

**Yosemite Mariposa County  
Tourism Bureau  
Board of Directors  
January 20, 2022  
Marketing Update**



# Overview

Executive Director Update

TOT & TBID Income

KPIs:

- Performance Recap
- Book>Direct Tracking
- Overall Growth: Sessions
- International Market Growth
- Site Channel Performance
- Paid Search Budget
- Paid Media Budget
- Display Ads Performance in US
- Display Campaign in the U.K.
- Paid Social Media Ads Performance

Yosemite.com Strategy 2.75

SEO

Special Offers

Social Media

Travel Trade / Trade Shows

Email Marketing

Traditional Print

Traditional Radio

Earned Media

FAMs

Gap Analysis

Film Commission

Traditional Sales

International Marketing

Local Events and Sponsorships

# Executive Director Update

## Topics for Today:

- County Contract Discussions – Lodging Association TBID Increase of 1.5% Sunsets December 31<sup>st</sup>
- Business referral letters and updates
- State of the Market, Travel Intent & Omicron?
- International forecast
- Trip Travel & Trade – Yes, No or Maybe?!
- YNP – What will summer operations and visitation look like - discussion
- Revenues Vs. Expense - Added Revenue and Adding Marketing Spend – Staying ahead of trends and our proactive efforts
- The Creative Challenge
- Yosemite.com replacement next steps

# TOT & TBID Income

## TOT Collections

Month	22/21 Amount	20/21 Amount	19/20 Amount	18/19 Amount	17/18 Amount
July	\$2,437,390	\$1,474,664	\$2,857,229	\$1,395,118	\$1,772,897
August	\$2,014,943	\$1,591,830	\$2,626,881	\$576,991	\$1,626,879
September	\$2,072,378	\$790,349	\$2,483,753	\$1,532,775	\$1,485,979
October	\$1,695,708	\$1,327,953	\$1,852,803	\$1,183,357	\$1,178,508
November	\$1,424,078	\$1,166,846	\$1,094,861	\$789,535	\$707,727
December		\$266,374	\$1,081,371	\$675,393	\$682,088
January		\$211,545	\$598,299	\$373,991	\$430,873
February		\$761,434	\$779,460	\$347,064	\$465,528
March		\$1,325,065	\$378,288	\$594,982	\$678,254
April		\$1,851,356	\$10,793	\$1,272,597	\$1,005,290
May		\$2,200,760	\$17,168	\$1,660,461	\$1,512,523
June		\$2,787,163	\$571,448	\$2,202,637	\$1,935,900
GR TOTAL	\$8,220,419	\$15,755,339	\$14,352,354	\$14,824,433	\$14,983,743

Δ Prior Year (\$7,534,920) \$1,402,985 (\$472,079) (\$159,310) \$101,016

Δ Year to Date \$3,035,623

## TBID Collections

Month	2021-2022	2020-2021	2019-2020	2018-2019
Jul	\$314,363	\$32,892	\$284,356	\$210,888
Aug	\$104,222	\$137,534	\$226,277	\$179,271
Sep	\$166,338	\$123,733	\$227,407	\$59,998
Oct	\$276,150	\$86,666	\$227,841	\$96,547
Nov	\$233,304	\$85,361	\$116,805	\$202,663
Dec	\$138,000	\$111,592	\$148,902	\$97,688
Jan	\$95,000	\$44,592	\$94,089	\$46,424
Feb	\$75,000	\$28,312	\$53,395	\$60,668
Mar	\$65,000	\$89,118	\$62,297	\$56,365
Apr	\$85,000	\$156,699	\$37,165	\$61,510
May	\$145,000	\$128,203	\$5,937	\$105,351
Jun	\$205,000	\$251,213	\$3,422	\$124,642
Total	\$1,902,377	\$1,275,915	\$1,487,891	\$1,302,017
Total PY	\$1,275,915	\$1,487,891	\$1,302,017	\$1,491,404
Diff	\$626,462	\$(211,976)	\$185,874	\$(189,387)
Forecast				

# Book>Direct Tracking December

Avg. Cost Per Referral		\$0.06
Avg. Referrals Per Booking		39.48
Referral to Booking CVR		2.53%
Est Avg Cost Per Booking		\$2.31
Est Avg Booking Amount		\$688.83
Cost Per Reservation		0.3%
Searches		36,147
Search to Referral Ratio		53.47%
Total Referrals		19,328
Est Bookings		490
Est Total Spend		\$1,129
Est Booking Revenue		\$337,524.49
Est ROI	297.9	29790%
	Searches	Referrals
Avg Advance Stay in Days	99.41	54.42
Avg. Length of Stay in Days	3.78	3.05
Avg. Daily Rate	\$371.14	\$225.54

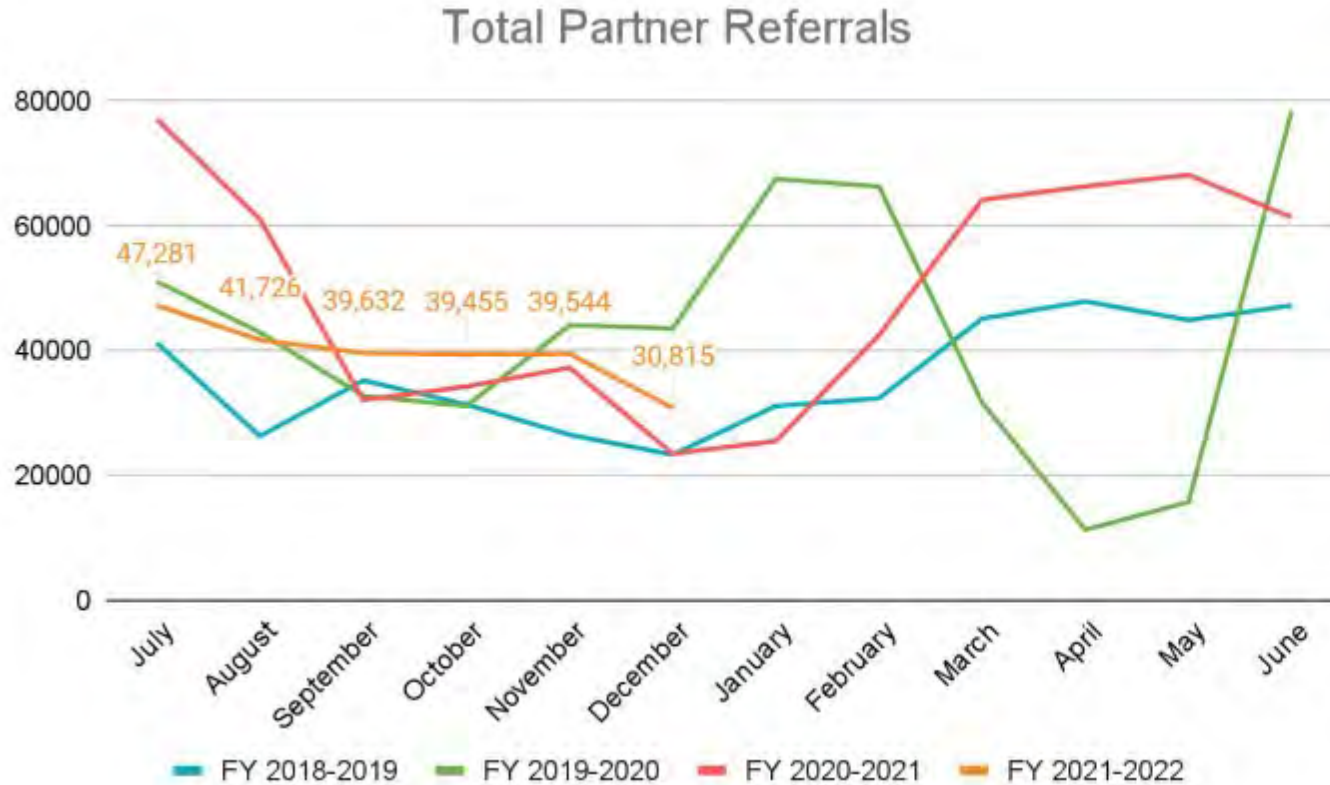


# Book>Direct Tracking 2021

Avg. Cost Per Referral	\$0.03	
Avg. Referrals Per Booking	31.63	
Referral to Booking CVR	3.16%	
Est Avg Cost Per Booking	\$0.87	
Est Avg Booking Amount	\$759.71	
Cost Per Reservation	0.1%	
Searches	789,026	
Search to Referral Ratio	61.39%	
Total Referrals	484,350	
Est Bookings	15,312	
Est Total Spend	\$13,295	
Est Booking Revenue	\$11,632,666.69	
Est ROI	874.0	87400%
	Searches	Referrals
Avg Advance Stay in Days	89.27	50.30
Avg. Length of Stay in Days	3.89	2.98
Avg. Daily Rate	\$412.19	\$255.12



# Partner Referrals YOY

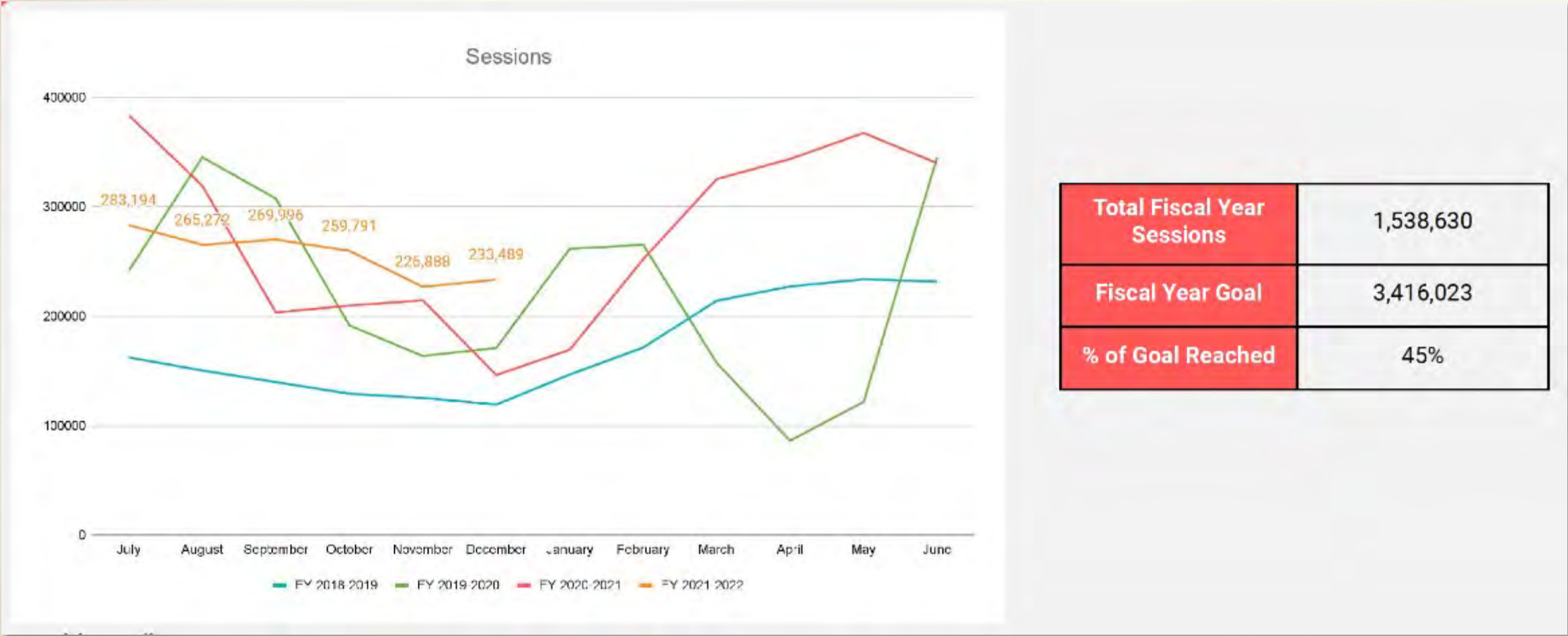


Total Fiscal Year Partner Referrals	238,453
Fiscal Year Goal	597,086
% of Goal Reached	40%

# KPIs: Performance Recap

	July 1, 2021 – June 30, 2022 Pace = 50% (Month 6 of 12)	FY 2021/22 Annual Goals
PRIMARY KPI	ACTUAL: 238,453   40% to goal	597,086 Referrals
Partner Referrals - Lodging	Lodging: 193,735   37% to goal	Lodging: 517,952
Partner Referrals - Things To Do	Things To Do: 32,322   50% to goal	Things To Do: 65,034
Partner Referrals - Dining	Dining: 12,396   51% to goal	Dining: 24,420
<b>Supporting KPIs</b>		
Overall Sessions	ACTUAL: 1,538,630   45% to goal	3,416,023 Sessions
Organic Sessions	ACTUAL: 696,954   43% to goal	1,625,194 Sessions
International Market Sessions (UK, Australia, Germany, Scandinavia)	ACTUAL: 132,048   69% to goal	191,040 Sessions
<b>Tracked Metrics</b>		
Book Direct Referrals	ACTUAL: 164,057   27% to goal	618,151 Referrals
Newsletter Sign Ups	New Subscribers FY YTD: 2,937   December: 338	Monthly Target: 712

# Overall Growth: Sessions



# International Market Growth



Total Fiscal Year International Market	132,048
Fiscal Year Goal	191,040
% of Goal Reached	69%

# Site Channel Performance

Compared to the same period the previous year, overall channels saw a 4% increase in traffic, and paid search, paid social & display saw significant increases YoY. Average session duration decreased by about 19% YoY to 1:45, with the largest contributor to the duration loss coming from direct traffic.

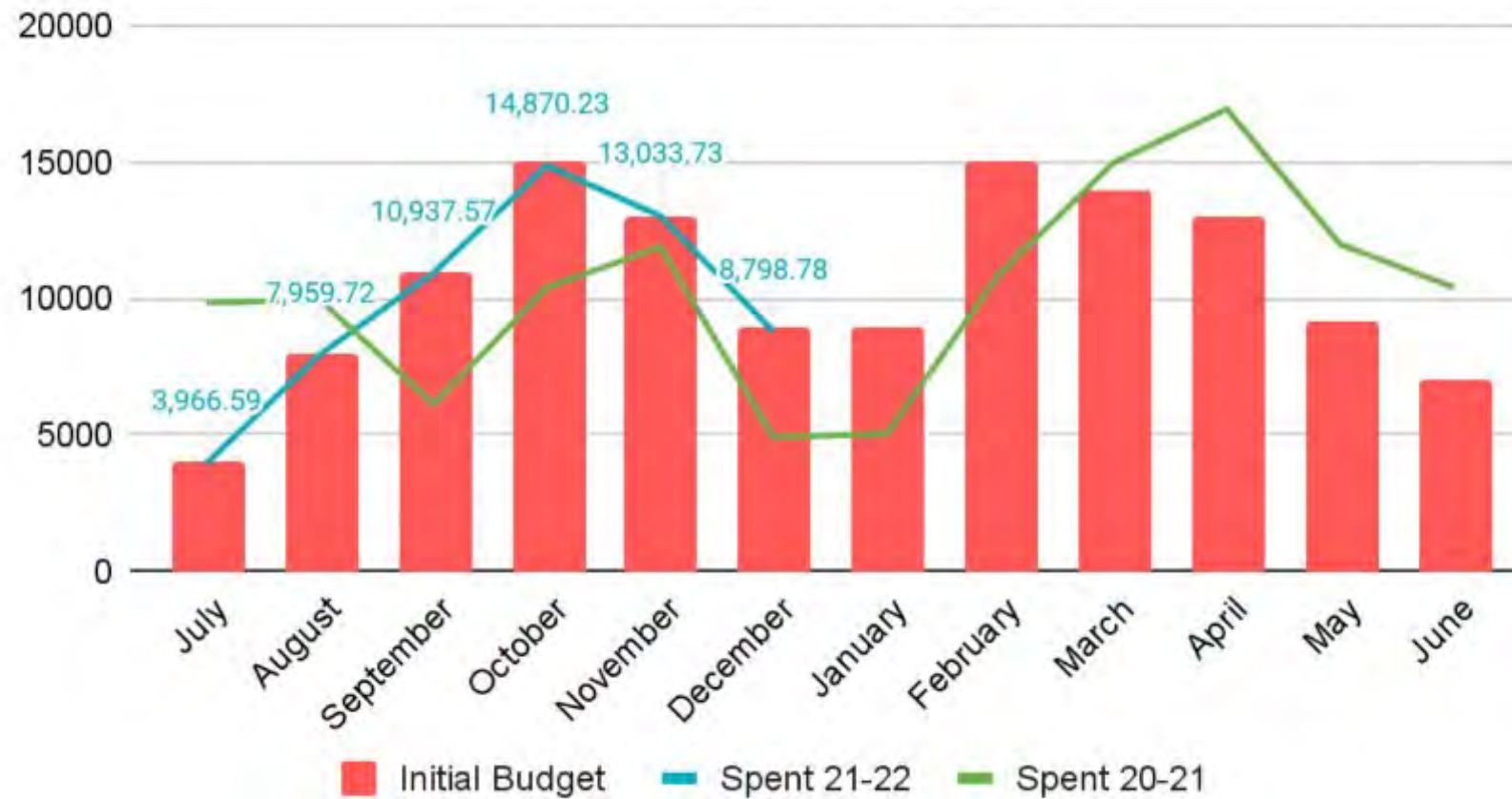
Default Channel Grouping	Sessions ▾	% Δ	Users	Bounce Rate	Pages / Session
Organic Search	696,954	-4.0% ↓	535,995	55.11%	2.16
Paid Search	274,207	32.9% ↑	207,247	58.2%	2.11
Paid Social	262,824	52.7% ↑	232,635	64.93%	1.75
Direct	159,384	-32.3% ↓	118,195	65.49%	1.84
Display	50,024	152.6% ↑	35,468	87.58%	1.24
Referral	42,027	-25.1% ↓	33,976	30.15%	2.48
Social	35,567	-15.8% ↓	32,100	65.6%	1.76
Email	16,456	1.6% ↑	12,323	46.54%	2.26

# Paid Search Budget \$127,185

Paid Search Budget 21/22

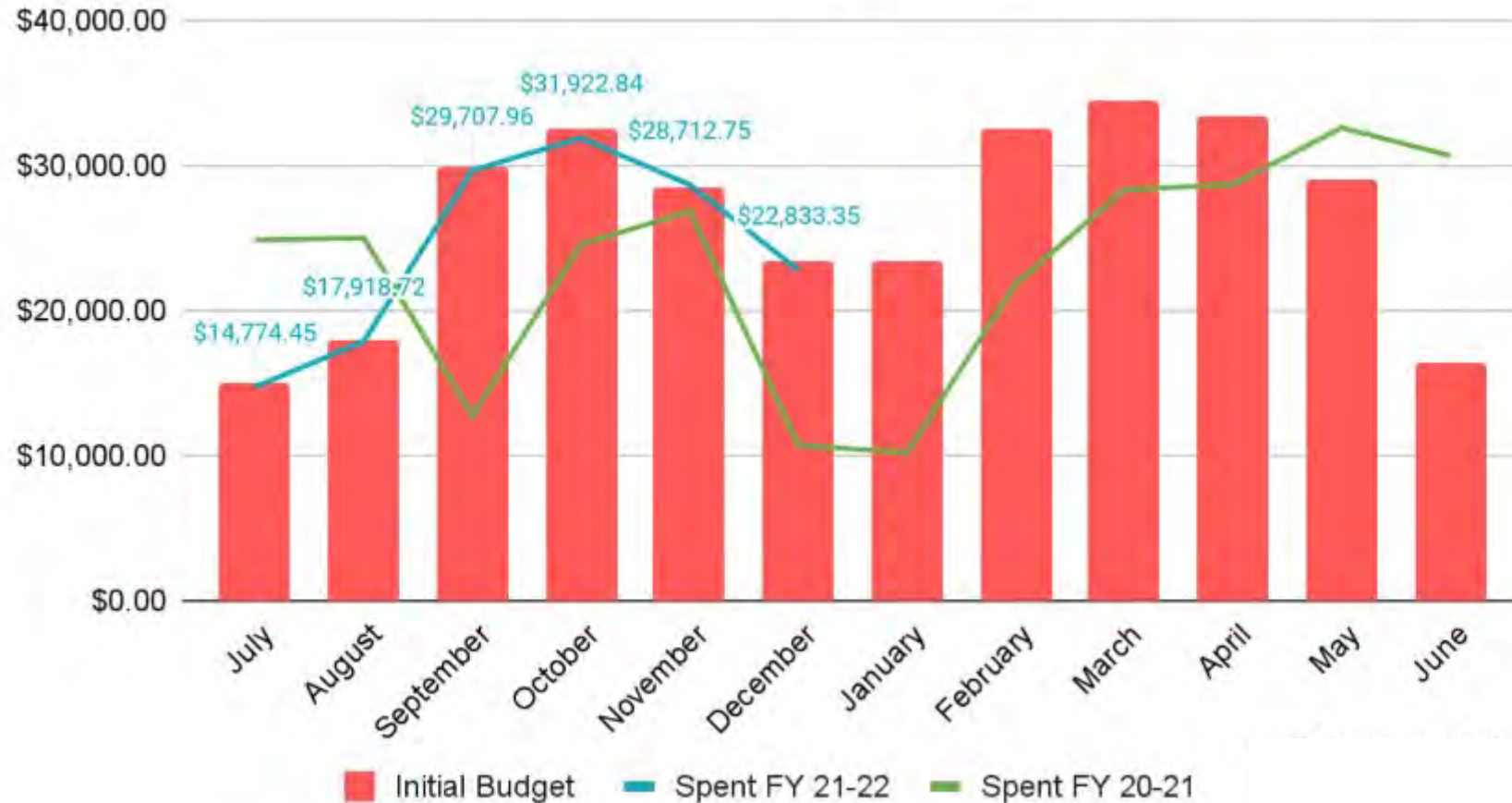
Budget '21/'22: \$127,185

Budget '20/'21: \$120,000



# Paid Media Budget \$317,000

Paid Media Budget 21/22



Budget '21/'22: \$317,000

Budget '20/'21: \$274,900

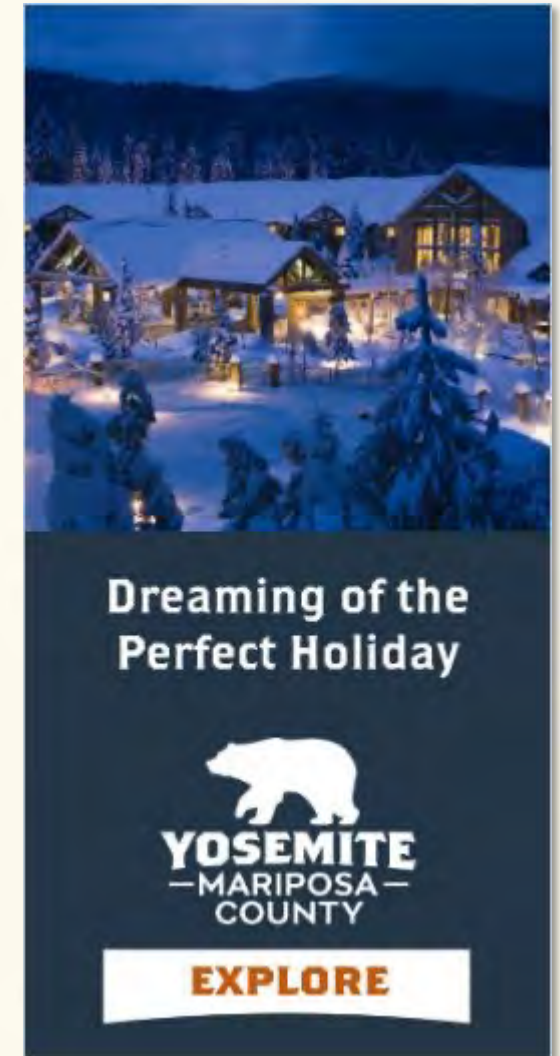
# Display Ads Performance in US

## Highlights

- Ads generated 1,626,856 impressions and 9,431 clicks
- Average click through rate of 0.58%
  - Travel industry benchmark is .47%, overall benchmark is .25%
  - We saw a 32% increase in CTR MoM
- The Tenaya Lodge Special Offers Creative in 300x600 creative for the Families Audience drove the most conversions, shown to the right
- Average cost per click of \$0.92 for December
- Display drove 85 Partner Referrals in December

## Takeaways

- We see significant engagement with both winter and holiday creative from a CTR perspective and the winter landing page saw a 141% increase in time on page



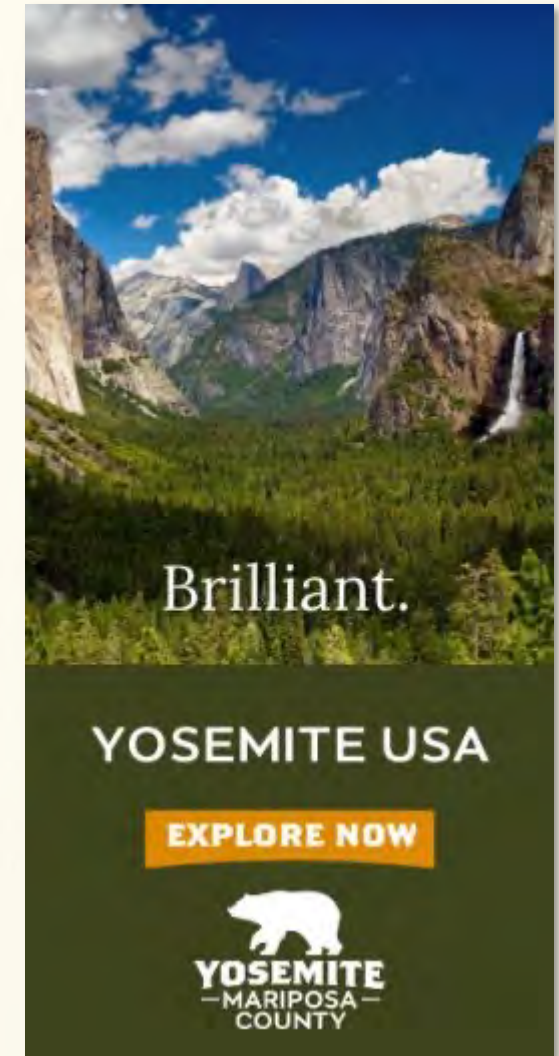
# International Display Campaign: United Kingdom

## Highlights

- Ads generated 9,769,981 impressions and 20,587 clicks
  - We saw a 484% increase in clicks at a 685% increase in cost YoY
- Average click through rate of 0.21%
  - 0.47% is the travel benchmark
- The average cost per click was \$0.09, which is a \$0.01 cost per click savings MoM.
- There was one lodging conversion in December

## Takeaways

- Half Dome is outperforming the other ad creatives from a CTR perspective and we are seeing MoM increases in CTR



# Paid Social Media Ads Performance

## Highlights

- Ads generated 3,209,845 impressions and reached 1,011,557 users in December
  - 2.94% average CTR, travel industry benchmark .90%
- In December, the top performing ad for the month was the static Magic of Winter Ad for the Shutterbugs Audience, shown to the right:
  - This ad had a CTR of 10.5%
- The Families Audience was the most engaged for December, their top performing ad sets being the Winter 2021/22 ad set.
- MoM there was a 27% increase in CTR thanks to Winter & Holiday 21/22 ads

## Takeaway

- We are seeing a below average engagement rate on the Winter carousel ads, so we recommend making slight tweaks to both copy and imagery



# Yosemite.com 2.75



- FAQ Schema Complete & Active on Google
- Fixed issue with rotating Yosemite.com ads
- Special Offers improvements
- Meeting stakeholder page overhaul



# Content Creation



- So far this year, we have published 28 new articles and are well on pace to reach our goal of 40 articles.
- SEO approach to content planning.
- More lodging-focused articles.













# Top Ranked Articles

Blog content articles saw a 63% increase in pageviews YoY for the FY so far. The Reservation Permit page created the most new traffic YoY for the FY.

The 10 Fun Things To Do Near Yosemite page saw an 333% increase YoY and the Autocamp page saw a 123% increase YoY.

Overall, average time spent on page also increased 23% YoY. Three net new pages were in the top 10 YTD - Reservation Permits, Road Trips & the 7 Days to Yosemite page.

## Top Organic Articles YTD

1.	<a href="#">/yosemite-reservation-permit/</a>		<b>32,657</b> (27.78%)
2.	<a href="#">/yosemite-in-two-days/</a>		<b>5,887</b> (5.01%)
3.	<a href="#">/alex-honold-and-climbing-el-capitan/</a>		<b>5,246</b> (4.46%)
4.	<a href="#">/100-things-to-do-in-mariposa-county/</a>		<b>3,556</b> (3.03%)
5.	<a href="#">/10-fun-things-to-do-in-near-yosemite-california/</a>		<b>2,890</b> (2.46%)
6.	<a href="#">/roadtrips/</a>		<b>2,597</b> (2.21%)
7.	<a href="#">/autocamp-yosemite/</a>		<b>2,368</b> (2.01%)
8.	<a href="#">/ahwahnee-history/</a>		<b>2,304</b> (1.96%)
9.	<a href="#">/hetch-hetchy/</a>		<b>2,230</b> (1.90%)
10.	<a href="#">/yosemite-rv-camping/</a>		<b>2,112</b> (1.80%)

# SEO



- To date, 25 articles have gone through our SEO editing process.
- Improving and speeding up our process.
- SEO first approach to web updates and changes.



# SEO – 1<sup>st</sup> half highlights

## SEO Highlights - FY 21/22 YTD

**-4%**

Organic Traffic YoY

**+4**

Ranked Page 1 Keywords

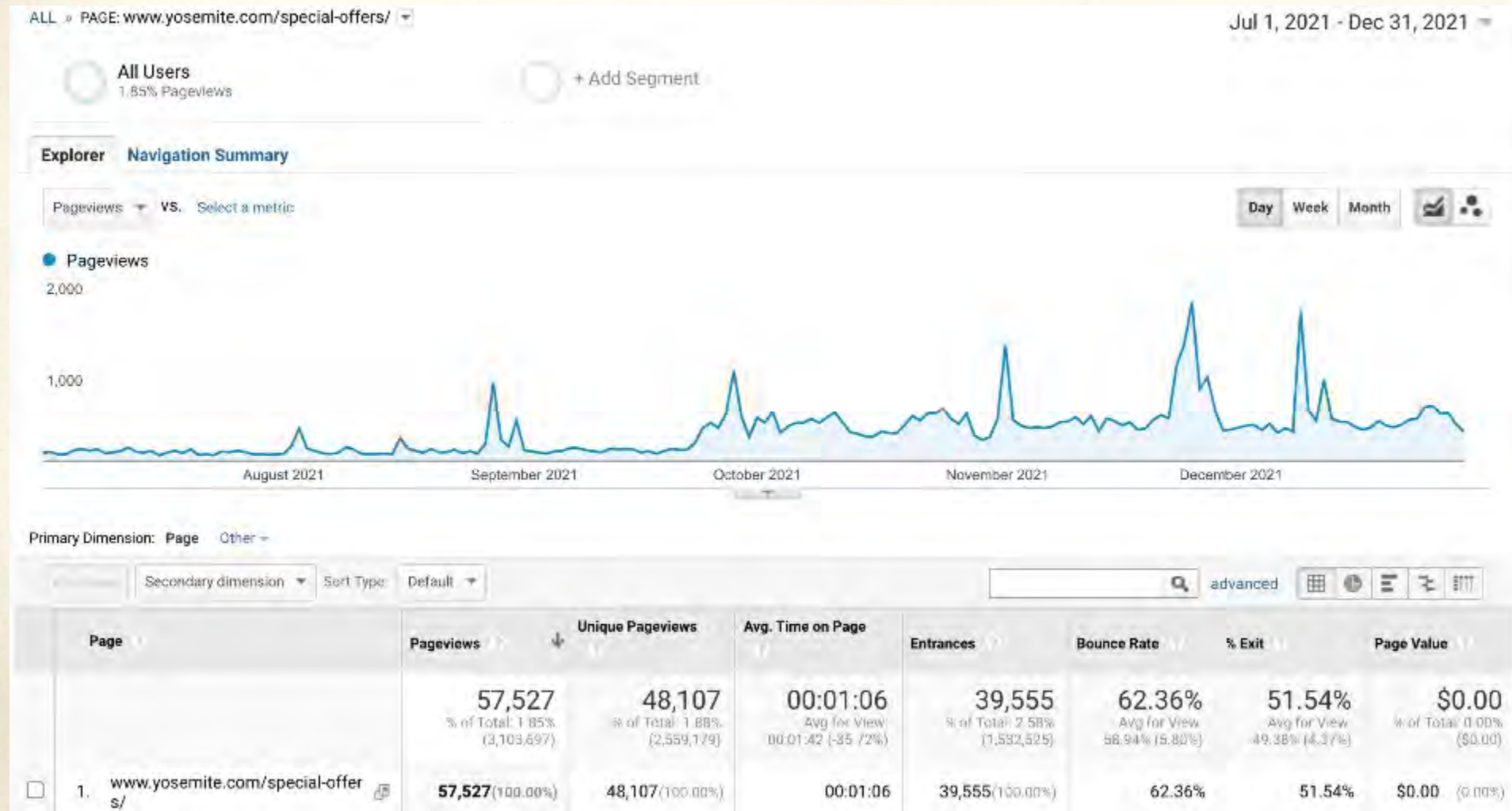
**-21%**

Organic Lodging Referrals YoY

# SEO – Google Rankings

Terms	Page (URL)	Current Rank	Previous Rank	Search Volume
Yosemite National Park	Homepage (/)	3	3	201k
Yosemite	Homepage (/)	3	3	450k
Yosemite hotels	/lodging/hotels/	5	5	27.1k
Things to do in Yosemite	/things-to-do/	3	3	4.4k
Yosemite hikes	/yosemite-hikes/	4	5	6.6k
Yosemite restaurants	/restaurants/	6	5	1.6k
Yosemite camping	/lodging/camping/	7	7	40.5k
Yosemite lodging	/lodging/	7	10	27.1k

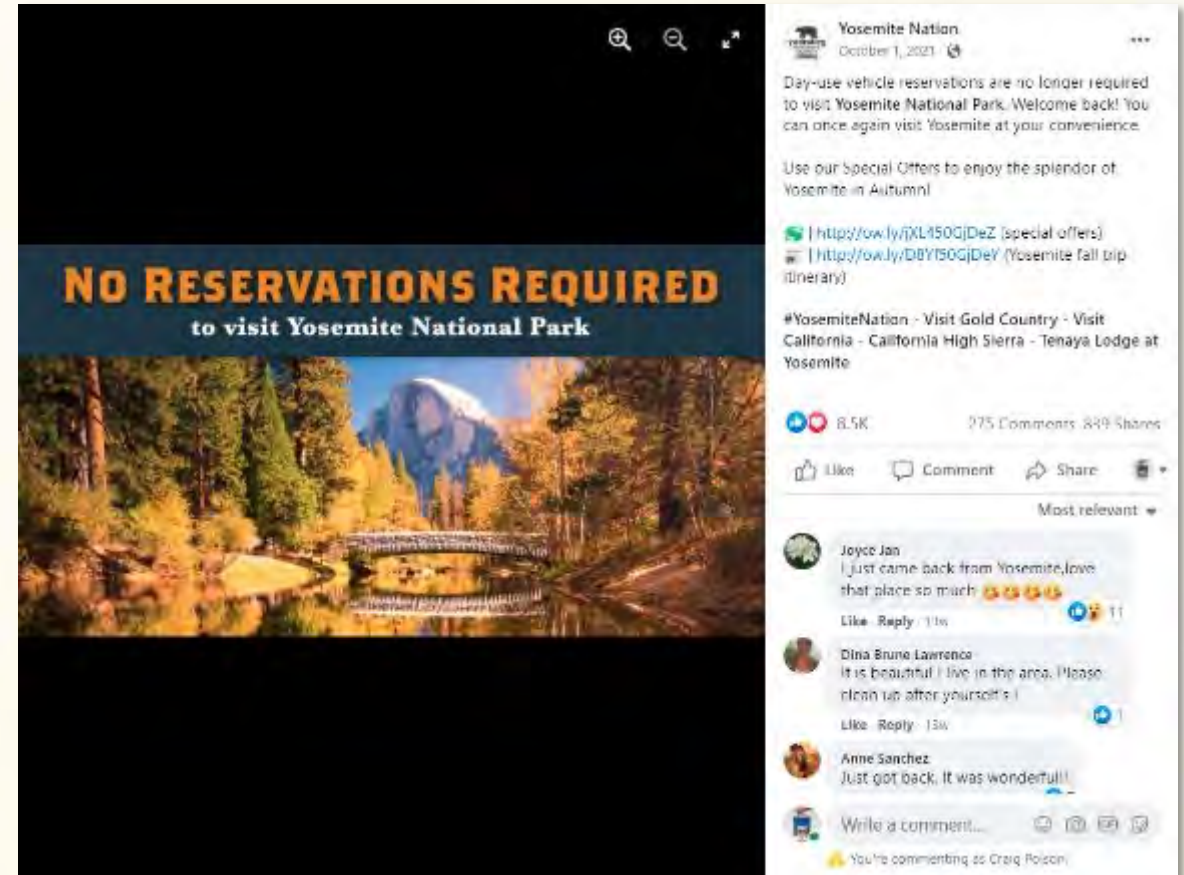
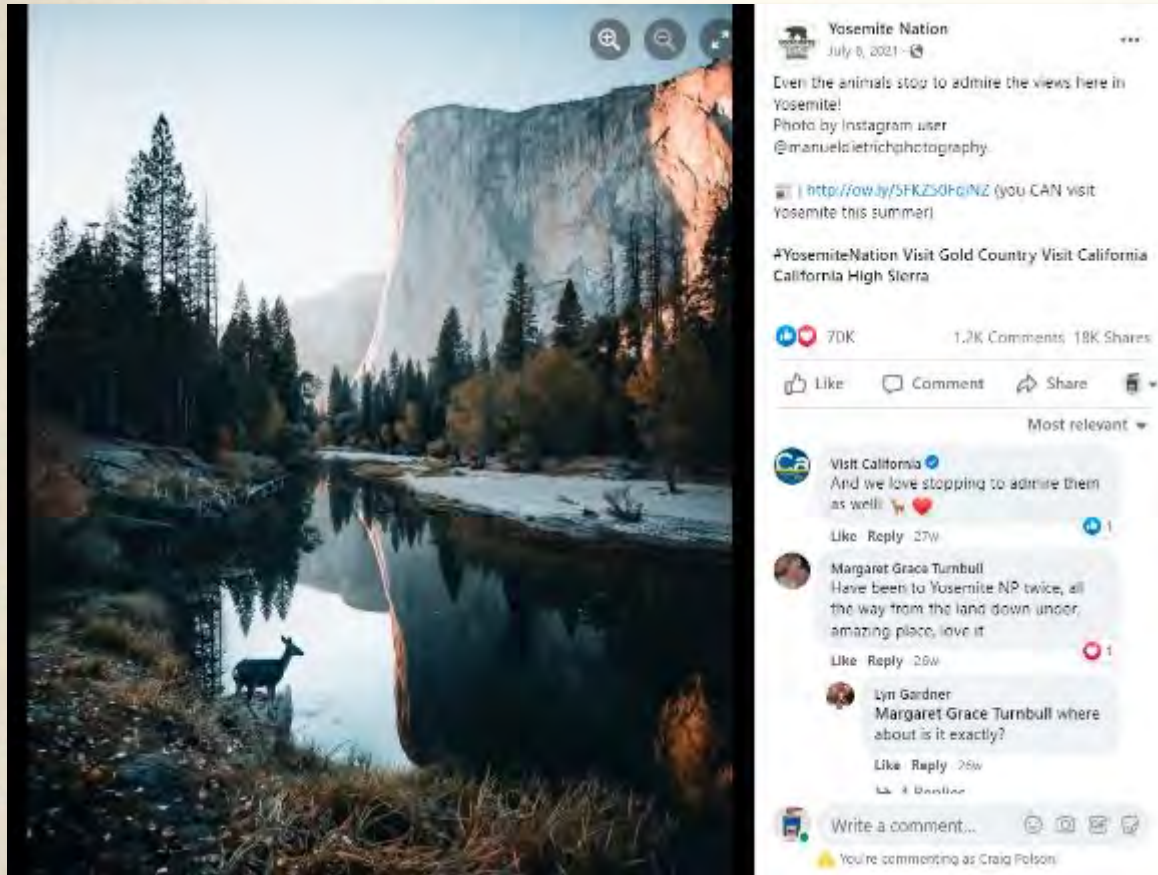
# Special Offers



# Social Media – YosemiteNation Facebook



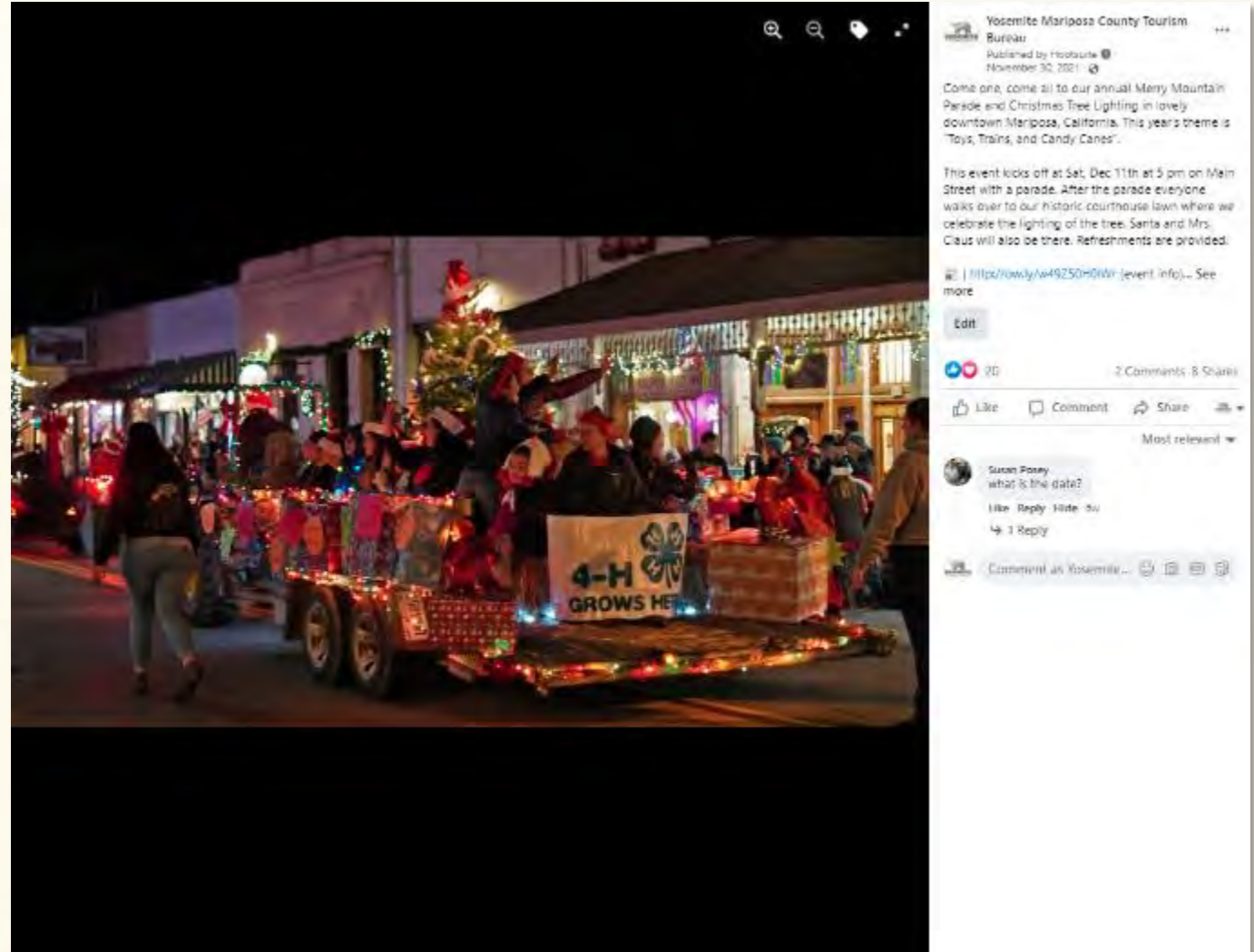
# Social Media – YosemiteNation Facebook Examples



# Social Media - Facebook Local

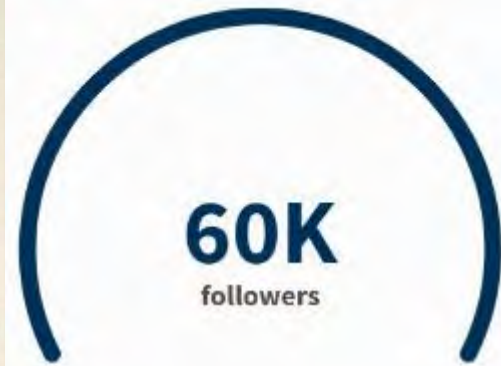


# Social Media - Facebook Local Examples

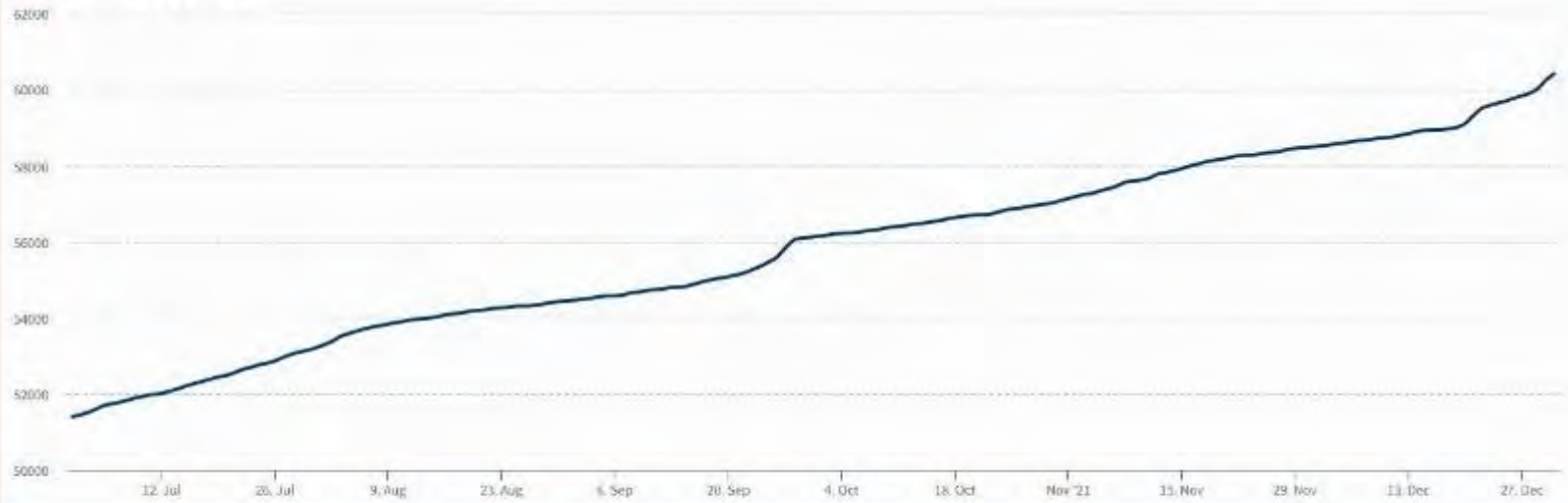


# Social Media - Instagram

Total Followers



Followers by Date



Total Engagement



Engagement by Type



Engagement by Type



# Social Media - Instagram Examples



# Social Media - Pinterest

Impressions 397.02k ↓ 38%  
Engagements 4.81k ↓ 27%  
Total audience 305.6k ↓ 40%  
Engaged audience 3.58k ↓ 29%

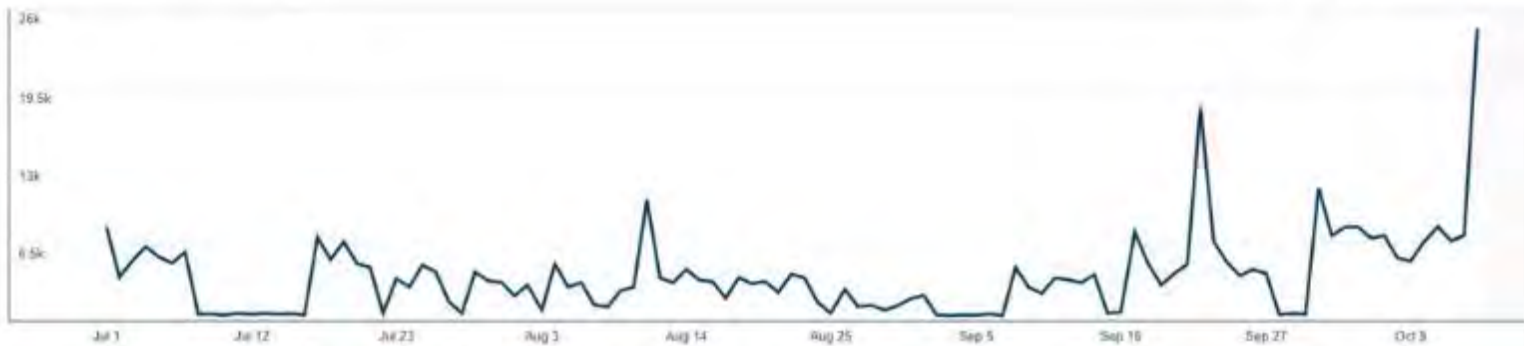
Updated 1 day ago

Updated 1 day ago

## Performance over time

Impressions

Split by No Split



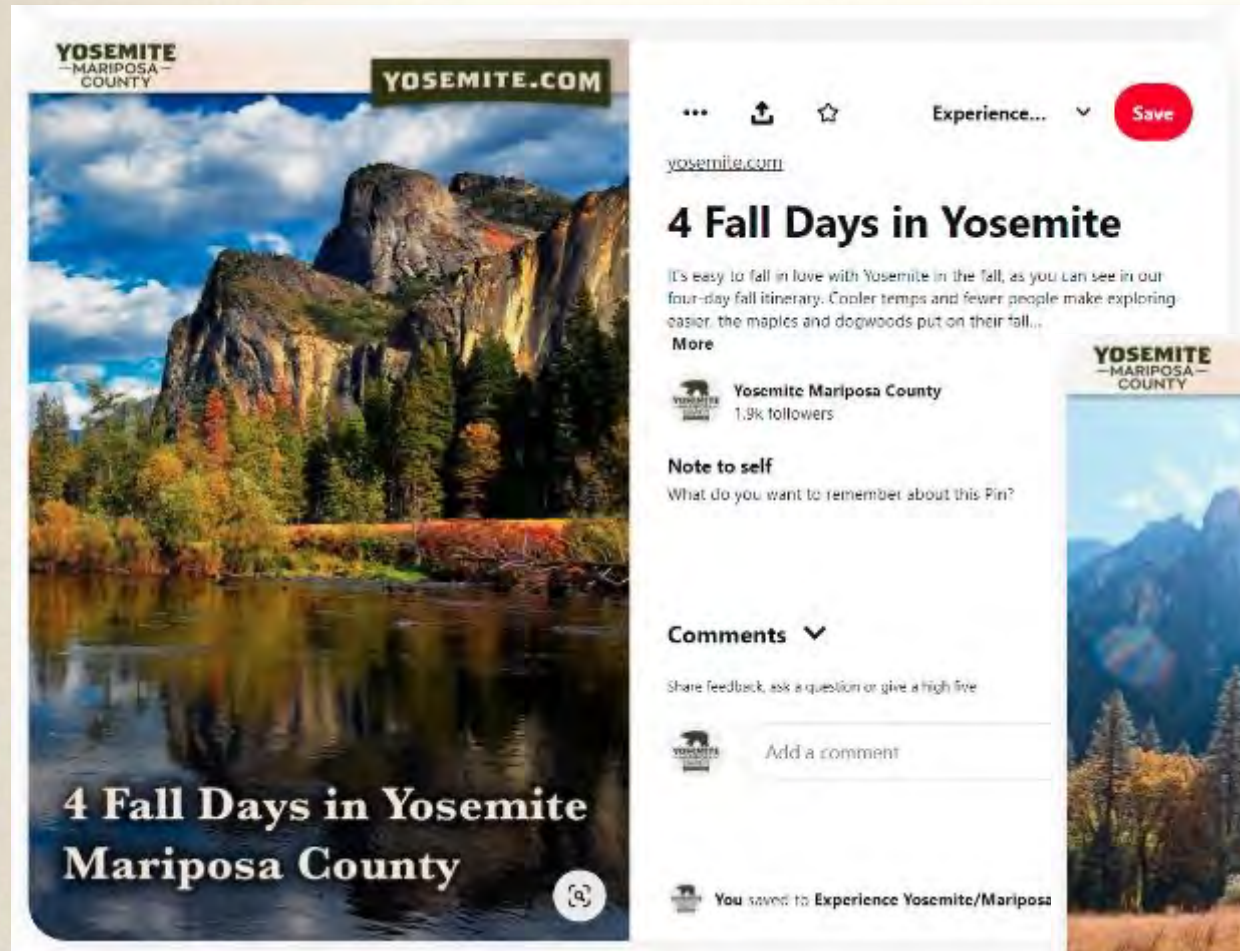
## Yosemite Mariposa County

yosemite.com · @yosemitenation · Dedicated to helping you get the information you need for a memorable journey to Yosemite, and Mariposa County. Also find us on Instagram @YosemiteNation

1.9k followers · 502 following

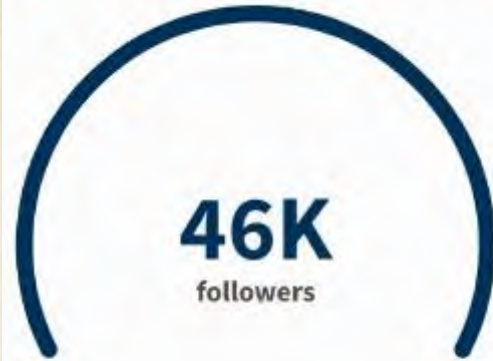
56.6k monthly views

# Social Media - Pinterest Examples

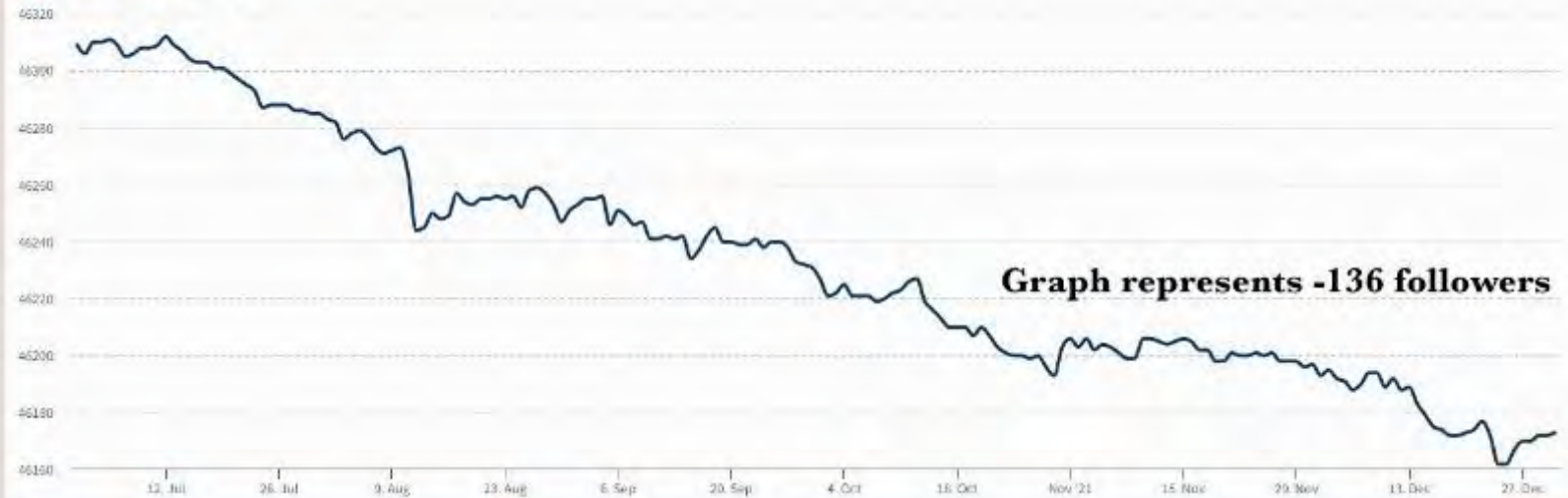


# Social Media - Twitter

## Total Followers



## Followers by Date



## Engagement



## Engagement > Type

Likes	2.5K
Retweets	565
Replies	101
Quote tweets	30

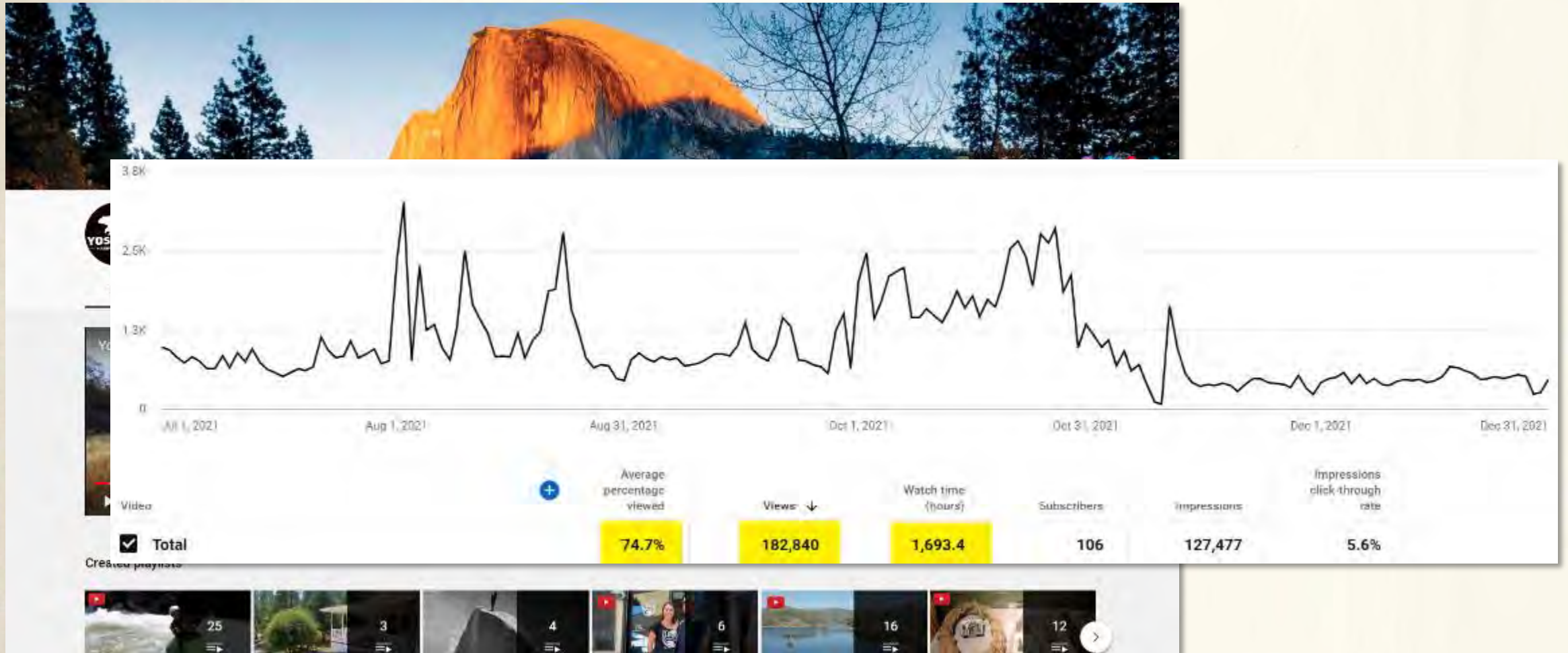
## Engagement > Type



# Social Media – Twitter Examples



# Social Media – YouTube



# Social Media – YouTube Examples



# Video Production



- We've completed 2 seasonal and a Mariposa County Film Commission video in cooperation with Bill Lowe.
- There are currently 9 videos in active postproduction.
- There are 17 more videos scheduled for the remainder of the year.

# Email Marketing

This fiscal YTD:

Consumer Emails: **7**  
3 newsletters  
4 e-postcards

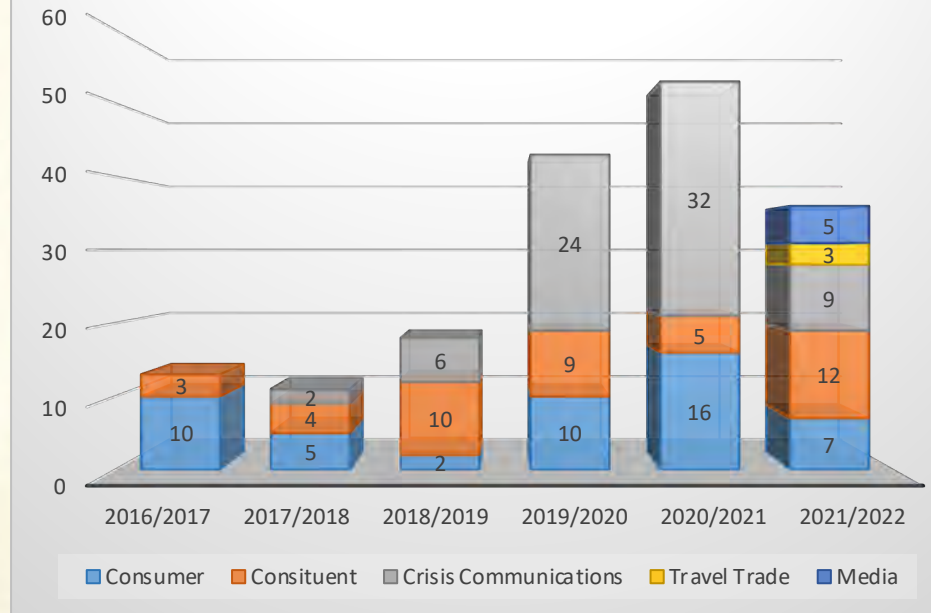
Constituent Emails: **18**  
9 lodging partners emails  
9 Crisis Communications

Travel Trade Emails: **3**

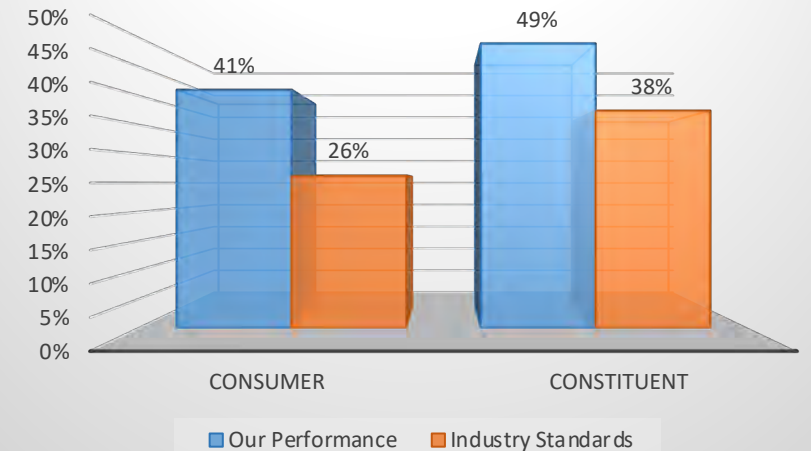
Media List Emails: **5**  
2 newsletters  
3 media releases

Marketing Updates: **3**

## Numbers of Emails Sent

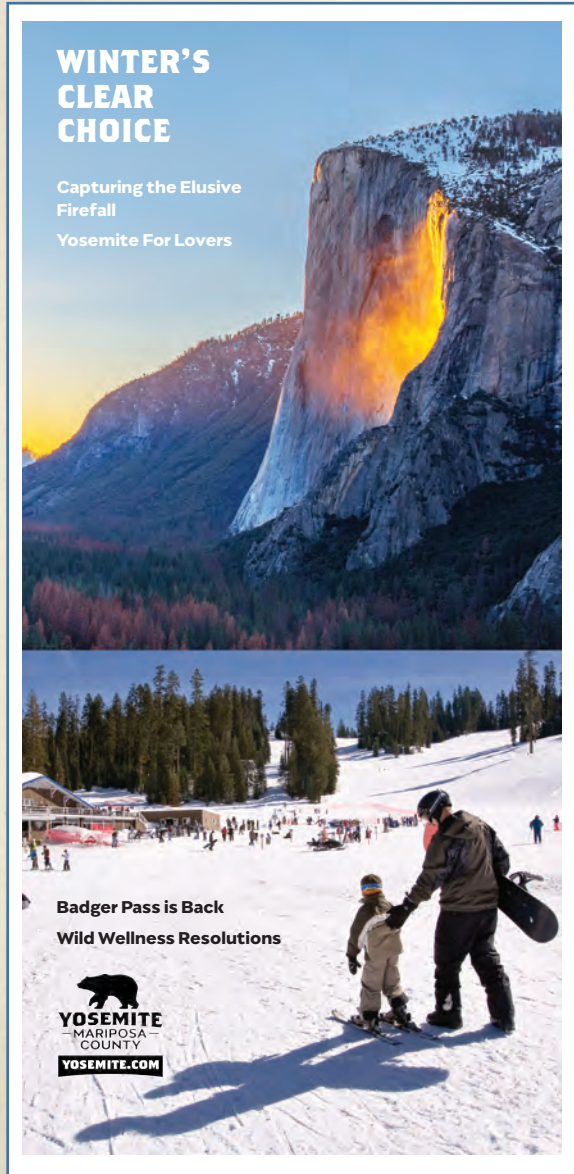


## Average Open Rates



# Traditional Print

BANG Winter 6-page insert  
Distributed to 660,000 subscribers



Climbing Magazine

Conde Nast Traveler

# Traditional Radio

- In October, 2-week run on KCBS in the fall to encourage visitation after the end of the reservations system.
- Currently gearing up for a month-long run of our “Above the Fog” messaging in Fresno and Modesto.
- Planning for 2-week run on KCBS for winter travel in early February, followed by 4-week run for Spring travel in March



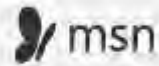
# 2021-22 Public Relations and Earned Media Campaign



Featured outlets

The Telegraph

MEN'S JOURNAL



Los Angeles Times

tripsavvy

thrillist

Fodor's Travel

trivago magazine

San Francisco Chronicle

via



# List of Earned Media

7/3/21	Make Your American Dreams Come True	Daily Telegraph
7/6/21	Hit The Road	Bella.co.uk
7/6/21	Hit The Road	Bella print edition
7/12/21	Shinrin-yoku: Forest Bathing for Your Health	AAA
7/18/21	YOSEMITE CLIMB MUSEUM AND GALLERY	Taking the Kids
7/19/21	7 Picturesque California Glamping Destinations for Luxury Campers	Men's Journal
7/19/21	7 Picturesque California Glamping Destinations for Luxury Campers	MSN.com
7/29/21	4 Western US camping destinations for family adventure this summer	Seattle PI
7/29/21	Want a different travel experience? Stay in an Airstream at one of these retro-cool trailer parks	L.A. Times
7/29/21	Want a different travel experience? Stay in an Airstream at one of these retro-cool trailer parks	Yahoo News
7/29/21	California Dreamin	Bella
8/3/21	12 Glamping Spots for People Who Don't Like Camping	Oyster
8/15/21	World Photography Day	NI Travel News
8/20/21	Glamping USA: 9 of the Best Places to Go Glamping Across America	Trivago
8/20/21	Exploring and Understanding Local Heritage	NI Travel News
8/26/21	Exploring and Understanding Local Heritage	Viestra
9/2/21	"Yes, we're open!" Say Yosemite National Park, Bass Lake, and Shaver Lake	KMJ Talk Radio
9/8/21	The 15 Best Places in the U.S. to Go Rock Climbing	TripSavvy
9/20/21	Yosemite's early climbers made their own gear for dangerous ascents. New museum shows how they did it	LA Times
9/21/21	Funky Airstreams & Tiny Cabins: Where to Go Glamping This Fall	Thrillist
9/23/21	A Magical Escape: Yosemite	San Joaquin Magazine
9/29/21	Yosemite National Park Temporary Reservation System Ends October 1	National Parks Traveler
9/30/21	YOSEMITE KILLS TEMPORARY RESERVATIONS SYSTEM	skiplaylive.com
10/3/21	15 amazing ways to see America - on both budget and blow-out holidays	telegraph.co.uk
10/4/21	11 Weekend Getaways Within 5 Hours of LA That Are Perfect for Fall	Thrillist.com
10/5/21	Going to Yosemite? You'll no longer need to make a reservation	SF Chronicle
10/9/21	Experience Christmas All Over the World!	NI Travel News
10/9/21	Experience the World Through Taste!	NI Travel News
10/12/21	Eco-Travel Around the World!	NI Travel News
10/13/21	Discovering Wine Deep In California's Sierra Foothills	Saltandwind.com
10/17/21	The world's most sustainable travel spots revealed	IMAGE
10/27/21	Halloween Inspiration - Haunted Hotels and Spooky Experiences	NI Travel News
11/3/21	Skip the Snobby Slopes. Check Out These Under-the-Radar Ski Destinations Instead	MSN.com
11/3/21	Skip the Snobby Slopes. Check Out These Under-the-Radar Ski Destinations Instead	Fodors.com
11/4/21	Best Yosemite Campground - Yosemite National Park Complete Guide	Roamingmypanet.com
11/7/21	Guide To Yosemite In The Fall & Early Winter: Top Hikes, Fall Colors & More!	WhimsySoul.com

# List of Earned Media (cont.)

11/9/21	20 amazing trips to rediscover the best of America in 2022	The Telegraph
11/10/21	Christmas Festivities Around the World	Viestra
11/15/21	WHERE TO SPEND THANKSGIVING ACROSS THE STATES	Viestra
11/18/21	WORLDWIDE SPAS WORTH SPLASHING OUT FOR	Viestra
12/1/21	'Tis the season: 11 of the world's greatest Christmas illuminations	ITTN
12/1/21	'Tis the Season: 11 of the World's Greatest Christmas Illuminations	NI Travel News
12/1/21	11 of the best wildlife spotting destinations	Travel Daily Media
12/2/21	7 of the Most Amazing Winter Wonderland Hotels	themanual.com
12/7/21	Make Time for Mariposa, Gold Rush Gateway to Yosemite	parksandpoints.com
12/8/21	6 places you didn't know you could ski	Orbitz.com
12/8/21	The World's Greatest Christmas Illuminations	Crave Magazine
12/9/21	TOP 13 CULINARY EXPERIENCES AROUND THE WORLD	Viestra Magazine
12/13/21	The Best Places to Tube and Sled in the West	VIA (AAA)
12/16/21	4 must-try adventures in Yosemite	L.A. Times Escapes Newsletter
12/20/21	Great Camps and Remote Lodges Across the U.S.	AFAR
12/23/21	4 must-try adventures in Yosemite	L.A. Times.com
12/30/21	Cultural Events and Festivals for 2022	Culture Trip
12/31/21	Hit California's standout stargazing spots in this epic road trip	Matador Network
12/31/21	Out of office on: 18 remote travel spots to switch off	The Travel Daily

# A Deeper Look into our PR Efforts...



## Hello from Yosemite Mariposa County!

We're gearing up for a great winter and holiday season here in Mariposa County and we're excited to share all there is to experience. Included in this newsletter are some new and exciting things in our region for 2022, winter & holiday content to pull inspiration for your own production efforts, information on an upcoming opportunity to meet with me in person and some of our shared content.

You're receiving Yosemite Mariposa County's newsletter tailored specifically for those of you in the media. My name is Tony McDaniel, Director of Communications for the Yosemite Mariposa County Bureau (YMCTB). In my role I oversee content creation, media communications, relations, the organization of press trips and management of our @YosemiteNation social media accounts. I'm an expert on all things Yosemite Mariposa County, so please reach out to me as a resource whenever needed.

Have questions or want to discuss some content of your own? Please don't hesitate to reach out to me at [tonym@Yosemite.com](mailto:tonym@Yosemite.com).

Thanks for reading, and happy holidays!

Tony McDaniel



- 360ViewPR (Domestic) & Black Diamond (U.K.)
- Media Newsletters (new effort)
- Face-to-face media meetings
- Crisis communications
- And of course FAMs...



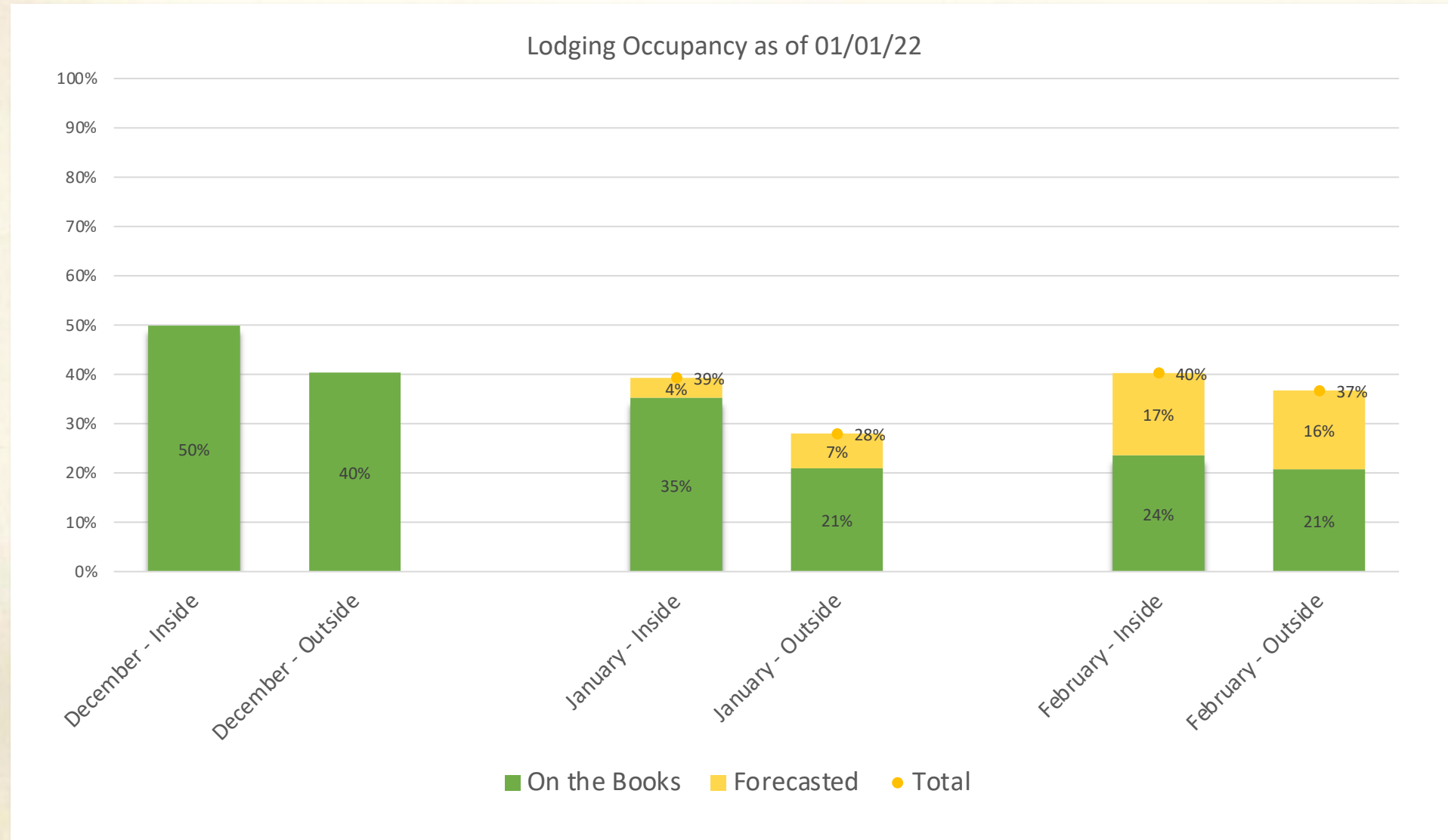
# FAMs



- 4 completed press trips so far this year
- We've also seen articles published this year from some of our trips as far back as 2019.
- Navigating new COVID related issues with planning FAMs.



# Gap Analysis



# Trip - Travel - Trade / Shows

Upcoming:

January	26-28	– IMM New York – Tony
February	11-13	– FAM - Black Diamond
February	13-16	– Outlook Forum – Tony & Ellen
February	13-17	– Go West Reno – Jonathan
March	2-10	– Scandinavia Sales Days – Jonathan
March	16-18	– Noble Visit
April	3-7	– Visit CA - Canada Sales Trip – Tony
May	17-20	– 360ViewPR in Mariposa – Tony & Jonathan
May	24-27	– California Cup (Tent) – Jonathan
June	4-8	– IPW Orlando – Ellen, Tony & Jonathan
October	3-5	– CalTravel Summit - Jonathan

Evaluating value due to current COVID situation

# Film Commission

With limited county funds, no outbound marketing investment is being made in attracting film production companies at this time

A tracing process has been implemented in AirTable to record leads. Will be asking county officials to assist in documenting

The Film Commission webpage is being updated routinely

The California Film Commission is routinely monitored for opportunities and changes in guidance

Several questions are asked regarding the Price v. Barr ruling impacts on filming in YNP and other public lands. YMCTB has been monitoring public lands and YNP website for information and changes in the permit process. In reviewing USFS and BLM websites, no language changes have been made. See YNP website for changes made here: <https://www.nps.gov/aboutus/news/commercial-film-and-photo-permits.htm#:~:text=Changes%20to%20Commercial%20Filming%20Permits,CFR%20Part%205.5%20are%20unconstitutional.>

# Traditional Sales

Meetings and Social Events will eventually return to normal, just not as soon as we'd hoped

YMCTB is waiting for Yosemite National Park and Yosemite Hospitality to set a new guidance allowing meetings and weddings to take place in Yosemite Valley. YNP generates the majority of traditional meeting and social leads to the region. With the park not allowing meetings, these leads have all but stopped. As placement inside the park is limited for many reasons, we send overflow leads to our partners

YMCTB has rebuilt and improved our traditional meeting web pages in anticipation of this reopening  
New revised Sales Sheets are being finished for all of the primary meeting locations

Weddings and significant social events will be separated in the web navigation, rather than including these segments in the meetings pages. Meetings and Social events such as weddings are very different, so the past practice of combining them diminishes the sales of both

Wedding promotions and advertising is slowing being "turned back on" through digital advertising and articles

The RFP or request for proposal has been updated. We are considering adding CVENT as a paid lead generator

All inbound leads are now being traced in AirTable

# International Marketing

YMCTB is significantly increasing our international advertising investment – despite Omicron

United Kingdom Digital Display advertising continues to perform well as noted in the previous KPI slide

Australia's Digital Display advertising started for the first time this January and we expect positive results

Germany is also being added for Digital Display and will be launched in March

Added two significant Brand USA co-op programs totaling \$40K for UK and Europe

International Sales Representation Partners - Increasing co-ops through

- MSI – Germany (CanUSA & American Unlimited)

- Atlantic Link - Scandinavia (Swansons)

- Gate7 (Visit CA Australia – silver level)

We have not engaged in trade partner co-ops with Black Diamond, as our efforts have gone to earned editorial and media outreach or direct to supplier – buyer travel trade contract efforts

# Local Event and Sponsorships

With very limited county funding, event and sponsorship budget was reduced to \$9,000 for 2021 – 2022, Vs. our traditional annual budget of \$35,000

\$3000 was awarded to the Butterfly Festival in December

We have received very few requests YTD. The Gem & Mineral Show just sent a request

Our budget this year did not allow for donations to the museums but could be adjusted based on revenues through the fiscal year

# Yosemite.com Sales

Total sales for 2021 were \$11,700

Total expense to income lead to a loss of <\$4993>

That was a significant improvement over the PY loss of <\$9710>

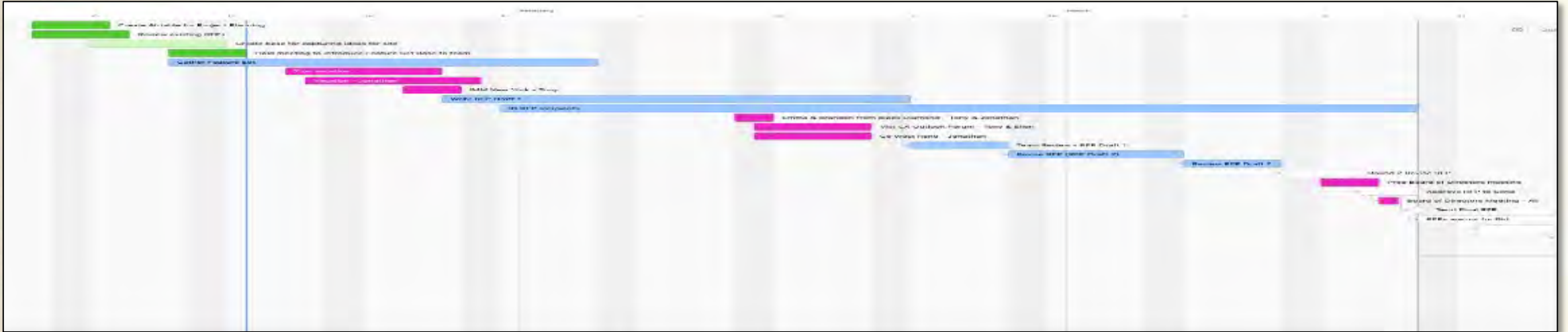
With Aaron's future efforts, YMCTB will improve our outreach to partners explaining the benefits of premium and standard business listings and placements, as well as banner advertising placements

YMCTB will review the banner and special advertising options as we replace the current Yosemite.com website. It's possible that premium locations could be added for attractions, retail or other businesses. We have very few restaurants participating at this time, so restaurants represent an advertising and revenue opportunity as well

In the overall "scheme of things", the effort to reward for Yosemite.com advertising are low. So we'll make the effort, but not to a diminishing return of time invested

# Yosemite.com Replacement Strategy

## Next steps on Yosemite.com 3.0 replacement



# Next Board Meetings

Date	Time	Location
Thursday, March 17, 2022	1:30 pm	Cedar Lodge - TBD
Thursday, May 19, 2022	1:30 pm	TBD
Thursday, August 18, 2022	1:30 pm	TBD
Thursday, October 20, 2022	1:30 pm	TBD



**Thank You!**

