



November 3, 2020
12:00 p.m.

ATTENDEES

Lauren Schlau (Lauren Schlau Consulting); Tom Clearwater, Imee Delos Santos (Hyatt Regency); Tami Stephens (Congressman Mike Garcia); Sahara Powell (Hollywood Burbank Airport); Margi Bertram (Hart Museum); Jerry Certonio (Six Flags Magic Mountain); Memory Rudolph (Embassy Suites); Jo Anne Hilario (Holiday Inn Express); Maria Christopher (Heritage Valley Tourism Bureau); Kris Hough (Senator Wilk's Office); Pat Downing, Marilyn Sourgose, Evan Thomason, Lourdes Vallin (City of Santa Clarita)

TOURISM OFFICE UPDATES

- **Economic Impact Report – Lauren Schlau Consulting**

<http://lsconsult.com/about-us/>

We are working with Lauren Schlau Consulting to compile a 2019 Economic Impact Report focused on tourism which will give us a benchmark year to compare 2020 and future years to. Her company is respected in the travel industry for expertise in conducting economic impact studies. This report will provide us with information on visitor volume, plus the economic and fiscal contributions of tourism to the City. This information will help guide us in things like our visitor marketing. In the coming months you may be hearing from our office or from Lauren or her associates, asking for data and hotels can expect to receive questionnaires and we'd ask that you help provide this information.

Evan – This is something that we get asked about every year, for as long as I have worked here. It will let us have a better understanding on how to focus our budget.

Lauren – We will be focusing on tourism volume and not demographics. We are focusing on 2019 right now as a benchmark year because we need figures to put in a model. My pledge is confidentiality.

- **Visitor Guide**

https://issuu.com/lurecreative/docs/santaclarita2020-final_digital_rev?fr=sMjcxMzM5NjM2

Production of our 2021 Visitor Guide has been postponed to mid next year. We decided to do this since the 2020 guides really haven't had the opportunity to be used due to COVID. If you have new ideas or additions for us to consider adding next year, please share them with us at January's meeting.

- **Special Offers**

<https://visitsantaclarita.com/things-to-do/special-offers/>

For those of you that have special offers on the website, please review and send me updates or let me know if you'd like the offer removed for now.

- **2020 Special Events**

We'll send you the link to the list. Valencia Trail Race and Sugar Daddy Marathon were both postponed to 2021. We're grateful that Six Flags is open, even though in a very limited capacity for the Holiday in the Park Drive-Thru experience. Check it out when you have a chance!

- **2021 Special Events**

We have a couple of promising leads from the TEAMS conference, including a Spikeball and Flag Football World Championship Tour. Fingers crossed we'll be able to host these events

MEMBER UPDATES

Tom Clearwater ([Hyatt Regency](#)) – It's budget season, but with how this year has been it's been a big guessing game.

Memory Rudolph ([Embassy Suites](#)) – We're finishing our budget for next year. If you need anything from us, please don't hesitate to contact us.

Jo Anne Hilario ([Holiday Inn Express](#)) – Trying to finish December. Looking forward to a better 2021.

Patrick Downing ([City of Santa Clarita](#)) – The 18 things to do in Santa Clarita was a good read. <https://www.thrillist.com/travel/los-angeles/things-to-do-in-the-santa-clarita-valley> We did a Haunted Drive-Thru in October which was a success. We had 2,000 go through the maze and scarecrow alley. With an average of 4 people per car, we had about 8,000 come through. We originally had it schedule for just one day and then added a second day and it sold out in 20 minutes. We have a bunch of virtual events happening. We have bingo twice a month and give out fun prizes. Elf movie trivia on December 12th. Holiday Trivia Party on December 15th. We just did the Fine Crafts show online – it was extremely different, but it did really well. We are doing a three-part running race and the last one is in December. We have a mini marathon sponsored by Kaiser. We are not issuing any event permits at the moment. Hopefully 2021 will be a much better year.

Margi Bertram ([Hart Museum](#)) – Not much from the Hart. My time has been extended, so I'll be attending at least one more meeting. The Hart has no plans to reopen any time soon, but we do have a plan. When we do open we will not be open five days a week. We are going to start small and have timed tickets. Standby for more information. Looking forward to 2021.

Tami Stephens – ([*Congressman Mike Garcia's Office*](#)) – We're here to help. I am very interested to see what data you get so I can share it with the office. Is there any update on the ice station?

Evan – It will be opening sometime in the spring and we're trying to bring back successful hockey tournaments and other ice sports like figure skating, free skating, curling, and even looking at doing floor coverings to use the space for conferences and wrestling events. The flooring and paint will be new, upper City management is working really hard to find a provider - someone to run the ice rink. We're looking at what the community wants for the rink.

Sahara Powell ([*Hollywood Burbank Airport*](#)) – We're pretty much in the midst of our holiday season. COVID cases have increased, but that hasn't stopped travelers. Thanksgiving weekend we had 15,000 passengers come through, in 2019 we had 67,000 so there was definitely a decrease. Our October numbers were down compared to where we were last year. There is a slow increase in passengers for 2020. With COVID cases rising, there are more restrictions and we are abiding by all travel regulations and focusing on promoting essential travel. We have sanitizers, guards up, and more to try our best to keep our passengers safe. Their safety is always our priority.

Kris Hough ([*Senator Wilkes Office*](#)) – If anyone needs help with anything, we are here. Happy holidays hope you have a merry Christmas.

Maria Christopher ([*Heritage Valley Tourism Tourism*](#)) – Greetings from Heritage Valley. If you didn't know, we are in Ventura County. While we did have a setback, we are still open for outdoor dining and some of our museums are still open. Camulos has reclosed. Fillmore & Western Railway has holiday trains, one of which is partnered with Prancer's Farm. Piru Recreation Area is open, Bennett's Honey Farm is also open. There are plenty of things open in the great outdoors of Heritage Valley!

Jerry Certonio ([*Six Flags Magic Mountain*](#)) – Hi, from Six Flags! We have restructured our team. We are currently doing a drive-thru experience, so for the first time ever, we are allowing people to drive through the park. It's a once-in-a-lifetime experience – if you're not an employee. It's been really popular and we have added more dates and times. We've had to comply with the 10 p.m. curfew, and have been successful. Looking forward to a better 2021.

Evan – Good to see everyone. December is usually an evening mixer. I'm looking forward to when we can see each other in person.

Marilyn – Wishing you and your families a merry Christmas and happy holiday season.

NEXT MEETING

Tuesday, January 15, 2021 @ 12 p.m.