



2025-2026



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A MESSAGE FROM VISIT TUOLUMNE COUNTY PRESIDENT & CEO, LISA MAYO

In 2024 Visit Tuolumne County developed a two-year marketing plan and budget. The challenge with a two-year marketing plan and budget is that conditions can change during that time. When creating the marketing plan, the potential challenges of early 2025 could not be anticipated. Factors such as the political climate, economic downturn, the Golden Mussel impact on our lakes, and uncertainty regarding Yosemite National Park's reservation system for the summer have all contributed to an unanticipated decrease in tourism to Tuolumne County and we expect that to continue through much of the next fiscal year. As we developed our budget and plan for FY 25-26 these factors were considered.

Marketing to large driving distance population centers like the Bay Area, Sacramento and Los Angeles will continue to invite high quality visitors to our area – those that tend to stay longer and spend more money while here. These visitors are often repeat visitors or become repeat visitors and many are multigenerational travelers – a perfect demographic for Tuolumne County. They are also the travelers that we can most rely on to continue visiting even during uncertain times.


While international travel can be difficult to track, in surveys with local lodging we continue to hear consistency with where those travelers are originating from. Top markets continue to be the UK/Ireland, Germany, France and Mexico. International travel, particularly Canada, has slowed significantly mainly due to the political climate. Additionally, the US dollar remains strong, making the US an expensive travel destination for those outside the US. However, we continue to strive to gain market share internationally. Being consistent in these markets will help bring more visitors to Tuolumne County in the long run. We also want to be ready when international travelers are ready to return in larger numbers.

VTC continues to implement various promotions to help bolster off-peak visitation. This is done through reaching out to the groups and meetings sector of the tourism and hospitality industry. Encouraging corporate meetings, weddings, family reunions and other types of group activity can help to spur the economy at otherwise slow times of the year which we consider to be October through April.

VTC is also embracing Artificial Intelligence as we forge ahead. Coming soon to our website will be our own chatbot that can interpret over 90 languages. Not only will this chatbot be on our website, but as people see our ads on digital platforms they will be able to ask questions and receive answers directly from the ad. These are exciting times in technology and VTC will not be left behind!

One thing that is not in the Marketing Plan or the budget for this year is the Tourism Marketing District. VTC has worked hard and has invested thousands of dollars to try and form a TMD as part of our contract with the County. Without the support of the major resorts in the County, it is simply impossible to form the district. Again, timing is everything and the timing for us to do this is not conducive to gaining the support needed. We anticipate further discussions around this issue as we move through this next fiscal year.

Despite current challenges, tourism was up in 2024. The recently released tourism stats from Visit California indicate travel spending in Tuolumne County was at an all-time high of \$307.8 million. VTC continues to be committed to our mission to enhance Tuolumne County's visitor economy through tourism and we will work hard to overcome anticipated difficulties as we navigate 2025-2026.



The tourism and hospitality industry in Tuolumne County is a powerhouse for our local economy. As we celebrate the 175th Anniversary of Tuolumne County this year and the 175th Anniversary of the City of Sonora next year, we pause and appreciate our history and culture and how those have helped to shape such a strong tourism destination with so much to offer a wide range of aspiring visitors.

We appreciate the many businesses that collaborate with us as we invite and welcome visitors from across the globe. A special thank you to our Board of Directors and our partners for continued support, guidance, and insights. Thank you also to the Tuolumne County Board of Supervisors and the Sonora City Council for their financial support and partnership ensuring a prosperous future for Tuolumne County's tourism industry.

Looking forward,



Lisa Mayo, CDME

President/CEO, Visit Tuolumne County

THE VISIT TUOLUMNE COUNTY TEAM

Full Time:

Lisa Mayo, President & CEO

Visit California Rural Committee Vice Chair 24-25, Chair 25-26

Visit California Marketing Committee

Visit California 2025 Referendum Regional Co-Chair

Visit California's Gold Country Visitors Association President, 15-25, Past President 25-26

One West Tourism Alliance Board of Directors

YARTS Authority Advisory Committee

Sierra Repertory Theatre Board of Directors

Jen Lopez, Marketing Manager

Sonora Chamber of Commerce Board of Directors

Amariah Richards, Business Development Manager

El Campo de Sonora Planning Committee

Alternate, Tuolumne County Business Council

Part Time:

Josie Hodge-Gookin, Marketing Coordinator

Elaine Squaglia, Visitor Services Expert

Mark Truppner, Visitor Services Expert

Deni Avery, Operations Coordinator

DESTINATION MARKETING ORGANIZATION

ABOUT VISIT TUOLUMNE COUNTY

Visit Tuolumne County is a Destination Marketing Organization and the official Tourism Bureau of Tuolumne County, California. Tuolumne County is one destination with three incredible regions that beckon visitors year round. In Tuolumne County, visitors and residents can experience iconic Yosemite adventures, make golden discoveries in California's Gold Country or explore the potential of an exciting High Sierra trip. With its proximity to the San Francisco Bay Area and being just two hours from the Sacramento area, Tuolumne County is convenient, affordable and uniquely amazing -- providing unforgettable memories to its visitors.

MISSION AND VISION

MISSION

To enhance economic growth by increasing tourism to Tuolumne County.

VISION

Visit Tuolumne County is the premiere authority for marketing Tuolumne County's tourism and is looked to for leadership in all areas of destination management.

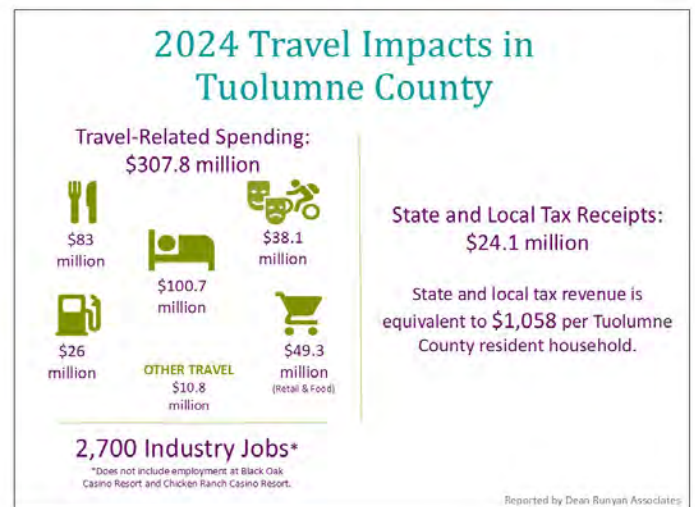
WHY TOURISM MATTERS

An investment in Visit Tuolumne County fuels economic activity in our community. Destination promotion is a crucial step in growing our travel and hospitality sector, and is imperative for the economic development of the whole county.

Tourism benefits local economies, businesses and residents alike. The economic development of Tuolumne County depends on robust tourism marketing tactics, which will ultimately generate more visitor spending and tax revenue.

Competition amongst destinations remains fierce, and it is crucial that we continue to build on our proven tactics. There's substantial opportunity to bring in more visitors during fall, winter and spring, and improve the quality of the trip for summer visitors. For meetings/groups and international travel, VTC is an imperative tool in reaching these audiences, encouraging them to stay longer and spend more across a wider range of products and services.

The benefits of destination promotion are not limited to the tourism industry. Destination marketing raises the profile of Tuolumne County and creates a positive brand that encourages businesses to locate here, attracts new residents, leads to real estate investments, contributes to our arts and cultural industries and makes our destination a better place to live. Destination promotion is for the benefit and wellbeing of every person in the community. It is an essential investment to develop opportunities and build quality of life to benefit all of our residents.



*Source: Dean Runyan Associates

FY25-26 STRATEGIC OBJECTIVES

The overall goal is to increase visitation, travel spending and overnight stays. Objectives to meet these goals include:

- Utilize earned, owned and paid channels to inspire travel.
- Support shoulder seasons of fall, winter and spring when travel is at its lowest through travel trade, and meetings/group promotion.
- Communicate the authentic personality of the destination, emphasizing the key differentiators.
- Establish messaging and imagery that evoke emotion among target audiences.
- Through our strategic partnerships, marketing and public relations agencies and our own research, identify media placements that reach and influence our target audiences.
- Assist potential domestic and international visitors to navigate the Yosemite Reservation System and other travel challenges that may arise.

BRAND POSITIONING/PILLARS

Tuolumne County is a year-round destination offering three vacations in one. Here people can experience iconic Yosemite explorations, authentic California Gold Country discoveries and unforgettable High Sierra outdoor adventures. This positioning helps identify VTC's brand pillars, helping communicate what makes Tuolumne County different from other destinations.

- Diverse and scenic natural landscapes
- Uncrowded, open spaces
- Three vacations in one destination (Gold Country, High Sierra and Yosemite)
- Living history - step back into simpler times
- Accessible/proximity - is in drivable distances and within 2-3 hours of major local airports and population centers
- Value and affordability
- Unique/different/unexpected
- Wellness focus
- Responsible and sustainable travel

Visit Tuolumne County will work with our new marketing agency, Madden Media, to develop a refreshed umbrella campaign that will redefine how we tell the story of Tuolumne County. This new campaign will reflect our region's distinct character—highlighting the diverse landscapes, rich history, and unique experiences that set us apart. It will serve as the foundation for all paid, earned, and organic media efforts, creating consistency in messaging while allowing for flexibility across different audiences and platforms. The updated campaign will guide the creative direction for digital ads, video production, social media content, and printed collateral, helping to elevate Tuolumne County's visibility and appeal in an increasingly competitive travel market.

RESEARCH, INSIGHTS, & TRENDS

Industry research and insights form the foundation to all Visit Tuolumne County's campaigns and marketing projects. Thus, ensuring that we are staying on top of trends and appealing to key markets.

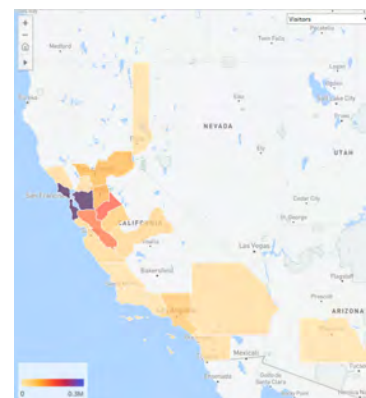
TRENDS

Industry research including the latest trends, helps VTC to create our marketing programs and campaigns. How and why are people traveling? Here are some of the latest and ongoing trends we can leverage for promoting Tuolumne County:

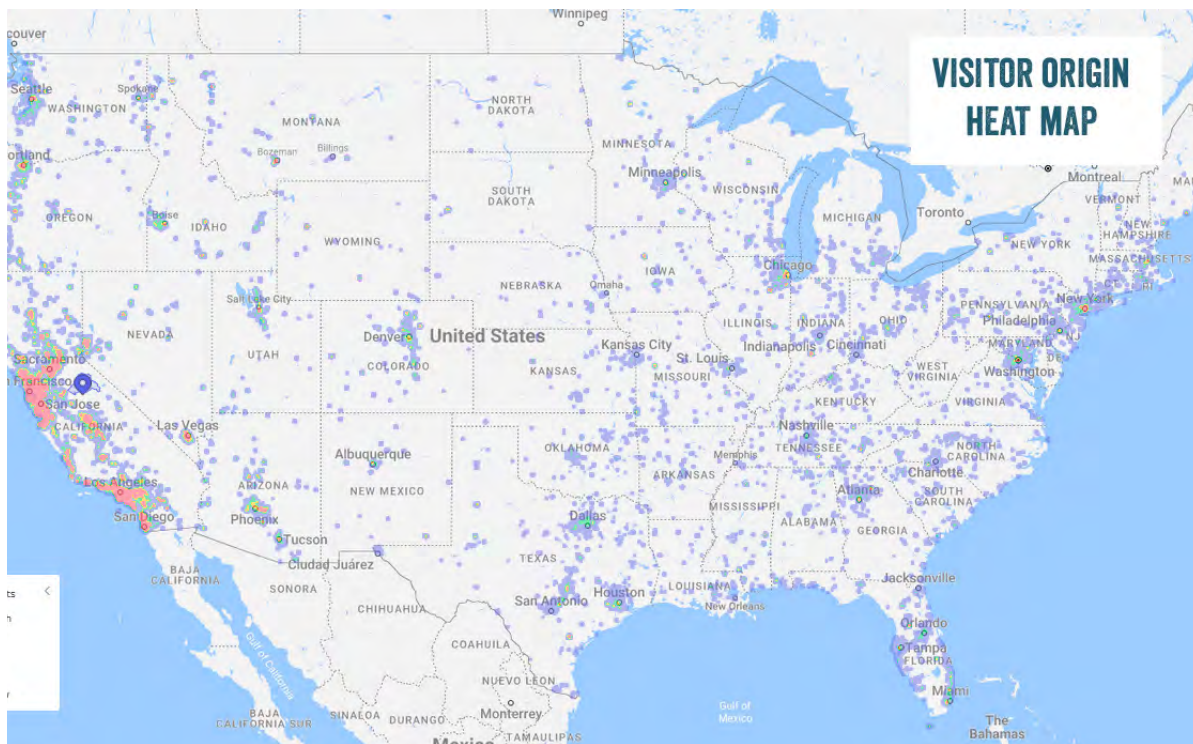
- **Authenticity-** The genuine, uncontrived experience that travelers seek when exploring a destination. It involves engaging with local culture, traditions, and people in a way that is true to the destination's identity, rather than experiencing a commercialized version of it. Authentic travel experiences usually involve interacting with locals, participating in cultural activities, and exploring off-the-beaten-path locations, allowing travelers to gain a deeper understanding and appreciation of the destination's uniqueness. This is an ongoing trend that VTC has been able to leverage in the past, the present and will for the future.
- **Wellness-** This applies to both a physical and mental perspective. People want to take better care of themselves and prioritize wellness when traveling.
- **Adventure Travel-** People are looking to escape in big ways that tie to the prioritization of wellness and are seeking more adventurous and unique travel destinations.
- **Affordability-** This is particularly important to the Millennials and Gen Z travelers who often prioritize budget-friendly travel options due to limited disposable income or financial obligations. These generations seek affordable accommodations, transportation, and activities that offer value for money without compromising on the quality of their travel experience.
- **Set-Jetting-** Also known as film tourism or movie tourism, refers to the phenomenon where people travel to locations that have been featured in movies, TV shows or other forms of media. It involves visiting places that have gained popularity or significance because of their appearance in popular entertainment. Set-jetting enthusiasts seek to experience firsthand the settings and landmarks that they have seen on screen, often re-creating scenes or simply immersing themselves in the atmosphere of their favorite films or shows. This type of tourism can boost local economies, as businesses capitalize on the increased interest in their area due to its association with popular media.

TARGET AUDIENCES

Visit Tuolumne County reaches consumer audiences in six key segments: In-Market, Regional, Statewide, National, International and Meetings. Audiences within each are identified after doing thorough research, pulling in data from various resources including app location-powered visitation, website traffic and flight patterns. We will launch very specific initiatives to reach visitors and encourage them to extend their stay in Tuolumne County. And, to secure larger group and event travel for off-peak times, we will continue our meetings and group initiatives.



Heat map of visitor origins in Western U.S.



Top: Heat map of visitor origins throughout the U.S.

MARKETING TACTICS

As a marketing standard VTC markets to our target audiences, bearing in mind current trends, by utilizing three key strategies, paid media, owned media, and earned media through our strategic partnerships, social media and our marketing agency and in-house media buys.

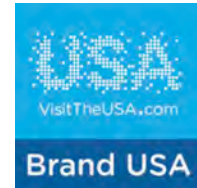
- Paid media refers to external marketing efforts that involve a paid placement such as print ads, billboards, radio and TV spots and public relations outreach.
- Owned media is a set of communication channels/outlets where Visit Tuolumne County has complete control. These include our social media channels, website, annual travel guide, etc.
- Earned media is coverage or promotion of our brand through organic means. These include published tourism articles that include Tuolumne County, shared social media posts or social media mentions, influencer shout-outs, reviews and recommendations, etc.

STRATEGIC PARTNERSHIPS

Through these partnerships we are able to identify target markets and leverage our marketing dollars and enhance the value of every dollar invested in tourism. These organizations are critical to building our brand awareness in California, the U.S. and international markets.

BRAND USA

Building on our successful long-standing partnership with Brand USA, we will continue new brand awareness campaigns and participate in efforts that align with our target audiences. In previous Brand USA campaigns, we have also been able to secure video footage and photography.



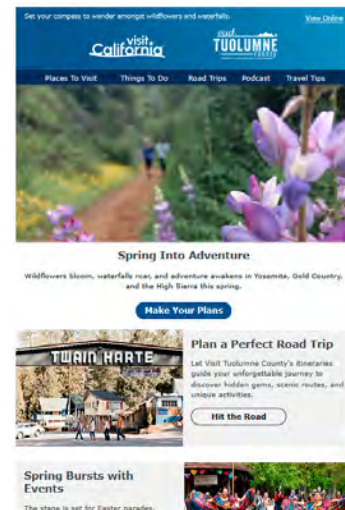
VISIT CALIFORNIA

Visit California is the official destination marketing organization for the state of California. Visit Tuolumne County utilizes industry partners like Visit California to leverage marketing dollars and efforts. We will continue to partner with Visit California submitting story idea content and hosting media representatives, including journalists and influencers. Visit Tuolumne County will also continue to leverage paid cooperative opportunities such as print placements in the Official Visit California Travel Guide, which is open to partners to participate as well, and dedicated newsletters reaching an audience of over 200,000 consumers who subscribe to Visit California news alerts.

Examples:

Dedicated E-blast- October 2024 Investment: \$8,500. Open Rate: 49% (Industry Avg. is 16%); Click To Open Rate: 3.35%.

Dedicated E-blast- March 2025 Investment: \$8,500. Open Rate: 50%; Click To Open Rate: 3%.



GOLD COUNTRY VISITORS ASSOCIATION & HIGH SIERRA VISITORS COUNCIL

Visit California divides the state into 12 regional marketing groups. Tuolumne County falls under two: The Gold Country Visitors Association (GCVA) and the High Sierra Visitors Council (HSVC). GCVA has a focus on road trippers looking for history, outdoor adventure, culinary delights, craft brews and wine, and multi-generational family adventure. Through this partnership VTC co-hosts familiarization trips and collaborates with other GCVA members. HSVC focuses more on international travelers while cooperatively hosting journalists and influencers. They also have exclusive representation in France, which VTC leverages for promotion. VTC will continue to participate in the Visit California co-op for this organization which leverages membership funds and helps smaller destinations participate in large scale marketing efforts to expand reach for the region.



PAID MEDIA

LOCAL/IN-MARKET

Visit Tuolumne County will continue to partner with local media including MyMotherLode.com, radio stations and the Union Democrat to support local business and initiatives.

STATEWIDE

Most visitors to Tuolumne County—and traffic to the Visit Tuolumne County website—originate from within California. To promote the region for all types of travel, VTC will continue to invest in strategic, statewide media placements that reach key target audiences. To maximize the effectiveness of these efforts, VTC will collaborate with Visit California to leverage their partnerships with top media and travel platforms, creating flexible, co-branded marketing opportunities. These co-op programs offer valuable benefits, including discounted advertising rates and matching funds. Additionally, VTC will expand its reach through targeted placements in print publications, broadcast and streaming TV, and other channels that drive website traffic and visitation to the County.

NATIONAL

To reach audiences outside of California, we will run a national campaign that will be a mix of tactics across digital and traditional placements reaching specific audiences which are selected based on visitation data. This will allow VTC to reach consumers who tend to stay longer and, therefore, spend more while in-market. The campaign will leverage the new campaign concept created by Madden Media and our secondary “road trip” campaigns and have a seasonality focus of fall and spring with some winter coverage to promote the destination during these slower periods.

INTERNATIONAL

International representation is critical to gaining market share and growing the tourism economy. It is important to reach international travelers as they stay in destinations longer and therefore spend more money than most domestic travelers. To reach these audiences, including travel trade, we will partner with a variety of organizations to provide marketing across paid and earned media including:

- Black Diamond – United Kingdom, Ireland
- Global Marketing & Sales (GMS) – Mexico
- Marketing Services International (MSi) – Germany
- Visit California – Markets that align with VTC’s domestic and international efforts
- Brand USA – Markets that align with our international efforts



MEETINGS

Visit Tuolumne County will continue to utilize Visit California and San Francisco Travel Association meetings initiatives to leverage and expand upon their meetings and groups programs. We will participate in conferences such as Connect Spring Marketplace to meet with corporate and event planners. This allows us to continue positioning Tuolumne County as a premier destination for unique meeting spaces, team building, and luxury executive retreats. Tuolumne County offers traditional meeting spaces and now provides new opportunities to accommodate larger groups. Our last attendance at Connect Spring Marketplace was successful, demonstrating a strong demand for unique destinations for corporate and executive meetings.



OWNED MEDIA

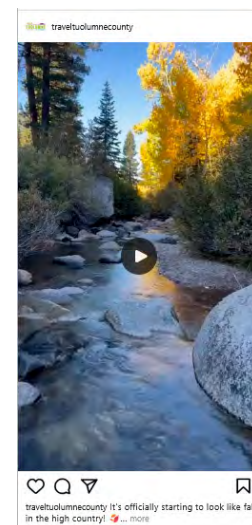
ANNUAL TRAVEL GUIDE

Visit Tuolumne County produces an annual Travel Guide to inspire trip planning and showcase the region's attractions, stories, and experiences. Each year, 75,000 copies are printed and distributed across high-traffic locations, including California Welcome Centers (e.g., Pier 39 and Jelly Belly Factory), Caltrain stations, Starbucks, Trader Joe's, San Jose and Oakland airports, and John Wayne Airport in Orange County. Guides are also shared at the Visitors Center, through advertising leads and media events, by request, at local businesses, and are available online year-round.



SOCIAL MEDIA

Organic social media remains one of the most personal and engaging ways to connect with our audience. Visit Tuolumne County uses its social channels as a dynamic voice to inspire visitation and share valuable information with travelers. In the year ahead, we will prioritize video content to boost engagement, focus efforts on our top-performing platforms, and scale back on those with lower return. Platform priorities will be realigned based on evolving user trends to ensure the most effective outreach.



NEWSLETTERS

VTC sends monthly emails to a subscriber data base of over 15,000 and growing. These subscribers opt-in to receive our newsletters through our advertising placements, at travel shows or on our website sign-up form. The emails include the latest stories, travel tips and more from Visit Tuolumne County delivered straight to your Inbox.

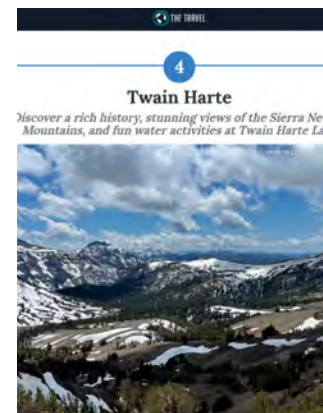
EARNED MEDIA

PUBLIC RELATIONS

To garner the most earned media possible, VTC will continue to partner with Black Diamond in the UK to reach that market. Visit Tuolumne County also manages media relations for domestic markets, submitting story ideas to various publications and freelancers. We also maintain our relationships through engaging with journalists and influencers at media events.

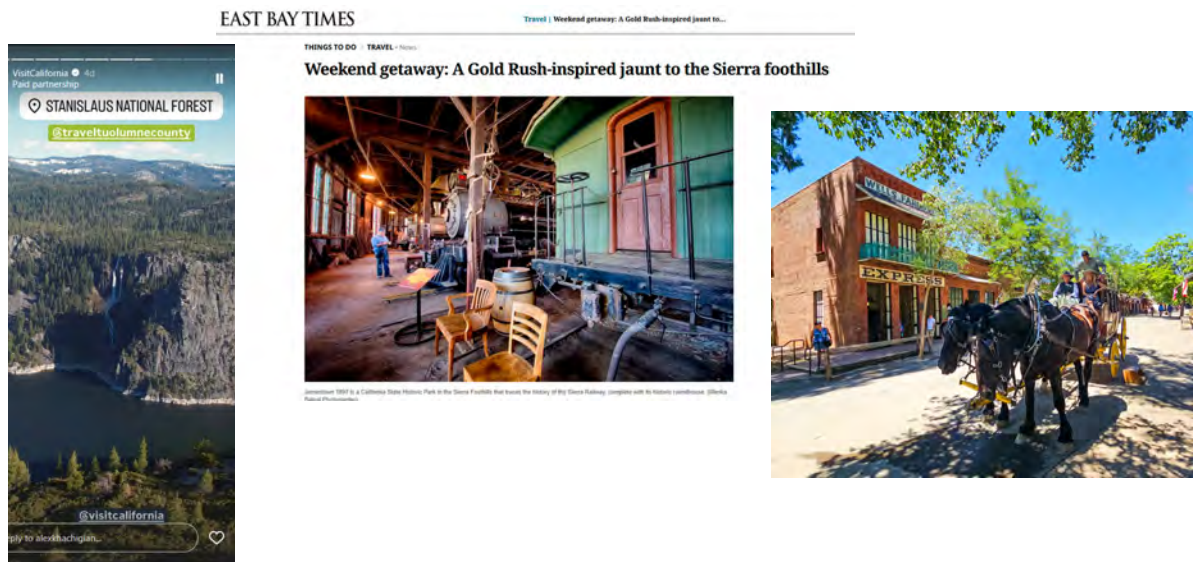
PARTNER CALLS FOR CONTENT

Each quarter Visit Tuolumne County uses its earned media strategies to promote local businesses and events. We reach out to local businesses asking for their current news, and VTC then takes this content and develops "What's New" press releases and distributes them to our media list. Visit Tuolumne County also submits information for content requests from Visit California and Brand USA.



INFLUENCER/MEDIA FAMILIARIZATION TOURS (DOMESTIC & INTERNATIONAL)

VTC will continue to host various influencers, journalists and travel trade representatives through familiarization tours, partnering with other organizations like Visit California, High Sierra Visitors Council, Gold Country Visitors Association and international offices (Black Diamond, Global Marketing and Sales and Marketing Sales International) where it makes sense to influence and inspire travel to Tuolumne County from first-hand experience. Influencers and media selected will align with our target audiences, and VTC will work with diverse content creators to bring Tuolumne County to a broader audience.



There are many reasons for hosting influencers to promote our destination:

- **Reach and Engagement:** Influencers often have large, dedicated followings on social media platforms and can reach a broad audience quickly, generating awareness and interest in a destination.
- **Targeted Marketing:** They often cater to specific niches, such as adventure travel, luxury, wellness, or food. This allows DMOs to target specific demographics more precisely than traditional advertising methods.
- **Authenticity and Trust:** They are often seen as authentic and relatable by their followers so their personal experiences and endorsements can carry significant weight, making their audience more likely to consider visiting the destination.
- **Content Creation:** Influencers are skilled at creating engaging and visually appealing content, including photos, videos, and blog posts. This content can be shared across various channels, providing DMOs with high-quality materials to use in their marketing efforts.
- **Real-Time Engagement:** They can provide real-time updates and interactions, which can generate excitement and immediacy around a destination.
- **Cost-Effective Marketing:** Compared to traditional advertising, influencer marketing can be more cost-effective, especially when targeting specific audiences. Influencers can offer flexible arrangements, including product exchanges, travel sponsorships, or other collaborations.
- **Storytelling and Narrative:** Influencers excel at storytelling, making destinations come alive through personal experiences and narratives. This can create a more compelling and memorable portrayal of a place.
- **Measurable Results:** VTC can track the success of influencer campaigns through metrics such as engagement rates, reach, website traffic, and conversions, allowing for data-driven decisions and adjustments in marketing strategies.

PROGRAMS AND INITIATIVES

NEW

AGENCY

Visit Tuolumne County's new advertising agency, Madden Media, renowned for its expertise in destination marketing, will work closely with us to develop a cohesive campaign strategy that resonates with both domestic and international audiences. The campaign will leverage a mix of owned, earned, and paid media channels to reach target markets effectively. Key components include immersive storytelling, strategic media placements, and engaging content that showcases the County's unique attractions and experiences.

VETERANS MEMORIAL TRAIL

VTC is in the process of developing a new mobile-guided trail that leads participants to significant memorials and museums honoring the brave men and women who have served our nation.

CHATBOT

Chatbots are designed to simulate conversation with human users and can answer questions and provide information in real time. VTC is integrating a chatbot into our website, and it can answer visitors questions in 90 languages and is available 27/7. This particular chatbot gains its knowledge directly from the VTC website.

ONGOING

FUEL YOUR JOURNEY CAMPAIGN

With a downturn in hotel reservations in January 2024, the VTC team came up with the "Fuel Your Journey" promotion to encourage hotel stays during what was a slow time of year. Through this campaign, visitors who book a new two-night, or longer, stay at a VTC-partner lodging property or RV resort during the months of January and February were rewarded with a free gas card. We saw some success with our first Fuel Your Journey promotion, and we ran it again in January and February of 2025. It's now in our toolkit to run again as needed in the future.

CRAFT BEVERAGE & BURGER TRAILS

Based on the success of the Craft Beverage and Burger Trails over the past few years, we are continuing to offer them, and local businesses can participate free of charge by offering deals and discounts through the platform. The two mobile trails are a fun way for residents and visitors to try restaurants and beverage establishments throughout the County where they "check-in" to be eligible for the discounts and deals and grand prize drawings. The goal for these trails is to showcase our local restaurants and influence locals and visitors to dine around in Tuolumne County.



SONORA SELFIE TRAIL

As part of our city-specific marketing agreement, the Sonora Selfie Trail continues. The mobile passport highlights and features nearly 30 selfie spots within the City of Sonora. The trail leads participants to explore cultural and historical treasures, natural gems, unique artistry that graces the town and modern-day highlights.



TUOLUMNE COUNTY ART WEEK

Every April, VTC hosts Tuolumne County Art Week, coinciding with Art, Culture and Creativity Month. Art Week stands as an annual event to promote and support the artists and creatives of Tuolumne County and highlight Tuolumne County as a destination for art lovers. The program has previously seen success, and VTC will continue to highlight the week from a digital perspective via digital billboards in Riverbank and Manteca, social media platforms, video ads, website promotion, enewsletter and printed collateral.



NATIONAL TRAVEL AND TOURISM WEEK & CALIFORNIA TOURISM MONTH

Every May, U.S. Travel Association celebrates National Travel and Tourism Week (NTTW), and California honors California Tourism Month. Both events celebrate and drive awareness of the positive impact that tourism has on the economy and the community. Visit Tuolumne County will continue to express the importance of tourism to the local economy.



DESTINATION DEVELOPMENT & STEWARDSHIP

VTC wants to help ensure the quality of life for residents through identifying the impacts tourism can have and continues to keep sustainability top of mind. Sustainability and tourism are intertwined, and we take our role seriously in helping to ensure residents and visitors have a beautiful and resilient community and environment for generations to come.

Example: Recreate Responsibly messaging placement on digital billboards in Riverbank and Manteca: approximately 17,000 impressions per day.

VTC has worked with the Office of Emergency Services to ensure our messaging regarding recreation and fire safety aligns with Tuolumne County Government messaging. This includes the Wildfire Toolkit developed to bring awareness in helping to prevent wildfires and educate partners, visitors and locals on how to be fire safe. Additional resources include a Homelessness Toolkit created to work in collaboration with the City of Sonora government and public safety groups on the issue. VTC has also translated evacuation information into Spanish for the County OES.

In times of crisis, Visit Tuolumne County puts into action the Crisis Communication Plan, a comprehensive evaluation of potential crises for the region. It includes a response plan for each type of incident with specific steps and a post-event evaluator. The plan also has a crisis tracker template to monitor responses in real time, outlines spokesperson and crisis communication team, media policies and procedures, prepared statements, sample news releases, email and social copy templates, key audiences and media contacts.

In late 2025, a VTC team member is also becoming Global Sustainable Tourism Council certified, which is a three-year valid certification that has been regarded as the most trusted benchmark for sustainability and excellence in the travel and tourism industry worldwide.

MOBILE VISITOR CENTER

In 2022, Visit Tuolumne County invested in a van that is used as a Mobile Visitors Center, allowing the VTC team to have a special presence at local events and go to where visitors congregate in the County. Not only does the van make the team more accessible, it is wrapped with photos highlighting activities and destinations throughout the county and promotes VTC's website making it a traveling billboard.



VTC COMMUNITY INVESTMENT FUNDS

Visit Tuolumne County has historically maintained a Community Investment Fund to support local events and projects that help boost tourism or manage its impacts. This fund has enabled us to reinvest in the community by sponsoring events that align with our mission to drive visitation and improve the overall visitor experience. While there are some remaining funds available through VTC's Sonora Area Foundation account, the Community Investment Fund has not been included in our 2025 budget due to current financial constraints and a cautious fiscal outlook. We remain committed to supporting tourism-related initiatives and will actively explore and implement alternative ways to support meaningful events and projects across the County.



TUOLUMNE COUNTY FILM COMMISSION

Visit Tuolumne County serves as the County's Film Commission. VTC maintains the website (filmtuolumne.org) and assists production companies with the permitting process. There are several jurisdictions within the county. VTC helps guide which jurisdiction a particular filming location falls under then acts as the go between for the production company and the jurisdiction. Recently, Visit Tuolumne County has ramped up its film social media channels -Instagram (@tuolumnecountyfilm) and Facebook (@filmtuolumnecounty). Moving forward VTC will get more involved with the Film Liaisons in California Statewide (FLICS) association and participate in their events which provide affordable access to production managers, location managers and location scouts. Additionally, VTC will take advantage of more film advertising opportunities. Sponsoring and participating in the California On Location Awards (also known as the COLAs) is a great way to honor and meet film industry influencers and decision-makers. VTC will also work with film industry professionals to host a film familiarization tour.

TRAVEL TRADE

As part of our strategic outreach to international and domestic tour operators, Visit Tuolumne County will attend IPW and Go West Summit—two of the most influential travel trade shows in the industry. These events allow us to meet face-to-face with hundreds of qualified tour operators and travel buyers who are actively curating new destinations for their itineraries. Building relationships with the travel trade takes time and consistency; momentum is created through repeated exposure and follow-up. Missing even one year can set us back significantly, as it may result in lost opportunities and reduced visibility in competitive markets. Continued participation is essential to keeping Tuolumne County top-of-mind and securing our place in high-value international and domestic travel programs. These efforts generate long-term benefits by increasing off-season visitation and higher-value travelers, making them a vital part of our annual marketing budget.



*Thank You for your
continued support!*



Visit Tuolumne County • 193 S Washington St.
Sonora, California 95370 • (800) 446-1333 • VisitTuolumne.com

