

VISIT
MODESTO
CALIFORNIA



**ANNUAL
SPECIAL**

ANNUAL REPORT



***FISCAL YEAR
2022-2023***

NOT
APPROVED
BY THE
COMICS
CODE
AUTHORITY



"Yesterday has passed, now let's all start the living for the one that's going to last."

Yusuf/Cat Stevens

Congratulations to the Modesto hospitality industry and business community! The manner in which you all managed through the past three years is amazing. That includes a global pandemic, inflation growing at an unprecedented pace, record low unemployment, atmospheric rivers and record snow-pack — did I miss anything? Honestly, if it's not one thing, it's another...yet Modesto perseveres.

Narrowing in on our industry, a recent Morning Consult report stated, "...the share of U.S. adults who say they travel for business is now 18 percentage points lower than it was in a typical pre-pandemic year." Business travel is not the only segment that has changed. Leisure travelers, due to pent up demand, are seeking the next thrill, the next 'cool' new destination, the FOMO place to go and shoot their next TikTok or post IG stunners. Hate to say it, but Modesto, for now, is unlikely to top that list of must-go places. Add all that to other factors — recession fears, gas prices, neighboring towns with new lodging products and currently no new or unique destination amenities — and one could feel worried about the future.

But that's not the case here in Modesto. While occupancy may have been down, room rates were up, allowing our lodging industry to hold flat to last year's record-breaking revenue, even amid significant challenges. Together, our efforts resulted in \$3.16M in occupancy tax collections and the Leisure & Hospitality jobs impact has returned to pre pandemic levels!

Likewise, the coming fiscal year will be filled with exciting opportunities to grow our destination's tourism offerings and reputation. The grand opening of the Children's Museum and the Graffiti USA Classic Car Museum are both coming soon. There's a new ArtWalk program on the horizon, a destination restaurant opening at the Modesto Silos and the addition of the new California Welcome Center downtown. With a little help from Mother Nature, the MoCheer and Almond Blossom Cruise should reach — or exceed! — previous visitation levels and lift revenues during traditionally slow periods. Plus, with a generous ARPA grant provided by the City of Modesto, additional local programs and events promoted regionally and nationally will lure in visitors (and their spending!)

The bottom line is that Modesto is performing well in the competitive set of Central Valley destinations and we have an opportunity to grow even more. Combined with the efforts of Visit Modesto, strong support from local government, incredible business and ag partnerships, and the genuine kindness of the local citizenry, the sky's the limit. Our team is eager to continue working together with you to create an even more vibrant business and community landscape in the coming year.

Todd Aaronson, CEO

FISCAL YEAR 2022-23

MODESTO CONVENTION & VISITORS BUREAU PROFIT AND LOSS

JULY 2022-JUNE 2023

FINANCIAL RECAP	FYE 22-23	FYE 21-22	FY 22-23 BDGT	Variance
GROSS INCOME	\$ 787,198	\$ 1,176,756	\$ 818,315	-3.8%
LABOR	462,914	388,970	\$ 512,303	-9.6%
OFFICE	91,867	68,048	\$ 76,777	19.7%
MARKETING	278,973	292,805	\$ 409,277	-31.8%
BUSINESS SERVICES	90,590	98,140	\$ 87,284	3.8%
MISC.	49,218	38,810	\$ 33,000	49.1%
ARPA	151,968	19,369	\$ 125,000	21.6%
TOTAL EXPENSES	1,125,530	906,142	\$ 118,641	848.7%
OTHER INCOME	266,325	6,798	\$ -	
NET INCOME	\$ (72,007)	\$ 277,412	\$ (174,325)	58.7%
ASSETS				
CASH IN BANK	\$ 64,151	\$ 669,037		
ACCOUNTS RECEIVABLE	23,332	210,674		
RENT DEPOSIT	3,000	3,000		
INVESTMENTS	713,849	-		
TOTAL	\$ 804,332	\$ 882,711		
CURRENT	\$ 56,029	\$ 57,850		
LONG-TERM	145,350	149,900		
TOTAL	201,379	207,750		
EQUITY	602,953	674,961		
TOTAL LIABILITY/EQUITY	\$ 804,332	\$ 882,711		

UNAUDITED P & L 2022-23

TOT RESULTS - FISCAL YEAR/OCCUPANCY TAX COLLECTED

2018-19
\$2,961,406

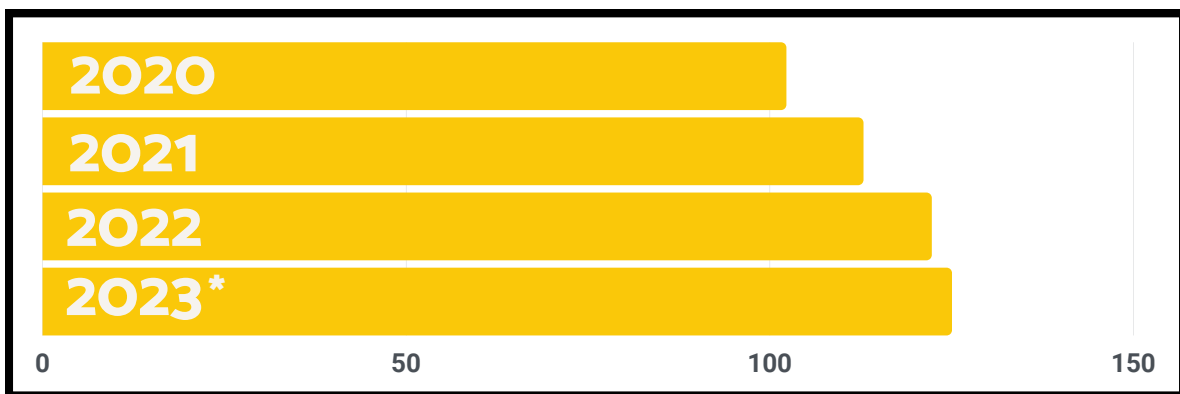
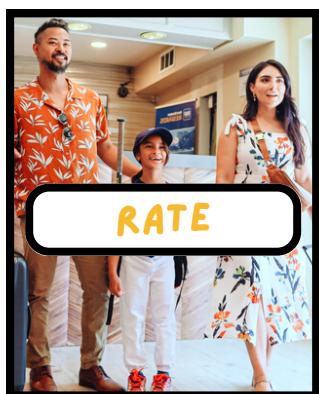
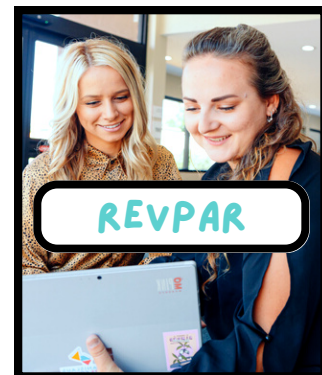
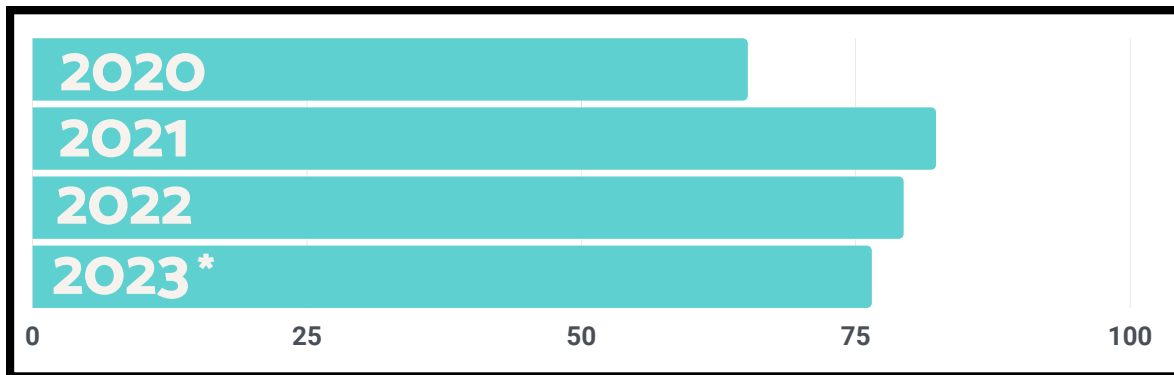
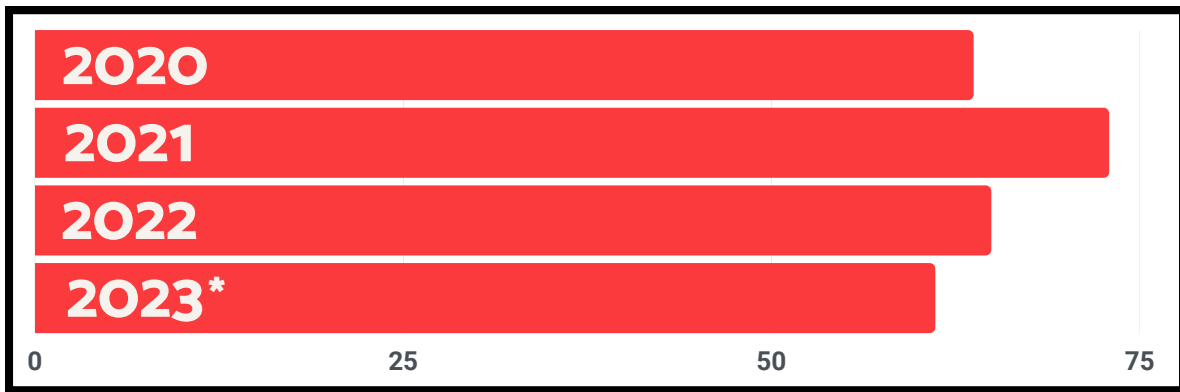
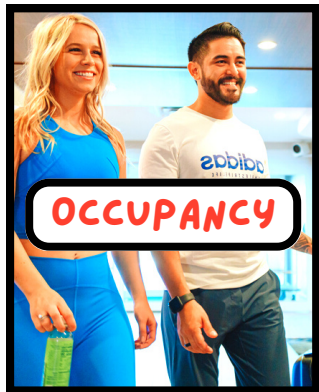
2019-20
\$2,964,805

2020-21
\$2,840,23

2021-22
\$3,165,648

2022-23
\$3,155,486

FISCAL YEAR 2022-23



***2023 Figures reflect information through July 2023**

All information is from the STR, LLC and STR Global Ltd, CoStar Group Companies

LEAD RESULTS FY 22-23

SALES ACTIVITY 2022-23	Room Nights	Room Revenue	F&B Revenue **	Other Spending*	Economic Impact \$
GROUP ACTUALIZED	884	\$ 106,793	\$ 202,330	\$ 187,337	\$ 496,460
GROUP LEADS	4,077	\$ 573,474	\$ 933,144	\$ 880,632	\$ 2,387,250
WHOLESALE LEADS	35	\$ 4,165	\$ 8,011	\$ 7,560	\$ 19,736
WHOLESALE BOOKED (24-25)	2,916	\$ 376,164	\$ 667,414	\$ 629,856	\$ 1,673,434
TOTAL SALES ACTIVITY	7,912	\$ 1,060,596	\$ 1,810,899	\$ 1,705,385	\$ 4,576,880

**DRA 2021 AVERAGE ROOM NIGHT SPEND ON FOOD & BEVERAGE = \$211.92 + COLA 8% = 228.88

**DRA 2021 AVERAGE TRIP SPENDING PER PARTY = \$903. REMOVING ROOM/FOOD AND ADDING 8% FOR COLA, TRIP 'OTHER SPENDING' = \$498/VISIT (2.3 DAYS PER) = \$216/DAY

FISCAL YEAR 2022-23

SOCIAL MEDIA & WEB

TOTAL WEBPAGE VIEWS

234,237

PAGE & PROFILE IMPRESSIONS

4,497,277

15,074

TOP PAGES

ALMOND
BLOSSOM
CRUISE

HOME PAGE

CALENDAR

CAR CULTURE
GRAFFITI
SUMMER

ABC & RUBY COLLAB
519 LIKES

FANS &
FOLLOWERS

"Modesto isn't Pretty"

VIRAL!

▶ 608.5K

PAID SOCIAL AD
RESULTS

3,068,376
IMPRESSIONS

21,412
CLICKS TO
WEBSITE

1,383
POST
REACTIONS

FISCAL YEAR 2022-23

WHO IS THE MODESTO CUSTOMER?

TOP DMA'S

WHAT DESIGNATED MARKET AREAS ARE OUR TOP CUSTOMERS COMING FROM BASED ON A SPENDING, FREQUENCY AND WEB TRAFFIC?



TOP CITIES

WHAT SPECIFIC CITIES ARE DRIVING THE MOST VISITATION?



HOW DO VISITORS SPEND AS A PERCENT OF ALL VISITOR SPENDING?



VISITOR SPENDING BY AGE GROUP

65+
23.8%

55-64
19.1%

45-54
20.6%

35-44
16.6%

25-34
16.5%

18-24
3.4%

FISCAL YEAR 2022-23

VISIT MODESTO INITIATIVES AND SPECIAL PROGRAMS

INITIATIVE

WEBSITE PAGE VIEWS

OVERNIGHT STAYS OF VISITORS

OCCUPANCY AVG*

ON CHEER

11/15-1/15

28,536

53%

MODESTO - 56.8%
STOCKTON - 54%
FRESNO - 53%

← MODESTO →
**ALMOND
Blossom**
CRUISE

2/1-3/31

102,881

58.1%

MODESTO - 62.1%
STOCKTON - 58.7%
FRESNO - 58.8%

iPink

10/1-10/31

13,855

56.4%

MODESTO - 65.9%
STOCKTON - 64.1%
FRESNO - 59.4%

**GRAFFITI
Summer**

6/1-6/31

34,708

64.1%

MODESTO - 64.1%
STOCKTON - 66.4%
FRESNO - 64.7%

*STR data 2022-23

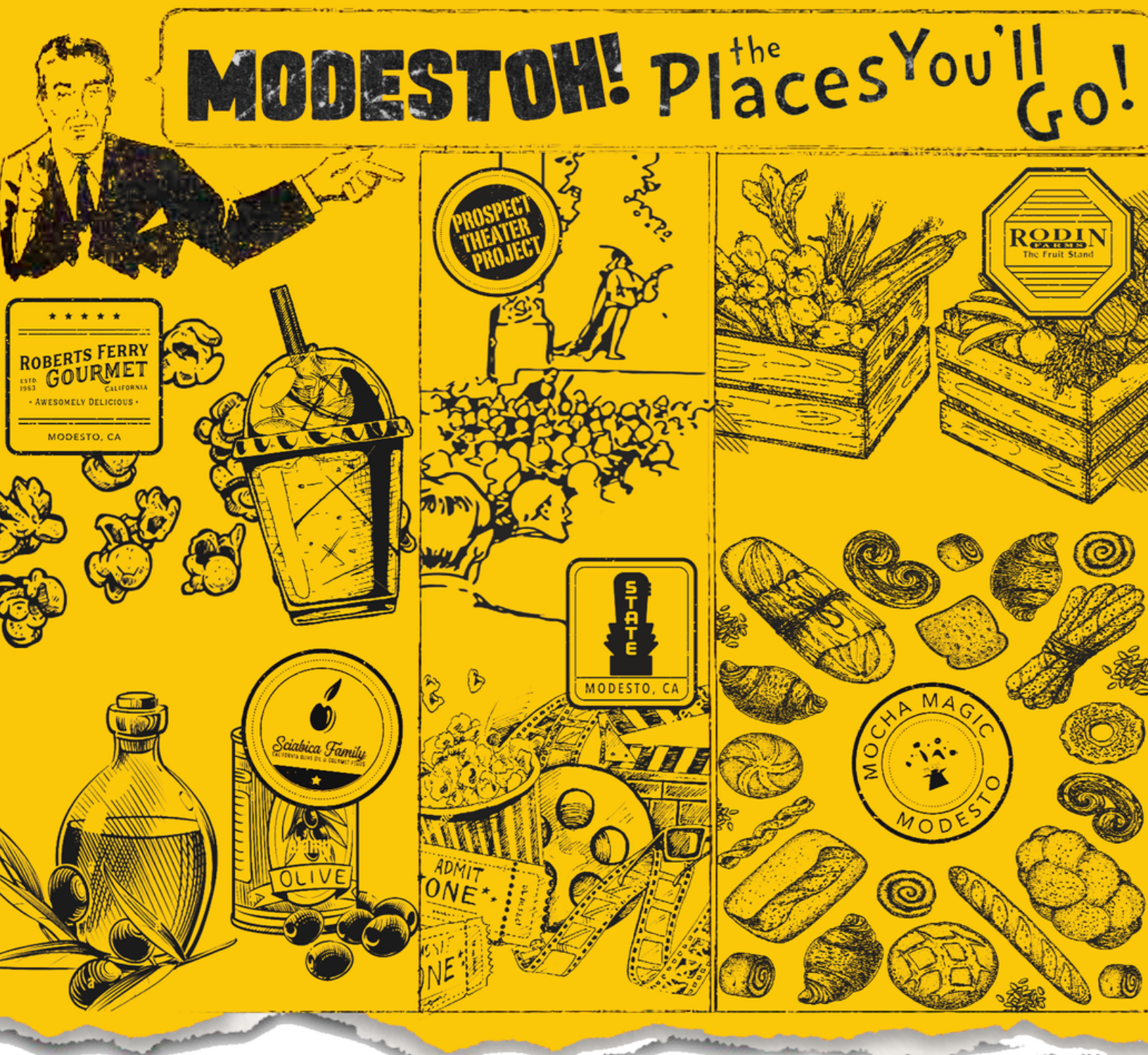
VISITOR CENTER



Modesto Welcomes the California Welcome Center!

After three years of lobbying the State Office of Tourism and Visit California, Modesto was awarded the honor of hosting a California Welcome Center (CWC) in December of 2022. Modesto is now home to the only state-designated California Welcome Center in the Central Valley south of Sacramento. This valuable resource for visitors and locals officially opened Wednesday, July 19, providing information about attractions, destinations and accommodations that will enhance and enrich their visit throughout California.

FISCAL YEAR 2022-23



VISIT MODESTO BOARD OF DIRECTORS

Executive Committee

- Chris Murphy, Chair
- Pervez Khan, Vice Chair
- Bert Tabrizi, Treasurer
- Angela Cangiamilla, Secretary
- Laurie Smith, City of Modesto Advisor (NV)
- Todd Aaronson, CEO (NV)

GENERAL BOARD MEMBERS

- Rodney Cordova
 - Chad Hilligus
 - Amber Lingley
- (NV) = non-voting member

VISIT MODESTO STAFF

- Todd Aaronson
- Kristin Galloway
- Anthony Silva
- Elyse Christiansen
- Kate Allen
- Calista Ortega
- Amaya Herrington

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