



VISALIA CONVENTION & VISITORS BUREAU
PROFESSIONAL SERVICES PROPOSAL

AUGUST 2023

ZEITGEIST CONSULTING

DMO
PRÖZ

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LEADERSHIP DISCUSSIONS & DOCUMENTATION REVIEW

Following our conversation the other day, we believe that individual 30-minute Zooms with the Executive Director and Board Chairs (TMD and CVB) to discuss the current state of the hospitality industry in your communities, along with the dynamics of your Boards, Stakeholders, Elected and Community Leadership heading into the future will set the stage for this workshop. We'll take time to identify who, outside the Board Members, are the key stakeholders and influencers with whom we need to speak to and spend time with.

We'll also want to access the governance documentation (board roster and terms, bylaws, policies, etc.) and contracts that are currently in place to guide the organization.

INDIVIDUAL MEETINGS & FOCUS GROUPS

With the intel from those initial conversations, we'll look to leadership at the CVB to arrange face to face meetings with the key stakeholders and influencers identified in those scoping discussions. Day One in Visalia would be spent meeting with and hearing from those outside the inner workings of the DMO to get a broader sense of the community's culture and destination dynamics.

BOARD WORKSHOPS

Day Two will be spent with both the TMD Board and the CVB Board. We will create a customized Agenda for each of those groups based on the current issues at hand, the meeting and focus group discussions, as well as Best Practices in the DMO Sector. While we anticipate our further conversations will yield the intel to build out an agendas, but would expect to cover:

- The evolving role of Destination Marketing Organizations in America
- Board Governance and Professional Staff Leadership
- Performance Measurement
- Community Outreach and Collaboration
- The Role of Events and Festivals
- Place Making and Experience Development

Our style is both informative and engaging...and we strive to create an environment that encourages discussion from all participants. Should you so desire, we can create an online survey that would dig deeper into the current perceptions of your Board members that we would incorporate into our discussions.

INVESTMENT

Our fees are inclusive of travel expenses and are based on the length of the sessions and time in market. Because each of our workshops are entirely customized, the fee of \$10,000 includes:

- ☑ All conference calls with Leadership
- ☑ Review of Relevant Background Documentation
- ☑ 30 minute individual Zooms with Executive Director and Board Chairs
- ☑ Full day of meetings and/or focus groups with Stakeholders and Influencers
- ☑ A copy of our book "**Destination Leadership**" for each Board Member
- ☑ Facilitation of the Board Workshops

Should you desire a follow up document outlining topics discussed and recommended next steps, the fee would be \$12,500 all inclusive.

AVAILABILITY

Our next available dates to travel to California would be during the weeks of:

October 30th, 2023

November 27th, 2023

December 18th, 2023

QUALIFICATIONS & EXPERIENCE

With over 200 Destination Marketing Organization clients / fans, **DMOproz** is one of the most accomplished firms of its kind in North America. Since 1995, Bill Geist has delivered no-nonsense, cutting edge consulting services to over 200 DMOs. A large part of our success flows from Bill's real-world experience as a DMO CEO. At the same time, we are specialists; we only work with Destination Marketing/Management Organizations and communities that are committed to growing their Visitor Economies. We understand the highly politicized position in which DMOs must function today as they work and collaborate with community leaders, agencies, organizations and businesses.

DMOproz is also the leading consultancy in the nation in the field of DMO Board and Organizational governance. Bill Geist has written two books on the subject, is a frequent guest lecturer on Board Governance for Destinations International's CDME courses and is a member of a 5-consultancy consortium that annually stages the Board Leadership for Destinations Symposium.

DMOproz Team:



Bill Geist • DMOproz President & Chief Instigator

Bill brings decades of experience in the tourism industry together to lead the DMOproz Team. Since launching Zeitgeist in 1995, he has worked with over 200 CVBs, DMOs, Regional Tourism Organizations and State Tourism Offices. Formerly the CEO of the Greater Madison (WI) Convention & Visitors Bureau, he was at the epicenter of the public battle to build a downtown convention center designed by Frank Lloyd Wright. Prior to his stint in Madison, he directed the Kankakee County (IL) CVB and oversaw a number of top-draw tourism events including the Domino's Pizza Outboard Powerboat National Championships.

He holds an MBA from the University of Wisconsin and an undergraduate degree in Political Science from Kenyon College. His second book, *"Destination Leadership"* was released in 2017 and he is a contributing author of the Destinations International-sponsored *"Fundamentals in Destination Marketing."*



Terri White • DMOproz High Priestess & VP of Services

Terri has overseen the DMOproz offices for more than 20 years and performs a wide range of support services including research implementation and assessments for select clients. She coordinates all communications, logistics and the project flow in and out of our office. In the first few years with the firm, she served as the Meeting Planner for two of our state DMO association clients. Before joining Zeitgeist, Terri was a Customer Sales and Service trainer for American Girl. She has also served as a Marketing Assistant and Client Advocate for other firms in Wisconsin.

We invite you to peruse our website, www.DMOproz.com for more information on our products and services. In the interest of time, here are a few of our recent Board Workshop clients:

Glacier Country Regional Tourism: contact Racene Friede, Executive Director; racene@glaciermt.com

Explore Fairbanks AK: contact Scott McCrea, President & CEO; smccrea@explorefairbanks.com

Rockford IL Area CVB: contact John Groh, President & CEO; jgroh@gorockford.com

Explore Western Mass: contact Mary Kay Wydra, Executive Director; mkwydra@explorewesternmass.com

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