

**TO:** City Council  
**FROM:** James L. App, City Manager  
**SUBJECT:** Economic Strategy – 08/09 Marketing Budget  
**DATE:** August 5, 2008

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**NEEDS:** For the City Council to consider an 08/09 Marketing Budget.

- FACTS:**
1. In 2007 City Council established a Promotion Coordinating Committee (PCC) to advise Council on tourism and promotion related efforts.
  2. The PCC developed a marketing plan and City Council adopted the marketing plan in December of 2007 (attached).
  3. Using the Economic Strategy and Marketing Plan as their guide the PCC has accomplished the following in 2007:
    - Developed a Brand for the City of Paso Robles
    - Entered into a contract with the Paso Robles Chamber of Commerce to operate the downtown Visitor Center
    - Entered into a contract with the Paso Robles Main Street Association for Downtown Promotions
    - Entered into a contract with the Wine Country Alliance for Public Relations
    - Sponsored and supported the Winery Music Awards
    - Provided concierge services for the Equine Experience, Pacific Coast Cutters Horse Association Derby in March and Futurity in October, the National Stock Horse Association in August, and the National Rein Cow Horse Association in April
    - Sponsored and supported the Paso Robles Wine Festival
    - Established a public/private partnership with The Wine Wrangler to operate a train station visitor center
    - Worked with City hoteliers in support of their efforts to form a Business Improvement District to fund lodging marketing
    - Developing a tourism web site
    - Developed informational meetings with hoteliers and restaurateurs
    - Developed a quarterly E-Newsletter for the hospitality industry
    - Provided concierge services for the Great Western Bike Ride
    - Supported River Oaks with Kruse International inaugural event
    - Supported bringing Motogiro and Ms. Rodeo as new events to Paso Robles
    - Secured the Amgen Tour of California for February of 2009
  4. The PCC's operating budget is established in the City's FY07-09 Budget document as \$400,000 for Fiscal Year 2008-2009.

5. July 24, 2008, the PCC met and discussed the continuation of current tourism and promotional efforts as established in the City's Marketing Plan, and on a 4-1 vote (PCC member Mike Gibson dissenting), recommended that the Council adopt the FY2008-2009 budget as attached.

**ANALYSIS &**

**CONCLUSION:** The Marketing Budget for 2008-2009 is designed to continue supporting work and events noted as 2007 accomplishments. In addition, the following efforts that were started and still partially complete and/or ongoing will include:

- Completion and implementation of the Tourism Website
- Work with the Mid-Week Tourism Group to increase mid-week tourism
- Support hoteliers continuing efforts to form a B.I.D. to expand area marketing
- Continue Public Relations work started with the Paso Robles Wine Country Alliance, the Chamber of Commerce for Visitor Services, Main Street for Downtown Promotions and continue with hospitality services.

**POLICY**

**REFERENCE:** 2003 General Plan; 2006 Economic Strategy; 2007 Marketing Plan; FY 2008-11 Budget/Financial Plan.

**OPTIONS:** For the City Council to:

- A. Approve the Marketing budget as submitted; or
- B. Amend, Modify or Reject the Option Above.

Attachments:

1. Marketing Budget for FY 2008-2009

**2007/2008 Budget Visitor Promotions  
100-130-5###-104**

**2007/2008**

<b>Contracts</b>	
Chamber of Commerce	110,000.00
Main Street	90,000.00
<b>Total Contracts</b>	<b>200,000.00</b>

<b>Sponsorship</b>	
Winery Music Awards	5,000.00
PCCHA	10,000.00
Kruse Internationl	10,000.00
Oaktoberfest	1,000.00
<b>Total Sponsorship</b>	<b>26,000.00</b>

<b>Promotions Contract</b>	
PR Wine Country Alliance	30,000.00
<b>Total Contract</b>	<b>30,000.00</b>

<b>Branding *</b>	
Kraftwerks	40,000.00
<b>Total Contract</b>	<b>40,000.00</b>

<b>Tourism Staff</b>	
Tourism Manager	0.00
Hospitality Staff Person	30,000.00
<b>Total</b>	<b>30,000.00</b>

<b>EVC Contract</b>	
Tourism Country Report	8,000.00
City Tourism Report	2,000.00
<b>Total</b>	<b>10,000.00</b>

<b>Billboard Lease</b>	
Smith & Smith	6,000.00
Billboard Design	
Total Billboard	<b>6,000.00</b>

**\* Visitor Website 10,000.00**

<b>Expenses</b>	<b>45,000.00</b>
<b>Total Budget</b>	<b>400,000.00</b>

**Expenses to Date 366,000.00**

**\* Note: \$7,000.00 left over from Kraftwerk Branding Contract for print materials or webdesign**

**\* Note: \$6,668.00 carry over for Webdesign Contract with NIT**

**2008/2009 Budget Visitor Promotions  
100-130-5###-104**

**2008/2009**

<b>Contracts</b>	
Chamber of Commerce	100,000.00
Main Street	90,000.00
<b>Total Contracts</b>	<b>190,000.00</b>

<b>Sponsorship</b>	
PCCHA	10,000.00
Oaktoberfest	1,000.00
Amgen Tour	10,000.00
Kruse International	7,500.00
<b>Total Sponsorship</b>	<b>28,500.00</b>

<b>Promotions Contract</b>	
PR Wine Country Alliance	60,000.00
<b>Total</b>	<b>60,000.00</b>

<b>Branding</b>	
Print Material	5,000.00
<b>Total Print Material</b>	<b>5,000.00</b>

<b>Tourism Staff</b>	
Tourism Manager	0.00
Hospitality Staff	56,300.00
<b>Total</b>	<b>56,300.00</b>

<b>Billboard Lease</b>	
Smith & Smith	6,250.00
Billboard Design	
Total Billboard	<b>6,250.00</b>

<b>Visitor Website</b>	
Photography	4,000.00
Copy Writer	3,250.00
<b>Total</b>	<b>7,250.00</b>

**Contingency/Unallocated 46,700.00**

<b>Total Budget</b>	<b>400,000.00</b>
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