

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 15, 2013

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 and has been renewed every year since 2009.
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 November 27, 2012, the Travel Paso Robles Alliance (TPRA) Advisory Committee recommended approval and distribution of the 2012/13 Annual Report and the continued levy of the Assessment.
5. On December 18, 2012, 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. 12-194 setting the Public Hearing for consideration of this item for January 15, 2013 and directed the notice to be published in the local newspaper.
6. Resolution No. 12-194 was published in the Tribune in its entirety.
7. The BID's 2012/13 annual report and marketing budget are attached.
8. At the public hearing on January 15 2013, 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 A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.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. 12-194 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 approximately \$700,000 annually, to be spent on marketing and promotions.

- OPTIONS:
- a. For the City Council to adopt Resolution No.13-XXX renewing the levy of an annual assessment for the fiscal year February 1, 2013 to January 31, 2014 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 2013/14 (with Exhibit A - Annual Report)
2. Resolution No. 12-194 setting Public Hearing for January 15, 2013
3. Marketing Plan Scope for FY 2013/14
4. Budget for FY 2013/14

RESOLUTION NO. 13-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

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 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 has approved annual renewals of the BID levy since 2009; and

WHEREAS, unless extended, the BID levy will terminate after January 31, 2013; and

WHEREAS, at their November 27, 2012 meeting, the TPRA Advisory Committee authorized the release of the annual report for the 2012/13 fiscal year, proposed a scope/budget for the upcoming 2013/14 year, and recommended the continued levy of the BID Assessment; and

WHEREAS, the annual report of the professional marketing services and financials associated with the 2012/13 marketing year have been made available to the public in accordance with the Parking and Business Improvement Area Law (Streets and Highways Code Sections 36500 et seq.), attached hereto as Exhibit A; and

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

WHEREAS, under the scope of service/budget for FY 2013/14, 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 18, 2012, the City Council approved the annual report and directed that it be made available for public review, and adopted Resolution No. 12-194 setting the Public Hearing for consideration of this item for January 15, 2013; and

WHEREAS, the Resolution No. 12-194, setting the Public Hearing, was published one time in the local Tribune Newspaper prior to January 8, 2013; 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 FY 2012/2013 for the BID prepared by Mental Marketing (attached 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, 2013 – January 31, 2014.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 15th day of January 2013 by the following roll call vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk



Annual Report

November 1, 2011 – October 31, 2012



*Written by Maryann Stansfield
Marketing Director, Mental Marketing*





Table of Contents

Branding and Awareness	pg 3
Tourism Economy	
Tourism Marketing	
Key Brand Message	
Importance of Measuring Brand Awareness	
Website Analysis.....	pg 4
Website Stats YOY	
New Website Strategic Plan	
Paso Robles Mobile App Launch	
Public Relations.....	pg 5
Creative Mailers.....	pg 5
Family Creative Mailer.....	pg 5
Baby boomer creative Mailer.....	pg 6
Tour and Travel Creative Mailer.....	pg 6
Media Pitching and Fams.....	pg 7
Media Trade Shows and Events.....	pg 7
Press Releases and Themed Events.....	pg 9
Public Relations ROI	pg 9
Social Media.....	pg 10
Social Media Recap	
Social Media Stats	
Marketing & Advertising Programs.....	pg 11
Hotel Month.....	pg 11
Smart meeting co-op	pg 11
Touring and Tasting	pg 12
Trip Advisor	pg 13
Video Program.....	pg 14
CA State VG and Sunset Mag ads.....	pg 14
Brochure Update and Distribution.....	pg 14
Tour & Travel Programs.....	pg 15
Trade Shows	
Tour and Travel Fams	
Strategic Partnerships.....	pg 16
Partner and Member Education.....	pg 17



Branding and Awareness

Tourism Economy

Since the downturn in the economy in 2008, Paso Robles City finance reports conclude that tourism is the largest growth sector in Paso Robles, and the only increasing income segment YOY to date. Tourism Marketing is Paso Robles best ROI generating millions of dollars in transient occupancy tax (TOT), helping to create jobs, support local business and keep Paso Robles economically viable. Education and awareness of the Paso Robles brand and growth of visitors to the region is the result of tourism marketing dollars being spent on effective programs and messaging that reaches out to select targeted audiences.

Tourism Marketing

Over the past 4 years the TPRA has spent 2.01 million dollars on marketing programs that brand Paso Robles as a diverse, world-class food, wine and outdoor destination nearby Hearst Castle and coastal beaches. The result: TPRA hotel TOT has increased annually over the last three fiscal years.

Recap of fiscal YOY TPRA hotel TOT changes:

- FYTD 2012-13: +11.9%
- FY 2011-12: +8.1%
- FY 2010-11: +7.8%
- FY 2009-10: -2.6%

Key Brand Message

Brand Messaging is what sets one product or destination apart from another. In 2011 – 12 Mental created a different approach to brand messaging adding a geographic element to the essential wine messaging component of Paso Robles. This approach added an “and more” quality at a headline glance, educating the leisure and business audience that Paso Robles is not your typical wine region, it also offers internationally acclaimed attractions and extended stay activities.

Paso Robles, CA

Wine and Hearst Castle Country

Importance of Brand Awareness

As a result of the May 2012 TPRA Board retreat discussion on metrics and reporting ROI, a countywide awareness study was determined necessary to set industry benchmarks and goals for growth. The TPRA worked with the SLOCVCB to develop the idea and it has recently come to fruition.

The countywide study will be conducted by SMG with Carl Ribaudo as the lead. The TPRA has purchased a portion of the study specifically researching Paso Robles’ brand awareness throughout CA drive markets, the results will be reported at the January SLOCVCB Workshop.

Website & Mobile Technology

By far the most important tool in a destination marketing tool kit is the website and mobile technology. In this fast changing travel market, high functioning websites and mobile and social technology are key to growing market share. Mental has tracked and analyzed the current TravelPaso.com trends over the past three years, and during that time has determined that the current web technology in place has run its course.

Website Analysis

While the overall visitors and organic referrals are up, and mobile visits have doubled YOY, the bounce rate continues to grow as well, demonstrating that while we can get them to the desktop and the mobile site, more and more end-users are leaving the site because they are not finding what they are looking for. And finally, the lodging page views are trending downward showing that the user is not hanging around long enough to explore those page options.

Website Stats YOY

Report Year	Web Visits (up = good)	Mobile Visits (up = good)	Bounce Rate (up = bad)	Lodging Visits (down = bad)	Website Video Views (8/19/12 – 10/31/12)
Nov 09 - Oct 10	81,857	3,091	30.33%	30,224	na
Nov 10 - Oct 11	90,105	10,230	37.65%	28,304	na
Nov 11 - Oct 12	102,473	21,669	44.64%	Approx. 25,000	782 views

New Website Strategic Plan

Based on this information, in 2011-12, the board decided to not invest any funds into TravelPaso.com SEO and mobile upgrades and instead rolled those funds over to create a website strategic plan for the 2013-14 FY. That plan is set to begin development early 2013.

Paso Robles Mobile App Launch

In the fall of 2012, the TPRA board approved a Mobile App strategy presented by Mental Marketing involving a roll out plan that promotes Paso Robles to the tech savvy San Jose market. This program brings TPRA into the mobile/social world with the goal of reaching ever growing mobile and social regional, domestic and international travel markets. This new app allows for frictionless social media sharing with TravelPaso.com's Facebook and Twitter pages, and will be part of the Social Media strategy going forward. This program is currently being executed and results will be included in next year's annual report.

Public Relations

Mental Marketing executed very cost effective PR programs that covered a wide range of outreach techniques to educate and build long term relationships with key media to garner third-party endorsed feature stories and publicity about what Paso Robles has to offer. This approach grows top of mind brand awareness with their readers in multiple key geographic and demographic markets. Specific markets are decided with the intention of growing shoulder, extended stay and mid-week high season business

Creative Mailers

This successful program series reaches 30 select editors and writers in specialty markets that are a great fit for Paso Robles. Mental sends a creative package themed to that market detailing the diversity that Paso has to offer. Past programs have targeted wedding, food and wine travel editors landing feature articles in Women's Health, W Magazine, Every Day with Rachel Ray, CA Wedding Day, and Destination I Do. Below are the targeted markets and results during the 2011-12 Annual report:

1. **Family Creative Mailer** – In February pitched Paso Robles as a family destination to 30 top-tier national family outlets, including print, online and blogs. Mental put together a branded kid's back pack filled with all the family friendly activities to find in Paso Robles. An invitation was extended for journalists and we received praise about the high level of creativity and interesting story ideas.

- Journalist Fams: 4
- Features: 12
- Online and print Impressions: 2.92 million
- Publications: *Bay Area Parent*, *Ciao Bambino*, *Uptake.com*, 3-part feature in *Child Mode*, *Trekaroo*, *PeachHead* and Visit CA website



2. **Baby Boomer Creative Mailer** – In July/Aug/Sept, we launched a “Bucket List” creative mailer to 30 top-tier Baby Boomer media outlets, including print, online and blogs, using a wine bucket as the package containing all the things that Boomers need to cross off their bucket list in Paso Robles. An invitation for journalists to visit Paso Robles was included in the mailer.

- Journalists Interested in Fams to date: *Boomer Times and Senior Life*
- Publications targeted with ongoing pitches include: *AARP, MORE Magazine, Boomer Consumer, 50+ Lifestyles, Refined Magazine, Senior Reporter, Thrive NYC Magazine, Travel 50 and Beyond*
- Here are elements of the program package we sent:



3. **Tour and Travel Creative Mailer** – Oct/Nov Mental launched a creative mailer to 30 top-tier tour and travel trade media outlets. A creative meeting planner/tour operator/travel agent “picnic basket tool kit” filled with reasons to come to Paso was including, along with pitch letters with an invitation to visit Paso Robles. Each item in the tool kit was tagged with a QR code linking to the various videos pertaining to each object.

- Journalists Interested in Fams to date: *Vacation Agent, Adjournal*
- Pending Feature Coverage: *Association News in May 2013, CA Meetings and Events Magazine, Smart Meetings Feature Jan 2013*
- Other Publications: *Corporate and Incentive Travel, Medical Meetings, Travel Agent Magazine, Travel Weekly,*
- Here are elements of the program package we sent:



Media Pitching and Fams

Year round leisure outreach continues to be a huge factor in the success of the TPRA Public Relations program. Similar to sales, knowing how to sell your product and persistence is key to securing feature stories and media fams. Mental crafted a variety of pitches aimed at media

- Pitches to media: **416**
 - pro-active pitches: **307**
 - Reactive media pitches: **109**
- TPRA Hosted Media Fams: **25 TPRA and 13 SAVOR** journalists from various publications including:
 - *The Sacramento Bee, Frommer's California, Your Wedding Day, Examiner.com, Fresno Magazine, Huffington Post, SF Chronicle, The UK Sun, Destination I Do, U.S. Frontline News, Touring and Tasting, Benicia Magazine*



Media Trade Shows and Events

Mental attended a total of 8 media trade shows on behalf of TPRA: four coordinated by Visit CA, two consumer trade shows coordinated by Mental/TPRA, one BtoB show coordinated by TPRA/VCB, and one writer's conference during 2011-12 report. These shows are an important part of the TRPA integrated Public Relations program that allow for onsite interaction among media partners reaching domestic and international media outlets and editors.

The following eight shows produced over **820 leads, 170 face to face meetings** and **14 pre-scheduled desk side meetings**.

1. **Bay Area Travel Writers Event, November 19, 2011:** Represented Paso Robles at the media tradeshow attended by 75+ San Francisco media.
2. **LA Visit CA Media Event, March 6, 2012:** **58 media attended** the show; met with over 20 journalists including Johnny Jet and Travel + Leisure. The TPRA Reached out to 60 media outlets and secured four desk side appointments with the LA Times, New York Times, Travel + Leisure, CA Wedding Day, and

Grape Encounters radio show. As a direct result the TPRA secured a press visits and coverage from *New York Times Magazine, LA Times, The Huffington Post travel blog, Grape Encounters Radio,* and upcoming coverage from Petergreenburg.com.

3. **NYC Visit CA Media Event, March 27, 2012:** Pre event 60+ top travel media were contacted to arrange outside meetings secured with *Travel + Leisure, Food & Wine, Christian Science Monitor, Girlfriend Getaways and Budget Travel magazines.* Event attended by **89 journalists** including leading outlets and publications such as *Brides, Food and Wine, New York Daily News, Saveur, Parents, CBS This Morning and Reuters.*



4. **Toronto Visit CA Media Event, June 19, 2012:** Contacted 31 media ahead of time to secure five individual meetings during Toronto Media Tradeshow including *Ensemble Vacations Homefront Magazine Sympatico.ca, Wedding Bells Magazine, and Weddings and Honeymoons;* partnered with CCTC in meetings. Event attended by 68 journalists. Met with 23 media at the show including *Dreamscapes and Toronto Sun* resulting in a feature story in *Dreamscapes* and possible media Fam with *Wedding Bells Magazine.*
5. **SF Visit CA Media Event, October 23, 2012:** Over 89 media attended this event including editors from *Sunset Magazine, VIA, Bay Area News Group, Canadian Living and Wine Enthusiast.* Met with 35 media at show and received requests for more information from freelance journalists representing the *Boston Globe, National Geographic Traveler, and Woman's World Magazine.*

6. **POW WOW in LA from April 23-24, 2012:** Over **426 media** attended the show; coordinated booth and media outreach strategy with SLOCVCB focusing on primary and emerging international media markets; educated media on accommodations, activities and story ideas in the region pitching both the county and the TPRA. Made contact with 47 media outlets including *BBC World News, Toronto Star, Travel Age West, Discover CA Golf* among others.



7. **Sunset Celebration June 2-3, 2012:** Invited 30 local media to stop by booth to pick up gift bottle of wine; *Benicia Magazine and GratitudeGourmet.com* stopped by the booth to discuss Paso Robles story ideas.

8. **SAVOR Central Coast, September 27 – 30:** Coordinated all PR efforts in conjunction with the SLOCVCB. Mental rep attended all events as TPRA publicity host to the 13 SAVOR journalists on the fam. Hosted the Paso Robles Adventure tour with **Margo True, Food Editor of Sunset Magazine,** and a rep from



Pasadena Magazine, two additional media reps; all 13 media stayed overnight in Paso Robles and attended the TPRA sponsored Paso Glow event, along with key editorial staff from Sunset Magazine.



Press Releases and Themed Programs Support

The TPRA media outreach efforts also included a series of **10** press releases that focus on newsworthy articles, special promotions, like Hotel and Wine Month, and themed branding events like SAVOR.

- a. **PR Web Distribution:** Releases sent to Western US / Travel region reaching over 5,000 media per release
- b. **Mental Proprietary Media List:** sent to additional 1,000 Hotel, Travel and Tourism focused journalists
 - i. Dec 2011: **Hotel Month**
 - ii. Jan 2012: **Winter and Spring Events**
 - iii. February 2012: **What's New in Paso Robles for Spring**
 - iv. May 2012: **What's New in PR for Summer**
 - v. May 2012: **Summer Events**
 - vi. June 2012: **Ideal Summer Vacation Packages**
 - vii. August 2012: **Celebrate Wine Month in Paso Robles w/Special Packages**
 - viii. August 2012: **Cowboy Chic at Paso Glow**
 - ix. Sept 2012: **What's New for Fall**
 - x. Sept 2012: **Fall and Early Winter Events**



Public Relations ROI

Total print, broadcast and online coverage from all the above described programs:

- Total Stories: **209**
- Total Impressions: **1.14 Billion**
- Total Ad Equivalency: **\$3.6 Million**
- Total Publicity Value: **\$10.8 Million**



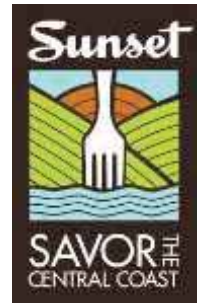
Social Media

Social Media programs extend TPRA’s traditional media and advertising reach through earned media and interactive outreach incentives that offer measureable results. This last year Mental conducted several Facebook sweepstakes contests in conjunction with the city and continued to build social media awareness growing TravelPaso.com organic SEO, and interest in the TravelPaso.com Facebook, twitter, YouTube and blog programs.

Social Media Recap

The blog has been a huge success story for the TravelPaso.com social media program. Mental dedicates many hours to this program creating a blog editorial calendar in coordination with the city tourism coordinator on a quarterly basis. The growth of the blog has increased the organic search results to the website by 12.2% YOY, and shows how successful a strategy can be when enough time is dedicated to the execution of the program.

Mental Marketing wrote a social media program for the SLOCVCB SAVOR event that incorporated all the TBIDs participating in SAVOR. Marketing program sweepstakes like SAVOR (971 entries from 2 contests), Hotel Month (318 entries), and Friday giveaways help grow the database, along with daily themed posts to initiate interaction with growing audience and engage the consumer on ideas about coming to Paso.



Last October Mental and the city merged two Facebook pages together and lost some of the earned followers during that process. The TravelPaso Facebook page is continuing to slowly grow, along with the Twitter and YouTube platforms. Execution and time are what it takes to create momentum to get numbers to grow, and to expand this program.

Social Media Stats



Report Year	Facebook Followers	Twitter Followers	YouTube Views	Blog Views	Database e-newsletter
Nov 09 - Oct 10	3,383	1,417	1,899	6,553	3682
Nov 10 - Oct 11	5,158	2,032	17,195*	14,565	7167
Nov 11 - Oct 12	4,261	2,673	12,049	35,645	7632

**Deleted highly viewed video that was getting bad reviews because video was titled “learn how to make mozzarella” but didn’t deliver.*

Marketing & Advertising Programs

Hotel Month

After a month-long planning process November 2011, with eight participating TPRA hotel members, the program was launched in December 2011. The promotion encouraged visitors to visit Paso Robles in February with an attractive offer of getting a third night free when booking two nights. This enticed visitors to stay longer – a strategic goal of the alliance – and spend more in the destination’s restaurants, shops and attractions.

To leverage the region’s brand equity as one of state’s leading wine destinations, the team also recruited the Paso Robles Wine County Alliance to donate a bottle of wine per room booked to add more cache to the packages and make another great ROI tracking component.



Integrated Approach

The integrated marketing plan called for public relations and online advertising components, supported by a social media campaign offering a Sweetheart Sweepstakes for a Valentine’s getaway during February Hotel Month. The public relations component was crucial to get the online third party endorsement of this new program, while the online ads and sweepstakes components were directed towards drive market travel consumers.

Program Results:

- **9.7 million** print, broadcast and online Public Relations impressions
- **500,000** online ad impressions
- **318 signups** for sweepstakes garnered
- **4100 clicks** to Landing page
- **215 bookings** (5 percent conversion rate)
- **645 incremental room nights**
- **\$43,000 hotel revenues**

The Sweetheart Sweepstakes winner Celeste Kautz was thrilled with her February visit. *“Aside from wine tasting, we took a drive out towards the coast through the beautiful wine country, went to Hearst Castle, shopped and ate amazing local food in the historic Paso Robles downtown. It was a wonderful relaxing weekend”* she said.

Feedback from hoteliers included comments from consumers about how much they liked the variety of wine offered to them, as well as emails stating how much their customers appreciated the opportunity to escape to wine country during lean times.



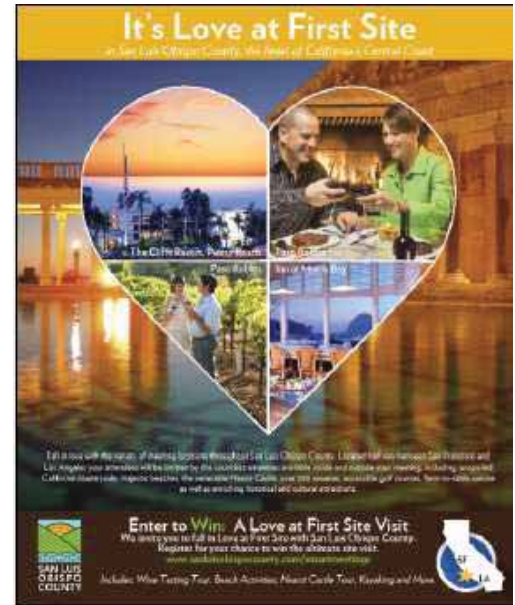
Smart Meetings Co-op

As a member of the SLOCVCB Group Sales Advisory Committee, this program was developed in an effort to further awareness and reach to meeting planners. The campaign had 4 co-op partners and ran from April to July.

Cost to the TPRA: \$5000

Program Components:

- 3 Full Page print ads Smart Meetings magazine (Distribution:40,000)
- May---premium placement next to table of contents
- June "Affordable Meetings" feature section with matching advertorial
- July---"Drive Meetings" feature section with matching advertorial
- 2 Dedicated E---blast to key meeting planners subscribers (Circulation:39,500)
- E---Newsletter: Top Banner Ad (Circulation:39,500)



Program Results

The VCB set up a landing page that allowed meeting planners to sign up for more information, **garnering 400+ visits and 97 meeting planner leads.**

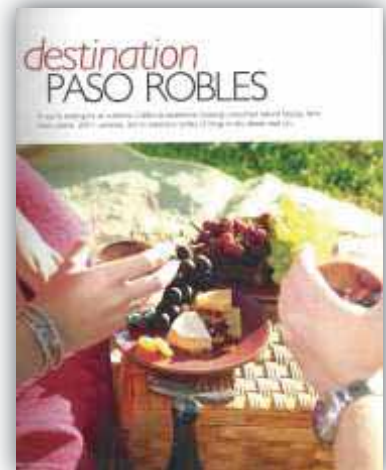
This co-op also included a Meeting Planner Fam that was vetted by Smart Meetings. They secured **11 meeting planners** from companies such as Intel Corporation, Hospital Council of Northern and Central California, High Technology Crime Investigation Association.

IN conjunction with the VCB, Mental created a **progressive site tour visit program** where they were taken by bus to each of the six hotels with meeting space and were wined and dined at each location, showcasing the rich agriculture, food and wine region they will find here in Paso Robles.

Touring and Tasting

The editor of Touring and Tasting chose Paso Robles as the "editor's pick" for the June issue of their magazine. We met with the editor and were able to influence a new approach to this article, expanding past just the wine messaging, and they included sections on Paso's agri-tourism opportunities as well as the unique shopping and events that exist in the heart of downtown Paso.

They ran a 4 page editorial spread written by the editor that has a \$23,000 dollar ad equivalency.



TPRA Touring & Tasting Advertorial

Because of this opportunity, the TPRA then purchased a \$11,000 advertorial section that built on the editorial content, and allowed for each hotel to be listed looking like a third party endorsement from the publication vs a print ad. Bi-Annual Distribution: **50,000 copies**

This feature was shared with media partners like www.entrepreneur.com and www.justluxe.com and wine associations and CVBs.



Trip Advisor

TPRA incorporated Trip Advisor sponsored page and year round online ads into their marketing program this past April. As a result, Trip Advisor is one of the top 5 referral sites to TravelPaso.com and is a key supporter of all marketing programs and sweepstakes. Trip Advisor picked Paso Robles as a Best Wine Destination Traveler’s Choice Award for 2012.



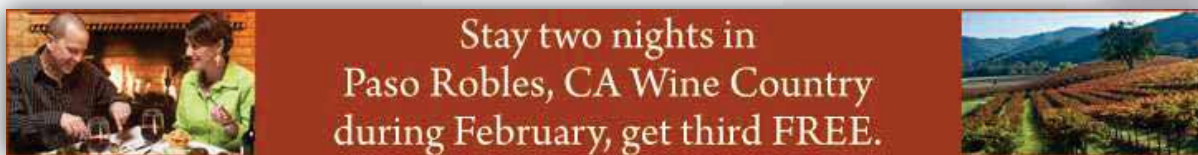
There are four online ads that rotate on the Paso Robles, and other SLO county TA pages, geo-targeting consumers looking to come to the Central Coast. These ads are changed out based on the branding or marketing program at hand.

April – Sept 2012 Results:

- TA Impressions: **372,953**
- Post Impression Activities: **2,887**
- TravelPaso clicks: **1,334**
- Post Click Activities: **495**
- Total Engagement: **3,382**
- Conversion Rate: **.91**



Online Ad Examples:





Video Program

Mental developed and art directed a series of 12 branding videos for the TPRA that launched in August. These videos are being used in an integrated marketing manner using social media, printed brochure and PR outreach methods and online integration.

This program to date has been well received with over 700 video views on TravelPaso.com and over 3000 combined views on the TravelPaso YouTube Channel. These videos will remain a key branding component throughout marketing efforts and will enjoy a concerted PR outreach effort in spring 2013.



CA State Visitor Guide and Sunset Mag ads

These ads were strategically placed to build brand awareness and to garner leads through Sunset's ROI program. TPRA ran a 1/2 page ad in the CA VG, and four ads Sunset Magazine, including the Road Trips Sunset pull out section. Leads generated would receive TPRA and PRWCA brochure mailing.

Results Generated:

- CA Statewide print impressions: **3 million**
- CA State VG: **974 leads**
- Sunset Ads, including Road Trips: **1400 leads**
- Total: **2,374 leads**
- Cost: **\$29,594**
- Cost per lead: **\$12.46 (plus mailing costs)**

Brochure Update and Distribution

This past year Mental updated the brochure, removing the Paso Passport program and replacing it with an interactive video component. Throughout the brochure there are QR codes that link back to the 12 new branding videos developed this past year. Each QR code is placed according to the correlating content in the brochure. These QR codes link back to the TravelPaso.com video page which had received 782 video views from August 1 – Oct 31 2012.

This year the TPRA increased brochure distribution through Certified Folder, helping keep mailing costs down, to **include two corporate office programs in LA and SJ distributing to 332 corporations**, on top of the airport and welcome center strategy: *SJ San Jose Airport, Burbank/Bob Hope Airport, Santa Barbara Airport, CA Welcome Center Pismo Beach, CA Welcome Center San Francisco, CA Welcome Center Merced, CA Welcome Center Salinas.*



Tour & Travel Programs

Over this past year Mental has attended seven shows on behalf of the TPRA. These following shows and the outreach that followed generated over **358 BtoB leads, 1,479 BtoC leads, 2 fam trips and 2 site visits**. All leads have been sent out the TPRA members.

In late 2011, Mental generated a partnership with Reserve Events as the contractor to help this program grow with a dedicated sales effort. This partnership was based 100% on generating new business for TPRA and as a result, Reserve Events would profit. While the partnership did not pan out as hoped, the TPRA is in the process of hiring a sales person to fulfill this missing component of the Tour and Travel Sales program.

Trade Shows

- **CalSAE, Sacramento December 2012:** new booth and approach this year, which also included a sales blitz and meeting planner luncheon. **172 booth leads, 25 sales blitz leads**
- **NTA, Las Vegas, Dec 2012:** Held 23 meetings with tour operators and poured Paso Robles Wine at the Visit CA booth on Thursday (TPRA paid sponsorship program) garnering 9 additional leads. Visit CA shared their 37 leads for a **total of 68 leads**.
- **Visit CA Annual Marketing Forum Feb:** international development program put on by the state inviting all the staff from the international sales offices around the world. Great networking opportunity.
- **World Expo Ag Show Tulare, Feb 2012:** attended for the day to explore incentive sales opportunities; good exploration but not worth the cost going forward
- **POWWOW Los Angeles, April 2012:** great show that highlights SLO county and TPRA attendance gives great one-on-one sales pitching opportunity; **VCB co-op booth generated 46 leads, CCTC 47 leads**.
- **Sunset Celebration: Menlo Park, June 2012:** attended by 21,000 bay area consumers, this trade show gives TPRA branding exposure and generated over **500 consumer leads**, the most to date from this show.
- **Sunset's Savor the Central Coast, Sept 2012:** this program offers a TPRA booth space in the travel pavilion of SAVOR. The theme this year was an interactive approach using bocce ball and drew quite a crowd. The SAVOR sweepstakes program generated over **971 consumer leads**.



Tour and Travel Fams

- **Contiki Fam Trip April 2012 :** 100 Contiki travel agents and corporate executives stayed in Paso Robles overnight and were wined and dined at a cheese and wine pairing event at Studios on the Park, all hosted by the TPRA. Afterwards, the group broke up into smaller groups of 20 and ate dinner at 5 different restaurants in the downtown area.
- **Visit CA UK Super Fam September:** 12 UK travel agents did a stopover in Paso Robles. Mental gave them a tour of the downtown and a cheese and wine pairing adventure at Studios on the Park, before they ate dinner hosted by the Paso Robles Inn.

Strategic 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 brand.

- **City of Paso Robles:** Mental Marketing maintains a connected working relationship on behalf of the TPRA with the City tourism coordinator and advisory staff to develop website and social media initiatives and keep the city apprised of marketing outreach and efforts on an ongoing basis.
- **Paso Robles Chamber of Commerce:** Mental is working with the Chamber on behalf of the TPRA to help develop an ongoing partnership to increase the level of awareness of Paso Robles and it's brick and motor visitor's center. Included is the ongoing car show sponsorship relationship.
- **Paso Robles Main Street Association:** The TPRA supports the marketing efforts of Main Street Association through sponsorship. Mental has shown marketing support by helping
- **Paso Robles Wine Country Alliance:** TPRA worked with the PRWCA as a major sponsor of the Hotel Month program for 2012. We also developed new relationships with the Executive Director exploring marketing co-op opportunities. Mental continues to work with their public relations team and coordinates brochure giveaways for trade shows and mailings.
- **Paso Robles Event Center:** TPRA worked with the Paso Robles Event Center to continue to distribute their new event brochure. TPRA has distributed at all travel and consumer trade shows.
- **SLO County VCB:** The TPRA attends quarterly Group Sales meetings as part of that committee. We work hand in hand with the VCB on group sales and trade show co-op initiatives. As a result the TPRA participated in the VCB Smart Meetings co-op efforts, and a countywide social media campaign for the high profile Savor event.
- **Hearst Castle:** 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.
- **SLO County Airport Marketing Task Force:** 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:** TPRA Marketing Manager Maryann Stansfield is a board member of the CCTC on behalf of the TPRA and is actively involved on their website and social media committees. The CCTC is the regional liaison with CTTC and focuses on international tour and travel.
- **Visit CA:** Mental Marketing continues to work directly with top Visit CA sales and public relations managers to showcase Paso Robles and the TPRA members to the domestic and international audience targeted by Visit CA.



Partner and Member Education

Mental executed four educational outreach programs on behalf of the TPRA for partner and members.

2011 Annual Holiday Mixer, November: This event is a chance for the TPRA to share their successes with their city and PCC partners. It takes place the last Weds of each November. This year over 35 downtown business owners, city council members and staff, Chamber, PRWCA and Main Street staff members attended.

First Annual Sales and Marketing Seminar, February 2012: Mental invited all the TPRA member management and staff to attend a presentation about sales and marketing programs being executed by TPRA and how they can get involved. Over 20 members attended. Afterwards, the TPRA hosted a tour of an Olive Oil producing facility and lunch at an organic farm in downtown Templeton.

First Annual Tourism Partner Seminar, April 2012: Mental coordinated a marketing presentation on behalf of the TPRA and invited tourism partners from wineries, restaurants, tour operators and attractions to attend. Over 45 TPRA tourism partners attended this event. Mental presented all the marketing programs that the TPRA offers its partners and outlined how they can become part of the TPRA team representing all the diversity that Paso Robles offers.

TPRA Board Retreat, May 2012: Mental coordinated a retreat facilitated by SMG owner Carl Ribaud on behalf of the TPRA. The retreat focus was on how to bring this organization to the next level of success organizationally and professionally through partnerships. Resulting initiatives included hiring a sales administrator, creating a new website, procuring visitpaso.com, and developing partnerships with key partners within the city.

RESOLUTION NO. 12-194

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 2013/14 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, 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 Tourism and Lodging Promotions Business Improvement District (BID) is now known as the Travel Paso Robles Alliance (TPRA); and

WHEREAS, after undergoing the necessary hearings and public review of the BID's Draft Annual Report(s), the City Council has approved annual renewals of the BID levy since 2009; and

WHEREAS, at its November 27, 2012 meeting, the TPRA Advisory Committee released the annual report for the 2012/13 fiscal year, proposed a scope/budget for the upcoming 2013/14 year, and recommended the continued levy of the BID assessment; 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.

Section 2. That the Annual Report for fiscal year 2012/2013 for the Paso Robles Lodging and Tourism Business Improvement District has been prepared by Mental Marketing and is available for public review.

Section 3. 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, 2013 – January 31, 2014. 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 4. New tourist lodging establishments shall not be exempt from assessment.

Section 5. A public hearing to renew the annual levy for the District is hereby set for January 15, 2013 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 6. The City Clerk is instructed to provide notice to the public hearing by publishing 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 7. 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 8. 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 9. Further information regarding the proposed District may be obtained from the City Clerk at 1000 Spring Street, El Paso de Robles, California.

PASSED AND ADOPTED by the City council of the City of El Paso de Robles this 18th day of December 2012 by the following roll call vote:

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



Duane Picanco, Mayor

ATTEST:


Caryn Jackson, Deputy City Clerk



Agency Marketing Plan

FY 2013 –2014



*Written by Maryann Stansfield
Marketing Director, Mental Marketing*



Branding and Awareness

Goal: Continue to grow awareness of Paso's diverse brand through all marketing and advertising programs and as a result increase occupancy, ADR and TOT.

Strategy: Key Brand Message Penetration Brand Messaging is what sets one product or destination apart from another. In 2012 – 13 Mental created a new approach to brand messaging adding a geographic element to the essential wine messaging component of Paso Robles. This approach helps adds an "and more" quality at a glance, educating the leisure and business audience that Paso Robles is not your typical wine region, but offers internationally acclaimed attractions and extended stay activities.

1. **Tactic:** This messaging will be used in all appropriate advertising, PR and social media programs throughout the 2013-14 year incorporating Mental's integrated marketing approach.
2. **Tactic:** Incorporate 101 Reasons to Get off the 101 in Paso Robles concept as another way of demonstrating the diversity of Paso Robles as more than just a wine region.

Paso Robles, CA

Wine and Hearst Castle Country

Goal: Conduct Brand Awareness Study for Paso Robles; implement results for use in benchmarking, key targeting strategies, and objective development.

Strategy: As a result of the May 2012 TPRA Board retreat discussion on metrics and reporting ROI, a countywide awareness study was determined necessary to set industry benchmarks and goals for growth. The TPRA reached out to the SLOCVCB to develop the idea and it has recently come to fruition. The countywide study will be conducted by SMG with Carl Ribaud as the lead.

1. **Tactic:** The TPRA has purchased a portion of the study specifically researching Paso Robles' brand awareness throughout CA drive markets. This information will help guide targeted efforts and outreach for the 2013-14 FY.

Website & Mobile Technology

Budget: Website \$75,000

Goals: Develop Strategic TPRA Website and Mobile plan for acquired TravelPaso.com and VisitPaso.com domain names to feed into.

1. **Strategy and Tactics:** Project strategies and logistics are TBD, but will include a mobile site, monthly maintenance program, and a new social media strategy and execution methods.

Mobile App Goal: This program brings TPRA into the mobile/social world and originally launched in December 2012 with the goal of reaching an ever growing mobile and social travel market.

Strategy: Continue using as a marketing tool to grow awareness in multi-regional markets throughout the 2013-14 year.

1. **Tactics: Interactive Database Outreach:** One of the highlights of this app program enables the TPRA to have an ongoing relationship with their app user through daily notifications.
2. **Tactic: Help grow Social Media platforms:** This app also allows for mobile/social interaction using frictionless sharing technology, helping to grow the TPRA's followers on various social media platforms. An additional goal is to also create an Android app for launch in 2013-14.

Public Relations and Social Media

PR Programs MGMT and Execution Budget: \$138,000

PR Hard Costs: \$27,000

PR Goal: Mental to reach established targeted media audiences to acquire third party endorsements through top tier food, wine and travel feature stories, and publicity. Public relations is a cost effective way of creating buzz to educate the media about what Paso Robles has to offer, and grow top of mind brand awareness with their readers in multiple key



geographic and demographic markets. Specific markets are decided with the intention of growing shoulder and mid-week high season business.

Strategy: Execute effective PR programs that cover a wide range of outreach techniques to educate and build long term relationships with key media

1. **Tactic: Creative Mailers:** Continue this hugely successful program series reaching specialty markets that are a great fit for Paso Robles. Past programs have targeted wedding, family and tour and travel editors at industry publications landing feature articles in CA Wedding Day, Destination I Do. These programs will continue to combine the QR codes linking editors to the bounty of Paso Robles videos showcasing the diverse attractions found here. This year these are the targeted markets:
 - a. **Golf & Spa:** Spring: focused publications, editors, bloggers and freelance journalists.
 - b. **Girl's Getaway:** Fall: Paso Robles is the perfect girls getaway for fun, for bachelorettes, or reunions
 - c. **Dog-friendly Travel:** Winter: this audience is an emerging domestic travel market
2. **Tactic: Pitching:** Year round leisure outreach continues to be a huge factor in the success of this program. This year again we expect to make between 400 – 500 pro-active and reactive personal media pitches, working with our strategic tourism partners Visit CA, SLOCVCB and the PRWCA, vetting and inviting media to come to Paso Robles.
3. **Media Fams:** Goal is to host between 25 – 30 journalists during FY 2013-14.
4. **Tactic: Trade Shows:** Media Trade Shows coordinated by Visit CA will again be a domestic and international outreach arm of this program. Recommend attending 4-5 shows this year: NYC, LA, Vancouver, SAVOR and POWWOW.
5. **Tactic: Press Releases and Themed Programs Support:** The TPRA media outreach efforts also include support on monthly themed events, countywide branding events and shoulder season promotions. The following are a sample of events and programs that get press releases, pitching follow up, hotel package offering when applicable, giveaways and sweepstakes offers:

- i. *Launch the Video Series Spring 2013*
- ii. *Prepare for the PR Plan: 125th Anniversary Paso Robles*
- iii. *Themed: Paso Robles Wine Month Hotel Packages, Restaurant Month, Paso Robles Hotel Month, Summer Hotel Packages*
- iv. *Events: SAVOR the Central Coast, Seasonal Paso Robles Events Press Releases, PR Support for TPRA Sponsored Events*
- v. *Marketing Programs: Paso Robles App launch to various markets TBD*
- vi. *Quarterly What's New press releases*

Social Media Goal: Extend TPRA's traditional media and advertising reach through social media programs that offer measureable results. Continue to build social media awareness, grow followers, SEO and interest in the TravelPaso.com Facebook, twitter, YouTube and blog programs.

Strategy: Execute effective blog, Facebook, twitter, YouTube and advertising programs that cross promote outreach and advertising programs to all platforms audiences. Collect data on applicable platforms to help grow the TravelPaso.com database.

1. **Tactic: Launch new Paso Robles App:** This app will be launched into new markets during shoulder season and offers frictionless sharing opportunities to grow both Facebook and twitter followers
2. **Tactic: Blog Program:** Execute continued successful blog programs the Guest Blogger series, the Pairing in Paso series and promotional, event and what's New editorial calendars.
3. **Tactic: Facebook/Twitter:** Marketing program sweepstakes support to help grow database. Programs include SAVOR, Hotel Month, and App launches to different markets. Continue to execute Friday giveaways, and daily themed posts to initiate interaction with growing audience and engage the consumer in ideas about coming to Paso.
4. **Tactic: Launch Series of YouTube Videos:** Public Relations outreach in spring launching the new Paso Robles Video series. Continue to grow the number of views "Picture Yourself in Paso".

5. **Tactic: Grow TravelPaso Social Media Platforms:** open new platforms that will help spread the word about Paso Robles including but not limited to Pinterest, Stumble Upon, Linked In

Marketing & Advertising Programs

Programs MGMT and Execution Budget: \$79,200

Media Budget: \$105,000

Creative Budget: \$22,000

Marketing Programs Goal: To build on past program successes with measurable increases in TOT, ADR and occupancy.

Strategy: Mental Marketing will execute annual advertising programs, including program timelines and strategies, in an effort to grow seasonal tourism to Paso Robles throughout the year. These advertising programs include support from the Public Relations programs as well advertising and themed campaign opportunities.

1. **Tactic: February 2013 Hotel Month:** Hotel Month was developed to create a themed hotel month during the shoulder season with an incentive that would focus on staying in Paso Robles
 - a. **Strong Call to Action:** Promote Stay 2 nights, get third night free. Advertising programs in So Cal to build in our primary market, and grow brand awareness.
 - b. **Strong ROI component:** Bringing on a wine sponsor enables us to include a bottle of wine per room booked in the offer, leveraging our regional wine brand, and using this as one ROI component of the program.
 - c. **Grow Database:** Facebook giveaway during month of December to cut through the advertising clutter and keep Paso Robles top of mind for when the holiday season ends and bookings begin
2. **Tactic: March /April 2013 Shoulder Season App Launch to So Cal:** This program focuses on building the TPRA database and growing awareness of Paso Robles as a destination in primary and emerging markets. This is a continued strategy building on the San Jose App launch in Dec/Jan 2011-12.
3. **Tactic: Nov – Jan 2013-14 Sweepstakes Offer:** TPRA will offer \$100 gift card, wine tour and hot springs soak to weekly winners during late winter, early spring shoulder season.

4. **Tactic: Promote Video Series:** Using TPRA website, social media channel YouTube, and QR codes, this program is easily incorporated in any online or print programs including the Public Relations Creative Mailer programs.
5. **Tactic: Smart Meetings Co-op TBD**
6. **Tactic: Brochure Distribution:** This marketing program gets the TPRA into the hands of travelers within the Paso Robles CA drive markets including at CA Welcome Centers and Airports throughout the state including San Jose Airport, Burbank Airport and Santa Barbara. The brochure was updated to be an interactive piece using QR code technology for easy linkage back to the TPRA site to view videos showcasing all the reasons to stay and play in Paso Robles Wine and Hearst Castle Country. **(Brochure printing and mailing budget: \$19,000)**
7. **Tactic: Ongoing Brand Advertising:** Year round branding ads on PasoWine.com, Facebook.com, Trip Advisor.
8. **Tactic: E-newsletter:** Monthly program that goes out to 8000 opt-in users

Strategic Partnerships

(Programs MGMT and Execution Budget)


Goal: Mental Marketing will remain a highly visible strategic tourism partner on behalf of the TPRA well after the Destination Manager is hired. This includes participation a SLOCVCB board meetings and workshops, remaining an active member of the Central Coast Tourism Council, and continue to develop long term relationships with the City of Paso Robles, the Paso Robles Chamber, Main Street and Event Center as well as the PRWCA.

Partner and Member Education

(Programs MGMT and Execution Budget)

Goal: Mental to Participate in these programs offering marketing presentation support

1. Tourism Partner Seminar
2. Sales and Marketing Seminar

		
TPRA 2013-14 BUDGET		BUDGET TOTAL
INCOME PROJECTIONS		\$698,000
2% BID Revenue (rolling 12 mo. Sept 2011 - Aug 2012)		\$612,000
5% projected increase		\$31,000
Projected Rollover \$55,000 (7.5% of current budget)		\$55,000
actual rollover		td
TPRA Expenses		
Destination Manager		\$60,000
Tour and Travel Outreach/Trade Shows		\$28,425
Sponsorships/Memberships		\$105,000
Contingency		\$35,600
TPRA Event Costs		\$1,500
Marketing Agency Expenses		
Marketing & Advertising Programs Mgmt/Execution		\$79,200
Total Advertising Placements (print and online)		\$105,000
Public Relations & Social Media Programs Mgmt/Execution		\$138,000
PR Hard Costs		\$27,000
2012-13 Marketing Plan		\$3,000
Creative Services		\$22,000
Brochure Printing and Mailing Costs		\$19,000
Website		\$75,000
TOTAL EXPENSES		\$698,725
terms		
<i>hard costs: travel, trade show and fam tour expenses</i>		<i>cost</i>
<i>media costs</i>		<i>net plus 10%</i>
<i>other hard costs: ie printing, photos, media lists, shipping and handling, etc.</i>		<i>net plus 15%</i>
<i>billing terms</i>		<i>monthly</i>