



**ECONOMIC RESOURCE COUNCIL  
FINAL REPORT FOR FY 2014-15  
Contract # 13-321**

**Reporting Period/Year End:** July 1, 2014 – June 30, 2015

**Prepared By:** Jon Gregory, ERC Executive Director

**Date Submitted:** July 15, 2015

**ACTIVITIES**

**BUSINESS SUPPORT, INCUBATION, RETENTION, EXPANSION**

**Sec. 2.2 - List activities to connect local businesses with investors from the private sector and public resources**

**Fab 5 Initiative**

Innovative local businesses that are currently part of the ERC's Fab 5 portfolio, or who the ERC came into contact during the year and assisted include:

- JobVille
- Gyro Stabilized Systems (GSS)
- Burst Laboratories
- Spiral Internet
- BackOffice.com
- Applied Science, Inc.
- RCD Engineering, Inc.
- Recycle311
- Stealth Dental Implant Technology Company
- Industry Grants
- Traitware
- Optimiti
- Practical Academics
- XP Camper
- Whim
- Stealth Business Development/CRM Start-Up led by a local serial entrepreneur
- Stealth High Tech Industrial Camera Company

In April the ERC partnered with Innovate North State as part of the launch of its Golden Triangle Capital Network series of events in which regional start-up companies made "pitches" to local

and regional investors. Local Start-Ups JobVille and Traitware were two of the featured companies and obtained meaningful value via their participation.

In June the ERC partnered with Innovate North State to host an Investor Readiness Boot Camp at an incubator start-up facility in Chico, largely aimed at provided real-world insights and examples for start-up companies to use in preparation for the inevitably arduous fundraising process most high growth potential startups go through. Multiple companies participating in the boot camp were Nevada County businesses including:

- Spiral Internet
- Traitware
- Practical Academics

Moreover, local entrepreneur and tech corporate executive Sebastian Rapport shared a “war stories in raising capital” keynote luncheon presentation at the Boot Camp, and local start up expert Barry Myers (retired Cisco Systems executive and previously a corporate attorney in Austin TX) served on a fundraising readiness panel.

Clearly, the promising finding is that innovation is abundant among Nevada County’s business community! As the “startup” community/culture continues to evolve and mature in Nevada County – and with the future location of the American Digital Media Leadership Campus – investor/entrepreneur events like these will occur regularly in Nevada County.

For example, as part of the recently approved EDA grant it is anticipated that one or more major investor-related events will occur in Nevada County that provide a compelling showcase opportunity for local companies to demonstrate their value proposition to be successful growth companies that generate a return on investment and also generate critically needed jobs in the community.

#### **Sec. 2.4 - Status of collaborative efforts to evaluate regulatory issues and recommend targeted reforms that will facilitate responsible economic growth**

- Clearly the May 2015 announcement of approval of the American Digital Media Leadership Campus grant proposal for a feasibility analysis of the “campus” concept becomes a huge priority in the coming months and years as it relates to regularly issues around potential business location in Nevada County within the tech sector. As such, key (and multiple) representatives from the County Administrative Office, Planning and Building Departments are invited (and participate on) multiple ERC Task Forces engaged in bringing this vision forward to reality.
- Nevada County Community Development Agency executives Steven DeCamp and Valorie Wilcock met with Jon Gregory during the year and were very proactive about wanting to learn about, and provide guidance/expertise, relative to any companies who may have site, infrastructure, permitting, etc. needs and requirements.
- In addition County Building Official Craig Griesbach and Steven DeCamp met with Jon Gregory to share a desire to participate in any site selection/construction/regulatory related issues

around potential sites the ERC ultimately considers for the American Digital Media Leadership Campus.

- The ERC is currently developing a “prospect” pitch deck for its out-bound efforts to locate companies in Nevada County which will include important sections that address the development and regulatory environments, and outline processes and support available to businesses in these areas. County senior staff’s input will be sought as part of finalizing this presentation.

**Sec. 2.5- Describe any updates or new developments to the ERC website:**

- As stated in prior reports, the web site is continually being upgraded to reflect the direction of the ERC. The goal is an informative, easy to navigate site that highlights the economic development of Nevada County and showcases all the members and sponsors. It’s important to note that the recently approved EDA grant includes an in-depth marketing component that will likely include substantial web upgrades to the ERC site.

**Sec 2.6 - Assist and support growth of existing and emerging business clusters**

- Most notably, in May 2015 the ERC received word of the EDA grant to drive forward the American Digital Media Leadership Campus initiative. The ERC (actually the ERC Foundation) was one of 12 communities or regions across the U.S. to be awarded grant funds out of the Science and Research Park initiative among 75 grant proposals submitted AND the ERC proposal was the largest grant approved nationally. Clearly, Nevada County – with its efforts to be a Global Center of Excellence for Digital Media – is now at the national forefront of conversation around fostering and growing business clusters. Much work to be done here in the year(s) ahead!
- In March the ERC Executive Committee approved a new initiative, called “The Talent Connection.” The initiative emphasizes recruiting, developing, and retaining a sustainable talent pipeline to support private sector companies that use technology in their business such as broadcast, video, healthcare, agriculture, and the Arts.

The Task Force includes representatives from the Digital Media industry (so far it has involved Telestream, Grass Valley (Group) and AJA Video), start-ups (JobVille), healthcare (Dignity Health Sierra Nevada Memorial Hospital and Western Sierra Medical Center), all levels of education (K-12, Community College and University), semi-retired business executives (ex-Cisco Director of Worldwide Leadership Development), workforce investment organizations (the One-Stop) and other local civic leaders concerned about ensuring local growth companies who are (or will be) creating jobs have access to qualified talent, particularly local talent. The Talent Connection Task Force has created a Charter Statement, key milestones and subcommittees associated with advancing each of the key milestones. Multiple activities are ongoing each month. Attached is the Talent Connection Task Force Charter Statement.

- The Fab 5 initiative works with high-potential existing or new Nevada County businesses who receive active team advisory support in the areas of expansion, job creation, finance and overall business growth. The Fab 5 task force is revising the format to include “Sector Showcase”

panels, and is looking at a structure for providing in-depth service to businesses perhaps in partnership with other organizations.

- The Truckee Royal Welcome initiative placed one element of emphasis on nimble, Outdoor Recreation Product companies.
- Through the efforts of Digital Media Task Force volunteer Benji Brown (with start-up company Whim), working in conjunction with Jon Gregory, a draft Power Point presentation has been created which paints a compelling picture of the opportunity for entrepreneur, family and/or major corporation expansion/relocation in Nevada County. The “pitch deck” has now been transferred into the newly created ERC Marketing Task Force (led by Debbie Plass from Dignity Health Sierra Nevada Memorial Hospital) to bring it to its final version for implementation in Q4 2016.

### **List businesses that have relocated to the county or who have cancelled plans to move as a result of ERC assistance**

The “stealth” high tech industrial camera company previously referenced continues to be in a “holding pattern” as the leadership team has undergone some changes.

The ERC meet with the CEO of a Bay Area based manufacturing company that is considering moving a portion of its operations to Nevada County due to ties that the CEO has locally. The ERC offered assistance to the CEO with any information he needs to help “sell” the partners on the move. The ball is currently in the CEO’s court. The company is struggling with internal management issues and key decisions that need to be made prior to any next steps.

As a direct outcome of the January 29 Economic Development Summit, and the following February 25 Board and Key Stakeholder Strategic Session, the ERC has established an Integrated External Marketing Campaign initiative and task force. A co-chair (Debbie Plass) has been confirmed and the Task Force infrastructure is currently being put in place. Based on the Summit, the importance of an integrated marketing campaign – one that incorporates the collective assets of tourism, arts and culture, talent and technology – is a key cornerstone of the campaign. As a starting point, the Task Force is developing a strategic marketing plan that will be completed in July. A Facebook poll is currently being undertaken to help provide data around the reasons why individuals, businesses and families have moved to Nevada County, which will provide critical information for the out-bound marketing campaign to be implemented in Q4 of 2016. In addition, the Task Force is looking at creating a brand for the effort and the tactical elements of the plan that will be targeted to very distinct audiences, including (1) aging millennials and the “young old” in the San Francisco Bay Area; (2) the same

demographics in the LA Area; (3) the same demographics in the Greater Sacramento area; and (4) the global Digital Media Industry (corporations, investors, executives, media, trade associations, and so forth...)

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**List or describe business outreach contacts – business visitations**

Some of the Outreach meetings that occurred during the year included:

- Ruth Schwarz-Business Consultant
- Diana Cobbe-Jobville
- Mike Doscher-Optimiti
- Wylene Dunbar-Burst Laboratories
- Binda Mangat, Quorum Technologies, Inc.
- Jerry Hight, Chico State Director of External Partnerships
- Jim Hemig and Hollie Grimaldi Flores, The Union
- Judy Hess, Tri Counties Bank
- Lokesh Solaria, Moneta Ventures
- Michael Cross, NorTEC
- Mike Freedman, Practical Academics
- Carol Young, Rincon Del Rio
- Barry Myers, Semi-retired Tech Executive
- Debbie Plass, Dignity Health Sierra Nevada Memorial Hospital
- Lee Osborne, Job Training Center Board Member
- Sebastian Rapport, Entrepreneur
- Dan Castles, Telestream
- Robert Bergman, Nevada City Council
- Richard Anderson, County of Nevada County Supervisor
- Don Thomas, Entrepreneur
- Steve Frisch and Kristin York, Sierra Business Council
- Jim Adams, Ray Morgan Company
- Stewart Knox, California Employment Training Panel
- Rob Tribble, Retired Tech Executive
- Steve DeCamp and Valorie Wilcock, County of Nevada
- Cindy Zuelsdorf, Kokoro
- Brian Buckley, The Arts Council and KVMR
- Mark Prestwich, Nevada City Manager
- Mary Owens, Owens Health and Wealth Strategies Group
- Tyson Tucker, Colwell Banker Grass Roots Realty
- Jon Blinder, Colwell Banker Grass Roots Realty
- Jim Meshwert, Retired Superintendent of Schools
- Louise Bennicoff Johnson, NJUHS District Superintendent
- Ken Myers, Paine Webber
- Ivan Natividad, The Union
- Jaime Lefebvre, Telestream
- Dave Hanson, Retired Tech Executive

- . Pat Ham, Cisco Systems
- . SYRCL LeadershipKaty Hight, Graphic Design Business
- . Bert Spencer, Traitware
- . Paul Schwarz, retired UC Davis
- . Merrill, API Marketing
- . Alex Terrazas, Town of Truckee
- . Binda Mangat, Quorum Technologies
- . Bob Hudelson, AJA Video
- . Franceska, Nevada City Retailer
- . Paul Emery, KVMR
- . John Paul, Spiral Interest
- . Richard Altenbach, Arts Executive
- . James Long, Potential Development Project
- . Bill Lightner, Developer
- . Robert Meyer, California ETP Program
- . Emily Lavin, The Union
- . Marc Wassman, XP Camper
- . Benji Brown, Whim
- . Jonathan Collier, Local Entrepreneur/Millennial
- . Dave Bunje, Nevada City Rotary
- . Eve Peters, Whim
- . Dan Reese, Baird Investments
- . Dan Castles, Telestream
- . Craig Griesbach, Building Inspector
- . Barbara Bitner, Nevada County Arts
- . Greg Ward, Network Real Estate
- . Keoni Allen, Contractor
- . Randy Wagner, SEDCorp
- . Mary Owens, Owens Estate and Wealth Strategies Group
- . Peter Bronson, Attorney
- . Cara Wasalewski, Industry Grants
- . Machen MacDonald, Business Coach

The ERC organized a trip with higher education, workforce investment organization and economic development leaders to visit the new Bitwise Industries facilities in Fresno. The ERC learned of Bitwise Industries after reading about the CEO's keynote presentation that occurred at the annual Chico State Center for Economic Development's Economic Forecast Conference. Bitwise Industries is relevant to the ERC in that it focuses on topics that are in line with the ERC's American Digital Media Leadership Campus and the programs that it operates that could potentially be emulated in Nevada County, particularly through the Talent Connection initiative. Bitwise Industries provides what fulfills an economic development function (job creation, training, etc.) but in its case as a totally private enterprise. Of particular relevance was Bitwise Industries "Geekwise Academy" which trains local people in 6-week and 6-month increments on information technology (particularly various computer software programming languages) based on inputs from local industry. In

addition to the training, Bitwise Industries also provides a fee-based placement service that connects training graduates with local jobs, and finally, operates a contract IT service using its training graduates for not just local companies but those all over the world who are seeking outsourced IT services.

The ERC is currently building a financial model, in tandem with the Digital Media Campus financial model, to implement a similar type of series of programs in Nevada County. As part of this exploration, Jon Gregory has met twice with California ETP Executive Director Stewart Knox about the potential for ETP funding to be used as a means to deliver such a program. It is anticipated that a proposal will be prepared to ETP once specific industry skill sets and potential number of trainees is identified through a survey of local company CEOs and human resource professionals. This survey process is currently well underway (see write up in a different section of this report).

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### **Number of Businesses Requesting/Receiving Assistance**

During the year the ERC assisted 17 businesses either through its Fab 5 initiative or other channels. The areas of assistance included things like:

- Public Relations Support and Visibility
- Investor Fundraising Materials
- Introductions to Key Professional Services Providers (legal, finance, marketing, technology development, business coaching, etc.)
- Introductions to Sources of Capital
- Introductions to Potential Customers or Strategic Partners
- Introductions to University programs

Due to various media articles, radio show presence and our partnership with Bob Gius of SCORE, more businesses are requesting the support of the ERC. Bob meets with 1-3 people per month; requesting information on how to start a small businesses. We continue to have 3+ calls per month for information on tourism.

ERC wrote letters of support for funding proposals on behalf of a number of local organizations, such as:

- The Center for the Arts
  - BioMass Council
  - Sierra Nevada Children's Services
  - Sierra Business Council
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**Number of small business, entrepreneurial or economic development Workshops held.**

The ERC's focus is working with businesses one on one, to support and assist their growth and development and partnering with city and county government to entice outside companies to move here. Based on recent inputs from multiple tech companies, the ERC will be teaming up with local industries and participating in Jobs Day and/or Career Fairs later in the upcoming Contract Period.

In addition it will begin an (at least) quarterly series that will be Sector Showcase events that will be like special-purpose workshops designed to support the development of key industries in Nevada County and the companies that operate within those industries.

ERC does work and sometimes partners with community organizations that hold business workshops and conferences. These include:

1. Innovate North State's Golden Triangle Capital Network Event (April 2015)
  2. Innovate North State's Investor Readiness Boot Camp (June 2015)
  3. Innovate North State's Annual Awards Event (December 2014)
  4. ERC's Annual Regional Economic Development Summit (January 2015)
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**Number of jobs created or retained**

As noted in an earlier section of the Final Report, the ERC established the Talent Connection initiative (and accompanying Task Force Co-Chaired by Barry Myers, Retired Cisco Systems; Stephanie Ortiz, Executive Dean, Sierra College; and Jamie Lefebvre, HR Director, Telestream) to focus on enhancing the vital talent pipelines needed to assure local growth companies have the workforce capacity necessary. A key project of the Talent Connection during the final quarter of the contract period was the initiation of an in-depth survey of local tech (and other key) employers relative to their employment needs, skills gaps, etc. Part of the survey involved identifying the number of new

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jobs that would be needed by the companies in the next year.

The results were very positive and a summary of progress to date is provided below.

39 companies targeted

34 received survey

10 completed/submitted survey

20 interviewed/emailed by SKP/CH

Total local workforce technology related – 1,246 positions

10 companies reported on future workforce needs – 181 new positions needed

Average projected growth rate of 69% amongst the 10 companies reporting

Extrapolated growth rate applied to the whole of all targeted companies = 860 new positions in 5 years

Total projected workforce by 2020 = 2,106 positions forecasted

Common position needs in the following areas:

- Software Engineering
- Project & Product Management
- AutoCAD drafting
- Civil Engineer/Field Technician
- System Administration
- Computer Technician
- Network Administration
- Hardware Design Engineer
- Mechanical Design Engineer
- Electronics Technician
- Software Design Engineer
- Database Engineer
- Quality Assurance Technician
- Marketing and Sales Personnel
- Accounting and Finance/Business Operations
- Manager/Supervisor
- Process Engineer
- Manufacturing Assembly

- Facilities Manager
- Customer Service Representative
- General Clerical

Recruiting channels pervasively used by responding companies:

- Word of mouth/personal contacts
- Trade conferences
- Craigslist.com
- One-Stop/Cal-Jobs
- Head hunter/professional recruiting companies
- LinkedIn
- College recruiting/job fairs
- Employee referral programs
- Industry publications and communications channels

The ERC advisory team continues to work with the Fab 5 portfolio companies in their plans for expansion, succession and job creation.

As stated above, the Fab 5 task force committee will look at revising the Fab 5 format to include “Sector Showcase” panels and a structure for providing in-depth services.

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BUSINESS PLAN

**Sec. 3 - List or describe activities for the following elements of ERC’s Business Plan:**

- **Collaboration with East County and regional entities**
  - Truckee Town Council member Alicia Barr and Economic Development Director Alex Terrazas participated in the ERC’s Regional Economic Development Summit and the Community Roundtable Luncheon featuring representatives from Boulder, Bend, Austin and Asheville.
  - A Truckee Royal Welcome Task Force was established and meets periodically to advance marketing and entrepreneurial related endeavors. A number of representatives are becoming increasingly engaged with ERC activities, which will be

enhanced via the EDA grant efforts that are underway, as well as, through efforts to spark entrepreneurship via boot camps and capital focused events.

- With a request from The County and Nevada City the ERC assisted in promoting the professional cycling team training camp to our stakeholders and email list.
- Innovate North State collaborated with the ERC on several activities during the year, including (1) serving as a marketing partner of the Economic Development Summit and actively promoting the event to its full database; (2) helped promote the NorCAL Academy of Leadership in which a representative from RCD Engineering is participating in the 2<sup>nd</sup> year class; (3) providing an opportunity for local start-up JobVille to make a presentation to the Innovate North State Board of Directors; and (4) Innovate North State collaborating with Tri Counties Bank executive (and ERC Board member) Judy Hess on a new initiative called “Cover Stories”. The first local Cover Stories event was a huge success conducted as part of Grass Valley (a Belden Brand’s) Grand Opening of the facility on Crown Point Court which had over 100 individuals in attendance.
- In addition, ERC Executive Director has become active in discussions around the current and future role of SEDCorp and offered some recommendations to the County of Nevada to consider as it relates to where the most impact/value could be obtained. Jon has agreed to be a County appointee to the SEDCorp Board of Directors.
- ERC Executive Director Jon Gregory during the final quarter of the grant period began participating as a member of the monthly meeting of the Regional Chambers to enhance coordination among the various efforts throughout Nevada County to support business, grow tourism, grow jobs, etc.

- **Collaboration with County, Grass Valley, Nevada City and Truckee to create a more business friendly business environment.**

The ERC’s 2015 Board and Key Stakeholder Strategic Planning Session occurred on February 25 at the offices of Owens Investments. Approximately 35 participated in the ½ day session including representatives from the County, Nevada City, Grass Valley, and Truckee. Five core areas that are priorities for the ERC in 2015 including:

- Talent Connection
- External Marketing that integrates arts, tourism, talent and Digital Media
- American Digital Media Leadership Campus
- Fab 5
- Grant Opportunities

Each session had a facilitator or co-facilitator. The result of the process was a one-page plan in each of the priority areas, all of which are aligned with and/or build upon the “grow the economic pie’ focused Business Plan created via the 2014 Board Strategic Planning session.

- In addition, at each ERC Board meeting an opportunity is provided to each local governmental entity to share updates on what they are doing to support businesses and the economy.

- **Marketing/promotion of NCERC through schedule of events, print, broadcast and online media**

- The ERC had a very active year in terms of marketing and promotion locally and regionally. Some examples are provided below:

- On January 29 ERC held the Annual Regional Economic Development Summit including an informal dinner with guest panelists, tour of Grass Valley and Nevada City, Roundtable luncheon for 35 guests hosted by Quorum Technologies, Inc., a VIP networking dinner for over 80 guests and the Summit Event with keynote speaker Joel Kotkin, representatives for the Governor's office, US Department of Commerce, four guest panelists and over 350 attendees. The Union and KNCO did promotional spots and advertising for this event.

- The Union posted a summit front page feature article and showcases interviews with ERC stakeholders and promotes ERC monthly board meetings.

- KNCO news show with Paul Haas on February 12.

- KVMR radio show on February 18 with Brian Buckley. A weekly radio show has been launched in March with KVMR via Paul Emery.

- Sacramento Business Journal reporter Mark Anderson wrote 2 articles in March that involved quotes and background information provided by the ERC; one about Telestream's new products and a second about the American Digital Media Leadership Campus.

- June 10 KNCO radio show participant along with Louise Johnson and Jamie Lefebvre around the Talent Connection and American Digital Media Leadership Campus initiatives.

· Leveraging/fundraising. Please list any fundraising activities conducted during the year and/or receipt of funds (i.e. proposal writing, donations, new memberships and grants).

Digital Media Campus:

- A \$500,000.00 Grant Proposal was submitted to US Department of Commerce Economic Development Administration (EDA) in November of 2014 and was approved in May of 2015. The project was one of 12 funded across the country out of over 75 grant proposals submitted. In addition, it was the largest grant funded.

ArtPlace America Grant Proposal:

- The ERC took the lead, and served as the applicant, for a new national Arts Grant initiative involving more effectively linking arts with community development activities. Up to \$3M over 3 years will be provided to 6 selected organizations; one will be in California. The grant proposal and application was submitted online on March 12 2015. Jon Blinder, Brian

Buckley and Julie Baker provided information for the narrative and helped do periodic reviews of draft narratives. The competition as fierce and this proposal was not funded.

Memberships/Sponsorships:

- The Executive Committee approved annually the new monetary options for ERC memberships and sponsorships. An in-kind trade for services has been made with a local professional graphic designer who is assisting the ERC in developing the updated membership materials which will be ready in mid-April.
- The Executive Committee also approved to grow the board of directors; including a focus on executives and owners of businesses who would become members of the organization as part of the Board Responsibilities.
- Approximately 40 individuals and local businesses pledged both cash and in-kind sponsorships as part of the EDA grant related to the American Digital Media Campus. Some recent sponsorships include those by Telestream, Rincon Del Rio and Network Real Estate, among others.

WORKFORCE TRAINING AND DEVELOPMENT

**Secs. 2.3, 4.1 - List activities and outcomes that reflect collaboration with workforce development partners and welfare institutions in the areas of business education, training, and sharing of business sector information.**

Talent Connection: This initiative co-chaired by Barry Myers, Stephanie Ortiz and Jamie Lefebvre is an important component of the ERC's economic development strategy in 2015. The committee consists of stakeholders from Chico State, Sierra College, Nevada County High School District, One-Stop Business and Career Center, Telestream, Grass Valley, AJA Video and more. Meetings have been held in February and March with the outcome of creating a charter statement for building a competitive, expanding and sustainable tech talent pipeline.

The Talent Connection Task Force has created subcommittees associated with 6 different Milestones that have been established. A preliminary report on data obtained from local employers which is part of one of the Milestones was presented earlier in the Final Report.

**N/A**      **Number of referrals to Nevada County or workforce development partners for job training or employment assistance.**

**Number of referrals to Nevada County Housing or other Social Services programs**

N/A

**Sections 6-8: Objectives, Alliances and Collaboration, Advertising and Marketing:**

List any new marketing programs, editorial /advertising placements, or outcomes of previous efforts and Return on Investment (resulting business reported by local venues and measures outlined in Sec. 8.5). Include status of SEO marketing plan and effort to incorporate a mobile application.

See separate Tourism Marketing report.

**Report on activities and outcomes that reflect broad collaboration and engagement among tourism partners and stakeholders across the east and west County, including results of tourism meetings, gathering of visitor data, participation through GoNevadaCounty.com, and cross promotional activities.**

See separate Tourism Marketing report.

**Sec. 9 – Maintenance of the County’s Tourism Website, GoNevadaCounty.com**

**Please attach quarterly traffic and ranking report with a brief cover narrative that includes:**

- **A summary of the data highlighting key positive or negative results**
- **Recommendations for changes/improvements to the site or to marketing strategies**

See separate Tourism Website report.

**Describe any unusual problems that have occurred since the last quarter; especially if it prevented completion of the work task(s) or program activities described in the contract, or if it resulted in a course correction designed to improve results.**



**Nevada County Economic Resource Council  
Tourism Marketing  
End of the Year Progress Report  
July 1, 2014 – June 30, 2015**

**Prepared by**  
Lani Lott  
*Tourism Marketing Manager*

**In Partnership with**  
Nevada County Economic Resource Council  
*Tourism Advisory Committee*

**June 30, 2015**

## Executive Summary

On behalf of the Nevada County Tourism Advisory Committee, we would like to express a thank you to the various tourism sectors, attractions and amenities that have supported the efforts of the Tourism Marketing Manager and the Web Maintenance Manager. We have had a strong team and are very proud of the hard work we have accomplished over the last several years. Nevada County Tourism's primary objective has been tourism outreach (promoting the entire County to potential visitors within a 180 minute drive time) with the majority of our efforts being behind the scenes, through electronic or phone correspondence and/or taking the County story on the road and presenting it off location (i.e. Travel Shows). In addition, our efforts have included tracking every lead, accolade, statistic, mention, etc. that Nevada County may receive as well as actively searching out new opportunities to assist with leveraging our marketing resources. As a result of this united front and continued focus on promoting Nevada County to potential visitors outside of our county boundaries, we believe that Nevada County Tourism made significant impact over the last few years in terms of media coverage, accolades, partnerships, web traffic and social media. Below are a few high points from our efforts this last fiscal year (2014/2015) with the full, comprehensive progress report of specific marketing and promotional activities following.

- Continued to strengthen existing relationships as well as foster new partnerships with over 24 Nevada County tourism partners representing the following sectors:
  - Bear Yuba Land Trust
  - Boreal Mountain Resort/Soda Spring Ski Resort
  - California State Parks
  - Grass Valley Downtown Association
  - Greater Grass Valley Chamber of Commerce
  - Miners Foundry Cultural Center
  - Nevada City Chamber of Commerce
  - Nevada County Arts/Artists At-Large
  - Nevada County Fairgrounds
  - Nevada County Grown
  - Nevada County Historical Society
  - Penn Valley Chamber of Commerce
  - Sierra Vintners
  - South County Chamber of Commerce
  - South Yuba River Citizens League
  - The Center for the Arts
  - Truckee Chamber of Commerce
  
- Expanded the Tourism Partner E-newsletter database to **193 partner emails** and sent four (4) e-newsletters to keep our tourism sectors abreast of key outcomes, initiatives and opportunities
  
- Marketing dollars invested in print and on-line advertising reached an estimated 700,000 subscribers with a cumulative 3.2 million possible impressions.



- Consistently submitted content, conducted outreach calls and emails and/or followed up with over 150+ media and public relation opportunities, venues or travel industry professionals.
- Showcased more than **50** Nevada County Festivals and Fairs in various publications, calendar listings and/or press releases with **over half of the events being held in the unincorporated areas of Nevada County.**
- Sent **six (6)** consumer emails to over **2,382 visitors** as well as face-to-face interaction with over 1,000 interested visitors through our booth presence at the 2015 Bay Area and Los Angeles Travel and Adventure Shows.
- Brought home to the County, a Silver Ribbon for the County Exhibit at the 2014 California State Fair– *From Our County to Your Table* theme showcasing our agricultural community and Ag-tourism activities.
- Visit California regularly picked up our content, listed our festivals and events, and featured our destination drivers within their publications and social media outlets.
- Gold Country Visitors Association made head way reaching San Francisco Media with Nevada County Tourism having the opportunity to present the Gold Country's Winter Recreation and Holiday Activities at SF Media's November 18, 2014 Partner Showcase.
- Nevada County as part of the Gold Country Region was represented through Gold Country Visitor Association's partnership at **U.S. Travel Association's IPW – May 30 - June 3, 2015 in Orlando, Florida.**
- Supported **three** Familiarization Tours this last year - Gold Country Autumn FAM October 2014 with Sierra County; Boreal/Soda Springs Resort January 2015 (individual FAM for freelance writer for Forbes.com) and Gold Country Golf FAM June 2015 with Placer County.

### **Tourism Marketing End of the Year Progress Report**

The following end of the year progress report (covering July 1, 2014 – June 30, 2015) includes a listing of all the outcomes during this period of the Tourism Marketing services with the anticipated results as outlined in “Exhibit A – *Schedule of Services –Sections 5-10*) of the Personal Services Agreement #13-321 between NCERC and the County.

All efforts and activities of the Tourism Marketing Manager and team are focused at achieving outcomes centered around supporting the following broad based, long term goals (as listed in “Exhibit A – Section 5).

- Build and strengthen the Nevada County brand by positioning the area as a destination truly unique and different from the competition.
- Provide ongoing leadership to facilitate a unified effort with partners within Nevada County as well others outside Nevada County in order to improve the overall competitiveness of the area.
- Continually improve the delivery of targeted information to prospective Nevada County visitors in an effort to guide a positive destination experience as outlined in the Tourism Marketing Action Plan.
- Focus on increasing attendance and visitor stays during midweek and shoulder seasons.
- Increase tourism, thereby stimulating the economy, creating jobs and increasing Nevada County Sales and Transient Occupancy Tax revenues.
- Facilitate positive word-of-mouth advertising outside and within the county.

Supporting the goals in the short term (over the next two years) are the following objectives (as listed in Exhibit A; Section 6)

- 6.1 Implement advertising and marketing programs to reach new and repeat visitors within a 180-minute drive time.
- 6.2 Further develop the Nevada County "story" to generate higher visibility among media, visitors, and locals.
- 6.3 Create and execute a search engine-marketing plan for GoNevadaCounty.com.
- 6.4 Create and execute 2 yearly editorial calendars featuring content from tourism-related organizations within the community to coordinate integrated marketing and media efforts and create a unified, countywide branding message.

Supporting the broad base goals and two year objectives are specific actions or activities that are outlined within the Personal Services Agreement as well as the 2013-2015 Tourism Marketing Action Plan for fiscal year 2014-2015. For the purpose of the end of the year progress report, the specific activities achieved over the year period are separated into the three (3) sections: *Alliances, Planning and Collaboration, Advertising and Marketing, and Maintenance of the County's Tourism Website*. Built within all of the activities are the methods or data to help measure or track the **effectiveness of the tourism-marketing program** (as outlined in 8.5 of Exhibit A).

The following is a detailed breakdown of the specific activities accomplished from July 1, 2014 – June 30, 2015 within each of the three above referenced areas and to date outcomes accomplished on the effectiveness of each program.

**7. Alliances, Planning and Collaboration** activities and outcomes focus on fostering collaboration among the tourism stakeholders and partners through regular communication, networking and broad base representation on the Tourism Advisory Committee.

**7.1 Maintaining broad representation and engagement from western and eastern Nevada County Tourism sectors including but not limited to hotels, restaurants, recreation providers, wineries and arts organizations.**

⇒ **As of June 30, 2015 the Tourism Advisory Committee Members included representatives from the following Nevada County Tourism sectors:**

- Bear Yuba Land Trust
- Boreal Mountain Resort/Soda Spring Ski Resort
- California State Parks
- City of Nevada City
- County of Nevada
- Grass Valley Downtown Association
- Greater Grass Valley Chamber of Commerce
- Miners Foundry Cultural Center
- Nevada City Chamber of Commerce
- Nevada County Arts/Artists At-Large
- Nevada County Economic Resource Council
- Nevada County Fairgrounds
- Nevada County Grown
- Nevada County Historical Society
- Penn Valley Chamber of Commerce
- Sierra Vintners
- South County Chamber of Commerce
- South Yuba River Citizens League
- The Center for the Arts
- Truckee Chamber of Commerce

**7.2 Holding quarterly Tourism Advisory Committee meetings. Held three (3) Tourism Advisory Committee meetings between July 1, 2014 and June 30, 2015.** For each meeting, Tourism Marketing Manager and Website Maintenance Manager worked together to prepare agenda, email committee members, facilitate meeting, prepare follow up minutes of key outcomes and distribute to members. Below is a summary of the topics discussed at each perspective meeting.

⇒ **September 17, 2014 - Tourism Advisory Committee Meeting**

- Recap of year-end presentation to the County Supervisors.
- Summary of key observations of the 2014 County Exhibit at the State Fair.
- Overview of upcoming Familiarization Tour scheduled for October 9 – 12, 2014.
- Brief update on upcoming presentation at the San Francisco Travel Partner Showcase scheduled for November 18, 2014.
- Proposal of supporting a Nevada County Restaurant Week (January 23 – February 1, 2015) in January 2015 as part of California Restaurant Month initiative and in partnership with the local Chambers of Commerce.

⇒ **January 21, 2015 – Tourism Advisory Committee Meeting**

- Sharing of What's New in each Tourism sector.
- Highlights of last quarter's (October 1 – December 31, 2014) Marketing and GoNevadaCounty's activities and outcome.
- Overview of 2015 Nevada County Restaurant Week (January 23 – February 1).
- Upcoming needs for Bay Area Travel and Adventure Show (Feb 7 & 8) and Los Angeles Travel and Adventure show (Feb 21 & 22).
- Update on the Gold Country Visitor Association's – GOLF Media Trip scheduled for June 29/30 in partnership with Placer County.
- Discussion of the County Exhibit at the 2015 California State Fair.

⇒ **May 19, 2015 – Tourism Advisory Committee Meeting**

- Sharing of What's New in each Tourism Sector.
- Discussion of International Data from Visit California via Visa Vue
- Upcoming Tourism Marketing activities for the remaining of the fiscal year.
- Reviewed 2013-2015 Tourism Marketing Action Plan and suggestions to consider in future.
- Discussion of California Travel and Tourism Assessment/Visit California

**7.3 Regularly communicating to key tourism sectors, stakeholders and partners through regular meetings, newsletters, e-mails, and etc. as outlined in the attached Tourism Marketing Plan.**

⇒ **Prepared and sent four (4) Nevada County Tourism Partner E-Newsletters reaching 193 tourism partners/sectors.**

• **Nevada County Tourism Partner E-Newsletter: July/August/September 2014**

- 2013/2014 Tourism Marketing outcomes.
- End of the Year Progress Report.
- Announcement that 2014 County Exhibit at the State Fair received a Silver Award.
- Acknowledgement of partners and individuals who participated and/or supported the 2014 County Exhibit.
- Reminder to send content to GoNevadaCounty.com.
- Statistics on impact of Travel and Tourism to California and Nevada County.
- Information request for Dog Trekker.com.
- Listing of accolades and tracked media coverage received during quarter and upcoming meetings.



• **Nevada County Tourism Partner E-Newsletter: Winter 2014**

- Recap of the Gold Country Autumn Familiarization Tour held October 9 – 12, 2014.
- Announcement of the launch of 2015 Nevada County Restaurant Week – January 23 – February 1, 2015.
- Listing of Nevada County tourism opportunities including 2015/2016 Anniversary or Milestones for submission to Visit California, editorial for “What’s New in Nevada County’s” quarterly press release, dog-friendly editorial for Dog Trekker.com and GoNevadaCounty.com listings.
- Listing of accolades and tracked media coverage received during quarter and upcoming meetings.

• **Nevada County Tourism Partner E-Newsletter: January/February/March 2015**

- Recap of Nevada County Tourism 2015 activities to date.
- Highlights of 2015 Bay Area and Los Angeles Travel and Adventure Show.
- Link to Nevada County Tourism’s October 1- December 31, 2014 Quarterly Report.
- Link to GoNevadaCounty.com’s October 1 - December 31, 2014 Quarterly Outcomes.
- Feature Tourism Partner - Boreal Mountain Resort.
- Nevada County Tourism Marketing and Public Relation Opportunities for tourist based venues, businesses and organizations.
- Listing of accolades and tracked media coverage received during quarter and upcoming meetings.

- **Nevada County Tourism Partner E-Newsletter: May/June 2015**
  - Listing of Nevada County Tourism Marketing, Public Relation and GoNevadaCounty.com opportunities for tourist based venues, businesses and organizations.
  - Update of new and/or/expanded content and WebPages on GoNevadacounty.com
  - Link to Nevada County Tourism's January 1 - March 31, 2015 Quarterly Report.
  - Link to GoNevadaCounty.com's January 1 - March 31, 2015 Quarterly Outcomes.
  - Feature Tourism Partner - Nevada County Fairgrounds.
  - Listing of accolades and tracked media coverage received during quarter and upcoming meetings.

⇒ **In addition to numerous routine emails and phone calls, below are some of the key discussions, follow up and outreach to tourism stakeholders and partners that occurred between July 1, 2014 and June 30, 2015.**

- Phone conversation with Ms. Trina Filan, PhD, Independent Scholar, Cultural and Environmental Geography, Helen, MT regarding research study with a colleague on the influences of wine on the economy, culture, and environment of the Sierra Foothills AVA region. Spoke with Dr. Filan in depth on the value of the wine industry to the Nevada County economy as it relates to tourism and job creation and provided the following references for her to contact for additional input.
  - Lynn Wilson, Sierra Vintners.
  - Julia Jordan, Executive Director, Grass Valley Downtown Association.
  - Cathy Whittlesey, Nevada City Chamber of Commerce.
  - Rob Byer, Pine Hill Wine Works.
  - Philip Starr, Sierra Star Vineyard & Winery.
  - Shannon Peline, Sierra FoodArtWine Magazine.
- Followed up with Courtney Ferguson regarding promotion of 119<sup>th</sup> Miners Picnic at the Empire Mine State Historic Park.
- Spoke with Mr. Jeff Flynn from KNCO regarding the 2014 County Exhibit at the State Fair.
- Reached out to stakeholders and partners and held several meetings to discuss their participation in several upcoming tourism events including Familiarization Tour in October, presentation at San Francisco Media Partner Showcase in November and Nevada County Restaurant Week in January 2015.
- Responded to Mr. John Hess, Delaware Regiment regarding a correction in the Chambers' Annual Calendar of Event – Revolutionary War Days during the Constitution Day activities.

- Received video link from Jet Low, YBONC for the 2014 Nevada City Dirt Classic, Summer Three Race Series and forwarded to GoNevadaCounty.com for promotion on website.
- Met in person with Mr. Matt Peterson, Marketing Director for Boreal Ski Resort and Soda Springs Ski Resort to discuss upcoming presentation at San Francisco Travel Media.
- Prepared power point presentation highlighting Tourism Marketing 2013/2014 outcomes for the County Supervisors Special Meeting held on September 16, 2014.
- Reached out to wineries to inquire if they were dog-friendly venues to update Nevada County's content on Dog Trekker.com.
- Reached out to stakeholders and partners regarding marketing collateral and information needed for the Gold Country Autumn Familiarization Tour in October, presentation at San Francisco Media Partner Showcase in November and Nevada County Restaurant Week in January 2015.
- Forwarded to Mr. Matt Peterson, Marketing Director for Boreal Mountain Resort and Soda Springs Mountain Resort, lead from Visit California regarding Snow Season Deals.
- Met with Jeri Amendola, City of Grass Valley, who attended the State Fair Counties Exhibits and Builders debriefing meeting on November 13, 2014 on behalf of Nevada County, to discuss key points/outcomes shared at the meeting.
- Followed up with Sue Ramey, Race Director for Resolve2Run 5K10K, regarding interest in getting the race listed in the Nevada County Calendar of Events. Forwarded her request to Ms. Susan George, Penn Valley Area Chamber, who coordinates the listings for the Annual Calendar.
- Followed up with a phone call from a local farmer who was concerned about the number of Farmers' Markets in Nevada County. Forwarded the email to Joan Clappier and Deena Miller both from Nevada County Grown, who in turn contacted the gentleman and addressed his issues.
- Followed up with DogTrekker.com regarding several questions about attractions that were listed on Nevada County's page but were not actually located in the County.
- Forwarded 2012-2014 attendance figures of "ticketed events" held in the unincorporated areas of Nevada County to Ms. Nancy Nelson, Co-Chair for the ART On-Site project, for use in her grant reporting to the National Endowment for the Arts.

- Followed up with a request from Ms. Lori Burkart Frank to present at the November 21, Nevada County Community Leadership Institute. Revised PowerPoint presentation which Mr. Lynn Wilson, member of the Tourism Advisory Committee and ERC Board member presented on behalf of Nevada County Tourism.
- Forwarded listing of the travel writers' contract information that participated in the Gold Country Autumn FAM Tour to Lex Matteini, who provides marketing assistance for the Nevada City Chamber.
- Followed up with an email from Susan George, Penn Valley Area Chamber, regarding interest from a student enrolled in California State University, Sacramento's M.A. Public History program and his project in assessing Nevada County's heritage tourism potential.
- One hour phone conference with Shavati Karki-Pearl, Business and Career Center Manager for Nevada County One Stop, regarding the impact of tourism on local businesses. Followed up with an email with numerous links to key statistical data for her reference.
- Prepared and successfully submitted to ERC the required County quarterly Tourism Marketing Report covering Marketing Services and GoNevadaCounty.com outcomes for the period of October 1 - December 31, 2014.
- At request of the new ERC Chair, Mr. Lynn Wilson, prepared a brief summary of the last quarter's Marketing services and GoNevadaCounty.com outcomes for January 2015 ERC Board Directors meeting.
- Prepared a Power Point presentation and presented at the February 5, 2015 ERC Board Meeting on Nevada County Tourism's niche, strategies and outcomes.
- Emailed the organizers of the Donner Lake Paddleboard Race/O'Neill Tahoe Paddleboard Race Series requesting 2015 dates for Visit California press release.
- Emailed Courtney Ferguson, publicist for the Empire Mine State Historic Park Association requesting 2015 dates for Mother's Day Spring Event, 120<sup>th</sup> Annual Miners Picnic and Holidays at Empire Mine.
- Reached out to stakeholders and partners regarding marketing collateral and information needed for the Nevada County Restaurant Week (January 24, - February 1, 2015), Bay Area Travel and Adventure Show (February 6-8) and the Los Angeles Travel and Adventure Show (February 20-22).



- Follow up email to Brian Buckley, Executive Director, Nevada County Arts, regarding the announcement of the Summer Fest Arts Festival (June) in partnership with Music in the Mountains Summerfest concerts and asked him to send additional information as it is released.
- Follow up email to Carla Beebe, Truckee regarding the announcement of TOAST (Truckee Open Art Studios Tour - July 2015) - a town-wide arts festival with the open studios tours as the cornerstone program.
- Guest on KNCO Radio Afternoon Show discussing Nevada County Tourism, goals, strategies and activities including the 2015 Nevada County Restaurant Week.
- Emailed South Yuba River State Park Association requesting 2015 dates for Bird Walk Tour Schedule.
- Forwarded email request from Ms. Carla Beebe to Susan George inquiring how to get the Truckee Open Art Studios Tour listed the 2015/2016 Calendar of Events and Map.
- Prepared a summary of the media received from the Gold Country Autumn Familiarization Tour and forwarded to the VP of the Gold Country Visitor Association to be included in the Association's mid year report to Visit California.
- Proofed the draft of the 2015/2016 Nevada County Calendar of Events & Map.
- Followed up with an email request from Sierra County Chamber of Commerce asking for a listing of Sierra Vintners and other wineries and breweries that may be interested in participating in the County's Annual Beer & Wine in the Woods event scheduled for August.
- Emailed Ms. Wendy Oaks, publicist for the Nevada County Fairgrounds regarding 2015 and 2016 dates for Draft Horse Classic and Harvest Festival.
- Follow up email from North Arts' ARTour event coordinator, Ms. Pam Sutton regarding moving event to September 2015.
- Forwarded to Nevada City Chamber of Commerce a request from Visit California (who as apart of their sponsorship of the AMGEN Tour of California were submitting scripted content showcasing the cities and points of interest along the route) asking that each host city review their talking points and update as needed. Forwarded back to Visit California, Nevada City's changes to their existing talking points.
- Responded to a request from Lynn Wilson, Chair of ERC to review and provide feedback for course offerings for a Recreational Management AS and Certificate program that Sierra College is considering.

- Responded to a request from Ms. Sue Fawn Chung (who I met at the Bay Area Travel Show), Professor Emerita, UNLV Department of History; Advisor Emerita, National Trust for Historic Preservation; Author of "In Pursuit of Gold: Chinese Miners and Merchants in the American West" (2011) and "Chinese in the Woods: Logging and Lumbering in the American West" (summer 2015). Ms. Chung is working with a committee planning several future tours focused upon Chinese American Heritage sites. Proposed 2016 tour will stop in Nevada County and Placer County. The major sponsor of the tour is the Forest Service, assisted by the Chinese American Historical Society of America (San Francisco), Chinese American Citizens Alliance (national), Chinese American Museum of Los Angeles, and Chinese Historical Society of Southern California. Forwarded Jeannie Woods' contact information to Ms. Chung as a possible local resource.
- Responded to an email request from an individual interested in building the 2015 County Exhibit for the State Fair.
- Responded to Ms. Pam Roberts, Marketing Manager for The Center for the Arts, regarding interest in media contacts for upcoming California Worldfest. Sent Ms. Roberts a listing of media contacts as well as the Gorman 2012 San Francisco Media Guide and Gorman 2011 Sacramento Area Media Guide.
- Met with Mr. Tim Corkins and Mr. Lynn Wilson to review the 2014/2015 marketing budget and compare it to actual spent to date.
- Responded to Ms. Eve Diamond's inquiry about Gold Country Visitor Association's access to data being prepared by Visit California using Visa Vue regarding international and domestic visitor and estimated spending in the Gold Country region.
- Responded to Tourism Advisory Committee member, Ms. Roseanne Burke regarding next scheduled committee meeting.
- Forwarded email request from Ms. Joy Deaton from The Foothills Event Center to Susan George inquiring how to advertise on the 2015/2016 Nevada County Calendar of Events and Map.
- On April 13, 2015, participated in Visit California's webinar "Insights into the California Traveler" research report by Destination analysts. Forwarded the information regarding the free webinar to each member of the Tourism Advisory Committee.
- Forwarded to Pam Roberts, Marketing Director, The Center for the Arts, an inquiry from Seattle Times Annual Summer Guide of the Sunday travel section regarding interest of placing ad for upcoming California Worldfest.
- Followed up on an email from Ms. Janet Cohen regarding North Columbia Schoolhouse Cultural Center's Sierra Storytelling Festival in July 2015.

- Sent an email out to each member of the Tourism Advisory Committee reminding sectors to upload their events on the free Trumba Calendar that is integrated (or speaks) with other online calendars including the Nevada City Chamber, Penn Valley Chamber, South County Chamber, Truckee Donner Chamber, KNCO, Nevada County Gold and Grass Valley Downtown Association.
- Continued to follow up with Visit California regarding Visa Vue Domestic Travel reports.
- Worked with Ms. Robin Davies, Executive Director of the Greater Grass Valley Visitor Center to send out to a package to a visitor located in Newhall, CA who requested printed collateral (versus digital information) about visiting the Gold Country area (original lead came from Gold Country Visitor Association).
- Forwarded to GoNevadaCounty.com, video from Heather MacDonald - "Budweiser Clydesdales in Grass Valley, California."
- Followed up with an email from Tourism Advisory Committee member, Ms. Laura Peterson (Bear Yuba Land Trust) regarding making a presentation at the next scheduled Tourism Advisory Committee meeting.

⇒ **Updated attendance for the Nevada County “ticked events” between July 1, 2014 and June 30, 2015.**

Nevada County “Ticketed” Event	2012 Attendance	2013 Attendance	2014 Attendance	2015 Attendance	Change
Old West Antique Show (May)	1,100	1,200	1,400	1,200	8% Increase between 2012 and 2015
Annual Penn Valley Rodeo (May)	3,700	3,800	3,916	Left message 6/9/15	6% Increase between 2012 and 2014
Strawberry Music Festival (September 2014/May 2015)	N/A	N/A	Do not release figures	Do not release figures	N/A
California Bluegrass Festival (June)	Estimate 400 – 1000 Camping 1,700 – 3,000	Estimated same as 2012	Estimate Same as 2013	Estimate Same as 2014	NO Change
Music in the Mountains Summer Fest (June)	7,000	4,800	5,000		4% Increase between 2013 and 2014
Nevada County Arts Summerfest Arts Festival (June)	N/A	N/A	N/A		New Event for 2015
4 <sup>th</sup> of July Independence Day (July)	Estimate 5,000	Actual 4,018	3,640		10% decrease between 2013 and 2014
California World Fest (July)	Estimate 2,500 for Thurs. 3,500 for Friday 4,500 for Sat. 3,500 for Sunday 2,000 Campers each day	Estimated same as 2012	Estimated same as 2013.		NO Change
Airfest (July – every even yr. event)	No figures for 2011	5,000	Not held in 2014		(Bi-annual event)
Sierra Storytelling Festival (July)	1,000	1,000	1,400		40% Increase between 2012 and 2014
Sierra Brewfest (August)	1,500	1,865	2,000		20% Increase between 2012 and 2014
Nevada County Fair (August)	93,000	94,000	95,000		2% increase between 2012 and 2014
Bear Yuba Land Trust – North Star Concert Series	N/A	N/A	700		New Concert Series
Draft Horse Classic & Harvest Fair (September)	20,000	15,000	15,000		No change between 2013 and 2014
Bounty of the County (September)	N/a	Rained Out	No records available		New event 2013
Celtic Festival (September)	7,000	7,200			3rd Phone message on 6/9/15
Country Christmas Faire (November)	No figures for 2012	8,500	8,500		No change between 2013 and 2014

**Outcomes to Measure Overall Effectiveness – Alliances, Planning & Collaborations:**

- Maintained active engagement with the 24+ members of the Tourism Advisory Committee and fostered/maintained partnerships with at least 30 additional tourism stakeholders.
- 60 NEW partners** added to the Nevada County Tourism Partner e-newsletter database growing the list to a total of **193 names**.
- Prepared and distributed **four (4)** Nevada County Tourism Partner E-newsletter highlighting key initiatives, opportunities, upcoming meetings and benchmarks to 193 tourism partners.
- Held **three (3)** Tourism Advisory Committee meetings.
- Finalized collection of the 2014 attendance figures for the 17 Nevada County “ticketed” events that are being tracked and began collecting attendance figures for 2015. Six (6) of the events showed an increase in overall attendance between 2012 and 2014 with only one (1) event showing a decrease in overall attendance. The remaining of venues either had no change, were new events and/or figures were not available. For 2015, only four events that have been held as of the date of this report -- Old West Antique Show has a new promoter and reported that the May 2015 show had an attendance of 1,200 - a slight decrease over last year’s attendance but still an **8% Increase between 2012 and 2015**. Have an email out to Penn Valley Rodeo for attendance figures but as the date of this report, have not responded. Strawberry Music Festival held in May does not release figures. The California Bluegrass Festival reports each year that attendance remains the same so **no change** in attendance between 2012 and 2015. *(See above reference chart for exact numbers collected.)*

7. **Advertising and Marketing** programs include delivering a variety of advertising and marketing tactics and incorporates print and on-line media buys, attendance at trade shows, a robust public relations program and leveraging co-op opportunities through Gold Country Visitors Association, Visit California and San Francisco Travel. Below is a summary of the advertising and marketing activities implemented for the year between July 1, 2014 – June 30, 2015. All activities have included or featured Truckee and the East County in collaboration with the other county regions, highlighted GoNevadaCounty.com and included the GoNevadaCounty.com logo accompanied by the phrase “The Official Online Guide to Nevada County.”

### Media Buys/Trade Shows

**Dog Trekker.com.** (Co-op with Gold Country Visitors Association) continues to be an effective tool for promoting the Gold Country region regarding dog-friendly venues and attractions. We do not advertise directly on the website but continually encourage our County tourism stakeholders to forward their new dog-friendly updates, ideas for stories or dog-passionate photo.



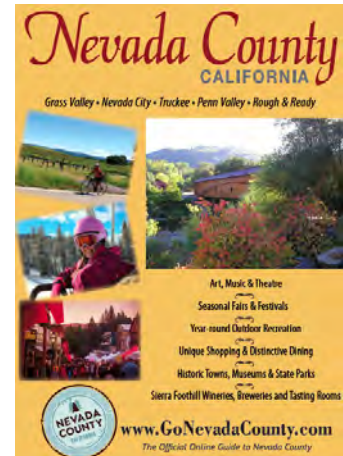
- **July 2014 Issue:** Link to “*Close Encounters in Nevada County*” highlighting Truckee, Grass Valley, Nevada City.... some of Northern California’s favorite dog-friendly vacation destinations are situated along the Highway 49 and Interstate 80 corridors in Nevada County.
- **September 2014 Issue:** Gold Country Region/Nevada County featured in “*California Dog friendly Wineries Month*” as “specializing in hand-crafted, mountain-grown wines and rich Gold Country history. The historic towns of Grass Valley, Nevada City and Truckee offer tasting rooms for sampling wines from the county’s 13 producers and make great base camps for getaways with your dog.”
- **April 2015 Issue:** Entire issue was dedicated to Dog Friendly Getaways in Gold Country. Buttermilk Bend Trail at South Yuba River State Park was featured in “*Gold Country Flower Power*” article. <http://dogtrekker.com/Story/Gold-Country-Flower-Power>. Nevada County was also featured as one of DogTrekker’s Gold Country Partners with a link to map and listing on Trekker’s site - [http://dogtrekker.com/Destination/gold\\_country](http://dogtrekker.com/Destination/gold_country)



### **2015 California Official State Visitor’s Guide (co-op with Gold Country Visitors Association)**

Updated 32 word description, contact information and enhanced listing for 5-inch ad for the 2015 California Visitor Guide. Print Circulation of 500,000 in United States and Canada. Digital Edition (2012): 2,947,612 Page Views. Publication is in partnership with Visit California and produced by Sunset Magazine.

**Nevada County Gold Magazine.** Negotiated 2014 rate for same full color ad in the 2015/2016 Nevada County Gold Magazine. Worked with graphic designer to finalize full color ad for the 2015/2016 Nevada County Gold Magazine. Purchased two photos from Erin Thiem, owner of Outside Inn, to use in 2015/16 ad. For consistency, decided to continue with similar messaging, font and colors as the previous year full page ad. The Nevada County Gold Magazine continues to be the primary marketing collateral that Nevada County Tourism distributes at Travel and Adventure Trade Shows, used for travel industry requests such as FAM Tours, and a supply is provided to all nine county members of the Gold Country Visitors Association to distribute at their perspective visitor centers along the Gold Country region. 85,000 copies per year and estimated each copy is read by 3 people = 240,000 annual readership.



**Diablo Magazine.** Nevada County's ¼ page print and Banner on-line advertising placement in Diablo Magazine continued in July 2014 issue. Nevada County Tourism was also a "featured" partner in the July issue in the special Tahoe section. Diablo distributes 40,000 magazines every month, making more than 1.5 million impressions per year. Distribution includes targeted delivery of more than 35,000 magazines to the area's most affluent households—from the Berkeley and Oakland Hills to Lamorinda, Walnut Creek, Danville, Blackhawk, and the Tri-Valley.

⇒ **Followed up/reached out to the following advertising agencies/partners to discuss possible opportunities:**

- *VIA Magazine* • *Adventures" TV Series*
- *Sacramento Magazine* • *Diablo Magazine*
- *United Airlines Global* • *2016 Sports Expo - Sacramento*
- *V&A Films' "CrossWest*

⇒ **Prepared and sent six (6) Nevada County Consumer E-Newsletters reaching over 2,373 potential visitors.**

- **Nevada County Consumer E-Newsletter Special Edition, July, 2014 – “Celebrate California State Parks Turns 150 Years Old.”** Issue featured Nevada County's four California State Parks – South Yuba River State Park, Empire Mine State Historic Park, Malakoff Diggins State Historic Park and Donner Memorial State Park.
- **Nevada County Consumer E-Newsletter Fall 2014** - The following attractions and venues were featured in the **“Fall Is Beautiful In Nevada County, CA”** issue:
  - Fall Colors including links to Nevada City and Grass Valley map and the Yuba-Donner Scenic Byway loop map.
  - Donner Party Hike, Donner Summit, Truckee.
  - The Center of the Arts, Fall Colors Open Studios and Art Tour of Nevada County.

- Fall Events – Truckee Wine, Walk & Shop and “You’re A Good Man Charlie Brown” presented by Sierra Stages.
- Nevada County Spooky Halloween Activities – Truckee’s Haunted Historic Tour, Downtown Nevada City’s Halloween Parade and Fright Night at the Miners Foundry.
- **Nevada County Consumer E-Newsletter WINTER 2014.**  
Worked with Roseanne Burke to update image and format of the newsletter. The following attractions and venues were featured in the “*Visit Nevada County – Winter 2014*” issue:
  - Holiday Fairs and Festivals
  - Holiday Concerts
  - 2015 Nevada County Restaurant Week – January 23 – February 1, 2015
  - Boreal Mountain Resort Celebrating 50<sup>th</sup> Anniversary deals and discounts.
- **Nevada County Consumer E-Newsletter Special Edition, December 2014: “2015 Nevada County Restaurant Week – January 23 – February 1, 2015.”**
- **Nevada County Consumer E-Newsletter Summer Fairs & Festivals, April 2015**
  - Strawberry Music Festival - May 2015
  - 40<sup>th</sup> Annual Father’s Day Bluegrass Festival - June 2015
  - Music in the Mountains SummerFest - June/July 2015
  - California WorldFest - July 2015
  - 30<sup>th</sup> Annual Sierra Storytelling Festival - July 2015
  - Nevada County Fair - August 2015
  - 15<sup>th</sup> Annual Nevada City Film Festival - September 2015
  - Link to GoNevadaCounty.com Calendar of Events
- **Nevada County Consumer E-Newsletter Summer Fun 2014.**
  - Abundant Outdoor Recreation
  - Four California State Parks
  - Exquisite Restaurants, Wineries and Breweries
  - Nevada County - the Creative Pulse of the Sierra Foothills



**Gold Country Visitors Association Partnership.** Continued to represent Nevada County and actively participated in the Gold Country Visitors Association. Responded to all phone calls and email requests regarding submissions for content, brainstorming, follow-up collateral and other related inquiries. Specific activities this quarter included:

- Followed up with advertising opportunity through partnership with Gold Country Visitor Association with Touring and Tasting Magazine about creating Gold Country Wine Collaboration. (Unfortunately outside of current budget).



- Attended (via conference call) Gold Country Visitors Association Board Meeting on November 7, 2014. Agenda items included presentation by DogTrekker.com, recap of Visit California opportunities, discussion of the value of the partnership with San Francisco Travel, recap of Gold Country Autumn FAM Tour, update on fact sheet template, wine cooperative marketing opportunities, upcoming trade show calendar and discussion of additional GCVA collateral needs.
- Worked with Gold Country Visitor Association intern to prepare, edit and finalize a 10-page Fact Sheet highlighting Nevada County's history, area, visitor amenities, attractions and points of interest. The fact sheet will be shared with the other Gold Country counties as well as utilized by the GCVA's publicist.
- Considered two co-op advertising opportunities showcasing the wine industry - "*Steppin Out Magazine*" (covering Northern California wine region) and *Tour & Tasting Magazine* but chose not to participate due to cost of both programs.
- Reviewed existing content and provided updates for the next printing of the Gold Country Visitor Association's map. The Association will be printing 50,000 maps, which are then distributed among the Gold Country region's CVB's, Visitor Centers and California Welcome Centers, as well as distributed at IPW and the three Travel and Adventure Shows (Bay Area, Los Angeles, San Diego (2016)).



**Attended the Bay Area and Los Angeles Travel and Adventure Shows.** On February 7 and 8, Nevada County shared a booth space with Placer County at the Bay Area Travel and Adventure Show. On February 21 and 22, Tourism Marketing Manager traveled to Los Angeles and shared a booth again with Placer County at the Los Angeles Travel and Adventure Show. For both shows, Marketing Manager collected collateral from partners, coordinated the décor for the booth, handled set up and tear down, "manned" the booth all days and followed up with questions and inquires from over 1,000 + consumers and 45+ industry professionals.

**2014 State Fair County Exhibit** – Worked closely with Lynn Wilson, *Sierra Vintners*, Eve Diamond, *County of Nevada*, Joan Clappier, *Nevada County Grown*, Jeri Amendola, *City of Grass Valley*, and Roseanne Burke, *Nevada County Arts*, Ms. Janet Alessandra, *ERC*, Dianne Bennett, *booth builder* and other Nevada County Tourism stakeholders to build, staff, fund and oversee the 2014 County Exhibit. The Exhibit received a Silver Ribbon. In addition, the Exhibit was repurposed and moved up to the Nevada County Fair where it was on display for the five days in the Ag-Sperience area from August 6-10, 2014). Outcomes from both the State Fair and Nevada County Fair included:

- Estimated a total of 200 volunteer hours.

- Collected over 600 names for database
- Distributed the following pieces of marketing collateral:
  - 100 Bounty of the County postcards.
  - 100 The Center for the Arts - Open Studio Postcards.
  - 200 Empire Mine Association's Miners Picnic brochure.
  - 500 Nevada County Fair Bucks and Event Postcards.
  - 500 Greater Grass Valley Chamber Visitor Guides.
  - 300 Grass Valley Downtown Association Directories.
  - 300 Historic Downtown Truckee Directories
  - 500 Nevada County Fair's Gentle Giant Journal.
  - 2,000 Nevada County Gold Magazines.
  - 200 Nevada County Grown Guides.
  - 650 Regional Chambers' Calendar of Events.
  - 200 Sierra FoodWineArt Magazines.
  - 400 Sierra Vintners Maps.
  - 200 Truckee.com Magazines.
  - 200 Uncorked Rack Cards.



### **Media Leads and PR Opportunities (Listed per quarter)**

**July 1, 2014 - September 30, 2014**

⇒ **Refreshed “What’s New in Nevada County August – October 2014”** for the Digital Press Kit, forwarded to GoNevadaCounty.com to edit and add photos and then posted it on "All Aboard!" blog, on the front door of the website, and in the digital media kit. It is promoted on Facebook and shared with Good Day Sacramento, Visit California and KTVU in San Francisco. Also forwarded it to Visit California media representative and Susan Wilson Marketing, Gold Country Visitor Association's publicist who submits content to Travel Media. Highlights in “What’s New” included

- *Nevada County Exhibit at 2014 State Fair receives Silver Award*
- *Bear Yuba Land Trust Summer Concert Series at North Star House*
- *Nevada County Fair*
- *BBQ Battle and Foreign Car & Motorcycle Show, Penn Valley, CA*
- *Music in the Mountains – Sierra Brewfest*
- *Strawberry Music Festival*
- *Draft Horse Classic and Harvest Festival*
- *Bounty of the County – A Celebration of Nevada County Agriculture*
- *The Center of the Arts – Fall Colors Open Studio and Art Tour in Nevada County*
- *Tess’ Kitchen Store launches new monthly cooking series “Chef’s Table.”*
- *119<sup>th</sup> Miners Picnic at Empire Mine State Historic Park*
- *The Center of the Arts presents Melissa Etheridge and Lee Ann Womack*

- Nevada City's Farm to Table Dinner
  - Miners Foundry Cultural Center presents three concerts – Jerry Bash 2004, MarchFourth Marching Band and Iris DeMent
  - Announce that Piety Hill Cottages Motel and B&B is awarded 2014 TripAdvisor Certificate of Excellence.
  - Nevada City Film Festival
  - Nevada City Uncorked
  - Constitution Day 2014
  - Donner Party Hike
  - Downtown Truckee Wine, Walk & Shop
  - Truckee's Haunted Historic Tour
- ⇒ **Updated photo gallery with photos provided by Nevada County Grown, Nevada City Film Festival, Nevada City Uncorked, Sierra Vintners, and Roseanne Burke.**
- ⇒ **Successfully submitted the following events to Visit California's Events Calendar.**
- Donner Lake Triathlon
  - Nevada County Fair
  - BBQ Battle and Foreign Car & Motorcycle Show
  - Draft Horse Classic and Harvest Festival
  - Nevada City Film Festival
  - Strawberry Music Festival
  - Nevada City Uncorked
  - KVMR Celtic Festival & Marketplace
  - Historic Downtown Truckee Arts and Crafts Festival
  - Victorian Christmas
  - Country Christmas Faire
  - 47<sup>th</sup> Annual Cornish Christmas Celebration
  - Holidays at Empire Mine
  - Artisans Festival
  - Wild & Scenic Film Festival
- ⇒ Successfully submitted the following to **Visit California Media Relations – Pitches & Leads**
- New Brewery Opens (Three Forks Bakery & Brewery Co.) – *What's New*
  - Donner Party Hike – *Only in California*
  - Bridgeport Covered Bridge – *Only in California*
  - Wild & Scenic Film Festival – *Only in California*
  - 119th Miners Picnic at Empire Mine State Historic Park - *Only in California*
  - Secession Days Celebration – Rough & Ready - *Only in California*
  - The Famous Marching Presidents - *Only in California*
- ⇒ **Followed up on request from a writer, Ms. Janet Fullwood (she used to write the travel section for the Bee) doing a 3,000-word piece for Where to Retire, a national magazine geared to people considering relocation in retirement.** The focus is the Nevada City/Grass Valley area. Sent the writer the following people to contact, spend an hour on the

phone with her and forwarded her a link to the Nevada County Digital Press Kit and Photo Gallery. (**Article was published January/February 2015 publication.**)

- ⇒ **Forwarded the following content to Susan Wilson Marketing** - Gold Country Visitor Association publicist information on places in Gold Country you can still pan gold that included:
- **South Yuba River State Park** - Old Highway 20 out of Grass Valley to picturesque Bitney Springs Road, right to Pleasant Valley Road, right to park. Site includes longest single span covered bridge in existence, ranger station. Gold panning tours available. Hands and pans only.
  - **Town of Washington** - East of Nevada City off Highway 20. Pan at local camp grounds, Tahoe National Forest (TNF) Keleher Picnic Area on Yuba River two miles upstream from town, TNF Quartz Picnic Area further up stream. Information available at TNF offices, 631 Coyote St., Nevada City, CA 95959; (530) 265-4531.
- ⇒ Forwarded Sierra County's Oktoberfest to Susan Wilson Marketing for a lead from USA Today writer.
- ⇒ Submitted Bierwagon's Donner Trail Fruit Pumpkin Patch editorial and photos to media lead via Gold Country Visitor Association looking for Best Pumpkin Patches in US.
- ⇒ Susan Wilson Marketing, publicist for Gold Country Visitor Association and member of Travel Media, **pitched Nevada County's Fall Newsletter** for an autumn themed travel article for The Scotsman and main travel feature in the Saturday Weekend Life magazine.
- ⇒ **Submitted to Gold Country Visitor Association/Susan Wilson Marketing, Nevada County's 2015 Wine Festivals for a media request.** Content included Foothill Celebrations (March 2015), Nevada City Uncorked (September 2015) and Truckee Wine, Shop & Stroll (October 2015). Also forwarded request to Sierra Vintners for follow up.
- ⇒ **Submitted to Gold Country Visitor Association/Susan Wilson Marketing, content on Bridgeport Covered Bridge at South Yuba River State Park for writer doing a piece on awesome California bridges for CNN.**
- ⇒ **Submitted to Gold Country Visitor Association/Susan Wilson Marketing, link to Sierra Vintners media press kit for an independent writer (via Travel Media)** researching a piece about up and coming wine regions and venues that might organize wine tours etc in more off the beaten track locations. Also forwarded lead to Sierra Vintners to follow up accordingly.

**October 1, 2014 – December 31, 2014**

- ⇒ **Prepared “What’s New in Nevada County November 2014 – January 2015” quarterly press release** for the Digital Press Kit, forwarded to GoNevadaCounty.com to edit and add photos and then posted it on "All Aboard!" blog, on the front door of the website, and in the digital media kit. It is promoted on Facebook and shared with Good Day Sacramento, Visit California and KTVU in San Francisco. Also forwarded it to Visit California media representative and Susan Wilson Marketing, Gold Country Visitor Association’s publicist who submits content to Travel Media. Highlights in “What’s New” included
- North Columbia Schoolhouse Cultural Center Upcoming Events – *Linsey Aitken & Ken Campbell Concert, Wild & Scenic Film Festival Encore and Holiday Craft Faire.*
  - Country Christmas Faire – Nevada County Fairgrounds
  - Music in the Mountains “Holiday Pops – Celebrate the Magic”
  - Nevada County Restaurant Week
  - Two new event centers opening – *The Foothills Event Center and Historic Binkelman Brewery Building at Grass Valley Courtyard Suites.*
  - Redesign of Grass Valley app
  - 47<sup>th</sup> Annual Cornish Christmas Celebration – Downtown Grass Valley
  - Holidays at the Mine – Empire Mine State Historic Park
  - InConcert Sierra – 2014/2015 Third Sunday Concert Series
  - The Center of the Arts upcoming events – *The 3<sup>rd</sup> Annual California Banjo Extravaganza and The Windham Hill winter Solstice Celebration,*
  - The new 150 foot Suspension Bridge above Deer Creek
  - Artisans Festival – Miners Foundry Cultural Center
  - 36<sup>th</sup> Annual Victorian Christmas – Downtown Nevada City
  - 13<sup>th</sup> Annual Wild & Scenic Film Festival
  - Art at the Wild & Scenic
  - Boreal Mountain Ski Resort Celebrates 50<sup>th</sup> Anniversary
  - Fifty Fifty Brewing Company Annual Eclipse Release Party
  - 38<sup>th</sup> Annual Donner Lake Turkey Trot and the Mashed Potato Mile
- ⇒ **Updated photo gallery with photos provided by Boreal Mountain Ski Resort, Grass Valley Downtown Association, Wild & Scenic Film Festival, Empire Mine State Historic Park Association**
- ⇒ **Successfully implemented the Gold Country Autumn Familiarization Tour - October 9-12, 2014.** In partnership with Gold Country Visitors Association and Sierra County Chamber of Commerce, Nevada County Tourism successfully hosted a Familiarization Tour with six journalists from the Bay Area/San Francisco area. In addition to overseeing the four day FAM Tour, the Marketing Manager also prepared binders for each writer that included updated press kits on Nevada County, coordinated gift bags, drove the writers from one venue to the other, worked with Susan Wilson on a follow up survey to writers asking about their experience and tracking the numerous articles and blogs that resulted from the FAM Tour. The FAM included a welcome reception at the Gold Miners Inn, “Chef’s Table”

experience at Tess' Kitchen, a driving tour of the best photography locations in Nevada County for Fall Colors, Wine Tasting at Pilot Peak with lunch served by Blue Cow Deli, tour of the Nevada County Fairgrounds and North Star House, docent led tour of the Empire Mine State Historic Park, dinner at Three Forks Bakery and Brewing Co., performance at the Nevada City Theatre, a full day in Sierra County, a tour of the Holbrooke Hotel and tour of the Center for the Arts plus a personal invitation to enjoy Fall Colors Open Studio Tour.

⇒ Successfully submitted the following events to **Visit California's Events Calendar**.

- 2015 Nevada City Mardi Gras
- 58<sup>th</sup> Annual Penn Valley Rodeo
- 2015 Grass Valley Downtown Car Show

⇒ Successfully submitted the following to **Visit California Media Relations – Pitches & Leads**

- **2015/2016 Anniversaries/Milestones in California**

- *Empire Mine State Historic Park turns 40 in 2015*
- *120<sup>th</sup> Annual Miners Picnic – August 2015*
- *Nevada City Classic Bicycle Race – 55<sup>th</sup> Anniversary – June 2015*
- *Boreal Mountain Resort Celebrates 50<sup>th</sup> Anniversary in 2015*
- *30<sup>th</sup> Annual Sierra Storytelling Festival – July 2015*
- *California Bluegrass Festival – 40<sup>th</sup> Anniversary – Fathers Day Weekend 2015*
- *Draft Horse Classic and Harvest Fair – 30<sup>th</sup> Anniversary - September 22 - 26, 2016*
- *Gold Country Kennel Club AKC Dog Show – 15<sup>th</sup> Anniversary – August 2015*
- *Grass Valley Old West Antiques Show – 15<sup>th</sup> Anniversary – May 2015.*

- **Snow Deals**

- *Boreal Mountain Resort - \$15 Fridays; Take 3, Ride FREE, Stay & Ride FREE*
- *Soda Springs Mountain Resort – Online Discounted Lift Tickets*
- *Donner Ski Ranch – Old School Day Rates*

⇒ **Verified facts and provide additional information needed for Ms. Michelle Chumbley, editor for Where to Retire, a national magazine, for feature story on Grass Valley and Nevada City in January/February 2015 publication.**

⇒ **Forwarded editorial on the Outside Inn and Truckee Hotel to Jennifer Sweeney, Visit California** – who is working with the senior editor at Budget Travel on a story idea – *Boutique Budget Hotels – Amazing rooms for less than \$150 a night.*

⇒ **Successfully showcased Nevada County Winter Activities at San Francisco Travel Partner Showcase - November 18, 2014 - <http://www.sanfrancisco.travel/article/partner-showcase>.** In partnership with the Gold Country Visitors Association, Nevada County Tourism presented at the November 18, San Francisco Travel Partner Showcase on the Gold Country region and Nevada County's winter activities. Activities included coordinating giveaway package from Boreal/Soda Springs for the raffle at the showcase, partnering with Pilot Peak Vineyards and Winery to offer a 2 oz pour at the event, working with Susan Wilson, GCVA's publicist to draft press release for SF Travel staff as well as posted on TravelMedia, preparing PowerPoint presentation for showcase, traveling to San Francisco and meeting Lynn and Jacque Wilson (Pilot Peak Winery) to conduct two presentations (one

at with all of San Francisco Travel staff and a second one with Market Street Visitor Information Center staff) and follow up thank you's.

- ⇒ **Met with Spud Hilton, travel editor for San Francisco Chronicle -** <http://www.sfchronicle.com/author/spud-hilton/>. While in San Francisco, Jody Franklin, VP of Gold Country Visitor Association and Lani Lott, Marketing Manager met with Spud to discuss what type of stories/editorial would be of interested to him and best approaches for getting the editorial published.

### January 1, 2015 – March 30, 2015

- ⇒ **Prepared “What’s New in Nevada County February - May 2015” quarterly press release** for the Digital Press Kit, forwarded to GoNevadaCounty.com to edit and add photos and then posted it on "All Aboard!" blog, on the front door of the website, and in the digital media kit. It is promoted on Facebook and shared with Good Day Sacramento, Visit California and KTVU in San Francisco. Also forwarded it to Visit California media representative and Susan Wilson Marketing, Gold Country Visitor Association's publicist who submits content to Travel Media. Highlights in “What’s New” included
- *Two Nevada County Community Theaters are Recipients of 2014/2015 Elly Awards*
  - *Bear Yuba Land Trust Offers Treks throughout the County*
  - *North Columbia Schoolhouse Cultural Center Upcoming Music Events*
  - *Gold Country Cycling Challenge*
  - *58<sup>th</sup> Annual Penn Valley Rodeo & PlayDay*
  - *2015 Strawberry Music Festival*
  - *Special Activities/Events Offered at State Parks*
    - *Cross Country and Snowshoeing Trails - Donner Memorial SP*
    - *Emigrant Trail Museum and Pioneer Monument - Donner Memorial SP*
    - *Birding at Bridgeport with Local Expert - South Yuba River SP*
    - *Wildflower Walks along Buttermilk Bend Trail - South Yuba River SP*
    - *South Yuba Independence Trail Nature Walks - SYRSP*
    - *Kids Annual Fishing Derby - Malakoff Diggins SHP*
    - *Mother's Day Springtime Event - Empire Mine SHP*
  - *The Center of the Arts presents Two Great Concerts at the Veterans Memorial Auditorium in Grass Valley*
  - *InConcert Sierra Third Sunday Concerts*
  - *Foothills Celebration*
  - *St. Prian's Day*
  - *Music in the Mountains Presents Vivaldi Gloria*
  - *Downtown Grass Valley Car Show*
  - *Sierra Festival of the Arts*
  - *Nevada City Mardi Gras 2015*
  - *Off Broadstreet Announces 2015 Season*
  - *Miners Foundry Cultural Center Presents*
  - *Nevada City to Host Leg of AMGEN Tour of California*
  - *Full Moon Snowshoe Tours - Tahoe-Donner Ski Area*
  - *Valentine's Day Sunset Snowshoe Tour - Tahoe - Donner Ski Area*

- *Snow Tube Bowling - Tahoe-Donner Ski Area*
  - *Donner Lake Paddleboard Race/O'Neill Tahoe Paddleboard Race Series*
- ⇒ Successfully submitted the following events to **Visit California's Events Calendar**.
- Gold Country Cycling Challenge
  - 30<sup>th</sup> Annual Sierra Storytelling Festival
  - Truckee-Tahoe Airshow & Family Festival
  - Malakoff Diggins State Historic Park - Humbug Day
  - Sierra Festival of the Arts
  - Strawberry Music Festival
  - Empire Mine State Historic Park - Mothers' Day Springtime Event
  - St. Piran's Day
  - California Worldfest
  - Donner Lake Triathlon
  - Nevada County Fair
  - Draft Horse Classic and Harvest Festival
  - Nevada City Uncorked
- ⇒ Successfully submitted the following news to **Visit California Media Relations – What's New in California - Summer 2015** - *"Stella Restaurant, located in Truckee, Executive Chef Jacob Burton has a plan to "take Stella Culinary to the next level."* (Lead from Sierra FoodWineArt).
- ⇒ **Launched the 2015 Nevada County Restaurant Week (January 23 – February 1) as part of Visit California's statewide California Restaurant Month.** 40+ restaurants across both Western and Eastern Nevada County participated in the first ever Nevada County Restaurant Week. Partnered with South Nevada County Chamber, Penn Valley Area Chamber, Nevada City Chamber, Truckee Chamber, Sierra FoodWineArt, Grass Valley Downtown Association and Greater Grass Valley Chamber. Raised \$500 in sponsorship for the event. Implemented a promotional and marketing plan. Promotion and marketing of the event included:
- ⇒ **Acted as liaison between the Marketing Director from Boreal Mountain Resort/Soda Springs Resort and Ms. Kim Westerman, free-lance writer from Forbes.com regarding details for day experience at Soda Springs.** On January 9, 2015, Ms. Westerman and her family traveled up to Nevada County and enjoyed a weekend at Soda Springs, lodging at Cedar House and dining in Truckee. Boreal/Soda Springs provided all expense paid day for the writer, her partner and two young children which included tickets, classes, equipment as well as provided a video, content and pictures for the article. Due to the poor snow season, the article hasn't run yet and the writer is working on a new angle to promote the 2015/16 Season and other fun activities in the Sierras.
- ⇒ Forwarded press release to Ms. April Orcutt, Journalist for LA Times - **"Unusual, Silly, Fun and, Especially, QUIRKY Festivals in Nevada County, CA.** Press release included Annual Nevada City Psychic Fair (April); Rough & Ready Secession Days Celebration (June); Annual Sierra Storytelling Festival (July) and The Famous Marching Presidents- Nevada City Annual Constitution Day Parade (September).



⇒ **Submitted to Gold Country Visitor Association/Susan Wilson Marketing** information on the National Hotel, The Truckee Hotel and the Holbrooke Hotel for IPW press release on True West Accommodations in Northern California's Gold Country.

#### April 1, 2015- June 30, 2015

- ⇒ **Prepared “What’s New in Nevada County June, July August & September 2015” quarterly press release** for the Digital Press Kit, forwarded to GoNevadaCounty.com to edit and add photos and then posted it on "All Aboard!" blog, on the front door of the website, and in the digital media kit. It is promoted on Facebook and shared with Good Day Sacramento, Visit California and KTVU in San Francisco. Also forwarded it to Visit California media representative and Susan Wilson Marketing, Gold Country Visitor Association’s publicist who submits content to Travel Media. Highlights in “What’s New” included:
- *Bear Yuba Land Trust - Celebration of Trails Day*
  - *North Columbia Schoolhouse Cultural Center summer performances*
  - *40<sup>th</sup> Annual Father's Day Bluegrass Festival*
  - *Music in the Mountains Summerfest & Summerfest Arts Festival*
  - *Rough & Ready Secession Days*
  - *California Worldfest*
  - *30<sup>th</sup> Annual Sierra Storytelling Festival*
  - *Nevada County Fair*
  - *Draft Horse Classic and Harvest Festival*
  - *Events at California State Parks Located in Nevada County, CA*
    - *Bird Walks, South Yuba River State Park*
    - *Gold Panning Demonstrations, South Yuba River State Park*
    - *Humbug Day, Malakoff Diggins State Historic Park*
    - *Garden Tours, Empire Mine State Historic Park*
  - *The Center for the Arts presents Alasdair Fraser's 10<sup>th</sup> Annual Grand Fiddlers Rally*
  - *Thursday Night Market and Free Summer Concerts*
  - *First Friday Artwalk, Historic Downtown Nevada City*
  - *55<sup>th</sup> Annual Nevada City Bicycle Classic 2015*
  - *25<sup>th</sup> Annual Nevada City Summer Nights*
  - *Nevada City Uncorked*
  - *Constitution Day Festivities, Historic Downtown Nevada City*
    - *Revolutionary War Days -*
    - *Free Outdoor Concert in Downtown Nevada City*
    - *Nevada City's 49th Annual Constitution Day Parade and Famous Marching Presidents of Nevada City*
  - *15<sup>th</sup> Annual Nevada City Film Festival*
  - *Miners Foundry Cultural Center Presents Allah Las ~ “Sacred Sands”*
  - *Donner Memorial State Park - New Visitor Center to Open to Public*
  - *Tahoe Donner - Summer Concert on the Green*
  - *Truckee Tahoe Airport Air Show & Family Festival 2015*
  - *Truckee Thursdays, Historic Downtown Truckee*
  - *Truckee Open Arts Studios Tour*
  - *Truckee, CA and Surrounding Neighborhoods*
  - *34<sup>th</sup> Annual Donner Lake Triathlon*

- ⇒ Successfully submitted the following events to **Visit California's Events Calendar**.
  - 14<sup>th</sup> Wild & Scenic Film Festival
  - 48<sup>th</sup> Annual Cornish Christmas
  - Holidays at Empire Mine
  - Victorian Christmas
  
- ⇒ Submitted to Gold Country Visitor Association/Susan Wilson Marketing, **Nevada City's Constitution Day Parade and Famous Marching Presidents** for interest from Mike Freedman, a news reporter for ABC TV in San Francisco who does human interest stories you would find on CBS Sunday Morning programming, looking for authentic experiences in the Gold Country
  
- ⇒ Followed up with request from editorial assistant with **Bassmaster Magazine** regarding an a story in an upcoming issue called "100 Best Bass Lakes," and was looking for photos of Bullards Bar Reservoir. Forwarded link to Bullards website as well as contact information to Yuba Sutter Visitor Bureau.
  
- ⇒ **Submitted to Gold Country Visitor Association/Susan Wilson Marketing**, information on the Royal Gorge Ski Operation and Snow Kiter, Tyler Brown for an independent writer (via Travel Media) researching a story on unique snow sports. Followed up directly with writer who interviewed Tyler and was impressed will be running the story as a stand-alone article in 2016 (publications unknown at this time but writer is from UK and often featured in National Geographic).
  
- ⇒ **Coordinated the itinerary for the proposed Gold Country Visitor Association Summer Golf Familiarization Tour (in partnership with Placer County) scheduled for June 28, 29 and July 1, 2015.** Met with Mr. John Renslow, General Manager of the Alta Sierra County Club and confirmed participation. Met Mr. Michael Walker, co-owner of the Bear River Winery and confirmed participation. Discussed options for a box lunch with owner of the Bear River Pasta Company. The media trip (FAM) is targeting six journalist plus guests. On Tuesday, June 29, journalists will travel up from Placer County to Alta Sierra Country Club arriving at 9:00 a.m. to enjoy 18 holes of golf. Lunch will be catered (The Grill at the Club is closed on Tuesdays) and served on the deck of the Country Club. Journalists will then travel over to the Bear River Winery and enjoy an hour or so of tasting. They will then be escorted to Christina's American Bistro in Meadow Vista for dinner returning to Auburn for the night. **(At the time of this report, there were four writers interested.)**

### **Outcomes to Measure Overall Effectiveness – Marketing and Advertising**

- Submitted content, conducted deskside media discussions and/or tracked and followed up **150+** media/public relation opportunities.
- Coordinated **three** Familiarization Tours.
- Successfully participated in **two** leisure travel shows.
- 3,518** names and addresses to consumer database list (doubling the list from 1741 to 3501)
- 2,382** consumer emails to consumer email database – adding over 1,046 emails in 2014.
- Created **four** “What’s New in Nevada County” quarterly press releases.
- 50** Nevada County Festivals and Fairs were showcased in various publications, media outreach and/or on Visit California’s Calendar of Events.
- Received **50+** press releases/editorials from Tourism partners.
- Tracked** press coverage or accolades received during July 1, 2014 - June 2, 2015 which included:

### **Direct results from Gold Country Visitor Association Partnership**

- **Visit California’s July 2014 E-newsletter - Inside Scoops & Events** showcased two of Nevada County’s upcoming events including “*Nevada City Uncorked*” and Annual Nevada City Film Festival.
- **Visit California’s August 2014 E-newsletter – Inside Scoops & Events** showcased Strawberry Music Festival (Grass Valley).
- **Visit California’s September 2014 E-newsletter – Featured Article** –“ The Golden State Rocks Fall Color – Four Spectacular Drives” mentions Gold Country – Nevada City and Matteo’s Public as worthy favorites.
- **Visit California’s November 2014 E-newsletter – Upcoming Events** showcased “*Holidays at Empire Mine – November 28 & November 29, 2014.*”

- **Easiertravel.com – November 20, 2014** – “Northern California Gold Country offers snow many options to get out there this year.” Article is direct result of press release generated for presentation at SF Travel on November 18 and posted to TravelMedia by Susan Wilson, GCVA’s publicist. <http://www.easier.com/127268-northern-california-s-gold-country-offers-snow-many-options-to-get-out-there-this-year.html>
- **California Vacation Guide 2015 - Gold Country** editorial listings included Towns of Grass Valley and Nevada City, Empire Mine State Historic Park, Firehouse Museum, Malakoff Diggins State Historic Park, Miners Foundry Cultural Center, Nevada County Narrow Gauge Railroad & Transportation Museum, Nevada County Traction Company, South Yuba River State Park and Tahoe National Forest. **High Sierra** editorial listings included Boreal Mountain Resort, Donner Memorial State Park, Donner summit Sno-Park, Historic Downtown Truckee, KidZone Museum, Tahoe Donner Ski Area and Western SkiSport Museum. <http://www.visitcalifornia.com/visitors-guide-request>
- **Visit California’s February 2015 Spotlight E-newsletter – Upcoming Events showcased** “AMGEN May Tour of California” showcasing Nevada City as one of the host cities, <http://www.amgentourofcalifornia.com/host-cities/city-nevadacity>
- **Visit California’s March 2015 Spotlight E-newsletter – “Ultimate Road Trips” section** showcased Nevada City. [http://www.visitcalifornia.com/road-trips?utm\\_source=NEWSL&utm\\_medium=email&utm\\_campaign=March+domestic\\_2015-03-27\\_310583&utm\\_content=2650142545&utm\\_term=\\_310583\\_310600](http://www.visitcalifornia.com/road-trips?utm_source=NEWSL&utm_medium=email&utm_campaign=March+domestic_2015-03-27_310583&utm_content=2650142545&utm_term=_310583_310600)
- **RambleTV.com** At Los Angeles Travel and Adventure Show, RambleTV.com stopped by Nevada County’s booth and asked us to do a short interview on what there is to do in our area. They then sent us the youtube clip of our promotional piece. [http://rambletv.com/About\\_rambletv.html](http://rambletv.com/About_rambletv.html) <https://www.youtube.com/watch?v=oGA8FIh9DxM>
- **San Francisco Chronicle.com** “Sugar Bowl resort sparked ski industry in Sierra” by Jules Older, March 20, 2015 - small mention of Boreal and Soda Springs (on map). <http://www.sfchronicle.com/sports/article/Sugar-Bowl-resort-sparked-ski-industry-in-Sierra-6148984.php>
- **Visit California’s May 2015 Spotlight E-newsletter – “See Top Cyclists Conquer California - 10<sup>th</sup> annual Amgen Tour of California May 10-17.** [http://www.visitcalifornia.com/event/amgen-tour-california?utm\\_source=NEWSL&utm\\_medium=email&utm\\_campaign=April+domestic\\_2015-04-17+00:00:00\\_20150414\\_061005\\_316683&utm\\_content=2650142545&utm\\_term=\\_316683\\_316709](http://www.visitcalifornia.com/event/amgen-tour-california?utm_source=NEWSL&utm_medium=email&utm_campaign=April+domestic_2015-04-17+00:00:00_20150414_061005_316683&utm_content=2650142545&utm_term=_316683_316709)
- **Visit California’s Summer 2015 “All What’s New” Media showcased** “Stella Becomes Culinary School” feature. <http://media.visitcalifornia.com/Story-Development/Whats-New/?id=101192>

- **Sunset Magazine** editorial mention Three Forks Bakery & Brewing Co, Historic Firehouse No 1 and GoNevadaCounty.com <http://gonevadacounty.com/2015/05/gonevadacounty-com-and-three-forks-bakery-brewery-in-sunset-magazine/>
- **Visit California's June 2015 Spotlight E-newsletter "VIP tours, American Galapagos, West Hollywood style** - "Editors Pick - High Sierra Road Trip" mentions Boreal, Donner Ski Ranch, Soda Springs and Tahoe Donner in the Lake Tahoe section  
[http://www.visitcalifornia.com/trip/sierraadventure?utm\\_source=NEWSL&utm\\_medium=email&utm\\_campaign=June+domestic\\_2015-06-16+00:00:00\\_20150610\\_063634\\_326042&utm\\_content=2650142545&utm\\_term=\\_326042\\_326046](http://www.visitcalifornia.com/trip/sierraadventure?utm_source=NEWSL&utm_medium=email&utm_campaign=June+domestic_2015-06-16+00:00:00_20150610_063634_326042&utm_content=2650142545&utm_term=_326042_326046)

Empire Mine State Historic Park is featured in the "Get a Blast From the Past in Historic Gold Country Towns" section - "9-Family-Friendly Gold Rush Adventures".

[http://www.visitcalifornia.com/feature/9-family-friendly-gold-rush-adventures?utm\\_source=NEWSL&utm\\_medium=email&utm\\_campaign=June+domestic\\_2015-06-16+00:00:00\\_20150610\\_063634\\_326042&utm\\_content=2650142545&utm\\_term=\\_326042\\_326068](http://www.visitcalifornia.com/feature/9-family-friendly-gold-rush-adventures?utm_source=NEWSL&utm_medium=email&utm_campaign=June+domestic_2015-06-16+00:00:00_20150610_063634_326042&utm_content=2650142545&utm_term=_326042_326068)

#### **Direct Results from the Gold Country Autumn Familiarization Tour.**

- **FosterTravel.com** - An initial article will be on Mr. Foster's forever website [www.fostertravel.com](http://www.fostertravel.com) and will be gathered in his new California book for 2016. See post California's Northern Gold Country: From Freeway I-80 North on Highway 49 - <http://www.fostertravel.com/californias-northern-gold-country-from-freeway-i-80-north-on-highway-49/> (Marketing Manager sent the article out to the Tourism Advisory Committee. Several members sent in corrections, which were forwarded to Mr. Foster for correction prior to publishing of his new book in 2016.)
- **Examiner.com by Susan Alcorn**
  - "Exploring the Gold Country: Grass Valley's Empire Mine" – October 20, 2014  
<http://www.examiner.com/article/exploring-the-gold-country-grass-valley-s-empire-mine>.
  - "Plenty of Pleasant Surprises for Visitors to Grass Valley" – October 28, 2014.  
<http://www.examiner.com/article/plenty-of-pleasant-surprisesfor-visitors-to-grass-valley>
  - "Exploring California's Gold Country: Nevada City" – November 3, 2014.  
<http://www.examiner.com/article/exploring-california-s-gold-country-nevada-city>
  - "Exploring California's Gold Country: Sierra City – November 11, 2014.  
<http://www.examiner.com/article/exploring-california-s-gold-country-sierra-city> (small mention of Nevada City/Grass Valley).

- **Berkeleyandbeyond.com – Weekend Adventures Update Blog by Carol Terwilliger Meyers.**
  - “Highway 49—Gold Rush Country: Grass Valley Background, Visitor Center and Antiques” – October 27, 2014  
<http://weekendadventuresupdate.blogspot.com/2014/10/highway-49-gold-rush-country-background.html>
  - “Highway 49—Gold Rush Country: Grass Valley, Empire Mine State Historic Park – October 29, 2014. <http://weekendadventuresupdate.blogspot.com/2014/10/highway-49-gold-rush-country-grass.html>
  - “Highway 49—Gold Rush Country: Grass Valley, The Holbrooke – October 31, 2014. [http://weekendadventuresupdate.blogspot.com/2014/10/highway-49-gold-rush-country-grass\\_31.html](http://weekendadventuresupdate.blogspot.com/2014/10/highway-49-gold-rush-country-grass_31.html)
  - “Highway 49—Gold Rush Country: Grass Valley, North Star Mining Museum – November 3, 2014. <http://weekendadventuresupdate.blogspot.com/2014/11/highway-49-gold-rush-country-grass.html>
  - “Highway 49—Gold Rush Country: Grass Valley, The Center for the Arts – November 5, 2014. [http://weekendadventuresupdate.blogspot.com/2014/11/highway-49-gold-rush-country-grass\\_5.html](http://weekendadventuresupdate.blogspot.com/2014/11/highway-49-gold-rush-country-grass_5.html)
  - “Highway49—Gold Rush Country: Grass Valley, Tess’ Kitchen – November 10, 2014. [http://weekendadventuresupdate.blogspot.com/2014/11/highway-49-gold-rush-country-grass\\_10.html](http://weekendadventuresupdate.blogspot.com/2014/11/highway-49-gold-rush-country-grass_10.html)
  - “Highway 49—Gold Rush Country: Grass Valley, Gold Miners Inn—A Holiday Inn Express Hotel and Suites & Grass Valley Courtyard Suites – November 12, 2014 [http://weekendadventuresupdate.blogspot.com/2014/11/highway-49-gold-rush-country-grass\\_12.html](http://weekendadventuresupdate.blogspot.com/2014/11/highway-49-gold-rush-country-grass_12.html)
  - “Highway 49—Gold Rush Country: Penn Valley, Pilot Peak Vineyard & Winery and Blue Cow Deli – November 17, 2014  
<http://weekendadventuresupdate.blogspot.com/2014/11/highway-49-gold-rush-country-penn.html>
  - “Highway 49—Gold Rush Country: Rough and Ready” – November 19, 2014  
<http://weekendadventuresupdate.blogspot.com/2014/11/highway-49-gold-rush-country-rough-and.html>
  - “Highway 49--Gold Rush Country: Nevada City: Background, Visitor Information” - January 5, 2015 <http://weekendadventuresupdate.blogspot.com/2015/01/highway-49-gold-rush-country-nevada.html>

- “Highway 49--Gold Rush Country: Nevada City: Nevada Theatre” - January 7, 2015  
[http://weekendadventuresupdate.blogspot.com/2015/01/highway-49-gold-rush-country-nevada\\_7.html](http://weekendadventuresupdate.blogspot.com/2015/01/highway-49-gold-rush-country-nevada_7.html)
- “Highway 49--Gold Rush Country: Nevada City: Miners Cultural Center” - January 9, 2015  
[http://weekendadventuresupdate.blogspot.com/2015/01/highway-49-gold-rush-country-nevada\\_9.html](http://weekendadventuresupdate.blogspot.com/2015/01/highway-49-gold-rush-country-nevada_9.html)
- “Highway 49-Gold Rush Country: Nevada City: Three Forks Bakery and Brewing Co. - January 12, 2015  
[http://weekendadventuresupdate.blogspot.com/2015/01/highway-49-gold-rush-country-nevada\\_12.html](http://weekendadventuresupdate.blogspot.com/2015/01/highway-49-gold-rush-country-nevada_12.html)
- **Carol Terwilliger Meyers – Facebook/Twitter posts during the FAM Trip.**
  - Oktoberfest:  
<https://www.facebook.com/photo.php?fbid=10204659798476893&l=c0b9e49811>
  - Three Forks:  
<https://www.facebook.com/photo.php?fbid=10204653658243391&l=da5bc0b953>
  - Tess': <https://www.facebook.com/photo.php?fbid=10204641232372752&l=b06d989832>
  - aliens/Nevada City:  
<https://www.facebook.com/photo.php?fbid=10204648868003638&l=1afaa3ecc5>
  - nail ring at Empire Mine SHP:  
<https://www.facebook.com/photo.php?fbid=10204650855373321&l=945b06dbff>
- **San Jose Mercurynews.com by Ginny Prior.** Article “Happy Wanderer: For Old-Fashioned Christmas, Head to Gold Country” – December 10, 2014.  
[http://www.mercurynews.com/entertainment/ci\\_27112810/happy-wanderer-old-fashioned-christmas-head-gold-country?source=infinite](http://www.mercurynews.com/entertainment/ci_27112810/happy-wanderer-old-fashioned-christmas-head-gold-country?source=infinite)
- **Inside Bay Area News.com by Ginny Prior.** Article “Happy Wanderer: For Old-Fashioned Christmas, Head to Gold Country” – December 10, 2014.  
[http://www.insidebayarea.com/News/ci\\_27112812/Happy-Wanderer:-For-oldfashion](http://www.insidebayarea.com/News/ci_27112812/Happy-Wanderer:-For-oldfashion)

### Tracked coverage only

- **Wine Spectator Magazine Recognizes Friar Tuck’s** – Friar Tuck’s Restaurant & Bar in Nevada City received a 2014 Award of Excellence from Wine Spectator magazine, one of only four such awards in the Northern Sierra region. *Published 15 times per year, Wine Spectator offers an exciting, insider’s view of the good life, including fine dining, wine travel, and entertainment. With 2.8 million readers (MRI), Wine Spectator reaches business leaders, trendsetters, epicureans & connoisseurs.*
- **SF Weekly Slideshows – August 1, 2014 – “Nevada City and the South Yuba River: A Gold Country Getaway.** <http://www.sfweekly.com/sanfrancisco/yuba-river/Slideshow?oid=3046394>. (Submitted by Tourism Advisory member Roseanne Burke.)

- **Zagat.com/San Francisco – August 4, 2014** – “The 7 Best FoodieTrips Around Northern California – featuring Nevada City. [http://www.zagat.com/b/san-francisco/best-foodie-trips-around-northern-california?utm\\_campaign=&utm\\_medium=social&utm\\_source=twitter&utm\\_content=SF&utm\\_term#2](http://www.zagat.com/b/san-francisco/best-foodie-trips-around-northern-california?utm_campaign=&utm_medium=social&utm_source=twitter&utm_content=SF&utm_term#2) (Submitted by Tourism Advisory member Roseanne Burke.)
- **LA Weekly Blogs – August 15, 2014** – “This Chef’s 7-Minute Egg is Worthy the 444-Mile Drive – featuring Three Forks Bakery & Brewing Co. <http://www.laweekly.com/squidink/2014/08/15/this-chefs-7-minute-egg-is-worth-the-444-mile-drive>. (Submitted by Tourism Advisory member Roseanne Burke.)
- **Sacramento Bee.com – August 31, 2014** – “Living History at Empire Mine State Park” by Sam McManis. (Submitted by Tourism Advisory member Lynn Wilson.)
- **red tricycle – August 31, 2014** – “15 Family-Friendly Small Towns to Visit This Winter” featuring Nevada City. <http://redtri.com/family-friendly-small-vacation-towns-for-winter/slide/9/#slide>. (Submitted by Tourism Advisory member Roseanne Burke.)
- **Merced Sun-Star online – September 6, 2014 by Debbie Croft.** “Autumn is perfect time to visit Sierra’s hidden gems.” Article outlining many of Nevada County’s festivals, art and cultural venues and historical attractions. <http://www.mercedsunstar.com/2014/09/06/3831603/debbie-croft-autumn-is-perfect.html>
- **San Francisco Magazine - September 2014** – Article featuring Nevada City, Miners Foundry Cultural Center and Matteo’s Public. (Submitted by Tourism Advisory member Roseanne Burke.)
- **Thrillist.com** - “9 Under-The-Radar Road Trips for When You Need to Get out of SF” by Daisy Barringer. Article features, Grass Valley including eat at The Willo (well writers don’t always get the towns right), check out Empire Mine and stay at The Holbrooke. <http://www.thrillist.com/entertainment/san-francisco/sf-vacation-ideas-road-trips-pescadero-san-luis-obispo-and-more> (Submitted by Tourism Advisory member Roseanne Burke.)
- **Lifehack.org** – “Everyone Should Visit These 10 Intriguing Small Towns in the USA” by Nicholas Garcia. Article features Nevada City as number 9. <http://www.lifehack.org/articles/lifestyle/everyone-should-visit-these-10-intriguing-small-towns-the-usa.html?dqs=4>. (Submitted by Tourism Advisory member Roseanne Burke.)
- **Impulcity.com** – “The 19 Most Beautiful Small Towns in America”. Article features Nevada City as number 13. <https://impulcity.com/articles/the-19-most-beautiful-small-towns-in-america/2>.
- **Westphoria.sunset.com** – “Sunset’s Favorite New Restaurants of 2014” by Andrea Minarcek - December 23, 2014. Article lists three Truckee restaurants - Morgan’s Lobster Shack, Marg’s Taco Bistro and Spice. <http://westphoria.sunset.com/2014/12/23/sunsets-favorite-new-restaurants-of-2014>



- **Fodor's Travel** – “Top U.S. Towns with Huge Christmas Celebrations” – December 17, 2014. Article mentions Nevada City Victorian Christmas.  
<http://www.fodors.com/news/photos/top-10-us-towns-with-christmas-celebrations#!5-nevada-city-victorian-christmas>.
- **Cycle California! Magazine - January 2015 issue.** Listing of (May 2015) Gold Country Challenge and (July 2015) Donner Lake Half Ironman Triathlon.  
<http://www.cyclecalifornia.com/CycleCAJan2015.pdf>
- **True West Magazine - “Best of the West 2015 - Best Architecturally-Preserved Western Town, Grass Valley, CA”** <http://www.truewestmagazine.com/content/best-of-the-west-m/best-of-the-west-s/2015/7374-the-best-of-heritage-travel-2015-bow> (submitted by Tourism Advisory Committee member Robin Hauck).
- **NBC Bay Area - Worth the Trip blog - “Nevada City Charm. The Inn Town Campground”** by Alysia Gray Painter, March 3, 2015. <http://www.nbcbayarea.com/blogs/worth-the-trip/Nevada-City-Charm-The-Inn-Town-Campground-292480181.html>
- **Theculturetrip.com - “The 10 Most Beautiful Towns in California”** showcasing Nevada City, CA. <http://theculturetrip.com/north-america/usa/california/articles/the-10-most-beautiful-towns-in-california/>
- **People Saving Places Preservation - The magazine of the National Trust for Historic Preservation - Winter 2015 - “Bridgeport Covered Bridge”** mention.
- **Cycle California! Magazine - May 2015 issue.** Listing of (May 2015) Gold Country Challenge. <http://www.cyclecalifornia.com/CycleCAMay2015.pdf>.
- **Nbcbayarea.com - “Bike Nevada County: 52 Days of Cycle-Sweet Haps.**



8. **The Maintenance of the County's Tourism Website, GoNevadaCounty.com** efforts not only ensures continued success and integrity of the website is maintained, but also includes keeping the site current and fresh, a tourism blog roll, managing business listings, comprehensive tourism based community calendar, Face book presence and tracking the effectiveness of the website and monitoring search engine rankings. The Year End Report highlighting the website activity as well as key measurement outcomes covering the period of July 1, 2014 – June 30, 2015 will be prepared by Sierra FoodWineArt shortly after the close of the fiscal year and forwarded to the County for inclusion in this final report.



## GoNevadaCounty.com Website Maintenance Contract APRIL–MAY–JUNE 2015 & YEAR-END REPORT

### HIGHLIGHTS 2014-2015:

#### WEBSITE TRAFFIC

- Visits to GoNevadaCounty.com continue to increase (**up 11 percent** from the previous contract year 2013-2014) because of posting fresh content that **far exceeds** the stated goals (for blog posts, Facebook posts, photo galleries, videos and more); along with site updates (attractions and events); promotion on Facebook (still *the* No. 1 source of referrals to GNC.com); SEO or “search engine optimization”; and Google AdWords and Facebook ad campaigns.

Also for the year, Unique Visitors and Page Views were up 11 percent and 8 percent, respectively. The data indicates that more people also are using the site as a handy reference tool for events and attractions.

During the months of April, May and June 2015, website metrics were up compared to the previous reporting period, including Visits (**up 9 percent**), Unique Visits (up 9 percent), and Page Views (up 8 percent).

- We continue to add more photo galleries, videos, links to interactive maps, and text — both original and supplied by tourism stakeholders. Some of the content was reported first, such as the Stage 2 start of the 2015 Amgen Tour of California and the inaugural Nevada County Restaurant Week.
- The keywords that show up in the search results during contract year 2014-2015 continue to **focus on attractions in the unincorporated county** (a chief mission of GNC.com). Examples include Nevada County Fairgrounds, Yuba River swimming holes, Boreal Mountain Resort, Rollins Lake, Nevada County events and Nevada County Fair.

- **More out-of-town visitors** are coming to the site. For example, for the year, San Francisco, Yuba City, and Sacramento are No. 1, 2 and 3 in the rankings respectively, and Reno and Folsom are in the top 10. During the April-May-June 2015 reporting period, Roseville climbed back into the top 10 as the No. 9 ranking.

These rankings acknowledge the **effectiveness of our 180-minute drive time target audience** of the website. We routinely share GNC.com content with out-of-town Facebook sites, including Visit California, Good Morning Sacramento, Visit Truckee, KTVU in Oakland-San Francisco, *Reno Gazette Journal*, *Sacramento Bee*, *Chico News & Review*, Capital Public Radio, *San Francisco Chronicle*, *Los Angeles Times*, *Outside* magazine, Pacific Crest Trail, and others. This is one reason our county is receiving attention in the out-of-town media. We have received calls from the out-of-town media about visiting based on our content. One example: Good Day Sacramento.

#### "ALL ABOARD!" BLOG

- For the full 2014-2015 contract year, **227 "All Aboard!"** blog posts were created – **well exceeding** the requirement of one blog per week (or 52). We created the "All Aboard!" blog to ensure that fresh content was regularly added to GNC.com. It has proven to be a powerful traffic generator.

During the April, May, June 2015 reporting period, 52 "All Aboard!" blog posts were created. This averages to more than four blog posts a week, four times the weekly requirement of the website maintenance contract.

- "All Aboard!" blogs were successfully promoted through social media to the targeted 180-minute drive time (more details below).

#### FACEBOOK

- During the 2014-2015 contract period, about **423 Facebook** posts were placed.
- Facebook "likes" have **increased to 2,580** (up from 1,727 on June 30, 2014, about a 50 percent increase). During the entire term of the NCERC contract periods, Facebook "likes" have increased 122 percent.

During the April, May, June 2015 reporting period, Facebook crossed **2,500 "likes,"** gaining another 166 during the quarter.

- This quarter we added **112 Facebook posts**. The posts were routinely cross-promoted on tourism- and travel-related Facebook pages in Sacramento, San Francisco, Chico, Davis, Reno and Los Angeles for wider exposure.

Examples of the reach and strength of the Facebook posts, which regularly promote original “*All Aboard!*” blog items during this quarter, include:

- “Looking to cool off this week?” (6/29/15) with 250 “likes” and 132 “shares;”
- “Scotts Flat Lake near Nevada City named one of California’s top 10 paddle boarding spots” (5/15/15) with 214 “likes” and 294 “shares;”
- “Nevada City and Truckee are named best romantic destinations” (6/29/15) with 124 “likes” and 182 “shares;”
- “Nevada County CA is perfect for weddings, anniversaries, parties and celebrations” (6/21/15) with 57 “likes” and 75 “shares;”
- “Great news! Las Katarinas restaurant to reopen in South Nevada County” (4/25/15) with 497 “likes” and 240 “shares;”
- “Music, festivals, fairs and fun this summer in Nevada County” (4/17/14) with 290 “likes” and 307 “shares”

## WEBSITE CONTENT

- The “What’s New” box on the front door was regularly updated to promote new items, such as the joint effort by the Nevada County Historical Landmark Commission and Nevada County GIS staff of the new web-based interactive map;

The Sierra Vintners three new Wine Trail events with link to purchase tickets;

Arts and culture events such as California WorldFest, the Sierra Storytelling Festival and Music in the Mountains SummerFest;

Outdoor recreation such as Celebration of Trails Day;

The 2015 Nevada County Grown Farm Guide with a link to download the guide.

- The digital press kit was updated with “seasonal” content supplied by the Nevada County Tourism Marketing Manager and ourselves, and it was also developed into “*All Aboard!*” blog items and promoted via Facebook posts.

The quarterly “What’s New in Nevada County” content created and posted throughout the year with over 155 links, included:

- County: Celebration of Trails Day; North Columbia Schoolhouse Cultural Center concerts; Father’s Day Bluegrass Festival; Music in the Mountains

SummerFest; SummerFest Arts Festival; Nevada County AirFest; Rough & Ready Secession Days; California WorldFest; Nevada County Fair; Draft Horse Classic and Harvest Festival; California State Parks Bird Walks, Gold Panning Demonstrations, Birding, Wildflower Walks, Independence Trail Walks; Malakoff Diggins Humbug Day; Garden Tours, Mother's Day Springtime Event and Miners Picnic at Empire Mine State Historick Park; Sierra Vintners Wine Trail Tours; Gold Country Cycling Challenge; Penn Valley Rodeo; Strawberry Music Festival; Kids Annual Fishing Derby; Nevada County Both exhibit at California State Fair; North Star House Jazz Concert; BBQ Battle and Foreign Car & Motorcycle Show; Fall Colors Open Studios and Art Tour

- Grass Valley: Alasdair Fraser's Grand Fiddlers Rally; The Center for the Arts concerts including Amy Grant, Jeff Bridges and Melissa Ethridge; Thursday Night Market and Free Summer Concerts; InConcert Sierra concerts; Foothills Celebration; St. Piran's Day; Music in the Mountains concerts; Downtown Grass Valley Car Show; Chef's Table at Tess' Kitchen Store; Miners Pic
- Nevada City: First Friday Art Walk; Nevada City Bicycle Classic; Adult Soapbox Derby; Summer Nights; Uncorked; Constitution Day Festivities; Film Festival; Miners Foundry Culture Center concerts; Mardi Gras; Off Broad Street shows; 2015 Amgen Tour of California, Farm to Table Dinner
- Truckee: New Visitor Center at Donner Memorial State Park; Summer Concert on the Green at Tahoe Donner; Truckee Tahoe Air Show; Truckee Thursdays; Truckee Open Arts Studios Tour; Donner Lake Triathlon; Full Moon Sunset Snowshoe Tour; Donner Lake Paddleboard Race; Donner Party Hike; Downtown Truckee Wine, Walk & Shop; Truckee Haunted Historic Tour
- New business listings were added or modified, and 2015 and 2016 dates for "fairs & festivals" were updated.
- Added pages in 2014-2015 include:
  - Equestrian
  - Craft Beer
  - Nevada County Restaurant Week
  - Sierra Vintners "Wine Trails"
  - "What's New in Nevada County November through December 2014"
  - "What's New in Nevada County February through May 2015"
  - "Winter What's New" page for the media kit
  - "Spring What's New" page for the media kit
  - "Summer What's New" page for the media kit
  - Photo Gallery: Amgen Bike Race

- Photo Gallery: Vintage Trailers
- Revised pages:
 

We significantly updated pages, such as “wedding,” “recreation,” “arts & culture” and “food & wine” with new content and listings.
- We collaborated with groups including Bear Yuba Land Trust, Sierra Vintners, Nevada County Arts, craft breweries, wedding planners and vendors, and equestrian enthusiasts, among others, to bolster content. One example: linking to BYLT trail maps. For further improvement, we suggest more collaboration among tourism stakeholders in submitting relevant content (around an editorial calendar, for example).
- Donated original content and photos from Sierra FoodWineArt magazine and its companion website, SierraCulture.com, to GoNevadaCounty.com.
- Compared with other tourism websites, our real advantage is the high frequency of posting relevant content on the website (such as blogs, videos, photos and interactive maps), as well as cross-promotion on Facebook and other social media. It occurs virtually daily, not weekly.

## SEARCH ENGINE OPTIMIZATION

Our SEO ("search engine optimism") strategy, in place for some years, has helped grow traffic. It includes keyword research (identifying what words people use to search the website); keyword targeted content (posts about popular search terms such as "Victorian Christmas" or "Yuba River"); an AdWords and social media campaign focused on the relevant keywords; link building (getting more websites, such as the wineries, to link back to GNC.com) and targeted landing pages (such as "gold," "craft beer" and "equestrian"), among other factors.

The keyword research led to the creation of a “gold” landing page, a strategy the Nevada City Chamber later implemented with its own independent research.

The online ad campaign is targeted to coincide with the marketing goals of GoNevadaCounty.com: reaching visitors within a 180-minute drive time and **showcasing unincorporated Nevada County, not just the historic downtowns**. The wineries, arts and culture, Penn Valley, Empire Mine, Donner State Park, the County Fairgrounds and lodging are all targeted too.

All the ads are tied to relevant landing pages of GNC.com — "Explore by Area," "Food & Wine" and "Recreation," for example. Popular current keywords include Rollins Lake CA, Bowman Lake, Yuba River, Nevada County Fairgrounds and

Nevada County events, for example.

Thanks to the SEO strategy, GoNevadaCounty.com ranks **first** when you search for "Nevada County tourism" or "visit Nevada County" on Google.

Search Engine Optimization procedures are undertaken to maintain a SEO score of at least 90 percent, a longtime goal. As of July 2015, the SEO score was 92 percent. (source: <http://whois.domaintools.com/gonevadacounty.com>)

## CONTINUED RECOMMENDATIONS

- More stakeholders linking to GoNevadaCounty.com, an ongoing process.
- Stakeholders suggesting more content to GoNevadaCounty.com, tied to GoNevadaCounty.com keyword list from Google analytics. In addition, stakeholders need to help create tour package content that can be promoted on GoNevadaCounty.com.
- Refreshing some of the design elements of GoNevadaCounty.com, such as the Events, Weddings and Recreation page.
- Adding more social media including Twitter, Pinterest, Instagram and others.
- GoNevadaCounty.com needs a mobile website, as we've been suggesting all along. It is becoming more pressing as Google is now penalizing sites that are not mobile friendly, resulting in the website's content appearing lower in Google searches. Competing tourism sites are launching their own mobile friendly websites, and more visitors are using smartphones.

With our own expertise and experience launching a mobile website for our own tourism-related business, we have researched and reported on the matter in collaboration with the Tourism Marketing Manager. But the project still awaits funding.



## GOOGLE ANALYTICS - VISITORS

### **APRIL-MAY-JUNE 2015 vs. JANUARY-FEBRUARY-MARCH 2015**

(current 3-month reporting period vs. previous 3 months)

Traffic:

- A - Visits:** Up 8.75% from 22,367 to 24,324
- B - Unique Visitors:** Up 9.41% from 19,282 to 21,096
- C - Page Views:** Up 7.6% from 42,883 to 47,216
- D - Pages / Visit:** Even (0%) at 1.95
- E - Avg. Visit Duration:** Up 1.27% from 1:19 to 1:20

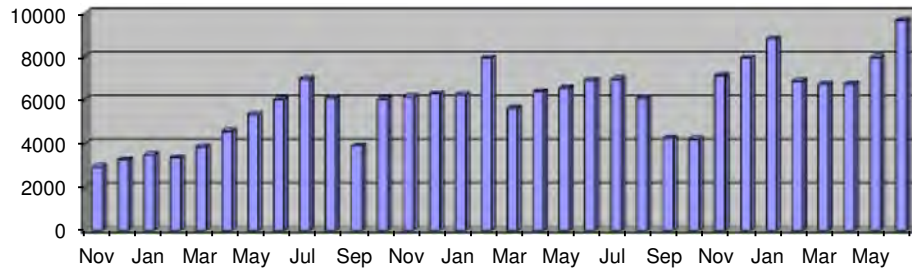
### **JUNE 2015 vs. NOVEMBER 2012 COMPARISON**

Traffic:

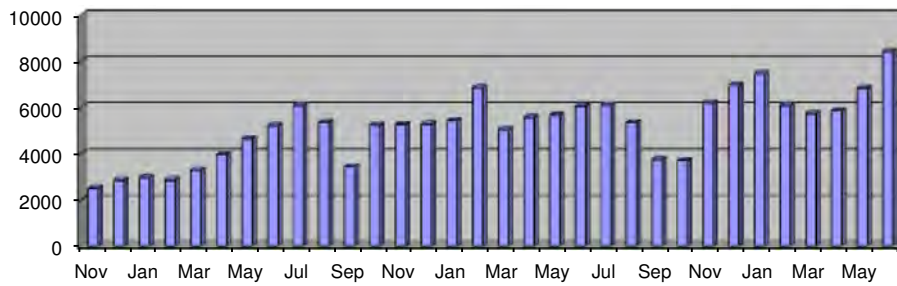
- A - Visits:** Up 228.69% from 2,938 to 9,657
- B - Unique Visitors:** Up 236.36% from 2,500 to 8,409
- C - Page Views:** Up 146.02% from 7,025 to 17,283
- D - Pages / Visit:** Down 25.42% from 2.40 to 1.79
- E - Avg. Visit Duration:** Down 37.17% from 1:53 to 1:11

Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015	Apr-May-Jun vs. Jan-Feb-Mar	Jun 2015 vs. Nov 2012
8,807	6,857	6,703	6,714	7,953	9,657	8.75%	228.69%
7,464	6,085	5,733	5,865	6,822	8,409	9.41%	236.36%
18,040	12,762	13,081	13,324	16,609	17,283	7.60%	146.02%
2.05	1.86	1.95	1.98	2.09	1.79	0.00%	-25.42%
1:31	1:08	1:20	1:24	1:27	1:11	0.95%	-37.17%

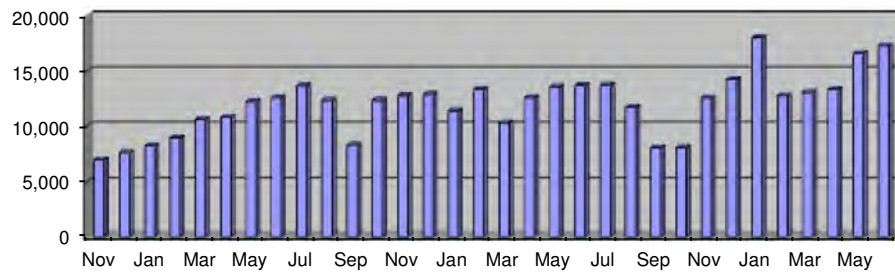
**All Visitors**



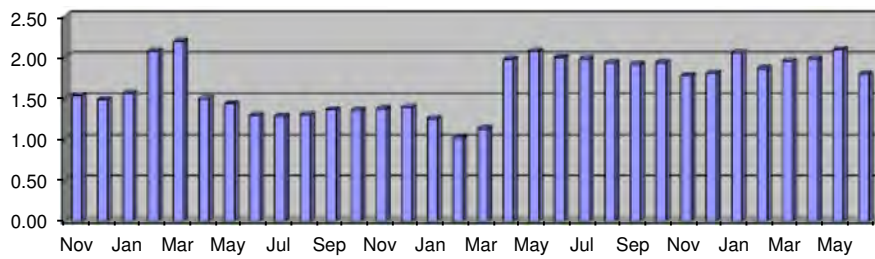
**Unique Visitors**



**Page Views**



**Average Time on Site**



## **GOOGLE ANALYTICS – TRAFFIC SOURCES**

### **Search Key Words: April-May-June 2015** (reporting period)

Nevada County Events	40	Nevada County	22
Pacific Crest Trail	35	My Nevada County	20
Map of Pacific Crest Trail	30	Nevada County CA	18
Rollins Lake Camping	29	Nevada City Events	17
Tahoe Weather	26	Go Nevada County	16

### **Where People Came From: April-May-Jun 2015** (reporting period)

#### **States: Top 10**

California	18,967
Nevada	906
Texas	310
Oregon	223
Florida	214
New York	212
Washington	205
Arizona	189
Illinois	137
Alabama	100

#### **Cities: Top 10**

Sacramento	2,572
San Francisco	2,497
Yuba City	1,735
Grass Valley	1,597
Alta Sierra	676
Auburn	559
Los Angeles	439
Reno	428
Roseville	366
Chico	301

## **GOOGLE ADWORDS AND FACEBOOK AD CAMPAIGNS**

Below are the monthly Google AdWords and Facebook ad campaign purchases for April through June 2015:

April	\$ 368.90
May	240.61
June	<u>293.63</u>
	\$ 903.14

April through June 2015 monthly amount spent averages to \$301.05 (\$51.05 per month over budget).

For the contract year July 2014 through June 2015, a total of \$3,380.27 has been spent on Google AdWords and Facebook ad campaigns, averaging \$31.69 per month over budget.