

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 1, 2014

---

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 14.6% of the \$26.8 million general fund budget in 2013. 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 and 2013, these service contracts were extended for one year increments with no change to service levels or negotiated compensation (scheduled for expiration on June 30, 2014).
  7. The City's 2014-2018 Financial Forecast was presented at the June 17, 2014 City Council meeting. The Great Recession significantly decreased City revenues, requiring unprecedented cost reduction initiatives. While economic trends are showing slow

recovery, and the FY14-15 Financial Forecast shows a modest operating surplus, the City is still trying to rebuild services lost since 2008.

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 2014/15 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 Chamber is in the process of a major facelift/remodel of their visitor facilities.

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 2014/15 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 and ability to restore certain key services.

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 14-XXX authorizing downtown promotions services with Paso Robles Main Street for FY 2014/15 in the amount of \$70,078;
  - 2) Resolution 14-XXX authorizing visitor center services with the Chamber of Commerce for FY 2014/15 in the amount of \$60,000;
  - 3) Resolution 14-XXX authorizing public relations services with the Paso Robles Wine Country Alliance for FY 2014/15 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 14-XXX authorizing contract services with Paso Robles Main Street
2. Main Street Renewal letter dated May 8, 2014
3. Resolution 14-XXX authorizing contract services with Paso Robles Chamber of Commerce
4. Chamber of Commerce contract renewal letter dated May 19, 2014
5. Resolution 14-XXX authorizing contract services with Paso Robles Wine Country Alliance
6. Paso Robles Wine County Alliance contract renewal letter dated May 15, 2014

RESOLUTION NO. 14-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 2014/15

---

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, 2014; and

WHEREAS, Main Street submitted a contract renewal letter that requests no change in service scope or fees for service for Fiscal Year 2014/15; and

WHEREAS, the City Council liaison committee met with representatives of Main Street to discuss terms for the proposed FY 2014/15 downtown promotions service contract; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2014/15.

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 1<sup>st</sup> day of July 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

---

Duane Picanco, Mayor

---

Caryn Jackson, Deputy City Clerk



## Paso Robles Main Street Association

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

May 8, 2014

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 sixth) has grown to over 120 vendors. The Olive Festival, now in its 11<sup>th</sup> year, brought over 20,000 people through the downtown in 2013 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 have added a new event this year in October—Golden Oak Honey Festival. 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 Moyo  
Executive Director

NM:sca  
Encls.



# Paso Robles Main Street Association

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

May 8, 2014

## 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 2014 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 2014



# 2014 Downtown Paso Robles Main Street

## FEBRUARY

- 16 VALENTINE MOVIE NIGHT -**  
Sun., 7 pm - Movie: "The Quiet Man"  
1952 John Wayne & Maureen O'Hara  
PARK CINEMAS (1100 Pine St),  
Tickets \$12 Chocolate/ Champagne OR  
Popcorn & Soda)

## MARCH

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

## APRIL

- 19 HOP TO IT — VISIT THE EASTER BUNNY,** Sat., 11am-2pm Downtown City Park Holiday House.
- 26 VINTAGE SIDECAR RENDEZVOUS, RECYCLED TREASURES & ANTIQUE MOTORCYCLES** Sat., 9-3, City Park

## MAY

- 16,17 & 18 — PASO ROBLES WINE FESTIVAL**
- 24 ARTSFEST (238-9800)**

## JUNE

- 7 KIDSDAY IN THE PARK & KIDS' FLEA MARKET -** Sat., 10 am to 3 pm & Crafters, entertainment and information For families. Kids' Flea Mkt area (3rd to 8th Grade).
- 20, 27 -- CONCERTS IN THE PARK**  
Fri., 5:30 - 7:30 pm (Food/Music)
- 21 TRADING DAY** Sat., 9-3, City Park  
Sat., 9 am to 3 pm; Crafters, Collectibles, etc.

## JULY

- 12 LAVENDER FESTIVAL (6th Annual)**  
Sat., 10 - 5, City Park; Lavender vendors, food, demos, music. Admission is Free
- 4, 11, 18 -- CONCERTS IN THE PARK**  
Fri., 5:30 - 7:30 pm (Food/Music)
- 16-27th - MID-STATE FAIR**
- 24 FREE PANCAKE BREAKFAST,**  
Thurs., 7:30 - 10:30 am, City Park (Partner w/ Mid-State Fair, local farms, local granges)

## AUGUST

- 1, 8, 15, & 22 -- CONCERTS IN THE PARK**  
Fri., 5:30 - 7:30 pm (Food/Music)
- 16 OLIVE OIL AWARDS**  
Sat. 8 to 9 am Bandstand, City Park  
Olive Oil Awards & Continental Breakfast  
9:30 am Blessing of the Olive Festival
- 16 OLIVE FESTIVAL (11th Annual)**  
Sat., 10 am - 5 pm - City Park  
Olive Oil, Head-to-head Cook-Off, Cooking Contest, Artists, Crafters, Wine Tasting!

## SEPTEMBER

- 7 PAJAMA PARTY MOVIE -**Sun., 7 pm  
Movie: "TBA: - PARK CINEMAS  
Tickets \$10 (incl. popcorn/soda) 238-4103  
Pajama Costume Contest - Awards!
- 20 TASTE OF DOWNTOWN (17th Annual)**  
Sat, 11 am-4 pm; ARTE DE TIZA, starts 8 am (partner w/ PR Art Assn. - City Park

## OCTOBER

- 11 PIONEER DAY**
- 25 GOLDEN OAK HONEY FESTIVAL**  
Sat., 9 to 3, City Park,  
Free Admission; Demos, Antiques, Honey & Crafts
- 31 SAFE & FUN HALLOWEEN DOWNTOWN,** Fri., 4-7pm  
Trick or Treat at Downtown Stores, Holiday House—Carved Pumpkin Contest

## NOVEMBER

- 8 ELEGANT HOLIDAY EVENING DOWNTOWN,** Sat., 5 - 8 pm
- 28 HOLIDAY CRAFT BAZAAR**  
Fri., 10 am to 4 pm City Park
- 28 28th Annual DOWNTOWN LIGHTING CEREMONY,**  
Fri., 5:30 pm, City Park

## DECEMBER

- 6 53rd Annual CHRISTMAS LIGHT PARADE,** Sat., 7 pm, Theme: "Celebrating 125 Years In Downtown"
- 13 28th Annual VINE STREET VICTORIAN SHOWCASE,**  
Sat., 6-9 pm (Partner Historical Soc.)
- 20 24th Annual VICTORIAN TEDDY BEAR TEA,** Sat., 2 - 4 pm, Paso Robles Park Ballroom at 1232 Park St. (Tickets-238-4103)

## 2014

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						1							1					1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	2	3	4	5	6	7	8	6	7	8	9	10	11	12		
12	13	14	15	16	17	18	9	10	11	12	13	14	15	9	10	11	12	13	14	15	13	14	15	16	17	18	19		
19	20	21	22	23	24	25	16	17	18	19	20	21	22	16	17	18	19	20	21	22	20	21	22	23	24	25	26		
26	27	28	29	30	31	23	24	25	26	27	28	23	24	25	26	27	28	29	27	28	29	30							
														30	31														

May							June							July							August						
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	1	2	3	4	5	6	7			1	2	3	4	5						1	2
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
25	26	27	28	29	30	31	29	30	27	28	29	30	31	24	25	26	27	28	29	30	24	25	26	27	28	29	30
																					31						

September							October							November							December						
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
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
28	29	30	26	27	28	29	30	31	23	24	25	26	27	28	29	28	29	30	31								
														30													



**WHERE EVERYBODY COMES TOGETHER**  
 835 12th Street #D  
 Paso Robles, CA 93446  
 805-238-4103 Fax 805-238-4029  
[info@pasoroblesdowntown.org](mailto:info@pasoroblesdowntown.org)  
[www.pasoroblesdowntown.org](http://www.pasoroblesdowntown.org)



RESOLUTION NO. 14-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 2014/15

---

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, 2014; 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 2014/15; and

WHEREAS, the City Council liaison committee met with representatives of the Chamber of Commerce to discuss terms for the proposed FY 2014/15 visitor center contract; and

WHEREAS, until there is a sustained pattern of financial recovery and restoration of other key public services, the focus of contract renewal is: 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 2014/15.

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 1<sup>st</sup> day of July 2014 by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

---

Duane Picanco, Mayor

ATTEST:

---

Caryn Jackson, Deputy City Clerk





May 19, 2014

Mr. Jim App  
City Manager  
City of Paso Robles  
1000 Spring Street  
Paso Robles, CA. 93446

Dear Mr. App,

Thank you for the opportunity to submit the Paso Robles Chamber of Commerce Visitor Center proposal for consideration of the Visitor Services contract for 2014-2015. We are confident that you will find that the visitor services provided by the Chamber have been enhanced over the last eight months with an aggressive plan to expand our services to our visitors which in turn provides more revenue through sales tax and transient occupancy taxes.

You will see by the accompanying documents that the Chamber is making a large investment in the Visitor Center Lobby with the new renovations to ensure the ambiance desired for our guests. We have provided the Visitor Center Expense report from July 1, 2013 through April 30, 2014. Also attached is the budget for the Center for the year 2014. Because of our commitment to continue improving not only our physical location (phase 2 is signage and improvements to the outside) but also our services to our guests through partnerships that we respectfully request that consideration be made to increase our current contract of \$60,000 to \$75,000.

**Activity Report:**

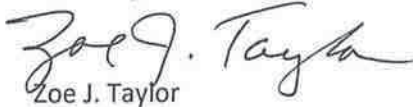
The attached Activity Report provides you with an update of data through the period of July 1, 2013 through April 30, 2014. We have also attached a copy of the 2014 Business Plan.

**Financial Report:**

The financial report attached has been prepared under our new accounting guidelines as approved by the Board of Directors. The 2014 Budget is also attached for your information

If you have any questions, I will be happy to meet with you at your convenience.

Sincerely,

A handwritten signature in cursive script that reads "Zoe J. Taylor". The signature is written in black ink and is positioned above the printed name.

Zoe J. Taylor

Interim President/CEO

Paso Robles Chamber of Commerce

Cc: Daniele Fresca, Chair of the Board

John Arnold, Vice Chair Visitor Center Division



**Visitor Center Activity Report  
July 1, 2013 through April 30, 2014**

	<u>7/1/13-4/30/14</u>		<u>7/1/13-4/30/14</u>	
<b>Website Visits:</b>	61,302	<b>New Visits:</b>	45,668	74.5%
		<b>Returning Visits:</b>	15,634	25.5%
				<b>Avg. Visit 2:02</b>

**Access by:**

Desktop: 48,268  
Mobile: 13,034

**Number of referrals via Visitor Center:**

Front Desk Website Referrals	27,873
Walk-Ins	12,916
Phone Requests	3,858
E-mail requests	101
Mailed Requests	233
Relocation Packets	114
Information packets given lobby visitors	3,282
Group Requests (Welcome Bags)	2,463

**ACTIVITIES**

As an addendum of the January 1-March 31, 2014 activity report, progress has been made on the renovation of the Visitor Center Lobby. The design, materials and labor have all been donated by member organizations. See attached pictures of the progress as of May 19, 2014.

The Official Visitors Guide is scheduled for distribution the first of June. The project was delayed to include a more comprehensive listing of hospitality oriented businesses and venues. This guide is all inclusive and not limited to Chamber members only. The Guide encompasses the Paso Robles region with additional maps and editorial to provide enhanced information for the visiting public. (See attached design of the cover).

**FRONT WINDOW:**

The window is decorated and changed to promote Community Events to visitors and residents in town.

**July-September:**

**California Midstate Fair**

**Women in Business – Farm to Fork Agricultural Tour**

**Main Street Association’s Olive Festival**

**Crush & Roll Event**

**Wine Country Alliance’s Harvest Festival**

**Estrella Warbirds Museum’s Air Show**

**Pioneer Day Committee’s Pioneer Day Parade & Queen**

**January-March:**

**Chamber’s Annual Gala**

**Imagearium Photography (Chamber photographer)**

**Festival Mozaic**

**Eliana’s Window (Window decorator)**

**Wedding Expo**

**Zin Festival**

**Chamber Events**

**Visitor Center Expense Report**

**July 1, 2013-April 30, 2014**

**Sq Ft. 1056 / 43%**

Description	% Expense
Rent	\$15,250.00
Utilites	\$1,065.00
Professional	\$12,125.00
Accounting/Audit	\$3,745.00
Credit Card/Bank Fees	\$1,600.00
Advertising/Promo	\$725.00
Telephone/Internet	\$2,800.00
Office Supplies	\$2,835.00
Postage	\$1,135.00
General Liability Ins.	
Janitorial	\$1,150.00
Equipment Leases	\$4,060.00
Copier R&M	\$7,070.00
Website	\$1,440.00
Visitor Guide Printing	\$28,000.00
Est. Remodel Value	\$21,590.00
Payroll	
VC Director-30 hrs	\$17,875.00
VC Information Specialist-20 hrs	\$9,966.00
Payroll Taxes, Workers Comp	\$5,106.00
<b>Total Operating Cost</b>	<b>\$137,537.00</b>

Paso Robles Visitor Center Operation Budget - January-December 2014

Account	Income	Expense	Net Revenue/ Cost	Comments
City Contract	\$60,000		\$60,000	
Admin Fee		(\$66,000)	(\$66,000)	Salary, Operations, commissions for VG
Retail Sales	\$3,200	(\$1,900)	\$1,300	Very conservative
Ticket Sales				Potential Opportunity
Advertising				Potential Touch Screen System
Visitor Guide	\$54,000	(\$44,047)	\$9,953	Project process needs complete review
Lobby Remodel		(\$2,500)	(\$2,500)	
Total	<u>\$117,200</u>	<u>(\$114,447)</u>	<u>\$2,753</u>	



# Paso Robles Visitor Center

**Division Mission:** To provide a warm and friendly welcome to visitors showcasing our heritage of the Paso Robles region. To enhance their experience by providing information that will maximize their enjoyment and encourage return visits.

## Division Goals:

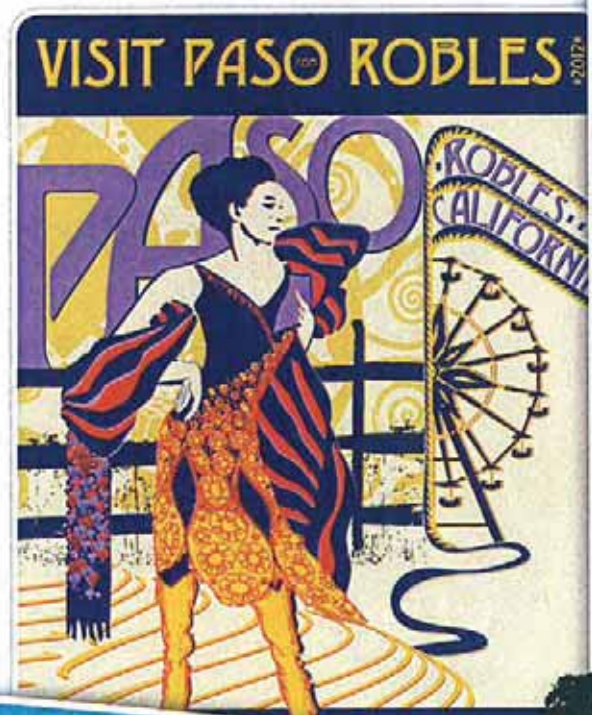
- **Establish an Advisory Council to review services and opportunities for the Center**
- **Enhance service to the public**
  - ▶ Enhance collaboration with other tourism/business groups  
**City of Paso Robles, Downtown Association, Wine Alliance, Travel Paso Robles, SLO Visitor & Convention Bureau, Airport Advisory Council, California Mid-State Fairgrounds**
- **Investigate new technology to meet visitor needs**
  - ▶ Initiate discussion for additional location opportunities  
**Amtrak, Airport, Bus Station**
- **Identify locations for kiosk information**
- **Identify new opportunities to market Paso Robles region**
- **Initiate Way-Finding signage program**
  - ▶ Involve collaborative partners in program development  
**Tourist information signage on 101, Improved signage on Spring Street, Identify other signage needs**
- **Enhance visitor information via new website design and social media**
  - ▶ Partner with Chamber's Marketing Committee on branding of the Chamber and Visitor Center
  - ▶ Involve collaborative partners for maximum visitors' experience
- **Initiate creation of volunteer program**
  - ▶ Identify and train core of volunteers
  - ▶ Establish "FAM" trips for staff/volunteers to visit hotels, wineries and points of interest

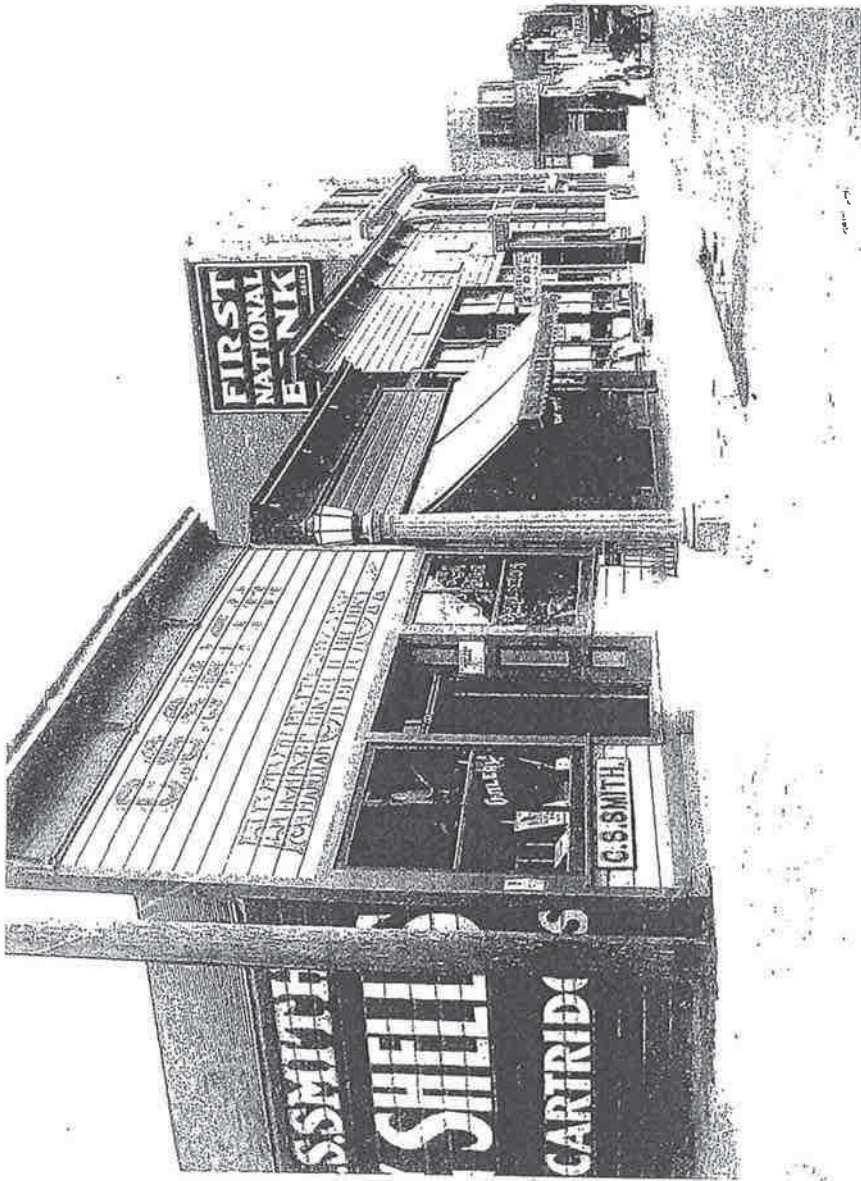


**Vice Chair:**  
John Arnold

## Paso Robles Visitor Center Stats:

- ▶ Open Daily to serve the visitors of Paso Robles.
- ▶ 2013 served approximately 13,626 visitors from all over the world
- ▶ In January and February of 2014 we have served 1,823 visitors.





Original store and other businesses on Park Street in the early 1900s.



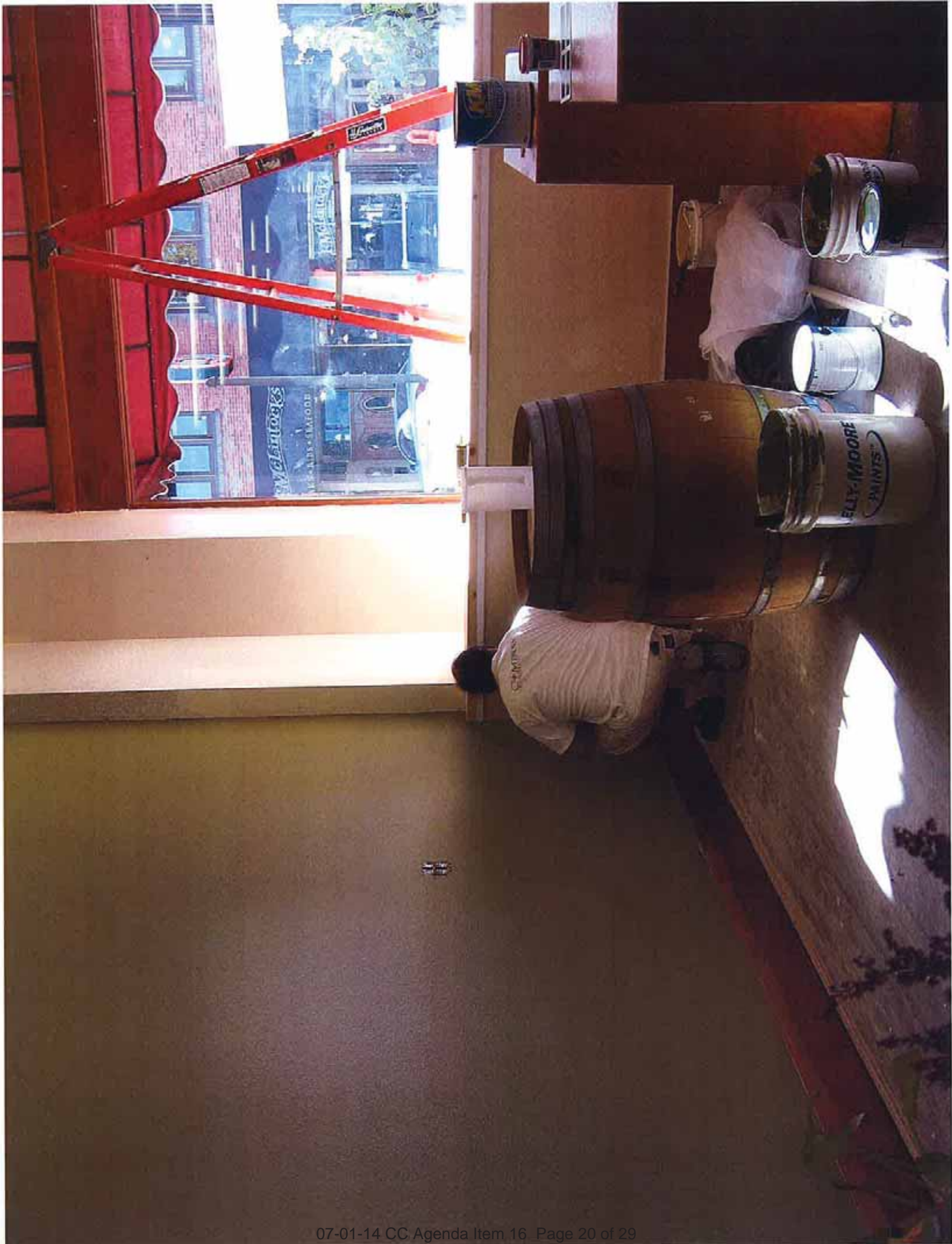
















PASO ROBLES VISITOR CENTER  
1225 PARK STREET  
PASO ROBLES, CA. 93446  
ADDENDUM TO VISITOR CENTER PLAN

RENOVATED INSIDE & OUT TO MAKE IT MORE ATTRACTIVE  
BETTER SIGNAGE IN TOWN & ON 101

OUTSIDE IMPROVEMENTS:      *IMPROVED VISITOR CENTER SIGNAGE*  
*REPLACE AWNING*  
*PAINT WOOD TRIM & DOOR*

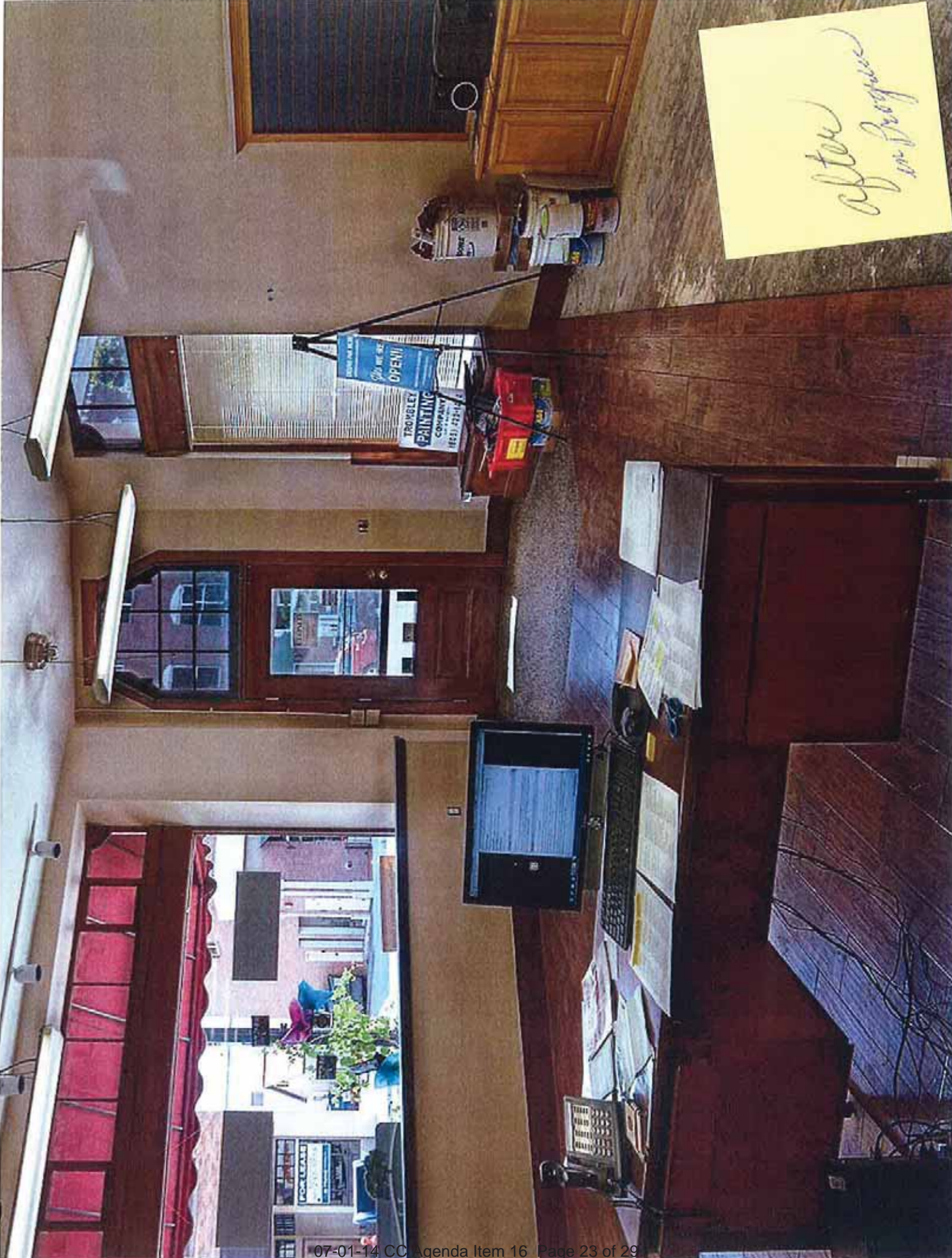
LOBBY AMENITIES:    CREATE SPACE FOR THE PASO ROBLES BOUTIQUE TO INCLUDE:

LICENSE PLATE BRACKETS  
WINE GLASSES  
WINE OPENERS  
CAPS  
TEE SHIRTS  
MUGS  
MAGNETS  
POSTCARDS

AND MORE.....

- WINDOW SPACE AVAILABLE FOR ADVERTISING EVENTS
- CITY FLAG FRAMED & HANGING IN THE LOBBY
- PROVIDE UPDATED MAPS, BROCHURES & MAGAZINES FOR VISITORS, RESIDENTS & BUSINESSES.
- BULLETIN BOARD FOR "CURRENT EVENTS"
- TICKET SALES FOR LOCAL EVENTS – PARTNER WITH EVENT PRESENTERS
- OPEN FOR SEVEN DAYS & PERTINANT HOLIDAYS – CLOSED NOVEMBER 1<sup>ST</sup> – MARCH 31<sup>ST</sup>
- SUPPLY INFORMATION PACKETS FOR WEDDINGS, EVENTS , VISITING GROUPS & CAMP ROBERTS
- ACTIVE PARTNERSHIP WITH TCC
  - PARTICIPATE IN WAYFINDING SIGNAGE PROGRAM
- MONTHLY COLUMN IN PASO ROBLES MAGAZINE REGARDING VISITOR CENTER ACTIVITIES
- KPRL SOUND-OFF TO PROMOTE VISITOR INFORMATION
- PARTICIPATION WITH DOWNTOWN BUSINESS ORGANIZATIONS WITH VISITOR CENTER PROMOTIONS
- EDUCATE STAFF & VOLUNTEERS WITH FAM TOURS TO THE WINERIES, B&B'S, VACATION RENTALS, MUSEUMS, OLIVE OIL FARMS AND ALL POINTS OF INTEREST.
- HOTEL FRONT DESK EDUCATION ON THE VISITOR CENTER SERVICES





After 1st Progress

TROMBLEY PAINTING COMPANY  
(822) 422-1111  
LET'S GET YOU OPEN!



Before

EXIT











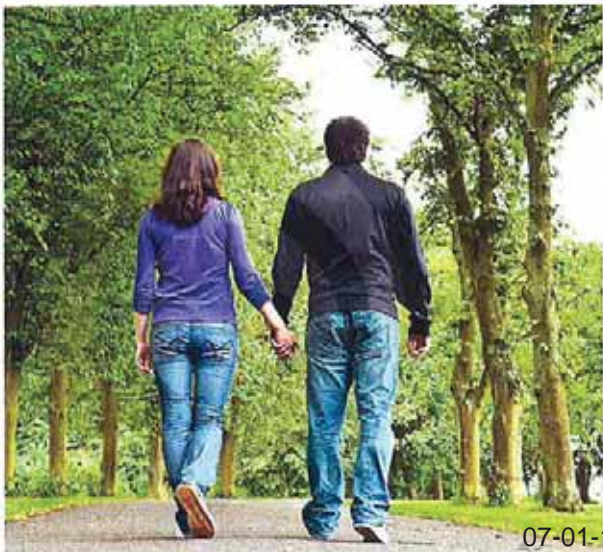


# THE OFFICIAL PASO ROBLES VISITOR GUIDE

PRESENTED BY PASO ROBLES CHAMBER OF COMMERCE

# 20 14

[www.visitpaso.com](http://www.visitpaso.com)



*Activities*  
*Wineries*  
*Dining*  
*Fun*  
*Equestrian*  
*Culture*  
*Golf*  
*Parks*  
*Salons*  
*Spas*  
*Arts*

RESOLUTION NO. 14-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 2014/15

---

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, 2014; 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 2014/15; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2014/15.

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 1<sup>st</sup> day of July 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

---

Duane Picanco, Mayor

---

Caryn Jackson, Deputy City Clerk





May 15, 2014

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

Dear Ms. Williamson,

Thank you for your support of the Paso Robles Wine County Alliance (PRWCA) and confidence in our abilities to promote the city. Based on past performance, we request renewal of the \$45,000 Public Relations Services Contract for FY 2014/15.

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. This year we are excited to continue the positive momentum, first begun with the *Wine Enthusiast* Wine Region of the Year award, leading into another Media Familiarization Tour in June and the Wine Bloggers Conference pre-excursion in July. Based on this outreach, we are confident the media accolades will continue into FY 2014/15 and beyond.

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 2014/15 upon contract renewal.

- A. Conduct a Media Familiarization Tour to showcase all aspects of Paso Robles – secure 7-10 lifestyle, travel and/or food writers to visit Paso Robles through one annual tour.
- B. Provide strategic public relations counsel to coordinate efforts between local and county tourism entities, including Paso Robles TCC, TPRA 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., CAB Collective, Battle of the Bartenders, Sunset Savor Central Coast, etc.) Promote them locally and regionally while demonstrating benefits to key tourism partners.

In 2013 the Paso Robles Wine Country Alliance worked with over 150 journalists through two lifestyle media tours, Grand Tasting Tours, events and individual outreach. Our efforts garnered over 125 million media impressions.

As detailed in our recent First Quarter PR Report, the Alliance has worked with approximately 12 journalists and conducted a media blitz to New York in conjunction with the acceptance of The Wine Enthusiast Wine Star Award ceremony. The Alliance met with editors from *The Wine Enthusiast*, *Travel + Leisure*, *Tasting Panel Magazine*, *OUT Magazine*, *Esquire Magazine*, *Self Magazine*, *Condé Nast Traveler*, *O Magazine*, and Food Network's The Cooking Channel. Just in the first three months of this year, 128.9 million media impressions have been earned.

The PRWCA is proud to contribute to the economic vitality of the city. On behalf of Alliance staff, Board of Directors and 450+ members, we thank you for your partnership and look forward to it continuing.

Kind regards,



Jennifer Porter  
Executive Director  
Paso Robles Wine Country Alliance

Cc: James App, City Manager