

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: Professional Service Contracts for Marketing / Tourism Services
Paso Robles Main Street, Chamber of Commerce, Wine Country Alliance

DATE: July 2, 2013

NEEDS: For the City Council to consider professional service contracts with Paso Robles Main Street, Chamber of Commerce and the Paso Robles Wine Country Alliance for a variety of marketing and tourism related services.

- FACTS:
1. The City's adopted Marketing Plan includes the key elements of: a) Branding and Visitor attraction; b) Promotions/exposure that build on the platform of the Wine and Culinary industries; c) Hospitality and Visitor service support; and d) enhancement and promotion of the City's historic downtown core.
 2. These marketing goals aim to expand the Paso Robles "brand" and attract additional visitors to Paso Robles who in turn inject money into the local economy through hotel stays and patronizing local restaurants, wineries and retail establishments.
 3. Tourism related revenue, in the form of Transient Occupancy Tax (TOT), has historically accounted for approximately 6% of the City's general fund budget in 2005 and growing to 14.4% of general fund budget in 2012. In the recessionary years, it has been the only sector of income that has actually grown year over year.
 4. The City has historically maintained professional service contracts with local non-profit organizations whose missions align with the City's marketing strategy. These organizations and key services are as follows:

Paso Robles Main Street Association - to provide downtown promotion services that enhance the economic vitality of the City's historic downtown business area.

Paso Robles Chamber of Commerce - to operate a Visitor Center to fulfill the hospitality and visitor support aspect of the City's Marketing Plan.

Paso Robles Wine Country Alliance - to pursue public relations opportunities with third party writers (journalists and other media) who visit and publish travel related features/stories about Paso Robles.
 5. In 2011, tourism contracts were reduced by 25% across the board as a means of assisting in the City's financial recovery.
 6. In 2012, these service contracts were extended for one year with no change to service levels or negotiated compensation (scheduled for expiration on June 30, 2013).

7. The City's 2013-2017 Financial Forecast was presented at the June 18, 2013 City Council meeting. The Great Recession significantly decreased City revenues, requiring unprecedented cost reduction initiatives. While there are economic indicators of a continued slow recovery, the City projects a balanced budget this fiscal year with small annual operating surpluses through 2017.
8. Consequently, each organization was invited to submit proposals for the extension of their respective contracts with the reminder that the City is not seeking expansion of programs or services at this time.
9. Each group submitted a proposal/request to extend their contracts an additional year. Both Main Street and the Wine Alliance have requested an extension at their existing funding levels (\$70K and \$45K respectively). The Chamber of Commerce has requested an extended contract with a 25% funding increase (\$60K going to \$75K). All proposals are attached as background/reference.
10. The established City Council liaison committees assigned to work with each tourism partner organization to review and negotiate terms for the proposed FY 2013/14 service contracts are as follows:

Main Street - Martin & Strong
Chamber - Steinbeck & Picanco
PRWCA - Steinbeck & Hamon
11. In recognition of the continued need to hold the line in City spending until there is a sustained pattern of financial recovery, the key focuses in renewal of the proposed contracts were:
 - One year term
 - Provide same level of services
 - No change in contract costs from previous year

ANALYSIS &
CONCLUSION:

The City's tourism and marketing program has historically engaged Supplementary (outsourced) assistance in achieving downtown promotions, public relations and visitor support service goals.

Main Street has been a key partner in organizing and promoting community and regional scale events in the downtown City Park. In addition, Main Street supports efforts that enhance the historic character of our downtown which in turn enhance the visitor experience.

The Chamber of Commerce has operated the Visitor Center as a point of contact and distribution center for visitor information for many years. The central location in the heart of the downtown is well suited for visitors and continues to provide an opportunity for face to face contact when the visitor arrives to our downtown.

The Paso Robles Wine Country Alliance has established and continues to advance a public relations campaign that positions Paso Robles as a year round culinary tourism destination and strengthens the name recognition and long-term viability of the Paso Robles brand. The PRWCA is uniquely positioned to leverage dollars with/from their own membership base to deliver these key messages regarding the Paso Robles Brand.

The proposed service contracts will serve to strengthen the marketing position for Paso Robles.

POLICY

REFERENCE: Economic Strategy; and 2007 Tourism Marketing Plan.

FISCAL

IMPACT: Marketing service contracts can be accommodated at their existing levels within the FY 2013/14 Tourism and Marketing Budget (account # 100-130-5224-104).

The Chamber of Commerce's request to increase their annual contract by an additional \$15,000 would be inconsistent with the continued effort to hold the line on costs until there is a sustained trend in financial recovery.

If all three of the tourism contracts were increased by 25% the additional annual fiscal impact would be approximately \$44,000.

OPTIONS:

- a. For the City Council to adopt the following resolutions authorizing the City Manager to enter into professional service contracts for tourism related services at the same annual cost as the previous year:
 - 1) Resolution 13-XXX authorizing downtown promotions services with Paso Robles Main Street for FY 2013/14 in the amount of \$70,078;
 - 2) Resolution 13-XXX authorizing visitor center services with the Chamber of Commerce for FY 2013/14 in the amount of \$60,000;
 - 3) Resolution 13-XXX authorizing public relations services with the Paso Robles Wine Country Alliance for FY 2013/14 in the amount of \$45,000.
- b. Modify one or more contract amounts allowing for a 25% increase in annual compensation for services rendered;
- c. Amend, modify or reject above option.

Attachments:

1. Resolution 13-XXX authorizing contract services with Paso Robles Main Street
2. Main Street Renewal letter dated May 16, 2013
3. Resolution 13-XXX authorizing contract services with Paso Robles Chamber of Commerce
4. Chamber of Commerce contract renewal letter
5. Resolution 13-XXX authorizing contract services with Paso Robles Wine Country Alliance
6. Paso Robles Wine County Alliance contract renewal letter dated May 24, 2013

RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO ENTER INTO A ONE YEAR PROFESSIONAL
SERVICE CONTRACT WITH PASO ROBLES MAIN STREET
FOR TOURISM / MARKETING SERVICES FOR FY 2013/14

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

WHEREAS, the City currently contracts with Paso Robles Main Street for downtown promotion services to enhance the economic vitality of the downtown business area consistent with the City's Marketing Plan; and

WHEREAS, the downtown promotions contract engages the services of Paso Robles Main Street to strengthen tourism activities and promotions in the downtown core by retaining and expanding the downtown small town pedestrian character and to support/attract new businesses that enhance the visitor experience; and

WHEREAS, Paso Robles Main Street has established and continues to advance a marketing and promotions effort that supports and highlights the downtown business core through events and activities of interest; and

WHEREAS, Paso Robles Main Street is uniquely positioned to leverage dollars with/from their own membership base to promote the downtown core area; and

WHEREAS, the current Main Street contract is scheduled to expire on June 30, 2013; and

WHEREAS, Main Street submitted a contract renewal letter that requests no change in service scope or fees for service for Fiscal Year 2013/14; and

WHEREAS, the City Council liaison committee met with representatives of Main Street to discuss terms for the proposed FY 2013/14 downtown promotions service contract; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2013/14.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to enter into an extended professional service contract with Paso Robles Main Street for Downtown Promotions and related efforts that support and enhance the downtown small town pedestrian character per the attached Exhibit "A" in accordance with the City's adopted Marketing Plan.

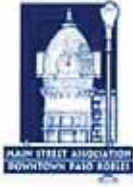
ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 2nd day of July 2013 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk



Paso Robles Main Street Association

835 12th St. Suite D, Paso Robles, CA 93446 805-238-4103 Fax 805-238-4029

May 16, 2013

RECEIVED
CITY CLERK'S OFFICE

MAY 16 2013

CITY OF PASO ROBLES

Meg Williamson
Assistant City Manager
City of Paso Robles
1000 Spring Street
Paso Robles, CA 93446

RE: Downtown Promotions Contract Renewal

Dear Meg,

Our Lavender Festival (this year will be our fifth) has grown to over 120 vendors. The Olive Festival, now in its 10th year, brought over 20,000 people through the downtown in 2012 with olive oil dealers that are not only local, but from northern and southern California. The response to our Taste of Downtown has been phenomenal from tourists who have come to Paso Robles from all over the United States. We are proud of our mix of events that attract both tourists and locals to the downtown.

Our Board of Directors understands the limitations the City is facing and will work diligently to provide the City with the same level of promotions and tourism information as we have in the past while respecting the financial constraints under which we all find ourselves. We are requesting the same budget and same contract period as last year. We are actively seeking sponsorships to secure the advertising necessary to continue our current promotional calendar and committee activities, all of which provide a draw from both tourists and local residence.

I have attached an updated Scope of Work for your review. If you should have any questions, please feel free to call me.

For Better Downtowns Everywhere . . .

Norma Moya
Executive Director

NM:sca
Encls.



Paso Robles Main Street Association

835 12th St. Suite D, Paso Robles, CA 93446 805-238-4103 Fax 805-238-4029

May 16, 2013

Downtown Paso Robles Main Street Association

Contract Scope of Work Update

Four Main Street Points: Organization, Promotion, Economic Restructuring & Design

- Completed over 20 annual promotions in the Downtown. Provide many costumes and equipment for events & storage
- Finalized 2012 Calendar of Events (attached)
- Co-Host monthly Business Mixers for local merchants, staff and city officials
- Quarterly membership newsletter
- Business Planner – a guide to locate new businesses in downtown Paso Robles
- Welcome book for new businesses
- Keep City informed on new businesses in the Business Improvement Assessment district (BIA)
- Promote downtown through radio, news media, TV, fliers, posters, email, Facebook, Twitter, Webpage
- Maintain the downtown kiosk with information on restaurants, hotels, museums, and events taking place in Paso Robles
- Provide tourist information on events and the area by telephone, mail, in person, banners and social media
- Mini-seminars from local speakers at our monthly Economic Restructuring Committee meetings
- Update monthly our FOR LEASE OR SALE DOWNTOWN brochure distributed through the kiosk, our office, and to all local real estate offices
- Worked with Paso Robles Phone & Wireless (Verizon) to conduct FREE CELL PHONE CLASSES monthly
- Mail out a monthly calendar of events to our membership and local officials and media
- Deliver Downtown Directories through the kiosk, several boxes located in the downtown and to both the eastside and Westside wineries
- Update and print a RESTAURANT GUIDE and a WINE TASTING ROOM GUIDE distributed throughout the city
- Keep the downtown and member merchants informed of activities in the downtown through weekly deliveries by volunteer Block Captains
- Provide the current Walking Tour booklets free to tourists
- Spring Clean Up by volunteers of the downtown: Commemorative Bricks placed cleaned, planter barrels placed, weeded and mulched, all by volunteers
- Provide the downtown Christmas Holiday decoration on street light poles, Santa Claus and toys
- Clean and maintenance repairs to the City Park Gazebo and Holiday House by volunteers
- Provide docent tours as requested
- Provided bike racks and bench repairs in the downtown
- Track volunteer hours for all Main Street events and volunteer projects
- Partnerships:
 - Paso Robles Promotions Coordination Committee; Paso Robles Art Association;
 - California Mid-State Fair (Free Pancake Breakfast); Paderewski Festival Committee (Elegant Evening Downtown); Central Coast Lavender Growers Association (Lavender Festival); local schools; El Paso de Robles Area Historical Society; Festival of the Arts; SLO Shopping Channel.
- Certified as a National Main Street City by the National Trust For Historic Preservation 2012

FEBRUARY

2013

Downtown Paso Robles Main Street

8 SINGLE MINGLE— Fri., 5 to 7pm
Downtown Tasting Rooms

10 VALENTINE MOVIE NIGHT -
Sun., 7 pm - Movie: "It Happened One
Night" PARK CINEMAS (1100 Pine St)
Tickets \$12 Chocolate/ Champagne OR
Popcorn & Soda)

MARCH

3 WEDDING & SPECIAL EVENT EXPO,
Sun., 11am-3pm Paso Robles Inn
Ballroom

**23 HOP TO IT — VISIT THE EASTER
BUNNY,** Sat., 11am-2pm Downtown City
Park Holiday House.

APRIL

**27 VINTAGE SIDECAR RENDEZVOUS,
RECYCLED TREASURES & ANTIQUE
MOTORCYCLES** Sat., 9 -3, City Park

MAY

**17,18 & 19 —
PASO ROBLES WINE FESTIVAL**
(239-8463)

25 FESTIVAL OF THE ARTS (238-9800)

JUNE

8 KIDSDAY IN THE PARK, 10 am - 3 pm
City Park. Crafters, entertainment and
information for families.

14, 21, 28 -- CONCERTS IN THE PARK
Fri., 5:30 - 7:30 pm (Food/Music)

**22 TRADING DAY & KIDS' FLEA
MARKET** (3rd -8th Grade), Sat., 9-3,
City Park

JULY

13 LAVENDER FESTIVAL (5th Annual)
Sat., 10 - 5, City Park; Lavender vendors,
food, demos, music. Admission is Free

5, 12, 19 --

CONCERTS IN THE PARK
Fri., 5:30 - 7:30 pm (Food/Music)

17-28th - MID-STATE FAIR

25 FREE PANCAKE BREAKFAST,
Thurs., 7:30 - 10:30 am, City Park (Partner
w/ Mid-State Fair, local farms, local granges)

AUGUST

2, 9, 16 & 23 --

CONCERTS IN THE PARK
Fri., 5:30 - 7:30 pm (Food/Music)

**16 Pre-OLIVE FESTIVAL SOCIAL
MIXER** - Fri., 6 to 8 pm Location TBA
For Tickets, call 238-4103

17 OLIVE FESTIVAL (10th Annual)
Sat., 10 am - 5 pm - City Park
Olive Oil, Head-to-head Cook-Off, Cooking
Contest, Artists, Crafters, Wine Tasting!

SEPTEMBER

8 PAJAMA PARTY MOVIE -Sun., 7 pm
Movie: "Ocean's Eleven" Original-1960
PARK CINEMAS Tickets \$10
(incl. popcorn/soda) 238-4103
Pajama Costume Contest - Awards!

21 TASTE OF DOWNTOWN (16th Annual)
Sat, 11 am-4 pm; ARTE DE TIZA, starts
8 am (partner w/ PR Art Assn. - City Park

OCTOBER

12 PIONEER DAY
19 GOLDEN OAK FESTIVAL
(17th Annual) Sat., 9-3, City Park,
Free Admission; Antiques, Crafts
& Battle of the Garage Bands 3-7 pm

**31 SAFE & FUN HALLOWEEN
DOWNTOWN,** Thur., 3-6pm
Downtown Stores,
Holiday House—Carved Pumpkin Contest

NOVEMBER

**9 ELEGANT HOLIDAY EVENING
DOWNTOWN,** Sat., 5 - 8 pm

9 PADEREWSKI FESTIVAL
Sat., Noon - 5 pm Paso Robles Inn
Recitals-Exhibits-Gala Concert, 8 pm

29 HOLIDAY CRAFT BAZAAR
Fri., 10 am to 4 pm City Park

**29 27th Annual DOWNTOWN
LIGHTING CEREMONY,**
Fri., 5:30 pm, City Park

DECEMBER

**7 52nd Annual CHRISTMAS LIGHT
PARADE,** Sat., 7 pm, Theme:
"Christmas in Toyland"

**14 27th Annual VINE STREET
VICTORIAN SHOWCASE,**
Sat., 6-9 pm (Partner w/ Historical
Society)

**21 23rd Annual VICTORIAN
TEDDY BEAR TEA,** Sat., 2 - 4 pm,
Paso Robles Golf Club
(Tickets-238-4103)

2013

January							February							March							April									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
			1	2	3	4	5						1	2						1	2				1	2	3	4	5	6
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13			
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20			
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27			
27	28	29	30	31	24	25	26	27	28	24	25	26	27	28	29	30	28	29	30											

PRMS Projected Budget for FY 2013/ 2014

INCOME

Budget for Year

City Funding	70,078.00
BIA Income	14,500.00
Memberships	18,000.00
Fundraising:	6,000.00
Donations:	1,500.00
Promotional Income	97,000.00
Interest Income	350.00

TOTAL INCOME

207,428.00

EXPENSES

Budget for Year

Advertising	25,000.00
Awards	2,500.00
Bank Charges (credit card fees)	1,300.00
Cost of Goods & Brick Purchase	1,500.00
Committee Expense	200.00
Computer Expense/Internet Access	1,000.00
Copier Rental	3,300.00
Costumes	100.00
Dues & Subscriptions	1,500.00
Entertainment	3,000.00
Flowers/Cards/Gifts	358.00
Food/Beverages	1,300.00
Insurance	8,500.00
Licenses/Taxes/Permits	2,000.00
MS Donation	500.00
Maintenance/Repairs	4,000.00
Meals (Client/Volunteer)	800.00
Office Equipment	500.00
Office Supplies	4,000.00
Payroll	74,400.00
Payroll - Auto Reimb.	2,400.00
Payroll Liabilities	6,000.00
Photos Film & Develop	50.00
Postage & Delivery	5,300.00
Printing	14,600.00
Professional Fees	13,400.00
Promotion Supp/Expense	18,000.00
Rent	4,320.00
Scholarship Award	1,500.00
Security Services	500.00
Conferences	500.00
Signs/Banners	100.00
Telephone	2,000.00
Utilities	3,000.00

TOTAL EXPENSES

207,428.00

RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO ENTER INTO A ONE YEAR PROFESSIONAL
SERVICE CONTRACT WITH THE PASO ROBLES CHAMBER OF COMMERCE FOR VISITOR
CENTER SERVICES FOR FY 2013/14

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

WHEREAS, the City currently contracts with the Paso Robles Chamber of Commerce for the operation of Visitor Center to provide for hospitality and visitor support per the City's Marketing Plan; and

WHEREAS, their current service contract is scheduled to expire on June 30, 2013; and

WHEREAS, the Chamber of Commerce submitted a contract renewal request that proposed a 25% funding increase with the same scope of services for Fiscal Year 2013/14; and

WHEREAS, the City Council liaison committee met with representatives of the Chamber of Commerce to discuss terms for the proposed FY 2013/14 visitor center contract; and

WHEREAS, in recognition of the continued need to hold the line in City spending until there is a sustained pattern of financial recovery, the key focuses in renewal of the contract were: a) a one year term; b) provision of same level of services; and c) no change in contract costs from previous year; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2013/14.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to enter into an extended professional service contract with the Paso Robles Chamber of Commerce for Visitor Center Services in accordance with the City's adopted Marketing Plan.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 2nd day of July 2013 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk



Visitor Center Overview

The Welcome Center is the first person the tourist/visitor will meet. That person must be a people person, require a positive attitude and have excellent knowledge of Paso Robles and the surrounding areas. Typically this person also has to be dedicated and show up on weekdays and weekends. We only use paid staff for this position. As you know we are open for visitors seven days a week. We also will have additional staff or hours of operation if a signature event is occurring.

We Answer Questions: About Paso Robles, things to see, things to do, where to stay, where to dine, etc.

We Provide Materials: Visitor guide, city and county maps, wine maps, accommodation brochures, restaurant menus, activity brochures, shopping information and event information for Main Street and the Wine Country Alliance.

We Help Tourists Find What They Are Looking For: Wineries (style and varietals), Restaurants (cuisine and cost), Lodging (location, and price) and other venues like the Children's Museum and the Water Park. We help with options and sometimes help with reservations and accommodations. Additionally, we help them find things to do that will extend their stay.

We have determined that 80% of our visitor traffic is tourists, and 20% are local community members.

In your packet:

- Letter from City Requesting Consideration for Renewal of the Visitor Center Contract.
- The Paso Robles Chamber Response and Request.
- Visitor Center Cost of Operation
- Promotional Coordination Committee Budget and Correspondence.
- Return on Investment Matrix.

Our Request is for an increase from \$60,000 to \$75,000 for the fiscal year 2013-2014.

1. Minimum wage is up 28% since 2001. We pay above minimum wage.
2. Consumer price index up nearly 30% since 2001.
3. Cost of operation continues to rise.

4. Contacted other local Visitor Centers regarding their respective City contracts, specifically San Luis, Morro Bay, and Pismo Beach. Each of their contracts is for \$90,000 to \$100,000, with some at less hours of operation.
5. We want to continue the quality of service and operational hours currently in place. With a request that the current contract remain in place, no additional conditions, for another year.
6. We have consulted with our fellow contract holders; Main Street and PRWCA, and they have assured us that they are not opposed to our increase.
7. The City tourism budget shows that the money has been allocated and approved by Council, but not spent. We are not asking for the unspent funds, but believe the additional contract expense will result in a return to our community of 7 to 1 dollar spent.

We appreciate your time and understanding and look forward to further discussion if necessary.

A handwritten signature in cursive script that reads "Mike Gibson". The signature is written in black ink and is positioned above the printed name and title.

Mike Gibson
President

Visitor Center Expense Budget

Rent/Lease	\$25,090.56
<i>1056 sq ft</i>	
Utilities	
Drinking Water	\$199.65
Electricity	\$1,522.28
Gas	\$98.85
Water/Sewer	\$132.81
Professional Services	\$3,000.00
Credit Card Fees	\$1,084.00
Signage	\$489.00
Telephone & Internet	\$2,964.15
Office Supplies	\$2,358.49
Advertising & Promo	\$593.38
Postage	\$936.21
Postage Machine	\$1,191.00
Insurance	
General Liability	\$1,500.50
Repair & Maintenance	
Janitorial	\$1,635.50
Copier Lease	\$873.69
Copier R & M	\$622.24
Website	\$1,750.00
Visitor Guide Distr.	\$1,200.00
Payroll	
28 hrs - Information Specialist	\$19,656.00
20 hrs - Information Specialist	\$11,440.00
Operations/Management	\$22,500.00
Payroll Taxes, Workers Comp	\$3,952.00
Benefits	\$7,232.00
Total Operating Cost	\$112,022.31

**Official Visitor's Center
Return on Investment Matrix**

Quarter	Contacts # of Visitors	Referrals Visitors x 2	Telephone Calls	Email Requests	Website Visits
Jan - Mar 2013	2,019	4,038	1,149	69	21,076
Oct-Dec 2012	2,781	5,562	1,005	37	22,846
July-Sept 2012	3,298	6,596	1,276	85	31,425
Apr-June 2012	3,296	6,592	983	69	30,701
Last 12 Month Total	11,394	22,788	4,413	260	106,048
Monthly Total	950	1,899	368	22	8,837
Daily Total	31	62	12	1	291

Annual Referral Revenue			
\$ Spent @	Revenue	ROI	Benefit
\$10.00	\$227,880.00	3X	3.04
\$20.00	\$455,760.00	6X	6.08
\$30.00	\$683,640.00	9X	9.12
\$40.00	\$911,520.00	12X	12.15
AVG	\$569,700.00	\$1 Invested Returns =	\$7.60
		<i>To Community Benefit</i>	

RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO ENTER INTO A ONE YEAR PROFESSIONAL
SERVICE CONTRACT WITH THE PASO ROBLES WINE COUNTRY ALLIANCE FOR PUBLIC
RELATIONS SERVICES FOR FY 2013/14

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

WHEREAS, the City currently contracts with the Paso Robles Wine Country Alliance (PRWCA) to pursue the public relations portion of the City's Marketing Plan; and

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

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

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

WHEREAS, the current PRWCA service contract is scheduled to expire on June 30, 2013; and

WHEREAS, the PRWCA submitted a one year contract renewal proposal that requests no change in service scope or change in fee for service for Fiscal Year 2013/14; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2013/14.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to enter into an extended professional service contract with the Paso Robles Wine Country Alliance for Public Relations Services per the attached Exhibit "A" in accordance with the City's adopted Marketing Plan.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 2nd day of July 2013 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk



May 24, 2013

City of Paso Robles
Meg Williamson
Assistant City Manager
1000 Spring Street
Paso Robles, CA 93446

Dear Ms. Williamson,

The Paso Robles Wine Country Alliance (PRWCA) requests renewal of the \$45,000 Public Relations Services Contract for FY 2013/14.

The Alliance's efforts to bring media attention to our city and the Paso Robles wine region has proven successful since the Alliance and City first partnered in 2008. We are poised to continue down the path of success in 2013/14 with strong outreach to a renewed contact list of top tier journalists and assistance from an outstanding consultant, Kristen Green.

The PRWCA will provide and maintain a public relations campaign that positions Paso Robles as a year-round tourism destination. This strategy generates awareness and further strengthens the name recognition of the Paso Robles brand, leading to increased tourist visitation and rising transient occupancy tax. Following are the three key service areas that have been outlined in the existing contract and will continue in FY 2013/14 upon contract renewal.

- A. Conduct a Media Familiarization Tour to showcase all aspects of Paso Robles – secure 6-10 lifestyle, travel and/or food writers to visit Paso Robles through one annual tour. Timing: Fall
- B. Provide strategic public relations counsel to coordinate efforts between local and county tourism entities, including Paso Robles PCC, TPRA, SLOCBID and Visit SLO to maximize public relations for Paso Robles.
- C. Work with local organizing committees to secure new and support existing tourism events benefitting Paso Robles (i.e., Forks & Corks, Sunset Savor Central Coast, etc.) Promote them utilizing all our marketing tools while demonstrating benefits to key tourism partners.

In 2012 the Alliance worked with nearly 100 journalists to garner more than 260 million media impressions, equivalent to over \$1 million in advertising value. Twenty top-tier journalists were brought to Paso Robles through three media tours, in part through partnerships with the City of Paso Robles and CDFA grant dollars. A key quote from respected journalist Marguerite Thomas (hosted in 2012) encapsulates the desired results of the public relations program:

"With its informal charm, wild-west scenery and laid-back hospitality Paso Robles seems happily rooted in the past, but its fine wines, chic shops and sophisticated restaurants are definitely of-the-moment."

Thus far in 2013 the Alliance has hosted 13 members of the media to great results in publications include Huffington Post, Fodors and others. We look forward to more positive results in garnering third-party credibility in the promotion of Paso Robles from upcoming visits and tours.

The PRWCA is proud to contribute to the economic stability of the city. Alliance staff, the Board of Directors and more than 450 members value this partnership and look forward to it continuing.

Regards



Jennifer Porter
Executive Director

Cc: James App, City Manager; Chris Taranto, PRWCA Communications Director