Los Angeles County
Caring for Your Coast
Beaches & Harbors

To enrich lives through effective and caring service

October 22, 2003

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

RENEWAL OF AND SECOND AMENDMENT TO MARINA DEL REY CONVENTION AND VISITORS BUREAU AGREEMENT
(4th DISTRICT)
(3 VOTES)

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the attached second amendment (Attachment A) to extend Agreement No. 73267 (Agreement) with the Marina del Rey Convention and Visitors Bureau (MdR CVB) for one year with a one year optional extension, commencing on January 1, 2004, that leaves all terms of the current Agreement intact but provides for an additional annual payment, not to exceed $40,000, commencing upon your Board's approval of the amendment, to compensate the MdR CVB for providing seven-day-a-week (9:00 a.m. to 5:00 p.m.) promotional services at the Marina del Rey Visitors Information Center (Center), as well as for engaging in joint projects with the Department of Beaches and Harbors (Department) that promote Marina del Rey.

2. Authorize the Director of the Department of Beaches and Harbors (Director) to consent to the one (1) one-year extension of the Agreement commencing January 1, 2005 if he deems it appropriate at the time.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Establishment of the MdR CVB

On October 3, 2000, your Board approved an implementation plan to create the first ever Marina del Rey Convention and Visitors Bureau (MdR CVB), jointly funded by the hotels in Marina del Rey as well as the County itself, to attract tourists, business travelers and visitors

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Stan Wisniewski Director • Kerry Gottlieb Chief Deputy

to Marina del Rey as a destination of choice. A one-year Agreement between the County and MdR CVB was subsequently signed on February 23, 2001. After the MdR CVB had successfully established its first-year promotional operations, your Board approved on December 4, 2001 a one-year extension of the MdR CVB Agreement and authorized the Director to exercise another one-year extension that subsequently extended the Agreement to December 31, 2003.

Funding of MdR CVB Operations

This second amendment (Amendment) would continue the County's current Agreement with the MdR CVB for up to two more years and also authorize the Department to reimburse the MdR CVB for up to an additional amount not to exceed $40,000 to provide comprehensive seven-day-a-week promotional dissemination services at the Center, as well as to engage in joint projects with the Department that promote Marina del Rey. Public walk-in inquiries at the Center in calendar year 2002 increased over 80% from 2001 in response to the MdR CVB's promotional efforts, up from 8,000 to 14,500, and calendar year 2003 is on track to equal or exceed the 2002 inquiry level.

To satisfy this increasing demand for information, the MdR CVB has developed a number of focused publications that highlight local hotels, restaurants, businesses and attractions. It is now believed that the MdR CVB services should be expanded on a seven-day-a-week basis to involve specialized staff to professionally and effectively distribute that information. The MdR CVB has agreed to provide the necessary specialized staff to disseminate its promotional material and information and the Department recommends a not to exceed amount of $30,000 annually for these purposes.

The remaining not to exceed amount of $10,000 annually will be utilized to share the expense of participating with the MdR CVB in specific projects that promote Marina del Rey special events and generally attract visitors into Marina del Rey. For instance, this past year the MdR CVB and the Department have cooperatively developed signage and information that promoted the Marina del Rey summer concerts, the new Marina Coastlink water shuttle and a scenic pedestrian strolling area called the Waterfront Walk.

Implementation of Strategic Plan Goals

Entering into this Amendment will promote "Service Excellence", "Organizational Effectiveness" and "Fiscal Responsibility" of the County's Strategic Plan Goals. The goal of "Service Excellence" is promoted by providing and disseminating quality information that is

meant to highlight various visitor services, recreational activities and special events in Marina del Rey. The ongoing collaboration across the public and private sectors (the County and private sector businesses) that encourages the increased use of Marina del Rey serves to advance the goal of "Organizational Effectiveness". Because the Agreement with the MdR CVB seeks to use its dedicated and professional expertise to create unique, attractive and cost-effective promotional campaigns for Marina del Rey, and the Amendment seeks to expand services to include specialized staff for information dissemination purposes and to allow for joint promotional projects, the Department believes that the County is continuing to practice "Fiscal Responsibility" by continuing its support of the MdR CVB.

FISCAL IMPACT/FINANCING

Funding for the MdR CVB will continue to be largely provided by the six hotels that operate in Marina del Rey (Marina hotels). Since the creation of the MdR CVB, the County's basic annual funding commitment has been $177,400 per year, which will continue to be paid in three equal installments of $59,133 on January 5, May 5 and September 5 of each year, respectively. Additionally, the County has allowed use by the MdR CVB of Visitor Center office space, at an estimated annual value of approximately $18,600. Pursuant to this Amendment, the Department would be authorized to annually reimburse the MdR CVB for an additional not to exceed amount of $40,000 for services added by this Amendment that were not part of the original Agreement.

The Marina hotels contributed approximately $330,000 to the MdR CVB budget in fiscal year 2002-03, which reflects approximately 65% of its budget, with the County having contributed the remaining 35% or $177,400 (excluding the office space value). It is anticipated that with the additional not to exceed authorization of $40,000, the County's contribution to the MdR CVB will potentially increase to approximately 40% of the MdR CVB's 2004 budget.

The Department has sufficient budgeted funds for this expenditure this fiscal year and will request funds for the following year through the budget process.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The creation of the MdR CVB approximately three years ago has provided the Marina with an important promotional tool in bringing business travelers and visitors into Marina del Rey. There are many cities in the greater Los Angeles Area with convention and visitors bureaus that continue to aggressively market their destinations for businesses, tourists and visitors, and in this competitive environment, the MdR CVB helps the Marina retain its attraction as a

destination of choice without losing market share to other cities. Especially since the tragic events of 9/11 and with the depressed national economy, the business travel and tourism industry nationwide has suffered. More than ever before, the MdR CVB, which as a business development agency seeks to attract overnight visitors to the Marina with the expectation of increasing the revenue of local area businesses, remains an essential tool in ensuring the revitalization of the Marina. With the ongoing second-generation development in the Marina, the County's continued support of well-coordinated promotional efforts through the MdR CVB will contribute to the future success of the Marina's growth.

During its first three years of operation, the MdR CVB has developed an infrastructure for responding to the needs of the travel industry, local government and businesses in the Marina. This infrastructure includes the first-ever tourist-friendly website dedicated to promoting Marina del Rey (hits increased from approximately 16,000 in 2001 to over 1.2 million to date in 2003), the successful development of regular information tours and targeted information packets for travel writers, the publication of new brochures/literature, regular meetings with local government officials on Marina development, cooperative business promotions among Marina businesses and a system for bidding on group/convention business at hotels and restaurants. The MdR CVB also has assisted local businesses in coordinating their marketing and promotional efforts for the economic well being of the Marina.

The MdR CVB's 2003 marketing work plan (Attachment B), along with a detailed list of its 2002 accomplishments, is attached for reference and has been used to guide the MdR CVB in its promotional efforts this year.

All of the hotels, restaurants and local businesses in Marina del Rey unanimously support the MdR CVB and its positive effects on the local economy. The MdR CVB's efforts ultimately benefit the County as well through increases in lease and tax revenue.

Next year, the Director will evaluate the performance of the MdR CVB before extending the Agreement for another year. This type of authority was included in the County's first amendment to the Agreement with the MdR CVB, as well as in past Marina promotional services agreements with Fleishman-Hillard from 1996-2000, wherein the Director determined on an annual basis if the contract should be renewed.

County Counsel has approved this Amendment as to form. On October 8, 2003, the Small Craft Harbor Commission endorsed its approval by your Board.

CONTRACTING PROCESS

All of the Marina hotels have already signed separate and identical two-year agreements with the MdR CVB to continue funding the MdR CVB through a voluntary 1% self-assessment on rates charged for room accommodations during the same time period covered by this Amendment, which are calendar years 2004 and 2005. Thus, the County's own MdR CVB Agreement in those years will continue to be augmented by 100% participation from all the Marina hotels.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The MdR CVB has managed the development of professional Marina del Rey visitor information. With the expanded specialized service to be provided by the MdR CVB for the dissemination of this information on a seven-day-a-week (9:00 a.m. to 5:00 p.m.) basis, service to Marina visitors will be enhanced. Similarly, future promotional efforts will be enhanced by the ability of the County and MdR CVB to engage in joint promotional projects.

CONCLUSION

Instruct the Executive Officer, Board of Supervisors, to forward an approved copy of this Board letter and two copies of the executed Amendment to the Department of Beaches and Harbors.

Respectfully submitted,

Stan Wisniewski

Stan Wisniewski, Director

SW:wp
Attachments (2)
c: Chief Administrative Officer
County Counsel
Executive Officer, Board of Supervisors

AMENDMENT NO. 2 TO AGREEMENT NO. 73267 BY AND BETWEEN THE COUNTY OF LOS ANGELES AND THE MARINA DEL REY CONVENTION AND VISITORS BUREAU

This Amendment No. 2 is entered into this ____ day of _____2003, by and between the COUNTY OF LOS ANGELES (the "County"), a political subdivision of the State of California, and the MARINA DEL REY CONVENTION AND VISITORS BUREAU (the "MdR CVB"), a California non-profit corporation.

RECITALS

A. The MdR CVB, a non-profit mutual benefit corporation, was formed to operate a convention and visitors bureau in cooperation with the private and public sectors for the purpose of inviting, attracting and welcoming tourists, business travelers and visitors to Marina del Rey as a destination of choice through advertising, promotion and other services.

B. On February 23, 2001, the MdR CVB and the County entered into Agreement No. 73267 for the creation and implementation by the MdR CVB of an advertising/promotional campaign for Marina del Rey to promote Marina del Rey as a destination of choice for tourists, business travelers and visitors (the "Agreement").

C. On December 4, 2001, the MdR CVB and the County approved Amendment No. 1 to the Agreement whereby the term of the Agreement was extended for an additional two years.

D. The parties have fulfilled the terms and conditions of the Agreement and Amendment No. 1 to their mutual satisfaction, and now desire to extend said Agreement for an additional period of up to two years on the same terms and conditions as provided for in the Agreement, except that the Agreement will now authorize the MdR CVB to provide seven-day-a-week promotional services at the County's Marina del Rey Visitors Information Center, and to engage in joint promotional projects with the County, and provides for reimbursement by the County for these services.

AMENDMENT

NOW THEREFORE, in consideration of these premises, it is hereby agreed by and between the parties as follows:

1. The term of Agreement No. 73267 is hereby extended effective January 1, 2004 to and until December 31, 2004, and thereafter the Director shall have the authority to extend the term of this Agreement for one year from January 1, 2005 to and until December 31, 2005.

2. Section 2, Services, is hereby amended as follows:

   Section 2(b)(iii) is added as follows:

   "The MdR CVB shall provide seven-day-a-week promotional services at the Marina del Rey Visitors Information Center from 9:00 a.m. to 5:00 p.m."

   Section 2(c)(i) is added as follows:

   "The MdR CVB may engage in joint promotional projects with the County that bring tourists, business travelers and/or visitors into Marina del Rey."

3. Section 3, Consideration, is hereby amended as follows:

   Subsection 3(a)(i)(a) is added as follows:

   "Upon the effective date of Amendment No. 2, an amount not to exceed $30,000 annually during the term of this Agreement for the services rendered by the MdR CVB in Section 2(b)(iii), and an amount not to exceed $10,000 for the services rendered by the MdR CVB in Section 2(c)(i). All such services rendered pursuant to Sections 2(b)(iii) and 2(c)(i) must be approved in advance by the County. The MdR CVB will invoice the County for its extended promotional services and the County's portion of joint promotional projects. The late payment penalty in Section 3(a)(ii) immediately below will not apply to these payments."

4. Except as otherwise expressly stated herein, all other terms and conditions of the Agreement shall remain in full force and effect and are hereby reaffirmed by the County and the MdR CVB.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment No. 2 to Agreement No. 73267 as of the date first above written.

MARINA DEL REY CONVENTION AND VISITORS BUREAU, a California non-profit corporation.

By _____
President

COUNTY OF LOS ANGELES

By _____
Chairperson, Board of Supervisors

ATTEST:

VIOLET VARONA-LUKENS
Executive Officer-
Clerk of the Board of Supervisors

By _____
Deputy

APPROVED AS TO FORM:

LLOYD W. PELLMAN
County Counsel

By _____
Deputy

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California
County of Los Angeles } ss.

On 10/21/03 (Date) before me, Michael P. Zouain, Notary Public (Name and Title of Officer (e.g., "Jane Doe, Notary Public")),

personally appeared Charles McGuire (Name(s) of Signer(s)),

☐ personally known to me
☒ proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/~~are~~ subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in his/~~her/their~~ authorized capacity(ies), and that by his/~~her/their~~ signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

MICHAEL P. ZOUAIN
Commission # 1276701
Notary Public - California
Los Angeles County
My Comm. Expires Oct 10, 2004

WITNESS my hand and official seal.

Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Amendment

Document Date: 10/21/03 Number of Pages: 3

Signer(s) Other Than Named Above: N/A.

Capacity(ies) Claimed by Signer

Signer's Name:

☐ Individual
☒ Corporate Officer — Title(s): President
☐ Partner — ☐ Limited ☐ General
☐ Attorney-in-Fact
☐ Trustee
☐ Guardian or Conservator
☐ Other:

Signer Is Representing:

RIGHT THUMBPRINT OF SIGNER
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ATTACHMENT B

Marina del Rey
CONVENTION & VISITORS BUREAU
CALIFORNIA

Marina del Rey Convention & Visitors Bureau

2003
WORK PLAN

Mission Statement

Marina del Rey
Convention & Visitors Bureau
works to increase visitor expenditures, tourism revenues, local tax receipts and employment through promotion of the area as a travel destination.

Visitors Bureau History

Marina del Rey Convention & Visitors Bureau, Inc. is a private, 501c (6) non-profit corporation formed in November, 2000 through the joint efforts of the Los Angeles County Department of Beaches & Harbors and six hotels located in Marina del Rey. The Bureau hired its first Executive Director in March 2001, and began formal operations at that time.

Role of the Visitors Bureau

The Bureau is the official tourism development agency for the Marina del Rey area, and is the focal point of leadership for the area's tourism industry. The Bureau serves as an umbrella organization that represents the community in the solicitation and servicing of travelers to Marina del Rey.

MdR CVB is the information and communications center for visitors, prospective visitors, travel media and the travel industry. It works to enhance the image of Marina del Rey, coordinates its hospitality resources, and generates interest in Marina del Rey through the travel and convention industries. By working closely with meeting planners, travel agents, tour operators and the travel media, the Bureau helps boost the local economy through increased visitor spending.

The Bureau advises local government in the improvements of local facilities, services and attractions, and works with local leaders in carrying out the community's economic development goals. The Bureau provides hands-on technical assistance to local businesses, and educates the community on the economic and social implications of a healthy tourism environment.

Funding & Governance

The Visitors Bureau is funded by a volunteer self-imposed assessment of a portion of hotel room revenues contributed from six Marina del Rey hotels located in the unincorporated area of Los Angeles County, and by a grant from the County of Los Angeles through the Department of Beaches and Harbors.

MdR CVB is governed by an 11-member Board of Directors composed of business, community and governmental leaders.

Formal Name:	Marina del Rey Convention & Visitors Bureau
Address:	4701 Admiralty Way Marina del Rey, California 90292
President:	Susan Reardon
Type of Organization:	501 (c) 6 private, non-profit corporation
Governance:	11-member Board of Directors

Bureau Objectives

- Build effective awareness of Marina del Rey as an attractive and unique travel destination
- Expand Marina del Rey's ability to compete in the travel marketplace for meetings and conferences
- Expand consumer and travel industry awareness of Marina del Rey as a leisure, business travel and meetings destination
- Build efficient information distribution networks for visitor, trade and media inquiries

MdR CVB Achievements 2002

Press and Publicity Efforts

Media kit developed, including four fact sheets, background features and new photography library on Marina del Rey; nine news releases distributed; newsletter exclusively for travel media developed on Marina del Rey.

Inclusion for the first time in all State of California tourism publications, with over 1 million pieces distributed.

22 travel media hosted on familiarization tours to Marina del Rey.

47 placements in newspapers, magazines and TV generated, reaching over 9.5 million readers (potential visitors) including:

- *LA Times Weekend Escape* column featured Marina del Rey in a ½ page article on the destination in late July.
- *Yachting* Magazine named Marina del Rey as one of top 10 Marinas in North America as a result of a CVB- hosted visit in June.
- *CNN Headline News* featured Marina del Rey as part of their "Summer Weekend Escapes" series.

Hotel Promotions

Conducted first collaborative off-season campaign with six local hotels for special holiday hotel promotion extending into 2002, targeting visiting friends and relatives, generating 612 room nights.

Coordinated local participation with all six local hotels in off-season LACVB promotion. 428 room nights were booked in conjunction with that promotion. In addition, Marina del Rey publicity coverage in major newspapers, exceeded 2 million readers.

"You Are Here" Bulletin Boards

"You Are Here" four-color locator maps were designed to help visitors and installed on public bulletin boards throughout the marina. Includes all hotel and restaurant locations in addition to local attractions and landmarks.

Travel Industry Sales

Travel Industry Sales Kit published including full-color destination overview geared to group planners coupled with sales sheets for each hotel in Marina del Rey.

Group Dining Directory created to promote group capability of local hotels, restaurants and cruise companies

Exhibited as a destination for the first time at five travel industry tradeshows in 2002, with hotel sales staff joining a destination booth for the first time, including:

- California Travel Market (foreign tour operators)
- Affordable Meetings West
- Destinations Showcase
- Southern California Meeting Planners International
- Affordable Meetings National

Prepared direct mailings to over 8,000 pre-registered planners to boost booth attendance in advance of all tradeshows.

Web Site Development

A preliminary web site was established on www.VisitTheMarina.com. which has generated over 260,000 hits and 47,000 unique visitors.

Visitor Information Center

Total reorganization of visitor center services and available handouts, tripling available information.

Aggressive marketing of center services, which gnerated significiant increase in visitation to the center. Year to date (through October 31, 2002) inquiries total 12,960, compared to 6,043 in 2001, a 114% increase, despite area wide decreases in tourism.

Implemented on-going training programs for visitor center staff.

Visitor Publications

Corporate logo was developed for the Visitors Bureau to be used in all printed materials and promotional programs for the industry.

75,000 new visitors map and guide to the Marina distributed at over 100 locations including all California State Welcome Centers.

Handouts for visitors have been developed andare being distributed on:

- Marina del Rey Hotels
- Los Angeles County Beaches

- Private Charters in the Marina
- Public Boat Tours, Rentals and Excursions
- Marina del Rey Calendar of Events
- Restaurants in Marina del Rey

Advertising

From May through September 2002, the bureau launched its first travel trade campaign geared to meeting planners. Titled, "When Your Next Meeting Needs More than One Point of View", the ads featured Fisherman's Village, Luxury Yachts, and Outdoor Dining..Exposure on this campaign totaled over 125,000 impressions.

In July, 2002, inserted "Helmsman Group Sales Guide" brochure into "Association News" magazine to over 3,000 meeting planners in California and Arizona. The editorial in the publication included strong feature on Marina del Rey.

Placed consumer destination ads in State of California Official Tourism Guide and LA Inc (LACVB) publications.

Community & Industry Relations

Provide monthly updates to the Small Craft Harbor Commission.

Provide monthly update to Harbor Committee of Chamber of Commerce

Appointed ex-officio director of Chamber of Commerce and provide monthly update.

Participation in Trade & Tourism Committee of Chamber of Commerce

Hosted Marina del Rey Visitors Booth at the In Water Boat Show. 700 people stopped by the booth.

Hosted meeting for commercial boating companies operating in the marina to create a networking opportunity, educate them on the role of the Visitors Bureau, and collect resource information on their company's services.

Executive Director actively participates as a member of the Board of Directors of the California Travel Industry Association, the strongest and most influential travel industry coalition in California.

Executive Director serves as a member of the Marketing Advisory Committee for the California State Tourism Office.

Market Conditions and Issues Affecting Marina del Rey Tourism

The terrorist attacks and downturn in the economy continue to impact travel and tourism for California destinations, including LA and Southern California.

According to an economic impact study by CIC Research of Santa Diego, year-end 2002 will show little improvement in visitation from 2001 levels in Los Angeles. Total overnight visitors and total visitor spending are forecast to decline between 2001 and year-end 2002. According to this study, domestic spending is expected to decline 0.6% in 2002, but greater declines of almost nearly 9%, are expected in international travel marketplace, on which Los Angeles and West side destinations depend. For the year 2002 through September, average LA area hotel occupancy has hovered around 67%, or nearly 6% below the January through September 2001 reporting period. Traffic at Los Angeles International Airport is off nearly 14% for the same period, and consumer confidence has fallen to the lowest point since 1993.

PKF Consulting of Los Angeles sees little improvement for LA's lodging industry in 2003. The forecasts reflect the slower-than-expected recovery of business travel, international visitation, and like other major convention destinations, a slowdown in convention bookings and increased attrition in meeting and convention attendees. PKF is forecast more or less a flat year for Los Angeles tourism in 2003. Downtown LA hotel occupancy is expected to continue to decline

Tourism in Marina del Rey has also been affected by 9/11 and downturns in the economy. Heavily dependent upon Westside-bound business travelers for tourism revenues, hotels and local restaurants continue to report decreases in revenues and occupancy. Nevertheless, average hotel occupancy in the community remains above the average for LA County at 73.7% through September.

Recognizing the state of affairs for tourism, the CVB has redirected its 2003 promotional outreach to include additional regional programs to consumers in Southern California, as well as increased outreach to the California meetings market. These strategies and opportunities are included in more detail in the attached work plan.

Destination Assets

- ✓ Water-front visitor facilities
- ✓ Convenience to LAX and area freeways
- ✓ Easy access to Westside LA
- ✓ On-the-water activities unique in LA
- ✓ Variety of restaurants suited for groups
- ✓ Safe and friendly community

Destination Liabilities

- ❖ Lack of a sense of place to the community
- ❖ Out-dated services and facilities
- ❖ Lack of reinvestment in community
- ❖ Limited variety of things to do for visitors
- ❖ Lack of pedestrian orientation
- ❖ Limited shopping of interest to visitors

Marketing Challenges

- Low awareness of destination
- Disparity in hotel product
- Perception of run-down facilities
- Post-9/11 fear of travel and threat of war
- Disparity between high-end hotel inventory and local visitor attractions
- Declining business and international travel

Marketing Opportunities

- Increased potential for regional leisure travel
- Boast competitive accommodations pricing
- Capitalize on Marina del Rey's convenient location
- Only West LA destination with recreational boating
- Emphasize predominance of water-front assets
- Leverage nearby attractions to enhance appeal and consider co-op with CVBs
- Focus on attractive rates in California markets

Visitors Bureau Program Areas

- **Travel Industry Sales** - tradeshow participation, travel trade advertising, sales calls, familiarization tours, group sales efforts, direct mail marketing;

- **Visitor Information Services** – services to visitors already in the community, including brochures, maps and tools to assist them in visiting the community; management of Visitor Info Center;

- **Media Relations** – outreach to generate coverage of Marina del Rey in travel print and broadcast media, news releases, travel writer tours, photography library development, travel guide and directory updates, special events promotion;

- **Visitor Marketing & Promotion** – cooperative promotions, advertising, website development, hospitality training, brochure and promotional material development to attract new visitors from outside the community;

- **Market Intelligence** – tracking of tourism revenues; identification of traveler behavior patterns, characteristics and demographics;

- **Local Services & Facilities** – working to encourage improvements in local tourist services and facilities

- **Community Relations** – keeping community informed of bureau activities, be sensitive to concerns of local residents; educate residents about tourism.

Travel Industry Sales

- ## Travel Industry Tradeshows

North California Meeting Planners	San Francisco	Feb
Sou. California Meeting Planners	Los Angeles	Mar
Affordable Meetings West	San Jose	Jun
SCCMPI – CVB Showcase	Los Angeles	Jul
MPI – WEC	San Francisco	Aug
Affordable Meetings National	Wash DC	Sep
Meetings Quest	Orange Cty	Dec

- ## Travel Trade Advertising

"Meetings in The West"	Feb, Mar, Apr, Aug, Sep, Oct
"NCCMPI"	Feb, Mar, Apr, Aug, Sep, Oct
"SCCMPI"	Feb, Mar, Apr, Aug, Sep, Oct
"Meeting News"	TBD

- ## Direct Mail To the Travel Trade

  Direct mail campaigns will be targeted to specific trade groups, associations, and pre-registered travel planners prior to each tradeshow in which the bureau will participate in 2003.

- ## Sales Database

  The Bureau's in-house sales database needs to undergo extensive re-programming to allow effective utilization of the software for sales purposes and reporting.

- ## Site Inspections and Familiarization Tours

  Upon request, we will conduct site inspection tours for meeting planners, tour operators and travel agents.

- ## Publications

  Revise and reprint Sales Brochures including hotel sales sheets, group sales brochure and event sites resource information.

Visitor Information Services

- Initiate regular Visitor Center staff training:
  - Feb — Local Restaurants
  - Apr — Commercial Boating Companies
  - Jun — Local Restaurants
  - Oct — Wedding Sites
  - Dec — Local Hotels

- Initiate annual educational tour for front line employees of local hotels

- Develop on-going Calendar of Events fax system for local area concierges

- Facilitate County construction of five new community bulletin boards in tourist areas.
  - Admiralty Park
  - Washington Blvd near Venice Beach
  - Fisherman's Village
  - South Jetty near Bike Path
  - North Jetty near Austin Park

- Reprint and install "You Are Here" posters

- Conduct Annual Review of Info Center operations

- Conduct Annual Review of Bureau publication distribution system

Media Relations & Publicity

- Press Release Schedule
  - Wind & Wine Off Season Promotion
  - Memorable "At Land & At Sea" – Social Celebrations
  - Sail into Spring – sampling of West LA Recreational Activities
  - Summer Salute to Seasonal Seafood
  - Five Best Places to View A Sunset
  - Sultry Summer Nights - Music
  - Holiday Homecoming Promotion

- Photography Library Expansion
  - Live entertainment w/picnic in Chace Park
  - Alfresco Dining Shot
  - Restaurant shot with people and music
  - Exterior hotel shots
  - Family learning to sail
  - Meetings in the Marina (seminars at sea)
  - Holiday Boat Parade

- Promotional Package Publicity
  - Wind & Wine – Jan – Mar 2003
  - Holiday Homecoming Promotion Nov 2003

- "Fresh Air" Newsletter to the Media
  - Spring 2003: Seasonal Celebrations/Picnics/Entertainment
  - Fall 2003: Holiday Packages/Promotions/Boat Parade

- The Press Room – Website Media Section

Develop a For the Media section to the expanded Bureau website.

- CVB-Hosted Travel Writer Tours
  - Goal of 20 individual journalists
  - Six journalists for sailing group press trip

- Media Market Tours
  - Spring 2003 – Western US: Palm Springs, Las Vegas, Phoenix, Scottsdale

- B Roll Video Development
  - Waterfront dining and dusk
  - Cycling
  - Sailing/Yachting
  - Picnic and Burton Chace Park
  - Venice Beach/Muscle Beach
  - Abbott Kinney Boulevard
  - Nightlife
  - Sunset Shots

Visitor Marketing & Promotion

- Launch expanded, comprehensive destination website for Marina del Rey:
  - Accommodations
  - Dining and Entertainment
  - Things to See and Do
  - Calendar of Events
  - Transportation
  - Local Community Information
  - For the Media
  - Meetings & Groups
  - About Us

- Develop marketing strategy for the new website, optimizing search engine registrations, travel industry links, and research promotional opportunities with top travel sites.

- Launch late winter/early spring 2003 off-season promotion January through March to increase hotel occupancy from drive-in markets within three-hours drive of Marina del Rey

- Launch Holiday Homecoming hotel promotion from November through January to increase hotel occupancy from local and regional areas targeting visiting friends and relatives' market.

- Develop new advertising concept for domestic and trade destination awareness advertising

- Research expanded destination awareness consumer advertising:
    - LACVB's "LA Now"
    - Sunset Magazine
    - National Geo Traveler
    - Travel & Leisure
    - Travel Holiday
    - CALTOUR Official State Tourism Guide
    - "Where" Magazine – Restaurant Coop
    - Westchester/LAX/Marina del Rey Chamber of Commerce

- Publish Marina del Rey Harbor Directory supported by advertising.

- Revise and enhance Marina del Rey Visitors Map & Guide.

- Collaborate and support LA County Department of Beaches & Harbors in development of a sponsor-supported Restaurant Guide and new South Bay Map Trail Guide.

Market Intelligence

- Continue to monitor monthly transient occupancy tax revenues Marina del Rey hotels through LA County data.

- Monitor Marina del Rey and Southern California monthly hotel occupancy through PKF Consulting

- Study feasibility of developing a model to determine visitor behavior, origins and spending of Marina del Rey visitors

Local Services & Facilities

- Collaborate with County officials, local businesses and governing commissions to heighten awareness of need to improve maintenance and appearance of Marina del Rey as a visitor attraction.

- Cooperate with government and business leaders to stimulate forward progress on

  - Waterfront walk designation and demarkation
  - Admiralty Way improvements
  - Mother's Beach improvements
  - Support community water taxi system
  - Encourage bike trail improvements
  - Improve local wayfinding signage
  - Encourage attractive portals to community
  - Houseboat regulation complaince

Community Relations

- Make speeches and personal appearances before local organizations to discuss Marina del Rey's role in tourism, solicit input, and provide updates on bureau activities.

- Publish periodic newsletter to inform local business, government and community leaders on bureau programs.

- Provide monthly verbal reports to members of the Los Angeles County Small Crafts Harbor Commission.

- Initiate outreach to local representatives of state and national elected officials to educate them about the role of the CVB and tourism in our community.

- Communicate regularly with members of the local media to keep them aware of tourism promotion activities.

- Collaborate and support the activities of the local Chamber of Commerce in support of tourism