



CITY OF LOMPOC
LOMPOC VALLEY CHAMBER OF COMMERCE
& VISITORS BUREAU

AGREEMENT FOR TOURISM PROMOTION AND
BUSINESS ASSISTANCE SERVICES
FISCAL YEAR 2018

REPORT
For period of July 1, 2018 – December 31, 2018

CHAMBER / CITY CONTRACT REPORT

Period of July 1, 2018 – December 31, 2018

Chamber Reporting Requirements:

The reports shall be presented in a form determined by CITY. The reports shall, at a minimum, document the activities performed by CHAMBER during the reporting period and will specifically address the following:

- I. Visitor Traffic Information:
a. Number of Walk-ins,

Month	Visitors
July 2018	255
August 2018	316
September 2018	241
October 2018	261
November 2018	230
December 2018	245
Total	1548

- b. Number of Calls, 1,010 (7 per day on average)
c. Number of Mailings,
i. 14 visitor packets mailed at the direct request of potential visitors
ii. 376 visitor packets mailed as a result of magazine ads
iii. 12 relocation packets distributed locally and mailed to potential residents
d. Number of Visitor Materials Distributed:
i. 1500 pieces of visitor material were distributed to local hotels, tasting rooms and other sites the beginning of the following reporting cycle.

- II. Website Analytics:
a. Top five Countries,

Country	Page Visits
USA	72,345
Russia	5,839
Canada	3,215
Ukraine	3,136
China	2,289
Total	86,824

- b. Top five Pages,

Page Name	Page Visits
Home Page	51,464
Visit	3,000
About Us	1,593
Board of Directors	1,489
Membership	1,001
Total	58,547

c. Top five Downloads,

Document Name	Downloads
Flower Tour Map	1,277
Heritage Walk	1,049
Military Discounts	493
Wine Trail Map	397
August Newsletter	319
Total	3,535

d. Number of Hits,

Month	Hits
July 2018	120,056
August 2018	101,527
September 2018	89,395
October 2018	93,547
November 2018	103,337
December 2018	73,368
Total	581,230

e. Number of Unique Visitors;

Month	Unique Visitors
July 2018	6,729
August 2018	6,121
September 2018	4,441
October 2018	5,033
November 2018	4,784
December 2018	3,691
Total	30,799

III. Social Media:

- a. Summary of any promotions to increase reach,
 - i. Social Media Posts for Old Town Market
 1. 8 Posts were made collecting:
 - a. 18,319 views
 - b. 1,556 engagements
 - c. 142 shares
 - ii. Social Media Posts for Chamber Mixers
 1. Mixers hosted by Guild Mortgage/Fiddlehead Cellars, Lompoc Theater Project, Montemar Wines, and Lompoc District Library Foundation:
 - a. 11,915 Views
 - b. 742 Engagements
 - c. 70 Shares
 - iii. Social Media Posts for Business Connection Events
 1. Annual Awards Dinner and Meet the City Manager, State of City Parks, and Meet the YLLV Class luncheons:
 - a. 9,997 Views
 - b. 741 Engagements
 - c. 35 Shares

- iv. Social Media Posts for Ribbon Cuttings
 - 1. Ribbon Cuttings at 5 locations:
 - a. 11,367 Views
 - b. 598 Engagements
 - c. 56 Shares
- v. Social Media Posts for Old Town Market’s “Season of Celebration”
 - 1. Scarecrowfest, Old Town Trick or Treat, and Holly Jolly Jubilee:
 - a. 25,193 Views
 - b. 4,296 Engagements
 - c. 207 Shares

- b. Facebook – Number of Likes,
 - i. Lompoc Valley Chamber of Commerce & Visitor’s Bureau page:
www.facebook.com/lompocvalleychamber

Month	Page Likes
July 2018	1,961
August 2018	1,978
September 2018	1,980
October 2018	2,003
November 2018	2,026
December 2018	2,036
Total	11,984

- i. Visit Lompoc Valley page www.facebook.com/VisitLompocValley

Month	Page Likes
July 2017	1,123
August 2017	1,128
September 2017	1,132
October 2017	1,132
November 2017	1,135
December 2017	1,133
Total	6,783

- c. Instagram – Number of Followers, 1,789
- d. Pinterest – Number of Followers, 134, Monthly Viewers, 598

- IV. The number of advertising placements made; 3
 - a. 2 Advertisements in the Antelope Valley Press
 - b. Annual Ad in VAFB “My Base Guide” - Marcoa Publishing

- V. Detailed descriptions of events coordinated and managed by CHAMBER;
 - a. Continued to provide marketing support for the Mural Society, Lompoc Pops Orchestra, Lompoc Civic Theatre, Lompoc Concert Assn., Lompoc Music Assn., Lompoc Valley Master Chorale, Lompoc Valley Historical Society, Lompoc Museum, La Purisima Mission, Lompoc Hospital Foundation, City of Lompoc Parks, Recreation & Urban

Forestry Dept. events and facilities, Lompoc Family YMCA, Lompoc Boys and Girls Club, Piper Cub Fly-in, VAFB recreation programs.

- b. Provided business networking opportunities through luncheons, ribbon cuttings, and after-business-hours mixers.
- c. Continued to facilitate Leadership Lompoc Valley and Youth Leadership Lompoc Valley programs.
- d. Continued support of VAFB through the Chamber's Military Affairs Committee and the VAFB annual awards, annual military appreciation BBQ, dinners and a variety of other military programs and newcomer's briefings.
- e. Maintained activity in the Federal Correctional Complex (FCC) Community Relations committee.
- f. Continued to assist with planning and coordination of the Shop Lompoc Shop Small and Sip Lompoc events.

VI. The number of small business seminars conducted;

N/A – Customer Service Workshop are set to begin in March 2019.

VII. A comprehensive budget including a detailed and itemized list of expenses that have been charged against the monthly payment received by CITY and CHAMBER's contribution to the expense item.

Chamber Contribution	CITY	TOTAL
Business Assistance Services	\$8,307.72	\$10,881.03
Postage	\$ 400.00	\$ 741.68
Salaries/Taxes/Benefit	\$30,000.70	\$73,083.43
Operations	<u>\$15,291.58</u>	<u>\$42,280.75</u>
TOTAL	\$54,000	\$126,986.89