



Folsom City Council Staff Report

MEETING DATE:	2/24/2026
AGENDA SECTION:	Scheduled Presentations
SUBJECT:	Presentation of Annual Report from the Folsom Tourism Bureau Regarding the Folsom Tourism Business Improvement District
FROM:	City Manager's Office

CITY COUNCIL ACTION

Representatives from the Folsom Tourism Bureau (FTB) will provide an annual report. No action is requested of the City Council.

BACKGROUND:

In 2012, the City Council established the Folsom Tourism Business Improvement District (FTBID / District) for a twenty-year term beginning in January 2013 and ending in December 2032. The assessment rate was set at four (4%) percent of gross room rental revenue. At that time, it was estimated that annual assessments for District would total approximately \$780,000, and those assessments were specifically identified to be used to promote tourism within the District, provide marketing and visitor programs to promote Folsom lodging businesses as tourism visitor destinations, and to fund projects, programs and activities that benefit lodging business within the District.

At the same time as the District was established, the Folsom Tourism Bureau (FTB) was named as the District "Owners' Association" and entered into an agreement with the City to administer the District. Under the terms of the agreement, the FTB is obligated to administer all District services and is fully responsible for developing, implementing, directing and operating District programs. The FTB is required to have an audited financial report for District funds by a licensed CPA which shall examine revenue and expenses and include a balance sheet and changes in fund balances for the prior two years. In addition, the FTB is required to submit a report to the City Manager on or before September 1 for each fiscal year

for which assessments are to be levied and collected; the City Manager is to review the report and schedule the annual report on the City Council agenda. The report must include:

- (a) A detailed description of the activities to be pursued by the FTB with FTBID funds for the coming fiscal year.
- (b) A detailed breakdown of expenses for the prior fiscal year by program type and administrative expenses and costs.
- (c) A copy of the bi-annual audited financial report for the FTBID

In addition to the above requirements, Folsom Municipal Code section 3.100.100 requires that the report include:

- A. A description of the activities conducted during the previous fiscal year;
- B. An accounting of the revenue and expenditures by program for the previous fiscal year in a form and manner required by the city finance department;
- C. A proposed scope of activities to be provided for the next fiscal year, along with the designated staff to administer the proposed programs;
- D. A budget outlining the revenue and expenses for the scope of activities proposed for the next fiscal year; and
- E. The amount of any surplus or deficit revenues to be carried over from a previous fiscal year and a proposal to address the surplus or deficit in the next fiscal year(s).

For its part of the agreement, the City is obligated to collect the annual assessments, direct the disbursement of assessment funds to FTB on a quarterly basis, maintain an ongoing liaison with the FTB, and provide general assistance and information to the FTB and the public at large. The initial agreement term was for five years (2012 – 2017) and has subsequently been extended twice for additional five-year terms in 2017 and 2022.

AUTHORITY / RULE

The agreement between the City of Folsom and the FTB relative to the Folsom Business Improvement District requires the FTB to prepare a report for each fiscal year for which assessments are to be levied. In addition, Folsom Municipal Code section 3.100.100 describes required elements of the report.

ATTACHMENT

1. Folsom Tourism Bureau Improvement District Report to City Manager FY 24/25



ANNUAL REPORT
2024-2025



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TO: Bryan Whitemyer
City Manager
City of Folsom

FROM: Joseph P. Gagliardi
President/CEO
Folsom Tourism Bureau

RE: Folsom Tourism Bureau Improvement District
Fiscal Year Annual Report: 7-1-2024 through 6-30-2025

In accordance with the Agreement between the City of Folsom and the Folsom Tourism Bureau dated November 27, 2012, the following Annual Report describes the activities undertaken during the fiscal year July 1, 2024, through June 30, 2025.

Organizational Background: The Folsom Tourism Bureau was formed in the year 2000 to focus on the growing local market for tourism development. In 2002 the Tourism Bureau pursued forming a business improvement district (BID) to strategically grow tourism in Folsom while providing a sustainable funding source to market Folsom as a destination. The Tourism Bureau immediately engaged all its hotel partners to seek their input and developed a strategy to accomplish that objective. The Tourism BID (TBID) was formed in 2003 at a rate of 2 percent for an initial 5-year timeframe and then renewed for an additional five years. In 2012, the Tourism BID was renewed at 4% for an additional 20-year term.

In 2016, the Greater Folsom Partnership, now known as Choose Folsom, was formed to leverage the efforts of the Folsom Tourism Bureau in conjunction with the Folsom Chamber of Commerce and Folsom Economic Development brands. This structure facilitates an integrated marketing and communication strategy for Folsom and promotes a strong connection between the business and hospitality communities.

The ultimate goal of Folsom Tourism Bureau programs and services is to promote positive economic benefits for the City of Folsom through increasing occupancy and Average Daily Rate (ADR) in Folsom Hotels. Increased activity increases Transit Occupancy Tax (TOT) and sales tax revenue as well as a residual economic benefit for related market segments in dining, retail, outdoor recreation, and entertainment.

In addition, it has become increasingly apparent that destination promotion is a crucial tool that is used to assist in broader economic development issues – not just marketing to the end

traveler. Promoting Folsom raises our community profile and opens the door for enhanced opportunities for traditional business relocation, expansion, and new startups to occur. Our destination promotion contributes substantially to highlighting the quality-of-life indicators critical to the relocation decision as well as our residents' attitudes about where they live.

Description of the Activities conducted during the fiscal year, 7/1/2024 to 6/30/25:

EVENTS

Groups and Events Supported with Concierge Service: Visit Folsom actively supports events that bring out-of-town guests. This support includes a combination of marketing, staff and financial support. In 2024-2025 FTB supported many events and most are listed below. Events that are well run and compatible with the assets and venues in Folsom are essential to our brand and increased tax revenue in the region.

- July 2024 Folsom Pro Rodeo
- September 2024 Inductive Automation Ignition Conference
- November 2024 Run the Parkway
- November 2024 Rio Del Lago 100-Mile Run
- November 2024 Foothill Wine Festival
- December 2024 California International Marathon
- February 2025 LENA EA High School Theatre Festival
- February 2025 Salmon Falls 50K Run
- March 2025 Folsom Women's Conference
- April 2025 American River 50 Mile Endurance Run
- April 2025 Dragon Boat Races
- April 2025 California Jazz Championships
- May 2025 Bike Month, Folsom Peddle Quest & Balance Bike Bash
- May 2025 Hangtown Motocross
- June 2025 Juneteenth
- June 2025 TEDx Folsom
- June 2025 Motherlode Epic Mountain Bike Race
- Summer 2025 Helwig Concert Series
- Ongoing: Folsom Lake Surf
- Ongoing: Broadstone Racquet Club

STUDIES

Hunden Partners completed a county-wide tourism assessment for the Folsom Tourism Bureau (FTB) in June of 2023 and subsequently completed financial feasibility studies related to priority assets and projects as recommended through the tourism master plan process. The market research and asset profiles completed in Hunden's initial tourism study supported the conclusion that there are several key areas the City of

Folsom can focus on to bolster the visitor economy and enhance the quality of life for residents.

Next, during the 2023-2024 fiscal year, the FTB engaged the Hunden Partners team to complete five feasibility and impact studies which consisted of outdoor sports, indoor sports, conference/boutique hotel, entertainment, and events. The foundation of the studies includes a market demand, financial feasibility, and economic impact study to determine the optimal build-out, projected performance and impact of these types of tourism-inducing projects for the City of Folsom.

Outcome of the five studies included:

- Outdoor Sports: Determined the opportunity for a regional youth sports complex in Folsom including a breakdown of space needs, operational performance and estimated impacts to the City of Folsom.
- Hotel & Conference Center: Identified the scale and type of hotel needed in the City and provide estimated projections of performance, impacts and likely feasibility gaps which would require public funding.
- Indoor Sports: Analyzed the Folsom Ranch Ice Project to assess its viability, need in the market, performance and potential impacts to the City.
- Entertainment: Assessed the local and regional market for the gap in the market for an entertainment venue in the City and project the performance and impact of that venue in Folsom.
- Events Strategy: Provided action items for Visit Folsom as it relates to bolstering existing events and attracting new events.

In FY 2024–2025, the Folsom Tourism Bureau focused heavily on laying the groundwork for future destination asset and infrastructure development. Building on the findings of the five feasibility and impact studies completed in 2023–2024, the Bureau worked to deepen understanding of project opportunities, refine priorities, and engage stakeholders in discussions about long-term tourism needs.

This foundational work will continue to guide the next phase of implementation in FY 2025–2026, when efforts will shift toward advancing select projects, identifying funding strategies, and aligning infrastructure initiatives with event and marketing plans to strengthen Folsom’s position as a premier tourism destination.

PROGRAMS

BOOKING ENGINE: In early 2023, Visit Folsom launched a branded booking engine on our website, designed to showcase the destination through custom promotions, curated packages, interactive maps, tailored content, and user-friendly filters. We collaborate with event partners such as CIM and the Rio Del Lago Run to provide affiliate booking links, making it easier to track overnight stays connected to these events. This integration also enables us to deliver welcome packets and offer complimentary electronic gift cards to guests who book two or more nights, adding extra value to the visitor experience. Importantly, the booking engine generates first-party data that allows us to build more targeted, direct marketing campaigns.

HOTEL PACKAGES: During the fiscal year, Visit Folsom marketed six hotel packages in key target markets including the Bay Area, Central Valley, and Reno/Tahoe. With a two-night stay, the traveler received special added value incentives and a Visit Folsom Welcome Packet.

- Folsom Pro Rodeo: Two rodeo tickets, \$50 Palladio gift card, two paddleboard passes
- 2024 Holiday Package: 20% hotel discount, \$50 Palladio gift card, two ice skating tickets
- 2025 HER Women's Conference: \$50 Palladio gift card & 20% discount on event tickets.
- 2025 Hangtown Motocross: \$50 Palladio gift card & 20% discount on event tickets
- TEDx Folsom: 10% discount on event tickets & \$50 Palladio gift card
- Helwig Concert Series: 20% discount on event tickets & \$50 Palladio gift card

2024/2025 Booking Engine Statistics

- 13,000 Sessions a 63% increase over last fiscal year
- 365 Reservations a 11% increase over last fiscal year
- 724 Room Nights a 26% increase over last fiscal year

EXPANDED NETWORK OF EVENT PROMOTERS: Visit Folsom invests in building relationships with event organizers to bring new events that fit our hotels and community. For events that can generate overnight stays, we may provide short-term sponsorship support to help with their launch. We also assist promoters as they work through the permitting and planning process with the City of Folsom and local partners.

SPORTS & TRANSPORTATION INCENTIVE FUNDS: We are streamlining the application process for overnight stay incentives to ensure sports teams, meeting planners, and hoteliers are aware of the opportunities available. Travel incentive grants remain easily accessible through our online application system.

MARKETING

Power of Digital Storytelling

Folsom is a visually captivating destination, and compelling photography and video remain our most effective tools in inspiring travel, investment, and community engagement. As our primary outreach platforms, social media and our website serve as the digital front door to Folsom—answering key questions like:

- *Why should I visit Folsom?*
- *Why should I bring my business here?*

We continue to expand and freely share our library of high-quality digital assets with local partners and businesses. Our video library is now fully cataloged digitally, allowing us to more efficiently deploy visual content across platforms, campaigns, and partners.

Performance Compared to 2024: (2025 Calendar year to date)

Instagram Reach: 210.3K → ↑ 72.4% YoY

Facebook Reach: ↑ 77.9% YoY

Followers: Now at 19,984 → up from 15.3K in 2024

Total Instagram Views: 735.1K

Organic: 704.6K

Ads: 30.5K

Content Interactions: 40.3K → ↑ 100%

Top-Performing Reels (2025):

Steve Miklos Aquatic Center – 144.8K views (highest this year) (collaborative post with local influencer)

Browns Ravine at Folsom Lake – 116K views

Lake Natoma Paddleboarding – 113.2K views

100% organic, created in trade for hotel partnership

7.7K interactions | 6 days, 20 hrs watch time | Reach: 76.8K

Winding Wooden Bridge – 103K views

Beals Point (Kid-Friendly Beach) – 91.1K views

Stories Overview:

Total Views: 192.7K

Top Story: Paddleboarding – 2.9K views

Audience Insights:

Gender: 74.2% women | 25.8% men

Top Age Groups: 35–44, followed by 25–34 and 45–54

Top Locations:

Folsom (18.4%)

Sacramento (9.5%)

Roseville, El Dorado Hills, Rancho Cordova

Leverage Across Tourism & Economic Development

One of Folsom's greatest strategic advantages is the integration of tourism and economic development messaging under the Choose Folsom/Visit Folsom umbrella. By sharing resources, creative assets, and staffing across initiatives, we create content that speaks to both visitors and business decision-makers.

Key message across all platforms:

“Folsom offers an unmatched quality of life with easy access to the best outdoor recreation in the region.”

With the launch of our updated website, we've seen measurable increases in traffic, engagement, and conversions. VisitFolsom.com continues to evolve as the go-to resource for visitors planning trips, accommodations, and experiences.

Integrated Campaign Highlights**Wine Pass Campaign**

Platforms: YouTube, Facebook, Instagram

Strategy: Short-form video and carousel ads showcasing the value of the Wine Pass (tastings, discounts, experience)

Result: Strong engagement from wine-focused audiences and local tourism partners

Rodeo Hotel Package Campaign

Platforms: YouTube, Facebook, Instagram

Strategy: Targeted video and static ads promoting exclusive hotel packages during the Folsom Pro Rodeo

Result: Boosted hotel bookings tied directly to event traffic

Two night hotel stays included:

- Visit Folsom Welcome Packet
- Two complimentary Rodeo general admission tickets
- Two complimentary paddle board passes
- A \$50 e-gift card for local spa, golf, or cycling experiences

HER Women’s Conference Hotel Campaign

Platforms: YouTube, Facebook, Instagram

Strategy: Geo-targeted ads highlighting convenience and value of Folsom hotels during the HER Women’s Conference

Result: Added awareness of Folsom, our amenities and events in key feeder markets.

Two night hotel stays included:

- Visit Folsom Welcome Packet
- 20% discount on two HER Conference tickets
- A \$50 e-gift card for local spa, golf, or cycling experiences
- Result: Elevated brand, amenity and event awareness in key Folsom feeder markets.

Foothill Wine Festival Campaign

Platforms: YouTube, Facebook, Instagram

Strategy: Targeted campaigns built around hotel packages and early ticket sales

Result: High conversion rates and strong audience re-engagement.

We also focused on a two night hotel package that included:

- Visit Folsom Welcome Packet
- Two complimentary Foothill Wine Festival Passes
- A \$50 e-gift card for local spa, golf, or cycling experiences
- Result: Elevated brand, amenity and event awareness in key Folsom feeder markets.

Midweek Hotel Package Campaign

Platforms: Facebook, Instagram, Email, VisitFolsom.com

Strategy: “Stay, Work, and Play” message promoting two-night stays (Sunday–Friday) with digital nomads and wellness-minded travelers in mind. Guests received:

- Visit Folsom Welcome Packet
- Two complimentary Foothill Wine Passes
- A \$50 e-gift card for local spa, golf, or cycling experiences
- Result: Drove awareness of midweek hotel work and play opportunities as well as wellness minded businesses.

Winter Getaway Package Campaign

Platforms: Facebook, Instagram, Email, VisitFolsom.com

Strategy: Highlighted Folsom as a cozy and festive winter destination. Two-night packages included:

- Visit Folsom Welcome Packet
- Two complimentary Palladio Ice Rink tickets
- A \$50 Palladio gift card

- Result: Drove off-season interest, promoted holiday shopping and dining as well as the charm of the historic district.

Summary

Visit Folsom’s 2025 marketing strategy effectively combined visual storytelling, targeted advertising, and personalized outreach to drive measurable increases in tourism engagement. By leveraging platforms like YouTube, Facebook, Instagram, and email marketing, we continue to elevate Folsom’s reputation as a premier destination to visit, live, and invest.

Visit Folsom Website Performance

Reporting Period: July 1, 2024 – June 1, 2025

Source: Google Analytics

Top Traffic Sources

- Organic Search – 38K
- Direct – 11K
- Referral – 1.8K
- Paid Social – 1.4K
- Organic Social – 584

Top Countries by Active Users

- United States – 44K
- India – 234
- Canada – 166
- South Korea – 154
- Ireland – 146

Top Cities by Active Users

1. San Jose – 6,607 (14.28%)
2. Sacramento – 4,854 (10.49%)
3. Folsom – 3,749 (8.1%)
4. (Not Set) – 3,544 (7.66%)
5. Los Angeles – 1,873 (4.05%)
6. San Francisco – 1,554 (3.36%)
7. Citrus Heights – 921 (1.99%)
8. El Dorado Hills – 786 (1.7%)
9. Roseville – 760 (1.64%)
10. Rancho Cordova – 754 (1.63%)

Top 5 Visited Pages

1. Top Restaurants & Dining in Folsom
2. Things to Do in Folsom | Historic
3. Folsom Family Fun Activities
4. Folsom Lake State Recreation Area
5. Boating Guide to Folsom Lake

Key Takeaways

- The site attracts strong organic search traffic and a healthy number of direct visits.
- U.S. audiences dominate, with some interest from international markets.
- Folsom ranks 3rd in visitor volume but leads in engagement rate among cities.
- Pages promoting activities, dining, and outdoor recreation are the most visited, showing strong interest in tourism-related content.

VISITOR SERVICES

- **VISITOR CENTER EXPERIENCE:** Visit Folsom is currently working to enhance the operations of the Visitor Center and a new retail store, Gather & Toast, which will open in September 2025 and will improve customer/visitor experience.
- **VISITOR COLLATERAL:** The Choose Folsom team creates, writes, and produces a variety of print materials that are the cornerstone of our visitor outreach for all market segments, including business, leisure, and residents. The Getting Around Folsom map continues to be popular with visitors; the 2025 edition of Folsom Magazine hit the shelves in November of 2024. The Folsom magazine is mailed to all homes and businesses in Folsom, showcased in some of our 900 hotel rooms and included in visitor welcome packets. The 2026 edition should hit the shelves this November.
- **VISITOR SERVICES HIGHLIGHTS:** Throughout the course of the year, Visit Folsom receives requests from stakeholders to provide customized welcome packets for incoming groups with maps, dining guides, Folsom branded merchandise, etc. Custom visitor packets are prepared for incoming groups at the request of hoteliers, groups, new residents, and major employers.
- **VISIT FOLSOM CONCIERGE SERVICES:** Although Visit Folsom is a small bureau, we provide a high level of service to groups planning conferences or meetings. Inquiries

may come directly from organizations considering Folsom as a host city, or through hotel partners seeking additional support to secure business that is a strong fit for our destination.

Services include:

- Itinerary development.
- Recommendations for ancillary venues such as banquet dining, group meeting space, etc.
- Resources such as our group/meeting & sports grant incentive.
- Introductions to partners such as FHDA, zoo staff, or others for event development.
- Underwriting food/drink options like Snooks, happy hours or other hospitality opportunities.

PARTNERSHIPS & COLLABORATIONS

- **REGIONAL COLLABORATION:** Through partnerships with the Gold Country Visitors Association and Visit California, Folsom continues to gain greater visibility as a key stop on regional itineraries while accessing marketing opportunities beyond the scope of our local budget. These collaborations provide valuable benefits such as exposure to international visitor markets, inclusion in regional tours, and representation in the California State Visitor Guide

Our partnership with Rancho Cordova Travel & Tourism is especially valuable, as collaboration enables us to attract and host larger groups than either destination could accommodate on its own.

- **HOTEL LEADERSHIP TOURISM UPDATE MEETINGS:** We host quarterly meetings with Sales and General Managers from our eight partner properties. These gatherings provide an opportunity to share market trends, address questions about Folsom's developments, and collaborate on strategic plans to grow tourism revenue. To highlight the destination, we rotate meeting locations among local restaurants and entertainment venues, showcasing what's new in Folsom. The group also discusses economic development news and potential business relocations, which are of significant interest to our hotel partners.
- **ECONOMIC DEVELOPMENT TEAM:** Choose Folsom engages an Economic Development consultant to advance both tourism and economic growth initiatives. Key efforts include representing Folsom on the Greater Sacramento Economic Council (GSEC) Regional Directors Council and hosting the 50EA Tech Council and Commercial Brokers meetings to elevate visibility along the Highway 50 corridor.

**Folsom Tourism and Economic
Development Corporation**
Statement of Activities - Preliminary
July 1, 2024 - June 30, 2025

Revenue	Year End Actual	Budget	Variance	Projected Year End	FY25-26 Approved
BID - Q1 (Jan-Mar 25)	\$ 279,675	285,000	(5,325)	285,000	285,000
BID - Q2 (Apr-Jun 25) ⁽¹⁾	345,000	345,000	0	345,000	345,000
BID - Q3 (Jul-Sep 24)	311,971	314,000	(2,029)	311,971	310,000
BID - Q4 (Oct-Dec 24)	311,533	284,000	27,533	311,533	310,000
Total	<u>1,248,180</u>	<u>1,228,000</u>	<u>20,180</u>	<u>1,253,505</u>	<u>1,250,000</u>
<u>Other Income</u>					
Event Board Income	7,900	10,000	(2,100)	8,200	10,000
Visitor Center Income	0	1,000	(1,000)	0	10,000
Interest Income	24	6,000	(5,976)	22	5,000
Study Mission Sponsorship ⁽²⁾	25,000	0	25,000	25,000	10,000
Other Income ⁽³⁾	49,402	15,000	34,402	49,402	15,000
	<u>82,327</u>	<u>32,000</u>	<u>50,327</u>	<u>82,624</u>	<u>50,000</u>
Total Revenue	<u>\$ 1,330,506</u>	<u>1,260,000</u>	<u>70,506</u>	<u>1,336,129</u>	<u>1,300,000</u>
<u>Expenses</u>					
Business & Event Attraction ⁽⁴⁾	\$ 122,750	120,000	(2,750)	120,000	100,000
Contract Labor/Payroll	373,409	365,000	(8,409)	365,000	370,000
Cost of Sales - Visitors Center	0	7,500	7,500	0	0
Depreciation Expense	12,000	10,000	(2,000)	9,000	12,000
Facilities	2,500	2,000	(500)	2,500	5,000
Interest Expense	2,856	3,000	144	2,142	3,000
Marketing	215,719	226,500	10,781	223,406	215,000
Office Expenses	106,731	110,000	3,270	107,026	100,000
Professional Fees	29,687	35,000	5,313	34,124	35,000
Events, Sponsorships, Studies	349,822	340,000	(9,822)	355,522	280,000
Transportation & Hotel Incentives	9,619	5,000	(4,619)	5,280	10,000
Total Expenses	<u>\$ 1,225,092</u>	<u>1,224,000</u>	<u>(1,092)</u>	<u>1,224,000</u>	<u>1,130,000</u>
				Less Reserve @ 10% of BID Income	125,000
Increase/(Decrease) in Net Assets	<u>105,415</u>	<u>36,000</u>	<u>69,415</u>	<u>112,129</u>	<u>45,000</u>

(1) Accrued \$345k budget figure

(2) Study Mission FY24-25 Sponsorship

(3) Includes \$43k Study Mission reimbursement for FY23-24

(4) Includes \$60k Choose Folsom Initiative payment



2025–2026 Action Plan & Timeline

This one-year action plan aligns with the Folsom Tourism Bureau’s 2025–2030 Strategic Plan and is organized by fiscal year quarters (July 2025 – June 2026). Each quarter incorporates actions from all nine strategic pillars where possible, while respecting sequencing and project dependencies.

Q1 FY25-26 (Jul–Sep 2025)

Governance

- Conduct full review of bylaws, articles of incorporation, and board governance policies.
- Ensure compliance with regulatory requirements and schedule annual board compliance training.

Events & Attraction

- Identify priority anchor events for recruitment & continue outreach focusing on shoulder-season events (winter/summer).
- Develop new in-house events, or find promoters to create, that drive destination overnight stays.
- Increase visibility of the Foothill Wine Festival Hotel Package.

Visitor Services

- Finalize visitor services plan for Gather & Toast and commence with marketing strategy on the Visitor Center.
- Research mobile-friendly visitor tools (wayfinding, itineraries).
- Initiate work on the new Seeker event calendar driven by AI.
- Initiate work on a new easier to use destination map that includes regional attractions.

Destination Amenities & Infrastructure

- Review feasibility study findings and determine priority projects.
- Meet with City leadership to align on top infrastructure priorities.

Marketing & Branding

- Work on plans to include a regional attraction focus on the website & social media platforms.

- Develop FY marketing plan targeting key feeder markets.
- Continue development of bundled packages with lodging, event & partner experiences.
- Begin content and asset collection for seasonal campaigns and overnight hotel packages.

Choose Folsom Coordination

- Hold monthly coordination meetings with Economic Development and Chamber teams.
- Align messaging across all Choose Folsom platforms.

Programs

- Finalize Visit Folsom Meeting Space Guide.
- Outline 'Shop Folsom' gift card program design and secure initial business participation.
- Develop marketing collateral for 'Shop Folsom' gift card launch in Q2.
- Continue Choose Folsom Community Event Board Program and refine where necessary.
- Review and refine grant programs including transportation and sports grants and consider adding additional if necessary.
- Consider creating a Folsom Culinary program that has the potential to drive overnight stays.

Regional Tourism Opportunity & El Dorado County Gap

- Outline 'Start in Folsom' campaign creative direction and partner outreach plan.

Sales Opportunities

- Focus on Folsom Magazine placement expansion plan to increase distribution within the region.
- Design pay-to-play partnership opportunities.

Tools & Resources

- Research and select tourism-focused CRM to centralize partner, stakeholder, and media contacts.
- Research tools such as STR, AirDNA, Arrivalist or similar data services for visitor and hotel performance insights.

Q2 FY25-26 (Oct–Dec 2025)

Governance

- Approve and adopt updated bylaws and governance policies.

Events & Attraction

- Continue to search for and secure targeted events and continue curation of in-house events.
- Continue coordination with Rodeo, HER Women's Conference, and Wine Festival for enhanced hotel package visibility.

Visitor Services

- Launch Gather & Toast visitor services training & enhancements.
- Incorporate concierge training program into quarterly hotel partner meetings.
- Design a new Getting Around Folsom guide incorporating the new destination map including regional attractions and visibility opportunities in pay-to-play advertising options.

Destination Amenities & Infrastructure

- Explore P3 funding models for priority infrastructure projects.

Marketing & Branding

- Launch fall seasonal campaign highlighting events, trails, lakes, and outdoor assets.
- Plan winter advertising campaigns.
- Launch and market bundled Holiday Shopping Overnight Package & bundled HER Women's Conference Overnight packages.

Choose Folsom Coordination

- Integrate Chamber shop local objectives into joint holiday marketing campaigns.

Programs

- Launch "Shop Folsom" Gift Card
- If deemed feasible, create a Folsom Culinary program that has the potential to drive overnight stays.
- Begin work on Sports Facility Guide.

Regional Tourism Opportunity & El Dorado County Gap

- Launch 'Start in Folsom' campaign soft rollout.

Sales Opportunities

- Launch sales of pay to play partnership opportunities.

Tools & Resources

- Select tourism-focused CRM to centralize partner, stakeholder, and media contacts.
- Select tools such as STR, AirDNA, Arrivalist or similar data services for visitor and hotel performance insights.

Q3 FY25-26 (Jan–Mar 2026)

Governance

- Review board and staff feedback from governance changes.
- Update any governance procedures based on Q1–Q2 learnings.

Events & Attraction

- Host or launch first new anchor event.
- Continue recruiting & designing future anchor events for FY26-27.

Visitor Services

- If deemed feasible, secure and deploy mobile visitor tools including itinerary builder and discount pass.

Destination Amenities & Infrastructure

- Advance RFQ/P process and studies for top infrastructure projects.

Marketing & Branding

- Launch winter campaign tied to regional snow play and indoor attractions and included a bundled overnight package.

Choose Folsom Coordination

- Co-promote spring events through joint campaigns with the Choose Folsom.

Programs

- Host inaugural Folsom Restaurant week and/or Epicurean event.
- Continue to promote the Shop Folsom gift card program.

Regional Tourism Opportunity & El Dorado County Gap

- Release first packaged Wheel-and-Spoke itineraries to tour operators.
- Launch bundled Norcal Short Film Fest Overnight Package & bundled Rodeo Overnight packages.

Sales Opportunities

- Evaluate and continue to sell Pay-to-Play program for Gold Country partners.

Tools & Resources

- If secured, integrate and activate CRM and data driven subscription programs.

Q4 FY25-26 (Apr–Jun 2026)

Governance

- Prepare governance updates and priorities for FY26-27.

Events & Attraction

- Evaluate tourism impact of supported events; adjust recruitment strategy.
- Confirm next year's event commitments.

Visitor Services

- Evaluate visitor services performance and make enhancements for next fiscal year.

Destination Amenities & Infrastructure

- Continue advancing infrastructure project planning and BID assessment increase as applicable.
- Identify new priority projects for FY26-27.

Marketing & Branding

- Launch spring/early summer campaigns focusing on trails, lake activities, and regional attractions.
- Launch Rodeo, Hangtown Motocross and Helwig Concert Series Hotel Packages.

Choose Folsom Coordination

- Prepare joint Choose Folsom annual report highlighting collaborative wins.

Programs

- Evaluate 'Shop Folsom' and culinary programs; refine for year two.

Regional Tourism Opportunity & El Dorado County Gap

- Expand 'Start in Folsom' campaign reach to additional feeder markets.

Sales Opportunities

- Evaluate revenue from ad sales, sponsorships, and Pay-to-Play programs; set targets for FY26-27.

Tools & Resources

- Evaluate CRM, analytics, and data tools performance and refine for FY26-27.
- Update and maintain library of tourism research, feasibility studies, and data reports.

**Folsom Tourism and Economic
Development Corporation
Statement of Activities
July 1, 2025 - June 30, 2026**

	FY25-26 Budget
Revenue	
BID - Q3 (Jul-Sep 24)	310,000
BID - Q4 (Oct-Dec 24)	310,000
BID - Q1 (Jan-Mar 25)	285,000
BID - Q2 (Apr-Jun 25)	345,000
Total	1,250,000
<u>Other Income</u>	
Event Board Income	10,000
Visitor Center Income	10,000
Interest Income	5,000
Study Mission Sponsorship	10,000
Other Income	15,000
	50,000
Total Revenue	1,300,000
Expenses	
Business & Event Attraction	100,000
Contract Labor/Payroll	370,000
Depreciation Expense	12,000
Facilities	5,000
Interest Expense	3,000
Marketing	215,000
Office Expenses	100,000
Professional Fees	35,000
Events, Sponsorships, Studies	280,000
Transportation & Hotel Incentives	10,000
Total Expenses	1,130,000
Less Reserve @ 10% of BID Income	125,000
Increase/(Decrease) in Net Assets	45,000

Folsom Hotel Property Owners

Staybridge Suites Sacramento - Folsom

1745 Cavitt Drive

Folsom, CA 95630

Owner:

Tharadlson Hospitality Management

4520 S. 36th Dr.

Fargo, ND 58014

701-271-2700

Fairfield Inn & Suites Sacramento - Folsom

1745 Cavitt Drive

Folsom, CA 95630

Owner:

Tharadlson Hospitality Management

4520 S. 36th Dr.

Fargo, ND 58014

701-271-2700

Lake Natoma Inn

702 Gold Lake Drive

Folsom, CA 95630

Owner:

William Gamble

621 Champman Drive

Corte Madera, CA 94925

415-924-2420

Larkspur Landing Folsom

121 Iron Point Road

Folsom, CA 95630

Owner:

Starwood Capital Group

2340 Collins Ave.

Miami Beach, FL 33139

203-422-7700

Hilton Garden Inn

221 Iron Point Rd.

Folsom, CA 95630

Owner:

Kalitha Group Hotels

445 Hotel Cir

San Diego, CA 92108

619-298-1291

Residence Inn By Marriott Sacramento Folsom

2555 Iron Point Road

Folsom, CA 95630

Owner

Flynn Properties, Inc.

225 Bush St.

San Francisco, CA 94101

415-903-2100

Courtyard Sacramento Folsom

2575 Iron Point Road

Folsom, CA 95630

Owner

Flynn Properties, Inc.

225 Bush St.

San Francisco, CA 94101

415-903-2100

Hampton Inn & Suites Folsom

155 Placerville Rd.

Owner

Folsom, CA 95630

American Hospitality Services

5847 Da Vinci Way

Sacramento, CA 95835

916-419-7773

Not Yet Opening, Estimated June 2026

AC Hotels by Marriott Folsom

Owner

Insignia Hospitality Group

401 Tradewinds Blvd.

Midland, TX 79706

432-699-0989

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to facilitate double-sided printing
and minimize paper use.*



CITY OF
FOLSOM
DISTINCTIVE BY NATURE