

# BISHOP TOURISM IMPROVEMENT DISTRICT



8/16/2018

2017-2018 ANNUAL REPORT

Review and analysis of BTID marketing programs developed and managed by Bishop Area Chamber of Commerce & Visitors Bureau.

# BISHOP TOURISM IMPROVEMENT DISTRICT

## 2017-2018 ANNUAL REPORT

### BTID BACKGROUND

On November 10, 2014, the Bishop City Council adopted Resolution No. 14-15, establishing the Bishop Tourism Improvement District (BTID) as requested by the local lodging industry. All lodging businesses within the Bishop city limits participate in the BTID program. The 2% assessment of gross receipts for the district became effective on January 1, 2015 and funds are collected in the same manner and at the same time as City of Bishop TOT collections. BTID funds are used for tourism promotion programs as outlined in the BTID Management District Plan.

### A MESSAGE FROM THE EXECUTIVE DIRECTOR

We are proud to present the 2017-2018 Bishop Tourism Improvement District Annual Report.

We have made great strides in changing Bishop's reputation from a "pit stop" or one-night layover town to a very desirable destination. We've heard that guests come here to enjoy activities such as fishing, hiking, bouldering, photography and simply relaxing. We've also heard they stay multiple days and intend to return.

It's hard to believe, but we're already half way through year four of the original five-year BTID Program. We are now beginning the process to renew the Bishop Tourism Improvement District that's a proven win-win-win program and we hope you will continue your support. BTID funded marketing programs have made a measurable difference in just a few years, but there is still room for improvement. With continued investment, we can further increase visitation in the slower months of November through May.

The Bishop Area Chamber of Commerce & Visitors Bureau has a long-standing philosophy to bring our community together and pool resources for the greater good. BTID generated funds have made possible many new marketing initiatives and other contributors continue to support our efforts to sustain and grow the local economy.

We utilize a multifaceted approach to communicate with diverse audiences of potential visitors and always maintain an authentic viewpoint and voice. Local experts create content and we use the best travel industry professionals to deliver messaging to strategically chosen targets. We're confident this approach will lead to the most sustainable and responsible economic growth.

As we look back on a successful year, we're grateful to our Bishop lodging partners, City of Bishop, County of Inyo, local business community and volunteers. It's truly a team effort and we're looking ahead to another great year!

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## ADVISORY BODY

The use of the assessment fund is based on recommendations of the Bishop Area Chamber of Commerce and Visitors Bureau (BACCVB). The BACCVB is governed by an all-volunteer Board of Directors, elected by the Bishop business community to set policy and provide oversight of staff. A minimum of three BACCVB Board members represent lodging businesses paying the BTID assessment. All BTID lodging owners and representatives are invited and encouraged to participate in program development.

The Bishop Chamber of Commerce holds regular business meetings on the third Thursday of every month. BACCVB Executive Director presents public updates at Bishop City Council meetings every month.

**2018/2019 BACCVB BOARD OF DIRECTORS**

<b><u>Name</u></b>	<b><u>Business Representation</u></b>	<b><u>Title</u></b>
<b>Scott Piercey</b>	High Country Lumber	Board President
<b>Tammy Mandrell</b>	Mule Days Celebration	Vice President
<b>John Louth</b>	Mountain Rambler Brewery	Treasurer
<b>Corinna Korpi</b>	Alta One Federal Credit Union	Immediate Past President
<b>Harry Bhakta</b>	Bishop Elms Motel	Board Member
<b>Rohit Bhakta</b>	America's Best Value Inn	Board Member
<b>Joseph Cabral</b>	Best Western Bishop Lodge & Comfort Inn	Board Member
<b>Jose Garcia</b>	Individual Member	Board Member
<b>Gary Hampton</b>	Pintail Imaging	Board Member
<b>Niral Munshaw</b>	Vagabond Inn, Motel 6 & Travelodge	Board Member
<b>Bina Patel</b>	Red Roof Inn	Board Member
<b>Cheryl Underhill</b>	Northern Inyo Hospital	Board Member
<b>Debi Yerkes</b>	Alex Printing	Board Member

**KEY BISHOP TOURISM IMPROVEMENT DISTRICT OBJECTIVES:** *The BTID District Management Plan, developed by Bishop hoteliers prescribes the following objectives to guide BACCVB staff.*

- Promote Bishop as a year-round vacation destination
- Focus new marketing efforts on slower months of November through May
- Strategically target diverse audiences
- Increase travel and sport show representation
- Engage travel trade and media for familiarization trips
- Provide excellent customer service to all guests
- Increase major media advertising
- Improve website
- Develop strategic social media and online advertising campaign
- Partner with event organizers to enhance events and increase attendance

## TOURISM PROMOTION PROGRAM - BY THE NUMBERS

With continued financial support from City of Bishop, County of Inyo, Chamber Members and BTID funds, BACCVB has maintained existing programs and greatly expanded marketing efforts in the year.

## TRAVEL SHOWS

Consumer travel and sport shows effectively attract new visitors to Bishop. Prior to BTID, we only promoted Bishop at one or two shows each year and now we participate in seven. In 2015, 8,300 direct contacts were made at the shows. In 2018, we connected with more than 23,000 potential visitors at the events. A combination of BACCVB employees and volunteers staff the exhibits to maximize effectiveness and minimize cost.

## 2015

LA Travel & Adventure Show  
Fred Hall Long Beach

## 2018

LA Travel & Adventure Show  
San Diego Travel & Adventure Show  
Bay Area Travel & Adventure Show  
Fred Hall Ultimate Outdoor Experience Long Beach  
Fred Hall Ultimate Outdoor Experience Del Mar  
Fred Hall Ultimate Outdoor Experience Bakersfield  
International Sportsmen's Expo Sacramento





## TRAVEL TRADE/MEDIA FAM TOURS

Establishing and nurturing relationships with writers, bloggers, photographers and other travel media professionals is essential to promoting Bishop. BACCVB's expert staff develops tours and guided excursions to educate, entertain and "wow" our media friends.

In January, True West Magazine named Bishop as one of the top ten "True Western Towns" in the United States. It's an honor to make the list and the article highlighted Mule Days, Laws Museum, Paiute-Shoshone Cultural Center, downtown murals and other unique venues. BACCVB staff worked hard on the contest submission materials and we're quite proud of the award.



In May, we hosted Delphine Bauer, a French journalist on assignment for the popular travel magazine GEO (circulation over 500,000). She focused on learning about Owens Valley history and culture and was particularly interested in Mule Days. Delphine had an amazing visit and we're looking forward to seeing her photos and story in an upcoming issue.

Mammoth Lakes Tourism hosted a conference for the Freelance Writers Division of the Society of American Travel Writers (SATW) June 26-29. BACCVB invited SATW members to enjoy pre and post conference FAM tours of the Owens Valley and by all accounts, the project was a success! Fourteen freelance journalists were treated to guided tours including Ancient Bristlecone Pine Forest, Laws Railroad Museum, Paiute-Shoshone Cultural Center, Bishop Creek Canyon, Buttermilk Recreation Area, Owens Valley Radio Observatory, Manzanar and Whitney Portal. The journalists were quite impressed and we're sure to see great stories published on many platforms in the near future!

On the eve of the general trout season opener, BACCVB hosts the Media Reception to welcome sporting journalists and fishing industry pros to the Eastern Sierra. This year's dinner and program had about 100 guests including reps from Western Outdoor News, Berkley, Fishing Ventures Television, SD Fish.com, Fish Taco Chronicles, San Diego Union-Tribune, CADFV, plus local guides and community leaders. The annual trout opener media reception is an important way we say thank you to fishing industry influencers for keeping the Eastern Sierra relevant in the highly competitive world of sport fishing.



## TROUT STOCKING

Trout fishing continues to be an important draw for visitors to Bishop. Lodging owners, guests and community leaders have urged us to increase trout stocking to supplement the efforts of California Department of Fish and Wildlife. In 2017/2018, some BTID funds were matched with contributions from resorts and private donors to significantly increase stocking in Bishop-area waters. The fish were purchased from Wright's Rainbows in Idaho and Desert Springs Trout Hatchery in Oregon.

- July, 2017 - South Lake, Sabrina, North Lake, Intake II and Bishop Creek
- September, 2017 - South Lake, Sabrina, North Lake, Intake II and Bishop Creek
- February, 2018 – Pleasant Valley Reservoir and Owens River
- March, 2018 – Pleasant Valley Reservoir and Owens River
- June, 2018 - South Lake, Sabrina, North Lake, Intake II and Bishop Creek

## EVENT SUPPORT

Several events draw thousands of participants and spectators to Bishop each year. BACCVB strategically partners with event organizers to enhance events and increase attendance. Since BTID was established, BACCVB is able to attract and support more events.

### 2014/2015

- Blake Jones Trout Derby
- CHSRA State Finals Rodeo
- Millpond Music Festival
- WMDC Bike Race
- VCMC Dual Sport Rally



### 2017/2018

- Blake Jones Trout Derby
- Mule Days Celebration
- CHSRA State Finals Rodeo
- SATW Conference
- Millpond Music Festival
- Owens Valley Cruisers Fall Colors Car Show
- VCMC Dual Sport Rally
- Fall Highball Craggin' Classic
- Railroad Express
- Flash Foxy Women's Climbing Festival
- Nevada Bar Association Family Law Conference

## VISITOR SERVICES

The Bishop Visitor Center is open year-round and staffed by friendly, knowledgeable professionals. Effective visitor center operations are critical to engaging guests, motivating them to stay longer, return frequently and speak favorably about Bishop. BTID funds have made it possible to extend hours in busier months and improve staff training. We receive many positive reviews on TripAdvisor and Yelp related to excellent service.



Danielle S Anchorage, United States



Reviewed 3 weeks ago

### Above and Beyond!

I wandered into the Visitors Bureau with a simple question about how to find shuttles to various hiking spots (as I don't have a car). Joe happened to be the only one working and was beyond helpful! He pulled out maps, shuttle itinerary and even went into the history of Bishop and various areas around Bishop. He provided me with so many resources and really made me feel at home in a new place. I never thought I'd be so happy to have walked in here! Joe took so much time with me. He is extremely friendly, thorough, and kind. While still helping me, he greeted everyone who came in with a warm welcome and a smile. If you ever visit Bishop, you have to stop in just to meet Joe!

We experienced growth in visitor center guest counts since BTID marketing plans have been implemented; however, we have noticed a slight decrease this year. As our online presence improves, more guests receive information electronically as opposed to personally coming in to the visitor center. Secondly, some hoteliers have noticed an increase in multiple night stays. Guests generally only come to the Visitor Center once per trip to Bishop, so we would expect to see continued increase in occupancy even if we don't experience growth in Visitor Center numbers.

	2014-2015	2015-2016	2016-2017	2017-2018
July	2300	2413	2800	2756
August	2460	2157	2656	2565
September	2284	2389	3046	2750
October	2642	2533	3309	3166
November	1025	1058	1320	1355
December	831	936	1136	997
January	713	785	838	880
February	820	1076	799	921
March	1429	1714	1744	1709
April	2082	1592	2380	1788
May	2174	2374	2563	2476
<u>June</u>	<u>2136</u>	<u>2307</u>	<u>2284</u>	<u>2290</u>
<b>FY Total</b>	<b>20,896</b>	<b>21,334</b>	<b>24,875</b>	<b>23,653</b>



## VISITOR PUBLICATIONS

Print brochures and maps are excellent tools to attract new visitors and encourage them to spend more time in our region. In 2017/2018, we worked with regional partners to create and update several key publications. These guides are distributed at travel shows, area visitor centers and businesses. Digital versions are also available on our website.

- Inyo County Backroads Motor Touring Guide
- Inyo County Treasure Map
- Eastern Sierra Fishing Map
- Bishop Visitor Guide
- Inyo County Visitor Guide
- Eastern Sierra Fall Color Map Guide
- Inyo County Warm Water Fishing Map



## MAJOR MEDIA ADVERTISING

Some BTID funds have been invested in national and regional major media publications. We have strategically purchased advertising to reach targeted markets via print and online magazines. As you can see, prior to BTID, Bishop was only featured in a few local publications. Since then, our coverage has broadened significantly.

2014/2015	DIST	2017/2018	DIST
Scenic 395 Magazine	50,000	Scenic 395 Magazine	50,000
ES Fishing Guide	55,000	ES Fishing Guide	55,000
Yosemite Journal	350,000	Yosemite Journal	350,000
Mono Co. Visitors Guide	170,000	Mono Co. Visitors Guide	170,000
Fish Taco Chronicles	<u>10,000</u>	Fish Taco Chronicles	40,000
	635,000	Western Outdoor News	792,000
		AV Press Newspaper	150,000
		Mammoth In-Room Directory	914,325
		Sunset Magazine	1,140,000
		California Sportsman	320,000
		California Visitors Guide	3,900,000
		California Road Trips	600,000
		California Climber	5,000
		Rock & Ice	180,000
		Adventure Outdoors	1,140,000
		Adventure Sports Journal	560,000
		Cycle California Magazine	368,000
		Canadian Traveler Magazine	135,000
		True West Magazine	915,000
		Trail Runner Magazine	<u>103,775</u>
			11,888,100

**1,872% Increase in Print/Online Impressions since BTID inception!**

## WEBSITE

[www.bishopvisitor.com](http://www.bishopvisitor.com) was completely rebuilt and launched on January 18, 2016. A variety of metrics are regularly analyzed to measure performance and guide strategic content development.

The site is responsive; it can be viewed well on any device. More people each year use a mobile phone or tablet. In one year, desktop viewership slipped from 40% to 34%. When you translate that to the 316,000 visitors over the past year, there was an 87% increase in mobile visitors, 38% increase in desktop users and 43% increase in tablet visitors.

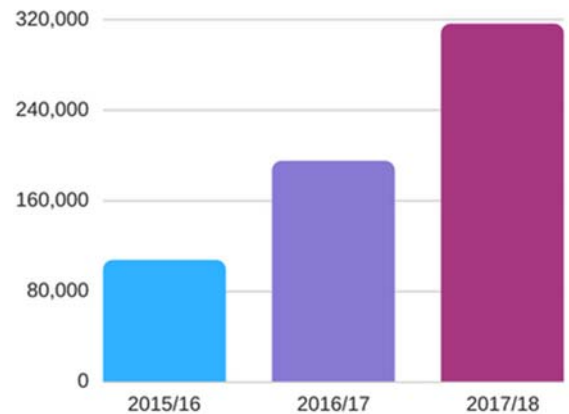
- 55.5% view from mobile phone
- 34% view on desktop
- 10.5% use tablet

**E-news Subscriptions** – Our website invites guests to opt-in to receive our monthly e-newsletter. In the past twelve months we gained 1,948 new subscribers (35% increase). This tells us web visitors like the information on the site and want more! We acquire e-news subscribers in other ways (guestbook in visitor center and travel shows) and in the past six months, we've added a total of 3,000. Our mailing list currently has 13,517 subscribers and is still growing.

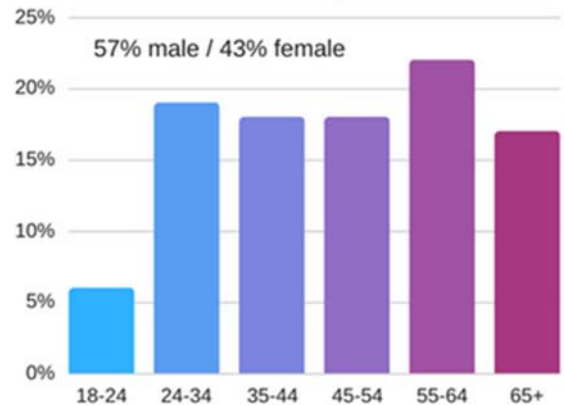
**26,000 Average Website Visits per Month.** We expect to see visitation rise and fall with seasons and travel trends. We are pleased with significant year over year increase.

- 75.5% are new users. This tells us our marketing efforts are working well to create new interest in our destination. We're also pleased to have some repeat users; this tells us the content is good and users come back to our site for more information.
- 95% of traffic comes from within the United States. We also recorded many users from United Kingdom, Canada, Germany, Peru, India, France, Netherlands and Australia. The website includes translation in six foreign languages.
- 94% of traffic originates from outside of the Eastern Sierra. Top 10 US cities are Los Angeles, Sacramento, San Diego, San Francisco, San Jose, Bakersfield, Riverside and Roseville. About 6% of traffic comes from Bishop and Mammoth.
- 43% users are female, 57% are male.
- Ages are distributed evenly with the largest cluster being 55-64.

bishopvisitor.com visits



visitor demographics



## VISITOR INFORMATION REQUESTS

Search Engine Management (SEM) efforts focus on driving visitors to request a FREE Bishop Visitor Guide via a form on [www.bishopvisitor.com](http://www.bishopvisitor.com).

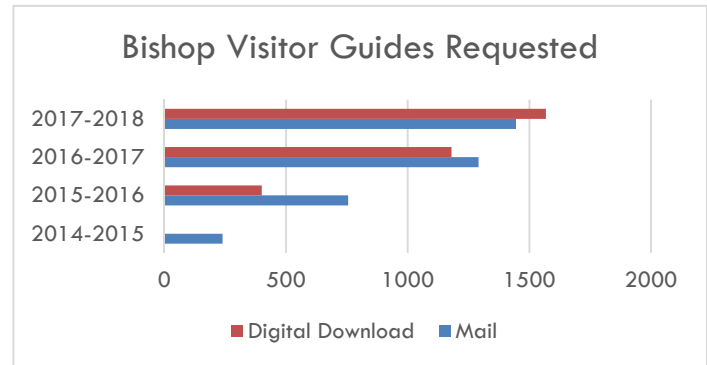
A completed request is considered a “conversion” for purposes of measuring SEM success.

In 2014/2015 mail requests totaled 239.

In 2015/2016, the number grew to 1,155.

In 2017/2018, we sent 3,013 Visitor Guides.

48% were mailed and 52% requested the digital download.



Ads in Sunset Magazine and the California Visitors Guide generated an additional 1,604 requests for the Bishop Vacation Planner through the “Reader Response” postcard and online programs. Bishop Visitor Center staff members have been busy fulfilling over 100 requests for Bishop Visitor Guides by mail each week!

## SOCIAL MEDIA AND ONLINE ADVERTISING

BACCVB has established a social media “Dream Team.” These contracted professionals work with BACCVB staff to create content including videos, photos, articles, stories and blog posts. The team works collaboratively to deliver messaging and monitor progress of strategic social media and online marketing efforts.

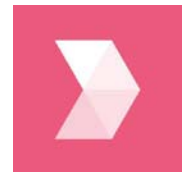
### TripAdvisor (NEW Bishop Destination Page 2017/2018)

- 2,000-4,000 Pageviews/Month
- 55-91 Clicks to the website/ Month
- 2.5 minutes - Average time on page
- Includes map, brochure, events, photos, videos, articles and links



### CrowdRiff (NEW 2017/2018)

- 522 Rights Approved Photo Assets
- +80 Gallery Apps with 68% engagement rate over 58k interactions and 86k views
- Photo Wall Created for Hoteliers + Travel Shows
- Vital addition and time saving tool for social, bloggers, and website enhancements.



### HMS Global/Visit USA Parks (NEW 2017/2018)

- Emily Taylor, Editor/Photo Journalist from Visit USA Parks visited winter of 2017.
- Several stories posted on Facebook, Twitter & Instagram.
- Total reach via social media targeted international visitors in Europe, China and US travelers interested in a road trip: 273,032.
- Total engagement (likes, comments, shares and social clicks in slide shows): 49,671.
- Total web clicks, based on the story: 14,212.



## SOCIAL MEDIA AND ONLINE ADVERTISING (cont.)

Four new Visit Bishop social media accounts were created and launched in July 2015. All platforms perform well and show measurable progress.

### Facebook/Visit Bishop

- 30,446 Followers and growing (21,280 at this time last year)
- Utilizing mix of paid ads and team member posts
- Minimum of two posts per day
- Excellent Reach and Engagement Metrics



### Instagram - #Visit Bishop

- 10,100 Followers and growing (5,659 at this time last year)
- 680 Posts (254 New posts this past year)
- Utilizing mix of paid ads and team member posts



### Twitter - @Visit Bishop

- 4,504 Tweets (1,229 New tweets this past year)
- 545 Followers and growing (379 at this time last year)



### YouTube Channel – Visit Bishop

- 83 Videos
- 122,000 view (Up from 62,833 views this time last year)



## Search Engine and Paid Social Media Management

Online advertising efforts are managed closely and monitored for productivity and cost-effectiveness by Simpleview, the leading support for Destination Marketing Organizations (DMOs) with tools, knowledge and creativity to help us perform at the top of our game.

Paid search cost per click (CPC) averages \$0.28. Travel Industry average is \$1.55. This tells us our team is doing a great job of bidding on relevant key words and continuously improving our Quality Score.

- Click through rate (CTR) is 6.11%. Travel Industry average CTR is 2.18%, so we're thrilled with the success of our Google AdWords campaigns.
- Paid Facebook Ads for Visit Bishop average 2.78% Click Through Rate (CTR). Travel Industry CTR is .9% - our ads are performing three times better than industry average. Cost Per Click (CPC) for Visit Bishop averages \$0.16, while travel industry average is \$0.63.
- We are pleased to see significant growth in website visits (sessions) for geographic areas that have been strategically targeted. (See Paid Search Traffic year over year table on next page.)

\*Simpleview June 2018 report for SEM and Paid Social Campaigns is included in appendix to this report.

## Paid Search Traffic:

City	Date Range	Sessions
Los Angeles	Jul 1, 2017 - Jul 1, 2018	12,809
	Jul 1, 2016 - Jul 1, 2017	4,413
	% Change	190.26%
San Diego	Jul 1, 2017 - Jul 1, 2018	4,065
	Jul 1, 2016 - Jul 1, 2017	1,130
	% Change	259.73%
Sacramento	Jul 1, 2017 - Jul 1, 2018	3,883
	Jul 1, 2016 - Jul 1, 2017	1,368
	% Change	183.85%
San Francisco	Jul 1, 2017 - Jul 1, 2018	2,636
	Jul 1, 2016 - Jul 1, 2017	816
	% Change	223.04%
Bishop	Jul 1, 2017 - Jul 1, 2018	1,954
	Jul 1, 2016 - Jul 1, 2017	957
	% Change	104.18%
Roseville	Jul 1, 2017 - Jul 1, 2018	949
	Jul 1, 2016 - Jul 1, 2017	381
	% Change	149.08%
San Jose	Jul 1, 2017 - Jul 1, 2018	906
	Jul 1, 2016 - Jul 1, 2017	208
	% Change	335.58%
Phoenix	Jul 1, 2017 - Jul 1, 2018	852
	Jul 1, 2016 - Jul 1, 2017	221
	% Change	285.52%
Riverside	Jul 1, 2017 - Jul 1, 2018	806
	Jul 1, 2016 - Jul 1, 2017	254
	% Change	217.32%
Bakersfield	Jul 1, 2017 - Jul 1, 2018	758
	Jul 1, 2016 - Jul 1, 2017	234
	% Change	223.93%
Total	Jul 1, 2017 - Jul 1, 2018	87525
	Jul 1, 2016 - Jul 1, 2017	28382
	% Change	208.38%



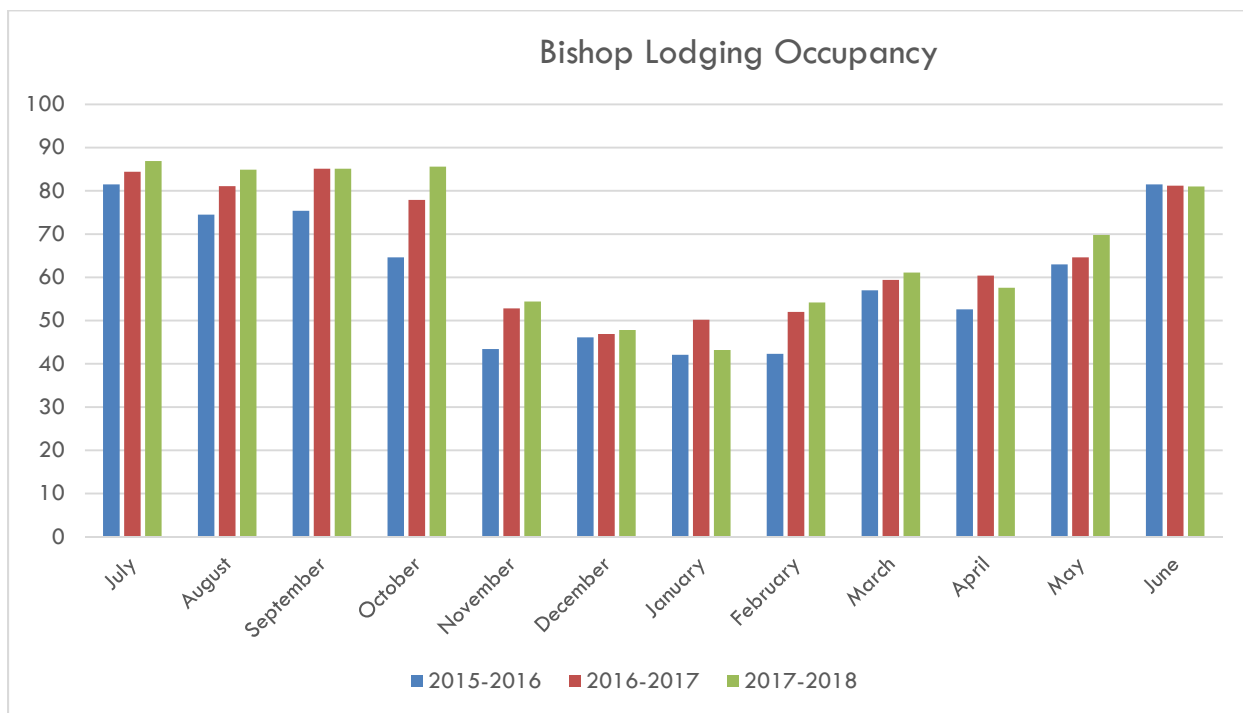
## OCCUPANCY and ADR

BACCVB subscribes to weekly occupancy reports provided by Smith Travel Research (STR). Smith Travel Research is recognized as the lodging industry expert for gathering data, providing analytics and benchmarking performance data including occupancy and average daily rate (ADR).

STR Reports for Bishop include data from 11 of the 21 lodging establishments, representing 70% of BTID room inventory. STR data includes small (25 rooms) and large (86 rooms) properties. We are confident the data is a solid representation of overall Bishop lodging trends.

Occupancy varies significantly throughout the year. December and January are the slowest, while June through September is Bishop's peak travel season.

This chart compares occupancy rates for the past three years, showing measurable progress since new BTID funded marketing programs have been implemented

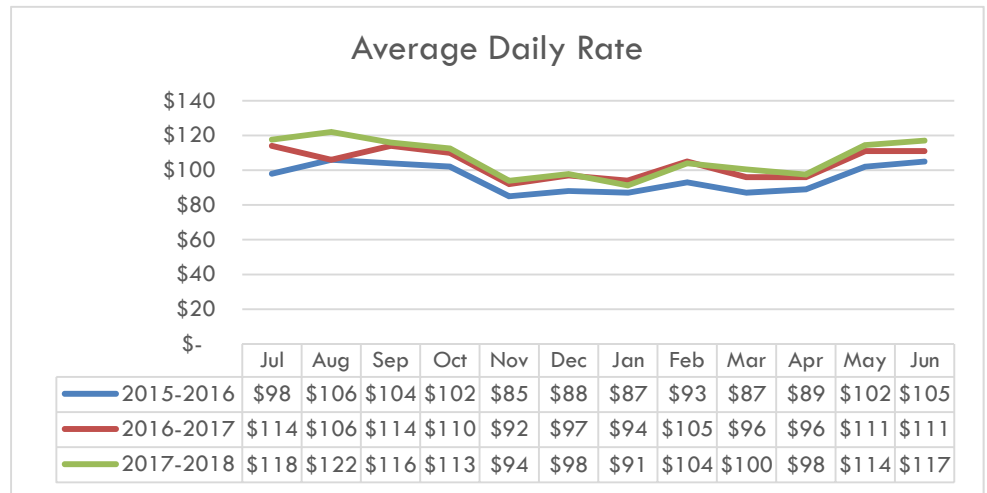


**In 2014/2015 annual occupancy average was 60.33%.**

**Currently, it is 67.63%.**

**That equates to more than 22,000 more room nights per year!**

Average Daily Rate (ADR) is another carefully monitored metric. Lodging rates vary in all communities according to demand, with higher rates during peak travel season and major events. Increasing ADR is a good indicator that BTID funded marketing programs are working to increase Bishop's status as a desirable destination. We are especially pleased to see ADR rising in non-holiday and off-peak times.



#### VISA VUE TRAVEL RESEARCH

BACCVB subscribes to VisaVue reports which help track some visitor spending metrics for Visa credit/debit cardholders.

- International spending in Bishop for 2017 was \$7,908,909 representing an 11% increase from 2015.
- Top originating countries for 2017 include Germany (9,610), France (7,440), UK (4,710), Spain (3,860) and Canada (3,730).
- 2017 saw 1.6% net increase in international spend, but 6.6% decrease in cardholders. We saw decreases from German, France, UK, China, Italy and Denmark. Countries with increases were Spain, Canada and Australia.
- At least 50% of the spending was on lodging (\$4M).

#### LODGING SALES REVENUE and TOT

Occupancy and ADR increases generate significant improvements for Lodging Sales and Transient Occupancy Tax.

	2014/2015		2015/2016		2016/2017		2017/2018	
	Room Sales	TOT	Room Sales	TOT	Room Sales	TOT	Room Sales	TOT
Q1	\$ 6,496,580	\$ 779,590	\$ 6,496,066	\$ 779,528	\$ 7,836,250	\$ 940,350	\$ 8,242,233	\$ 989,068
Q2	\$ 3,649,319	\$ 437,918	\$ 3,794,535	\$ 455,344	\$ 4,520,748	\$ 542,490	\$ 4,994,435	\$ 599,332
Q3	\$ 2,736,073	\$ 328,329	\$ 3,128,848	\$ 375,462	\$ 3,877,150	\$ 465,258	\$ 3,829,373	\$ 459,525
Q4	\$ 4,700,359	\$ 564,043	\$ 5,119,012	\$ 614,281	\$ 5,633,126	\$ 675,975	\$ 6,036,920	\$ 724,430
	\$17,582,331	\$2,109,880	\$18,538,461	\$2,224,615	\$21,867,274	\$2,624,073	\$23,102,961	\$2,772,355

**Bishop Tourism Improvement District**  
 Financial Statement  
 FY 2017-2018

**REVENUE**

BTID Assessment (Received 7/1/17 through 6/30/18) \$ 445,708

**EXPENSES**

Staff Expense	\$ 192,946
SM Content Creation & Management	\$ 80,068
Social Media Ads	\$ 54,238
Major Media Publicataions	\$ 53,090
Trout Stocking	\$ 52,838
Consumer Travel & Sport Shows	\$ 33,778
Outdoor Advertising	\$ 22,625
Video Production	\$ 17,700
Brouchure Production & Distribution	\$ 14,016
Website	\$ 10,711
Crowdriff	\$ 10,000
CHSRA State Finals Rodeo	\$ 9,873
HMS Global/Visit USA Parks Online	\$ 6,995
Blake Jones Trout Derby	\$ 6,626
TripAdvisor	\$ 5,000
iExplore	\$ 5,000
Trout Opener Media Reception	\$ 3,320
Photography	\$ 2,248
Ventura County Motorcycle Club Rally	\$ 2,040
Familiarization Tours	\$ 1,568
Poimiroo: <a href="http://www.californiafallcolor.com">www.californiafallcolor.com</a>	\$ 1,000
Fall Tagged Fish Contest	\$ 903

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Total Sales & Marketing \$ 586,583

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Administration/Operations Expense \$ 44,571

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Contingency/Renewal \$ 22,285

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**TOTAL BTID EXPENSES FOR 2017-2018 \$ 653,439**

Balance funded via City of Bishop, Inyo County, Events, Trout  
 Stocking Donations, Souvenir Sales and Chamber of Commerce \$ (207,731)

## LOOKING AHEAD TO 2018-2019

Bishop Tourism Improvement District marketing programs implemented in the first years have been quite successful. We are looking now to renew the BTID program so that we may increase investment in “tried and true” programs, plus explore new opportunities as BTID funds grow. We intend to continue all marketing programs as previously outlined in this report. Program expansion is recommended in the following areas:

**Social Media:** Seek continuous growth in friends, followers and engagement metrics.

**Content Development:** Work with industry pros to create more itineraries, stories and blog posts.

- Facilitate Influencer Road Trip (October 2018)
- Host Photo Camp events for Trail Runner and Rock & Ice Magazines (October 2018).
- Host luncheon for Great Race participants (June 2019)
- Attend VidCon (June 2019) to learn best practices in utilizing video for destination marketing

**Online Advertising:** Continue to strategically invest in Google AdWords, Bing, TripAdvisor, Facebook ads and others. Consider increasing investment for paid Facebook Ads, Instagram Ads and Google AdWords.

**Website:** Continuous improvement by adding content, photos, videos, blog posts, interactive maps, itineraries. Consider allowing paid advertisements for local businesses.

**Newsletter:** Continue monthly e-newsletters, work to increase subscription base.

**Visitor Services:** Create/update kiosks on exterior of Chamber building.

**Marketing Staff:** Additional staff is necessary to keep up with growing workload related to BTID marketing initiatives.

**Training/Lodging Outreach:** FAM tours and customer service training for front desk hospitality providers will help promote longer guest stays and frequent return visits.

**Outdoor:** Consider upgrading sign in front of Bishop Visitor Center to digital sign to promote local events.

**Major Media Advertising:** As budget allows, strategically increase ads in niche-specific print/online magazines such as Road Runner (Motorcycle Touring & Travel), 4-Wheeler, UHV, Outdoor Photographer and Westways. Be prepared to take advantage of discounted “remnant” offerings in majors like Sunset.

### High Sierra Visitors Council (Our Region of Visit California)

- Increase participation in co-op marketing efforts to promote the region

## BUDGET PHILOSOPHY

- The District Management Plan allocates 85% of BTID funds for sales and marketing; 10% for administration and 5% for contingency/renewal.
- Revenue is conservatively projected.
- Continue to seek support from City of Bishop, County of Inyo, Business Community and other co-sponsors.
- Continue to engage volunteers to minimize staff expense and enhance projects/events.
- Budget must remain flexible to react to market changes and to be prepared to take advantage of new opportunities as they arise.