



Tourism Bureau Agenda
March 3, 2020
12:00 p.m.
Solita Tacos & Margaritas

ATTENDEES

Margi Bertram (Hart Museum); Maria Christopher (Heritage Valley Tourism Bureau/Rancho Camulos) Barbara Meyer, Nicole Miller, Beth Heiserman (Reyes Winery); Jennifer Chadwick (Salt Creek Grille); Alissa Elhelou, Jessi Lederer (Courtyard by Marriott); Jennifer Love (Courtyard); Chris Lemus, Danny Efron (Hilton Garden Inn); Jo Anne Hilario, Karina Winkler (Holiday Inn Express); Lacie Webber, Memory Rudolph (Embassy Suites); Debbee Dugger, Ginger Hoolahan (Six Flags Magic Mountain); Shea Hanson, Ruben Flores, Imee Delos Santos (Hyatt Regency Valencia); Ben Brown (TastePro); Josh Carsman (Fillmore & Western); Pat Downing, Marilyn Sourgoose, Evan Thomason, Garrett Wedel, Lourdes Vallin (City of Santa Clarita)

WELCOME

Marilyn – I'm happy to see you all here! I wasn't here last meeting because Shea and I went to a conference in Texas.

TOURISM OFFICE UPDATES

- ***Cowboy Festival – April 18 & 19 (Free Admission)*** Tix for WOWs induction, Californio Fiesta de Rancho Camulos, Once Upon a Time in Hollywood Tour, Veluzat Motion Picture Ranch Tour, VIP Package
- Sign up to volunteer at our info booth. Register online: santaclaritavolunteers.com/
- ***Advertising Campaign***
Results of the contest portion of our advertising campaign are included in your packet. Won't go over them in detail...just some things to note: generated over 1,000 new FB likes and over 3,600 contest entries which means that many more people receiving our every-other-month e-newsletter. Now 12,384 recipients. Map shows where the entries were from and the final page has a chart of what the visitor interests are
- ***Visit California***
Talked a bit about coronavirus, and speculated that we're headed toward another recession. Tourism is experiencing small growth or is stagnant and CA is losing a bit of market share.
Trip Motivators
 - 1) YOLO – Insta Worthy
 - 2) Recharging
 - 3) Immersive experiences “live like a local” (mostly culinary)

Gold Pass – do more research on. 3 destinations work together to host vetted media/press. Visit CA pays for air and car and we as destinations could work with our partners, all of you, to piece together stays, places to eat and itineraries to write an article.

Evan – We're doing an Economic Impact Report of the city. We have the money to do market research on: the dollar value on what tourism is, who is coming out here, demographic information – we get bits and pieces of some of this information from hotels. This will help and guide us on who we want to reach out for ad campaigns. We'll share the results when they come out, in a few months.

- **Tourism Bureau Meetings – Topics, Guest Speakers, Networking & Brainstorming**
Evan and I powwowed with Ginger and Debbie on ways we can enhance our time together and make things so we have time to interact with one another and collaborate. We want to mix up the meetings, but not every month. Jot them down or email us – we're here to help each other promote Santa Clarita.

Speed Networking

What is your perceived value of the person's business sitting across from you? After learning more, do you have suggestions for input?

What is the newest program rolled out at your business that is proving to be successful?

Test your partner knowledge – tell your partner what you know about their business and then switch (afterwards, take the opportunity to correct any misinformation or tell them new info).

What's changed in your industry over the last few years and what do you see in the future?

Brainstorming

Visitor Guide Suggestions

How do you sell Santa Clarita? (Attractions, jumping off point, restaurants, shopping, etc.)

Themes for FAM tours (Western, Outdoor, Relaxing, Theme Park)

Ways you communicate with your guests

What activity do you get asked about most that Santa Clarita does not offer?

What is your favorite thing to do in Santa Clarita in the ____ season and how do you incorporate that into daily work routine?

2013 Planning – Goals/focus for next year for your organization

What should we focus on in 2014? What is happening that will be of interest to our visitors?

Guest Speakers

Presentation by Visit California and LA Tourism

- **Thursdays @ Newhall SENSES Events**
 - March 19: Luck of the Irish
 - April 16: Cowboy Kick-Off
 - May 21: Nintendo Party
 - June 18: Roaring 20's

- July 16: Hawaiian Luau
- August 20: Sports of All Sorts
- September 17: Chocolate Factory
- October 15: Chills and Thrills

- **2020 Special Events is up to date!**

MEMBER/GUEST UPDATES

- Delivering Visitor Guides 3rd week of March
- Front Desk Staff Training: Quick power point to show them what attractions people will want to return for – contact us if you want us to do the training.

NEXT MEETING

Date: Tuesday, April 7, 2020

Location: TBD

Ben Brown (*TastePro*) – TastePro will be live starting next week! Expect contact from me to experience the first taste tour – we have 15 restaurants. Sincerely appreciate your support!

Pat Downing (*City of Santa Clarita*) – Handle major city events and permits. Special events: March 7 – CARE SCV (Cancer Awareness Expo); March 21 – Youth Arts Showcase; March 29 - Free to Be Me Music Festival; April 4 – Santa Clarita Ultra & Trail Runs (50 miles of running, lots of info [online](#)); April 16-19 – Cowboy Festival (tickets are on sale); April 25&26 – Triumph Wheelchair Sports Festival; April 25 – Earth/Arbor Day; May 2 – Hollywood Impact Studios Classic Car Show & Pancake Breakfast Fundraiser; May 16 – Santa Clarita Veg Fest; Special Olympics. May 30 & 31 – Tequila & Taco Musical Festival; June 20 – Boots & Brews; Great American Campout in the summer at central park.

Josh Carsman (*Fillmore & Western Railway*) – We have train adventures in Fillmore. We have lots of cool stuff: The Beer, Wine & Bands Train is three hours of beer/wine tasting and live music. We have trains every weekend, all year long that go to Piru and Santa Paula. Steam Railfest on June 20-21 – celebrates the renaissance of railroading. Steampunk fun. Bring your family and friends, it's free!

Shea Hanson (*Hyatt Regency Valencia*) – We have a lot of cool stuff happening - a lot of filming and had big projects in February. We have a new director for the restaurant. We're having a good month! Our new Director of Sales, Ruben, is here today.

Ruben – I'm excited to be there. If you need anything please let us know.

Debbie Dugger (*Six Flags Magic Mountain*) – West Coast Racers is open and the park is open daily. We met with Marilyn and Evan. Met with folks from the Reagan Library and Simi Valley and we are looking to bring student youth to visit us so we're looking for hotel partners, so the kids can stay overnight.

Ginger Hoolahan (*Six Flags Magic Mountain*) – Tourism is not just the big groups, there are also independent travelers, like families. Coronavirus is affecting us in because of international travel. Some things have been canceled. LA Tourism is creating a new program so we can have virtual conferences – they'll try to launch it in a couple of months. It'll be helpful so we can still push LA to international audiences. Our VIP Tours lets you experience the park with a tour

guide. You need a minimum of four people at \$399/person. We're going to look at some ways to enhance and grow the program – many other parks have a similar program.

Jo Anne Hilario ([Holiday Inn Express](#)) – We are renovating things in the hotel. We're also sponsoring the Sister Cities Charity Hike on March 15.

Danny Efron ([Hilton Garden Inn](#)) – The Coronavirus hasn't really affected us. The restaurant is busy, please stop by sometime and have dinner. Only six places in LA had 24 hour voting and we are one of them, so it's been busy!

Memory Rudolph ([Embassy Suites](#)) – Nothing new, surviving the first quarter. New menu to launch very soon! We're holding a Chamber mixer and hoping to host a tourism lunch soon.

Jennifer Love ([Courtyard](#)) – We got approval to have bathrooms resurfaced. Seen a bit of loss in business because of Coronavirus.

Jennifer Chadwick ([Salt Creek Grille](#)) – Our boys and girls club fundraiser sold out with 76 people. \$26K was raised. We also hosted a wine tasting event for The Youth Project on our patio that sold over 100 tickets at \$65/person. We like to partner with great charities. Everything was donated, including wine from wineries. Really help this community. We have a whiskey dinner the first Thursday of April, where we pair whiskey to foods.

Beth Heiserman ([Reyes Winery](#)) – Upcoming events: Bottling Party on March 14. April 4th is the annual Sierra Pelona Valley Wine Festival. Both of these are fabulous events. Looking for ticket sponsors. Benefitting the SCV Zonta Club, that brings awareness to human trafficking. We would appreciate if you come!

Maria Christopher ([Heritage Valley Tourism & Rancho Camulos](#)) – Fillmore & Western attended the LA Travel and Adventure Show and Santa Clarita was well represented. Very few hotels in our area so our visitors, extend their adventures over here when they need a place to stay. Every March there is an event that commemorates the St. Francis Disaster. It attracts a lot of people to come to see the flood path. There's more information on our [website](#). Looking for Santa Paula has a lot of things to see and do like Free first Sunday, and lots of museums, including aviation, where kids of a certain age can get a free ride. You can visit Lake Piru, Rancho Camulos, where we have regular tours or visit during the Santa Clarita Cowboy Festival for related events – tickets are flying out the window.

Margi Bertram ([William S. Hart Museum](#)) – We survived the film festival. We had 11K people in attendance at the park and 200 people at offsite events. 84% of those surveyed reported that the festival was excellent or superior! Now we're getting ready for the Cowboy Festival!

Garret Wedel ([City of Santa Clarita](#)) – News from Transit: we have the hometown trolley, the bike share program and now we have a micro transit service – GO Santa Clarita. It works similar to Uber and Lyft, but it's only \$2! Download the MV Passenger app to request a ride. Right now, it's only operating from Canyon Country and Fair Oaks, but we hope to generate enough interest to expand to more places in Santa Clarita. For our first month, March, all rides are FREE!