TODAY’S AGENDA

- Scott Wintner, Deputy Director of Communications, Mineta San Jose International Airport (SJC)
- Update – CVB
- Update – Palo Alto Partners
- Q&A
- Adjourn
TODAY’S SPEAKER

Scott Wintner
Deputy Director,
Marketing & Communications
Mineta SJC International Airport
SJC’s Positive Growth Trend

21 Year Average Growth Rate = +3.42%
Visible Changes
New Signs & Procedures
Please wear face covering inside SJC
A POLYNESIAN RESTAURANT...
LOosen your tie and enjoy a Mai Tai.
Scaled Amenities
New Signage & Procedures

High-Tech, Deep(er) Cleaning
Working Together
Scott Wintner
Deputy Director of Aviation
(408) 392-3690  swintner@sjc.org
Please Join Us

**Wednesday, July 8th at 9:00 AM**

For a Palo Alto Focused
Bureau Update &
Reopening Discussion!

To RSVP please contact Bureau Sales Team Member:
Karla Najera
Karla@visitmcsv.com
(650) 438-3174

Or RSVP online at: paloaltpupdate.eventbrite.com

San Mateo County/Silicon Valley Convention & Visitors Bureau
111 Area Blvd, Suite 410 | Burlingame, CA 94010
www.visitsmcsv.com
Earlier this year, we purchased an ad placement in the 2020 Destination Palo Alto Visitors Guide.

We promoted the outdoor beauty of Palo Alto and the surrounding areas.

We also promoted our new microsite: www.ExplorePaloAlto.com
BUSINESS OF THE BUREAU

• Assessment suspended for Q2; deduced by 50% for Q3 and Q4.

• Staffing restructure: 3 positions eliminated; staff pay reduction; all expenses evaluated: reduced/eliminated.

• Our support of Palo Alto Visitors Center unchanged.
TRANSITION TO ONLINE COMMUNICATIONS

13

Number of blogs curated since the “Shelter in Place” order. Partners mentioned include Gamble Garden, Cantor Arts Museum, Vina Enoteca, Arastradero Creek Loop, Baylands Nature Preserve and downtown Palo Alto.

8

Number of educational webinars hosted by our CVB since April 29. Topics have provided updates on airlines and travel industry, wellness, marketing efforts, industry updates and more.
TRANSITION TO ONLINE COMMUNICATIONS

9

Number of Instagram LIVES hosted by our CVB. Businesses featured include Gamble Garden, Nobu Restaurant Palo Alto, Filoli, Del’Oliva, Pie Ranch, among others. IG LIVES can be watched again on our IGTV Channel.

1

Number of Facebook LIVES hosted by our CVB. Our first episode launched on June 1 and featured the Beach House Hotel in Half Moon Bay. We discussed the hotel’s reopening process and safety guidelines. Episode can be watched again on our Facebook page.
Number of Partner Portal Training sessions offered since the start of the Shelter in Place order. These complimentary training sessions showed partners how to access the Partner Portal, how update their records, edit their online listings, add events, and more.
INDUSTRY ADVOCACY

- **February 25**, Met with Congresswoman Anna Eshoo in Washington D.C. office; providing updates how crisis is affecting tourism

- **April 16**, Board Call with Congresswoman Jackie Speier

- **April 30**, Board Call with State Senator Jerry Hill

- **June 12**, CEO invited to present State of Industry to San Mateo County Executives

- **June 17**, Board Call with San Mateo County Supervisor Dave Pine

- CVB participated in Phase 2 reopening committee discussions with City of Palo Alto and San Mateo County.

- Participated in Palo Alto outdoor dining committee.

- Finalizing date with Santa Clara County Supervisor Joe Simitian.
On April 29, our CVB formed a new working committee to establish and implement sanitation best practices. The task force is made up of members representing establishments in the hotel, restaurant, retail, museum, and attraction sectors.

Resources page is still up and contains updated information in regards to reopening guidance, protocols, etc.

Learn More >>
WELCOME BACK!

- Created landing page welcoming visitors back to our destination containing information in regards to reopening phases, businesses that have reopened, resources, and more. Learn More>>

WE ARE REOPENED AND READY FOR YOUR VISIT, WE'VE MISSED YOU!

As the San Francisco Bay Area continues to move forward in the reopening process, the safety and security of our residents and visitors remain our top priority. Local hotels, restaurants, attractions, and other businesses in San Mateo County and Palo Alto understand the importance of following commercial sanitation and safety protocols, and all have been working extremely hard in order to reach these goals.

As a destination, we are committed to continuing to work closely with local government agencies to stay informed and in compliance with health and safety orders to prevent the spread of this disease. In addition, local businesses have begun a pledged to be "Reopened & Ready".

Together, we’re committed to "Reopened & Ready" to welcome YOU back!
Our CVB has been sending weekly emails to make sure our partners have the most up-to-date information.

Yesterday, we sent out a “Message from our CEO” email detailing the latest information about Santa Clara County’s reopening plans, among other updates.
SPREADING THE MESSAGE

• Our CVB has started spreading the word about our county’s reopening on our social media channels including Facebook, Instagram, Twitter and LinkedIn, in addition to our Visitors Newsletter.
Last month, our meetings and conventions sales team sent out a soft communication to our meeting planner database letting them know that meetings of 50 people or less are now allowed.
RESUMING ONLINE ADVERTISING

- We’ve been working with our website provider (Simpleview) in ways to better promote our “Reopened & Ready” Campaign.
- We’re finalizing a strategy to resume online paid advertising.
- Some of the campaigns being discussed revolve around the idea of Staycations, Workcations and Nearcations.
A DESTINATION UNITED

• The goal is to unite our destination with one direct message – We are “Reopened & Ready” to welcome back visitors!

• Let people know about our local businesses’ efforts to follow and implement commercial sanitation and safety protocols.

• Create trust between our destination and future visitors.

• Advertise and promote our destination to welcome back leisure and tourism travel.

• Provide business partners with a ToolKit to market their efforts and commitment to be "Reopened & Ready" to welcome visitors back.
As San Mateo County & Silicon Valley business owners we **PLEDGE** to:

- Use face coverings
- Ensure hand sanitizer is readily available
- Practice and encourage physical distancing
- Follow CDC cleaning protocols
- Continuously innovate to reduce touch points
- Provide our staff with COVID-19 awareness training

Take the PLEDGE at:
[www.ReopenedandReady.com](http://www.ReopenedandReady.com)
HOW TO TAKE THE PLEDGE?

STEP 1 – Businesses will take the pledge at www.ReopenedandReady.com

STEP 2 – Our CVB will be notified and will add business to running list of pledge-takers on our website. View More >>

STEP 3 – Businesses will download the ToolKit and take advantage of the marketing collateral being offered.

STEP 4 – Continue to spread the word to other businesses that could benefit from this campaign.
THE TOOLKIT – WHAT’S INCLUDED?

Print Materials Include:

- 5.5x2.5 “We took the Pledge” window cling
- 11x8.5 “We took the Pledge” flyer
- 11x17 “We took the Pledge” poster
- 8.5x11 “Take the Pledge” flyer

Social Media Materials Include:

- “We took the Pledge” posts tailored for Facebook, Instagram, Twitter and LinkedIn.
- Posts listing all pledge commitments tailored for Facebook, Instagram, Twitter and LinkedIn.
CAMPAIGN CONTINUES TO GAIN TRACTION

• Signups thus far include:
  - SAMCEDA + 9 Chambers of Commerce
  - 62 – Hotels and Restaurants
  - 44 – Attractions and general businesses
1. Make sure your online listing on our website is updated with current information about health and safety measures you’re taking such as new sanitation protocols, certificates achieved, etc.

2. Let our CVB know if you are offering any special accommodations such as outdoor dining, facemasks for customers, single-use menus, etc.

3. Use the marketing collateral inside the ToolKit to promote your pledge on social media. Make sure to tag us, use hashtag #ReopenedandReady and follow our CVB’s social media channels: @visit_smc_sv.
WE WANT TO PROMOTE YOU!

If any of you are interested in sharing how you’re business is “Reopened and Ready” to welcome back visitors on social media, please let us know!

We can help you spread the word by hosting a LIVE session on Facebook and/or Instagram.

If you would like to be featured, please contact Juan Camero at juan@visitsmcsv.com.
UPCOMING WEBINARS

“Leveraging your Social Media during Reopening”
We will be joined by Jock Breitwieser with Social Sellinator to discuss ways to take advantage of social media during reopening.

Wednesday, July 15th
11:00 AM – 12:00 PM
RSVP >>

“Public Relations Refresher - Is your Public Relations Crisis Plan up to Date?”
Join us to hear from special guest speaker Sam Singer from Singer Associates, Inc., San Francisco’s top public relations and communications firm.

Wednesday, July 29th
11:00 AM
More details coming soon.
UPCOMING FACEBOOK LIVE

“Reopened & Ready Series with Seaport Conference Center”

We will be going live on Facebook with the Seaport Conference Center in Redwood City. We will be discussing the center’s new safety guidelines and protocols in regards to booking meetings and events.

Wednesday, July 22\textsuperscript{nd}
11:00 AM

More details coming soon.
TAKE THE PLEDGE!

www.ReopenedandReady.com
THANK YOU FOR JOINING US!

ADDITIONAL QUESTIONS?

Please contact Nova Maldonado at Nova@visitsmcsv.com.