

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: San Luis Obispo County Visitors and Conference Bureau (SLOCVCB)
Countywide Promotional and Marketing Services

DATE: August 18, 2009

NEEDS: For the City Council to consider participating in SLOCVCB county wide promotional and marketing services.

- FACTS:
1. The San Luis Obispo County Visitor and Conference Bureau has restructured its strategic plan for county wide promotions and marketing services, and is revisiting its professional service relationship with each City in the county (see Attachment 2 - letter).
 2. On June 25, 2009, the City's Promotions Coordinating Committee (PCC) and the Travel Paso Robles Alliance (TPRA – also known as the BID Advisory Committee) held a joint meeting to consider the SLOCVCB's proposal (see Attachment 3 – presentation).
 3. The PCC and TPRA agreed that the SLOCVCB would benefit the Paso Robles tourism industry, and committed to fund the \$41,724 cost of one year of financial support (see Attachment 4 - minutes).
 4. On June 30, 2009 the PCC met and on a 4-2 vote, the committee reduced planned sponsorships and professional service contract expenditures to generate \$19,600 (see Attachment 5 – minutes). The PCC's action was contingent on ratification by the respective affected boards (Main Street and Chamber of Commerce) which has since occurred.
 5. On July 28, 2009 the TPRA met and on a 4-0 vote, acted to fund \$22,124 (the remainder) of the SLOCVCB annual support request (see Attachment 6 – draft minutes).
 6. Both the PCC and TPRA are Advisory Committees to the City Council in matters relating to tourism and marketing promotions. They each have respective marketing plans and budgets to achieve marketing goals.
 7. The SLOCVCB funding support recommended by the PCC and TPRA is structured so as not to negatively impact the City's General fund.

ANALYSIS &
CONCLUSION: Support of the San Luis Obispo County Visitor and Conference Bureau's county wide marketing strategy has great potential to grow the Paso Robles tourism

market. By joining with the county wide efforts, local dollars will be leveraged in a manner to broaden the reach of advertising and promotion efforts.

The PCC and TPRA's recommendation to fully fund the restructured SLOCVCB efforts for fiscal year 2009/10 is a show of faith. The PCC's support was so strong as to implement reductions in their own programs in order to jointly fund with the TPRA.

Financial participation in the SLOCVCB is on an annual fiscal year basis. The City will have an opportunity to reevaluate its level of participation in future years.

POLICY

REFERENCE: Economic Strategy; PCC Marketing Plan; Ordinance 952 NS, forming the Tourism and Lodging Business Improvement District; TPRA-BID Committee Marketing Plan.

FISCAL

IMPACT: The PCC budget is funded through general fund dollars. The TPRA BID budget is funded through a 2% visitor tax being collected on a monthly basis (not a general fund account). The PCC has identified corresponding reductions in their program budget to avoid impacts to the general fund. As such, the \$41,724 funding to the SLOCVCB will not negatively impact the City's General Fund.

- OPTIONS:**
- a. For the City Council to adopt Resolution No. 09-XX authorizing a \$41,724 expenditure for Fiscal Year FY09/10 to the San Luis Obispo County Visitors and Conference Bureau on behalf of the Travel Paso Robles Alliance BID (\$22,124 expenditure from BID tax funds) and the PCC (\$19,600 expenditure from Account #100-130-5224-104 resulting from specific program budget reductions);
 - b. Amend, modify or reject above option.

Attachment:

- 1. Resolution authorizing financial support to the SLOCVCB for fiscal year 2009/10 for promotion and marketing services
- 2. April 2, 2009 letter from SLOCVCB
- 3. SLOCVCB – Tourism Promotions presentation
- 4. Joint PCC/TPRA meeting minutes from June 25, 2009
- 5. PCC meeting minutes from June 30, 2009
- 6. TPRA draft meeting minutes from July 28, 2009

RESOLUTION NO. 09-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING PARTICIPATION IN THE SAN LUIS OBISPO COUNTY
VISITORS AND CONFERENCE BUREAU (SLOCVCB) COUNTY WIDE PROMOTIONAL
AND MARKETING SERVICES FOR FISCAL YEAR FY 09/10

WHEREAS, the San Luis Obispo County Visitor and Conference Bureau has restructured its strategic plan for county wide promotions and marketing services, and is revisiting its professional service relationship with each City in the county, and

WHEREAS, on June 25, 2009, the City's Promotions Coordinating Committee (PCC) and the Travel Paso Robles Alliance (TPRA – also known as the BID Advisory Committee) held a joint meeting to consider the SLOCVCB's proposal; and

WHEREAS, the PCC and TPRA agreed that the SLOCVCB would benefit the Paso Robles tourism industry, and committed to fund the \$41,724 cost of one year of financial support; and

WHEREAS, on June 30, 2009 the PCC met and on a 4-2 vote, the committee reduced planned sponsorships and professional service contract expenditures to generate \$19,600, contingent on ratification by the respective affected boards (Main Street and Chamber of Commerce) who have since concurred; and

WHEREAS, on July 28, 2009 the TPRA met and on a 4-0 vote, acted to fund \$22,124 (the remainder) of the SLOCVCB annual support request; and

WHEREAS, both the PCC and TPRA are Advisory Committees to the City Council in matters relating to tourism and marketing promotions, and each have respective marketing plans and budgets to achieve marketing goals; and

WHEREAS, the SLOCVCB funding support recommended by the PCC and TPRA is structured so as not to negatively impact the City's General fund; and

WHEREAS, support of the San Luis Obispo County Visitor and Conference Bureau's county wide marketing strategy has great potential to grow the Paso Robles tourism market, and

WHEREAS, financial participation in the SLOCVCB is on an annual fiscal year basis and the City will have an opportunity to reevaluate its level of participation in future years. .

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to expend \$41,724 for Fiscal Year FY 09/10 to the San Luis Obispo County Visitors and Conference Bureau on behalf of the Travel Paso Robles Alliance BID (\$22,124 expenditure from BID tax funds) and the PCC (\$19,600 expenditure from Account #100-130-5224-104 resulting from specific program budget reductions).

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 18th day of August 2009 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Duane Picanco, Mayor

ATTEST:

Cathy David, Deputy City Clerk



San Luis Obispo County

VISITORS & CONFERENCE BUREAU

April 10, 2009

RECEIVED
CITY MANAGER

APR 15 2009

CITY OF PASO ROBLES

Jim App
City of Paso Robles
1000 Spring Street
Paso Robles, CA 93449

Dear Mr. App,

After 22 years, the San Luis Obispo County Visitors and Conference Bureau has embarked upon a complete overhaul of our strategic plan and county wide promotional and marketing services. We are pleased to announce that we will be launching a completely new and revitalized organization in the coming fiscal year which begins on July 1. Every aspect of our organization is being scrutinized, overhauled and/or changed.

While the final details are still being approved by the Board of Directors, I assure you that the proposed marketing programs will be positive, inclusive and results oriented. Most importantly, these new programs will be complementary to the comprehensive tourism promotional efforts you have on-going in Paso Robles.

Beginning July 1 we will have a new name for the organization, a new Board of Directors and a new Executive Director. All of these changes will effectively enable us to become the marketing powerhouse that this county so richly deserves.

The purpose of this letter is to formally request financial support from Paso Robles, so that we can maximize all of these new plans to the fullest. To be fair to everyone, we are using a county-wide funding request formula to calculate our monetary requests from every municipality. This formula is based on the number of rooms per city and it ranges from \$6500 at the low end to more than \$73,000 on the high end. Using this same formula we would ask that you consider making an investment of \$41,724 in the San Luis Obispo County Visitors & Conference Bureau for the coming fiscal year.

We understand the fiscal challenges currently facing everyone these days, but we sincerely hope that you will join our new vision of inclusive, positive and proactive tourism leadership for San Luis Obispo.

I would welcome the chance to meet with you and your tourism team and/or the Paso Robles City Council at any time to more specifically outline all of the details of the new and revitalized SLOCVCB.

In the meantime, if you have any questions please don't hesitate to give me a call.

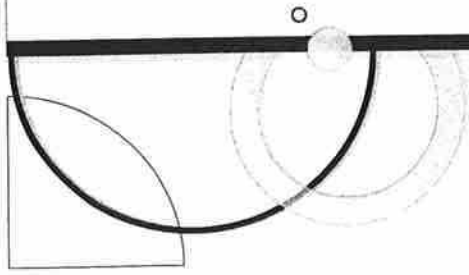
Sincerely,

Steve Burns

Interim Executive Director

San Luis Obispo County Visitors and Conference Bureau

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San Luis Obispo County Tourism Promotion....



The next generation.....

After 22+ years the SLOCVCB has embarked on a complete renovation of our strategic plan, our marketing and communications efforts both internally and externally and a complete realignment of our board, committees and staff. We are developing pro-active, inclusive, results-oriented programs that complement the tourism promotions on-going throughout the county.

Clearly the best is yet to come!

(Our talking point for the future)



Core Values

Leadership

Enriched, successful tourism communities result from inspirational, honest, intelligent and forward thinking leadership motivated by the board, staff and stakeholders.

Integrity

Trust and respect among the tourism communities builds integrity and accountability, which demonstrates pride and results in a consistent tourism voice among stakeholders.

Collaboration

Collaboration and consensus building among stakeholders leverages tourism diversity and establishes a unified approach.

Economic Stability

Thriving, countywide tourism communities result from consistent funding sources used to promote a world-class tourism destination.

Quality of Life

Creating goodwill and maintaining a dialogue with our county neighbors perpetuates quality of life in each of our diverse communities.



Mission Statement

To position, brand and promote San Luis Obispo County as a choice destination for regional, national and global visitors.



Vision Statement

(What is the state of SLO County's
Tourism Industry 10-15 years from
today)

San Luis Obispo County's tourism
communities are economically stable,
vibrant world-class destinations.



Who are our audiences?

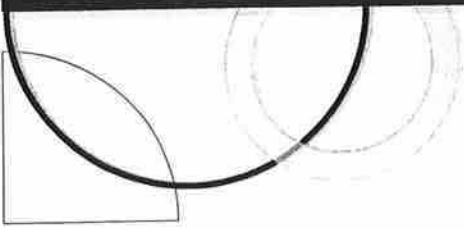
- The tourism community of San Luis Obispo County
- Media and other key influencers (local, in-state, across the nation and around the world)
- Leisure Travelers (in-State, across the nation and around the world)
- Business Travelers/Meeting Planners
(With a focus on mid-week Business)

Key Target Market

Opportunities

- African-American, Hispanic, L.G.B.T.
- Beach Travelers
- Cultural/Historic Tourists
- Family Friendly Tourism
- Film Location Scouts
- Food and Wine Aficionados
- “Green” Tourists
- Golfers
- Hearst Castle Visitors
- Hiking/Biking Enthusiasts
- Meeting Planners (Business, Governmental, etc.)
- Seniors
- Value Oriented Tourism
- Wedding Groups and Wedding Planners

NOTE: This list is meant to be all inclusive and is presented in alphabetical order not in order of priority marketing opportunities.



Now onto the programs proposed for the coming FY.....



Media Relations

Three media trips (FAMS) that we “own”

- Fall (Food and Wine to coincide with Wine Month)
- Winter (NYC area media – Outdoor, Golf and lifestyle)
- Spring (All of the above)

At least 5-6 writers per tour

Each tour executed at the highest level possible

At least one article per person in the 6 months following the tour.

Work with local expert contractor to ensure qualified media participants

Continue re-active media relations with CTTC and others

- Cost - \$35,000 plus contractor fees of \$15,000



Public Relations

- Pro-active communications with focused releases and “desk sides” that don’t ignore the local media outlets
- 10 releases per year - #1 in May with the new strategic direction and announcing the E.D. search.
- Coordinated communication with other in-county PR agencies and leadership to ensure consistent messaging.
- Cost - \$25,000 – Staff, PR Newswire, mailers etc.



Co-op Advertising

- Add two new consistent co-op advertising opportunities (San Jose, Monterey, Ventura, Thousand Oaks?)
- Expand print ad campaigns to include an on-line component of each publication
- Investigate Cable T.V., Radio and in-flight magazine opportunities for co-ops
- Continue support of California State Visitors Guide
- Cost - \$30,000 – Staff, CTTC Guide and on-line



Website

- Launch new site design – August 1 (Or as early as possible)
- Launch new blog module with one blog by September, add a second blog by January.
- Increase Visitor Sessions by 20% to a goal of 40,000 per month
- Create .mobi site as part of the increase in social networking programs
- Increase Pay per Click – 30%
- Cost - \$80,000 (Staff, .mobi, pay per click, etc.)

Trade Shows/Affiliate Associations

- POW-WOW (SF in 2010)– International Travel Agents – Could time Spring FAM with this show.
- NTA (National Travel Association) – Groups
- Sunset – Consumers with a Bay Area focus
- Cineposium – Held every 3 years...a workshop for film commissions
- Film Location Scout Reception (February)
- SATW Organization – (Society of Travel Writers)
- Cost – \$12,000 (Includes registration fees, production of trade show oriented materials and staff travel)



Meeting/Group Sales/Film

Commission

- Even more focus in 2009/2010
- “Meeting Space of the Month” e-Mailer
- Additional itineraries added to the site
- Increased coordination with cities
- Dedicated staff with experience in these areas
- Cost: \$60,000



Cal Poly Alumni Association

- Largest Mustang Merchant (190,000+ data base can be ours!)
- Creation of a Mustang Merchant Landing Page, banner ad and special advertising on our site
- Sponsorship of Alumni Association events (booth, pre-event mailers, Parents Weekend etc.)
- \$10,000



Member Relations and Communications

- Conduct more member workshops (S.E.O., P.R., New programs and capabilities, etc.)
- Packaging parties, mixers, breakfasts (On a quarterly basis or as frequently as possible)
- E-newsletter monthly
- Cost - \$3,000 (Host workshops)

Promotional Materials

- Reduce Visitor Guide frequency to once per year – next guide to come out January 2010 (Could keep a twice a year schedule with additional postage and staff time)
- Transfer press kits to thumb drives
- Create a small, concise driving map for the county. (Could create maps for hiking, biking, beachcombing etc.)
- Create communication materials by Spring, 2010 for niche markets. (Golfing, Biking, Hiking, Shopping, etc.)
- Cost – Map-\$5000, Guide-\$12,000 (Or \$20,000 for two guides), Press Kit-\$1000, Specialty pamphlets - \$3,000/each

SLO County Wine Month 2009

- Supervisors declare September as “SLO County Wine Month 2009”
- Coordinated promotional effort (Paso Robles, SLO Vintners, Central Coast Vineyard Team)
- In-County advertising
- In-County “desk sides”
- Simultaneous FAM
- Increase visits to local tasting rooms and increased wine sales at in-county restaurants
- Possible cooperation with CCTC
- Cost - \$10,000



SLO County Restaurant Month

- January 2010
- Advertising in-county and in adjacent counties as well
- Increase visits to Restaurant Month webpage by 25%
- Enhance the economic health of our restaurateurs
- Cost - \$10,000



Jack Rabbit

- Inclusion of ALL lodging members in this on-line booking service
- Negotiated annual “flat fee” that the VCB would pay for as an added member benefit
- Provide an on-line booking service for lodging members that don’t already have one
- Cost \$22,000

Sunset 2010

- Work with Sunset Magazine to create a countywide food and wine event during Fall of 2010 (Example: Aspen or Pebble Beach)
- Massive coordination exercise with cities, B.I.D.'s
- Event Manager needed
- Establish S.L.O. county as a food and wine mecca and a culinary tourism hot-spot
- Cost - \$25,000/year for 2 years



International

- **TBD effort to support “works in progress” that reach out to International travelers, media and trade. We will be more involved and supportive of the CCTC in their overseas promotions, dependent on budget and member/board support.**
- **Cost - \$10,000**

Staffing 2009/2010

- New Executive Director (Search begins next week with a start date – early July or sooner)
- Communications Manager/Member Relations
- Group Sales Manager/Film Commissioner
- Information Technology/New Media Manager
- Receptionist/Office Manager
- Rotating Interns (Cal Poly Recreation Department)

Funding for 2009/2010 and beyond

- Government Funding - **\$435,500** (Includes support from the County, Pismo Beach, Paso Robles, Morro Bay, City of San Luis Obispo, Arroyo Grande, Grover Beach and Atascadero.
- Membership Dues and Web Income - **\$170,000+**
- **Total \$605,500** (Estimated for the next FY)

Looking ahead..... A more sustainable funding model that would eliminate the need for individual membership while showing more added value to the B.I.D's in the form of administration, P.R. and marketing but we have to work through this next year which is why the funding model above includes membership dues as well as a mix of B.I.D and non-B.I.D funds from government sources.

Budget 2009/2010

- Salaries, Accounting, etc. – \$165,000
- Overhead (Rent, B&O, Utilities, etc.) \$55,000 (Includes full audit July 2009)
- Media Relations- \$50,000
- Public Relations - \$25,000
- Cooperative Advertising- \$30,000
- Website - \$80,000
- Trade Shows/Affiliate Associations - \$12,000
- Group Sales, Meeting Planner, Film Commission - \$60,000
- Cal Poly Alumni Work \$10,000
- Member Communications - \$3,000
- Promotional Materials - \$25,000 or \$33,000
- SLO County Wine Month - \$10,000
- SLO County Restaurant Month \$10,000
- Jack Rabbit \$22,000
- Sunset 2010 - \$25,000
- International/C.C.T.C. - \$10,000
- Miscellaneous - \$13,500
- Total - \$605,500



Next Steps...

- Projected year-end income and expense statements for review at the May meeting.
- Work with Exec. Committee in May to draft proposed by-law amendments for board and committee changes that will be presented to the full board at the May meeting.
- Hire new group sales staffer ASAP
- Confirm city funding totals (May/June)



PROMOTIONS COORDINATING COMMITTEE AGENDA

TRAVEL PASO ROBLES ALLIANCE AGENDA

SPECIAL JOINT MEETING:

San Luis Obispo county Visitors & Conference Bureau Presentation

**Thursday, June 25, 2009
2:00 P.M.**

**MEETING LOCATION: PASO ROBLES LIBRARY/CITY HALL CONFERENCE CENTER
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446**

CALL TO ORDER

ROLL CALL Promotions Coordinating Committee Members: Stacie Jacob, Norma Moye, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon

ABSENT Vivian Robertson

ROLL CALL Travel Paso Robles Committee Members: Kimberly Foo, Margaret Johnson, Matt Masia, Bill Roof, Shawn Styler

ABSENT Noreen Martin, Victor Popp

STAFF Mental Marketing Staff: Maryann Stansfield, Mark Elterman. City Staff: Jim App, Meg Williamson, Jim Throop, Shonna Howenstine.

PUBLIC COMMENT

No public comment

JOINT PCC/BID PRESENTATION ITEM:

1. San Luis Obispo County Visitors & Conference Bureau

Steve Burns, Interim Executive Director of the SLOCVCB, provided a presentation on the recasting of their organization, and their new strategic plan for county wide promotional and marketing services. The committee discussed fully funding the SLOCVCB, with each group contributing half to the effort. The PCC will meet on Tuesday, June 30 at 3:30 PM to decide where the funds will come from, then convene another joint meeting before the July PCC meeting. Date tbd.

PCC DISCUSSION ITEM:

1. Social Media

This discussion was tabled for a future meeting. The BID needs to approve the plan, then Maryann Stansfield will present it to the PCC for their approval.

ADJOURNMENT: Meeting adjourned at 3:30 PM.



PROMOTIONS COORDINATING COMMITTEE MINUTES

- SPECIAL MEETING -

Tuesday, June 30, 2009
3:30 P.M.

MEETING LOCATION: PASO ROBLES CITY HALL LARGE CONFERENCE ROOM UPSTAIRS
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446

CALL TO ORDER Meeting was called to order at 3:35 P.M.

ROLL CALL Committee Members Present: Stacie Jacob, Norma Moyer, Mike Gibson, Matt Masia, Margaret Johnson, Pam Lyon. City Staff: Jim App, Meg Williamson, Shonna Howenstine. TPRA Liaison Maryann Stansfield of Mental Marketing.

ABSENT Vivian Robertson

PUBLIC COMMENT

No public comments were made.

DISCUSSION ITEM:

1. Tourism & Marketing Program Budget – FY 2009/2010

Matt Masia moved to reappropriate the Promotions budget funding (details listed below) to establish a line item of \$19,600 for funding the SLOCVCB partnership. Pam Lyon seconded. Motion passed with Mike Gibson and Norma Moyer dissenting.

Contingent on ratification by their respective Boards, each partner will reduce their funding by the following amounts: Paso Robles Wine Country Alliance \$3,000. River Oaks Hot Springs events \$3,500. Chamber of Commerce \$4,500. Main Street \$4,600. Tourism Department Printing, \$4,000. A revised budget for the City's Tourism program allocation, reflecting this recommended action is attached to these minutes.

2. SLOCVCB Funding

Matt Masia moved to fund the SLOCVCB partnership at \$19,600 for one year contingent upon the Travel Paso Alliance providing the balance to fully fund the partnership. Margaret Johnson seconded and the motion passed unanimously.

COMMITTEE REPORTS

No reports were made.

FUTURE AGENDA ITEMS:

Presentation of BID Marketing Plan
Social Media Plan
Website Timeline and Implementation Plan

ADJOURNMENT: Meeting adjourned at 5:10 P.M. The PCC will reconvene on August 11, 2009 at 3:30 P.M. at City Hall Upstairs Conference Room unless action needs to be taken sooner.



TRAVEL PASO ROBLES ALLIANCE (BID) MINUTES

Tuesday, July 28, 2009
1:00 – 3:30 P.M.

MEETING LOCATION: UPSTAIRS LARGE CONFERENCE ROOM, CITY HALL
1000 SPRING STREET, PASO ROBLES, CALIFORNIA 93446

CALL TO ORDER The meeting was called to order at 1:14 PM.

ROLL CALL Committee Members: Kimberly Foo, Noreen Martin, Matt Masia, Victor Popp. City Staff: Meg Williamson, Jim Throop and Shonna Howenstine. Mental Marketing Staff: Maryann Stansfield, Mark Elterman

ABSENT Margaret Johnson, Bill Roof, Shawn Styler

PUBLIC COMMENT

No public comments were made.

COMMITTEE BUSINESS

1. Matt Masia moved and Victor Popp seconded to approve the June 23, 2009 Committee Meeting Minutes and the June 25, 2009 Joint PCC/TPRA Meeting Minutes. Minutes approved by unanimous vote.

DISCUSSION

3. Financial Update

Maryann Stansfield provided a spreadsheet plus the current City report to advise the committee on current balance in the BID account and where funds have been dispersed to date.

4. PR/Social Media Update

Maryann Stansfield presented the PR plan and the Social Media plan. Victor Popp moved to approve the PR plan. Noreen Martin seconded, motion passed unanimously. Matt Masia moved to approve to Social Media plan, Victor Popp seconded and the motion passed unanimously.

5. Member Communications

Maryann Stansfield reported that she would be sending out a 90-day recap of promotional activities to all of the BID member hotels, in advance of putting together the "Paso on the House" promotion.

6. Media Update

Maryann Stansfield gave an update on the press releases that went out and the media response, with an estimate 48 MILLION impressions total, due in large part to Expedia.com mentioning Paso Robles in a press release.

7. Website Update

Maryann Stansfield reported that the website should go live on or around August 18th, and that in the interim, a Meetings and Events page has been added to the current City site.

8. Logo Presentation

Maryann Stansfield presented two logos for the group to vote on, the "Sunrise/Sunset" and the "Contemporary". The group voted 3 to 1 for the Sunrise mark, with Kimberly Foo voting for the Contemporary.

9. SLOCVCB Financial Participation

Noreen Martin moved to approve allocation of \$22,124 to fully fund the SLOCVCB participation. The motion died. Matt Masia moved to approve the allocation of \$22,124 to fully fund the SLOCVCB participation with the caveat that SLOCVCB members and non-members will both receive some benefit for funding the participation, including outreach and relationship-building.

FUTURE AGENDA ITEMS:

- a. SLO Regional Airport Marketing Presentation
- b. Fiscal or Calendar Year for PR BID Budget? (October)
- c. City software accounting program to simplify reporting and tracking?

ADJOURNMENT Meeting adjourned at 3:42 PM.