



VISIT
Rancho^{CA}
Cordova



Annual Report
FY 2025 - 2026

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Hyatt Place

La Quinta Inn & Suites

Marriott

Motel 6

Residence Inn

Rodeway Inn & Suites

Studio 6

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Our Team

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A Message from Our CEO



To our stakeholders, partners, hoteliers, and Rancho Cordova community,

As I reflect on Fiscal Year 2025–2026, one truth stands out: Visit Rancho Cordova's momentum was built through unwavering perseverance amid complexity and the fortitude to forge intentional connections with visitors and our community. Despite industry, audience, and regional headwinds, our innovative team found new ways to break through and make an even greater impact.

In our destination, the impacts of a K-shaped economy are clearly evident. In response to these challenges, our staff prioritized inventive solutions that create value for our destination, meaningful tourism experiences for visitors, and a strong sense of "Pride in Place" among residents.

Based on visitation patterns observed through renowned research tools like Tourism Economics, our Marketing team optimized dozens of web pages, launched highly targeted ad flights and our first destination commercial, and deployed hyperlocal foot traffic campaigns like the "Summer of Shenanigans" photo challenge to move visitors beyond general awareness and into experiencing our destination firsthand. The photo challenge has been incredibly successful and well received by visitors and locals alike, resulting in more than 1,100 check-ins and 1,000 photo submissions.

Our Business Development team persevered by retooling outreach methods to better reach meeting and event planners and strengthen partner relationships. One of the team's greatest achievements of the year was securing the prestigious Intercollegiate Rowing Association Championships (IRAs), held at the Sacramento State Aquatic Center in May. This event, paired with a host of other Visit Rancho Cordova-supported events, contributed to a 19.2% year-over-year increase in hotel revenue for the month of May.

Our Administrative team continued driving forward despite obstacles and ambiguity, completing our annual financial audit for 2024 that showed our financials and processes are 100% clean, and contributing dozens of volunteer hours to local community organization boards. Our Board of Directors provided clear leadership, making difficult choices that will pay dividends in the future, including investing in the research and strategy needed to pave the way for amendments to our Management District Plan beginning in July 2026, which will include a special zone for the Dova project.

Our organization sponsored several major local events, providing monetary support, custom marketing plans, and in-kind incentives to boost visibility and attendance. The Visit Rancho Foundation also bestowed its inaugural scholarship upon a local Cordova High School student pursuing a career in hospitality.

I couldn't be more proud of our entire organization as we head into the next fiscal year.

Respectfully,

Marc Sapoznik
President & CEO

A Message from Our Board Chair



Visit Rancho Cordova faced some tough obstacles this year, but the team came together and not only did the heavy lifting, but grew stronger and closer as a team.

What makes me most proud to be part of this team is the way everyone embraces challenges with a can-do attitude and a smile. With the addition of new faces to the Board of Directors, I truly believe the sky is the limit. The collaboration, creativity, and ideas being generated by the Visit Rancho Cordova staff are truly focused on the reason we all come together: to improve and grow tourism in Rancho Cordova.

We may represent different brands and non-hotel organizations, but we share the same passion and commitment to seeing our destination succeed. And, of course, we know how to keep it fun along the way. Who doesn't love a good swag bag?! The future is bright for Visit Rancho Cordova, and I'm proud to be part of what's ahead!

Edana Chisler, Area Director of Sales & Marketing
Fairfield Inn & Suites

TBID Updates

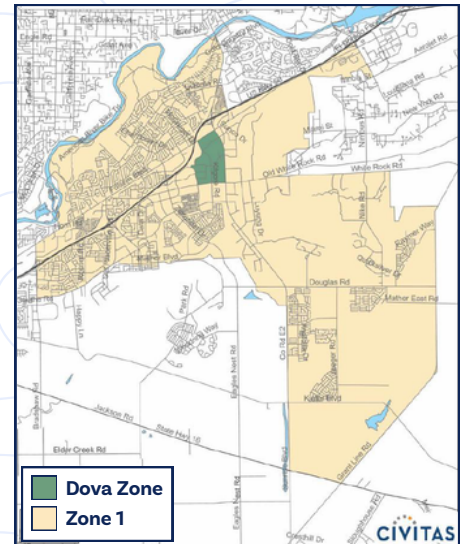
Developed by Visit Rancho Cordova and Rancho Cordova Hoteliers, the Rancho Cordova Tourism Business Improvement District (RCTBID) is an assessment district proposed to provide specific benefits to payors by funding marketing, sales promotional efforts and destination development for assessed businesses.

Modification Timeline

The Management District Plan, as modified in 2026, reflects updates to the structure, assessment methodology, and programmatic elements of the RCTBID, including the establishment of benefit zones to reflect differing levels and types of benefit expected to be recieved by assessed loding businesses.

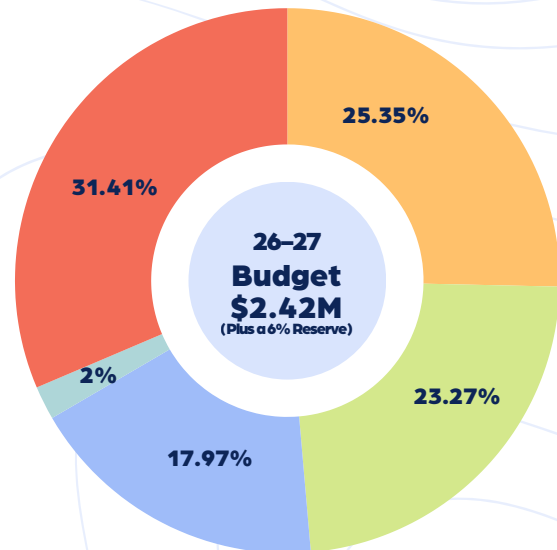
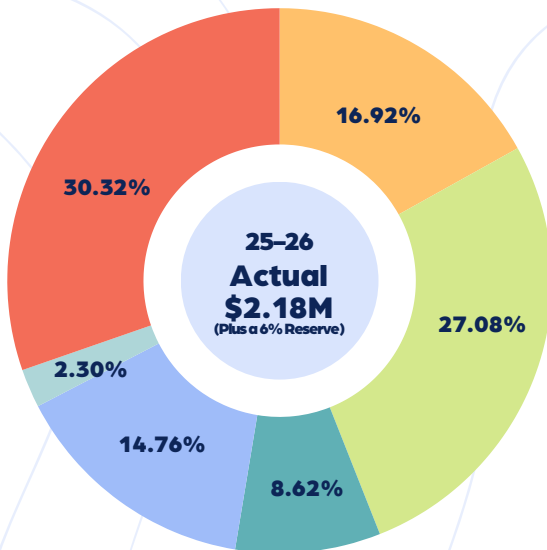
In Fall 2025, the City of Rancho Cordova asked Visit Rancho Cordova to modify the TBID plan to include a special "Dova Zone" with a specific assessment rate. In February 2026, the Visit Rancho Cordova Board of Directors voted in favor of the modification to include a "Dova Zone" intended to accommodate concentrated visitor-serving, hospitality, entertainment, event, and related destination development anticipated to generate overnight visitation and room-night demand.

The modified plan was taken to the Rancho Cordova City Council on May 18, 2026. A unanimous vote was passed by City Council to accept the modified TBID, to take effect July 2026.



Zone	Assessment Rate
Zone 1	4.5%
Dova Zone	6.0%

Operating Budget



Budget Key

- Marketing
- Sales
- Administration
- Destination Recovery/Crisis (Removed July 2026)
- City Admin Fee
- Destination Development

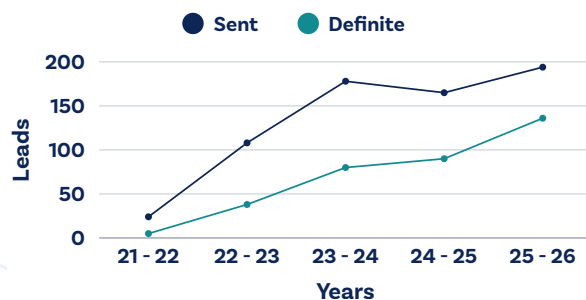
Business Development Insights

The Business Development Department builds awareness and creates opportunities by sharing the Rancho Cordova story with meeting and event planners. In FY 25-26 alone, Business Development attended 12 conferences and tradeshow and attended 239 appointments!

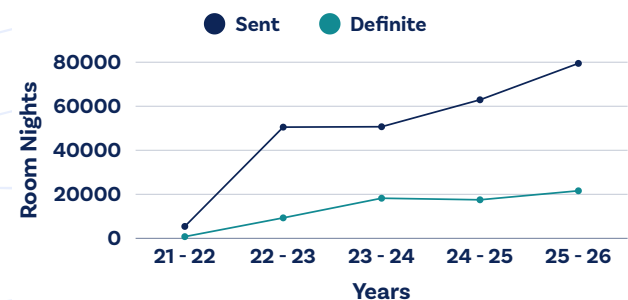
Through targeted outreach and relationship building, we attract groups from across the region and beyond, driving overnight visitation and welcoming new audiences to experience the Rancho Cordova community. These efforts support local businesses, strengthen the visitor economy, and contribute to the community's long-term economic vitality.

Potential Direct Sales	Potential Local Jobs Supported	Potential TOT Generation	Potential TBID Generation
\$39M	10,665	\$1.8M	\$442K

Lead Generation

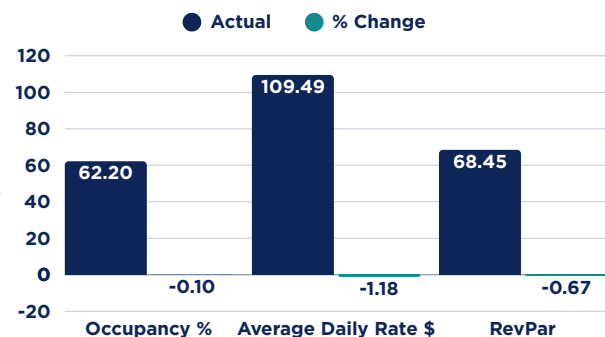


Room Night Generation



STR Reporting

Compared with our competitive set, Rancho Cordova ended the fiscal year relatively flat while some neighbors slid backward. Performance during the first half of the fiscal year offset the positive-trending gains achieved during the first six months of 2026. Looking ahead, we remain optimistic as state and national forecasts indicate increased travel demand heading into 2027.



2026 Intercollegiate Rowing Association Championships



For the first time since 2019, Visit Rancho Cordova, along with Visit Folsom and the Sac State Aquatic Center hosted the 2026 Intercollegiate Rowing Association Championships at Lake Natoma.

Rowing teams from across the country were welcomed by Visit Rancho Cordova billboards at SMF and balloon installations, banners and coach welcomes at Rancho Cordova hotels.

We tracked 3,000 consumed room nights across the event in Rancho Cordova at an average rate of \$202.98, generating nearly \$2.18M in cumulative local spend, \$137K in TOT, \$108K in TBID assessment and supported 309 local jobs.

Marketing Insights

The Marketing Department drives demand for Rancho Cordova by transforming destination awareness into measurable visitor action. Strategic advertising, compelling content, public relations, social media, email marketing, print, branded merchandise, and creative campaigns reach highly targeted leisure and meetings audiences with the right message at the right moment.

Every initiative is designed to move audiences closer to experiencing Rancho Cordova firsthand. From strengthening partner visibility and promoting local events to launching gamified experiences and securing earned media coverage, our work generates engagement, supports local businesses, increases visitation, and strengthens Rancho Cordova's position as a competitive destination.

Visual Identity & Rebrand



After multiple months of development, research, and strategy, Visit Rancho Cordova unveiled a new brand identity in January 2026 designed by leading and renowned provider for DMO branding, Simpleview & Granicus Destinations.

CTV Insights

Ad Plays	Completion Rate
429K	97%

We partnered with GRDN Media to produce a Rancho Cordova brand anthem commercial, which premiered in November 2025 – June 2026 and ran on popular streaming services including DirectTV, Hulu, CBS News, PlutoTV & Vizio WatchFree+.



Visitation Insights

Our top five domestic metro areas are San Francisco Bay Area, Fresno, Greater Los Angeles, Modesto, and Reno. Domestic visitors average a 2.3-day stay with 44.9% repeat visitation, while international visitors average 6 days.

Website Insights

Sessions	New Users	Views
500K	434K	626K

Working strategically with our marketing agency TwoSix Digital, we completed a full SEO audit on our website, developed robust paid Meta ad flights, and deployed Google SEM campaigns to drive targeted traffic to our website. Traffic has nearly quadrupled year over year!

Social Media Insights

Our organic Meta promotions soared to over 1.7 million views, drawing consistent collaboration requests with local creators and attracting a highly engaged audience, demonstrating we are seen as a trustworthy "Source of Truth" in Rancho Cordova.

Paid Meta Ads

Impressions	Link Clicks	Click Thru Rate
9.12M	396K	4.34% (Global Avg: 1.57%)



Our premier photo check-in challenge (Jun–Aug 2026) became a summer favorite among residents and visitors alike, inspiring exploration and fresh user-generated content. Strong resident adoption built momentum, expanding the challenge's reach and popularity throughout the summer.

Partners Featured	Participant Check-Ins	Photos Submitted	Raffle Entries Earned
65	1,248	1,141	339



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