

Destination Marketing Workshop

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CEO/President



fresno/Clovis
Convention & Visitors Bureau

Last Workshop

- Informed the City Council about the functions of the FCCVB
- Shared the impact of destination marketing on the local economy through visitor spending
- Expand the partnership with the FCCVB and the City of Fresno



Tourism Business Improvement District (TBID)

- The FCCVB is funded through a TBID, which is a 1% assessment fee collected by the hotels/motels in the cities of Fresno and Clovis.
- The FCCVB and the City of Fresno have a MOU set up in which the TBID monies are collected by the hotels/motels and sent to the City and then passed on to the FCCVB less 1% for administrative costs.
- Due to the structure of the TBID, our board of directors is comprised of 21 seats which are represented by 14 hotels, 1 CRA, 2 attractions, 1 FC&EC, 1 Fresno County, 1 City of Clovis and 1 from the City of Fresno.



Funding

- TBID Management Plan through 2025
- City of Fresno funded Convention Sales Manager
- Membership



Vision

Market Fresno County as a
Destination for Conventions &
Sporting Events

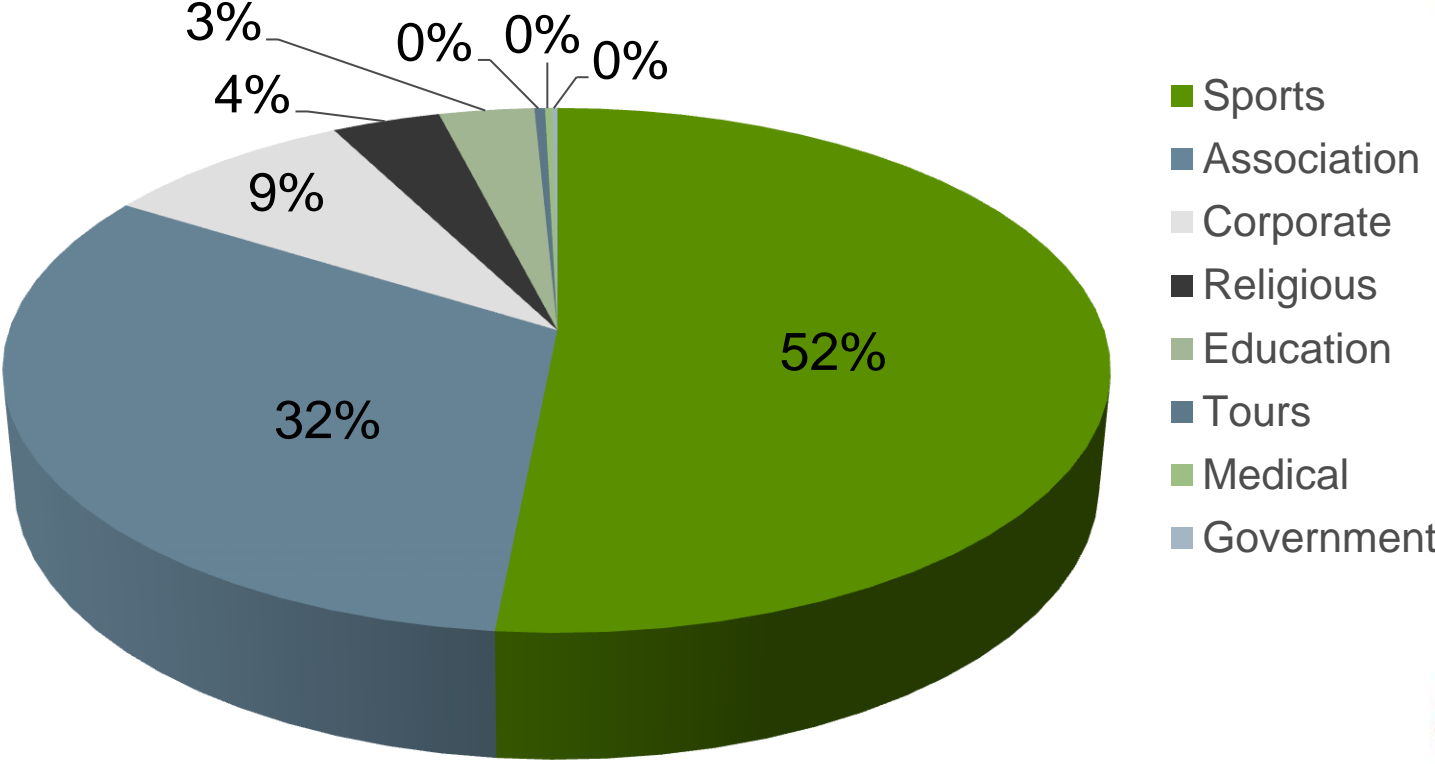


Sales Strategic Plan

The Fresno/Clovis Event Market is dominated by two major categories:
Sports & Associations



Actual Event Room Nights by Primary Market 2014



Marketing Plan



2015 Tradeshows



-Additional 24
Sales Missions



Website and Commercial Links

- **Website**
 - [Home Page](#)
 - [Calendar of Events](#)
 - [Convention Center Facilities](#)
- **Commercials**
 - [Meeting Facilities](#)
 - [Visit Fresno County](#)
 - [Cultural Arts](#)
 - [Agritourism](#)



Recommendations For Expanding FCCVB and COF Partnership

- Quarterly Council Workshops
- Expand future opportunities to partner with the City of Fresno
 - **Marketing FC&EC Facilities \$100,000**
 - **Bid \$ (Sports Advisory Board)**



- Q & A
- Thank You!

