



VISIT  MESA

CITY LIMITLESS®

BUSINESS DEVELOPMENT PLAN 2020/2021





MISSION:

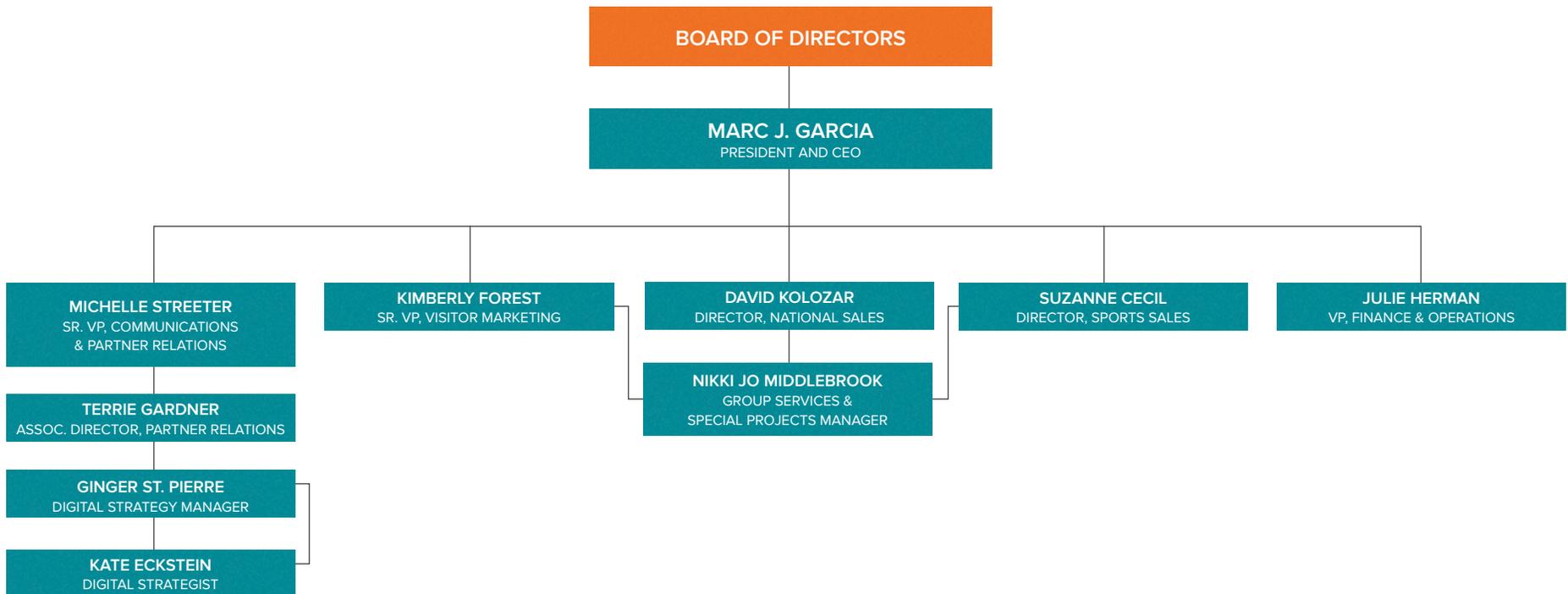
The mission of Visit Mesa is to promote, market, and sell the Mesa area as a year-round, premiere business and leisure travel destination on behalf of our stakeholders while enhancing the quality of life for all area residents.

VISION:

Mesa and its surrounding regional partners are globally recognized as the preeminent visitor destination in Arizona.



ORGANIZATIONAL CHART



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Las Sendas Golf Club & Visitas Pavilion

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Immediate Past Chair (Emeritus)

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Tom Rhodes

City of Mesa Resident

Steve West

Udall | Shumway

Marty Whalen

City of Mesa Resident

Dave Wier

CG Promo Group



THE ‘NEXT’ NORMAL

A LETTER FROM VISIT MESA PRESIDENT AND CEO MARC GARCIA

We’ve all seen better days. No one in the global visitor industry could have anticipated the drastic, immediate and devastating impacts the invisible threat of novel coronavirus would have on all we do and all we measure. Visit Mesa was amid yet another record-breaking year of booked hotel room nights, securing national headlines recognizing

Mesa’s collective achievement as the nation’s first Autism certified city, and tallying millions of impressions and engagement resulting from our award-winning marketing campaigns. Like so many of our dedicated partners and colleagues, Arizona’s tourism community was in full throttle, doing what we do best, welcoming our visitors with red carpets, white gloves and open arms.

And then, of course, everything came to an abrupt end. Time as we knew it stopped. It had to. But we boldly stepped forward to both protect and serve our valued guests and citizens.

I’m proud of our team for not being paralyzed by the events, but instead immediately and proactively responded to the new realities, while heeding the guidance of our state and local leaders. As visitors left and national and international marketing was put on hold, Visit Mesa acted quickly to ensure proper messaging was being shared in this time of crisis. We developed a series of campaigns aimed at a new audience – our residents. We shared a new message, one that pleaded for collective support and centered on immediacy. We listened to our partners, our stakeholders, Board of Directors, and we acted with strength and courage but always with the awareness and faith that this too shall pass.

Now, as we program another dynamic year of destination marketing, we’re setting our minds and hearts on the future. We have no choice but to look forward and continue to design a destination that will always

be in-demand no matter what unexpected crisis may strike. In the Business Development Plan before you, we invite you to read on about our futures study with DestinationNEXT and the efforts we’ve already engaged in with regard to capturing resident sentiment about the value of the visitor and our role in ensuring tourism rebounds quickly.

While Visit Mesa’s outbound business travel is primarily halted over the next year due to so many industry events and programs being cancelled or rescheduled to a time when we are in a safer position to meet in groups, I’m excited to share the innovative ways we are going to be proactive with our clients. From virtual happy hours and online press tours, to a new mini-series of video content streamed on our social channels, Visit Mesa will still be sharing our destination’s rich culture, history and new, unique experiences. We will be creating demand for Mesa in new ways because now our marketing has an even bigger megaphone – our purpose is expanding. Now, locals have been brought on board as ambassadors to help steer our ship and ensure all voices are heard and represented in our destination images and online persona. We will be steadfast in ensuring Visit Mesa’s brand reflects Mesa’s diverse and eclectic population. We strive to reflect the community we are so proud of here in Mesa. You began to see this earlier this year when Visit Mesa launched the For the Love of Mesa community-driven videos in Spanish, Korean and Mandarin. We created a special districts section at VisitMesa.com so our visitors can more easily search for events and attractions in our Asian District and our ever-evolving Downtown core.

We recognize that this next year is one where travel sentiment is somewhat depressed. We recognize that for some COVID-19 has created a climate of fear, anxiety and uncertainty about travel. This crisis has changed all of our lives, for sure. We have all been required to reexamine our personal and professional lives. The positive result is that

we've come together like rarely seen before in human history. It's been both beautiful and inspiring to bear witness to human kindness, social justice and unity in our community. And as it relates to the Mesa Visitor Industry, we've never been more unified in the effort to celebrate and share a safe, clean and inclusive Mesa with the rest of the world.

We are already tracking positive trends of recovery as our hotels reopen with new standards and safeguards in place. Perhaps our most important endeavor is a new alliance with Tourism Economics, the leading data analytics organization that is establishing our industry's new timeline for reemergence. Be sure to subscribe to our email news alerts sharing updates on these developments, latest industry research and trends, and much more.

Other highlights herein include our digital marketing plan with new media buys being placed on YouTube and Spotify, our new Customer Relations Management system offering easier access to leads and your online business profile, as well as the latest 2019 Mesa Visitor Profile data.

Our staff and I look forward to connecting with you often throughout the year. We are eager to support your business and actively praise your successes as we all embrace the 'next' normal.



Marc J. Garcia
President and CEO | Visit Mesa



2019 MESA DOMESTIC VISITOR PROFILE



1.22 MILLION
overnight visitors



\$486.2 MILLION
in spending day
& overnight trips



5% INCREASE
in visitor spending
over last year



27%
overnight trips



4.5 MILLION
visitors



\$259
average spent
per person on
overnight trips



\$52
average spent per
person on day trips



46%
of overnight travelers
planned their trips
2 months or less in
advance



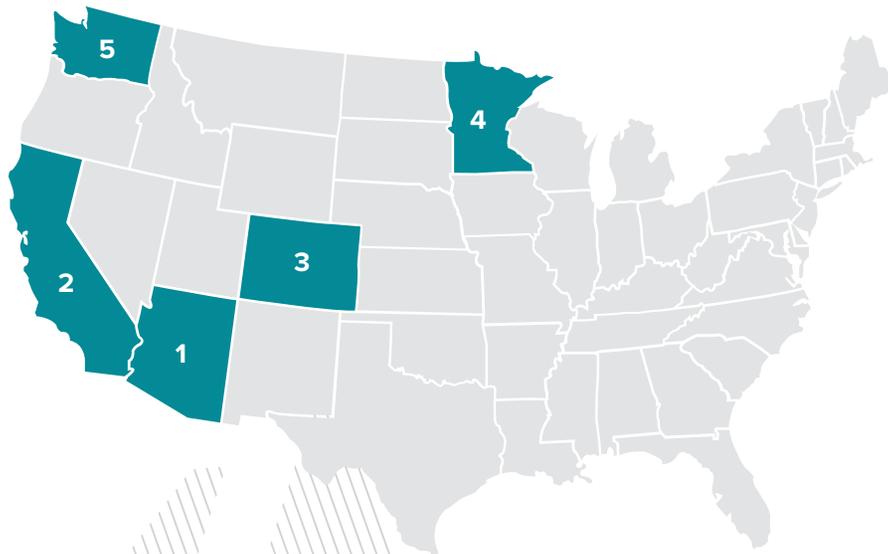
4.5 NIGHTS
average length
of stay



2.5 PEOPLE
average party size

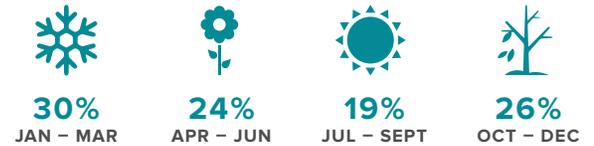
Source: Longwoods International (2019-2020)

TOP FEEDER STATES FOR OVERNIGHT VISITORS



- 1 Arizona
- 2 California
- 3 Colorado
- 4 Minnesota
- 5 Washington

SEASON OF TRIP



91% OF MESA VISITORS USED A DEVICE TO PLAN THEIR STAY



58% OF MESA VISITORS USED SOCIAL MEDIA FOR TRAVEL



DESTINATION NEXT FUTURES STUDY

Visit Mesa's Board of Directors are actively engaged in DestinationNEXT, the long-range futures study pioneered by MMGY Next Factor in partnership with Destinations International. Led by local resident and Visit Mesa Board member Tannis McBean, the initiative began with an assessment of Mesa's performance as a premier travel destination earlier this year. A detailed survey was developed on behalf of Visit Mesa and presented to City of Mesa stakeholders, clients and those community leaders who make up Mesa's expanding tourism footprint. The survey gauged the perception of Mesa as a desired location for both business and leisure travel and the data will be used to further support future economic development in the region, as well as visitor-serving product and infrastructure investments. The diagnostic tool is a proven 360-degree survey that is targeted to tourism, hospitality, business, economic development and government sectors who would all find themselves impacted by Mesa's ability to attract and inspire additional imported visitor dollars. More than 230 destination marketing organizations have engaged in this comprehensive study and used the results to shape and design their destination's future.

Results will further define Visit Mesa's strategic planning, currently underway, as the travel industry prepares for a rebound that is predicted to take up to three years to meet pre-COVID-19 performance levels.

Be on the lookout for Visit Mesa's 3-5 Year Strategic Plan based on the future's study, resident sentiment, and final board review and action expected later this year.

DESTINATION
NEXT





THE
NILE
EST. 1924

LEANING IN TO OUR LOCALS

COMMUNITY PERSPECTIVES™ STUDY

As an organization, Visit Mesa has always valued consumer insights and actively mines for the latest data about consumer behavior regarding purchasing travel and where they seek inspiration for destination selection. Now, Visit Mesa is relying on insights from an audience quite familiar with Mesa’s many lifestyle attributes and signature offerings: its residents. As part of the marketing shift to locals due to travel restrictions and impending recovery, Visit Mesa participated in the MMGY Travel Intelligence Community Perspectives™ study. This effort is designed to assess the sentiment of a destination’s residents and, more specifically, garner their opinions of the impact tourism has on their community.

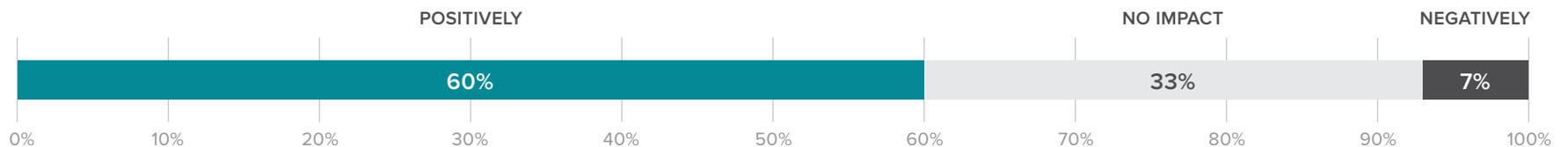
The Community Perspectives™ study took place in May of this year and received more than 750 completed surveys. Perhaps the most impactful finding was that nearly all residents in Mesa believe tourism (the city’s visitor industry) is at least somewhat important to Mesa and they support investments in tourism. Other critical residential sentiments include:

- Half of residents (50%) believe that tourism is extremely important to Mesa, while four in ten (41%) believe it is somewhat important to the city.
- Six in ten residents (60%) say that tourism impacts their lives positively, while only 7% say it impacts their life negatively.
- Nine in ten residents (90%) believe it is important to attract visitors to Mesa at off-peak times of the year.
- More than nine in ten residents (93%) believe it is important for Visit Mesa to educate visitors on how to respect the local environment and natural resources when visiting Mesa.
- Nearly nine in ten residents (87%) believe hosting major sports events and festivals in Mesa has a positive impact on residents and visitors.
- Eight in ten residents support investments by Visit Mesa to brand and market Mesa (81%) and to fund incentives that create attractions, festivals, and exhibits in Mesa (80%).
- Eight in ten Mesa residents believe that tourism generates tax revenue for state, county, and local governments and creates jobs. Only four in ten believe that tourism reduces taxes for residents.

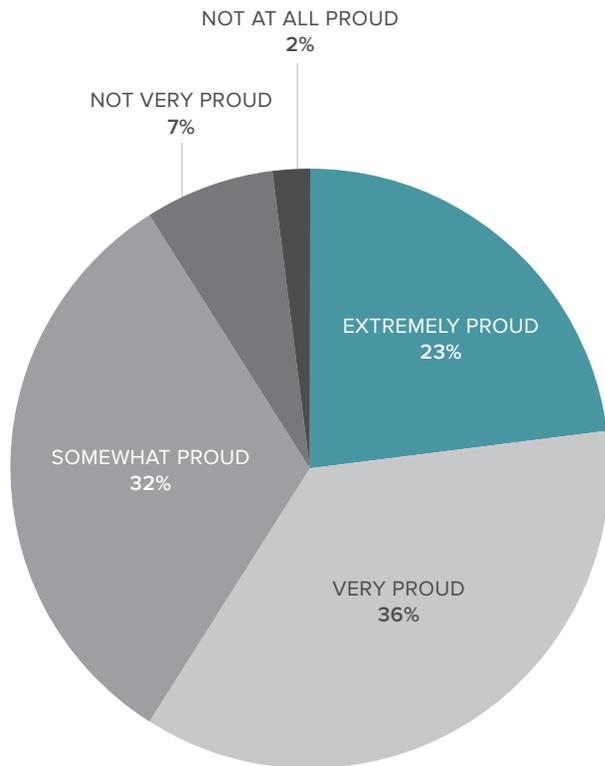
A complete copy of the Community Perspectives™ Study is available upon request.

IMPACT OF TOURISM

Six in ten residents feel that tourism impacts their life positively, while only seven percent feel it has a negative impact.



PRIDE IN MESA RESIDENCY



VISITORS MEAN BUSINESS



Earlier this year, Visit Mesa launched its Visitors Mean Business advocacy outreach campaign aimed at educating Mesa residents about the power of travel as recovery from COVID-19 began in Arizona. Visit Mesa produced a video to reflect 2019 data sharing the economic impacts of tourism and illustrating how visitor dollars support Mesa’s quality of life while lowering resident taxes.

VisitorsMeanBusiness.com serves as an up-to-date information resource and new platform for the public to engage directly with Visit Mesa. As a travel destination, Mesa attracts 4.5 million annual visitors who account for more than \$486M in spending from day and overnight trips (*Longwoods International, 2019, Mesa Visitor Profile data*). The website features an interactive word cloud that updates in real time based on consumer input data, and the public is invited to upload images for promotional consideration of Visit Mesa’s social media channels and pledge their support for Mesa’s visitor industry.

Visit Mesa also formed a steering committee made up of more than a dozen regional community activists, civic leaders and active citizens. They collectively promoted the For the Love of Mesa campaign recognizing the need for unity and support. Members represent all of Mesa’s six council districts and will be called upon again this year to guide our video content to drum up interest and urge their circles of influence to support Visit Mesa.

NATIONAL SALES & GROUP SERVICES

National Sales has been working with Mesa hotels in developing the Mesa Clean Stay standards and communicating new measures with clients. As meeting planners select destinations that offer perceived safety and cities that have managed lower numbers of cases, it is paramount that Visit Mesa educate clients on the proactive measures taking place in our destination such as our mask mandate and updated group meeting guidelines. In addition, throughout the year, National Sales will work with our hoteliers to provide aggressive incentive programs to propose tailored solutions that would put Mesa above our competition. Mesa has long been recognized as an affordable meetings destination and that will remain our focus as we continue to target groups within the Association, Corporate, Government and Religious market segments.

PRIORITIES

- Revamp our online National Sales presence with updated information on new COVID-19 measures at each of our signature hotels. Develop virtual site tours for our microsite and create an online Planner’s Guideline, promoting safe and responsible meetings in Mesa. We will work with Visit Mesa partners to produce video clips of their meeting space and establish more online visual resources for our destination.
- Work with Group Services to create a Mesa Welcome packet, delivering our destination right to the door of interested meeting planners. We will partner with signature vendors to represent our offerings along the Fresh Foodie Trail®, The Apache Trail and share our gifts from our destination in an amenity kit.
- Collaborate with partners and meeting planners to curate individual virtual Site & See Tours via a live video conference. We will guide our partners on how to utilize online resources such as Matteport to create virtual 3D floor plans, which enables meeting planners to virtually experience proposed general session space. National Sales staff will actively pursue groups and guide their decision making process advising of ongoing safety measures to instill

confidence in booking Mesa’s hotels and experiences in our destination for 2020 and 2021.

- Partner with industry leaders including MPI, ASAE and HSMAI on group virtual FAM tours.

TRAVEL SCHEDULE

Mesa/Greater Phoenix Sales Blitz	Fall 2020	Metro Phoenix, AZ
Tucson Sales Blitz	Winter 2021	Tucson, AZ



GOALS:

12,250 BOOKED ROOM NIGHTS

2,900 ATTENDEES

41 BOOKINGS

193 LEADS

5 SITE INSPECTIONS/FAM TOURS

\$2,841,413 ESTIMATED DIRECT VISITOR SPEND

SPORTS SALES

Visit Mesa’s Sports Sales department is actively reimagining its operations and impact in a post-COVID society, where safety and distancing has become the top consideration for any event planner looking to bring a future tournament to Mesa. Many events have had to reconfigure audience size and wait out various state ordinances rescheduling their annual competitions to a time when it is safe to gather again and compete in a team environment. In FY21, Sport Sales will continue to support and host virtual client meetings and incorporate regular client ‘happy hours’, an engaging activity that allows for client interaction while social distancing. To ensure destination participation, we will invite partners, special guests, and provide giveaways to increase participation. These efforts will share Mesa’s latest sports news and visitor industry developments. The feedback from this outreach has been positive. In addition, the following priorities have been identified:

PRIORITIES

- Create a virtual familiarization trip program through curated videos and marketing resources for regular, ongoing client updates and introductions to our offerings. We will work with our hotel partners to create short ‘walk through’ videos, as well as feature attractions, facilities, venues, and city parks. These will be planned throughout the year and include special themes, as well as promotional items mailed to clients in advance of the FAM tour.
- Update the online Sports Planner Guide to reflect updated events, space parameters, policies, procedures, services and more. Also, we will continue to push people to follow the Visit Mesa Sports Instagram feed for real-time updates about the destination.
- Support relationships with our local host partners and area sports organizations, with strong significance placed on the shared responsibility to attract regional and statewide championships. As national touring events are cancelled or postponed, Visit Mesa has an opportunity to target regional events put on by local clubs and groups.



GOALS:
17,409 BOOKED ROOM NIGHTS
9,065 ATTENDEES
49 BOOKINGS
77 LEADS
10 SITE INSPECTIONS/FAM TOURS
\$10,966,482 ESTIMATED DIRECT VISITOR SPEND

SPORTS SALES TRAVEL SCHEDULE

Sports ETA SportsBIZ Exchange Virtual Networking Event	August 3-21, 2020	Online
Sports ETA Annual Symposium	April 26-29, 2021	Birmingham, AL

MARKETING

Under the direction of the City of Mesa, Visit Mesa will receive Mesa Cares relief funding to stimulate hotel bookings in Mesa through the end of the calendar year, as well as to support the countless hospitality-related businesses that are suffering due to the unprecedented effect of COVID-19. Visit Mesa will use Prop 302 funds to supplement the Mesa Cares support with a robust campaign targeting core market segments, defined in our 2019 Mesa Visitor Profile, and include a new refined target of Arizona residents with a concentration on the Greater Phoenix and Tucson metropolitan areas.

PRIORITIES

- Establish a new ad campaign to reach drive markets with messaging focused on relaxation, reflection and rejuvenation. Campaign funds will be spent on digital advertising, primarily Google, with a subtle “where to stay message” and proactive links direct to Expedia. Visit Mesa has effectively proven that its digital advertising campaigns are targeted, driven and obtain trackable, positive results.
- Implement a new strategy to encourage Arizona residents and area locals to the unique experiences Mesa boasts. These unexpected points of difference will be shared in boosted social media posts.
- Reevaluate the trends occurring in the domestic market and enhance Visit Mesa’s exposure in the additional key feeder markets (Midwest, Pacific Northwest, International, etc.) as early as January 2021. Connecting with partners such as Expedia, Southwest Airlines Vacations, Allegiant and WestJet will give Visit Mesa the maximum amount of consumer direct exposure needed to keep the destination top of mind during recovery.



MESA CARES MARKETING PROGRAMS

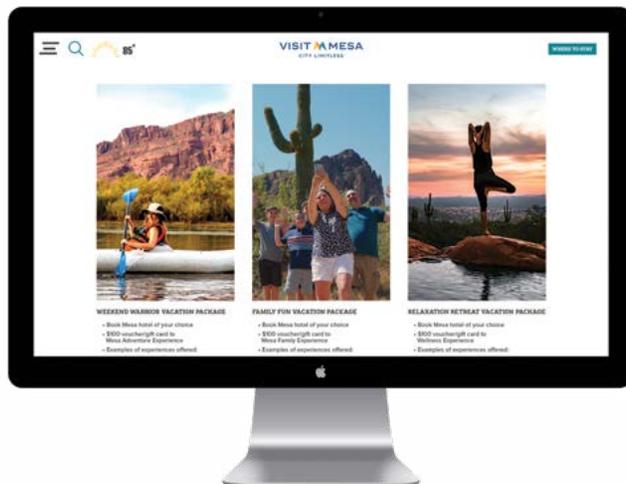
Expedia Campaign

Visit Mesa will be partnering with Expedia, the top-producing online travel agency (OTA) in the industry, as well as all their affiliate OTA's to use their powerful booking engines to target perspective travelers who are searching for AZ and the Greater Phoenix area for their next vacation. The proposed campaign will be targeted both on behavioral (past searches and interests) and geographical (CA, AZ, NM, NV, TX, UT) to maximize the spend.



Escape to Mesa Vacation Packages

Visit Mesa has developed a series of themed vacation packages under the singular marketing message: 'Escape to Mesa'. These packages have value-added offers that are unique to our destination and will motivate Arizona residents to vacation close to home. To increase visibility for Mesa while competing in a flooded leisure market segment, our packages are built with incentives that patronize local business and stimulate the local economy. Three themed packages - Weekend Warrior, Family Fun and Relaxation Retreat - will be available to Arizona residents from September through December. Each offering will be promoted through social media advertising as well as organic promotion run by the Visit Mesa Communications team. A public relations campaign will further elevate our messaging to residents and increase exposure to the opportunities. No funds from Mesa Cares will be used to purchase gift cards or travel incentive vouchers as part of this program.



For the Love of Mesa Mini-Series

Influencer culture is growing, and a dynamic social media presence is critical in today's digital marketing arena. Visit Mesa will empower our steering committee to build on the For the Love of Mesa branded community outreach program to develop a mini-series of video content centered on Mesa's most loved elements. Visit Mesa will help identify influencers with a known Mesa following and have them present these experiences on camera. These video endorsements of Mesa's most in-demand travel offerings will be shared with legions of social media consumers through Instagram television and replayed on YouTube and Facebook's Watch video platforms. All calls to action will point new audience viewers to Visit Mesa's popular social media channels to learn more about our dynamic destination.



MARKETING

Technical Assistance

Visit Mesa has been tapped to organize and host a series of marketing programs aimed at the various facets of digital marketing and promotion as part of the Mesa Cares Technical Assistance program organized by the City of Mesa. A series of seven courses will be offered to attendees made up of small business owners who have expressed the need for marketing education, awareness of new marketing tactics, and on-going support during the recovery phase of COVID-19. With the help of numerous respected marketing agencies and industry contacts, the follow webinars will run from July – September. All links and supporting marketing materials, as well as the recorded webinars, will be made available to attendees on a website managed by the City of Mesa.

COURSE	Intoduction to Facebook Ads Manager
COURSE	Google for Business—Part 1 & 2
COURSE	User-Generated Content and How Customer Photos Boost Your Bottom Line
COURSE	Understanding Your Customer, Why Data Insights Matter
COURSE	Public Relations 101: An Introduction to the Power of Media Outreach
COURSE	The Power of Social Media, Digital Marketing Best Practices, Strategies & Trends



2020/2021 MEDIA BUYS AND ESTIMATED IMPRESSIONS

MEDIA	ESTIMATED IMPRESSIONS
Drive-Market Awareness • Programmatic Display	17M
Drive-Market Awareness • Video	1.7M
Drive-Market Awareness • Paid Search	600K
Drive-Market Conversion • Expedia	8.3M
Escape to Mesa Local • Programmatic Display	13.3M
Escape to Mesa Local • Video	3.3M
Escape to Mesa Local • Paid Search	333K
Escape to Mesa Local • YouTube	15M
General Awareness • Programmatic	40M
General Awareness • Expedia	8.3M
General Awareness • AZ State Visitors Guide	400M
TOTAL	108M

VISITOR MARKETING

Visit Mesa will continue to monitor the changes occurring in the travel industry sales sector as it was impacted the hardest from COVID-19. Many large tour operators and receptives were directly impacted by the dramatic halt in travel globally, airline-driven vacation product has been reduced, and international travel to Arizona was placed on hold indefinitely with routes planning to return in October at the very earliest. Visit Mesa will concentrate on the domestic leisure traveler for the next year and maintain existing relationships with our clients in other markets. We will rely heavily on Expedia and other platforms to share our key messages and building product awareness for Mesa (See Marketing).



ATI: Where to Next

Visit Mesa will expand on a partnership with ATI: American Tours International. We will be featured in their Where to Next? magazine which is distributed to clients who have booked product through AmericanTours.com. We will have a full-page advertisement and matching advertorial with full color photography. Consumers will receive this magazine either on a tour bus or in their arrival welcome bags prior to their tour. Visit Mesa will also have a large presence on their intranet site accessible to tour operators and travel agents.



U.S. Travel Association Destination Council

Senior Vice President of Visitor Marketing Kimberly Forest will retain her advisory board seat with U.S. Travel Association's Destinations Council. The Destinations Council represents more than 350 U.S. Travel Association destination marketing organization (DMO) and convention and visitor's bureau (CVB) members, whose purpose is to enhance the effectiveness of DMO professionals through the annual program of work created by the Destinations Council's Board of Advisors. This highly-regarded position allows Visit Mesa to join in dialogue impacting our industry at a national level. It affords Visit Mesa the opportunity to be privy to the latest industry news and updates, while also gaining access to authoritative industry research on the latest travel trends and forecasts that affect Visit Mesa's marketing decisions.



IPW 2021

Attendance at U.S. Travel Association's IPW tradeshow and exhibition, the largest in the travel trade globally, will serve as Visit Mesa's first foray to reignite our outreach to overseas operators and receptives. Attending IPW's rescheduled tradeshow, slated to be held in Las Vegas in May 2021, will offer the first real opportunity to secure bookings for the late 2021/22 travel season. Visit Mesa will attend as a host destination and partner with the Arizona Office of Tourism.



GOALS:
46,873 BOOKED ROOM NIGHTS

39,121 ATTENDEES
52 LEADS

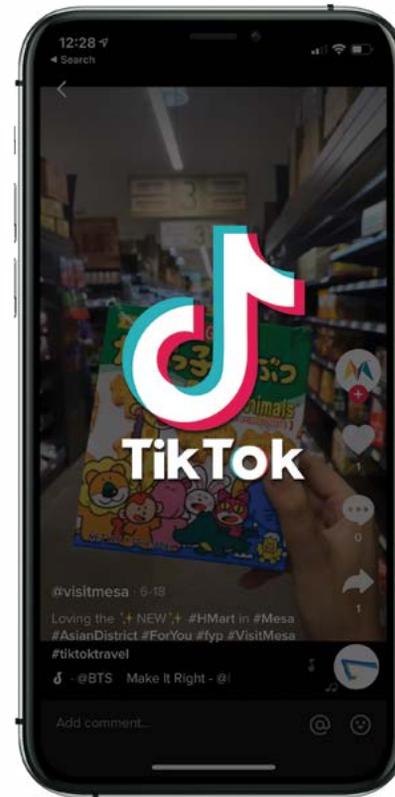
5 SITE INSPECTIONS/FAM TOURS
\$15,914,850 ESTIMATED DIRECT VISITOR SPEND

DIGITAL STRATEGIES

This fiscal year, our newest technology transformation will occur when we transition to a new Customer Relationship Management (CRM) system with iDSS, operated by Tempest. In addition, Visit Mesa will explore new ways to engage with our customers by providing fun, ‘snackable’ content using platforms such as Tik Tok and we will enhance our themed seasonal campaigns on Instagram. More, we will actively audit our online presentation on platforms such as YouTube and Pinterest to ensure our content is fresh, accurately reflects those experiences open for business, and review all our online content and archived blog posts such that we represent those Mesa’s offerings that are available to support visitors in the year ahead.

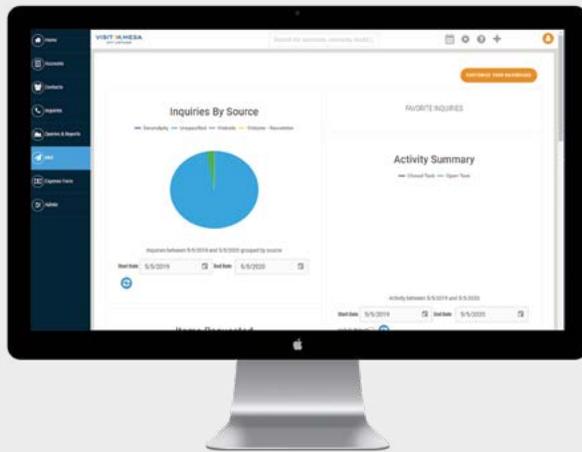
PRIORITIES

- Develop an integrated dashboard that combines data from all our vendor resources into one executive summary view. Our new customized reporting will be shared with stakeholders monthly and we will pull quarterly highlights into a new video report where our visuals and programs can be illustriously presented.
- Strengthen our relationship with AirDNA to receive insights on local short-term rental performance and use this data to enhance our reporting capabilities in conjunction and comparison with Mesa’s traditional hotel consumption via Smith Travel Reports (STR).
- Establish new methods to effectively reach a local audience on all Visit Mesa’s social feeds. We will do this with meaningful, purposeful campaigns with giveaways on behalf of our partners.



TAKING CARE OF BUSINESS

NEW IDSS CUSTOMER RELATIONSHIP & DESTINATION MANAGEMENT SYSTEM



iDSS is a cloud-based customer relationship and destination management platform that supports sales and marketing tasks, while also providing a powerful tool for maintaining all the content we house on the VisitMesa.com portal. The system is designed to house data in one location, eliminating the need for duplicate data entry across users and platforms. The architecture of the iDSS platform leverages one database for all departments – perhaps the most noticeable change to Visit Mesa’s client contact platform going forward. Because the software is cloud-based, it is accessible 24/7 from any internet enabled device and requires no hardware installation. Visit Mesa staff will be able to access our proprietary data at anytime from anywhere. The new services lead module will allow Visit Mesa’s Group Services staff to streamline the creation and distribution of lead requests. Visit Mesa will be able to track our inventory in real-time, and the new platform includes on-going and unlimited support and training.



COMMUNICATIONS

The travel media landscape was already changing prior to COVID-19. As more and more consumers were using online sources for travel inspiration and trip planning tools, Visit Mesa was actively sharing our messages in this space. We will continue to target digital media outlets while developing lifestyle-branded storytelling through fresh images and informative content on Visit Mesa’s social media feeds. In the year ahead, we will present Mesa City Limitless® in a new light with virtual reality media tours and work with those influencers familiar with our experiences and seek their on-going endorsements.

PRIORITIES

- Attract local travel media, influencers, and lifestyle editors and bloggers in the regional market with a strong Arizona consumer base and target them for local day trips to Mesa. Develop day trip itineraries centered on Mesa experiences and invite them to discover the Fresh Foodie Trail® and the myriad of opportunities to explore our waterways, along with other desert recreation and attractions.
- Target and work with influencers familiar with Mesa as a travel destination and establish sponsored content contracts to ensure a steady stream of social media content while travel restrictions remain in place. Many top travel personalities possess a stockpile of vibrant photography secured through their past FAM tours and we will work with these select media accounts to keep Mesa fresh on their feeds.
- Invite media on assignment to cover Mesa as we return to more ‘normal’ conditions in the last half of the fiscal year, if conditions warrant a safe travel climate, of course. Research shows that most Americans are researching and booking trips that are within driving distance so we will target media in regional drive markets including but not limited to Los Angeles and neighboring counties, San Diego, Denver, Salt Lake City, and parts of Texas.



GOALS:
250 MILLION EARNED MEDIA IMPRESSIONS
50 MEDIA FAM TOUR ATTENDEES
(INBOUND & VIRTUAL)
190 MEDIA ASSISTED





PARTNER RELATIONS

For several years now, Visit Mesa has offered a curated partnership program unlike any other in the nationwide destination marketing and management sphere. Our tiered marketing opportunities not only provide positive endorsements for our varied business partners on all the Visit Mesa marketing channels, but it has been met with incredible success. Considering the recent strains on small business due to the COVID-19 crisis, Visit Mesa has adjusted its partner offerings and reduced the cost of participation in order to help businesses continue to market effectively amidst the hardship. We have developed a series of new themed marketing packages that will allow for a boost of exposure when the time is right for the partner and available at any time throughout the year. We are committed to promoting and celebrating all our valued partners as we enter the recovery phase together.

PRIORITIES

- Train all partners on the new Extranet Portal, the IDSS online database system that allows individual access for each business. Part of our role in the year ahead will be to ensure each partner listing is reflected accurately and we establish new contact roles for each business.
- Encourage partners to post special deals and discounts and help boost the new online site, VisitMesaDeals.com. This will be a regular marketing message delivered throughout the year as customers return to market and locals become a new target audience for all our partner messaging.
- Serve as the Community Relations liaison for Visit Mesa and identify year-round speaking opportunities to present Visit Mesa's abundance of benefits to small businesses in Mesa. As our marketing efforts grow along with the recovery – and the growth of local consumer following - we will ramp up Visit Mesa promotion within the East Valley.



GOAL:
\$40,000 GENERATED REVENUE
400 PARTNER DELIVERABLES





ADMINISTRATION & ADVOCACY

In FY21, Visit Mesa will be operating with a nearly 40% reduction in both incoming revenues and full-time staff due to the COVID-19 crisis. The Board Finance Committee, along with Vice President of Finance & Administration Julie Herman, is actively working on a variety of funding and occupational scenarios should Mesa's visitor industry experience a robust rebound, or conversely, a much softer one as we continue to navigate the effects of the shutdown and recovery.



Visit Mesa has applied for and secured a \$150,000 Economic Injury Disaster Loan along with a \$10,000 grant through the CARES Act. We are pursuing opportunities to partner with other State and City entities with hopes to qualify for Economic Development Administration (EDA) Grants. More, we are actively lobbying

the expansion of eligibility for nonprofit 501(c)6s to apply for Payroll Protection Program funds.

To give us the best chance at quicker, more successful recovery, Visit Mesa has aligned with Civitas Advisors to help flesh out our application submissions, as well as mine for other possible funding at the federal level. Civitas, the nation's leading organization in developing various long-term, secure funding sources for Destination Marketing Organizations, including tourism improvement or marketing districts/authorities, has developed a comprehensive strategy to help secure recovery funding.

Last fiscal year, Visit Mesa played a leading role in nearly securing S.B 1335 during the regular legislative session. The state enabling legislation, which would afford Mesa and other municipalities and

jurisdictions the opportunity to create a tourism marketing authority (TMA), was advancing rather smoothly in both state houses before the COVID-19 shutdown. In this fiscal year, Visit Mesa will continue to advocate for this measure, perhaps the most important economic recovery bill the state could enact in a possible special legislative session or during the next regular session.

Mesa Visitors Center

Visit Mesa will continue to follow CDC and state guidelines when making the decision to fully reopen the Mesa Visitors Center. All along, we have taken responsible steps to make sure employees return to a safe working environment while also protecting walk-in visitors and other users of our public building. All employees confirmed receipt of Visit Mesa's official Reopening Plan and are required to adhere to CDC guidance regarding COVID-19 symptoms and diagnosis and will adhere to a minimum of 14-day quarantine at home prior to returning to work in the event they or a family member is diagnosed. The Mesa Visitors Center has signage in place promoting social distancing. We've temporarily disabled the high-touch kiosks and have a plexiglass shield now in place at the Front Desk. Our front door signs feature visuals that require masks and temperature-taking upon entry, and we will update City of Mesa directives as they arise. The public restrooms are temporarily closed, and we are not accepting reservations for the Visit Mesa Robert Brinton Board Room or IDEX meeting space. We will re-evaluate this policy regularly following Federal, State, County and City guidelines.



Visit Mesa Annual Summit—November 2020

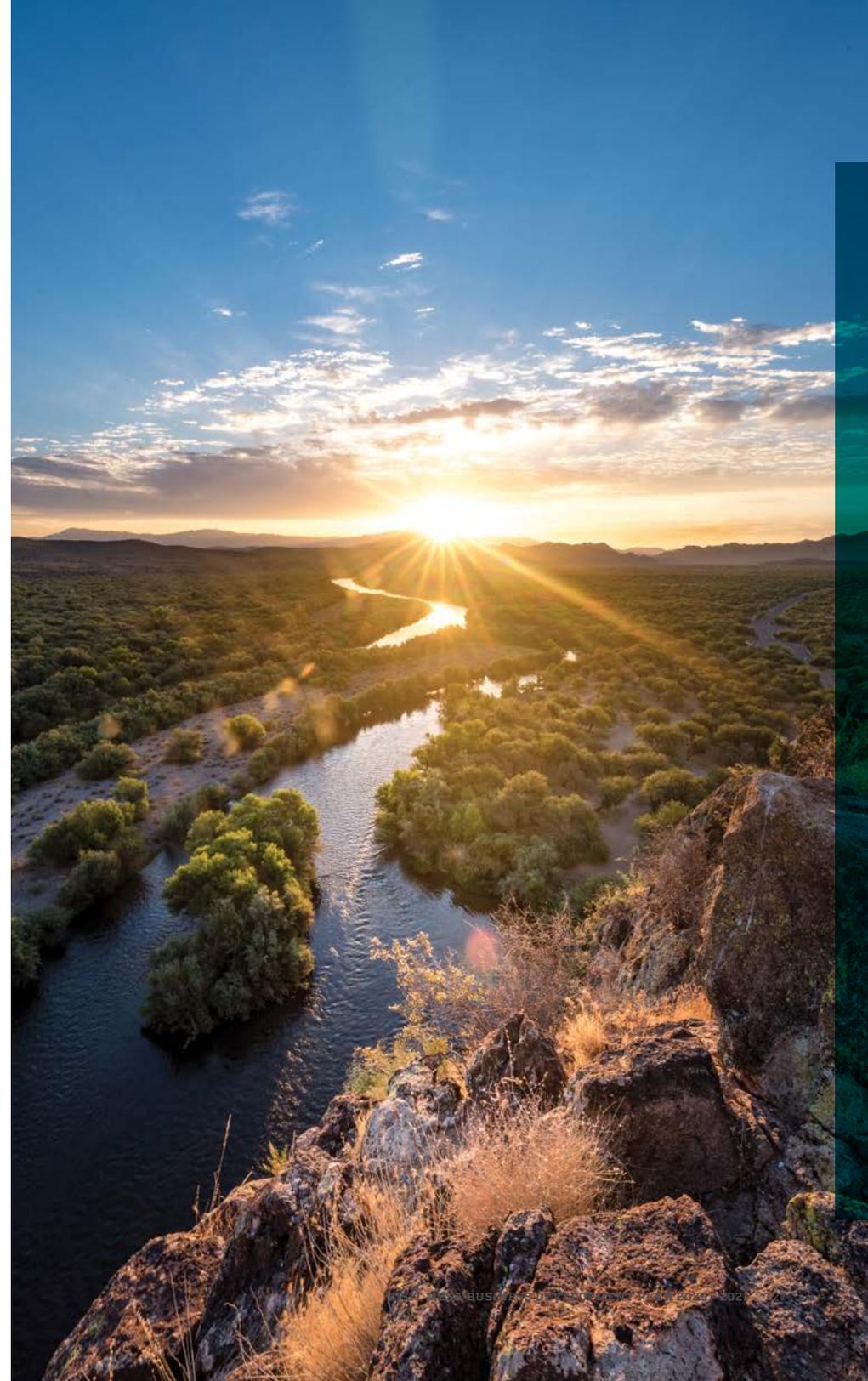
Visit Mesa will partner with the City of Mesa Economic Development team on the first inaugural Mesa Visitor Industry Summit. This year's online conference, likely to be in the form of a webinar, will be open to partners, stakeholders and Mesa residents and feature keynote speaker, Adam Sacks with Tourism Economics. The Summit will be focused on tourism's recovery in the U.S., Arizona and most specifically here in Mesa. We will share the results of Visit Mesa's long-range futures study with the DestinationNEXT, how and why Visit Mesa staff mines for business, and the outlook for Mesa hotels and attractions in our current climate and beyond.

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