



PLEASANT HILL:

*At the Center
~ of ~
Everything*

From award-winning wine destinations and magnificent natural wonders to vibrant city centers, your unforgettable adventure starts right here in Pleasant Hill.



ANNUAL REPORT 2022

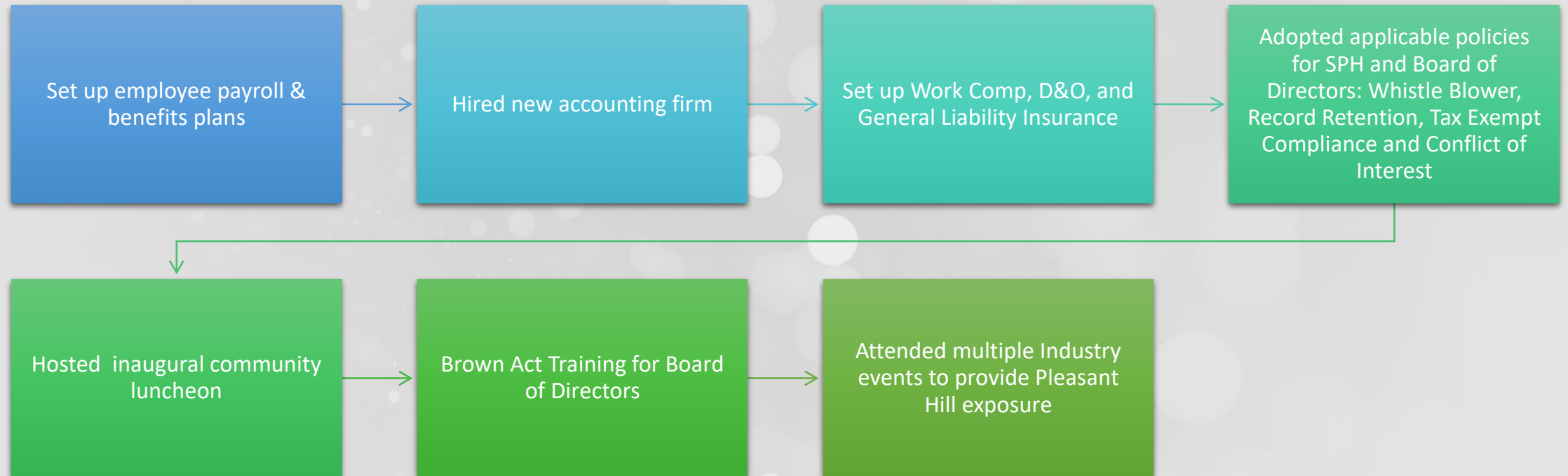


New Staff

CEO



CEO Key accomplishments



Revenue

TOT Tax

\$2,236,918

TID Assessment

\$652,986

Travel Forecast

Domestic leisure travel spending has already surpassed pre-pandemic levels, even when adjusted for inflation—though it is projected to remain \$46 billion below where it should have been in 2022 if not for the pandemic.

Domestic business travel is finally picking up and volume is expected to reach 81% of pre-pandemic levels in 2022 and 96% in 2023. Nevertheless, spending, when adjusted for inflation, will not fully recover to pre-pandemic levels within the range of the forecast.

International inbound travel is making a big comeback, aided by the recent drop of pre-departure testing. It is projected to grow rapidly through the rest of 2022, and then grow at a slower pace in 2023-2026. A full recovery to pre-pandemic levels (volume and spending) is not expected until 2025.

<https://www.ustravel.org/research/travel-forecasts>

Smith Travel Research Report

Year to Date - August 2022 vs August 2021

	Occ %		ADR		RevPAR		Percent Change from YTD 2021					
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Pleasant Hill, CA+	79.1	69.8	151.53	134.74	119.80	93.99	13.3	12.5	27.5	27.5	0.0
Walnut Creek, CA+	69.3	55.3	160.53	133.39	111.24	73.75	25.3	20.3	50.8	52.0	0.8	26.3
Concord, CA+	55.5	52.9	115.88	105.81	64.35	55.94	5.0	9.5	15.0	15.0	0.0	5.0
San Ramon, CA+	64.7	48.2	137.01	108.06	88.68	52.05	34.4	26.8	70.4	70.4	0.0	34.4
Pleasanton, CA+	64.1	51.2	139.04	107.59	89.09	55.12	25.1	29.2	61.6	61.6	0.0	25.1
Dublin, CA+	61.6	51.5	124.90	99.51	76.90	51.28	19.5	25.5	49.9	49.9	0.0	19.5

Participation

Properties		Rooms	
Census	Sample	Census	Sample
7	5	699	643
7	6	1187	1163
11	8	1320	1148
7	6	1147	1028
13	11	1818	1746
5	5	689	689

MARKETING

Campaigns

Total Revenue
\$1,110,928.63

Total Stays
\$6103



WHAT IF YOU COULD GET BACK TO
Wine Country?

TRAVEL IS BACK! START PLANNING NOW FOR YOUR WEEKEND
OF WINE TASTING IN PLEASANT HILL, CA



Make Pleasant Hill your home base for your weekend getaway to Wine Country.

Veni, vini, vino. Pleasant Hill is just 30 minutes away from the sprawling vineyards and world-class offerings of Wine Country. Or head 30 miles south to Livermore for a luxury wine experience minus the price tag.

Traveling is coming back, so start planning now for your weekend of wine tasting.
Pleasant Hill, CA — At the Center of Everything



WHAT IF YOU COULD FINALLY
Explore Again?

TRAVEL IS BACK! FIND YOUR NEXT OUTDOOR ADVENTURE
IN PLEASANT HILL, CA



Paradise on Earth is just a short drive away from Pleasant Hill.

Close to open spaces, pristine forests, and majestic mountains, Pleasant Hill is the perfect launch point for your next outdoor excursion. Explore the ancient redwood forest of Muir Woods, take a day trip to the winter retreat of Tahoe, sail the waters of the San Francisco Bay, or take on the nearly 4,000-foot peak of Mt. Diablo.

Traveling is coming back, so start planning now for your next outdoor adventure.
Pleasant Hill, CA — At the Center of Everything

Advertising

Visit California Guide

San Francisco Travel

WHAT IF ... YOU COULD FINALLY
Explore Again?

STAY PLEASANT HILL CALIFORNIA

At the Center of Everything

FAMILY | RIDGE | OUTDOORS | BEYOND | GETTING AROUND

DAY TRIP TO *Mount Diablo*

Cross the Bay Bridge and drive just one hour east to Danville to visit striking Mt. Diablo, clocking in just shy of 4,000 feet high. Whether you're seeking adrenaline-pumping adventure or a quiet respite, Mt. Diablo State Park is an ideal spot to spend a day away from the city.

DRIVE

Take in the scenery of the Tri-Valley as you climb 11 miles to the summit of Mt. Diablo along a winding (but paved) road. The drive up takes approximately 45 minutes and it is recommended that you drive all the way to the top first, and then stop to enjoy the views of conventional turnoffs only on your way back down. The road is a popular endeavor for cyclists, so it's important to drive carefully while sharing the road. A parking fee is required per vehicle, which can be paid in cash or by credit card at the entrance located about one third of the way up the mountain.

HIKE

Prefer to see the mountain on foot? Summit trails to the top of Mt. Diablo are very steep and should only be traversed by those with experience on intermediate to difficult trails with high elevation gains. For more difficult hiking, check out Mary Beameson Interpretive Trail near the summit. This one-mile trail offers expansive views and low elevation gain. Grab a map while you're at the Visitor Center for more hiking options throughout the state park.

LEARN

Mt. Diablo's history is in some ways a mystery, and the Summit Visitor Center is a great place to learn about it. Visitors can watch a video illustration of the geological forces that formed the mountain and observe a diagram of the park's ecosystem. The exterior walls of the Visitor Center's observation deck feature shells and aquatic fossils from when Mt. Diablo rose out of the water as a result of tectonic plates — some of which date back as far as 150 million years!

PICNIC

On your way back down the mountain, why not enjoy the scenery a little longer with a picnic? Several stops along the road offer picnic areas, including Jumper Campground (Barbours), Lookout Point and Livermore Valley Overlook. If it's a clear day, see if you can spot Mount St. Helena or Sutter Bluff in the distance. Maple Nook and Bird's Nook picnic areas are nestled in the mountain's crevices and offer shade from magnificent oak trees.

REFUEL

Hartz Ave. in downtown Danville is lined with restaurants, coffee shops and plenty of shopping — all you need to refuel before heading back to San Francisco!

LOOKING FOR MORE OUTDOOR ADVENTURE?

Explore nearby Tri-Valley for hiking and biking trails that cater to all levels of experience and comfort. Multiple golf courses in the area offer beautiful backdrops and Tri-Valley's Livermore Valley is a great place to stroll through lush vineyards and taste the bounty of the region.



To delicious PAIRINGS OF PEOPLE'S PASSIONS

The Best of California

AYESHA CURRY

335 HIDDEN GEMS & UNDISCOVERED WONDER

TEMECULA VALLEY

California Travel

DIGITAL ADS

Mt. DIABLO Region

Join us in the Mt. Diablo Region, driving distance from the North Bay, San Francisco, Sacramento and San Jose. A collection of dynamic Northern California cities nestled at the base of Mt. Diablo, the Bay Area's highest peak. A unique mix of outdoor activities, food experiences, craft beer, wineries, award-winning shopping, arts and concert venues, all ready for you to create your own adventure.

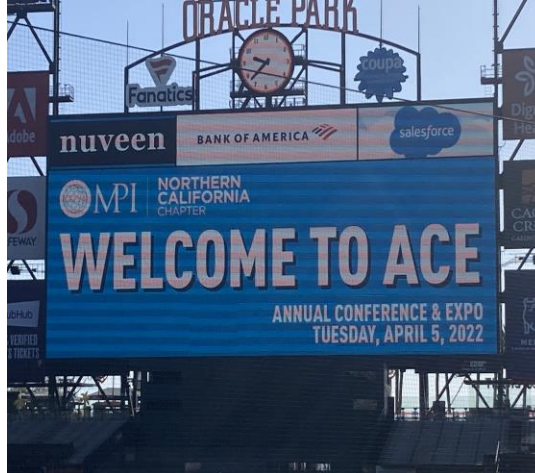
You belong here. www.MtDiabloRegion.com

WALNUT CREEK • PLEASANT HILL • CONCORD
TRI-VALLEY • PLEASANTON • LIVERMORE • DUBLIN • DANVILLE

Tradeshows

Total attended

-
14



Social Media Support

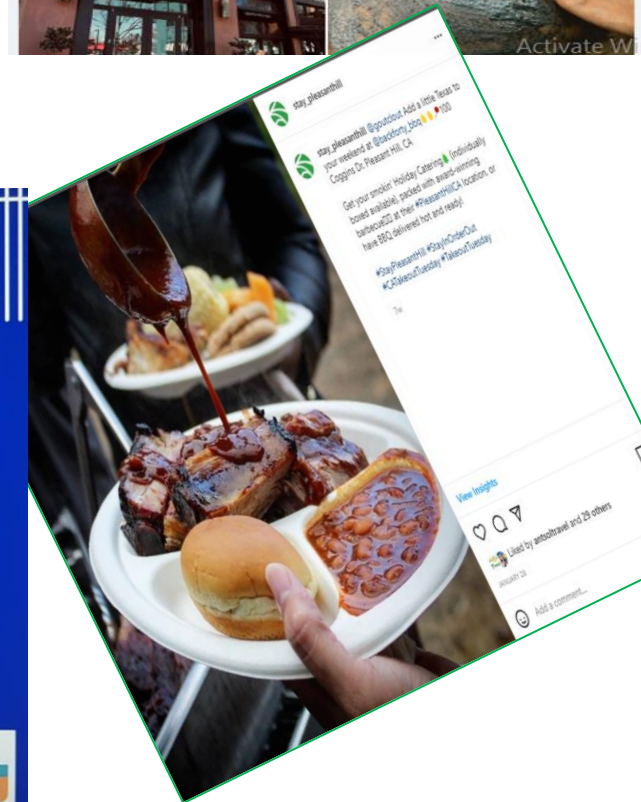
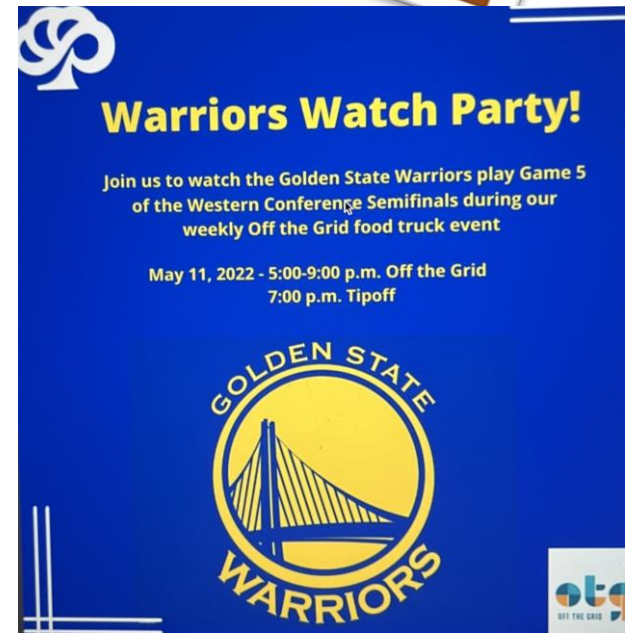
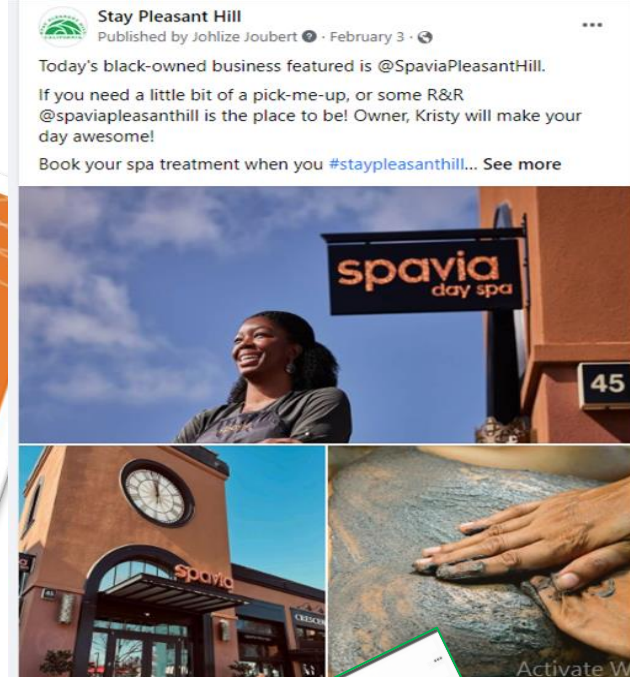
Instagram
followers - 21.8k up 131%

Audience Reach year on year:
253.5K up 3.7k%

↑
28.5%
Reach growth

Facebook
followers - 966 up from 907
Audience Reach year on year:
534.2K% growth up 50.7%

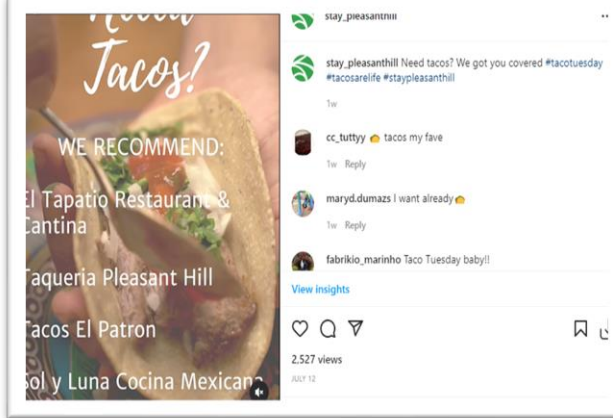
↑
36%
Reach growth



COMMUNITY SUPPORT TRACKER



Band Application - Sunset by the Lake Concerts
Reach 192 people - Total Amount \$27.28



Taco Tuesday Pleasant Hill
Reach 2727 - Total Amount \$75



Blues & Brews 2022
Reach 21k people - Total Amount \$1.3K



Fourth of July Commission
Reach: 9444 Total: \$100



Fourth of July Commission
Reach: 3470 Total: \$100
\$1000 Photography



City Parks
Reach: 6317 Total: \$200



Wise Girl
Reach 23 391
Total: \$600



PCOC Art & Wine Ads
Reach: 3310
Total: \$450
Booth \$2.5K



Mighty Market
Reach: 15600
Total: \$200

Boost unavailable

Warriors Watch Party!

Join us to watch the Golden State Warriors take on the Dallas Mavericks at City Hall tonight for the Warriors Watch Party!

June 7, 2022 at 7:43 PM
ID: 447877310664921

Interactions
1 reaction 0 comments 0 shares

Performance

Reach		Engagements		Negative interactions	
Total	84	Reactions	1	Total	0
Organic	84 (100%)	Comments	0	Unique	0
Paid	0 (0%)	Shares	0		

View details

Stay Pleasant Hill
March 15

We're all in need of a little #selfcare, and you're in for a pleasant day of pampering when you #staypleasanthill! You deserve it! #womensmonth

Relax with a massage, skin treatments, and facials from @spaviapleasanthill @remedyandritual @skinsciencemedspa, or pick up a few products for an at-home spa day - and did we mention they are completely #femaleowned

Image @spaviapleasanthill

Spavia
Reach 8334 Total: \$100

Stay Pleasant Hill
February 3

Today's black-owned business featured is @SpaviaPleasantHill. If you need a little bit of a pick-me-up, or some R&R @spaviapleasanthill is the place to be! Owner, Kristy will make your day awesome!

Look your spa treatment when you #staypleasanthill
Image credit @spaviapleasanthill
#blackownedbusiness #blackfemaleowned #StayPleasantHill

Spavia
Reach 55 077K Total: \$700

Completed	Feb 28	View results	
Post engagements	606	18.4K	\$150.00
Craving some Mexican f...	Post Engagements	Reach	Amount spent
Completed	Feb 28	View results	
Post engagements	1.3K	33.5K	\$300.00
Craving some Mexican f...	Post Engagements	Reach	Amount spent
Completed	Feb 28	View results	
Link clicks	221	18K	\$300.00
Savor the fresh and auth...	Link clicks	Reach	Amount spent
Completed	Feb 28	View results	
Post engagements	7.3K	60.7K	\$600.00
Today we are featurin...	Post Engagements	Reach	Amount spent

Restaurant Week
Reach 130.6K Total: \$1550

Stay Pleasant Hill
May 18

The Warriors are back! Come to City Hall Tonight for Off the Grid and join us as we view Game 1 of the Golden State Warriors vs the Dallas Mavericks in the Western Conference Finals.

@OfftheGridSF has plenty of amazing food and drink, so bring your picnic blankets and chairs and get ready to enjoy Game 1 on a gorgeous warm spring evening. OTG starts at 5pm, tip-off for the game is 6pm. Don't miss it!

#staypleasanthill #warriorsgame #goldengatewarriors #watchparty #offthegridsf #foodiesofthebay #foodtruck

Top: Organic - 84

Bottom - Paid Ads
Warriors Watch Party
Reach: 6574
Total: \$900

Off the Grid MARKETS

PLEASANT HILL

WEDNESDAYS 5-9PM

Off the Grid
Reach 35 320 Total: \$700

SPH TOTAL SPEND 2022 YTD

Total spend: \$10 925.00
Total reach: 333 084 people

City of Pleasant Hill

Spend: \$2100
Reach: 61,125 people



stay_pleasanthill

stay_pleasanthill Need tacos? We got you covered #tacotuesday #tacosarelife #staypleasanthill

1w

cc_tuttyy 🍌 tacos my fave

1w Reply

maryd.dumazs I want already 🍌

1w Reply

fabrikio_marinho Taco Tuesday baby!!

View insights

2,527 views

JULY 12

Add a comment... Post

Reach 2527



Stay Pleasant Hill

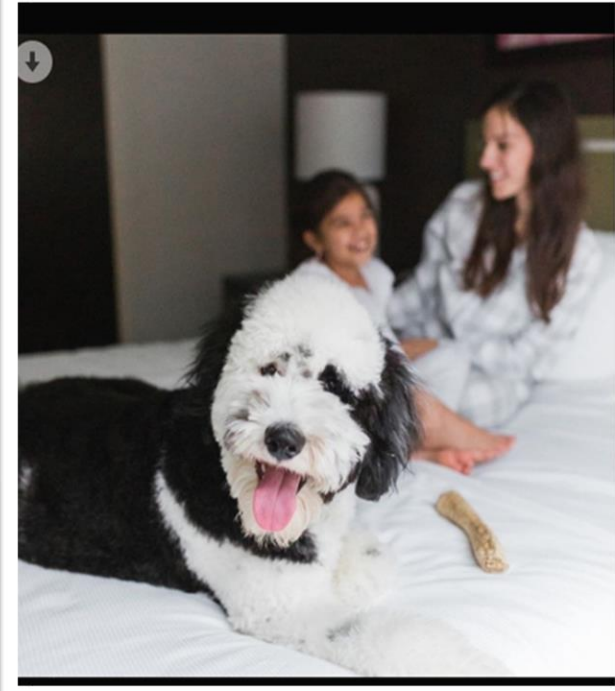
Published by Johlyze Joubert · July 5 at 9:48 PM

Last night's 4th of July festivities 🇺🇸🇺🇸

@ericduganphotography

#staypleasanthill #4thofJuly

Reach: 9444
Reactions: 704



stay_pleasanthill

stay_pleasanthill You cannot have a #bluemonday when you #staypleasanthill

Pet-friendly hotels? Now that's something to smile about @hyatthouse Book your pup-friendly stay with us #StayPleasantHill: <https://staypleasanthill.com/lodging>

13w

ilariyapissana Everything I need in a home

13w Reply

feer_gr0m Cool and cozy 🐾

View insights

Liked by antsoltravel and 69 others

APRIL 25

Add a comment...

Reach: 13400



Instagram Boost

Viewings – 5100
 Engagement – 24 comments
 Boost - \$600

stay_pleasanthill • Follow
 Original Audio

stay_pleasanthill 📌 Get your Perks and Bonus e-Gift cards at PleasantHillPerks.org and redeem them at these participating businesses:

- Arrive Nutrition Center
- Avalon Nail Spa
- Back Forty Texas BBQ
- Big Dave Bikes
- Centered Body Studio
- Club Pilates
- Cool Tops Cuts for Kids
- Crescent Bistro
- Diablo Trophy
- East Bay Wholesale Outlet
- El Morocco Restaurant
- El Tapatio Restaurant
- Estates Consignments
- Flamingo Nail & Spa
- Furniture Today
- GMG Cleaners
- Hair at the Ritz
- Haya Ramen
- I heart art
- Jack's Restaurant
- JUS Clean Comfort
- La Mordida Restaurant
- Little Red Bistro

Liked by itzz_sam_838 and others
 JULY 15

Facebook Boost

Likes – 602
 Boost - \$100
 Target – East Bay area, 25-65 year old, Men + Women

Get your Perks and Bonus e-Gift c...
 July 21, 2022 at 2:03 PM
 485 likes 12 comments

Overview Performance Feed preview

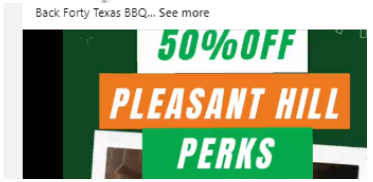
Comments 12 Unique

Feed preview

Instagram

stay_pleasanthill

Post	Boost post	Date	People reached	Post Engagements	Reactions	Comments
Get your Perks and Bonus e-Gi...	Boost post	July 21, 2022 at 2:03 PM	117	16	2	0
Heads up!! #offthegridd tonight do...	Boost post	July 20, 2022 at 11:21 AM	94	--	361	11
Heads up!! #offthegridd tonight do...	Boost post	July 20, 2022 at 11:21 AM	102	5	2	0

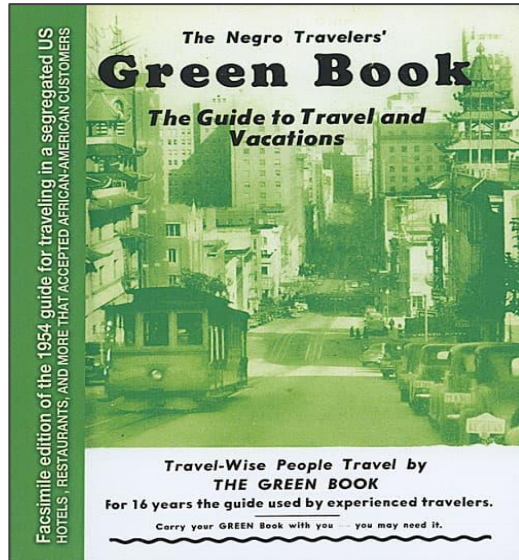


Local Events Support

\$6000



DIVERSITY.EQUITY.INCLUSION



Hi Viola and Jano,

Just a quick note of thanks for the commemorative edition of The Green Book – very thoughtful of you and a poignant reminder of how much work still needs to be done! I suspect you already know this, but Sol and Glo Herbert are working on an updated version of The Green Book. Really looking forward to the new content!

My best,
Adam

ADAM BURKE
President & CEO

He/Him/His (Click [HERE](http://lgbtlifecenter.org) [lgbtlifecenter.org] to learn more)
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M +1 949 445 1964



FUTURE ACTIVITIES

1. **MARKETING CAMPAIGNS**-Partner with Mt. Diablo Region & SF Travel to maximize shared \$ and continue the successful Visit California Campaigns
2. **SALES ACTIVITIES**-continue to engage local businesses and educate on the benefits we can offer them by promoting them on SPH channels
3. **COMMUNITY PARTNERSHIPS** - “Conversations with..” to tell Pleasant Hill stories, additional channel ideas i.e. Radio Show, Blog, Podcast, Newsletters, Central Pleasant Hill calendar to promote all events
4. **TEAM GROWTH**-Adding Sales Manager to the team to focus on local engagement, local social media content and trade shows
5. **FUTURE LEADERS PROGRAM**-Working with DVC and MDUSD to identify interns and promote interest in travel and tourism careers for our future leaders

