

VISIT MENDOCINO

June 2026 VFB Meeting

Stats

- **April Social Media Generated / VMC Ads via Facebook and Instagram – See Attached**

News

- **VMC has brought PR in-house and hired Melodie Hilton as our Director of Public Relations**
- **Recent Give-Away promo increased email sign-ups by approximately 17,000 new subscribers** (*numbers show in World Cup eblast*)
- **VMC ran a paid digital ad promoting Spring & Summer events which included events happening in Fort Bragg** (*including upcoming July 4th events*)

MailChimp eBlasts

Celebrating Film (sent 5/6)

Included links to:

- BookDirect

40,126 delivered

Open Rate: 5.6% (opens 2,249; total opens 3,193) *down from previous eblast*

Unique opens: 9.2%

Per MFF Director, about 30% of attendees were not local

Note: One of the venues for MFF was Coast Cinemas

RESENT Celebrating Film Data (sent 5/9)

7,770 delivered

Open rate: 10.4% (opens 806; total open 1,098)

Unique opens: 6.0%

World Cup – Extra Time (sent 5/26)

Theme: Escape from crowds during World Cup

Included links to:

- The Inn at Newport Ranch
- The Beachcomber Motel
- Bainbridge Park
- CV Starr Aquatic Center
- Spring & Summer Events
- BookDirect

Mentions – no links for:

- The Wharf
- North Coast Brewing
- Tall Guy Brewing

56,538 delivered

Open Rate: 6.7% (opens 3,804; total opens 5,511)

Unique opens: 8.6%

June Pride & More Events (sent 6/1)

Theme: Pride events in Mendocino County + June events

Included links to:

- Mendocino Coast Botanical Gardens
- Fort Bragg Pride (*had to link to VMC event page as nothing on VFB site*)
- BookDirect
- All Events

56,093 delivered

Open Rate: 6.7% (opens 3,753; total opens 5,337)

Unique opens: 5.7%

Media

Visiting media:

- Four groups of 2-3 guests each (over next 3 months), with Fort Bragg scheduled and suggested activities including:
 - Skunk Train
 - Botanical Gardens
 - Grey Whale Inn Stay
 - Noyo Harbor Inn Dinner
 - Princess Seafood
 - Tall Guy Brewing
 - Huck's Sliderhouse
 - Schnaubelt Distillery
 - The Wharf Restaurant
 - Mendocino Cove Stay
 - Jug Handle State Natural Reserve
 - Noyo Harbor Walk-About
 - Fort Bragg Mural Walk