

TOURISM & HOSPITALITY PRESENTATION

FISCAL YEAR 2020-2021

PRESENTATION BY:
SAN BENITO COUNTY CHAMBER OF COMMERCE &
VISITOR'S CENTER

Community Impact Programs



• <u>Outreach & Marketing Support</u> – Press Releases, digital newsletters, Facebook, Instagram and printed material were made available to the community via our extensive marketing reach.

• <u>Downtown Parklet Program</u>- coordinated with COH & SBC to engage businesses & government agencies to assist with parklet program education, outreach, execution and marketing. This provided much needed relief for downtown businesses.

• <u>Great Plates Delivered Program</u> – We revived the Great Plates Delivered Program locally and increased service by double, meeting the needs of over 520 of our most vulnerable community members and supported 12 local restaurants when restrictions were highest and they were at risk of permanent closure. This ensured employment for over 90 SBC hospitality workers.

• <u>Redesign & Relaunch of SavorSanBenito.com</u>- Upon procuring a monetary donation from a local philanthropist, we successfully upgraded our web page that provides access and direction to ALL local SBC restaurants, wineries and breweries increasing the opportunity for patrons to spend money in SBC.

Tourism & Hospitality
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Savor San Benito

- Savor San Benito To-Go & Pick-up Group 4,700+ followers
- #Takeout Tuesday Initiative
- #ShopSBC Initiative
- Savor San Benito Instagram/Facebook: 2000+ followers
- Savor SB logo re-design/launch
- Savor San Benito website www.SavorSanBenito.com (lists all SBC food/beverage businesses)













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Savor San Benito

94

Restaurants

29

Wineries, Breweries, Taprooms

25

Farms, Markets, C.S.A's



www.savorsanbenito.com

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Savor San Benito Farm to Table Meals

The purpose of the Savor San Benito Farm to Table CSA meal program is to help promote and support local San Benito County Farmers, Bakers and Makers. The program takes place bi- monthly and is heavily promoted on all our Social Media platforms and websites. WE work and collaborate with participating local businesses to perfectly curate locally sourced items and help each business to promote their stories.



























Tourism & Hospitality Marketing

Big Blend – National Park Planner
12 Months www.nationalparktraveling.com

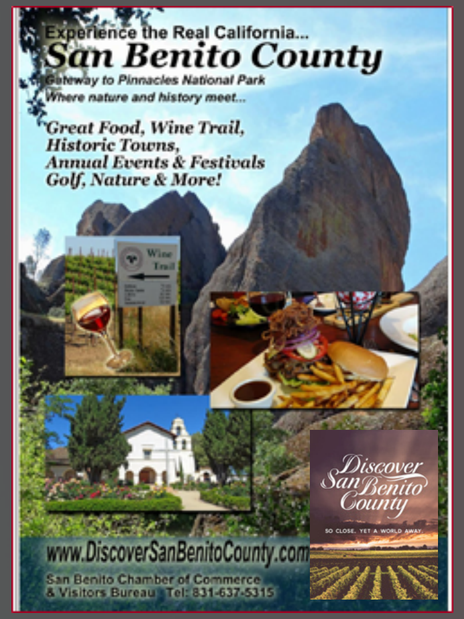
1,898,591 Views	Pinnacles National Park
1,263,038 Views	San Benito County Chamber Page
1,513,993 Views	Hollister Gateway Community Page
992,981 Views	San Benito County Gateway Page
86,414 Views	San Juan Bautista Gateway Page
420,058 Views	Tres Pinos Gateway Community Page

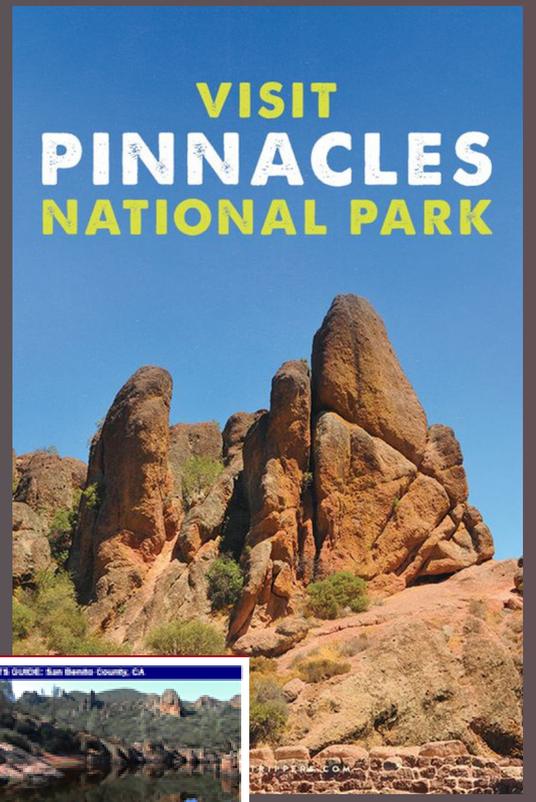
Individual Listings

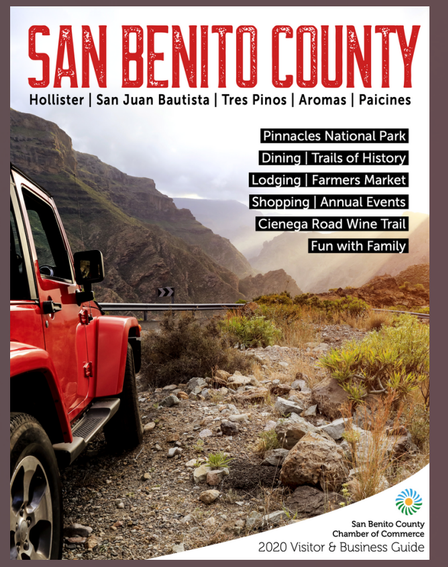
Bolado Park Page	238,085 Views
Juan Bautista De Anza Trail	151,438 Views
San Benito County Historical Museum	316,580 Views
San Benito County Historical Park	213,053 Views
San Juan Bautista Historical Park	252,101 Views

Total Individual Pages 44
Total Views in 12 Months over 6.7 million

Providing weekly leads to Tourist interested in San Benito County













visit California

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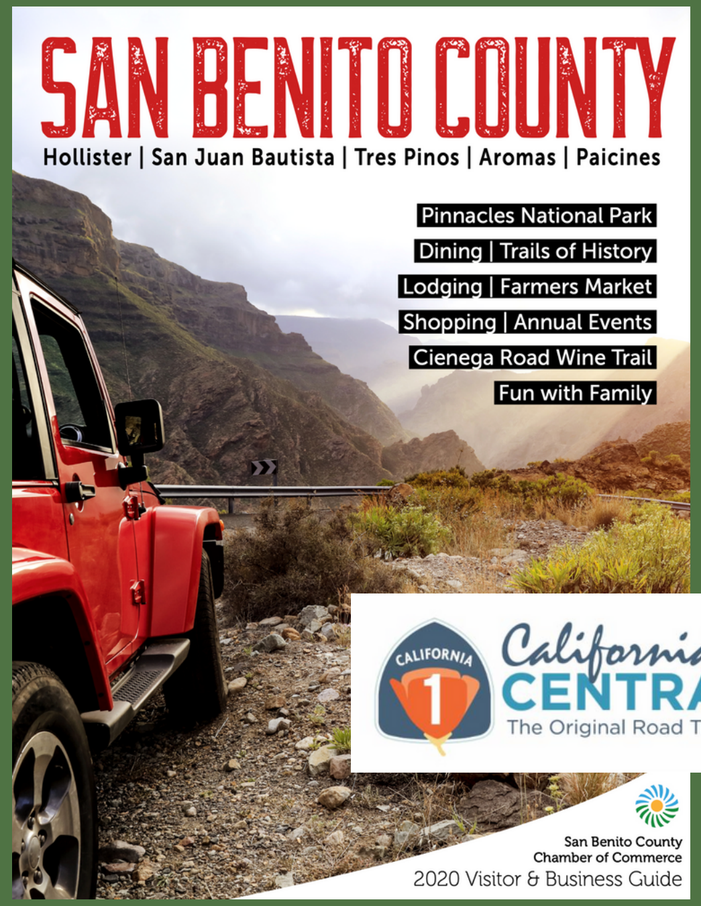
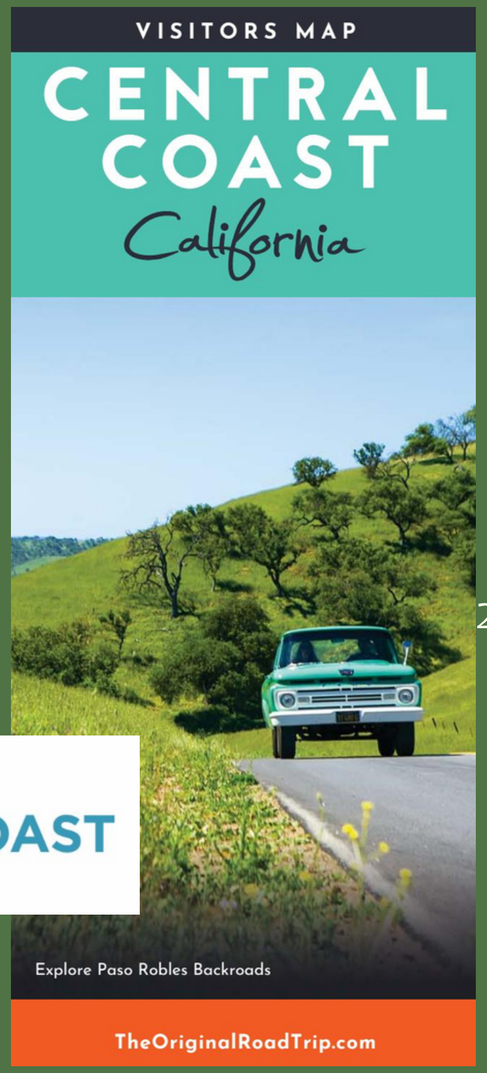
Tourism & Hospitality Marketing





2020 Visitors Guide – 10,000 copies

- Pop Up locations throughout San Benito County
- Casa de Fruta
- B&R Farms shipments
- Pinnacles National Park
- Hollister Hills
- San Juan Bautista Visitors Center
- Various locations throughout California



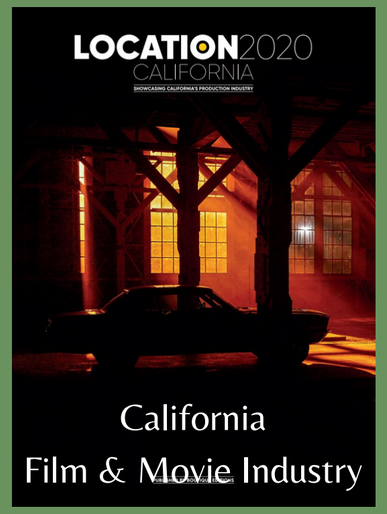
2020 Central Coast Map

- Distributed to West Los Angeles & San Francisco Hotels, Visitors Centers and SF Car Rental Centers
- 7 Largest Visit California Welcome Centers
- 6 California Airports
- Paid ads on map – Mission San Juan Bautista ($350), Cienega Road Wine Trail ($350), Pinnacles National Park ($350), SBC Visitors Bureau ($350)

Discover San Benito County

Lodging Accomodations

www.discoversanbenitocounty.com





SAN BENITO COUNTY

LODGING

RV*CAMPSITES*HOTEL*MOTEL

@discoversanbenito.com
@savorsanbenito.com

Hollister

Hotels /Motels

Casa De Fruta Inn 408-842-9316 www.casadefruta.com
Cinderella Motel 831-637-5761 www.thecinderellamotel.com
Fairfield Inn & Suites by Marriot 831-634-1101 www.marriott.com
Hollister Inn 831-637-1641 www.hollisterinn.com
Joshua Inn Bed & Breakfast 831-265-7829 @joshuainn.com
Ridgemark Golf Club & Resort 831-637-8151 www.ridgemarkgolfclub.com
SureStay Hotel Best Western 831-637-9248 www.bestwestern.com
Weibe Motel 831-637-5801

San Juan Bautista

Hacienda De Leal 831.623-4380 www.liveloveleal.com
Posada De San Juan 831-623-4030 www.posadadesanjuanbautista.com

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airbnb

*Please refer to the Airbnb website for questions & further reservation information

Hollister

Villa Resort & Vineyard Ranch
Cienega Garden Cottage
Yaretzy's Place
Ranch Jubilee Lux Trailer
KJ's Vintage Campsite
Hollister Home
The Orchard Inn#1-Exam Room
The Orchard Inn#2-The Surgery Room
The Orchard Inn#3-The Kennel Room
KJ's Cozy Barn house
Sahara Place

San Juan Bautista

SJB Studio Cottage
Daisy's Hideaway
Willows Cottage
Private Chalet
Rancho Tranquillo
Private Oasis
Historical SJB Studio

Paicines

Paicines Ranch-The Garden Cottage
Paicines Ranch-Guest Cottage#1

SAN BENITO COUNTY

LODGING

RV*CAMPSITES*HOTEL*MOTEL*

@discoversanbenito.com
@savorsanbenito.com

Hollister

RV Sites & Campsites

Casa De Fruta Inn 408-6842-9316 www.casadefruta.com

San Juan Bautista & Aromas

Betabel RV Resort 831-623-2202
McAlpine Lake & Park 831-623-4263 www.mcalpinelake.com
Mission Farm RV Park 831-623-4456 www.missionfarmrvpark.com
Morris Grassfed/ Rancho Tranquillo www.morrisgrassfed.com
Monterey RV Park 831-2363670 www.montereyrvpark.com

Tres Pinos & Paicines

Bolado Park 831-628-3421 www.boladoparkeventcenter.com
Thousand Trails RV/Campground 831-389 4477 www.rvonthego.com
Pinnacles National Park 831-200-1722 www.recreation.gov
BarSZ Ranch 831-201-2593 www.barsz.com

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Collaborative Advantage

San Benito County Chamber of Commerce Visitors Center

LEADERSHIP

San Benito County Chamber of Commerce & Visitors Center has set and achieved challenging goals, taken fast and decisive action when needed, and has inspired others to perform at the highest level they can.





RELATIONSHIPS

For 100 Years the San Benito County Chamber of Commerce & Visitors Center has maintained and developed quality relationships with businesses and individuals in San Benito County.





COLLABORATIONS

San Benito County Chamber of Commerce & Visitors Center works with Public and Private sectors, spanning from Local agencies to State & Federal representatives.





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Parklet Program

The County worked with the San Benito County Chamber of Commerce & Visitor's Center to provide education and outreach material to the business community and residents regarding the new Downtown redesign and COVID-19 response parklet program to support both cities.

While implementing this COVID-19 response parklet program, the City of Hollister used a portion of their CARES ACT funding to support a downtown beautification program that would support and highlight these parklets created as a response to COVID-19.

The beautification plan for San Benito Street included:

- Resealing the street;
- Restriping the street and transitioning to reverse parking;
- Creating a one-way street running southbound;
- Adding a new southbound bike lane;
- Lowering the speed of traffic & adding in more stop signs
- Transitioning old light bulbs to energy efficient LED bulbs.
  - new/larger waste/recycling receptacles
  - newly designed bike racks.





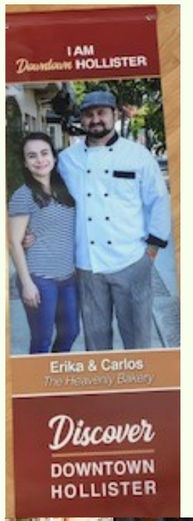


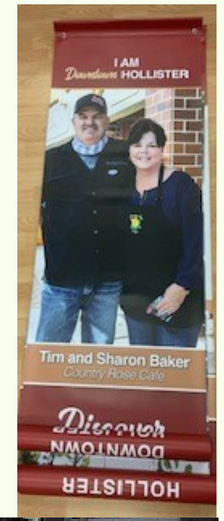












Downtown Businesses & Contractors Parklet Meeting

Wednesday 10/21/2020
5:00pm
@Veterans Memorial Building

Learn more about the parklet program & get application help. Meet Contractors and Recieve Design Standards.
QUALIFY for grant funds up to $15,000

Applications Open: 10/20/20
Applications Close: 11/10/2020
NO Late applications will be accepted







SAN BENITO CHAMBER OF COMMERCE & VISITORS CENTER

SAN BENITO COUNTY CHAMBER OF COMMERCE & VISITOR CENTER RETAIL SPACE

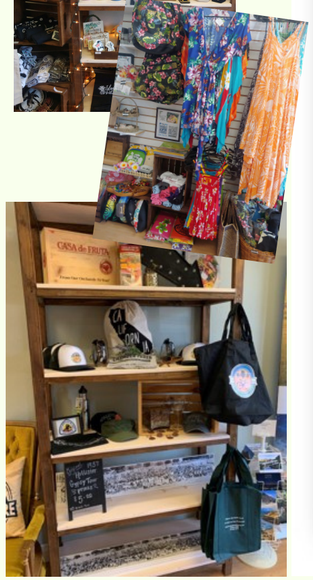
PINNACLES NATIONAL PARK MERCHANDISE AVAILABLE FOR PURCHASE AT SAN BENITO COUNTY CHAMBER VISITORS CENTER







LOCAL SBC CHAMBER MEMBER ARTISANS MERCHANDISE AVAILABLE FOR PURCHASE AT SBC VISITOR CENTER





SBC CHAMBER OF COMMERCE VISITOR CENTER INFORMATION CONTACTLESS POP-UP STANDS

VISITOR CENTER POP-UP LOCATIONS:

PINNACLES NATIONAL PARK
HOLLISTER HILLS
B&R FARMS
THOUSAND TRAILS RV PARK
HACIENDA DE LEAL
LIGHTHOUSE 55
GRILLIN' & CHILLIN' ROADHOUSE
GRILLIN' & CHILLIN' ALEHOUSE
INTERO REAL ESTATE
OHANA SHAVE ICE
EDEN RIFT WINERY
CALERA WINERY





Tourism & Hospitality
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Budget



July 2020 – June 2021 Budget	
San Benito County Investment	35,750
City of Hollister Investment (Tourism)	27,500
	63,250
Part time Director of Tourism & Hospitality Hours- shared salary (50% City) (50% County)	30,000
Visitor's Center Overhead & Administrative/Program Costs	12,000
Yosemite National Park Journal (4 pages)	4,000
Cool Calm Collective Video Production- 2 commercial series	1,600
Conner Stevens Productions Savor San Benito County Website	4,000
Central California Tourism Co-Op Advertising & Membership	1,000
Big Blend Radio – FAM Tour – National Park Planner (12 months)	850
SBC Business Directory & Visitors Guide(10,000 copies + digital)	8,000
Merchandise & Branding	2,500
Trademark & Web Hosting	3,500

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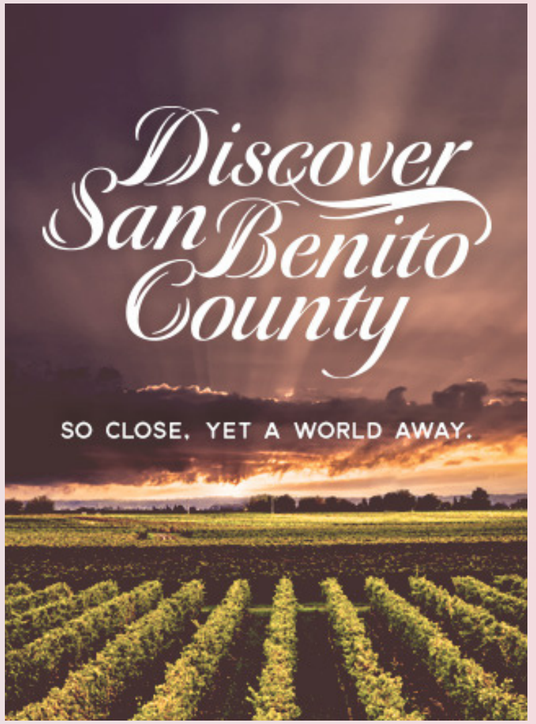
MEASURING SUCCESS

The return of your continued investment into the San Benito County Chamber of Commerce & Visitors Centers, Tourism and Hospitality efforts will be tangible, measurable and impactful. We have seen increases in sales tax revenue, TOT dollars, charitable donations to our programs, increased support for ALL San Benito County businesses, increased partnership between County agencies, nonprofits and community members. We are confident that our efforts will ensure that San Benito County will not only recover from this pandemic, but we will thrive and continue to be a model to communities around us.









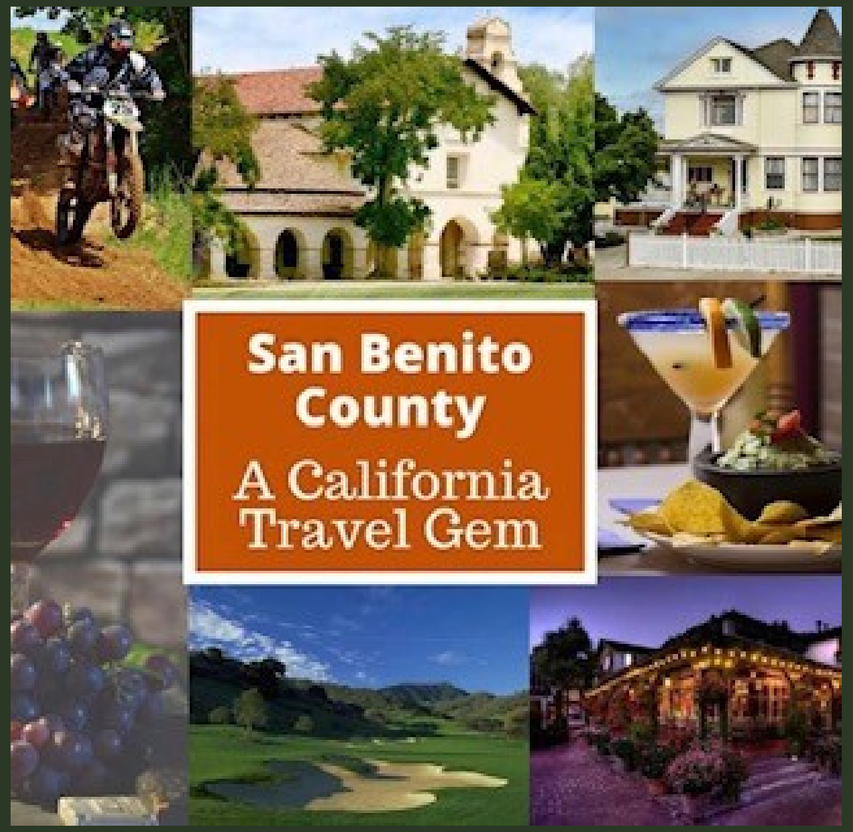






MICHELLE LEONARD

President/CEO
San Benito County Chamber of
Commerce & Visitors Center



Thank You



JEN RODRIGUEZ

Director Tourism & Hospitality
San Benito County Chamber of
Commerce & Visitors Center