



Tourism Bureau Agenda
October 6, 2020 @ 12:00 p.m.
via Zoom

ATTENDEES

Maria Christopher (Heritage Valley Tourism Bureau); Ari Larson (Fillmore Chamber of Commerce); Margi Bertram (Hart Museum); Michelle Crawford (Hotel Lexen); Sahara Powell (Hollywood Burbank Airport); Jasmine Foster (Santa Clarita Performing Arts Center); Audra Cheney (Westfield Valencia Town Center); Jo Anne Hilario (Holiday Inn Express); Kris Hough (Senator Wilk's Office); Ben Brown (TastePro); Garrett Wedel, Marilyn Sourgose, Lourdes Vallin (City of Santa Clarita)

TOURISM OFFICE UPDATES

- **TEAMS – October 19-22**

- Along with our Tourism Marketing District hotels, we will be participating in the TEAMS virtual conference and tradeshow: (TEAMS stands for Travel, Events & Management in Sports). It's the world's leading conference and expo for the sports-event industry.
- We'll have up to 40 1:1 meetings and hopefully we'll attract some future out-of-COVID sporting events to come here and compete, stay in our hotels, shop, eat in our restaurants and visit our attractions!

- **Economic Impact Study**

We were asked to move forward with a tourism economic impact study.

We are working with Lauren Schlau of Lauren Schlau Consulting and Skip Hull of CIC Research

The data they are going to be looking for is going to be focused on 2019 (benchmark year – pre-COVID). On a future Zoom call, we may have them join us, or we'll make introductions via email to the hotels and attractions they will be contacting to collect data from.

- **Special Events List**

Emailed to everyone. As in previous months, most events have been cancelled or postponed, although Valencia Trail Race (11/21) and Sugar Daddy Marathon (12/12) appear to be moving forward with their races.

Look out for a City announcement on 10/13 re: the **2020 Santa Clarita Small Business COVID Relief Grant**. I don't have all the details, but from what I understand, local businesses will be eligible to receive up to \$5k in reimbursement for money they've spent on COVID-related expenses (masks/other PPE, hand sanitizer, decals, plexiglass, tents etc.). Application, review, then a lottery.

MEMBER UPDATES

Jo Anne Hilario ([Holiday Inn Express](#)) – Nothing to share, except that we are painting the exterior of the building. In a couple of weeks, we are going to do lobby renovations.

Michelle Crawford ([Hotel Lexen](#)) – We opened about 10 days ago. We've had around 15-20% occupancy. It's a unique property with outdoor patio space. We can't wait to host events there. We also have a nice meeting room that holds 15 people. Nice chairs, I can send photos. We are limiting the services we provide, so no breakfast. We have a total of 43 rooms and a penthouse. It will be a nice gathering place for locals and guests, when we open up more.

Audra Cheney ([Westfield Valencia Town Center](#)) – The interior mall is opening tomorrow. Macy's and JC Penney have been open, and they're connected to the interior, so it's been a bit confusing for some. We're excited about opening up our doors. Shop Your Heart Out is a 10-day shopping event that supports local charities in Santa Clarita. Unlock deals. We're all about non-profits and recently got a shout out for it. We're not doing anything for Halloween and we don't have any fall décor up. LA County isn't allowing trick or treating, so we won't be promoting that.

Maria Christopher ([Heritage Valley Tourism Bureau](#)) – We are slowly opening up. Lake Piru's campgrounds are open and everyone should check out the glamping teepee sites in Ventura. Rancho Camulos has reopened for outdoor museum tours, by appointment any day of the week, not just the weekend. We're getting ready for Halloween. Like LA County, Ventura has its restrictions. The popular Ghost Walk in Santa Paula is going to be via Zoom now. Prancer's is a nice pumpkin patch that has partnered up with Fillmore & Western Railway's Pumpkinliner, which is a train going to the patch and Loose Caboose. Our Dia de los Muertos all virtual as well. Santa Paula airport is a big draw, as is Fillmore & Western. Last month they started their weekend scenic tour. They're also doing fright nights with their Murder Mystery Dinner Train.

Ben Brown ([TastePro](#)) – We are self-guided food tours. We recently have extended out into San Diego, which is extremely exciting. We are currently paused because of the pandemic and resuming in the not so distant future. Be on the lookout, massive product update. Our platforms are going to be easier to use and you'll be able to look at a map.

Kris Hough ([Senator Wilk's Office](#)) – Not much to update. The Senator is home until the end of the year. There are hundreds of EDD cases and dozens of calls a day. We don't work for them, but we are a liaison for EDD. Please reach out if you need our assistance. It's good to see you all, you can contact me, Kris Hough, at Senator Scott Wilk's office: (661) 286-1471 or Kris.hough@sen.ca.gov.

Ari Larson ([Fillmore Chamber of Commerce](#)) – We're still trying to make the best of things. If you're in the area you should check out our new restaurant off the 126, Daniel's Gourmet Food, they have Middle Eastern, Mexican, and sushi. The shopping center ribbon cutting should be soon. We have family-friendly fall events. People are decorating their homes and taking their children in cars to look at the different décor. We have different prizes and gifts for the decorated houses. We are also doing senior cards – which is for residents that cannot go out and about. We're encouraging whole community to make a card and giving it to them the last Monday of the month. So far, we've had a good response from the girl scouts. Otto & Sons Nursery is open and have a great selection of pumpkins, ready for fall. Drive-in movies are still happening and virtual bingo.

Beth Heiserman ([Reyes Winery](#)) – We get to open up next weekend, we'll see how that goes! We still have curbside pickup from 11 a.m. -5 p.m., curbside. The Zonta Film Festival was last weekend and it was great! We want to do it that way again next year. The drive-in aspect of it was so fun! We are still working on our project for human trafficking. We will start presenting it to hotels, bars, and restaurants on November 25th.

Jasmine Foster ([Santa Clarita Performing Arts Center](#)) – Hi everyone, I'm glad I was finally able to hop on one of these calls, I've been busy with press conferences. COC classes are all online, except for the necessary classes that require them to be on campus like culinary, welding, etc. and it we'll be remote in the spring too. The PAC has been dark since March. We want to start live-streaming shows in January. [Our School of Personal and Professional Learning](#) is offering FREE classes, including earning HR certificates. It's nice to see everybody, hope to see you next month!

Garrett Wedel ([City of Santa Clarita](#)) – October is usually a very busy because of the [State of the City](#) events, but we're taking things virtual and we love it. It'll take place on October 22th and the theme is staying connected and staying resilient. City Council will be sharing events, etc. It can be viewed on [Facebook Live](#), SCVTV, Spectrum Channel 20, and AT&T Channel 99. I'm directly involved in production. We have some very special events and we're excited to share with everybody!

Sahara Powell ([Hollywood Burbank Airport](#)) – We just got our August numbers and we are 78% down from last year, but numbers are going up month to month. Our local hotel numbers are also rising. If anyone has any conferences or events for the future, we can help talk directly to airlines and help with travel arrangements – this can also go out to wedding venues. We're happy to welcome your guests from our airport!

Margi Bertram ([Hart Museum](#)) – We don't have much going on. We are not open and don't have an opening date. Michelle, we would love to have you for a private VIP tour of the mansion when the time permits.

NEXT MEETING

Tuesday, November 3 @ noon