**TBID Management District Plan 2021-2026**

Appropriate in accordance with the WCTMD the staffing levels necessary to provide the services below will be determined by the VTV on an as-needed basis.

Sales and Marketing will develop an annual sales and marketing program designed to generate demand for the assessed businesses targeting leisure, meetings, and events. Develop marketing programs to attract visitors for all need periods. Position the destination as sustainable and relevant to the Wine County traveler.

The sales and marketing plan may include, without limitation, the following activities:

• Ongoing development and implementation of a Destination Marketing Plan and strategies for attracting visitors to the Temecula Valley Wine County this is implemented through geographic, demographic and behavioral targeting designed to reach the right people at the right time with the right message.

• Free and paid co-op marketing opportunities will be available to assessed business to further support and promote visitation to Temecula Valley Wine Country.

• Destination industry advocacy and communications to educate elected officials, affected stakeholders and the public on initiatives designed to increase overnight visitation and room sales to assessed businesses.

• Internet marketing efforts to increase awareness and optimize internet presence to drive demand for overnight visitation and room sales to assessed businesses.

• Media placement in print, TV, audio, billboard, and digital platforms targeted at potential visitors to drive demand for overnight visitation and room sales to assessed businesses.

• Event and attraction promotion and marketing sponsorship initiatives designed to increase overnight visitation and room sales to assessed businesses.

• Industry research designed to increase the effectiveness of District media and marketing programs.

• Convention sales programs and initiatives designed to increase overnight visitation and room sales to assessed businesses.

• Attendance of trade shows to promote assessed businesses.

• Sales missions and client events for assessed businesses.

• Familiarization tours and site visits of assessed businesses.

• Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses.

• Attendance of professional industry conferences and affiliation events to promote assessed businesses.

• Lead generation activities designed to attract tourists and group events to assessed businesses.

• Educational meetings to plan and coordinate tourism promotion efforts for assessed businesses.

• Workforce development strategies, research and/or programs designed to improvement the visitor experience and increase demand for overnight visitation and room sales to assessed businesses.

• Hospitality education and training support aimed at improving the visitor experience leading to increased demand for overnight visitation and room sales to assessed businesses.

• Development and maintenance of a website designed to promote assessed businesses.

• Development and maintenance of a website for visitors or prospective vacation rental homeowners with the regulations and education explained the WCTMD.

• Develop media or marketing efforts to educate the public on the guidelines around renting and managing a vacation rental within the WCTMD.