

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: Extension of Professional Service Contract  
Paso Robles Wine Country Alliance

DATE: September 15, 2009

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NEEDS: For the City Council to consider extension of the Public Relations professional service contract with the Paso Robles Wine Country Alliance.

- FACTS:
1. The City's adopted Marketing Plan includes the key elements of: a) Hospitality Services and Visitor Event support; b) Branding and Visitor Website development; and c) Public Relations that build on the platform of the Wine and Culinary industries.
  2. The Promotions Coordinating Committee (PCC) actively works to pursue the goals of this Marketing Plan and oversees the programmatic budget to accomplish those coordinated tourism goals.
  3. In March 2008, at the recommendation of the PCC, the City Council authorized a three (3) month professional service contract with the Paso Robles Wine Country Alliance (PRWCA) to pursue the public relations portion of the City's Marketing Plan. This contract award was made at the conclusion of a competitive process where multiple public relations proposals had been received.
  4. In July 2008, the contract was extended an additional year through the approval of the PCC budget for continuing public relations work.
  5. The Public Relations contract engages the services of the PRWCA to develop key messages consistent with the Paso Robles "Brand" and to work through media contacts and a news bureau data base to reach and host travel and lifestyle writers who will best position Paso Robles for visitor exposure.
  6. The PCC budget for Fiscal Year 09/10 includes a line item for the continuing efforts of the PRWCA for Public Relations services.
  7. At their meeting of August 11, 2009, the PCC unanimously acted to recommend the extension of the PRWCA contract effective July 1, 2009 through June 30, 2010 in the amount of the budgeted \$57,000.

ANALYSIS &

CONCLUSION: The Paso Robles Wine Country Alliance has established and continues to advance a public relations campaign that positions Paso Robles as a year round culinary tourism destination, strengthens the name recognition and long-term viability of the Paso Robles brand, and builds demand for week-long events/corporate retreats and seminars that enhance the economic vitality of the City. The PRWCA is uniquely positioned to leverage dollars with/from their own membership base to deliver these key messages regarding the Paso Robles Brand.

POLICY

REFERENCE: Economic Strategy; 2007 Marketing Plan; FY 09-10 Budget/Financial Plan; PCC Minutes of August 11, 2009.

FISCAL

IMPACT: The City's FY 09/10 Budget and Financial Plan significantly reduced the Tourism and Promotions program budget from previous years. As adopted by Council in June 2009, the PCC program budget contained a \$60,000 line item for the continued public relations services with the PRWCA. During a recent effort to redirect funds to the San Luis Obispo County Visitor and Conference Bureau (SLOCVCB), the PCC reduced the public relations budget to \$57,000. The PCC recommendation to fund the PRWCA public relations service contract is consistent within the current adopted budget.

- OPTIONS:
- a. For the City Council to adopt Resolution No. 09-XX authorizing the City Manager to enter into an extended professional service contract with the Paso Robles Wine Country Alliance for Public Relations Services for the amount of \$57,000.
  - b. Amend, modify or reject above option.

Attachment:

1. Resolution authorizing the City Manager to enter into extended professional services contract with the PRWCA.
2. August 11, 2009 PCC Minutes

RESOLUTION NO. 09-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AUTHORIZING THE CITY MANAGER TO ENTER INTO AN EXTENDED  
PROFESSIONAL SERVICE CONTRACT WITH THE PASO ROBLES WINE COUNTRY  
ALLIANCE FOR PUBLIC RELATIONS SERVICES

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WHEREAS, the City's adopted Marketing Plan includes the key elements of: a) Hospitality Services and Visitor Event support; b) Branding and Visitor Website development; and c) Public Relations that build on the platform of the Wine and Culinary industries; and

WHEREAS, the Promotions Coordinating Committee (PCC) actively works to pursue the goals of this Marketing Plan and oversees the programmatic budget to accomplish those coordinated tourism goals; and

WHEREAS, in March 2008, at the recommendation of the PCC, the City Council authorized a three (3) month professional service contract with the Paso Robles Wine Country Alliance (PRWCA) to pursue the public relations portion of the City's Marketing Plan, and this contract award was made at the conclusion of a competitive process where multiple public relations proposals had been received; and

WHEREAS, in July 2008, the contract with the PRWCA was extended an additional year through the approval of the PCC budget for continuing public relations work; and

WHEREAS, the Public Relations contract engages the services of the PRWCA to develop key messages consistent with the Paso Robles "Brand" and to work through media contacts and a news bureau data base to reach and host travel and lifestyle writers who will best position Paso Robles for visitor exposure; and

WHEREAS, the PCC budget for Fiscal Year 09/10 includes a line item for the continuing efforts of the PRWCA for Public Relations services; and

WHEREAS, at their meeting of August 11, 2009, the PCC unanimously acted to recommend the extension of the PRWCA contract effective July 1, 2009 through June 30, 2010 in the amount of the budgeted \$57,000.

WHEREAS, the Paso Robles Wine Country Alliance has established and continues to advance a public relations campaign that positions Paso Robles as a year round culinary tourism destination, strengthens the name recognition and long-term viability of the Paso Robles brand, and builds demand for week-long events/corporate retreats and seminars that enhance the economic vitality of the City; and

WHEREAS, the PRWCA is uniquely positioned to leverage dollars with/from their own membership base to deliver these key messages regarding the Paso Robles Brand.

WHEREAS, the PCC recommendation to fund the PRWCA public relations service contract is consistent within the current adopted FY 09/10 budget and financial plan.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to negotiate and enter into an extended professional service contract with the Paso Robles Wine Country Alliance for Public Relations Services associated with activities which will promote tourism and benefit the industry in accordance with the City's adopted Marketing Plan.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 15<sup>th</sup> day of September 2009 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Duane Picanco, Mayor

ATTEST:

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Cathy David, Deputy City Clerk



## PROMOTIONS COORDINATING COMMITTEE MINUTES

Tuesday, August 11, 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** The meeting was called to order at 3:35 PM.

**ROLL CALL** Committee Members present: Vivian Robertson, Stacie Jacob, Norma Moyer, Mike Gibson, Matt Masia, Pam Lyon. City Staff: Meg Williamson, Shonna Howenstine. Mental Marketing Staff: Maryann Stansfield.

**ABSENT** Margaret Johnson

**PUBLIC COMMENT** No public comments were made.

### **PCC COMMITTEE BUSINESS:**

#### **1. Minutes of 6/30/09 PCC Meeting**

Mike Gibson moved to approve minutes without changes, Pam Lyon seconded, minutes were approved unanimously.

### **DISCUSSION ITEMS:**

#### **2. TPRA (BID) Marketing Plan**

Maryann Stansfield presented the major components of the branding and marketing strategy and the ideas behind it, including the social media plan.

#### **3. PRWCA Contract Extension**

Meg Williamson explained the contract extension procedure. Norma Moyer moved to recommend the City Council extend the PRWCA contract through the end of FY 2009-2010 at the modified budget amount of \$57,000 per the June 30, 2009 PCC meeting, Pam Lyon seconded. The motion passed 5-0 with Stacie Jacob abstaining.

#### **4. SLOCVCB Funding Update**

Meg Williamson reported that the recommendation to fund the SLOCVCB is going to City Council on August 18, 2009 for authorization, with specific mention that the PCC proposes to reduce their own budget to fund their portion of the partnership.

#### **5. PCCHA Fundraising**

Per committee consensus, Mike Gibson and Pam Lyon will be the subcommittee in charge of PCCHA fundraising, with sponsorship payment due dates to be determined by speaking with the new director of the PCCHA, Phil Benadum.

### **COMMITTEE REPORTS**

There were no committee member reports were made.

### **FUTURE AGENDA ITEMS**

- Brand standards for social media and "Social Media 101" for PCC members

**ADJOURNMENT:** Meeting was adjourned at 5:14 PM.