



COUNTY OF HUMBOLDT

For the meeting of: 8/10/2021

File #: 21-872

To: Board of Supervisors

From: County Administrative Office

Agenda Section: Consent

SUBJECT:
Agreement with the Humboldt County Convention & Visitors Bureau

RECOMMENDATION(S):
That the Board of Supervisors:

1. Approve an amendment to extend the agreement with the Humboldt County Convention and Visitors Bureau for 3 years and authorize the Chair to sign the agreement.

SOURCE OF FUNDING:
General Fund (1100)

DISCUSSION:
The Humboldt County Convention and Visitors Bureau, doing business as the Humboldt County Visitors Bureau (HCVB) is the county's Designated Marketing Organization (DMO) responsible for the marketing and promotion of Humboldt County resources and assets. HCVB is also a partner with the county in its efforts to attract safe tourism to the area and to promote travel activity which contributes overall to Humboldt County's economic wellbeing.

On July 18, 2018, the County of Humboldt amended the July 5, 2016, original agreement with the Humboldt County Visitor's Bureau (then called the Humboldt County Convention and Visitors Bureau) for the advertising, promoting, and marketing of Humboldt County resources and assets.

Later, on June 25, 2019, your Board executed a 2-year extension to that agreement which constituted the second amendment to the original agreement. This second amendment extended the term of the original agreement to June 30, 2021.

Before your Board today is a new amendment to the original agreement with HCVB which will serve as the third amendment to the original agreement, and which will extend the original agreement by a period of 3 years through June 30, 2024.

During the contract negotiation process, and through feedback solicited from community stakeholders,

staff identified that the scope of services as defined in in prior iterations of the contract with HCVB was outdated and insufficient. As such, the scope of services which was previously defined only as, “Advertise and make known the resources of Humboldt County” and “Develop the local economy through marketing, promotion, advertising and servicing of Humboldt County” to include the following new scope of services and which is defined in the third amendment which is attached hereto:

“CONTRACTOR will seek national and international media coverage for the entire Humboldt County region. CONTRACTOR will develop a strategic vision to ensure that all regions throughout Humboldt County thrive in today’s increasingly competitive tourism landscape. CONTRACTOR will act as facilitator and expeditor of a cohesive marketing strategy while preserving the unique character of each region and town to support all county tourism assets. Marketing and messaging will be targeted to special interest groups, and general, and will have state, national and international reach. To fulfill these objectives the CONTRACTOR shall provide the following services under this Agreement:

A. DIRECT CONSUMER SERVICES: (B2C)

Visitor Information

CONTRACTOR shall respond to all inquiries (phone, email, website) for information from prospective visitors, individuals and groups. This shall include general information, outdoor activities, points of interest, arts and cultural, historical attractions, visitor services (accommodations, restaurants, cafes etc.), festivals and events, and guided tours. CONTRACTOR shall also provide, upon request, relocation information packages.

Print Collateral

CONTRACTOR shall develop and provide the following printed materials and shall monitor and evaluate the effectiveness of distribution points of said materials in order to maximize exposure.

- **Map & Guide:** A full-color free guide with information regarding all regions of the County and its assets (see above). 250,000 will be printed and distributed throughout CA and Southern Oregon, mailed on request throughout the USA and Canada with a digital copy on the website.)
- **25 Great Things to Do and See:** Printed in 50 sheet pad and distributed throughout County to Chambers of Commerce, Visitor Centers, hotels, airport, and other locations as requested.

- Humboldt Adventure Guides: 12 individual adventure /experience opportunities distributed throughout County to Chambers of Commerce, Visitor Centers, hotels, airport, and other locations as requested.

Digital / Social Media

CONTRACTOR Shall maintain an up-to-date website that promotes all regions of the County and its assets including community events of interest to visitors. This website shall be www.visitredwoods.com <<http://www.visitredwoods.com>>.

CONTRACTOR shall not alter or change the name of the website nor change availability of and public access to the website without permission of the COUNTY.

CONTRACTOR shall maintain a strong presence and activity on all social media platforms with regular postings on including but not limited to Facebook, Instagram, YouTube, and Twitter.

Out-of-County Marketing and Promotion Events

CONTRACTOR shall attend relevant regional and geographical consumer trade shows to promote travel and tourism into Humboldt County. Relevant consumer trade shows include but are not to limited to; Travel & Adventure Shows in major nearby markets such as Denver Colorado, Phoenix Arizona, Bay Area California, Los Angeles California, Portland Oregon, Seattle Washington, Sacramento California, etc.

CONTRACTOR shall maintain a database of parties interested in traveling or relocating to Humboldt County and shall maintain contact with these parties.

Media

CONTRACTOR shall maintain and expand outreach to an ever-growing network of national and international media/reporters. CONTRACTOR shall propose and submit original stories, write content, organize visits, develop itineraries. Identify, engage and host influencers and bloggers/vloggers to connect with target markets. Host Farm Trips, editors, writers and journalists.

B. BUSINESS TO BUSINESS TOURISM PARTNERSHIPS

Tourism/Travel Trade Relations / Events

To reach state, national, and international travel professionals, CONTRACTOR shall participate

in annual trade events to promote Humboldt as a premier destination for individuals, groups, and conferences. Relevant trade events include but are not limited to

- RTO Summit West (International / Asia/ Europe focus: Personal meetings with retail reps)
- Go West, (concentration on 14 Western States, focus tour buyers)
- IPW (Most important international travel event, personal appointments)
- Travel International Outlook Forum

Professional Partnerships

CONTRACTOR shall take a leadership role key county, state and national travel and tourism agencies to ensure Humboldt is a recognized destination and advocate for tourism as a vital function of rural economic development. CONTRACTOR shall maintain communication and relationships with the other COUNTY contractors whose services share a nexus with travel and tourism and other community partners such as the following stakeholders:

County: (Including but not limited to)

- Art and Culture Organizations
- Business Improvement Districts
- Chambers of Commerce
- College of the Redwoods
- Humboldt State University
- Humboldt Made
- Humboldt Artisans Group
- Humboldt County Growers Alliance
- Lodging and Restaurant Organizations
- Municipalities and city marketing partners such as Eddy Alexander
- Main Street Associations
- Prosperity Network
- Southern Humboldt Business and Visitors Bureau
- Tribal Governments
- Willow Creek Cannabis Alliance

State: (Including but not limited to)

- Bay Area Travel Writers
- California Adventure District
- CalTravel Cannabis Tourism Committee
- CalTravel Homeless Committee
- Destination Marketing Associates

- National Guild of Travel Writers
- North Coast Tourism Council
- UpStateCA / Shasta/Cascade Tourism Council
- Visit California (VCA)
- VCA Rural Counties Tourism Committee

C. RESEARCH & REPORTING

Research

CONTRACTOR will monitor the impact of marketing and promotion activity will use tourism/travel data sources including but not limited to the following: STR report (lodging), AirBNB (vacation rental occupancy), GeoTracking, Google Analytics, etc.

Reporting.

In addition to the reporting requirement in this Agreement, CONTRACTOR shall include in its report to the COUNTY the following:

- Visitor Traffic Information
- Website Analytics
- Social Media / digital platform activity and investment performance
- Facebook, Instagram, YouTube, Twitter
- State, national, and international media coverage (articles), reach and value
- Detailed description of media, influencer hosting and outcomes
- Number of groups and tours facilitated Income and Expense report

CONTRACTOR shall also provide an annual oral presentation to the COUNTY on up-to-date travel and tourism activities during a regularly scheduled Board of Supervisors meeting. CONTRACTOR will notify the COUNTY Clerk's office 21 days in advance of the meeting so the presentation may be placed on the agenda.

D. COUNTY STAKEHOLDERS AND ECONOMIC DEVELOPMENT

CONTRACTOR will coordinate efforts with the County of Humboldt Economic Development Division and will participate as a stakeholder in economic development discussions.

CONTRACTOR will play an integral role in the formation and implementation of the COUNTY's Comprehensive Economic Development Strategies (CEDS) which relate to travel, tourism, and the marketing county resources and assets.

E. MARKETING COORDINATION

CONTRACTOR will collaborate with other COUNTY marketing contractors, departments, stakeholders, officials, and community agencies to assist in the coordination of marketing, branding and promotional efforts which impact travel and tourism into the COUNTY.

A copy of the original July 5, 2016, Agreement and other amendments to the original agreement are attached hereto.

FINANCIAL IMPACT:

The county supports the HCVB through an allocation of 18% of the total annual TOT funds received through the General Fund (1100). In fiscal year (FY) 2019-20 this amounted to \$364,470. Staff estimates that approximately \$510,000 will be distributed to the HCVB for FY 2021-22.

STRATEGIC FRAMEWORK:

This action supports your Board's Strategic Framework by engaging in discussions of our regional economic future

OTHER AGENCY INVOLVEMENT:

County of Humboldt Treasurer-Tax Collector's Office

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Your Board could decide not to approve the amendment and return to staff for modification. However, this is not recommended as the agreement's scope of services has been updated to reflect the changing needs of Humboldt County.

ATTACHMENTS:

Original HCVB Agreement dated July 5, 2016

First Amendment to the HCVB Agreement dated July 5, 2016

Second Amendment to the HCCVB Agreement dated July 5, 2016

PREVIOUS ACTION/REFERRAL:

Board Order No.: N/A

Meeting of: June 25th, 2019

File No.: 19-891