

WHY PLAN



The Fresno Clovis Convention and Visitors Bureau (FCCVB) embarked on a strategic planning effort to define a vision for Fresno County as a destination and to prioritize actions over time that would help to strengthen the area's competitiveness to attract visitors and to spur economic activity through the visitor economy.

Planning Goals:

- Strengthen marketing and sales programming
- Demonstrate the role and value of the visitor economy
- Ensure the FCCVB is sufficiently resourced to carry out its mission to promote the region to all travel markets.

MASTER PLAN OBJECTIVE



To develop strategic organizational, product development, and marketing initiatives that advance the brand and appeal of Fresno and Clovis as a destination.



ABOUT FCCVB



The mission of the Fresno-Clovis Convention & Visitors Bureau (FCCVB), a destination marketing organization, is to promote the Fresno/Clovis region to all travel markets. In partnership with the hospitality industry, the Bureau generates increased visitor spending, local tax receipts and job development.

The FCCVB serves as the owners' association for the Fresno Clovis Tourism Business Improvement District (TBID). The TBID was initially formed in 2010 to increase room night sales across all lodging properties within the city limits of both Fresno and Clovis.

OUR VISION & MISSION



Vision

The FCCVB delivers organizational excellence through innovation, sustainability, and competitiveness to produce tourism-related economic activity while driving the brand of Fresno County.

Mission

The FCCVB positions Fresno County as an appealing destination to attract visitors across all travel markets delivering economic impact and encouraging quality of place across the community.

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Destination Master Plan

Summary of
Strategic Recommendations

September 2022





PLAN OBJECTIVES



The FCCVB has created this Destination Master Plan to guide its work over the next five years to market the area to visitors, improve the visitor experience, and enhance and protect the destination's assets. It provides a framework for activities needed to nurture the destination and preserve the unique balance it offers to visitors and residents—while continuing marketing and promotions initiatives that draw overnight visitors to the area.

In addition to looking at ways to provide positive economic impact to the area through the visitor economy, the Plan suggests that the FCCVB have a voice in the area's placemaking efforts.

STRATEGIC RECOMMENDATIONS



The recommendations seek to expand the region's mindset from merely attracting leisure travelers to better servicing travelers who are already coming to the area and supporting destination partners in creating high-quality visitor experiences that highlight the area's uniqueness and understated charm.

1. Deliver effective brand-based marketing to lead the area forward
2. Ensure funding continuity and stability
3. Support community growth by encouraging placemaking
4. Develop a visitor demand driver

The FCCVB will have different roles for each of the tactics to achieve the strategic recommendations. For some, the FCCVB will be the lead or primary actor and will be held directly accountable for the success of the initiative. For others, the FCCVB will play a partnership or advocacy role, participating as one of many actors and for which the organization will take an active role to ensure the strategy's success.



1. BRAND-BASED MARKETING



Branding is the cornerstone of driving destination success for Fresno and Clovis. As a destination marketing organization, the FCCVB is responsible for brand development, articulation, and socialization both across the community and throughout the area's various visitor markets. The brand allows the community to better understand its unique points of differentiation and leverage them to build tourism and quality of place.

Key Initiatives

- Construct definitive brand of the combined community
- Socialize the brand across the community

2. FUNDING STABILITY



Tourism Business Improvement District funding for the FCCVB allows the hotels and motels of Fresno and Clovis to engage in marketing and sales initiatives that sustain and grow the area's destination economy. The communities can support FCCVB's efforts by ensuring that their individual transient occupancy tax collections are invested into venues and product enhancements to provide more quality of place amenities broadening the appeal of the area. These different sources can live in a supportive environment.

Key Initiatives

- Secure renewal of both Tourism Business Improvement Districts
- Deliver direct benefit to the members of the districts

3. ENCOURAGING PLACEMAKING



Placemaking can be a daunting task. The Destination Master Plan recommends taking on this task in an organized systematic process through clearly designated areas and partners.

The improvements created will support the region's branding and create positive actions that will inspire additional community development and economic growth, while appealing to the desires of residents and visitors alike.

Key Initiative

Advance placemaking concepts in targeted destination districts that support and enhance the appeal of convention, recreation, and entertainment venues; sense of place attributes; and key demand drivers in the area



Convention & entertainment districts for initial action

• Downtown Fresno	• Old Town Clovis
• Fresno Chaffee Zoo	• Fresno Yosemite International Airport

4. VISITOR DEMAND DRIVER



For the Fresno region to remain competitive, a place-specific demand driver must be developed. The resulting demand driver project will provide a new reason to visit the region and offer a distinctive experience to visitors while conveying the area's brand promise.

Key Initiative

Conduct a feasibility study to determine the best direction from

the below options

- Visitors Center
- Multi-purpose indoor court facility
- Cultural heritage center
- Agriculture center
- National Taco Museum
- National Information Technologies Center
- Sierra basecamp