

#2 Priorities (Karen, Ellie)

1. AirBnB Contract
2. Moving forward with Renewal & Eastern Plumas
3. Outside review of ROI (return on investment)
4. ROI measurement procedures

Establish a new contract with AirBnB that includes assessment.

Why? The present AirBnB contract pays TOT directly to the County but doesn't collect the FRTMD assessment. FRTA is losing at least \$50,000 per year. It also creates an unfair advantage for lodging providers who are paying the assessment. FRTA also feels that all vacation rentals (like AirBnB) need to hold a TOT certificate. Sharon will be the main driver for this goal.

1. Karen, Susan, and Sharon will meet with CAO, Debra, and other interested parties about TOT ordinance on **2/5/24**.
 - a. Karen to discuss with Sharon and Susan about goals and issues.
 - i. Are all lodging providers required to have their own TOT certificates?
 - b. Include FRTMD Marketing plan regulations concerning assessment related to TOT. Are there any circumstances when TOT is required and assessment isn't?

Note: If this meeting is productive, #2-8 may not be necessary or could be resolved.

2. Develop a one page fact sheet concerning the history and importance of the AirBnB contract.

Stuckee: Sharon

Deadline: February 9

3. Meetings/calls with Supervisors (Tom, Greg, Kevin) separately and get them to take a stand.

Stuckees: Sharon–Tom McGowan
Lee Anne–Kevin Goss
Karen–Greg Hagwood

Deadline: February 16

4. Depending on the outcome of meetings/calls with these BOS members, reach out to lodging providers and request they send letters to the BOS concerning vacation rental TOT certificates.
 - a. **Stuckees:** Karen and Janice contact Quincy/Bucks lodging.
 - b. Who will contact Lake Almanor lodging providers?
Stuckee: Sharon?
 - c. Include this request in an e-newsletter to stakeholders.
5. Reach out to County Council and Debra Lucero to have each send a registered letter to AirBnB. At this point, we can possibly bypass Julie (Tom mentioned this to Karen).

Stuckee: Sharon

Deadline: February 16

6. Request public records of all correspondence from the County to AirBnB related to the contract change.

Additionally, request all correspondence to vacation rentals requesting TOT certificates from the Granicus list. This information would be helpful for talks with supervisors and stakeholders.

Stuckee: Sharon

Deadline: January 31

7. Request a ruling from the County on why AirBnB providers are exempt from the requirement of having a TOT certification for each property.
 - a. Will this come from County Counsel?
 - b. What's the best procedure? Get on BOS agenda and request a ruling?
 - c. Will need lots of pressure from stakeholders and supervisors to get this done expeditiously.
 - d. Eastern Plumas could help with pressure because it would be a request for all vacation rentals to have TOT certificates.

Stuckee: Sharon

Deadline: February 16

8. Get TOT certificates for all vacation rentals (this could be resolved with the AirBnB ruling and with a meeting in early February with Debra).
 - a. Adapt the one page AirBnB fact sheet (history/importance) to include County TOT policies.

- b. Ask Eastern Plumas to discuss with their supervisors about all vacation rentals having TOT certificates and paying TOT.
- c. Request a ruling from the County requiring all vacation rentals (stays of 30 days or less) to hold TOT certificates.
- d. Determine what the Tax Collector's process is for requiring TOT for vacation rentals.

Renewal process

New district needs to be approved by December, 2025.

1. Should we renew the District by December 2025?

Action: Board vote

2. If so, decide on a timeframe to renew the district.

- a. Start in 2024

- i. Recommend brief monthly presentations to BOS so they and the public are more aware of what we do.

Stuckee: Karen and Ellie

Deadline: February 6 BOS meeting and first meeting of every month

- ii. Quarterly e-newsletters to lodging providers and other stakeholders

Stuckee: Ellie, with Board Member input

Deadline: March 15, June 15, September 15

- iii. Send monthly visitor e-newsletters to stakeholders

Stuckee: Ellie, with Board Member input

Deadline: 5th of each month

- iv. Schedule Spring Lodging Provider Appreciation events

Almanor Stuckees: Sharon, Susan, Lynn

Quincy Stuckees: Karen, Riccardo, Janice

- v. Create a report of how lodging is benefiting from FRTA marketing.

1. Survey lodging providers
2. ROI Analytics
3. Include in 2023 Annual Report

Stuckee: Karen, Sharon, Ellie

Deadline: March 22

- b. Should we include Civitas in the 2024 budget for the renewal process? Discuss at January board meeting.

Stuckee: Susan

Deadline: January 31

Action: Board vote

- c. Do we want to try to include Eastern Plumas in the renewal process?

Action: Board vote

- i. Get input from BOS when appropriate.
- ii. Get input from Chambers.
- iii. Get input from lodging providers in our district.

- d. Develop a process for getting Eastern Plumas on board, if that's the direction we want to go.

- i. Who will head up contacts with Eastern Plumas?
 1. Who to meet with and when?
Recommend Susan and Riccardo.
 2. Karen will attend Lost Sierra Chamber events and Chamber Coalition meetings

- ii. Create a fact sheet to show Eastern Plumas how this will be beneficial to them (marketing, Microzone funds, etc.) including the process and expenses

Stuckee:

Deadline: April?

- e. Inform lodging providers about the intention to reach out to Eastern Plumas through e-newsletters when appropriate.

Stuckee: Ellie

How to determine ROI (Return on investment)

We are presently uncertain if our marketing is increasing lodging occupancy. How best to determine? How best to analyze analytics? What do specific analytics actually mean? What other ways to determine if marketing is effective?

Tourism Results Strategy

1. Tie all ROI analysis to increase in lodging occupancy:
 - a. Maintain a data analytic chart that's updated monthly for website, social media, effectiveness of ads, microzone grants with emphasis on increasing lodging occupancy.
 - i. Create the chart to collect ROI information from all sources.
Deadline: January, 26
Stuckee: Ellie, Sharon, Karen
 - ii. Populate the chart
Deadline: February 15
Stuckee: Ellie, Sharon
 - b. Actual data comparing lodging revenue for 2020, 2021, 2022, and 2023 within the FRTMD. (Not sure if can get 2020 data from tax collector)
Deadline: Done but need to confirm data
Stuckee: Karen, Sharon
 - c. All new marketing needs to be analyzed based on how it has benefited lodging.
2. Provide easy-to-understand ROI updates at board meetings based on analytics.
Deadline: March 2024
Stuckee: Ellie and Sharon
3. Hire an outside tourism marketing consultant (SMG) to finalize a strategic plan for 2024-2025.
 - a. Before hiring, complete internal strategic plan, budget, and analytic data collected.
 - b. Ideas to be included in strategic plan
 - i. Evaluation of successes and challenges from 2021-2023.
 - ii. Evaluation of draft FRTA strategic plan
 - iii. Best marketing strategies for 2024-2025.

- c. FRTA needs an expert in tourism promotion to give the Board and our stakeholders an objective evaluation and plan moving forward.

Action: Board vote or discussion \$7000

Deadline: Mid-February hire. Complete by March 1

Stuckee: Karen, Sharon

4. How best to relay marketing effectiveness to stakeholders?
 - a. Be honest and give data of occupancy since 2020 with explanation.
 - b. Show some of our ads and explain their effectiveness.
 - c. Include this in quarterly stakeholder enews.

Results Strategy



	Results	Drivers	Metrics	Solutions
	Direct outcomes of your program	What drives the outcome	How the results will be measured	What people must do, and how
1	Increase occupancy revenue	<ul style="list-style-type: none"> • Increase in lodging reservations • Increase in web traffic to lodging page • Microzone grants increase lodging • Direct requests from phone, social media and email concerning lodging information 	<ul style="list-style-type: none"> • Compare lodging revenue by quarter and total by year. • Compare lodging web analytics by quarter and year. • Show total lodging occupancy from microzone grants by grants and year. 	