

Community Connections Catalyst

Helping California's small & mid-sized DMOs build stakeholder alignment for long-term success



Streamline Stakeholder Alignment. Strengthen Community Trust.

THE CHALLENGE

Small to mid-sized California DMOs face escalating pressures:

- Declining occupancy and constrained revenue streams
- Rising costs (labor, marketing, wildfire recovery)
- Resident skepticism and negative sentiment toward tourism
- Policymakers undervaluing tourism's role in local economies
- Housing, homelessness and workforce policy conflicts
- California's "bad rap" in national media overshadowing local wins

These DMO pain points put funding, relevance and community trust at risk.

THE SOLUTION

A clear, research-driven roadmap to build alignment with residents, boards, elected officials and business stakeholders. **Get your DMO recognized as a community catalyst for jobs, tax revenue, investment and placemaking.**



Phase 1: Strategy & Roadmap

- Stakeholder surveys + intake analysis
- Customized insights report
- Strategic roadmap for stakeholder alignment
- Presentation + refinements



Phase 2 (Optional): Implementation

- Messaging matrix + proof points
- Earned, owned + social media toolkits
- Stakeholder presentations + outreach support
- Evaluation + reporting

Founded in 1998, (W)right On Communications brings unmatched national recognition and California DMO know-how.

Deep California Tourism Expertise



Recognized Leadership

- PRNEWS Agency Elite Top 120 2025 honoree
- Newsweek Best PR Agencies in America 2025
- CalTravel Board, Communications Committee and DEI Committee membership
- Global Sustainable Travel Council certification

Maximize Your Impact

Your DMO already fuels jobs, tax revenue and visitor spending. With the Community Connections Catalyst, you'll have the roadmap—and the partners—to ensure your community sees and values your role.



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CASE STUDY:

San Diego Tourism Marketing District Advocacy + engagement campaign

THE CHALLENGE

The San Diego Tourism Marketing District (SDTMD) needed a persuasive campaign to communicate the impact of tourism dollars to local officials and industry stakeholders.

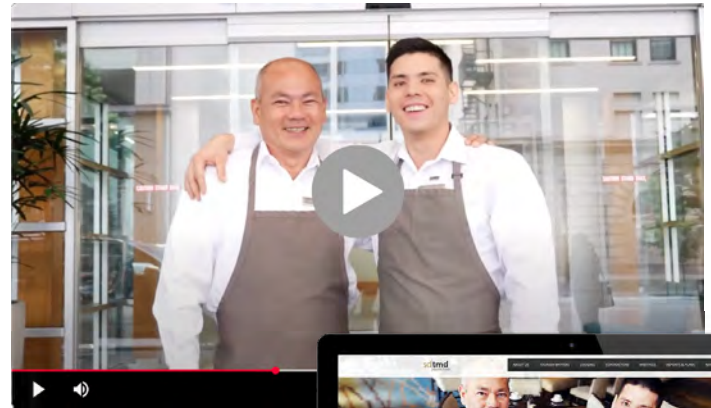
THE SOLUTION

(W)right On Communications designed and executed a bilingual, research-driven advocacy campaign:

- **Video centerpiece** to showcase the people and businesses impacted by tourism.
- **Infographics + simple messaging** to make complex data accessible.
- **Tourism Matters branded content** targeting diverse audiences including the tourism workforce and their families.
- **Community rollout** via high-profile events, social media and stakeholder engagement.
- **Annual report + e-newsletters** shared with elected officials, staff and policy advisors.
- **Award submissions** for TMD leadership and community recognition.

THE RESULTS

- 115,000+ social media impressions
- 7,250 video plays
- 125% increase in LinkedIn engagements



IN OUR CLIENT'S WORDS

“

In just a few months' time our account team has already yielded impressive results.”

- Visit Napa Valley

“

(W)right on Communications has been an excellent partner throughout the process and is commended for a job well done.”

- San Diego Tourism Marketing District

“

In a very short amount of time, they have increased awareness of our community through print, internet and television. They consistently do more than what they say they are going to do.”

- The Peninsula Regent

Contact us at info@wrightoncomm.com for help raising your visibility, influence and understanding in your backyard.

