TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager
Jim Throop, Administrative Services Director

SUBJECT: Tourism & Lodging Promotions Business Improvement District (BID)
Renewal of Assessment

DATE: January 3, 2012

NEEDS: For the City Council to consider the annual renewal of the assessment for the Tourism and Lodging Promotions Business Improvement District (BID).

FACTS:

1. At the request of the majority of Paso Robles hoteliers, the BID was formed via ordinance by the City Council in December 2008 and the BID became effective January 16, 2009.

2. Per the Parking and Business Improvement Area Law (Streets and Highways Code Sections 36500 et seq.) under which the BID was formed, the assessment is levied on an annual basis. The BID assessment was renewed in both 2010 and 2011.

3. Renewal of the BID tax assessment requires that the City Council receive an annual report on the budget and workings of the BID and set a public hearing for consideration of the renewal of the levy of assessment.

4. On December 20, 2011, the City Council approved the annual report and directed that it be made available for public review in the City Clerk's office. That same date, the Council adopted Resolution No. 11-158 setting the Public Hearing for consideration of this item for January 3, 2012 and directed the notice to be published in the local newspaper.

5. On December 24, 2011 the Tribune Newspaper published Resolution No. 11-158 in its entirety.

6. The Travel Paso Robles Alliance (TPRA) Advisory Committee has recommended the continued levy of the Assessment and authorized Mental Marketing (an independent contactor for the marketing effort) to prepare the annual report for the BID.

7. The BID's 2011/12 annual report and marketing budget are attached.

8. At the public hearing on January 3, 2012, the testimony of all interested persons, for or against the establishment of the BID, the boundaries of the BID, the area of benefit within the BID, the Assessment to be levied, or the furnishing of specified types of improvements or activities, will be heard.

9. A protest may be made orally or in writing by any interested person. Any written protest as to the regularity or evidence of the proceedings shall be in writing and clearly state the irregularity or defect to which the objection is made.

10. Written protests must be received by the City Clerk at or before the time set for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a written description of the business in which the person subscribing the protest is interested sufficient to identify the business. If the person subscribing is not shown on the official records of the City as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business.

11. If at the conclusion of the public hearing, there are of record, written protests by the owners of the tourist lodging establishments within the BID that would pay fifty percent (50%) or more of the total assessments of the entire BID, no further proceedings to renew the annual levy for the BID shall occur. New proceedings to form the District shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protests by the City Council. If the majority of written protests are only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the BID.

ANALYSIS & CONCLUSION: The TPRA's marketing efforts continue to support an upward trend in transient occupancy stays within our community. The TPRA has recommended a continued levy of the BID assessment in order to carry on work efforts towards the marketing and promotion of the Paso Robles area.

POLICY REFERENCE: Economic Strategy; Ordinance 952 NS, forming the Tourism and Lodging Business Improvement District; BID Committee Bylaws; Streets and Highways Cod Sections 36500 et seq.; City Council Resolution No. 11-158 establishing a notice of intent to renew levy.

FISCAL IMPACT: The BID assessment is being collected on a monthly basis and will accumulate in a separately maintained fund. City staff will continue to commit its resources to facilitate the goals of the BID. Renewal of the assessment levy is estimated to generate $605,000 annually, to be spent on marketing and promotions.

OPTIONS:

a. For the City Council to adopt Resolution No.12-XXX renewing the levy of an annual assessment for the fiscal year February 1, 2012 to January 31, 2013 for the Paso Robles Tourism and Lodging Promotions Business Improvement District.

b. Amend, modify or reject above option.

Attachment:

1. Resolution renewing the levy of annual assessment of the BID for 2012/13 (with Exhibit A - Annual Report)
2. Resolution No. 11-158 setting Public Hearing for January 3, 2012
3. Marketing Plan Scope for FY 2011/12
4. Budget for FY 2011/12

RESOLUTION NO. 12-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES RENEWING THE LEVY OF ASSESSMENTS FOR THE PASO ROBLES TOURISM AND LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989

WHEREAS, tourism is an important contributor to the economy of the City and the promotion of the City's tourist lodging establishments serves an important public purpose; and

WHEREAS, at the request of the majority of Paso Robles hoteliers, the Paso Robles Tourism and Lodging Promotions Business Improvement District ("BID") was formed by Ordinance 952 N.S., adopted on December 16, 2008, and the BID became effective January 16, 2009; and

WHEREAS, the collection of an assessment of two percent (2%) gross room rental revenue ("Assessment") began on February 1, 2009 and established the fiscal year for the BID as February 1st through January 31st; and

WHEREAS, the Parking and Business Improvement Area Law (Streets and Highways Code Sections 36500 et seq.) under which the BID was formed requires that the assessment be re-levied annually; and

WHEREAS, the BID has been rebranded and is commonly known as the Travel Paso Robles Alliance ("TPRA"); and

WHEREAS, the City Council appointed seven (7) members of the lodging community to the TPRA Advisory Committee to represent the interests of the owners of the tourist lodging establishments in Paso Robles; and

WHEREAS, at the TPRA's request, and after undergoing the necessary hearings and public reviews of the BID's Draft Annual Reports, the City Council renewed the BID levy on an annual basis in January, 2010 and again in January 2011; and

WHEREAS, unless extended by City Council action the BID levy will terminate after January 31, 2012; and

WHEREAS, at their November 16, 2011 meeting, the TPRA Advisory Committee recommended the continued levy of the BID assessment and authorized Mental Marketing to create the annual report for the 2011/12 fiscal year and a proposed scope/budget for the upcoming 2012/13 year; and

WHEREAS, Mental Marketing has provided annual reporting of the services and financials associated with the 2011/12 marketing budget and this report will serve as the BID's annual report which covers the last 12 months of business activity for the BID between November 1, 2010 and October 31, 2011 attached hereto as Exhibit A; and

WHEREAS, no changes in the boundaries of the BID are recommended by the TPRA; and

WHEREAS, under the projected scope of service and budget for fiscal year 2012/13, the amount of the Assessment is proposed to remain the same and be collected in the same manner for another year; and

WHEREAS, the TPRA has recommended a continued levy of the Assessment in order to continue the marketing and promotion of the Paso Robles area.

WHEREAS, at its meeting of December 20, 2011, the City Council approved the annual report and directed that it be made available for public review in the City Clerk's office, and adopted Resolution No. 11-158 setting the Public Hearing for consideration of this item for January 3, 2012; and

WHEREAS, the Resolution No. 11-158, setting the Public Hearing, was published one time in the local Tribune Newspaper on December 24, 2011; and

WHEREAS, there was no majority protest submitted by the conclusion of the protest hearing.

NOW, THEREFORE, BE IT RESOLVED, that the City Council for the City of El Paso de Robles does hereby resolve, determine and find as follows:

Section 1. The recitals set forth herein are true and correct.

Section 2. That the Annual Report for fiscal year 2011/2012 for the BID prepared by Mental Marketing (attached herein as Exhibit A) was approved and made available for review in the office of the City Clerk.

Section 3. The boundaries of the area to be included in the BID are to remain unchanged and are the boundaries of the City of El Paso de Robles.

Section 4. The types of activities proposed to be funded by the continued levy of assessments on businesses in the BID are those activities that will promote tourism and the local tourist lodging establishments.

Section 5. The City Council hereby approves the continued levy of the Assessment on all tourist lodging establishments within the BID, as set forth in Section 3.22.030 of the Paso Robles Municipal Code, to pay for all improvements and activities of the BID, except where funds may otherwise be available, continuing for the BID's fiscal year February 1, 2012 – January 31, 2013.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 3rd day of January 2012 by the following roll call vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk

EXHIBIT A

ANNUAL REPORT

[to be inserted]

Travel Paso Robles Alliance
2010-11 Annual Report
November 14, 2011

Overview

We are pleased to share with you the results to date of the key TPRA initiatives and marketing efforts from November 30, 2010 through October 31, 2011. We've accomplished many programs together this year and the results indicate why Paso Robles is showing the highest TOT increase in in the county: +14.4% year over year.

Over the past 3 years the TPRA has spent 1.47 million dollars on marketing programs positioning Paso Robles as a world class food, wine and outdoor destination. The results have shown increase in TOT 2 years running for a total increase of 22.7% since the tourism industry took a serious financial hit in 2009-10, when Paso's TOT was down 9.2%. These marketing efforts have shown to be effective even during these difficult times and equal an overall gain of 13.5% since 2008.

Key City and County Tourism Partnerships

The TPRA account management team has developed key marketing relationships with local, county, regional, state and international tourism partners in an effort to leverage TPRA marketing dollars and expand the reach and exposure of the Paso Robles, Authentic CA brand.

- TPRA worked closely with the **City of Paso Robles** on outreach and promotions of the Amgen TOC through a ticket giveaway program, and ongoing social media and website management.
- TPRA is currently working with the **Paso Chamber of Commerce** on many fronts: sponsorship of car show, visitor center TV and video donation
- TPRA worked with the **PRWCA** to develop a meeting planner component at two grand tasting events.
- TPRA worked with the **Paso Robles Event Center** to coordinate a fantastic event brochure for the venue that the TPRA has distributed at all travel and consumer trade shows.
- Mental worked with the **VCB,** on behalf of the TPRA to write a marketing plan that would not only benefit Paso Robles, but would put benchmarks in place to help the county really reach its potential. The TPRA also participated in the VCB co-op efforts, which produced several high profile advertorial and online components, and the high profile Savor event and group tour and travel.
- TPRA is an active member of the **Tourism BID Alliance**.
- A key relationship that Mental Marketing has developed on behalf of the TPRA, is with **Hearst Castle** Marketing Director Jim Allen. As the most renowned attraction in the county, Hearst Castle is an icon throughout the world. Paso Robles has a historic connection with Hearst Castle, and the location to position itself as THE place to stay when visiting Hearst Castle.
- Mental Marketing also sits on the **SBP Marketing Task Force**, working to develop partnerships that leverage growing regional access and added air service to our regional airport.

Central Coast Tourism Council (CCTC)

Another example of these efforts is demonstrated by TPRA Marketing Manager Maryann Stansfield, as she became a board member of the CCTC in May and is actively involved on their marketing, website and membership committees. The CCTC is the regional liaison with CTTC and focuses on international tour and travel.

CA Travel and Tourism Commission (CTTC)

Mental Marketing coordinated a fam visit from top PR and tour and travel personnel from the state tourism commission on behalf of the TPRA. Developing these relationships, and showing Paso Robles first hand, are key to leveraging public relations and tour and travel opportunities at CTTC.

In September, the CTTC brought to CA 60 travel agents from UK and Ireland, and Maryann was a key coordinator in the Central Coast tour efforts, working closely with the state tourism commissions tour and travel liaisons to represent Paso Robles. Through this partnership TPRA developed relationships with the UK Ireland Sales and Marketing director and the Asia Marketing Manager.

Key Public Relations Initiatives

- Mental Marketing produced **273 media stories**, print and broadcast features, interviews, and calendar listings (see addendum 1a)
- Mental Marketing outreach efforts have produced **approximately 18,339,142 million print and 517,473,934 UVPM media impressions** to date (*number not final—additional media impressions still being calculated*).
- Mental Marketing created and delivered over **418 media pitches** to various destination, travel, food, wine, family and wedding outlets (see addendum 1b)
- Mental Marketing coordinated **35 journalist fam trip** itinerary items in Paso Robles on behalf of the TPRA, including **12 European journalist** from Germany, UK, and Scandinavia.
    - **Exceeded this year's fam trip goal by 13**, while staying within allocated budgets.
    - **Currently 4 journalists are confirmed for** upcoming visits, **18 have pending** confirmations through spring of 2012.
- Conceptualized and delivered **3 themed creative mailers** to select media, inviting them to visit Paso Robles.
    - Paso Robles as a Burgeoning Food and Wine Destination (targeted to travel editors at national food and wine publications)
    - Paso Robles: Authentic California (targeted to travel editors at national lifestyle magazines and major daily newspapers)
    - Pitch Paso Robles as a romantic wedding and honeymoon destination to national bridal outlets, including print, online and blogs
- Attended **2 media shows** (New York, POWWOW)
- Coordinate **3 media fam trips with CTTC**
- Over **75+ reactive media pitches to** CTTC, journalist queries and other sources
- Re–developed press kit and key messages
- Revised key messages and entire press kit
- **Seven Press releases: impressions TBD**

- March 23: COME FOR THE RACE, STAY FOR THE WINE
- May 10: PASO ROBLES, CA LAUNCHES FIRST-EVER TOURISM FOCUSED COMMERCIAL
- May 25, 2011: PASO ROBLES SUMMER FUN WINE & CULINARY FESTIVALS, LOCAL ARTISAN FAIRS, SHAKESPEARE AND MORE!
- June 8: VISIT PASO ROBLES FOR THE IDEAL CALIFORNIA SUMMER VACATION & SAVE WITH EXCLUSIVE LODGING DEALS & FUN PACKAGES
- July 28 2011: DINE WITH THE STARS AT PASO GLOW
- August 30, 2011: ANOTHER REASON TO STAY… FALL EVENT SEASON IN PASO ROBLES, CA WINE HARVEST, CLASSIC CARS, PADEREWSKI & MUCH MORE! SEPTEMBER – NOVEMBER 2011
- August 30, 2011:'TIS THE SEASON IN PASO ROBLES, CA Celebrate The Holidays with Brilliant Lights, Caroling, Artisan Gift Shopping And Much More

Public Relations Totals:

- Impressions: 535.8 million impressions *(not final calculation)*
- Cost: $189,332
- CPM media impressions: $ .35

Key Tour and Travel Initiatives

- Developed and currently coordinating Sales Leads Tracking program in coordination with Reserve Events
  - Developed partnership with Kris Pennick as lead development tracker
  - Coordinating meeting planner sales leads and site visits with Kris Penick
  - Coordinating first annual Sales Training program for Dec 15
  - Coordinating annual hospitality outing to Happy Acres Farm
- TPRA hosted CTTC Europe Sales and Marketing Manager and Public relations Manager
- Developed Meeting planner press kit
- Developed meeting planner PPT presentation
- Maryann Stansfield was elected to the board of the Central Coast Tourism Council in July 2011
  - Attended the CCTC January 2011 board retreat
- Coordinated and hosted UK & Ireland fam trip with CTTC
- Hosted POWWOW fam trip
- Attended 4 trade shows: 3 consumer and 1 tour operator
- 6 tour and travel trade shows (2 still coming in Dec)
- 2 meeting planner presentations at LA and Scottsdale Grant Tastings
- 4 consumer shows
- 2 tour and travel fam trips (POWWOW, CCTC)
- 1 educational seminar
- Researched sales tracking software, coordinating all leads into central file for tracking purposes

Leads (#s still being finalized) and Sales Impact

- Tour and Travel Leads: 442
- Meeting Planner Leads: 408
- Meeting planner site visits: 2
- Meeting Planner fams: 2 invites have been sent
- Media Leads: 763

- Consumer leads: 1459
- Sales impact: TBD

Trade Show/Lead Totals:

- **Lead Generation: 3072**
- **Cost: $35,122**
- **Cost per lead: $11.43**

Social Media Initiatives:

- Increased blog posts in effort to effectively leverage organic SEO
- Coordinated and executed Zin Fest, Amgen, and Savor Facebook sweepstakes using PR and SM tactics to engage consumers and media, and to grow fans
- Merging Facebook friend and fan pages—in process
- Added Facebook accommodations page
- Added Facebook fangate and welcome pages
- Coordinate ads to Sunset Magazine, CA tourism Commission, SLOVCB, and PRWCA
- Track consumer and tour and travel leads

Key Online, Website and E-Marketing Initiatives (results TBD)

- Coordinated and collaborated on making travelpaso.com a mobile ready site
- Coordinated efforts to organically optimize website content
- Coordinated ongoing seasonal travel promotions with hotels, provided content to the City to update on the site
- Strategic development and coordination with the city on four SM contests and giveaways
- Added hotels and welcome page to Facebook
- Improved SEO
    - Increased organic search efforts by 8”%
    - Decreased referrals by city site by 8%
    - Increased database to 7093, 49% increase since January
    - Increased UPVM by 7% over same time period last year
    - Currently developing next SEO steps strategy
- Created and delivered 12 monthly E-newsletters
- Partnered with PRWCA for online ads and eblasts

Website Visits YOY

- Website visits 32% growth YOY
    - Visits Oct 2010: 5902
    - Visits Oct 2011: 7764
- Page views 10% growth YOY
    - Page views for Oct 2010: 34,521
    - Page views for Oct 2011: 38110
- Lodging Page views 0% change YOY
    - Lodging page views Oct 2010: 2005
    - Lodging page views Oct 2011: 1953

Key Advertising Initiatives (Results TBD)

- Coordinate ads to Sunset Magazine, CA tourism Commission, SLOVCB, and PRWCA

Key Sponsorships

- VCB partner
- Savor Sponsor
- Amgen Tour of California Sponsor
- Paso Chamber Car Show Sponsor
- Paso Festival of the Arts Sponsor
- Paso Garagiste Festival Sponsor

Key Creative Initiatives

- Designed a *Stay in Paso Robles Wine Country Hotels* print ad
- Wrote and developed :30 TV spot that was broadcast in LA and San Jose markets
- Designed a TPRA e-blast template for member communications
- Created Paso Robles Event Magnet for consumer outreach at trade shows
- Updated Paso Passport design, included QR codes to make more user friendly for smart phones, printed 30,000 copies
- Coordinated and executed print, TV and online campaigns
- Coordinate and execute a monthly e-newsletter
- Designed and coordinated new travelpaso.com billboards
- Created branded flash drives for easy delivery of PR messaging to journalists and tour and travel operators. Also streamline printing costs.

Visitor's Guide Distribution (Feb – Oct 2011)

- YTD Sunset/CA Visitor: 4268
- YTD travelpaso.com: 715
- YTD Downloaded: 1064
- YTD delivered in Paso: 1570
- YTD certified: 8787
- YTD trade shows: 950
- **Total distributed: 17,354**
- *Local Inventory: 3250*
- *Certified inventory: 10,713*

Social Media/Blog/E-newsletter results

TPRA has executed several SM campaigns in an effort to increase followers and engage travelers. TPRA introduced the Paso Insider Blog to the Social Media marketing mix this year

with huge success. This is an opportunity for the TPRA to have an editorial voice on the website, which we then can send out over facebook, twitter, and in our e-newsletter.

Blogs: 222% increase in blog views YOY

- Views as of Nov 1 2010: 6,553
- Views as of Nov 1 2011: 21,118
- 117 blogs posts over last 12 months
- Average 1866 visits per month

Facebook: 52% growth YOY

- Paso Robles and Travelpaso fans Nov 1, 2010: 3,383
- Paso Robles and Travelpaso fans Nov 1, 2011: 5,158
- Over XXX monthly active followers

Twitter: 43% growth YOY

- Followers Nov 1, 2010: 1,417
- Followers Nov1, 2011: 2,032

E-newsletter: 95% growth YOY

- Database Oct 2010: 3,682
- Database Oct 2009: 7,167

RESOLUTION NO. 11-158

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES ESTABLISHING A NOTICE OF INTENT TO HOLD A PUBLIC HEARING FOR THE PURPOSE OF CONSIDERING THE 2011/12 ANNUAL RENEWAL OF LEVY FOR THE PASO ROBLES TOURISM AND LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989

WHEREAS, tourism is an important contributor to the economy of the City and the promotion of the City's tourist lodging establishments serves an important public purpose; and

WHEREAS, at the request of the majority of Paso Robles hoteliers, the Paso Robles Tourism and Lodging Promotions Business Improvement District (BID) was formed via Ordinance 952 N.S. by the City Council in December 2008, and the BID became effective January 16, 2009; and

WHEREAS, the collection of the two percent (2%) Business Improvement Tax began on February 1, 2009 and established the fiscal year for the district as February 1st through January 31st; and

WHEREAS, the Parking and Business Improvement Area Law (Streets and Highways Code Sections 36500 et seq.) under which the BID was formed requires that the assessment be re-levied annually; and

WHEREAS, the Tourism and Lodging Promotions Business Improvement District (BID) has been rebranded and is commonly known as the Travel Paso Robles Alliance (TPRA); and

WHEREAS, the City Council has appointed seven (7) members of the lodging community to the TPRA Advisory Committee to represent the interests of the owners of the tourist lodging establishments in Paso Robles; and

WHEREAS, on January 5, 2010 and subsequently on January 4, 2011, at the TPRA's request, and after undergoing the necessary hearings and public review of the BID's Draft Annual Report(s), the City Council approved renewals of the BID levy for additional one year increments; and

WHEREAS, unless extended, the BID will be effective through January 30, 2012; and

WHEREAS, at their November 16, 2011 meeting, the TPRA Advisory Committee recommended the continued levy of the BID assessment and authorized Mental Marketing to create the annual report for the 2011/12 fiscal year and a proposed scope/budget for the upcoming 2012/13 year; and

WHEREAS, Mental Marketing has provided annual reporting of the services and financials associated with the 2011/12 marketing budget and this report will serve as the BID's annual report which covers the last 12 months of business activity for the BID between November 1, 2010 and October 31, 2011 (attached); and

WHEREAS, no changes in the boundaries of the Business Improvement District are recommended by the TPRA at this time; and

WHEREAS, under the projected scope of service and budget for fiscal year 2012/13, the amount of the BID assessment is proposed to continue at the two percent (2%) amount and be collected in the same manner for another year; and

WHEREAS, the TPRA has recommended a continued levy of the BID assessment in order to carry on work efforts towards the marketing and promotion of the Paso Robles area.

NOW, THEREFORE, BE IT RESOLVED, that the City Council for the City of El Paso de Robles does hereby resolve, determine and find as follows:

Section 1. The recitals set forth herein are true and correct; and

Section 2. That the City Council, at the request of the owners of tourist lodging establishments and pursuant to Section 36500 *et seq.* of the California Streets and Highways Code, established the "Paso Robles Tourism and Lodging Promotions Business Improvement District" (the "District") via Ordinance No. 952 N.S. in December 2008 and each year after that, the assessment will need to be re-levied in accordance with the laws of its formation; and

Section 3. That the Annual Report for fiscal year 2011/2012 for the Paso Robles Lodging and Tourism Business Improvement District has been prepared by Mental Marketing and is available for review; and

Section 4. The boundaries of the area to be included in the District are to remain unchanged and are the boundaries of the City of El Paso de Robles; and

Section 5. The types of activities proposed to be funded by the continued levy of assessments on businesses in the District are those activities that will promote tourism and the local tourist lodging establishments; and

Section 6. The City Council intends to levy an annual assessment on all tourist lodging establishments within the District, to pay for all improvements and activities of the District, except where funds may otherwise be available, continuing for the District's fiscal year February 1, 2012 – January 31, 2013. As used herein, the term "tourist lodging establishments" shall mean hotels, as defined in Section 21.08.250 of the Paso Robles Municipal Code, but not bed and breakfast establishments, as defined in Section 21.15.220 of the Paso Robles Municipal Code, nor campgrounds or recreational vehicle parks. The method and the basis for levying the assessment on such tourist lodging establishments within the District shall be as follows: An assessment will be levied annually against tourist lodging establishments to pay for the improvements and activities within the District and will be collected in monthly installments or such other installments as determined by the City Council. The proposed assessment is to be levied on all tourist lodging establishments within the District boundaries based upon two percent (2%) of the rent charged by the operator per occupied room per night for all transient occupancies. "Transient occupancy" shall mean the use or possession, or the right to the use or possession, of any room or rooms or portion thereof, in any hotel for dwelling, lodging or sleeping purposes, for a period of thirty consecutive calendar days or less. Transient occupancies by federal government employees on government business will be exempt from the levy of assessment. Extended stays, defined as more than thirty (30) consecutive calendar days, shall be exempt from the levy of assessment. Assessments levied pursuant to the District shall not be included in gross room rental revenue for the purpose of determining the amount of the transient occupancy tax.

Section 7. New tourist lodging establishments shall not be exempt from assessment.

Section 8. A public hearing to renew the annual levy for the District is hereby set for January 3, 2012 at 7:30 p.m. before the City Council of the City of El Paso de Robles at the Paso Robles Library/City Hall Conference Center, 1000 Spring Street, El Paso de Robles, California.

Section 9. The City Clerk is instructed to provide notice to the public hearing as follows:

a). Publish this Resolution of Intention in a newspaper of general circulation in the City of El Paso de Robles once, at least seven (7) days before the hearing.

Section 10. At the public hearing, the testimony of all interested persons, for or against the establishment of the District, the boundaries of the District, the area of benefit within the District, the assessments to be levied, or the furnishing of specified types of improvements or activities, will be heard. A protest may be made orally or in writing by any interested person. Any written protest as to the regularity or evidence of the proceedings shall be in writing and clearly state the irregularity or defect to which the objection is made. Written protests must be received by the City Clerk at or before the time set for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a written description of the business in which the person subscribing the protest is interested sufficient to identify the business. If the person subscribing is not shown on the official records of the City as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business.

Section 11. If at the conclusion of the public hearing, there are of record, written protests by the owners of the tourist lodging establishments within the District that would pay fifty percent (50%) or more of the total assessments of the entire District, no further proceedings to renew the annual levy for the District shall occur. New proceedings to form the District shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protests by the City Council. If the majority written protests are only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the District.

Section 12. Further information regarding the proposed District may be obtained from the City Clerk at 1000 Spring Street, El Paso de Robles, California.

Section 13. This Resolution is effective on its adoption.

PASSED AND ADOPTED by the City council of the City of El Paso de Robles this 20th day of December 2011 by the following roll call vote:

AYES: Strong, Hamon, Gilman, Steinbeck, Picanco
NOES:
ABSTAIN:
ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk

Section 10. At the public hearing, the testimony of all interested persons, for or against the establishment of the District, the boundaries of the District, the area of benefit within the District, the assessments to be levied, or the furnishing of specified types of improvements or activities, will be heard. A protest may be made orally or in writing by any interested person. Any written protest as to the regularity or evidence of the proceedings shall be in writing and clearly state the irregularity or defect to which the objection is made. Written protests must be received by the City Clerk at or before the time set for the public hearing. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a written description of the business in which the person subscribing the protest is interested sufficient to identify the business. If the person subscribing is not shown on the official records of the City as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business.

Section 11. If at the conclusion of the public hearing, there are of record, written protests by the owners of the tourist lodging establishments within the District that would pay fifty percent (50%) or more of the total assessments of the entire District, no further proceedings to renew the annual levy for the District shall occur. New proceedings to form the District shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protests by the City Council. If the majority written protests are only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the District.

Section 12. Further information regarding the proposed District may be obtained from the City Clerk at 1000 Spring Street, El Paso de Robles, California.

Section 13. This Resolution is effective on its adoption.

PASSED AND ADOPTED by the City council of the City of El Paso de Robles this 20th day of December 2011 by the following roll call vote:

AYES: Strong, Hamon, Gilman, Steinbeck, Picanco
NOES:
ABSTAIN:
ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk

TRAVEL PASO ROBLES ALLIANCE

PARTNERS IN TOURISM

Scope of Work

2012-13

paso ROBLES™ AUTHENTIC CALIFORNIA

Written and presented by:

mental MARKETING

mission statement

TRAVEL PASO ROBLES ALLIANCE
PARTNERS IN TOURISM

To brand, market and promote the City of Paso Robles as the authentic destination of choice on a regional, national and global level to targeted leisure, family, business and group travelers resulting in more frequent visitation, longer stays and increased revenue.

mental MARKETING

public relations… strategies, tactics

strategy 1: year-round leisure outreach

To retain and further strengthen relationships with targeted writers specializing in travel, food and wine. Specifically to drive value-oriented, mid-week, boomer, event-focused, wine and family traveler business through on-going active media pitching and press releases

tactic 1: active media pitching
the fundamentals of creating and tackling media pitches and building strong media relationships are the backbone of any press communication campaign

- produce a steady stream of pitches to targeted writers with the rationale to stay top of mind with targeted press
- regular phone and email contact with journalists and editors
- on-going presence at media events in the travel, food and wine industries
- provide editorial content for TPRA blog on a weekly basis and disseminate content through e-newsletter
- regular update of targeted media lists

tactic 2: ongoing press releases
keep Paso Robles top of mind with journalists by sending interesting and newsworthy story ideas to our extensive media database and over PR Web and PR Newswire on an on-going basis. Story ideas for 2012-13 include:

- *Mid Week and Summer Lodging Specials*
- *Paso Robles Food, Wine and Farm Adventures*
- *Round up of September Wine Month Packages and Events*
- *Savor The Central Coast- Paso Glow Contest*
- *Meetings Round-Up*
- *Weddings Round-Up*
- *Beyond the Tasting Room – Unique Wineries*
- *Seasonal Event Round-ups (4x per year)*
- *Quarterly What's New Round Up (4x)*

mental MARKETING

public relations… strategies, tactics

strategy 2: journalist and tour & travel fam trips

overview:
an effective component of our pr strategy is to host top journalists on fam trips. this outreach strategy is designed to target specific travel, food, wine, baby boomer, family and lodging journalists and invite the top media that will produce the best results and meet our strategic pr goals. this year we are adding a tour & travel fam component to target meeting planners, travel agents and tour operators

tactics:
- Proactive outreach to targeted journalists to visit Paso Robles with the intent of writing a feature travel story about our destination
- Use PR outreach strategies as an avenue to sell Paso Robles and capture media interest
- Continue to build upon our strong relationship with the California Travel and Tourism Commission (CCTC) and their international offices
- Manage and coordinate interested parties requests for visits
- Coordinate individualized travel itineraries for visiting journalists through our strategic relationships with local tourism partners
- Manage journalists on site and coordinate meetings: meet for dinner, wine tours, farm tours, events, etc.
- plan and execute hands-on, interactive tour & travel fam with editors of meeting planner print and online publications
- create collaborative tour & travel fam programs to work in conjunction with PRWCA, SLOVCB, CCTC and CTTC
- partner with state and regional tourism organizations to promote Paso Robles as a visitor destination to media at select tour & travel trade shows such as POWWOW
- collaborate on group FAM tours through CCTC and POWWOW to bring tour operators to Paso Robles

mental MARKETING

strategy 3a: creative mailer - family outreach

creative mailer to list of top tier national family focused media:
after the amazing response to the creative mailers from our current marketing efforts, we recommend continuing this program with three additional creative mailers targeting media outlets from the following categories: a) family, b) boomers/snowbirds and c) meetings and tour & travel market.

Family Creative Mailer

overview:
Plan and execute a creative mailer that showcases Paso Robles as a family friendly destination. This will include a targeted pitch with select items to illustrate the area and an invitation to experience Paso Robles first-hand. Targeted media include travel editors at top family magazines, newspapers and websites. This strategy focuses on growing mid-week summer business.

tactics:
- Craft a pitch letter demonstrating that Paso "has it all" for families, providing highlights of all there is to experience in the area including attractions, restaurants, farm visits. etc. A sample of Paso Robles family attractions will include Ravine water park, Harris Stage Lines, Happy Acres, Jack Creek farms, the historic Missions, the Children's Museum, Studios on the Park and the proximity to the nearby beaches and Hearst Castle
- Pitch wine tasting to adults
- Pitch Paso Robles as one of California's hottest family destinations to long and short lead publications for inclusion in upcoming summer travel stories.
- Extend invitation for journalists to visit Paso Robles in the summer of 2012 for 2013 features

timeline: winter for spring / summer visits and articles
execution: February
follow up and fams: ongoing March – Aug 2012

strategy 3b: creative mailer - active boomer/snowbird outreach

Boomer/Snowbird Creative Mailer

overview:
Plan and execute a creative mailer that showcases Paso Robles as an active boomer and snowbird destination for shoulder and off season, Sept - May. This will include a targeted pitch with select items to illustrate the area and an invitation to experience Paso Robles first-hand. Targeted media include travel editors at top boomer magazines, newspapers and websites focusing on Arizona, the Pacific Northwest and Vancouver, BC. This strategy focuses on growing business during shoulder and off season.

tactics:
- Craft a pitch letter geared towards the active boomer and snowbird markets providing highlights of all there is for boomers to experience in the area including attractions, restaurants, farm visits. etc. A sample of Paso Robles boomer attractions will include wine tasting, Harris Stage Lines, Happy Acres, Jack Creek farms, the historic Missions, cultural events, Studios on the Park and the proximity to the nearby beaches and Hearst Castle
- Pitch Paso Robles as one of California's hottest active boomer/snowbird destinations to long and short lead publications for inclusion in upcoming fall/winter travel stories.
- Extend invitation for journalists to visit Paso Robles in summer/fall of 2012 for fall/winter 2012-13 features

timeline: spring, summer visits, fall articles about winter travel
execution: May 2012
follow up and fams: ongoing June-Oct

strategy 3c: creative mailer – tour & travel outreach

Tour & Travel Creative Mailer

overview:
Plan and execute a creative mailer that highlights Paso Robles as a great Tour & Travel destination targeting meeting planner, group, travel agent and tour operator trade journals. This will include a targeted pitch with select items to illustrate what Paso offers this audience and an invitation to experience Paso Robles first-hand. This strategy focuses on growing year round mid-week and international travel.

Mental will reinforce current messaging tailored to each target audience and build upon our new tour and travel strategy linking Paso Robles to Hearst Castle on a wider scale, and communicate that key message to tour and travel trade journalists.

tactics:
- Craft a pitch letter geared towards each target audience (3 letters) showcasing what meeting planners, groups and FIT visitors will experience in the area including pertinent venues, attractions, restaurants, farm visits. etc. A sample of Paso Robles meeting planner amenities will include wine tasting, golf, spa info, shopping, food, wine, cultural events, and the proximity to the nearby beaches and Hearst Castle
- Position Paso Robles as a unique getaway for small to mid-size meetings and tour groups.
- Pitch Paso Robles as one of California's hidden meeting, FIT and group destinations to long and short lead publications for inclusion in upcoming winter/spring travel stories.
- Extend invitation for journalists to visit Paso Robles in late summer/fall of 2012 for winter 2012-13 features

timeline: fall execution for spring, summer visits
execution: Oct/Nov 2012
follow up and fams: ongoing Dec-March

strategy 4: reactive public relations and results reporting

overview:
respond to public relations queries initiated through the CTTC and their international offices, individual journalists and publications. These efforts have resulted in over 75 pitches over this last year and are an important part of our overall program.

tactic 1: timely and pertinent query responses
responding to queries in a timely manner with newsworthy information is the goal of this strategy

tactic 2: daily, weekly and monthly results reporting
reporting results to the TPRA Advisory Committee members and Paso Robles tourism partners is also a big part of our pr strategy. Using many avenues including Cision, Google alerts and regular searches, Mental Marketing tracks all results. These are then promoted in the TPRA blog, Facebook, twitter and e-newsletter outreach avenues. Sharing our results online and through social media catches the eyes and ears of potential visitors, media and our tourism partners, which is a major tactic in our success.

social media … strategies, tactics

strategy 1: blog outreach

overview:
This year we increased blog posts to 3x per week and blog views by 222% year over year. Managing the blog calendar and inviting local experts to be guest bloggers has been a crucial part of this success. We also are posting our blog on other tourism sites to generate more visits and increase SEO.

general tactics:
- “get inside” with interviews: chefs, hoteliers, travel specialists, wedding planners, festival managers, etc.
- Increase use of video on website, link to blog for SEO
- link to dynamic content, trackbacks and blogger relations
- live cast more events and happenings (live blogging, TwitPic, video)
- Use questions and polls to interact with our audience
- continue to invite local experts as a guest bloggers to post entries on their field of expertise, up-and-coming trends, etc.
- Facebook connect and build URL trackback to blog through posting on other sites
- improve blogger relations: outreach and links to prominent, relevant bloggers – develop longstanding relationships and link backs to the site/blog.
- implement a search program to build links with other relevant travel and lifestyle sites

strategy 2: social media giveaways

series of ongoing social media giveaways:
reinforce and build upon key messaging components to increase travel to Paso Robles, encourage event driven leisure getaways and spending. Position Paso Robles as the visitor destination that has it all: a world-class wine destination, burgeoning culinary scene with outdoor recreation, a rich history and an annual roster of cultural events.

overview:
Grow social media followers through strategic facebook, youtube and twitter giveaways. Develop editorial calendars for all three outlets to determine what giveaways will happen when, what videos will be posted at what time.

tactics:
- use Facebook, twitter and blog for weekly interactive questions to engage community
- create “coupons” or co-op promotions available via SM channels, blog, SMS
- initiate ongoing photo and video contests, encouraging community members to upload and share media, links, experiences in PR
- create and execute quarterly social media contests where the winners receive pairs of tickets to events and complimentary overnight stays at TPRA lodging properties
- targeted events and activities include: valentines, hotel month, Hearst Castle, Studios on the Park, Savor/Paso Glow, arts and cultural
- Include photo and video sharing, encouraging community members to upload and share media, links, experiences in Paso Robles

strategy 3: growing and re-org SM platform

overview:

- listing of Paso Robles venues, hotels, wineries, etc. on location-based services such as foursquare, gowalla, and others to enable travelers to ‘check in’ at various places, automatically sharing with their entire social graph
- joining groups on flickr to optimize photo sharing and SEO through tagging and geo taggin i.e. paso wine art hotels, olive oil, vineyards, etc.
- activate stumbleupon, add your interests and follow channel and sites, to grow your audience
- adopt a yelp claim business page, seed it with reviews on paso robles restaurants
- vimeo and youtube allows video posting and tagging for SEO and tracking

social media … strategies, tactics

strategy 4: invest in social media video story telling

overview:
In an effort to visually tell the story of why Paso Robles is a world class destination, we propose to develop annual video strategy for blogs and you tube that compliment current marketing strategies and programs. Create video program calendar based on annual roster of food, wine and cultural events in Paso Robles. Also, create promotional videos surrounding staple programs such as hotel month and wine month, and target audiences for mid-week and off season business such as tour & travel, baby boomers and summer family vacations. A series of testimonial videos by weekend getaway winners is a way to tell the Paso story using third party endorsements. Strategy and Tactics TBD.

2012 media plan … print, co-op

Print Media

2012 California State Travel Guide & Planner

- 500,000 + 100,000 pdfs. Includes free monthly leads via email.

Est. Budget:$12,415

San Luis Obispo County Official Visitor Guide

- 200,000 readers + free online ad and active hyperlink

Est. Budget:$3,900

Co Op Media: To Be Finalized by VCB, PRWCA/BID Participation

NBC Bay Area's Hosted 'Worth The Drive' :60 Segment, Sweepstakes and Web Drivers

- 2-month Network NBC schedule – With script depending on # of location participants

  Minimum 32 :60 hosted vignettes on destination attractions per week adjacent to high rated local news

  64 :15 web driver spots total 2.4 million impressions :60 segments

  Use of Paso Robles web driver segment for facebook ads, travelpaso.com, youtube, etc.

Est. Budget: $20,000

Live LA market drive time radio broadcast with destination commercials(September)

- 2- days of hosted radio personalities broadcasting locally during drive time broadcast.
- 2 – weeks of exposure promoting Paso's attractions and SAVOR lodging packages.

Est. Budget: $10,000

mental MARKETING

media plan … online

Paso Robles-Dedicated Online Promotions - Cost Per Thousand (CPM) Placement

fodors.com

- Visited by more than 3.3 million unique visitors per month, is one of the busiest, and most informative travel communities on the web. Place geo-targeted, medium rectangle ads with TPRA animation on 'Top destinations -California Wine Country Travel Guide'.

Est.CPM: $35

hearstcastle.org

- Visited by more than a half million unique visitors per month, the site offers top search engine rankings for related tours, historical information, special events and visitor information. Frequently used by winecoastcountry.com, travelpaso will negotiate special placement and coded packages for site visitors.

Est. CPM:$25

latimes.com

- With 9 million monthly unique visitors, the site serves the largest audience of Paso Robles' core travelers. TPRA will place medium rectangles within the travel, vacation and blog sections to bolster Southern CA lodging promotions.

Est. CPM:$25

BANG Digital (mercurynews.com, contracostatimes.com, oaklandtribune.com)

- With 9 million monthly unique visitors concentrated in Bay area, Bay Area Newsgroup sites offers quality streaming video on rectangle banners and a powerful enewsletter program perfect for enriching destination package promotions.

Est. CPM:$23

Est. Budget: $60,000

mental MARKETING

tour & travel program … midweek business

recommended tour and travel strategy

this year we will incorporate more sales and outreach, fam trips and site visits, along with a trade show strategy that will focus more on incentive, smurf, and agricultural based business development. We recommend building on the current foundation of leads to leverage corporate, association, and tour meeting planner contacts first hand, which link Paso Robles to the CA Central Coast and Hearst Castle., targeting tour operators, travel agents and meeting planners.

budget draft: $17000, plus Savor expenses $4000

Culinary and Food Tourism Outreach: postage costs

Send letter to specific culinary and food tourism target audience (culinary associations, restaurant groups) with incentives to book in Paso Robles: ie complimentary wine tasting upon arrival, free wine tours, free transportation for a day, complimentary bottle of wine in room on arrival, meet the winemakers, meet the farmers, chefs, etc.

Timeline:

December for Feb – May

September for November - Jan

World Expo Ag Show: Tulare, CA - $350

Feb 14 – 16; sign up by Nov 15

- No booth – sales pitches re: incentive travel to sales managers
- $200 hotel (one night)
- $150 meals and travel

Goal: companies that do incentive trips to Paso; entertain clients—bring them and wine and dine them

CTTC Los Angeles Media Reception: - $750 (shared expense w/HMB)

March 6, 2012

- $400 booth
- $350 hotel two nights, airfare, travel expenses

mental MARKETING

tour & travel program ... midweek business

CTTC New York City Media Reception: - $1400 (shared expense w/HMB)
March 27, 2012

- $600 booth
- $800 hotel two nights, airfare, travel expenses

POWWOW: Los Angeles - $5000
May 21 - 25, 2011:

- US Travel Association's International Trade Show
- more than 1,000 U.S. travel organizations from every region, representing all industry category components
- close to 1,500 group tour buyers from more than 70 countries
- co-op with VCB
- $2600 booth and site rentals
- $1000 for media specialist attendee
- $1400 hotel, food
-

Sunset Celebration: Menlo Park, CA - $2150
June 5 & 6, 2010

- Sunset Magazine annual showcase
- 22,000 N. Cal consumer attendees
- $1200 for booth space
- $800 hotel, food and car

mental MARKETING

tour & travel program ... midweek business

IMEX Oct 9- 11 2012 Las Vegas $2100
Focus is on smaller groups that are more fitting to Paso Robles
Booth: $1200
Room and food: $500
Airfare: $400
Agency, Association and Corp Incentive Including incentive, business and conference travel agencies, full service incentive houses, conference organizers, sales and promotion agencies, marketing, PR and advertising agencies. Executives within companies involved with meetings, conferences and incentive travel programs. Buyers have responsibility for, or direct influence over, decisions regarding destinations and/or venues.

NTA: 2013: Orlando, Florida January 19-23 **$3400**
November , 2011

- National Tour Association Convention
- $1700 for booth and member fee
- $500 airfare
- $1200 hotel and food

CalSAE : Sacramento, CA - $1850
December, 2011:

- California Society of Association Executives
- co-op with VCB
- $850 for booth
- $1000 hotel, food and car travel

mental MARKETING

TRAVEL PASO ROBLES ALLIANCE
PARTNERS IN TOURISM

Prepared by Mental Marketing for Travel Paso Robles Alliance

TPRA 2012-13 BUDGET

	BUDGET TOTAL	Budget %
INCOME PROJECTIONS	**$650,000**	
2% BID Revenue (rolling 12 mo. Sept 2010 - Aug 2011)	$576,000	
5% projected increase	$29,000	
Projected Rollover (7.5% of current budget)	$45,000	
EXPENSES		
Total Advertising Placements (print and online)	$106,400	16%
Public Relations / Fam Trips / Social Media Programs Mgmt	$172,700	27%
Client Services / Admin / Trade Show /Sales & Mktg Programs Mgmt	$97,200	15%
Creative Services	$42,000	6%
2012-13 Marketing Plan Development	$3,000	0%
Tour and Travel Outreach / Trade Shows / Fam Trips	$28,000	4%
Website / Brochure Printing and Mailing Costs / TPRA Event Costs / Marketing tools	$64,700	10%
Sponsorships/Memberships / VCB / Savor / Car Show / Main Street / FOTA / CCTC	$119,309	18%
Contingency Fund	$16,691	3%
TOTAL EXPENSES	**$650,000**	100%