



Tourism Bureau Agenda
Hyatt Regency Valencia
July 10, 2018
12:00 p.m.

WELCOME

TOURISM OFFICE UPDATES

- Fall Activities - ideas
- Shoulder Season Marketing Campaign
- Visitor Guide
- Updates
 - Trolley
 - Bike Share
 - New Businesses
- Special Events Listing

MEMBER UPDATES

NEXT MEETING

Date: Tuesday, August 7, 2018 at 12 p.m.
Location: TBD



Tourism Bureau Meeting Minutes
Newhall Refinery
June 6, 2017, 12:00 p.m.

WELCOME

Thank you to Newhall Refinery (Shannon) for hosting today's meeting.

Shannon: *We are eating in our cellar, our private dining room, where we host business lunches, rehearsal dinners. If anyone is interested in hosting, contact me directly. We have 22 craft beers on tap. We are constantly changing. Our owner is a beer enthusiast who drives all the way to San Diego and up north to get new beer. We have different cool things going on each week. Late-night fried chicken on Thursday. If you ever need help planning an event, let me know.*

ATTENDEES

Debbie Dugger (SFMM); Cheryl Anderson (Hometown Tourism); Noel Pavia, Joelyn Caprine, Breyana Rader (Hyatt); Josh Carsman, Dave Wilkinson (Fillmore & Western Railway); JoAnne Hilario, Karina Winkler (Holiday Inn Express); Margi Bertram (William S. Hart Museum); Trevor Tauber, Desiree Wammack (Courtyard by Marriott); Barbara Myler (Valencia Jazz & Blues); Annette Guzman (La Quinta Inn & Suites); Shannon Ercek (Newhall Refinery); Cassandra Finch, Rashel Zayayou (Embassy Suites); Andrea Bishop (Sand Canyon Country Club); Jasmine Foster (College of the Canyons); Beth Heiserman, Barbara Myer (Reyes Winery); Jessica Lederer (Courtyard by Marriott/Residence Inn); Evan Thomason, Marilyn Sourgose, Brittany Coldiron (City of Santa Clarita)

TOURISM OFFICE UPDATES

The parking structure is now open. For those who have time, you can go up to the top and see a neat view of the Bermite area. Thank you for being here.

• **Upcoming Concerts**

- Concerts in the Park
Next month we will have rack cards available for you.
Saturday nights: July 7 through August 25, starting at 7:00 p.m.
 - July 7 – Wanted (Bon Jovi tribute)
 - July 14 – Kenny Metcalf as Elton & The Early Years Band
 - July 21 – Green Today
 - July 28 – Hotel California “A Salute to the Eagles”
 - August 4 – Matchbox Twenty Too
 - August 11 – FooZ Fighters
 - August 18 – The Pettybreakers
 - August 25 – 40 oz. to Freedom (Sublime Tribute)
- Boots & Brews Country Music Festival @ Central Park
A pretty full concert in the park is 5,000. Boots & Brews caps out at 10,000 people, and they have sold out. It's a pretty good crowd. We do have the hotel links on their site. Tickets are still available for \$50.
 - Saturday, June 16 from 2:00 – 9:30 p.m.
 - Entertainment: Randy Houser, Jerrod Niemann, Eric Paslay, Lindsay Ell, Tyler Rich
- Valencia Jazz & Blues Summer Concert Series – Barbara Myler

Barbara: Established in 1999, the purpose was to draw traffic to that property. We do original artists, jazz and blues only. We are promoting local businesses. Sponsors are Princess Cruises, Hyatt, and City of Santa Clarita. It is a closed event, no outside food. At our bar we highlight a different charity each week. 50 different local charities.

- Friday nights: June 15 through August 3, 7:00 – 9:30 p.m.
- Town Center Drive at McBean Parkway, adjacent to the Hyatt Regency Valencia
- ValenciaJazzAndBlues.com
- **Meet up at SENSES** (Thursdays @ Newhall Event – Candyland theme)
 - Senses is a once-a-month block party. There are a lot of fun things to do. Informal meet-up June 21, light appetizers. We'd like to invite you and, hotels, your front desk staff, so they can experience that and better promote it with our guests. We will meet at the top of the parking structure.
 - As part of the Summer Trolley we are including an Old Town Newhall stop to help hotel guests experience the nightlife.
 - Take the Trolley or drive – meet at top of parking structure
 - Walking Tour – parking structure, restaurants, shops, wine, beer, SENSES
- **CalTravel Summit Recap**
 - CalTravel protects and enhances the interests of the CA travel & tourism industry thru advocacy, collaboration and education. Travel & tourism=most significant economic drivers in the state...hundreds of billions of dollars in economic activity.
 - Top priorities are homelessness, sustainable (not over tourism), having a Crisis Plan (Houston, LV, Santa Barbara)
- **2018 Special Events**
 - June 16 – Boots & Brews, Sugar Daddy Marathon, LA Hot Dirty Mud Run
- **Reminders**
 - Summer Trolley, summer activities, special offers, photos
 - Trolley running to TMD hotels, Six Flags Magic Mountain and Old Town Newhall
 - Table tents would be really good. We can keep them at the concierge (Trevor)
 - A poster size of the schedule (JoAnne)
 - Trolley: Do hotels need more brochures or want marketing collateral?
 - Front-line staff trainings

MEMBER UPDATES

Marilyn for **Ginger Hoolahan** (*Six Flags Magic Mountain*) – Ginger, currently on vacation, attended IPW, which she said was very successful. They had over 50 meetings with international and domestic Tour Operators and said we should definitely gain some visits to Santa Clarita because of it!

Nidia Vargas (*Courtyard*) – We've had good success with Bistro 2.0. I will be going on maternity leave, and Jessica will be attending some of the meetings for me.

Noel Pavia (*Courtyard, former GM of Hyatt*) – Introduce Mark Kirsch, new GM of Hyatt. We are attempting to be good supporters to the community and show our support more than in the past.

Jasmine Foster (*College of the Canyons*) – First graduation was Friday. We have four summer sessions. At the PAC on June 30 - Diamond Rio. Yesterday they sold 300+ tickets.

Annette Guzman (*La Quinta Inn & Suites*) – Recently, our brand was purchased by the Wyndham brand. They are figuring out how to merge loyalty programs. We’re beginning website changes, La Quinta by Wyndham. We are just sitting tight.

Karina Winkler (*Holiday Inn Express*) – We are going to have 18 months of construction, depending on how things go, and we will have new beautiful hotels in the space. Anything you need, let me know.

Josh Carsman (*Fillmore & Western Railway*) – We are happy to be a fit here. We offer lots of tour trains and adventures of all types. In addition to weekend scenic trains, we go into towns like Piru. We serve beer and wine and make it enjoyable. The little town of Fillmore will have a chili cook-off with beer garden for Fourth of July. We are reinventing our beer and wine trains and will have live bands. Zombie Hunter Trains - you are on a flatbed with paintball guns mounted. We’ll also have a haunted hayride dinner and a Pumpkinliner with an antique carousel. Go to the website and check it out. We always offer 10% discount for Tourism Bureau members.

Margi Bertram (*Hart Museum*) – Wednesday, June 13, we start our summer hours. Saturday, June 16, we are doing a day at the ranch focusing on the flora and fauna. We are also doing an open house at the museum. It’s great for visitors and first timers. We are looking forward to summer.

Dave Wilkinson (*FWRY*) – Santa Clarita is very important to us because of the hotels.

Rashel Zayayou (*Embassy*) – We are just getting ready for summer travelers.

JoAnne Hilario (*Holiday Inn*) – I wanted to take this opportunity to thank you for helping us during the transition. We are thankful the community is reaching out to us.

Joelyn Caprine (*Hyatt Regency*) – I wanted to introduce Breyana and Mark. We have completed almost all the rooms. The dining area has completed renovations. We will be hosting next month’s meeting so you can see our renovations.

Mark Kirsch (*Hyatt Regency*) – My name is Mark Kirsch, new GM of Hyatt. I’m very excited to be a part of Santa Clarita. I am from Louisville, Kentucky. My wife grew up in the LA area and my daughter will be attending UCLA. This is where I want to be. We want to be part of the community. Please come by. We are very excited for the renovation.

Andrea Bishop (*Sand Canyon Country Club*) – We are a public golf course, operating 3 nine-hole courses. Our courses are in beautiful condition. Encourage your guests to check us out. We have a beautiful clubhouse. I can do events up to 250 people. If you haven’t seen the clubhouse, come out for appetizers and enjoy the view.

Cheryl Anderson (*Hometown Tourism*) – I’ve been in advertising for many years. I want to do a map of Santa Clarita of where to eat, play and stay. I just need to know where I can place these.

Debbie Dugger (*SFMM*) – We are in full swing. It’s been really good this season. We don’t have a date for Crazanity yet. I’m told this summer, but I don’t know when. I was on the property the other day and I saw some of the equipment going up. Hurricane Harbor is also open. We’ve added cabanas, which always sell out. We are focusing on a lot of international travel. It will take a while to build, but with all of these new hotels going up, hopefully we can fill them up for you.

Beth Heiseman (*Reyes Winery*) – Summer hours are starting. We have a whole list of events. We are going to have a vertical tasting of our muscat wines and a Paella Day. We have a vertical of cabernet. Then we start back up in summer in September. We had over 50 people on our last hike, so that was really good. We had over 100 people on Mother's day.

Jasmine Foster (*COC*) – I have a question. I don't know if it is doable, but I was thinking if you have a special event that you want to promote, then we can just send out an email with one event to everyone. The Weekly Events is too long; I don't read all of that. So something you can just go down and read – boom, boom, boom.

NEXT MEETING

Tuesday, July 10 (Moved to 2nd Tuesday of the month due to the holiday.)
Hyatt Regency Valencia – Canyon Country Room
24500 Town Center Drive, Santa Clarita, CA 91355



2018 Special Events

Month	Dates	Event Name	Event Detail	2018 room nights	2017 Room Nights
January	January 20-21	Santa Clarita Winter Classic Futbol Invitational	Hosted by F.C. Santa Clarita Storm and games will be played at Central Park	22	NEW
	February 3	Te Mana Ori	Tahitian dance competition held at Real Life Church	15	NEW
February	February 9-11	Buick Shanshan Feng Girls Invitational	Buick has partnered with LPGA golfer Shanshan Feng to title sponsor the Buick Shanshan Feng Girls Invitational beginning in 2018. The event joins the ANNIKA Invitational, ANA Junior Inspiration, Rolex Girls Junior Championship and the Swinging Skirts Invitational as invitation-only girls tournaments on the AJGA schedule. The 2018 Buick Shanshan Feng Girls Invitational will be played at TPC Valencia outside Los Angeles.	71	NEW
	February 17	Moon Shiners BBQ	Central Park , 11 a.m. - 5 p.m. (event producer: Welcome Home Soldier Foundation). Last year's event was the Strawberry & Tequila Festival	no trackable rooms	not trackable
	February 17	The GRIT OCR Race	The Grit OCR race course features a 5-mile course that is 95% dirt trails with 5% old paved asphalt, throughout the course will be 20+ obstacles that are designed to test the strength of your whole body, pushing you to the next level of strength and fitness. Event hosted by New Global Adventures.	no trackable rooms	NEW
	February 17-19	Canyons Aquatic Club: Speed Q Meet	Aquatic Center: 625 swimmers participated in the past	39	10
	February 17-19	Presidents Day Celebration Hockey Tournament	Ice Station Valencia	511	425
	February 25-27	Golf Collegiate Invitational Tournament	Hosted by Master's University at Sand Canyon Country Club	94	109
March	March 3-4	Tough Mudder Los Angeles	10 Miles, 20+ Obstacles at Polsa Rosa Ranch 5726 Soledad Canyon Rd Acton	191	NEW
	March 5-10	Grace Community Church - Shepherds' Conference	Held at Higher Vision Church	347	NEW
	March 16-18	California Youth Chess League Southern California Scholastic State Chess Championship	Regional Chess Tournament: 300+ children playing in a chess tourney at the Hyatt Regency	180	190
	March 31	Valencia Trail Race	This Trail Race brings let's you choose from a 10 kilometer, half marathon, or 50k ultra distance. Experience a trail course that takes you up to the peaks and along the ridgelines with panoramic views, then into the canyons through the hills of Valencia for a truly awesome trail challenge! Event hosted by New Global Adventures.	no trackable rooms	no trackable rooms
April	April 14	Beer and Jazz Festival	Supporting Arms (a nonprofit org focused on helping and supporting foster care, education and awareness of healthy eating habits). Event being held at Central Park. Free admission.	no trackable rooms	NEW
	April 19-22	Cowboy Festival	The annual Cowboy Festival will be held at venues throughout Old Town Newhall and at Hart Park. Show-stopping performances by the best musical acts in Western, Bluegrass, Americana and Spoken Word genres. Attendees will be surrounded by life on the American Frontier as performers serenade, vendors serve up BBQ treats, and vendors offer one-of-a-kind gear and goods celebrating the Western past with the flair of today.	110	N/A
	April 21	Sierra Pelona Wine Festival	Held at Reyes Winery, the wine festival features numerous wineries and local wine makers offering tastings of their best wines. There will also be gourmet food and specialty items sampling, handmade crafts from local artisans, live music & more!	no trackable rooms	N/A
	April 21	SCV Arts Run	Celebrate the arts with the annual Arts Run in the Santa Clarita Valley, a creative and fun run/walk with art performances, activities, and displays throughout the run while supporting your community Arts. Experience live music, singing, painting, dance, acting and more fun activities while you run or walk the 10K, 5K, or Kids Dash. Located at the Valencia Heritage Park.	no trackable rooms	NEW
	April 28	Rugged Maniac	Remember when you were a kid and you used to run around outside with your friends climbing trees, jumping in puddles, playing tag, and just plain having fun? Well Rugged Maniac is simply an adult version of that! We build 25+ epic obstacles at Castaic Lake for you and your friends to play on (like fire jumps, water slides, trampolines, and underground tunnels), put them in a 3-mile course, and then throw a crazy party with plenty of beer and music!	no trackable rooms	N/A
	April 28-29	Bear Grylls Survival Challenge	Blue Cloud Ranch is set to play host to the ultimate survival challenge. Bear Grylls Survival Challenge is a 4+ mile outdoor competitive survival experience, inspired by the wild encounters and well-honed skills of the ultimate survival authority – Bear Grylls. Competitors will move through a series of 5 distinctive Environments and 18 demanding challenges, set in fully immersive terrain to test your mental and physical stamina. Utilizing the items in thier Survival Pack, survivors will be scored based on how quickly and successfully they complete each challenge.	166	NEW
May	May 11-12	California Beer Festival's BBQ & Beer Festival	Taking place at Central Park on Friday night and Saturday.	35	65
	May 25-27	Canyons Aquatic Club: Red, White & Blue Swim Meet	Event held at Aquatic Center. Meet sanctioned by: USA Swimming & Southern California Swimming	no trackable rooms	NEW
	May 25-28	Memorial Day Hockey Challenge	Ice Station Valencia	465	466



2018 Special Events

Month	Dates	Event Name	Event Detail	2018 room nights	2017 Room Nights
June	June 16	Sugar Daddy Marathon	Celebrate Father's Day by kicking off the weekend with an awesome race taking you on a scenic tour on the trails of Santa Clarita. A community race created to bring runners together and give you a great race experience and earn an awesome Sugar Daddy Marathon collectors medal, plus get a special ice cream treat to help cool you down at the finish line! Event hosted by New Global Adventures.	5	N/A
	June 16	Los Angeles Hot Dirty Mud Run Series Muddy Madness	3840 Crown Valley Road, Acton, CA 93510	no trackable rooms	N/A
	June 16	Boots & Brews Country Music Festival	The Producers of the Legendary California Beer Festival are proud to announce the Boots & Brews Country Music Festival from 2pm-9:30pm at Central Park. Grab your best dancing boots and get ready for an amazing Country lineup! Food from Local food vendors and ice cold beer will be available for purchase!	31	27
July	July 5-8	Hollywood Curling Summer Blockbuster Bonspiel	Ice Station Valencia	107	86
	July 19-22	Southern California Sectionals Meet	Event held at the Aquatic Center		172
August	August 6-9	Alison Lee AJGA Golf Event	American Junior Golf Association - Under Armour/Alison Lee Championship @ TPC Valencia		N/A
	August 11	LA84 Foundation Swim & Synchronized Swim Festivals	Event held at the Aquatic Center		N/A
September	September 1-3	Endless Summer Hockey Classic	Ice Station Valencia (6/12 per John, might be a different event, but same weekend)		25
	September 29	Masters College Mustang Challenge	Central Park - Cross Country Course		53
	TBD	Southern CA Community College Cross Country Preview	Event held at Central Park		12
	September-October	Six Flags Fright Fest	Prepare for nights of terrifying haunted mazes, roaming zombies and spooky shows.		N/A
October	October 6-7	Hart of the West POW WOW	William S. Hart County Park & Museum along with The Friends of Hart Park present the Annual Hart of the West PowWow and Native American Craft Fair at Hart Park.		
	October 13	Space Rock Trail Race	Experience the exotic trails and sights of the world famous Vasquez Rocks Natural Park in Southern California. Known as the backdrop from popular TV shows and movies including Star Trek, The Flintstones, Battlestar Galactica, Planet of the Apes, and many of our favorite classic westerns films. Event hosted by New Global Adventures.		N/A
	TBD	Santa Clarita Oktoberfest	Spiegel tent at Wolf Creek Brewery SantaClaritaOktoberfest.com		N/A
November	November 3	Hart Rampage	Annual band competition event hosted by Hart High School that takes place at College of the Canyons Cougar Stadium		N/A
	November 4	Santa Clarita Marathon	Includes a Kid K, Mayors Walk and Half Marathon along with a Health Expo		44
	November 16-18	CAC Cranberry Classic	Aquatics Center		37
	???	Underwater Hockey	Aquatics Center		
	November 22-25	Toast of the Coast Hockey Tournament	Ice Station Valencia		65
	TBD	Southern CA Community College Cross Country Championship	Event held at Central Park		61
	TBD	Southern California Association USATF Cross Country	Event held at Central Park		3
	November-December	Six Flags Holiday in the Park	The park is transformed into a winter wonderland with thousands of colorful lights, carolers performing classic yuletide favorites and personalized meet-and-greets with Santa and his helpers. Enjoy all the wonderful aromas of the season while satisfying your appetite and quenching your thirst with hot chocolate, cider, custom fudge, holiday-inspired funnel cake flavors and many other traditional favorites.		N/A
December	December 8-9	AYSO Gold Rush Tournament	Games played at Central Park		14
	December 8-9	Los Angeles Spartan Race	Event held at Castaic Lake		183
	December 27-30	Holiday Fest Hockey Tournament	Ice Station Valencia		145