

TO: James L. App, City Manager  
FROM: Meg Williamson, Assistant City Manager  
SUBJECT: Professional Service Contract - Big Red Marketing  
DATE: February 19, 2013

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NEEDS: For the City Council to consider authorizing the City Manager to negotiate and enter into a professional service contract with Big Red Marketing (Amanda Collins) on behalf of the Travel Paso Robles Alliance (TPRA).

- FACTS:
1. The City of Paso Robles approved the creation of the "Tourism and Lodging Promotions Business Improvement District" (BID) in December 2008 at the request of the Paso Robles hoteliers.
  2. The BID allows the collection of a two percent (2%) Business Improvement Assessment that is used to implement marketing strategies identified by Paso Robles hoteliers.
  3. The City Council appointed seven hoteliers as the TPRA advisory committee to guide and monitor the annual marketing effort.
  4. The TPRA has determined that in order to carry out its goals that it is necessary/desirable to engage the professional services of an independent administrator to guide the TPRA's marketing strategies. Those services would include performing administrative oversight and sales generation duties for the TPRA (aka "Destination Manager").
  5. The firm Mental Marketing has been contracted to perform a range of marketing tasks on behalf of the TPRA through January 2014. That contract no longer includes administrative or trade show related services.
  6. The City provides basic administrative support to and coordinates tourism/hospitality efforts with the TPRA. However it is necessary to engage supplemental professional services to carry out the specialized focus and expanse of marketing work identified in the TPRA's 2013/14 Marketing Plan.
  7. The TPRA's contract service needs were advertised with the assistance of Mental Marketing and multiple responders/candidates were invited to interview. The interview panel consisted of both TPRA members and City staff.
  8. The interview panel determined that Big Red Marketing (Amanda Collins proprietor) was most appropriately qualified to perform the range of strategic, administrative and sales related duties identified in the TPRA marketing plan.

9. Subject to the City Council's authorization a one (1) year professional service contract will be negotiated with Big Red Marketing to encompass the Scope of Work established by the TPRA (attached). The final negotiated contract will be consistent with the City's standard service contract template and subject to approval by the City Attorney.

ANALYSIS &

CONCLUSION: Under the guidance of the TPRA, Mental Marketing has developed and implemented many marketing programs that have delivered positive year over year growth in Transient Occupancy Tax (TOT) for the City. The TPRA is seeking an additional independent contractor to augment these efforts with specific focus on strategic and administrative oversight of TPRA activities. Entering into a contract with Big Red Marketing will facilitate the hotelier's recommended direction.

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.; TPRA's 2013/14 marketing scope and budget.

FISCAL

IMPACT: The BID assessment is collected on a monthly basis and accumulates in a separately maintained fund. The 2013/14 assessment levy is estimated to generate \$700,000 annually, to be spent on marketing and promotions.

The TPRA's approved budget allocates up to \$60,000 for this administrative services contract. A final contract will be negotiated within the parameters of the FY 2013/14 TPRA Budget. There is no General Fund fiscal impact as a result of entering into a professional service contract with Big Red Marketing.

- OPTIONS:
- a. For the City Council to adopt Resolution No.13-XXX authorizing the City Manager to negotiate and enter into a one year professional service contract with Big Red Marketing on behalf of the Travel Paso Robles Alliance (TPRA).
  - b. Amend, modify or reject above option.

Attachments:

1. Resolution authorizing the City Manager to enter into a professional services contract with Big Red Marketing
2. Scope of Work for "Destination Manager" (Administrative/Strategic/Sales services)
3. Big Red Marketing Cover Letter and Resume

RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND ENTER INTO A PROFESSIONAL SERVICE  
CONTRACT WITH "BIG RED MARKETING" FOR SERVICES ON BEHALF OF THE TOURISM AND  
LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2013/14

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WHEREAS, at the request of the lodging industry within Paso Robles, the Business Improvement District (BID) was created by Ordinance 952 NS in December 2008 and has been renewed annually by City Council action; and

WHEREAS, the City Council formed a seven (7) member BID Advisory Committee (also known as the Travel Paso Robles Alliance, or TPRA) and adopted bylaws under which that group would operate to implement tourism and promotion goals associated with the collection and spending of the two percent (2%) BID tax; and

WHEREAS, the TPRA oversees and guides the direction of BID fund spending and City staff provides fiduciary and administrative support; and

WHEREAS, the TPRA cannot, as an entity themselves, enter into contracts or make direct purchases, but the City can act as agent for those identified needs; and

WHEREAS, the TPRA has determined that in order to carry out its marketing goals that it is necessary/desirable to engage the professional services of an independent administrator ("Destination Manager") to guide the TPRA's marketing strategies; and

WHEREAS, the TPRA's 2012/13 Marketing Plan and Budget contains the funding and authorization for the contracted services of a Destination Manager; and

WHEREAS, with the assistance of Mental Marketing, the contract service needs for a Destination Manager were advertised and responders/candidates were interviewed by a panel consisting of both TPRA members and City staff; and

WHEREAS, Big Red Marketing (Amanda Collins proprietor) represents that it is fully qualified to provide described services on behalf of the TPRA; and

WHEREAS, the services to be retained from Big Red Marketing will assist in the effort to promote tourism and the marketing of Paso Robles as a destination location as described in the TPRA's FY 2013/14 Marketing Plan; and

WHEREAS, the BID tax is being collected on a monthly basis and will accumulate in a separately maintained fund to cover expenditures incrementally identified in the Marketing Plan scope and budget; and

WHEREAS, the BID Committee and City staff will jointly oversee those expenditures to assure they are within the scope of the marketing strategy and the fiscal means available in the BID fund.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to negotiate and enter into a one (1) year professional service contract with Big Red Marketing for administrative, strategic and sales/trade show related duties, on behalf of the Travel Paso Robles Alliance as described in the attached Scope of Work (Exhibit A).

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 19<sup>th</sup> day of January 2013 by the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

ATTEST:

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Duane Picanco, Mayor

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Caryn Jackson, Deputy City Clerk

## **Destination Manager**

Travel Paso Robles Alliance

Scope of Work  
(as submitted by TPRA Board)

The overall role of this position will be to work in conjunction with the TPRA Advisory Board, City of El Paso de Robles, tourism industry partners and other stakeholders and organizations with a primary focus to:

- Act as administrator to support the TPRA Advisory Board and its members in all capacities to execute the plans and attain goals, including and not limited to financial growth and laying the groundwork for future success.
- Act as the Destination Manager (DM) to guide the organization to develop and implement strategies to increase occupancy consistent with the annual goals and objectives established by the Paso Robles Tourism and Lodging Promotions Business Improvement District and its annual Sales and Marketing plans.
- Act as the destination Sales Manager responsible for sales lead generation and qualification, solicitation through in-person sales calls as well as telemarketing and tradeshow. Follow through with members in a timely manner to assure the leads convert.

### **Scope of Work**

#### **Administrative:**

- Communicate effectively with and between Advisory Board, City Council, Board of Supervisors, City and County liaison and staff, TPRA members, community leaders, and related tourism partners to maintain strong internal and external relationships
- Provide clear and concise recommendations through ongoing communication regarding direction, opportunities, challenges and progress to the TPRA Advisory Board
- Assist the Board in the selection, retention and management of professional services and vendors
- Take a visionary lead role in all activities and ensure TPRA actions are consistent with our strategic goals and direction
- Development and management of timeline and deliverables
  - o Monitor the progress of website development and implementation

- o Communicate with the marketing firm the vision of the TPRA to assist in the development of the Marketing Plan. Assist as needed to assure cohesiveness with the Sales Plan.
- o Work collectively with Marketing firm on timely collateral materials needed for tradeshows and other promotions
- o Execute promotional plans
- o develop measurement criteria and benchmarks
- Register and plan all aspects of industry tradeshows inclusive of materials and travel as directed in the Sales and Marketing plans
- Attendance to all meetings related to the TPRA, including monthly Board meetings and subcommittee meetings, PCC and Paso Robles City Council Board meetings.
  - o Prepare TPRA agenda and deliver to city Tourism Coordinator for posting and distribution in accordance with the Brown Act requirements
  - o Develop and distribute minutes of all TPRA Board meetings
- Represent the TPRA Board and its members by attending county wide events and related professional association meetings
- Prepare and assist with the presentation of the Year End Report to the City Council. Work with the city to manage timelines for the TPRA's annual renewal process.
- Develop and implement communication tools so that all members are informed of the TPRA progress and programs
  - o Create and maintain an accurate member inventory to include individual property contact information, property type and unit count
  - o Plan and coordinate annual event for TPRA members and partners to provide an annual overview
  - o Conduct annual site visits of all member properties and maintain regular communications with all members
- Maintain and provide timely budgets, actual receipts and expenditures information, with monthly progress reports to the TPRA Board
  - o Adhere to City guidelines and submit monthly contractor fee invoice and expenses with back up each month to financial subcommittee for approval. Once approved, submit to City liaison for processing
  - o Review all vendor invoices for accuracy and compliance to budget

### **Strategy:**

- Take a visionary lead role in all activities and ensure TPRA actions are consistent with our strategic goals and direction
- Champion change and innovation to encourage diverse thoughts and contributions
- Participate in the creation and execution of:
  - o Coop opportunities
  - o Sales plan
  - o Marketing plan
  - o Budget development
- Collaborate with local events and tourism partners to maximize the opportunity for members and identify sponsorship opportunities

### **Sales**

- Develop and implement annual Sales Plan as approved by board
- Create FAM trips for SMERF, Corporate and Association and tour markets
- Manage and execute site visits for all PR and sales leads
  - o Seek and coordinate lodging and restaurant partners as needed
  - o Create Welcome Gifts
  - o Provide site visits
  - o Coordinate meals with applicable members
- Actively manage the development and execution of the sales plan. Responsible for strategizing how to seek out, research and qualify business opportunities and sales leads with the purpose to produce definite bookings for members. Duties include preparation of bid proposals, meeting with potential clients, planning and participating in industry trade shows, and working with TPRA member representatives.
- Collaborate with the county VCB and other local stakeholders to ensure we minimize duplication of efforts and focus on how we can collectively increase tourism in the region
- Maximize travel to tradeshow by coordinating sales calls in the venue vicinity



October 15, 2012

**Mental Marketing**  
**Freelance/Contract Destination Manager**

Dear hiring committee,

I recently saw your posting for the Destination Manager position and am very interested in this opportunity. My background promoting wine tourism at the Paso Robles Wine Country Alliance and in business strategy as the Business Integration Manager for PRP Companies has given me the skills necessary to bring success to this position. Beyond formal employment, I have also had the opportunity to spend many years closely connected to the Paso Robles community. In these years I witnessed dramatic changes moving Paso Robles forward; I have always felt personally connected to the evolution of Paso Robles and continually look for ways to maintain my involvement.

Recently, I started my own company, Big Red Marketing, and am currently seeking a cornerstone client; I have envisioned this client in a manner that fits extremely well with the description of the Destination Manager position. With a focus in the wine, lifestyle and tourism industries, I am confident that a collaboration between Big Red Marketing, Mental Marketing and the Travel Paso Robles Alliance would lend for tremendous opportunity to continue to build upon the strong base you have already established.

Please feel free to contact me if you have any questions or would like a list of references. I look forward to the opportunity to work with you, continuing a long passion for the unique sense of place found in Paso Robles.

Thank you for your consideration,

Amanda S. Collins  
Big Red Marketing

**EDUCATION - Santa Clara University, Santa Clara, CA**

B.S. Commerce, September 2009

- Concentration in marketing
- Major GPA: 3.8

B.A. English, September 2009

- Concentration in creative nonfiction writing
- Major GPA: 3.6

**EXPERIENCE****Big Red Marketing, San Luis Obispo, CA****July 2012 – present***Owner*

- Strategic marketing, event logistics and copywriting services for the wine, lifestyle and tourism industries. Current customers include small businesses, large-scale events managed by tourism associations and support for the flexing needs of partner marketing agencies.
- Managed all logistical planning and merchandise purchasing for the Savor Store held at the 2012 Savor the Central Coast Main Event. On site, oversaw all volunteer staff, the celebrity chef book signings and use of new iPad “square” technology to create a mobile register. Following the event, a comprehensive report of items sold, types of payments and sales per day was compiled to assist in understanding the 2012 efforts and planning for future events.
- Support multiple marketing agencies with copywriting and client management needs. Copy is produced for integration into various marketing tools including press releases, websites, blog postings and eblasts. Additionally, tactful management of client expectations and communications has been necessary to ensure maximum client satisfaction.
- Development of comprehensive marketing plans utilizing traditional and digital resources to grow individual brand presence. Plans include budgeting, timelines and specific strategies connected throughout the overall plan.

**PRP Companies, San Luis Obispo, CA****June 2011 – July 2012***Business Integration Manager*

- Lead marketing manager and copywriter. Provided copy and guided the creative department in design of ads, promotion pieces, website content and all other company messaging.
- Oversaw the rebrand from Poor Richard’s Press to PRP Companies, allowing an emphasis on new solutions offered. This involved working closely with the creative team to develop the new logo, brand standards, advertisements, social media strategies and marketing materials.
- Guided efforts to plan and implement a comprehensive direct marketing campaign that incorporated the use of PURLs, QR codes, variable data and video, promoted with direct mail.
- Heavily involved in administration, strategic planning and budgeting decisions. Efforts in these areas included the successful recruitment of five full-time employees, the creation or redefinition of various positions, and the compilation of employment agreements and standards.

**Paso Robles Wine Country Alliance, Paso Robles, CA****November 2009 – June 2011***Promotions Coordinator*

- Directed event logistics, including but not limited to winery relations, event décor, layout and timeline, production and printing of collateral, ordering of event supplies, and managing volunteers for events throughout the year ranging in attendance from 200 – 4,400 attendees.
- Assisted with the launch of a new auction that attracted over 250 guests. In year one proceeds from the live auction amounted to more than \$100,000, in year two proceeds were grown to nearly \$140,000. Led auction lot procurement and production of the print and online auction catalog. Coordinated event needs with the auctioneer, auction lot delivery service, spotters, clerks and volunteers.
- Produced various marketing pieces including Festival Weekend informational brochures, e-blasts, articles for the member newsletter, and copy for the website, rack cards, tasting booklets and auction catalogs.
- Contributed to the Association’s social media campaign through Facebook and Twitter daily updates and promotional contests, and implemented a Foursquare profile creating innovative ways to connect consumers to Paso Robles Wine Country.

**SKILLS AND HIGHLIGHTS**

Mac and PC proficient, Microsoft Office Suite, Publisher, website management, Auction Pay/Greater Giving, FusionPro, AccuTrace, some Adobe Creative Suite

**ACTIVITIES & AFFILIATIONS**

- Leadership San Luis Obispo, Class XXI (January 2012 – October 2012)
- Show Jumping: Competing on horseback at nationally ranked shows (1998 – present)
- Santa Clara University Alumni Association: Actively assist with outreach to perspective students (January 2009 – present)
- Toastmasters International (2010 – present)
- Attended the Leon and Sylvia Panetta Institute’s Education for Leadership in Public Service (June 2008)