



**Memo To:** Town of Los Gatos Staff and Town Council

**From:** Jennifer Lin, Chief Executive Officer, LGCC  
David Lambert, President LGCC Board of Directors

**Subject:** Year-End Report  
\$88K for Los Gatos Visitor Information Center, Visit Los Gatos Website,  
Social Media and Destination Marketing Services

**Date:** May 9, 2025

## **Introduction**

The Los Gatos Chamber of Commerce is an independent contractor that is paid a fee for service by the Town of Los Gatos. This memo details the ways in which the Chamber has fulfilled the scope of services outlined in the Town's Agreement with the Los Gatos Visitor and Information Center.

### **Our Mission**

The Los Gatos Chamber serves the community first and foremost by being a catalyst for business growth and success; a convener of leaders and influencers to get things done; and a champion for a thriving community.

### **Our Vision**

The Los Gatos Chamber of Commerce aims to be the strong, unified voice of the spirited Los Gatos business community and a CATALYST for business support and advocacy. The Chamber will act as a CONVENER of leaders and influencers for dialogue and problem-solving. We serve as a CHAMPION, preserving the cherished quality of life in our Town by listening to the concerns of all segments of the community.

The Town has an agreement with the Chamber to manage the Town's Visitor and Information Center. This agreement has been in place off and on for the past 25 years.



In 2001, the Town Council approved just over \$100,000 for services provided by the Chamber of Commerce. Over the years, that amount has decreased significantly, while the Chamber of Commerce's services have expanded and its costs of doing business have also significantly increased.

From 2019 through June 2023, the Chamber received approximately \$55K per year. In FY 2023-2024 and FY 2024-2025, the amount was increased to \$88K.

The Los Gatos Chamber of Commerce is pleased to present this comprehensive year-end report, detailing our extensive accomplishments and the impactful ways we have met and exceeded the expectations outlined in our contractual Scope of Services with the Town of Los Gatos.

## **Visitor Experience and Information Services**

### **Visitor Information Center Operations**

Strategically situated in our downtown office, the Visitor Information Center has provided exemplary service year-round, operating officially Tuesday through Friday from 10 AM to 4 PM, with additional hours from 4 PM to 5:30 PM on most days. Our dedicated team served as a vital resource, providing visitors a high-touch concierge-style service, guiding them toward memorable experiences in dining, shopping, outdoor recreation, accommodations, and local events. On average, we welcomed approximately five in-person visitors daily, responded to 7–10 phone inquiries, and addressed around 15 digital requests each day. We continue to maintain the only permanent public restroom facility in the downtown area, significantly enhancing visitor convenience and downtown accessibility.

Through proactive distribution of informational materials from Town departments and community organizations—including NUMU, Los Gatos Library, LGS Recreation, and the Los Gatos-Monte Sereno Police Department—we have effectively connected residents and visitors alike with valuable local resources. Additionally, we fulfilled relocation and business start-up inquiries, mailing free resource packets to prospective residents and entrepreneurs. Our visitor concierge services not only meets informational needs but strengthens Los Gatos's reputation as a welcoming and business-friendly town.

During the term of this annual contract, the Chamber allocated space for the Town's Visitor and Information Center—including the public restroom and use of the conference room—valued at \$19,899. We also covered general office and operational expenses related to the Visitor



Information Center in the amount of \$31,560. Additionally, we invested \$77,000 in staffing to support visitor services, social media, and destination marketing. In total, the Chamber contributed \$128,459 in support of these efforts during FY 2024–2025—demonstrating our strong commitment and fiscal stewardship beyond the Town’s \$88,000 contract.

### *Digital Presence and Engagement*

Our ongoing enhancements to the Visit Los Gatos website have greatly improved user experience, leading to consistently high search engine rankings. The site has become a centralized hub for visitor planning—featuring seasonal itineraries, event highlights, and curated dining and shopping guides. Over the course of the fiscal year, we published over 50 updates to the site, including business spotlights, promotional features, and refreshed visuals that align with the town's branding goals. These updates have contributed to a measurable increase in user engagement: we saw a 27% year-over-year increase in page views and a 15% increase in average time on site. Clear partnership acknowledgment between the Town and Chamber reinforces our joint investment in local economic development.

### *Social Media Excellence and Influencer Collaborations*

This year, we refined our @VisitLosGatos digital strategy to align with evolving social media algorithms, which now prioritize quality and engagement over frequency. We’ve focused on producing more compelling, event-driven content that performs well under current algorithm standards. As a result, we created over 90 original posts and 300 stories across Instagram and Facebook, promoting local events, businesses, and seasonal experiences.

The @VisitLosGatos account grew by 38% year-over-year, with a 41% increase in engagement—and now regularly reaches an audience of over 26,000 people across California and other regions, expanding far beyond our original South Bay base. Our most successful content highlights specific happenings—like live music, pop-ups, and festivals—especially when supported by reposts, business collaborations, and professionally produced visuals. Collaborations with local influencers and content creators have proven especially valuable for increasing visibility.

Most recently, we partnered with @discover\_california\_, a top travel and foodie influencer with a reach of nearly 500K+ viewers, to produce high-impact content aimed at boosting regional tourism ahead of the 2026 Super Bowl and FIFA World Cup. This campaign, including two professional reels and cross-platform stories, is projected to generate over 72,000 views. As @VisitLosGatos shifts to a more destination-focused platform, we are increasingly viewed as a go-to source for showcasing the town’s unique offerings to a wider visitor audience.



## **Destination Marketing: Tools and Content Strategy**

### **Los Gatos Destination Guide and Maps**

In 2024, the Chamber proudly launched our Town's first Los Gatos Official Destination Guide, strategically available at key visitor hubs including San Jose International Airport, local hotels, businesses, and our Visitor Information Center. This high-quality, visually appealing guide provided comprehensive coverage of Los Gatos's culinary offerings, unique shopping experiences, outdoor adventures, wine country appeal, and rich local history, substantially elevating the town's visibility and desirability as a travel destination.

To complement our Guide and other Visitor Center resources, we developed an all-new detailed Official Town Map featuring key points of interest, parks, and a focused downtown inset. Additionally, we ensured the prime "Visit Los Gatos" placement in the inaugural new Silicon Valley Map that will be distributed at the San Jose International Airport, enhancing our regional visibility and appeal to arriving visitors.

## **Destination Marketing: High-Impact Major Events**

Our experience shows that when visitors come to Los Gatos seeking the unique experiences offered through our signature events, they are often inspired to return—again and again—to shop, dine, explore, and enjoy all the town has to offer. Ticketing data confirms that 80% to 87% of attendees at our major events—including Taste of Los Gatos and the Wine Walk—are non-residents, with San Jose, Mountain View, and San Francisco consistently among the top ZIP codes represented. Notably, nearly half of these visitors come from beyond our immediate neighboring towns, reflecting a wide geographic reach that spans the greater Bay Area and beyond. This strong regional draw underscores the economic value of our programming, as these attendees contribute meaningfully to local spending and sales tax revenue.

This year, we expanded our roster of events to include not only a major festival but also smaller activations such as the Valentine's Sweetheart Stroll and the Kid + Pet Halloween PAWlooza—each thoughtfully designed to drive foot traffic, deepen community connection, and broaden regional engagement.



### *Taste of Los Gatos Street Festival*

Successfully launched in 2024, the Taste of Los Gatos festival exemplifies our goals for destination marketing. Featuring 29 local restaurants and regional wineries, the event drew an estimated 3,000 attendees. Culinary tasting wristbands sold out the night before, signaling strong demand and enthusiasm. The event promoted multicultural offerings, supported local nonprofits, and created a warm, welcoming environment in the heart of downtown. Community organizations hosted booths, and live music and family-friendly activities made it inclusive and engaging. While the inaugural event was a break-even financial endeavor due to high security and street-closure costs, it proved its viability and appeal. With additional investment, or with in-kind support on street closure costs, the Chamber envisions growing the festival into a two-day marquee event comparable to Half Moon Bay's Pumpkin Festival or Campbell's Oktoberfest—driving regional tourism, economic activity, and community pride.

### *Magical Memories Holiday Program*

The newly introduced Magical Memories Holiday Program quickly became a beloved community tradition, welcoming over 800 families and delighting more than 1,300 children. This inclusive, welcoming, and accessible program was offered completely free to all and included festive activities such as beautifully decorated Santa workshop visits, free gourmet hot chocolate, and scenic, hop-on, hop-off trolley rides throughout downtown. Magical Memories achieved viral popularity on social media, as families enthusiastically shared photos, videos, and heartfelt messages about their experiences. This wave of organic, user-generated content significantly expanded the program's visibility—drawing new visitors from neighboring towns who wanted to be part of the joyful atmosphere they saw online.

### *GOLD Thursdays*

Launched in Summer 2024, GOLD Thursdays kicked off this year on May 1st as Los Gatos's First Thursdays vitality program, running from May through October. The initiative was designed to activate downtown with evening programming and promote Los Gatos as a vibrant shopping and dining destination during the summer and fall. On the first Thursday of each month, the Chamber coordinates family-friendly activities from 5–8 PM—such as face painting at Old Town and live music at Grays Lane—while encouraging businesses to offer special one-day promotions or host pop-up events. The program has grown community participation, supported retail foot traffic on traditionally slower weekdays, and added a festive rhythm to the local experience during peak visitor season.



### Wine Walk VIP Experience

In 2024, we introduced a VIP Experience as a premium component of the Wine Walk. This elevated event drew discerning wine enthusiasts from across the Bay Area and helped position Los Gatos as a premier wine destination. The VIP Experience offered exclusive tastings and amenities, resulting in strong attendee satisfaction and expanded regional reach. Based on its success, we are now evaluating it as a potential standalone event in 2026.

## **Additional Marketing and Community Initiatives**

- Los Gatos Loyal Card: Successfully stimulated local commerce with exclusive resident and visitor perks and promotions card.
- Strategic Advertising: Increased regional awareness and visitor interest through prime advertising placements in prominent local and regional publications including Los Gatos Magazine, Los Gatos Weekly and other Bay Area News Group outlets, and the Sounds of Summer Music Guide.
- LOST Gatos Historical Walking Tour: Produced and promoted historical walking tour collateral.
- Illustrated Downtown Map: Collaborated with a local artist to produce a charming, keepsake downtown map to promote visitor wayfinding and discovery of major points of interest.
- Consistent and Engaging Communications: Maintained robust weekly e-newsletters, regularly refreshed online content, and managed a comprehensive calendar of all major town events organized by community organizations, available both in the Destination Guide and via our online event calendar, ensuring consistent, timely engagement.

## **Expanding Our Reach and Economic Impact**

The Chamber is leading a multi-phase destination marketing initiative to position Los Gatos not only as a desirable day-trip destination, but also as a premier getaway and event destination for the Bay Area and beyond—with the goal of increasing the Town’s tax revenue.

### Phase I: Awareness

This phase began with the launch of the Official Los Gatos Destination Guide, which introduced Los Gatos to new audiences and provided compelling, high-quality content to inform and inspire potential visitors.



### *Phase II: Visibility and Engagement*

Building on the foundation of Phase I, this phase expands our reach through curated storytelling, influencer marketing, and digital platforms that invite deeper visitor interaction. As part of this effort, we are working with a mix of established and micro-influencers to promote Los Gatos to targeted visitor segments. Our recent collaboration with @discover\_california\_, a top California travel influencer, is a prime example: during his three-day visit, he captured video content highlighting our town's wine, dining, retail, and natural beauty. The resulting highlight reels will be used across platforms to boost visibility and reinforce our positioning as a premier destination.

To support more immersive visitor experiences, we have identified Bandwango—a proven digital platform used by towns like Yountville and Calistoga—as a next-step tool for aiding discovery and deepening engagement. If funding allows, this platform would enable us to offer curated passes and itineraries, incentivize extended stays, and capture valuable visitor data.

To lay the groundwork for Phase III, we are expanding our positioning as a destination for milestone celebrations, lifestyle shopping, and design-focused tourism. In FY 2025–26, we plan to partner with venue marketing firms such as Distinct Locations to promote Los Gatos as a go-to location for weddings, retreats, and celebrations. These efforts support weekday and off-season business while elevating the town's reputation as a beautiful and memorable place to stay, shop, and gather.

We also see growing potential to promote Los Gatos as a destination for design, home décor, and upscale retail. The upcoming Restoration Hardware Gallery & Restaurant positions the town to attract foodie and design-conscious visitors seeking immersive, high-end experiences. The Chamber will market Los Gatos as a place where visitors can enjoy great food and wine—while exploring a distinctive culture of creativity and style.

### *Phase III: Conversion and Economic Impact*

This final phase builds on the visibility and engagement generated through Phases I and II, and requires deeper, longer-term investment to fully realize its potential. It focuses on converting day visitors into overnight guests—those who stay in local hotels, dine at multiple restaurants, shop across districts, and return for seasonal experiences. By continuing to strengthen Los Gatos' appeal as a stylish, experience-rich destination, we aim to drive sustained increases in hotel occupancy, sales tax revenue, and long-term economic vitality.



## **In Conclusion**

The Chamber is proud to have fulfilled the terms of our FY 2024–2025 agreement and to have delivered meaningful results that elevate Los Gatos as a welcoming, vibrant destination. From expanding our digital reach and curating signature events to enhancing visitor services and strengthening community connections, our work continues to drive value for the Town and its businesses. We are grateful for the opportunity to serve as a trusted partner to the Town.