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*County Visitors Bureau*

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## Plumas County Visitors Bureau **Semi-Annual Report to the County** For the period Sept. 2010 - December 14, 2010

### 1. Awesome Autumn Promotion

The results of the 2010 promotion are attached, with comparisons to the previous two years. The promotion, which ran Sept. 21-Nov. 13, saw an **unprecedented numbers of visitors** this year, thanks to extensive publicity and web presence. The promotion included **seasonal e-newsletter**, along with a **changeover to a fall home page** spotlighting **fall events and fall specials**.

A key aspect of the promotion was [daily blog updates](#) of fall color locations, with the help of volunteer-leaf peeper reports and photos. **The blog** received rave reviews from visitors (over 1,000 views per day at peak) and was distributed to walk-ins along with maps and other literature and leaf-peeper kits. The Visitors Center remained open extended hours to accommodate an **average of 30 people per day, and totaling 1,127**, all requiring lodging and dining referrals as well as personalized trip itinerary planning.

In addition, staff organized a school leaf-peeper field trip, and made contact with numerous photographers, many of whom donated work to PCVB's photo library. There also were numerous posts to Facebook and Twitter to announce the progression of fall color and various publicity venues.

For more details, see **the attached report**. Also, [view visitor review on yelp.com](#)

### 2. Holiday/Snow Promotion

The [PCVB web page front](#) switched to **"holiday" mode** Nov. 15. **Sales of Christmas tree permits** began Nov. 1 and are ongoing. Added to the web was a list of places to eat **Thanksgiving dinner as well as Christmas Dinner and New Year's Eve activities** throughout the county. The event calendar for 2011 was added. A special page was updated listing all the tree permit info, **and updates were made to the winter activities and winter pages**.

PCVB staff also updated and redistributed two in-house brochures (attached), **Plumas County Holiday Events** and **Plumas County Winter Activities**. These were distributed

as PDFs to partners as well as printed in-house and used for mail-fulfillments and walk-in distribution. They are updated frequently as information becomes available.

### 3. Photography

- ❖ In late September, PCVB staff sent a series of photos (via CD) to the Shasta Cascade Wonderland Association in Anderson. The photos, selected by staff to represent a variety of recreational interests and geographic areas throughout Plumas County, will be used **to update the existing display for Plumas County at the California Welcome Center.**
- ❖ In early November, PCVB staff contracted a photographer to set up a photo shoot in the Feather River Canyon with three models, a dog and several props. The **photography session will result in a cover shot** for the next edition of the Plumas County Visitors Guide as well as numerous other shots for the library.
- ❖ Beginning in December, PCVB staff began the annual process of **editing and labeling the past year's collection of photos** (those taken by staff as well as acquired from photographers) in preparation for the production of the Plumas County Visitors Guide. The photos will also be separated into subject folders and photo credits recorded.
- ❖ Various **photo requests were also fulfilled** to partners and other media.

### 4. TOT Analysis

PCVB staff collected and broke out the quarterly reports obtained from the Plumas County Tax Collectors Office, using first available figures. These are used to compare figures collected at approximately the same time each year (although these figures do change once penalties and late payments are received.) There were increases in TOT for the Quarters 1 and 3, and a decline in the Quarter 2. Comparing year-to-date figures from the Tax Collector's Office for the first three quarters, **TOT was up a slight 1 percent.**

### 5. Group Tours, Special Projects

In early December, PCVB staff were visited by board members of **the Oregon-California Trails Association** for assistance in planning the organization's annual conference in Quincy, April 29-30, 2011. Staff sent the organizers first to the County Fairgrounds to book the conference venue, then to tour various lodging options. After notifying Quincy businesses to determine vacancy info, staff emailed the organizers with a list of lodging/dining options to publish. **PCVB will assist the estimated 80 conference attendees** with reservations/trip planning and will provide literature at the conference.

PCVB also was contacted by **the Mercedes Benz Club of San Francisco** regarding a May visit that would entail up to 80 people. Similar assistance will be provided with referrals throughout the county.

PCVB organized a **basket featuring over \$1,000 in gift certificates** for lodging, dining, golf, boating in Plumas County as well as wine, candy, books and T-shirts. The basket was given to the Plumas County Supervisor Robert Meacher to raffle off at the Regional Council of Rural Counties Conference in Sacramento.

## 6. Film Liason

On December 14, PCVB was contacted by the producers of the Discovery Channel television series, "**Mythbusters**," to arrange for an upcoming episode to be filmed in Plumas County. PCVB made various contacts to initiate the process, which may lead to a January visit and filming with a crew of approximately 12 people.

Earlier in August, PCVB staff also assisted producers of the "**Strange Days with Bob Saget**" series on A&E with lodging, permits, food, etc. The episode was filmed in August and aired in December.

## 7. Partnerships

- ❖ PCVB staff took care of sending off the **trade show booth for repair** and delivering the booth and materials to chamber partners for upcoming trade shows.
- ❖ On behalf of Feather Publishing, PCVB staff set up the schedule for the 2011 "**Chamber Update**" column and distributed to the chambers.
- ❖ At the request of the **Shasta Cascade Wonderland Association**, updated and **corrected listings and info for all of Plumas County info** for the upcoming regional visitors guide.
- ❖ In early September, PCVB staff attended the regional meeting, "**Making Connections with Lassen Volcanic National Park and its Gateway Communities**" and took part in the "tourism" table discussion which resulted in ideas on how to work more closely with the park and its neighbors.
- ❖ PCVB staff also met with Feather Publishing staff in November to discuss a **possible partnership on a reprint of the Plumas County map**.

## 8. Social Media

Maintained the blogs, "[Plumas Buzz](#), [Fishing Report](#), [Birders News](#)" on PCVB Website. Made several posts on Facebook and Twitter promoting various events, activities and news of interest.

## 9. Other

- ❖ Prepared and submitted **five proposals** to the Community Economic Development, Arts & Tourism Grants program.
- ❖ Completed **monthly inquiry reports** (attached) that track the source of all direct visitor contacts. (In January these will be used to compile a 2010 Year-End Inquiry Analysis.)
- ❖ Completed monthly **Website analysis reports** (attached) tracking various aspects of usage. (In January, these will be used to compile a Year-End Website Use Analysis.)
- ❖ Attended monthly meetings of the Plumas Corporation Board of Directors, as well as mixers and some chamber of commerce meetings.
- ❖ Updated, reprinted and distributed the “**Antique Stores of Plumas County**” brochure (attached.)
- ❖ Published monthly “Chamber Update” columns in local newspaper.
- ❖ Began phone calls on lodging/camping changes for the upcoming **production of the Plumas County Visitors Guide**.
- ❖ Obtained the services of a volunteer to assist with fall visitors and Visitors Guide calls.

## Coming up Next:

- Changeover of Web to **Winter Front**, with new photos/text, winter lodging specials.
- Production and distribution of **Winter E-Newsletter**, to include new events in Chester-Lake Almanor and Eastern Plumas.
- **Year-End Inquiry Analysis**

- **Visitors Guide rewrite**, photo work and production