



June 30, 2013

MANTECA VISITORS CENTER

ANNUAL REPORT

Manteca Visitors Center

ABOUT US

It's ball games with your team and bike racing with your crew. It's fishing with your buds, wine tasting with your friends and playful weekends with your family at our many special events . More than a stopover – Manteca is a base for adventure, in every sense.

Find yourself in The Show at Big League Dreams. Break bread at one of our one-of-a-kind family restaurants,

raise a glass at Delicato Family Vineyards, bring the family out to a great downtown Faire.

Manteca lies in the heart of California's great Central Valley, which in many ways makes us a home base to America's iconic west coast culture. It's an easy one-hour drive from San Francisco, the state capital and Yosemite. Stop, Stay and Play in Manteca!



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Executive Message

We are proud to present our 2012-2013 Annual Report on behalf of the Board of Directors and staff of the Manteca Visitors & Convention Bureau - Visit Manteca!

This has been an exciting year as we developed the Brand as the “Center of Adventure” and Manteca as a “Home Base” destination.

In May we went LIVE with an interactive Pin Map, located on our website, which promotes our vision of Regional and Local tourism. Our vision and map encourages visitors and travelers to stay in Manteca and enjoy the convenience of its central location. The Map highlights local attraction opportunities and encourages visitors to seek day trips to other adventures in the surrounding area, and to use Manteca as a “Home Base” to “Stay and Play”.

It’s a team effort, and we are both very proud of and very grateful for strong county-wide and regional cooperative marketing partnerships with local govern-

mental agencies and other Central California Visitor Bureaus.

A highlight is the success of working with the staff from YARTS (Yosemite Area Rapid Transit Service) and Yosemite National Park on the planning of a Regional Visitors Center in Manteca. We are working diligently to develop a plan to provide travelers on Highway 120 a Regional Visitors Center that will assist to



Regional Marketing
“Yosemite 120 Adventure”

enhance the visitor experience in Manteca and on to Yosemite National Park.

Not only were we busy with new marketing projects to build travel to the Valley, but the travel and tourism industry in our County grew and a key indicator of the health of the industry is lodging data. City of Manteca lodging is up 13.7%.

Tourism plays an important role in the local economy. Tourism is economic development. It creates jobs and local taxes. It builds on our quality of life. Enjoy our Annual Report and view the many ways the staff at Manteca Visitors Bureau have worked to improve the Manteca economy, by growing the tourism industry!

Juliene Flanders-CEO

Manteca Visitors Bureau



www.VisitManteca.org

Center of Adventure



Last year we launched the new Visitors Guidebook which enhances the Brand as the “Center of Adventure” and Manteca as a “Home Base” destination.

This year we moved the Brand forward with a regional marketing plan to capture travelers seeking a “Home Base” for drive destinations by developing a regional and local interactive pin map located on the www.VisitManteca.org website, which displays Manteca in the center of many popular regional adventures.

We also worked closely with regional transportation groups (Manteca Transit, ACE Rail, San Joaquin Regional Transportation District-SJRTD, Yosemite Area Regional Transportation System-YARTS, Amtrak and Toulumne County Regional Transit) to develop a public transportation map, with routes available from San Jose Airport, San Francisco & Oakland Airports thru the Central Valley and into Yosemite. These meetings have created a needed plan to develop a connective transportation component from Manteca/Stockton to Yosemite National Park.

This regional approach is the start to reinforce the close proximity of sites that are only a short drive or ride via public transportation to: Sacramento, San Francisco, Yosemite National Park and to use Manteca as a “Home Base” to “Stay and Play”. Travelers are encouraged to add an extra day to their vacations and not miss these extra sites and day trip adventures.

Regional Marketing

This year The Manteca Visitors Bureau entered into a partnership with other cities and Visitors Bureaus along Highway 120, in mapping out a route marketing



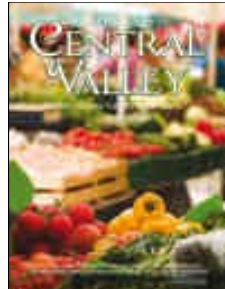
program. The “Highway 120 Adventure” will take a regional approach to planning a trip from Manteca

through Yosemite National Park over the Sierra Nevadas on to Mono Lake, and east to the community of Lee Vining. Rich in history, stops for arts, fabulous food locations and interesting shopping, the “Highway 120 Adventure” will continue to develop Manteca as a “home base” for fun and adventure in the region.

Our regional marketing continues with the **Central Valley Tourism Assoc. (CVTA)**. The Manteca Visitors Bureau works as a partner with the Central Valley Tourism Association to provide extended marketing opportunities for local businesses. The CVTA membership is represented by destinations stretching from Kern County to the South, North to Yuba County and West to Solano County and utilizes an Integrated Communications-Multimedia approach to marketing the region. Marketing includes print publications (California Visitors Guide, Central Valley Visitors Guide and other statewide and national travel print media) distributed

at California Welcome Centers, website presence visitcentralvalley.com) and consumer tradeshows for groups and leisure travel in the Bay Area and Los Angeles. The CVTA also uses Public Relations, Direct Mail campaigns and E-Mail Marketing methods.

“**Taste the Central Valley**” - The CVTA is embarking on a new Marketing Program for the Central Valley to encourage travelers to venture “Off the Highway” and experience “Taste” the fabulous Food, Agriculture, Events, special features and National Parks that create the Central Valley



NorCal Travel Guide—The App offers a Gold Mine of Travel Information! Now available for iPad/iPhone/iTouch and all Android devices! The Northern California Travel Guide App is a FREE download featuring over 40 cities from California's Central Valley and Gold Country Regions. Makin it easier than ever to explore Northern California's vast scenic beauty, abundant outdoor recreation, rich history, lush farms and luscious wineries. The App and Website is continually updated to keep visitors information easily available.

Hook, Wine & Sneakers

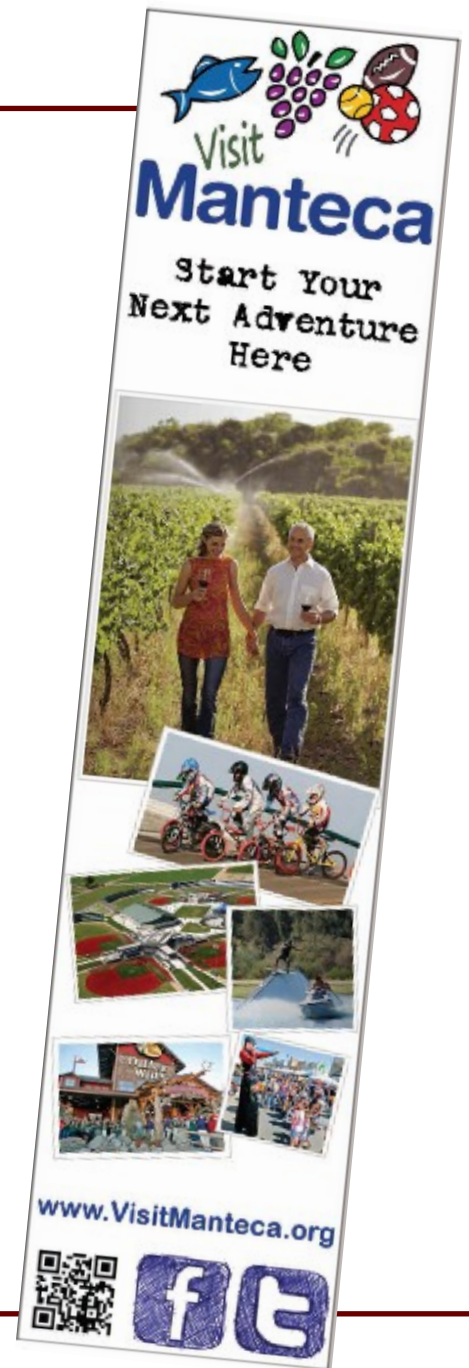
Building a brand takes a plan and time. Long before there was a Van's shoe store outlet in the Promenade Shops at Orchard Valley, Manteca was counting on “Sneakers” to grow the local economy.

Carving an identity out for Manteca took vision by early planners. Well known as the “Family City”, teams would travel here to play in beautifully groomed community parks. Adults and kids alike laced up their shoes to battle in tournaments of softball and soccer. Manteca loves the players and the games they play, bringing about the investment in the Big League Dreams Softball complex, that



today brings over 375,000 through the gates for play.

The Manteca Visitors Center (MVC) worked closely with the Manteca Futbol Club that hosted over 2,000 soccer players, plus coaches and families for their 2013 Spring Nor-Cal



soccer tournament. All 450+ hotel rooms in Manteca, including the newest 58 rooms at Motel 6 were a sell-out, with over flow stays at hotels in nearby Lathrop, Ripon and Salida.

The MVC provided local hotel front desk staff with coupons and special offers for local dining and shopping deals, in addition to information about more “Things to Do” while they visit Manteca like a stop at Bass Pro or tour of DFV Wines tasting room.

So we say thanks to the those “Sneaker” wearing visitors for contributing to the local Manteca economy. Hotel TOT taxes for 2013 are already trending up 13% over last year for the first 3 quarters. More than a hotel stay visitors also contribute an average of 32% of their travel dollar on retail shopping and 26% on dining, which also add to sales tax revenues.

The Manteca Visitors Center works diligently to enhance their visit and welcomes players and their families to experience our town for an extra night or come back again soon and enjoy more “Things to Do” in the surrounding area.

Visiting Friends & Relatives

“Visitor” - For Manteca the word immediately brings to mind an image of a *stranger in town* for the day on business or someone staying the weekend for a sporting occasion. While it is true we can definitely point to large attractions like; Bass Pro, Big League Dreams, and DFV Wines-Tasting Room to bring in out-of-towner’s, there are others contributing to our local economic development.

“VFR” -Visiting Friends and Relatives. In a community with a population now over 70, 000, it is the *people we know* that come to *visit us* who also account for a large portion of sales tax revenue.



The goal of the Manteca Visitors Center (MVC) is to bring the most people to town for the most reasons over the most days. To accomplish this task the MVC uses several marketing methods to advertise “Things to Do” like large festivals, sports tournaments, local attractions and even small non-profit fundraising efforts.

Whether the visitor is in town *over night* or just *for the day* most are sure to take in a show, dine out, shop a little or take in a local attraction or event.

To keep visitors informed, the MVC publishes an e.Newsletter the “Visit Manteca Weekly” that includes such happenings as the local Farmers Market, Memorial Day-Not Forgotten and July 4th

celebrations, as well as large fund raising events-GECAC’s Ropin’ on the River and Manteca Sunrise Kiwanis annual Pumpkin Fair.

Even small spaghetti dinners and crab feeds make it to the MVC website “Events Calendar” next to BIG happenings at local venues like Dell’Osso-Corn Maize and Snow Hill and the newest favorite Lil’ Mudder Kids-Fun Run at Eagal Lakes.

A first for our area this year, we were happy to promote and announce to over 1000+ Facebook followers the Mastercraft Pro Wakeboard Tour to be held at nearby Mossdale Quarry Lakes. This will be *only* California venue and Stop #4 of 8 in the series, bringing national television event coverage. Our partnership with TransWorld Wake will include \$3.00 off admission offers at *all* Kentucky Fried Chicken locations in San Joaquin County.

Manteca continues to promote great Places to Eat, Shopping Adventures and many choices of Things to Do. So whether the visitor is here *for the day*, stays *over night* at a *local hotel* or at *your house*, *all* are important to the local economy.



Dining Demands Up

Demand for dining continued this year and saw additions on a wide scale from “Fine Dining to our first Juice Bar”. Manteca’s dining has something for everyone from ever popular tacos and burgers to California rolls and now California “Modern” cuisine.



Ernie's Food & Spirits-Fine Dining

A challenge for the Manteca Visitors Center (MVC) is to bring attention to the lesser known local dining spots. The MVC utilizes multiple marketing methods to reach visitors and grow business for local eateries.

Our ever popular dining brochure is constantly updated as we add the newest restaurants in town. Last year the MVC circulated almost 10,000 hard copies at large events and to special groups in “goodie bags” and front desk staff at local hotels.

For large groups and sports teams the Manteca Visitors Center identified eating places that offer more private dining or group spaces. Establishments that deliver to hotels are also indicated, these symbols have

been added to the brochure. The brochure is viewable online at www.VisitManteca.org

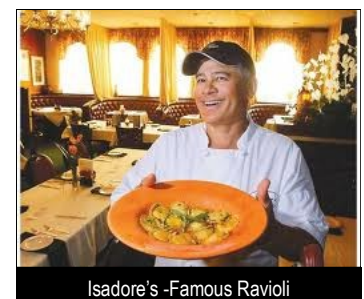
The MVC works closely to announce new restaurants via electronic advertising on our weekly e.Newsletter and special e.Blast announcements. New this year on the MVC website under “Places to Eat” visitors will find photos and expanded descriptions for local dining spots they may not find in regular web searches.

Staff from the Visitors Center make regular contact with dining establish-

ments to obtain coupons and special offers. Electronic coupons are available on our website and hard copies are distributed to local hotel front desk staff for guests and also at the Visitors Center for walk-in visitors.

The new Pin Map on the homepage of the MVC website www.VisitManteca.org shows locations for popular dining choices at a glance and makes dining choices easy for the visitor.

Visitors are encouraged to “taste” the local flavor at one of our many dining establishments during their stay.

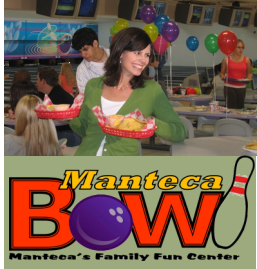


Isadore's -Famous Ravioli

Return-on-Investment (ROI)

More than a decade ago forward thinking planning set a foundation for what today is a vibrant economic center. Re-development of an out-dated industrial site today is Spreckels Business Park, a mix of retail shopping, restaurants, and hotels.

Anchored by *Manteca Bowl-Family Fun Center* and *Spreckels BMX Bicycle Park*, planners envisioned an area where hotel guests could “stay and play” at nearby attractions.



Geographically located within a mile radius, Visitors will find everything they need to keep them entertained during their stay. Manteca’s original Family Entertainment Zone features four hotels, two grocery stores, a gas station, more than a dozen eateries, three major retail stores, business supplies, two sports lounges and lots of “Things to Do”.

The mission of the Manteca Visitors Center (MVC) is to connect the Visitor with travel services. The MVC makes regular visits to hotels to drop coupons and special offers to encourage guests to venture out of their rooms and enjoy a meal or find a great shopping deal at a nearby store. We provide onsite training sessions for hotel front desk staff and informational materials about “Things to Do” in Manteca that will enhance the Visitor’s stay and encourage them to make a return visit. Hotel staff also receive weekly e.Newsletters and special e.Blast reminders

for events their guests may enjoy. We provide special goodie bags for tournament players, large groups and business meetings.



Manteca is now seeing a return-on-investment for the development of Spreckels Business Park. There is no doubt that the Visitor dollar factors into the local economy, first-in the 10% TOT hotel room tax and second-in sales tax. Tax revenue by economic segment shows department stores as #1, closely followed by restaurants at #2 followed by retail shopping at #3. The Visitor dollar definitely factors into those numbers and contributes to Manteca’s income and has kept our community vibrant during recent tough economic times.

The Manteca Visitors Center (MVC) continues to work to bring more events to our area. We are currently in talks with the *Speckels BMX Bicycle Park* organizers to bring a “National” BMX competition to Manteca for the Summer of 2014.



Spreckels Business Park has developed into a vibrant income center and serves as a successful example of Manteca’s original Family Entertainment Zone, and joint planning project by private development and public agencies.

More, more, more.....

Manteca has added one more visitor option and “Place to Stay”. This year saw a new corporate hotel flag in Motel Six.



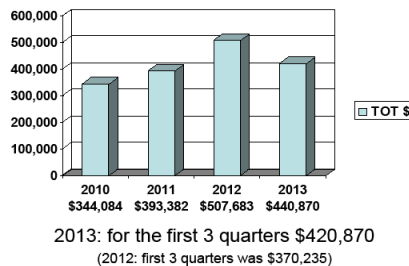
Last December the former “Manteca Inn” underwent a complete remodel of it’s 58 rooms and surrounding property.

The Manteca Visitor Staff worked closely with Motel Six ownership to establish their hotel with the community and out of town guests. We made multiple visits and discussed marketing and advertising opportunities that encouraged spending by the Visitor.



More rooms equal more visitors and more tax dollars. Manteca now boasts over 450+ hotel rooms available to visitors and current TOT hotel taxes are trending up 13.7% for 2013.

City of Manteca
Based on current trend
TOT is up 13.7%



Eight of Ten Manteca sales tax industry segments can be linked to contributions by visitor dollars.

The Manteca Visitors Bureau is a non-profit 501 (c) 6 organization jointly funded by the City of Manteca, T.O.T.

dollars, community partners and events.

The mission of the Manteca Visitors Bureau is to market Manteca as a travel destination. Our goals are designed to enhance the economies of the city through sustained growth in tourism spending, which results in significant increases in the economic impact in areas of business earnings, tax collections and jobs.

The Manteca Visitors Center staff continues to reach out to local businesses to develop strong partnerships that enhance tourism spending resulting in positive business earnings that are critical to our City and local jobs.



What's ahead 2013-2014



THE VISION

Yosemite/Manteca Regional Visitors Center-The Visitor's Bureau is working hard to develop a Regional center in Manteca to provide visitor information on Manteca, the Central Valley and Yosemite. Through visitor information, educational exhibitions and a variety of specialized programming, it will explore and celebrate the value of Manteca, its Central Valley proximity as well as the Sierra Nevada / Yosemite experience. By hosting exhibitions and programs originating in Manteca and outside the region, it will also share the ideas of others for the enrichment of the Center's local and regional audiences.

OUR GOALS

To provide a center that enriches the economic development of the community by providing a stopping place for out of town and local visitors to access to high quality tourism information through visual, literary and educational displays. To promote and enhance tourism and to promote the many amenities that Manteca has to offer. Educate visitors in the natural surroundings of the Central Valley and the Sierra Nevada's. To use the Yosemite/Manteca Regional Visitors Center as a catalyst for the continued development of the Orchard Valley Center, and to provide attractive spaces for cultural, environmental, educational, business, social and community functions.

THE FUTURE

- Create an Interactive Visitors Center to enhance Local & Regional Travel.
- Support and promote Restaurants, Shopping and Family Entertainment.
- Continue Frontline training for hotel staff on what Manteca has to offer.
- Market "Manteca as the "Base for Adventure" by promoting attractions in surrounding area.
- Encourage mid-week Hotel stays or add-a-day to visits.
- Develop transportation connections - Manteca to Yosemite.
- Provide support to the City of Manteca in their efforts to develop new Economic projects.



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