has a print circulation of 10,000 copies and is distributed to Santa Ynez Valley visitors and out of town guests via select retailers and the Solvang Visitor Center.

Wine Enthusiast June 15th Special California Travel issue

VisitSYV purchased a listing in Wine Enthusiast's special cover to cover issue on the lifestyle of wine, food and travel; this special issue included content on top travel destinations, wine and food experiences, road trip maps, city guides, insider Q&A's as well as outdoor activities and insider lodgings. VisitSYV's listing included our logo, a 40 word description encouraging overnight stays in our 35 accommodations, and our URL. The ad included both a print and online listing complete with a link to VisitSYV.com

Wine Spectator September 2017 Co-Op

VisitSYV partnered with the Solvang Conference & Visitors Bureau and the Buellton Visitors Bureau and Chamber of Commerce to produce a 1/3 page ad in Wine Spectator, with the issue reaching 3,000,000 readers. The vertical 3" x 11.25 ad promoted the Santa Ynez Valley as a premier, diverse wine country destination.

Santa Ynez Valley Star

VisitSYV continues to sponsor the monthly events calendar in the Santa Ynez Valley Star newspaper, and receives a monthly 1/4 page ad, which is used to highlight upcoming special events and draw users back to our events calendar at VisitSYV.com/events

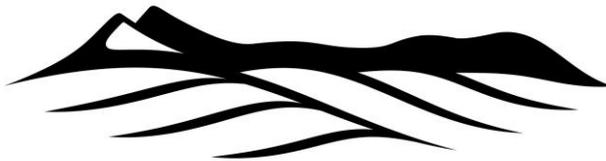
Additional Display/Onsite Activations

Santa Barbara International Film Festival

VisitSYV was the proud sponsor of the Santa Ynez Valley Lounge at the Santa Barbara International Film Festival, February 1 – 11, 2017, for the second year in a row. 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. 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, and also to collect data from VIP attendees in our lounge through a giveaway package.

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LA Times Food Bowl

VisitSYV co-opted with Santa Barbara Vintners and Visit Santa Barbara to participate in the LA Food Bowl Night Markets, providing Santa Ynez Valley and Santa Barbara County wines to consumers in Grand Park in downtown Los Angeles May 10 – 14, 2017. The event reached an estimated 20K-30K consumers, aged 25 – 40.

Sundance Next Fest

VisitSYV was the sole wine sponsor for Sundance Next Fest, a weekend-long festival which took place August 10-13, 2017 at The Theatre at Ace Hotel in Downtown Los Angeles. Unique to Next Fest is Next Door, a free entertainment venue next to the Theatre for attendees to mingle and enjoy a drink, snacks and sponsor activities before or after the screenings. As the sole wine sponsor, VisitSYV brought on 10 winery partners to provide and pour wine in VisitSYV.com logo'd glassware and engage with over 2,000 consumers over the course of four days. VisitSYV destination guides and branded sunglasses with the #SYVibes hashtag were also distributed.

New York City Wine & Food Festival Gifting Suite

VisitSYV partnered with GBK Productions to provide luxury Santa Ynez Valley vacation packages in the gifting suite to celebrity talent showcased at the New York City Food & Wine Festival (NYCWFF). We handed out 50 vacation packages which included overnight stays, VIP wine tasting, golfing, horseback riding and dining to promote the Santa Ynez Valley as a luxury destination.

Airport Digital Display Ad Buy

VisitSYV has purchased a two-year 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 a digital screen strategically placed by baggage claim and tourist information. Ads began June 1, 2017 and continue through June 2019.

KEYT Commercials

For the second year in a row, VisitSYV aired 30 second commercials on KEYT and KKFX encouraging winter shopping and visitation. From November 23 – December 31, 2017, VisitSYV had a total of 120 thirty-second commercials featuring the Santa Ynez Valley air on KEYT and KKFX.

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Trade Shows

SF/Bay Area Travel & Adventure 2017

VisitSYV had a booth at the SF/Bay Area Travel & Adventure Show at the Santa Clara Convention Center, February 11-12, 2017. Director of Marketing, Danielle Laudon, and board member, Randolph Pace, engaged with consumers over the course of the 2 day show, and distributed over 500 SYV Destination Guides. With **19,954** travel enthusiasts and **94** media 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. **72%** of show attendees earn over \$100,000, demonstrating a high value target consumer.

Los Angeles Travel & Adventure 2017

VisitSYV had a booth at the Los Angeles Travel & Adventure Show at the Los Angeles Convention Center, February 18-19, 2017. Executive Director, Shelby Sim, and Director of Marketing, Danielle Laudon, engaged with consumers over the course of the 2 day show, and distributed over 700 SYV Destination Guides. With **35,621** travel enthusiasts in attendance and **230** media, the 2017 Los Angeles Travel & Adventure Show was an excellent way to gain engagement and brand awareness in Los Angeles, one of our top two drive markets. **63%** of show attendees earn over \$100,000, also demonstrating a high value target consumer.

IPW 2017

The Santa Ynez Valley was represented with its very own branded booth and book of appointments with international travel buyers and media at IPW 2017 in Washington, DC. VisitSYV Executive Director Shelby Sim and Director of Marketing Danielle Laudon, Tracy Farhad (Executive Director, Solvang Conference & Visitors Bureau), and Kathy Vreeland (Executive Director, Buellton 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 and the Buellton Visitors Bureau to provide a coordinated effort in bringing media and coverage to our region. While Vreeland and Farhad met with travel buyers, Shelby Sim and Danielle Laudon attended the media marketplace, meeting with over 20 journalists, major publications and freelance writers to plan visits in the coming year to the area. It was another very successful show, and with a consistent annual presence at international travel trade shows like IPW, the Santa Ynez Valley is becoming a well-regarded, year-round destination promoted by agencies around the world.

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Staff, Board and Member Development

Visit California Travel Outlook

Shelby Sim, Danielle Laudon, and VisitSYV President Linda Johansen attended the Visit California Travel Outlook in Goleta at the Bacara Resort February 27 – March 1, 2017. VisitSYV staff was able to network with Visit California’s international representatives, and fostered new relationships. As a sponsor of the international networking reception, VisitSYV was also afforded stage time, in which Executive Director, Shelby Sim, greeted all attendees and provided an overview of what the Santa Ynez Valley has to offer. Staff also learned about current travel trends and strategies.

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 Thursday, April 27, 2017 at the Santa Barbara Zoo. Danielle attended the two day retreat and conference Thursday, April 27 – Friday April 28th, and learned about current tourism trends via Visit California and contributed to CCTC’s revised 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.

California Travel Summit

Danielle Laudon attended the 35th Annual California Travel Summit (CTS), June 27-29, 2017 in Newport Beach. CTS is an educational summit that brings the entire travel and tourism industry together for 3 days of authoritative speakers and panels on the hottest issues of the day, with networking and hands-on speakers and workshops.

DMA West’s 28th Annual Leadership Summit

Shelby Sim attended the DMA West Leadership Summit, July 31 – August 2, 2017 in Aspen, Colorado. The Leadership Summit provides insight into the evolving challenges facing DMOs and those who lead them. Sim participated in face-to-face networking with CEO colleagues to garner industry intelligence and resources and explored industry priorities to determine how to best market the Santa Ynez Valley and lead our organization. The program included Peer Panels

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along with open discussion sessions, operational roundtables and the popular Marketing Idea Exchange.

2017 Board Retreat

VisitSYV held a Board retreat on June 21st at Roblar. 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 Annual Workshop

Danielle Laudon attended the Central Coast Tourism Council (CCTC) Annual Workshop on Wednesday, November 1, 2017 at Flying Flags RV Resort. This workshop checks in on the progress of the organization's objectives identified at the Annual Retreat. Danielle learned about Visit California's new industry website and contributed to CCTC's public relations, internal marketing, digital branding and industry relations strategies. Shelby Sim and Marisa Yott also attended the evening activities, networking and sharing ideas with DMO leaders from the Ventura, Santa Barbara, San Luis Obispo and Monterey regions.

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 2017 were awarded to the following;

Spirit of The Santa Ynez Valley Education program \$6,390

Santa Barbara Film Commission \$10,000

Awarded two \$2,500 Scholarship grants to Allan Handcock Hospitality students \$5,000

People helping People Polo Classic \$2,000

Garagiste Festival \$3,000

Solvang Festival Theater \$2,500

Solvang CVB Taste of Solvang \$3,000

Buellton Wine & Chili Festival \$3,000

Santa Barbara Vintners Spring Festival \$3,500

Los Olivos Rotary Jazz and Olive Festival \$2,500

Santa Ynez Valley Rotary 4th of July Fireworks \$3,500

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

Los Olivos Day in the Country \$3,500



Santa Barbara Vintners Celebration of Harvest \$2,000

Solvang CVB Julefest \$4,000

Los Olivos Olde Fashion Christmas \$3,000

Carmichael Training Systems Gran Fondo \$5,000

Pioneers of Santa Barbara County \$1,000

For a total of \$65,890

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, the Buellton, Solvang, Los Olivos, 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. 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 Santa Ynez Valley.

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. Hearings and correspondence as needed by Executive Director Shelby Sim, and, when needed, Linda Johansen, President.



Organization

There were a lot of board changes in 2017. In January, Jessy Osehan (Board President) stepped down. Linda Johansen (Vice President) replaced Jessy until our officer elections in July. Barry Prescott moved into the position of Vice President until the officer elections in June. Sherrie FitzGerald (Dir. Marketing, Alisal) filled the open Solvang hotelier position.

Also, in January, the board approved a part-time (20 hours weekly) Member Services position to assist with members' needs, our website, and social media.

In March, James Colvin (Hotel Corque) stepped down and was replaced by Andrew Economon (Director of hospitality for Chumash Enterprises, representing a Solvang hotelier).

We held board elections in June and Bion Rice (Sunstone Winery) was replaced by Bryan Maroun (GM Sunstone winery). Linda and Barry, were voted in to become President and Vice President, prospectively.

We have board elections every year in June. The board positions are a staggered two-year term. Directors must hold a position of Owner, Director, or General Manager with their perspective business.

In August, board member, Randolph Pace (Sideways Inn in Buellton), stepped down and was replaced by Karla Azahar (General Manager, Santa Ynez Valley Marriott in Buellton). In September, board member Bob Oswaks (Owner, Bob's Well Bread Bakery in Los Alamos) stepped down and was replaced by Luca Crestanelli (Owner/Executive Chef, SY Kitchen in Santa Ynez). The board voted in Bryan Maroun (General Manager, Sunstone Winery in Santa Ynez) as Treasurer (an open position due to Pace's departure), and Sherrie FitzGerald (Director of Marketing, Alisal Guest Ranch and Resort in Solvang) as Secretary (an open position due to Oswaks' departure).

In October, Jim Rice (Sant Ynez Inn) stepped down and was replaced by Budi Kazali (Owner Ballard Inn)

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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

President & CEO - Shelby Sim

Vice President of Marketing - Danielle Laudon Ruse

Digital Coordinator & Member Services – Marisa Yott

The board members are:

Chairman – Linda Johansen, Owner, Pea Soup Andersen’s Inn, Buellton

Vice Chairman – Barry Prescott, General Manager, The Landsby, Solvang

Secretary – Sherrie FitzGerald, Director of Marketing, Alisal Guest Ranch and Resort, Solvang

Treasurer – Bryan Maroun, General Manager, Sunstone Winery, Santa Ynez

Andrew Economon, Director of Hospitality, Chumash properties, including Hotel Corque and Hadsten House

Felipe Murcia, General Manager, Fess Parker Wine Country Inn & Spa, Los Olivos

Budi Kazali, Owner, Ballard Inn, Ballard

Karla Azahar, General Manager, SYV Marriott, Buellton

Luca Crestanelli, Owner/Executive Chef, SY Kitchen, Santa Ynez

Respectfully submitted by:

Shelby Sim, President & CEO

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

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Please see next two pages for 2017 (actual) and 2018 budget information

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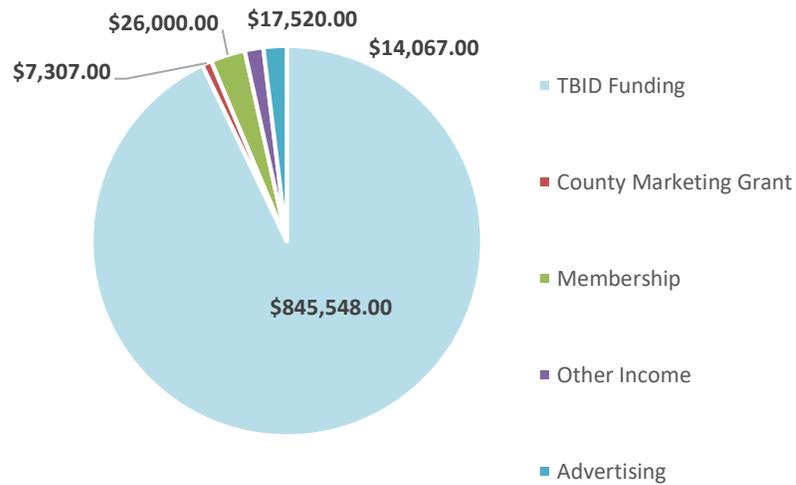
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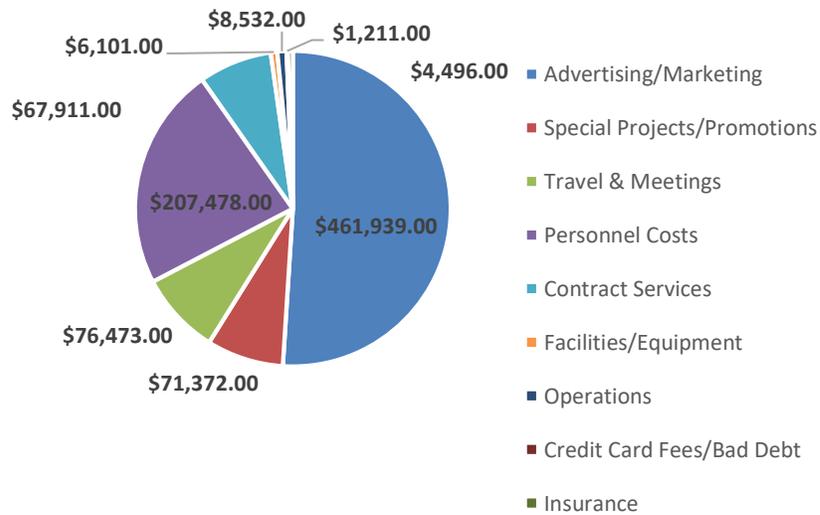
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2017 Budget information

2017 ACTUAL - INCOME



2017 ACTUAL - EXPENSES



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2018 Budget

2018 Budget-Income

TBID Funding	\$850,000.00
Money Market Reserve Account	\$100,000.00
County Marketing Grant	\$6,942.00
Membership	\$12,500.00
Advertising	\$16,000.00
	\$985,442.00

2018 BUDGET - INCOME



2018 Budget-Expenses

Advertising/Marketing	\$500,040.00
Special Projects/Promotions	\$88,000.00
Travel & Meetings	\$53,000.00
Personnel Costs	\$245,000.00
Contract Services	\$60,640.00
Facilities/Equipment	\$7,400.00
Operations	\$10,640.00
Credit Card Fees/Bad Debt	\$1,560.00
Insurance	\$6,555.00
	\$972,835.00

2018 BUDGET - EXPENSES

