

# REPORT CARD



	2018P	Change
<b>VISITOR SPEND</b>	<b>\$1.1</b> <small>BILLION</small>	<b>+26.1%</b>
<b>OVERNIGHT &amp; DAY VISITORS</b>	<b>3,060,110</b>	<b>+14.4%</b>
<b>EMPLOYEE EARNINGS</b>	<b>\$291</b> <small>MILLION</small>	<b>+5.8%</b>
<b>JOBS</b>	<b>8,830</b>	<b>+3.2%</b>
<b>STATE &amp; LOCAL TAXES</b>	<b>\$44.9</b> <small>MILLION</small>	<b>+26.0%</b>

# VISITORS



**LODGING REVENUE**

2018P

**\$117** MILLION

Change

**+23.16%**

**OVERNIGHT VISITORS**

**1,520,050**

**+16.09%**

**DAY VISITORS**

**1,540,060**

**+12.79%**

**TOTAL VISITORS**

**3,060,110**

**+14.4%**

# TOP PERSONAS

## OUR OVERNIGHT VISITOR



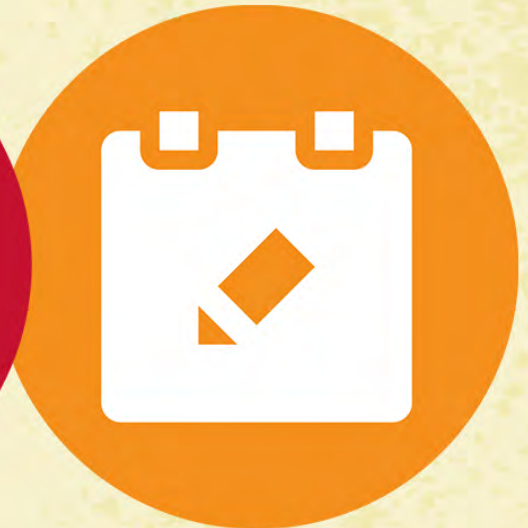
**STAY THE  
NIGHT**



**WINE  
FOCUSED**



**LOOKING TO  
TRAVEL**



**EVENTS &  
EXPERIENCES**

# TOP PERSONAS



## EXPERIENCE SEEKER

- 36-50 years old
- Professionals, established in career
- Double income, no kids
- HHI \$200K+, high disposable income
- **6+ trips per year**
- Immersive travel experiences
- Looks at reviews, recommendations from experts and friends
- Desired experience: Leisure and culture; Me time

# TOP PERSONAS



## ADVENTURE SEEKER

- 25-35 years old
- Moving up in their career
- No family or very young family
- HHI @ \$100K+
- **6+ trips per year, 2-3 trips around authentic experiences**
- Frequently travels with other individual travelers
- Active on social media, spends time and money on interests
- Desired experience: Culture and adventure; motivation

# TOP PERSONAS



## DREAM TRIPPER

- 51-65 years old
- HHI @ \$150K+
- Couples traveling together; sometimes with friends
- **8+ trips per year, 2 big vacations and 6 getaways including visiting family**
- Lots of planning, includes tours and package options
- Not highly engaged in social media, loyal to associations
- Desired Experience: Leisure and culture; storytelling

## WEBSITE INCREASE



## VISITORS



# 83.1 MILLION

MARKETING IMPRESSIONS

Digital

68.7M

Print

3.2M

Social

11.2M

**LOVE**  
**30**  
*Temecula*  
Celebrating 30 Years  
1989 ♥ 2019



*Temecula*  
The Heart of Southern California  
Wine Country

*City of  
Temecula  
2019 Update*



**Aaron Adams  
City Manager**



# Public Safety

**LOVE**  
Temecula  
Celebrating 30 Years  
1989 ♥ 2019



# Public Safety

**LOVE**  
*Temecula*  
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1989 ♥ 2019



# Public Safety

**LOVE**  
Temecula  
Celebrating 30 Years  
1989 ♥ 2019



# Infrastructure

**LOVE**  
Temecula  
Celebrating 30 Years  
1989 ♥ 2019



# Infrastructure



## FY19-20

- Meadowview Loop (Del Rey, Via Norte, Avenida Barca, Pina Colada)
  - Rancho Vista (Paseo Goleta to Butterfield)
  - Enterprise Circle West
  - Enterprise Circle South
  - Rider Road
  - Commerce Center Drive
  - Ynez Road
  - Pauba Road
- La Serena
  - Solana
  - Moraga
  - Yucon

## REPAVE



# Infrastructure

**LOVE**  
Temecula  
Celebrating 30 Years  
1989 ♥ 2019



# Infrastructure



Butterfield Stage  
to be Widened

# Infrastructure

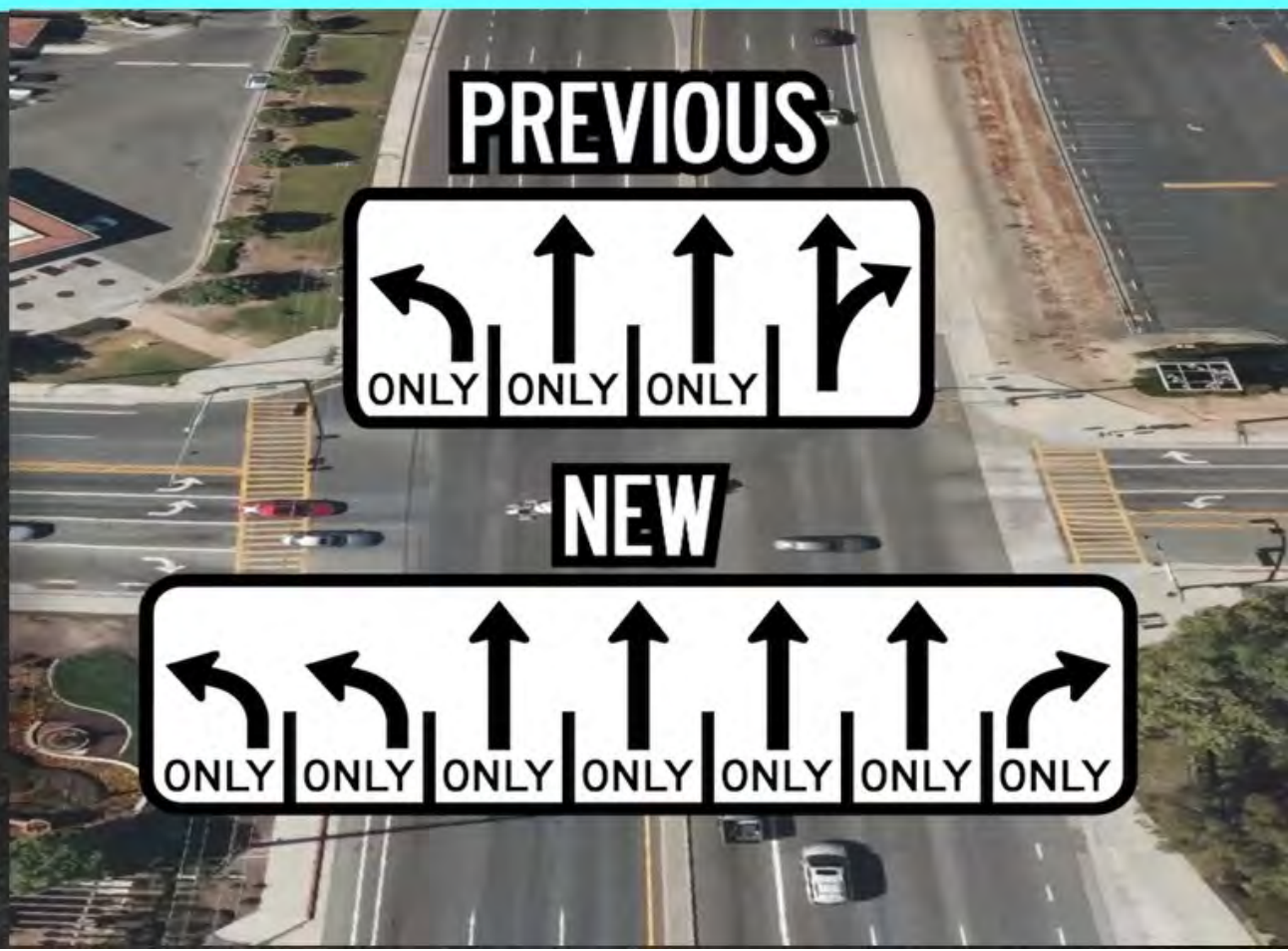
**LOVE**  
*Temecula*  
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1989 ♥ 2019





# Infrastructure

Nicolas &  
Winchester  
to be expanded



# Infrastructure



Nicolas Road  
to be paved &  
extended



# Infrastructure

New sidewalks recently completed

- 5<sup>th</sup> St (Old Town)
- Mercedes (Old Town)
- 6<sup>th</sup> St (Old Town)
- Ynez Rd
- Ridge Park Dr

**NEW**

**BEFORE**

**AFTER**

# #2 Infrastructure

Wood Planks  
to be replaced with  
Wood-like stamped  
decorative concrete



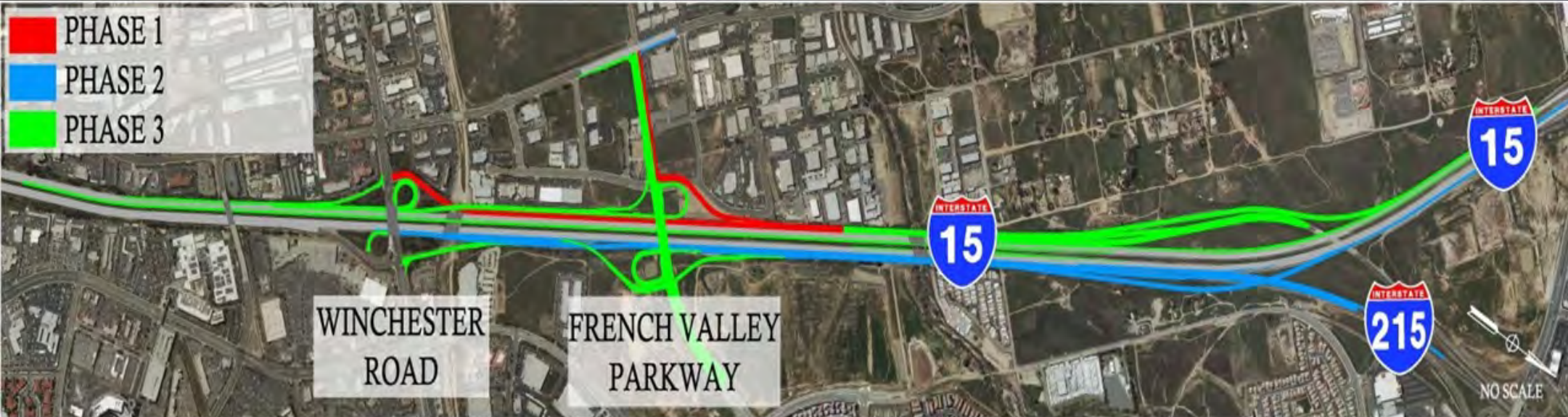
# Interstate 15



- Southbound I-15 New Lane (Auxiliary), Winchester to Rancho Cal to Temecula Pkwy (\$14.2M)
- Northbound I-15 New Lane (Auxiliary), Temecula Pkwy to Rancho Cal to Winchester Rd (\$10.3M)
- Widen On-Ramps with Install of Ramp Meters, Rancho Cal (\$5.6M)



# Interstate 15



## PHASE 2

**Construct 2 northbound I-15 collector/distributor lanes from Winchester Road to north of I-15/215 Junction**

# Interstate 15

**LOVE**  
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Celebrating 30 Years  
1989 ♥ 2019



# Interstate 15





# Palomar- New Facade

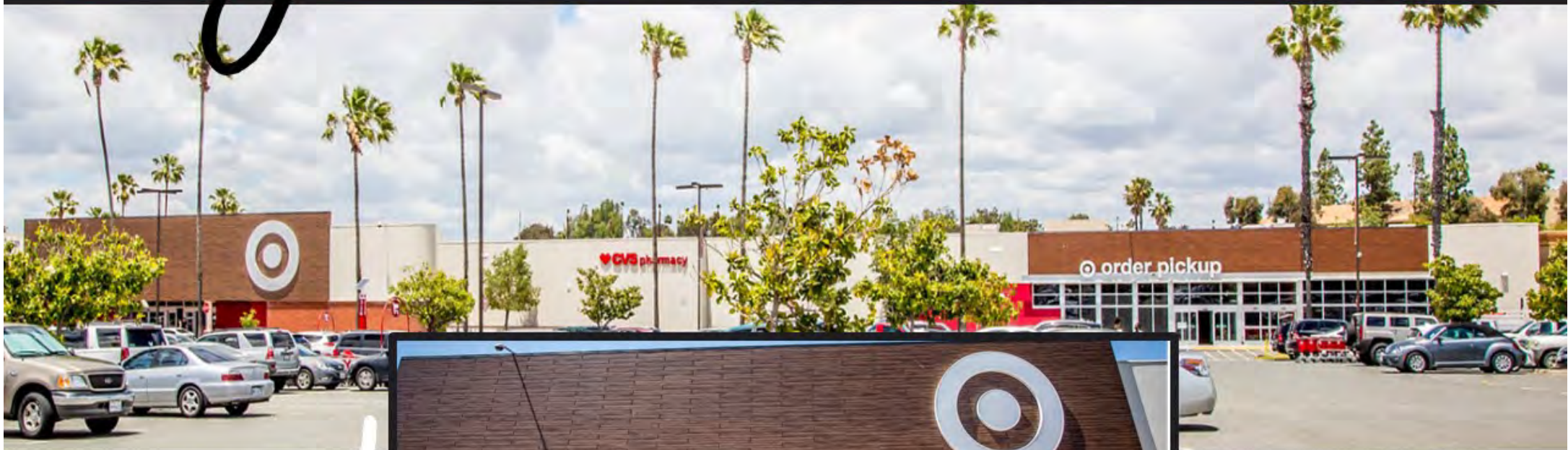
**LOVE**  
*Temecula*  
Celebrating 30 Years  
1989 ♥ 2019

*in progress*



# Target- New Facade

**LOVE**  
*Temecula*  
Celebrating 30 Years  
1989 ♥ 2019



*gone!*



# Oscar's Brewery

**LOVE**  
Temecula  
Celebrating 30 Years  
1989 ♥ 2019



## In Plan Review



# At Home

**LOVE**  
*Temecula*  
Celebrating 30 Years  
1989 ♥ 2019



# Round 1

**LOVE**  
*Temecula*  
Celebrating 30 Years  
1989 ♥ 2019



*Open!*

# Cheesecake Factory



The  
Cheesecake  
Factory®

The Cheesecake Factory is pumped for the opening of its Temecula restaurant on Nov. 20



Open!

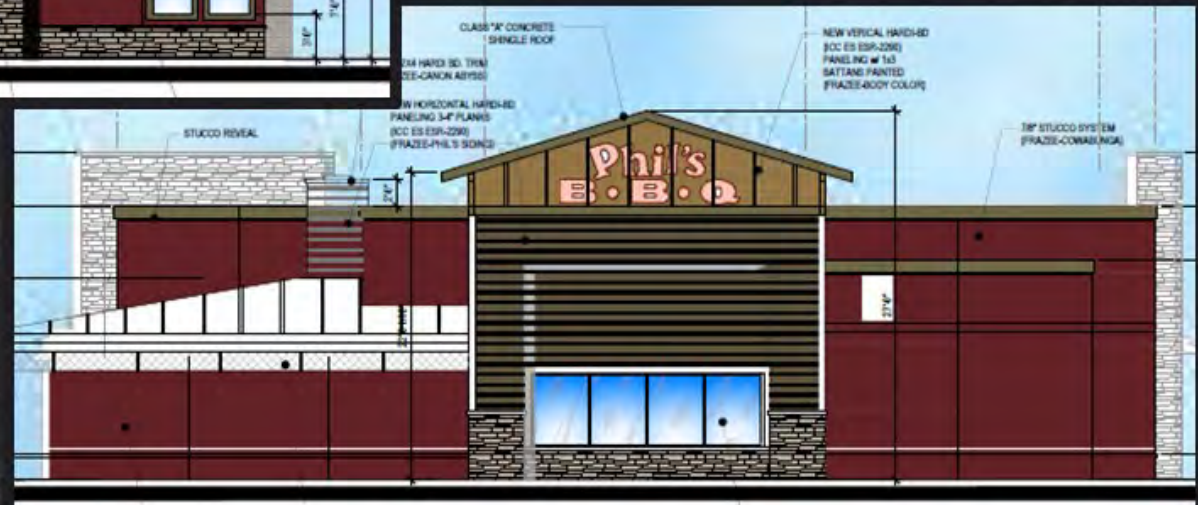


# Phil's BBQ

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Celebrating 30 Years  
1989 ♥ 2019



*In Plan Review*



# Raising Canes

**LOVE**  
*Temecula*  
Celebrating 30 Years  
1989 ♥ 2019



Open!



# Temecula Parkway

**LOVE**  
*Temecula*  
Celebrating 30 Years  
1989 ♥ 2019



Open!



# Old Town Front Street

**LOVE**  
*Temecula*  
Celebrating 30 Years  
1989 ♥ 2019

*In Progress!*



# Old Town Front Street

**LOVE**  
30  
*Temecula*  
Celebrating 30 Years  
1989 ♥ 2019

*In Progress!*



# New Facade-Entire Block!

**LOVE**  
*Temecula*  
Celebrating 30 Years  
1989 ♥ 2019

*In Progress!*



# Stampede- New Facade

**LOVE**  
Temecula  
Celebrating 30 Years  
1989 ♥ 2019

Approved!







INSTAGRAM @COOKHOUSEATVAILHQ

# Lexus of Temecula Valley





# New Hotels

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1989 ♥ 2019



# New Hotels

**LOVE**  
*Temecula*  
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1989 ♥ 2019



# New Hotels



**Hilton  
Garden Inn**



**Jefferson/Winchester  
(Name TBD)**



**Staybridge  
Suites**

# Forbes Travel Guide!



*Pechanga!*



RECOMMENDED

VERIFIED LUXURY

**Forbes** ★ ★ ★ ★ ★  
TRAVEL GUIDE

*Wine Enthusiast!*



WINE ENTHUSIAST

**10 BEST**

**WINE TRAVEL**

**DESTINATIONS 2019**

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Temecula, CA

**Household Income  
\$116,000**

**# 1 Riverside County  
# 35 in Nation  
for  
“Most Prosperous Cities in U.S.”**

**Top 8%  
Retail Sales  
in State**



**The Most Prosperous Cities  
in the U.S.**

© May 16, 2019 #10 Min Road



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**30**  
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1989 ♥ 2019



*Temecula*  
The Heart of Southern California  
Wine Country

*City of  
Temecula  
2019 Update*



**Aaron Adams  
City Manager**





# County of Riverside Travel Impact

	<b>2018</b>	<b>Change</b>
Direct Spending	<b>\$8.44B</b>	<b>+6.5%</b>
Tourism-related Jobs	<b>82,460 Jobs</b>	<b>+3.4%</b>
Local Tax Receipts	<b>\$264.6M</b>	<b>+6.7%</b>
State Tax Receipts	<b>\$401.2M</b>	<b>+12.1%</b>

# IDYLLWILD: JAZZ IN THE PINES



# LAKE ELSINORE AND HEMET: POPPIES



# RIVERSIDE: FESTIVAL OF LIGHTS



A nighttime photograph of a resort entrance. A central walkway leads to a fountain, flanked by tall palm trees illuminated from below. The scene is reflected in a pool of water in the foreground. The sky is a deep blue, and the resort buildings in the background are lit up.

PALM SPRINGS  
RESORTS AND  
SPAS

# COACHELLA AND STAGECOACH



A scenic view of a mountain landscape with a yellow and black aerial tramway cabin suspended from a cable. The cabin is positioned in the center-left of the frame, with a large pine tree on the left and a rocky slope on the right. The background shows a vast valley with rolling mountains under a clear sky. The text "PALM SPRINGS: AERIAL TRAMWAY" is overlaid in a blue, serif font on the right side of the image.

**PALM  
SPRINGS:  
AERIAL  
TRAMWAY**



# FILM RIVERSIDE COUNTY

CONCIERGE CLASS SERVICE FOR THE ENTERTAINMENT INDUSTRY

RIVERSIDE COUNTY  
FILM COMMISSION



Dramatization. Professional Driver. Closed Course. Do Not Attempt.



# Visit Temecula Valley State of Tourism





# John Kelliher

***Co-founder***

Grapeline Wine Tours

***Commissioner***

Visit California

# TOURISM IS BOOMING



# 9 YEARS OF GROWTH



Source: Dean Runyan

A scenic landscape featuring a large blue hot air balloon basket in the foreground with a man and a woman inside. Below them, a town with a prominent church tower and red-tiled roofs is visible. In the distance, another hot air balloon with a yellow and blue pattern is floating in the sky. The background shows rolling hills and a clear blue sky with light clouds.


2018 TRAVEL-RELATED SPENDING

**\$140.6 billion**



2018 STATE & LOCAL TAX REVENUE

**\$11.8 billion**



2018 TOURISM EMPLOYMENT

**1.2 million**



## California's Top Export

**\$28.3 Billion**

International Visitor  
Spending

\$20.6 Billion  
Agriculture

\$7.3 Billion  
Civilian Aircraft

\$6.96 Billion  
Voice/Image/Data Equipment

\$5.5 Billion  
Non-industrial Diamonds

\$3.3 Billion  
Electrical Machines





**TRAVEL MATTERS  
TO TEMECULA VALLEY**

A light blue outline map of California is centered on a dark blue background. The map shows the state's geographical shape and internal county boundaries.

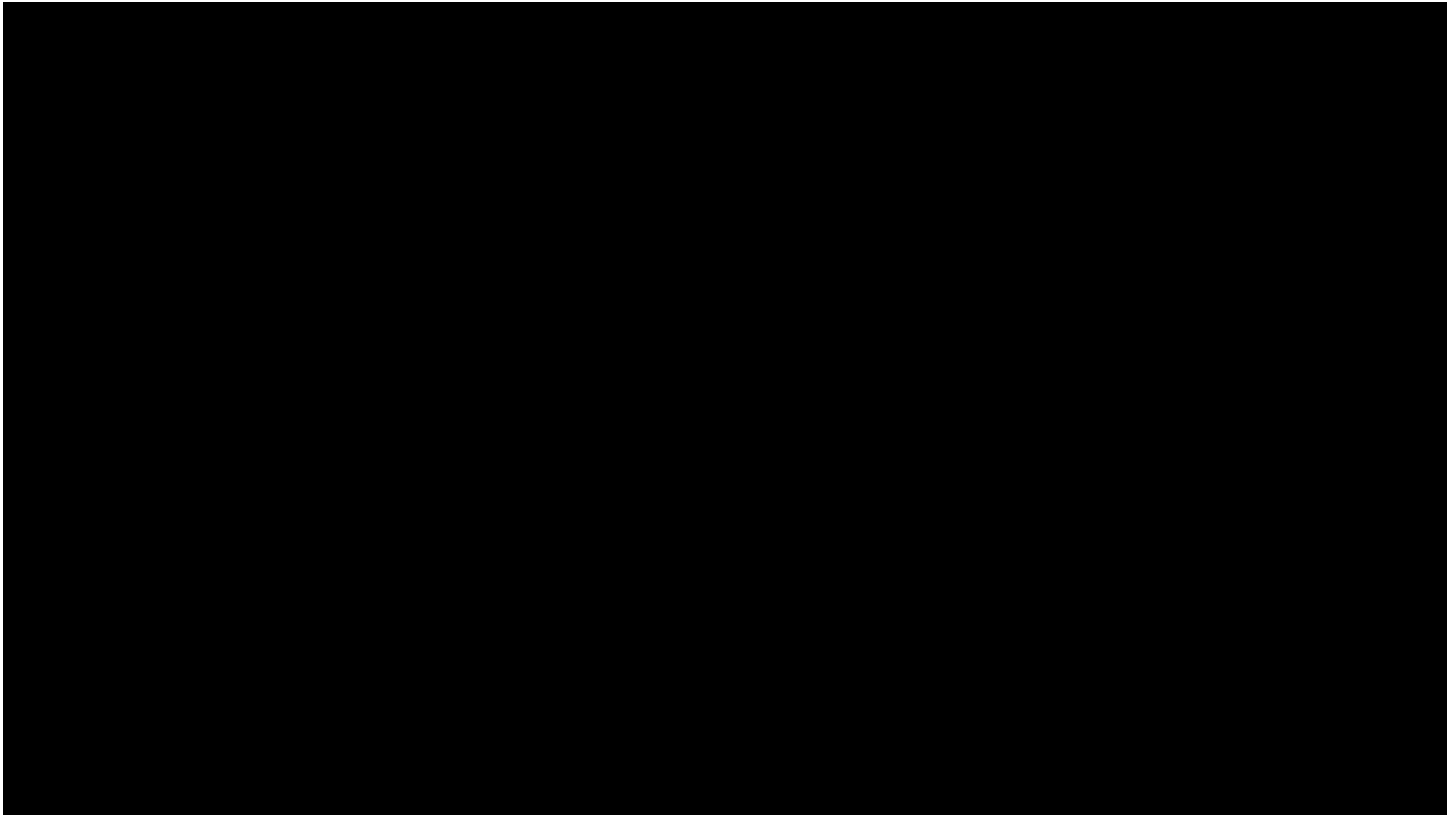
California  
dream  
big

FY18/19

# Global investments











33 Million Followers







CALIFORNIA

101

TEMECULA

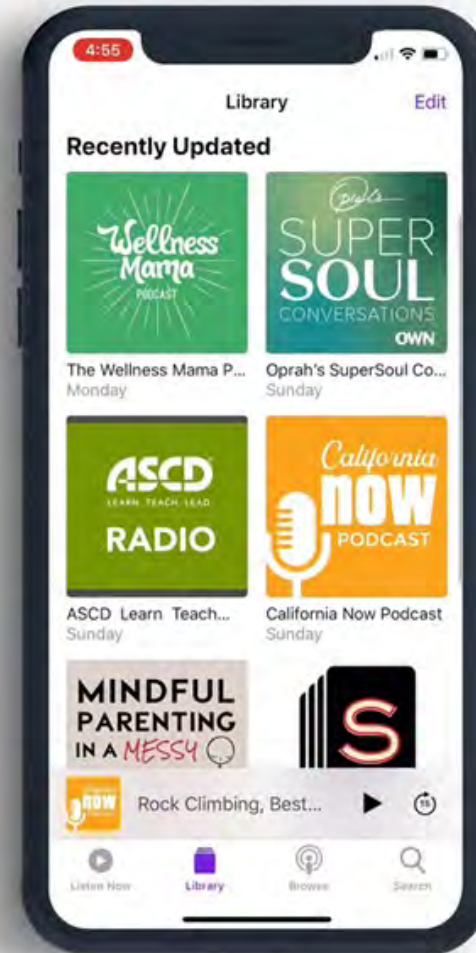
5 AMAZING  
THINGS



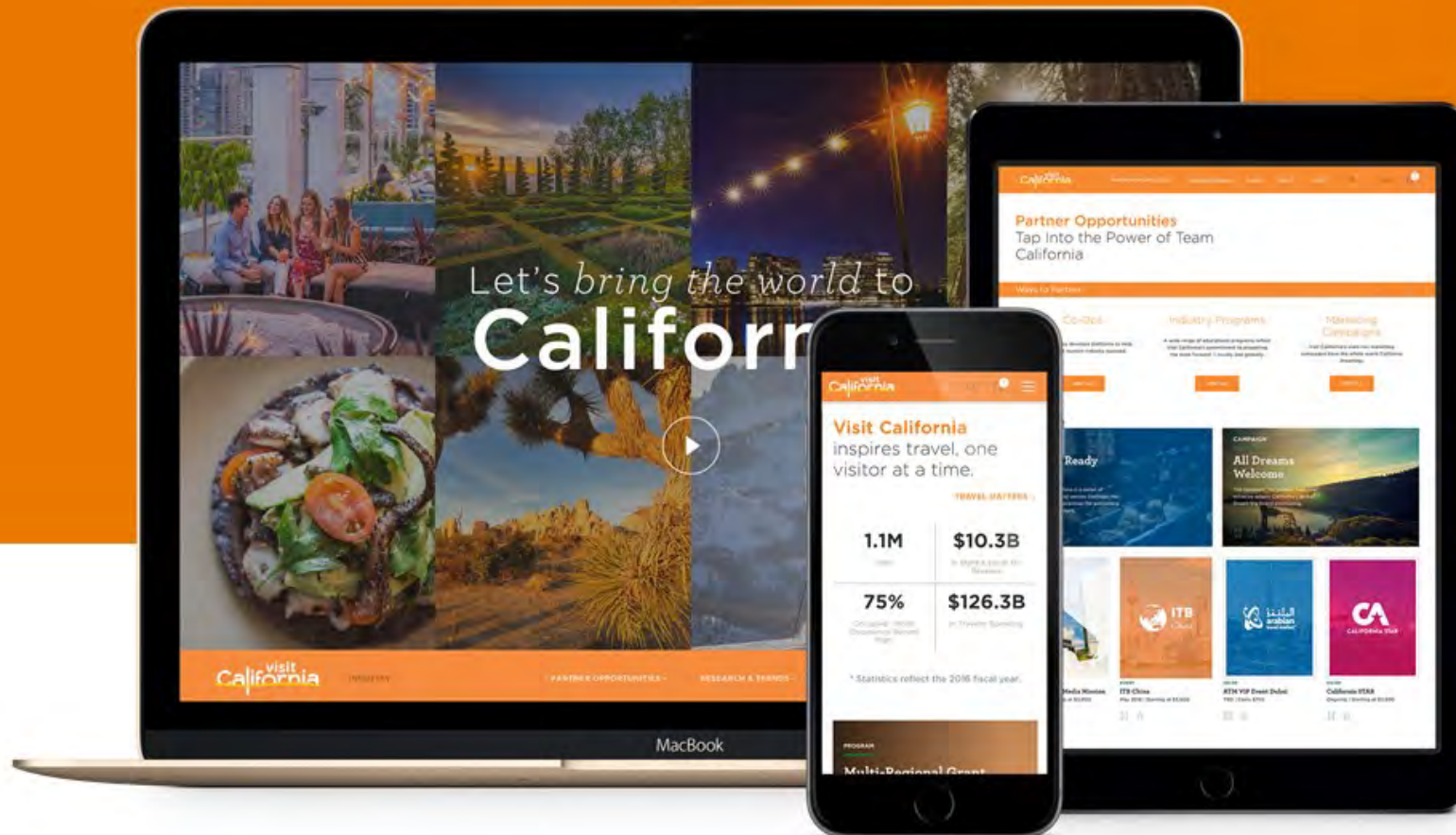


**20** Episodes  
**55K** Unique Listens

**100 +**  
Locations Covered



# industry.VisitCalifornia.com





# SWCLC

**Southwest California  
Legislative Council**

**A Regional Business Advocacy Coalition  
Since 2004**

[Southwest Riverside Country  
Association of Realtors](#)

[Metropolitan Water District of Southern California](#)

[Elsinore Valley Municipal Water District](#)

[CR&R Waste Services](#)

[Abbott Vascular](#)

[Southern California Edison](#)

[The Gas Company](#)

[Temecula Valley Chamber of Commerce](#)

[Murrieta/Wildomar Chamber of Commerce](#)

[Lake Elsinore Valley Chamber of Commerce](#)

[Menifee Valley Chamber of Commerce](#)

[Southwest Healthcare Systems](#)

[Temecula Valley Hospital](#)

[EDC of Southwest California](#)

**The Murrieta Temecula Group**

## **Legislative Update**

6/20/2019

- **AB 71 (Melendez) Employment standards: independent contractors and employees.**
- **AB 161 (Ting) Solid waste: paper waste: electronic proofs of purchase.**
- **AB 196 (Gonzalez) Paid family leave. Redefines to 100% of wage payment up to 6 weeks**
- **AB 547 (Gonzales) Janitorial workers: sexual violence and harassment prevention training.**
- **AB 1387 (Wood) 12 month fishing license**
- **SB 58 (Wiener) Alcoholic beverages: hours of sale.**
- **SB 142 (Wiener) Lactation Accommodations**
- **SB 264 (Glazer) Wineries: Second Tasting Room**
- **SB 313 (Hueso) Circus Ban**
- **SB 448 (Borgeas) Volunteers: Small Wineries**
- **SB 449 (McGuire) Pierces Disease extension**
- **SB 736 (Umberg) Creative Economy Task Force**

**AB 5 (Gonzales) Worker status: employees and independent contractors.**

*...exempt professions would include licensed insurance agents, certain licensed health care professionals, registered securities broker-dealers or investment advisers, a direct sales salesperson, real estate licensees, workers providing hairstyling or barbering services, and those performing work under a contract for professional services.*