

1/4 report



Board of Directors

- George Kaplanis
President, Hilton Stockton
- Karri Rivard
Vice President
- Katie Green
Treasurer, Marriott Properties
- John Cammack
Immediate Past President, Attorney
- Sam Patel
Red Roof Inn
- Stephen Sherman
Retired Businessman
- Susan Obert
Haggin Museum
- Shelly Vang
Best Western Plus Heritage Inn
- Ex Officio, Kathy Miller
Councilwoman, City of Stockton

Letter from the Director

What a busy 2013 it has been so far! Our team has been busy working on many projects this first quarter, most notably the Stockton Tourism Ambassador Program. The Stockton Tourism Ambassador Program is a national certification program focused on enhancing the visitor experience and increasing visitor spending at every touch point throughout Stockton. While many industries will participate and become Certified Tourism Ambassadors, we hope to have 75% of the hotel front desk staff and management certified by the fall.

For more info on our program, visit stocktonambassadors.com or call 209.938.1555.



Wes Rhea
Wes Rhea
CEO

Sports Calendar

- Grapettes Softball
April 6-7, 13-14, 20-21 @ Arnaiz
- CIF High School
Baseball Championships
April 13 @ Univ of Pacific
- CCAA College
Softball Championships
May 2-5 @ Arnaiz
- Stockton Pro-Am
Racquetball Tournament
May 2-5 @ In-Shape City
- CCAA College Baseball
Championships
May 9-12 @ Banner Island
- West Coast Conference
Baseball Championships
May 23-25 @ Banner Island
- Nor Cal World Series of Baseball
June 7-9 @ Univ of Pacific

You're a Star ...

You should be a CTA (Certified Tourism Ambassador)!

The Stockton Tourism Ambassador Program is off and running! This is a multi-faceted program that serves to increase tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience. When visitors have a positive experience they are more likely to return in the future and also share their experience with others. Everyone benefits – the visitor, the industry, the local economy, and most importantly, the front-line worker.

CTA is a nationally recognized designation. Learn more at stocktonambassadors.com or by calling 209.938.1555.



Board of Directors Meetings

April	4.18.13 / 3:30 p.m. @Hilton Stockton
May	5.16.13 / 3:30 p.m. @Hilton Stockton
June	6.20.13 / 3:30 p.m. @Hilton Stockton
July	7.18.13 / 3:30 p.m. @Hilton Stockton

Website Stats | celebratetockton.com

January-March 2013 Visitors

65,225 – Down from 66,311 January-March 2012

January-March 2013 Page Views

190,206 – Down from 198,175 January-March 2012

Total % of Traffic from Mobile January-March 2013:

37.05%

2013 Sports Sponsorship Commitments

West Coast Conference, CIF Sac-Joaquin Section Wrestling, USANKF National Qualifier Karate, Future Pro Tour, California Collegiate Athletic Association Baseball, American Junior Golf Association, CA Baton Twirling State Championships, Grapettes Softball

Ads & Publications

Association News Magazine

March - print ad

CalSAE Newsletter

On-going in 2013 - online banner ad in email newsletter.

Central Valley Business Journal

2012 Book of Lists

Central Valley Tourism Association

2013 Central Valley Visitors & Activities Guide

Contentment Health

Jan/Feb - Circulation: 20,000 in and around Stanislaus County.

The Executive

March/April - print and online ads.

Lifestyles

Feb - print ad.

Port O Call

Jan, Feb & March - back cover print ad.

San Joaquin Woman

Jan & March - print ads.

Sports Destination Management

Jan/Feb & March/April - Circulation: over 18,000

SportsEvents Magazine

Jan, Feb & March - Circulation: over 16,000

The Record

VIA Magazine

Jan/Feb - small highlight. March/April - Full Page. Travel Guide. Circulation: 2.6 million.

Leads received in 2013: 491

2013 Event Sponsorships/Community Event Support

Brubeck Festival, Stockton Asparagus Festival, State of the City, San Joaquin County Fair, Leadership Stockton, Stockton Symphony and Stockton Civic Theatre.

Upcoming

NASC - April 21-25

HSMAl Meet West - May 29-30

TEAMS - June 9-12

Connect - August 22-24

S.P.O.R.T.S. - September 8-12

Rejuvenate - October 28-30

Seasonal Spectacular - December 11

Tradeshows Attended

MPI Sac/Sierra Region Tradeshow - March 6

SGMP Sac Tradeshow - March 7

Contact Us!

Wes Rhea - CEO

e. wes@visitstockton.org

p. 209.938.1551

Monica Slingerman

Sales Manager

e. monica@visitstockton.org

p. 209.938.1552

Tim Pasisz

Sports Development Director

e. tim@visitstockton.org

p. 209.938.1556

Heather Duffett

Marketing & Graphic Design

e. heather@visitstockton.org

p. 209.938.1553

Megan Peterson

Administration & Finance

e. megan@visitstockton.org

p. 209.938.1555



/celebratestockton



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Current Events

The Great Stockton Asparagus Dine Out

The month of asparagus is upon us and our 4th annual Great Stockton Asparagus Dine Out (GSADO) is kicking it off April 1-14! Participating Stockton restaurants are offering a variety of dishes featuring locally grown asparagus—appetizers, entrées, sides, desserts, drinks and more! During GSADO we are giving away one \$25 gift certificate to a participating restaurant and two tickets to the Asparagus Festival every weekday, leading up to the festival April 26-28! Visit dineoutstockton.com for details.

