

TO: Thomas Frutchey, City Manager

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

SUBJECT: Tourism & Lodging Promotions Business Improvement District (BID)  
Annual Report and Notice of Intent for Renewal of Assessment

DATE: May 17, 2016

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NEEDS: For the City Council to receive the annual report and set a public hearing for the annual renewal of 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; the BID became effective January 16, 2009 and has been renewed annually since.
  2. Collection of the two percent (2%) per room night Business Improvement assessment began on February 1, 2009. These funds are collected from hotel guests, remitted monthly by each hotel in the district, then held and accounted for separately by the City, and used only for the purposes of tourism and lodging promotion as stated in the formation Ordinance and Bylaws.
  3. Use of BID funds is guided by an annually approved marketing plan; its implementation is overseen by the Travel Paso Robles Alliance (TPRA), an advisory committee to the City Council. The TPRA membership consists of 7 elected committee members representing the 21 hoteliers within the BID assessment district.
  4. Per the Parking and Business Improvement Area Law (Streets and Highways Code Sections 36500 et seq.) under which the BID was formed, the assessment must be re-levied annually.
  5. The City Council has renewed the BID levy the past five years at the request of the hoteliers. The BID currently will be effective through June 30, 2016, unless again extended.
  6. At its regular April 26, 2016 meeting, the TPRA Advisory Committee unanimously recommended:
    - i. Releasing the Annual Marketing Report (March 1, 2015 through March 1, 2016); and
    - ii. Proposing a Marketing Plan scope/budget for the 2016/17 fiscal year.

Both the Report and the proposed marketing plan and budget for FY 16/17 are attached (Attachment 2).

7. Renewal of the BID tax assessment requires that the City Council receive the Annual Report from the TPRA and set a public hearing for consideration of the renewal of the levy of assessment.

**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.

**FISCAL**

**IMPACT:** Renewal of the assessment levy is projected to generate approximately \$918,000 over the next year, with an additional \$60,000 of rollover from FY 2015/2016 for a total marketing budget of \$978,000 to be spent on marketing and promotions in FY 2016/2017.

- OPTIONS:**
- a. For the City Council to adopt Resolution No. 16-XX declaring its intention to levy an annual assessment for an additional year through June 30, 2017 for the Paso Robles Tourism and Lodging Promotions Business Improvement District, and setting a public hearing for June 21, 2016.
  - b. Amend, modify or reject above option.

**Attachment:**

1. Resolution declaring intention to levy an annual assessment and setting June 21, 2016 for a public hearing
2. BID FY 2015/2016 Annual Report with one-year review; Marketing Agency Plan Scope and Marketing Budget for FY 2016/2017.

RESOLUTION NO. 16-XXX

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 2016/2017 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 BID advisory committee is now commonly known as the Travel Paso Robles Alliance (TPRA); and

WHEREAS, the City Council has renewed the BID levy each year since its initial formation at the request of the hoteliers; and

WHEREAS, at their regular April 26, 2016 meeting, the TPRA Advisory Committee unanimously recommended:

- i. Release of the Annual Marketing Report for the 15-month period (January 1, 2015 through March 1, 2016);
- ii. Proposed a Marketing Plan scope/budget for the 2016/17 fiscal year; and

WHEREAS, the annual report of the professional marketing services and financials associated with the 2015/2016 marketing year is available for public inspection; and

WHEREAS, under the projected scope of service and budget for fiscal year 2016/2017, the amount of the BID assessment is recommended to continue at the two percent (2%) amount and be collected in the same manner for an additional twelve (12) months through June 30, 2017; and

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

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

Section 2. The boundaries of the area to be included in the District are to remain unchanged and are the boundaries of the City of El Paso de Robles; and

Section 3. The types of activities proposed to be funded by the continued levy of assessments on businesses in the District are those activities that will promote tourism and the local tourist lodging establishments; and

Section 4. 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 from July 1, 2016 through June 30, 2017. 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 5. New tourist lodging establishments shall not be exempt from assessment.

Section 6. A public hearing to renew the annual levy for the District is hereby set for June 21, 2016 at 6:30 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 7. The City Clerk is instructed to provide notice to the public hearing as follows:

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

Section 8. 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 9. 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.

PASSED AND ADOPTED by the City council of the City of El Paso de Robles this 17<sup>th</sup> day of May, 2016 by the following roll call vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

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Steven W. Martin, Mayor

ATTEST:

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Kristen L. Buxkemper, Deputy City Clerk



# Annual Report

March 1, 2015 – February 29, 2016

Prepared by:



**Augustine**ideas

Be Inspired. Be Innovative. Be Smart.

## Executive Summary

**Overview:** The FY15/16 Marketing Plan resulted in substantial growth in website traffic, social media followers and engagement, and public relations, as well as steady growth in email marketing.

**Brand Messaging:** Paid advertising efforts were focused primarily on the shoulder seasons (fall and winter). All messaging tied back to the core brand pillars: Food and Wine, Outdoor Recreation and Attractions. Target markets included Los Angeles/Orange County, San Francisco Bay Area and the Central Valley.

**TOT Increase:** Collective marketing efforts have contributed to a Transient Occupancy Tax (TOT) year-over-year **growth of 7%**.

### Website Analysis:

Report Year	Overall Site Sessions	Bounce Rate	Avg. Session Duration	Pages Per Session	Lodging Page Traffic (clicks to site)
FY 14/15	108,239	46.83%	2:33	3.47	14,570
FY 15/16	179,904	51.08%	1:55	2.57	51,337

### Social Media Analysis:

Report Year	Facebook Fans	Twitter Followers	YouTube Views (monthly avg.)	Pinterest Followers	Instagram Followers
FY 14/15	14,649	5,277	675	604	473
FY 15/16	16,110	6,643	445	1,600	1,923

### E-Marketing Analysis:

Stats for the monthly Consumer eNewsletter:

Report Year	Distribution (total subscribers)	Avg. Open Rate	Avg. Click Rate
FY 14/15	13,549	19.9%	2.7%
FY 15/16	12,508	20%	10.41%

### Public Relations Analysis:

Report Year	Media Impressions
FY 14/15	119,159,538
FY 15/16	318,946,275

# Brand Awareness

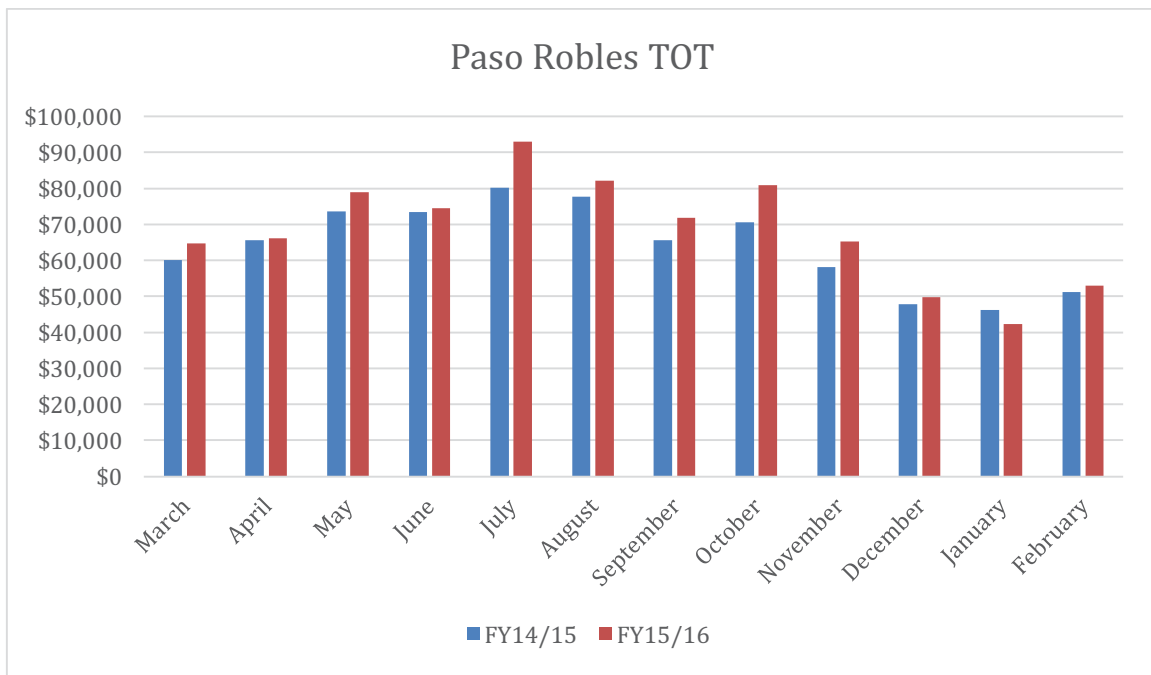
## Brand Messaging

Paid advertising efforts were focused primarily on the shoulder seasons (fall and winter). All messaging tied back to the core brand pillars: Food and Wine, Outdoor Recreation and Attractions.

Target markets included Los Angeles/Orange County, San Francisco Bay Area and the Central Valley.

## Impact of Tourism Marketing

Collective marketing efforts contributed to Transient Occupancy Tax (TOT) year-over-year growth. The total TOT collected in the reporting period of March 1, 2015 – February 29, 2016 was \$822,494, which is an increase of 7% over the same period (March 1, 2014 – February 28, 2015) in the previous year totaling \$770,734.





## Website Analytics

### Situation Analysis

Paid digital media achieved significant results with the combination of both search engine marketing (SEM) and display advertising, utilizing both Quantcast Media – and its audience segmentation functionality – and Diligent Media – and its array of targeting tactics – to drive qualified website traffic. The campaign effectively drove and sustained website traffic throughout the year, helping to drive overall sites visitation activity to much higher levels. A total of **179,904 site sessions** were recorded from 3/1/15 to 2/29/16 – eclipsing the previous year’s sessions during that same timeline by **66%**. With such site volume increases, it is expected that engagement metrics would decrease, commensurately. This is reflected in the bounce rate, pages per session and site duration.

It should be noted that the campaign increased traffic to the lodging pages by **252.3%** over the previous year.

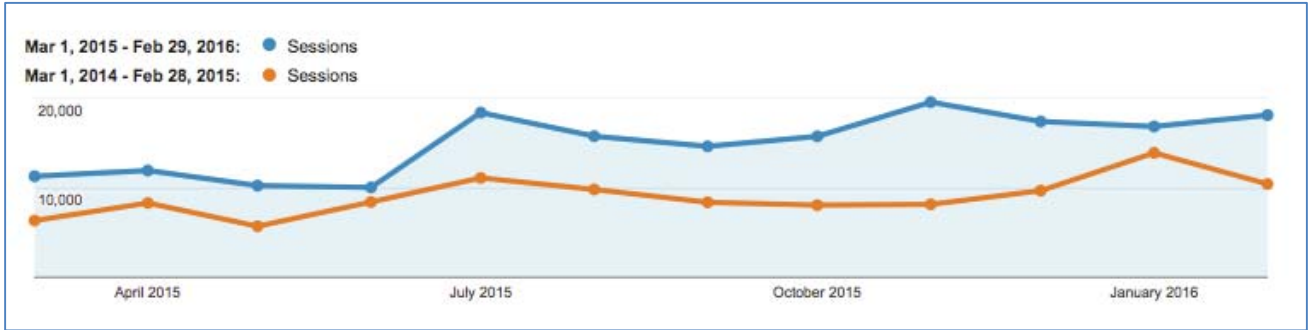
### Highlighted Metrics

Benchmark: 3/1/15 to 2/29/16 over 3/1/14 to 2/28/15

- Overall site sessions:
  - **Increased by 66% year-over-year.**
    - Goal: increase overall site sessions by 11%
    - This substantial increase year/year is a reflection of the implementation and execution of the programmatic media buying strategy. This strategy established a foundation for targeting intended audiences.
    - Engaging with Quantcast created a method of strategic targeting, allowing for conversion-based metric tracking that both qualifies and quantifies campaign performance. This effort residually affected other channels as well – most notably organic traffic, which increased in overall site volume by **75%** during the designated timeline.
    - Having transitioned the display campaign to Diligent Media in October 2015, even greater performance was experienced, helping to drive overall website metrics to record levels. In November 2015, 19,560 total site sessions were experienced – the highest single month total since the website’s inception.
    - Search engine marketing also played a critical role in elevating overall website traffic. Comparing search activity within this timeline of events, **overall search traffic rose by 150%**.



- Metrics illustrating consumer engagement:
  - **Bounce Rate: Increased by 11% year-over-year, up from 46% up to 52%.**
    - Goal: decrease bounce rate to 40%
    - As anticipated, with such high levels of overall website traffic being driven, engagement metrics are expected to decline, commensurately. There is an inverse relationship between higher volume of website traffic – especially when a large percentage of this traffic are new visitors – and sustained engagement metrics. This does not indicate a dramatic decrease in consumer engagement; it is more reflective of driving new users to site and qualifying them as prospective candidates for conversion.
  - **Average Session Duration: Decreased by 25% year-over-year, from 2:33 minutes to 1:55 minutes per session.**
    - Goal: Increase average site duration to 2:50 minutes
    - The same explanation for the increase of the bounce rate applies here as well with average session duration, as a qualified engagement metric. Again, increased volume of new users to site will counter engagement metrics. A primary component of each paid campaign is to optimize towards driving more qualified users to site, encouraging each to drive deeper and express more interest in content. The objective is to concurrently drive higher levels of volume while sustaining and increasing website engagement.
  - **Pages Per Session: Decreased by 26% year-over-year, from 3.47 to 2.57.**
    - In perspective, website user activity that records an average of 2-plus pages per visit is generally regarded as a strong indicator of engaged consumer connectivity. The new targeting tactics recently implemented will also have a profound impact on overall engagement – helping to drive more pages per session.



**Google Analytic Year-Over-Year Metrics**

Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
66.21% ↑ 179,904 vs 108,239	3.84% ↓ 77.99% vs 81.10%	59.83% ↑ 140,312 vs 87,786	10.63% ↓ 51.80% vs 46.83%	25.90% ↓ 2.57 vs 3.47	24.55% ↓ 00:01:55 vs 00:02:33

**Unique Website Event Tracking**

In an effort to further understand user behavior on site, specific user action tags have been designated to effectively track such action. These designated path points include the “more info” button, clicking images and property URLs. This function of metric tracking measures deeper site interest and user propensities – helping the analysis process of identifying optimization opportunities for each of the paid campaigns.

Since the inception of this tracking functionality, such “user actions” have trended higher moving closer to spring 2016. User actions for February 2016 posted the highest record of such engagement with a total of 3,063.

This barometer of user interest and engagement will continue to be a central component in the analytic and reporting process to leverage such data and make intelligent decisions henceforth.

## TRAVEL PASO: EVENT ACTIVITY by Channel

### TOTAL SESSIONS by Channel

CHANNEL:	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
Direct	1,052	955	N/A	1,457	1,214	1,180
Digital Display	2,354	3,280	N/A	3,417	2,164	2,774
Organic Search	4,271	4,082	N/A	5,211	4,621	5,085
Paid Search	4,115	4,314	N/A	4,012	4,326	4,168
Referrals	2,237	2,149	N/A	2,655	3,540	4,026
Social	358	474	N/A	312	585	534
Email	237	486	N/A	333	394	343
<b>TOTALS:</b>	<b>14,624</b>	<b>15,740</b>		<b>17,397</b>	<b>16,844</b>	<b>18,110</b>

### TOTAL SESSIONS WITH EVENTS by Channel

CHANNEL:	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
Direct	15	16	N/A	13	15	31
Digital Display	71	145	N/A	2	8	93
Organic Search	94	54	N/A	51	95	90
Paid Search	347	327	N/A	201	278	302
Referrals	122	109	N/A	163	210	318
Social	0	0	N/A	1	6	1
Email	2	9	N/A	3	1	9
<b>TOTALS:</b>	<b>651</b>	<b>660</b>		<b>434</b>	<b>613</b>	<b>844</b>

### TOTAL EVENTS by Channel

CHANNEL:	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16
Direct	70	39	N/A	47	39	161
Digital Display	118	213	N/A	5	11	499
Organic Search	290	148	N/A	169	288	363
Paid Search	1,044	927	N/A	535	703	854
Referrals	392	332	N/A	475	841	1147
Social	-	1	N/A	3	31	6
Email	3	14	N/A	10	8	33
<b>TOTALS:</b>	<b>1,917</b>	<b>1,674</b>		<b>1,244</b>	<b>1,921</b>	<b>3,063</b>

### Rationale

As previously stated, overall website volume metrics rose substantially high during the comparative period in analysis – 66%. As the programmatic media strategy continues to escalate and scale moving forward with more innovative targeting tactics being employed, higher levels of site traffic are anticipated, along with increased and sustained engagement metrics. The following provides an essential breakdown of core capabilities for both the display advertising and search engine marketing functions:

- Digital display advertising establishes:
  - A demand generation driver
  - A residual impact on both direct- and organic-generated traffic
  
- Search Engine Marketing establishes:
  - As a mid-funnel driver of interest consumers, only generates expressed-interest traffic without broader, residual effects.

Ideally, both of these tactics work and trend in unison and synergy. As the campaign continues to scale effectively, both the search and display outreach will achieve the desired outcomes moving into next fiscal year.

**Paid Analysis – Display**

Both paid display advertising and search engine marketing were the primary channel drivers to the website this past year. Previously highlighted, both campaigns with Quantcast Media and Diligent Media strategically targeted intended audiences through tactical solutions to effectively drive qualified users to the site and drive each to the designated end-of-path conversion points.

Cumulatively, both campaigns drove more than **26 million impressions** and **more than 51,000 clicks**. The campaign’s key performance indicator was recording conversions – users clicking the individual property page for more information.

The following illustration outlines individual and combined activity for each respective campaign. Of note, both campaigns have delivered a high level of engagement, with Diligent continuing to elevate performance upon the expiration of the Quantcast campaign, driving cost-per-click metrics to an average of **\$1.26, down from an average of \$1.40**.

Digital Display Advertising Comparative Metrics					
Campaign Report					
<b>Travel Paso Robles Media Campaign - 2015/2016</b>					
Travel Paso Robles Alliance					
DURATION		PERFORMANCE			
Campaign	Impressions Delivered	Clicks	Conversions	CPC	CTR
Quantcast Media Mar '15 - Sept '15	15,014,529	27,718	2,826	\$1.40	0.20%
Diligant Media Oct '15 - Feb '16	11,479,197	23,619	1,053	\$1.26	0.19%
<b>TOTAL</b>	<b>26,493,726</b>	<b>51,337</b>	<b>3,879</b>	<b>\$1.33</b>	<b>0.20%</b>

**Paid Analysis – Search Engine Marketing**

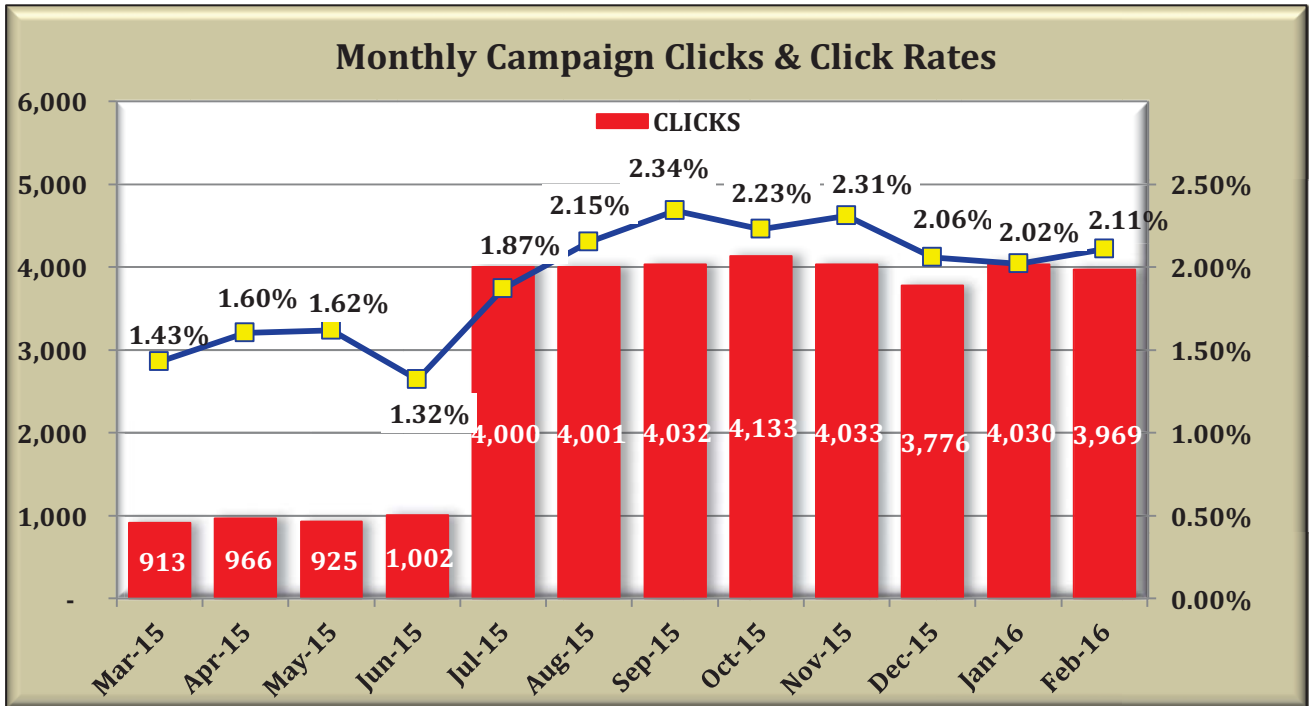
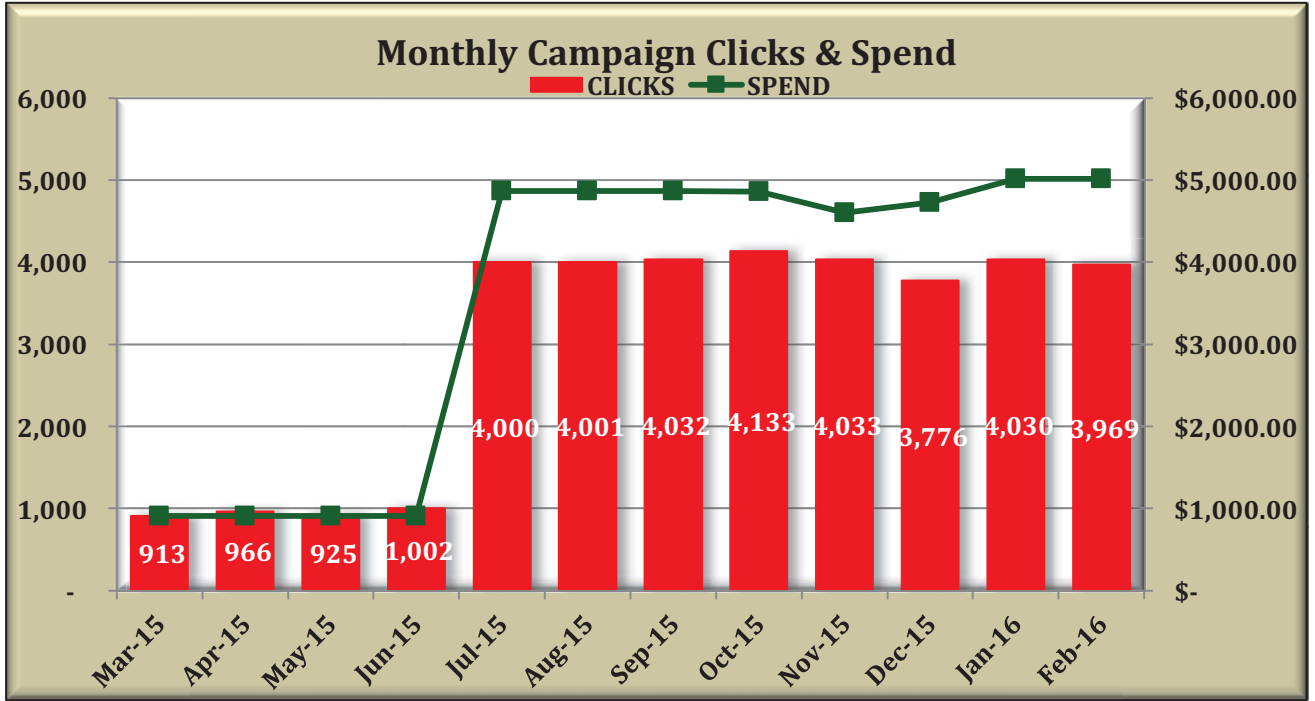
Search engine marketing continues to be a vital component of the overall digital media mix. As more of a mid-funnel driver, search drives users “in-market” who are demonstrating an interest in key terms associated with the destination.

The campaign performed consistently – an intended and deliberate outcome. Trending consistently is the desired objective to maintain a steady pace of both search exposure and user engagement. Overall, the campaign continuously ranked in the top three and achieved an efficient **\$1.19 average cost-per-click**.

**Travel Paso SEM Monthly Summary (Mar 2015 - Feb 2016)**

Monthly Summary

Month	Impressions	Clicks	CTR	Avg. CPC	Spend	Avg. position
Mar-15	63,816	913	1.43%	\$ 1.00	\$ 911.93	2.8
Apr-15	60,267	966	1.60%	\$ 0.94	\$ 911.66	3.2
May-15	57,107	925	1.62%	\$ 0.99	\$ 911.79	3.1
Jun-15	75,995	1,002	1.32%	\$ 0.91	\$ 911.80	2.7
Jul-15	213,517	4,000	1.87%	\$ 1.22	\$ 4,864.00	2.6
Aug-15	185,681	4,001	2.15%	\$ 1.22	\$ 4,863.88	2.6
Sep-15	172,060	4,032	2.34%	\$ 1.21	\$ 4,863.72	2.4
Oct-15	185,394	4,133	2.23%	\$ 1.18	\$ 4,861.49	2.3
Nov-15	174,538	4,033	2.31%	\$ 1.14	\$ 4,603.16	2.3
Dec-15	183,122	3,776	2.06%	\$ 1.25	\$ 4,723.22	2.5
Jan-16	199,781	4,030	2.02%	\$ 1.24	\$ 5,015.99	2.6
Feb-16	187,880	3,969	2.11%	\$ 1.26	\$ 5,015.75	2.4
<b>Mar'15 - Feb'16 TOTALS:</b>	<b>1,759,158</b>	<b>35,780</b>	<b>2.03%</b>	<b>\$ 1.19</b>	<b>\$ 42,458.39</b>	<b>2.5</b>







**Conclusion**

In conclusion, FY15/16 was a pivotal time period of advancement for marketing Travel Paso Robles. As stated, overall website traffic increased significantly at the pace of 66%.

The objective will be to continue to leverage both paid display and search engine marketing as the primary drivers of demand generation, guiding each user down the path to conversion, while improving the return on media spend. Adjustments recommended for the next fiscal year will effectively balance engagement with growth.

## Social Media Analytics

Interaction on Facebook, Twitter, Instagram and Pinterest continue to augment both paid and organic activity, elevating the brand’s top-of-mind awareness and engaging consumer interest.

- Facebook: Platform engagement activity continued to strengthen as evidenced with **2,200 new Facebook fans**, **57,900 engagements** (likes, shares, comments and check-ins) and **11,600,00 impressions**.
- Twitter: Platform engagement on Twitter also continues to trend positively as engagement deepens. A total of **1,469 new followers** were added during this campaign for a total of **6,643 followers**. Most significantly, **679,343 organic impressions** were made.
- Instagram: Travel Paso has added **330 new Instagram followers** during this campaign period for a total of **1,923 followers**.
- Pinterest: Travel Paso added **712 new followers** on Pinterest for a total of **1,600 followers**.

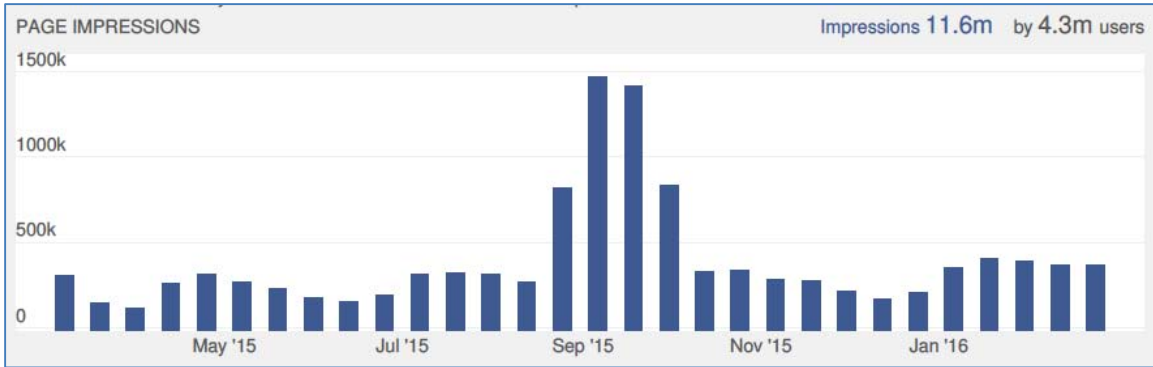
Report Year	Facebook Fans	Twitter Followers	YouTube Views (monthly avg.)	Pinterest Followers	Instagram Followers
FY 14/15	14,649	5,277	675	604	473
FY 15/16	16,110	6,643	445	1,600	1,923

### Travel Paso: Facebook Analysis

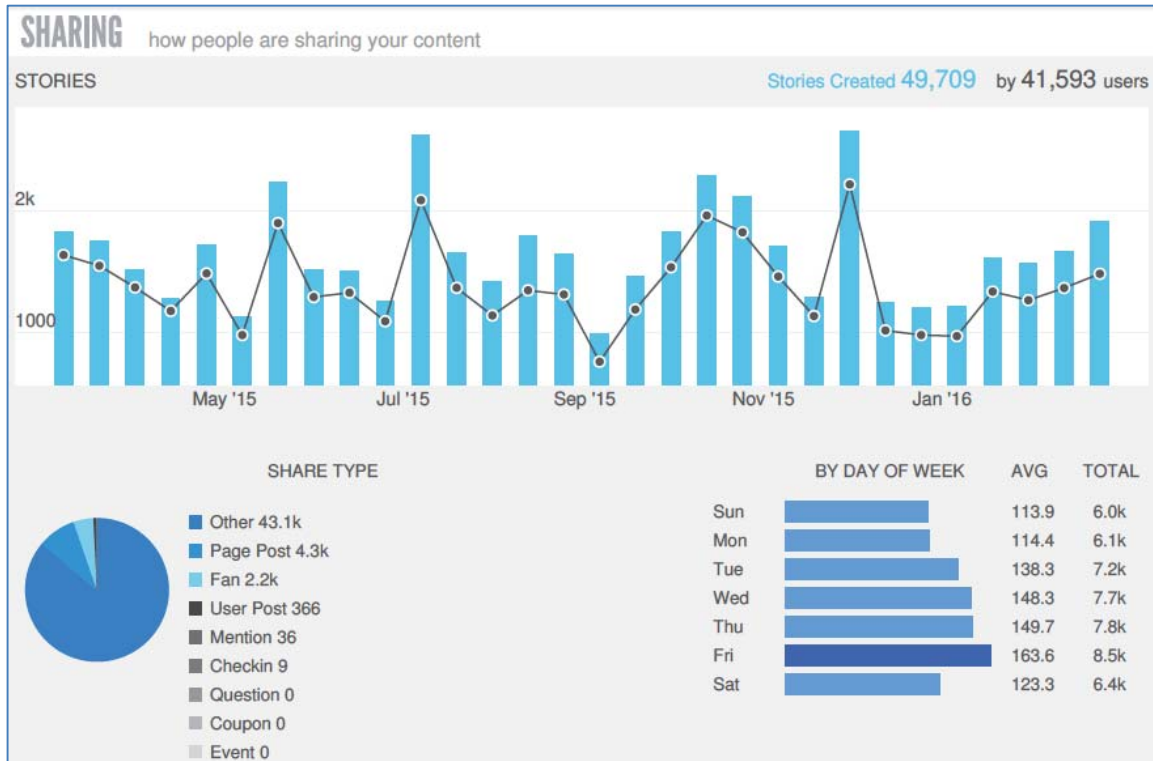
Travel Paso’s Facebook page grew to 16,110 fans (2,200+ new fans). This represented a 10% growth against a goal of 55%.



Travel Paso received **11.6 million impressions** through news feed postings and ads. This number is up by **251% year-over-year**, which exceeded the goal of increasing impressions by 100%.



This fiscal year, **57,900 engagements** were driven (likes, shares, comments, check-ins). This shows a **51% increase** in engagement with fans year-over-year, which was a significant increase, however it did not meet the benchmark of increasing engagements by 70%.



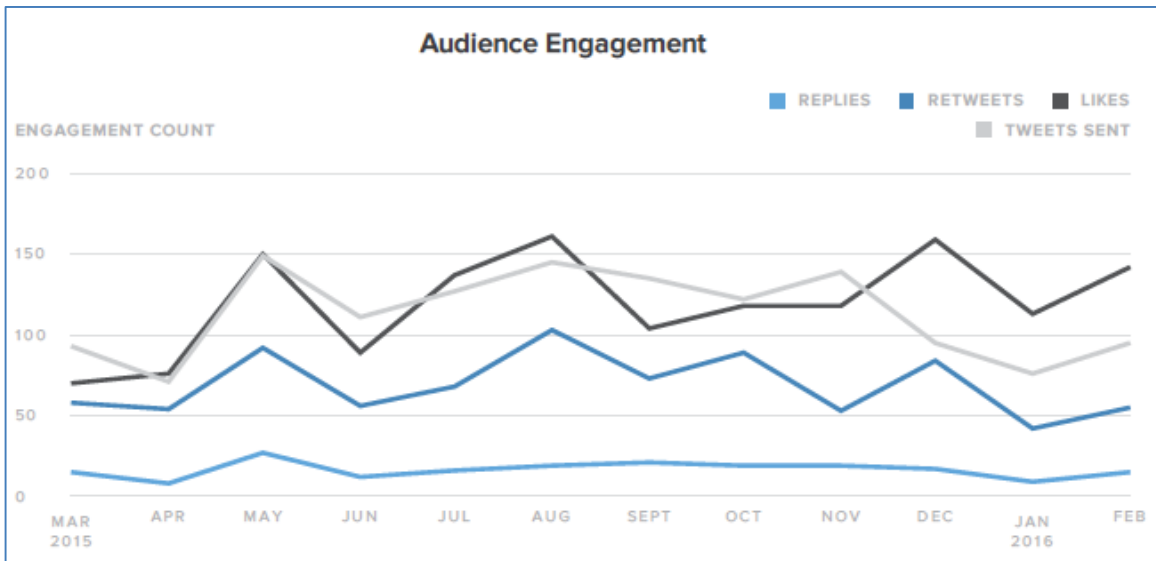
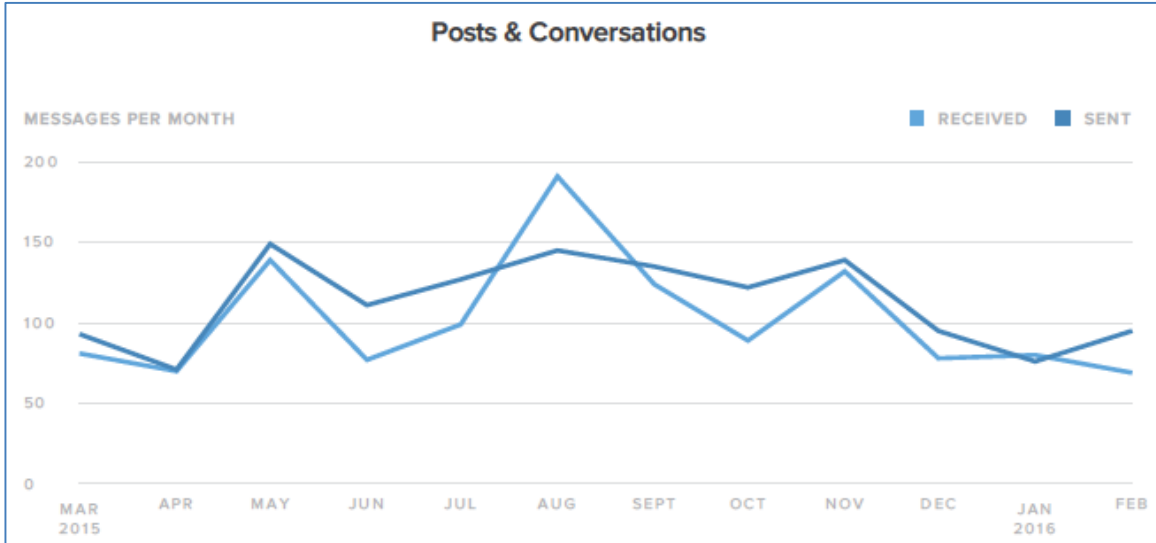
**Travel Paso: Twitter Analysis**

Travel Paso has 6,643 followers (1,469+ new followers), an increase of 26%. The goal was to increase Twitter followers by 55%.

Additional growth for Travel Paso’s Twitter account included:

- 6,674 engagements
- 1,242 clicks to posts
- 1,377 mentions
- 1,479 likes
- 962 re-tweets



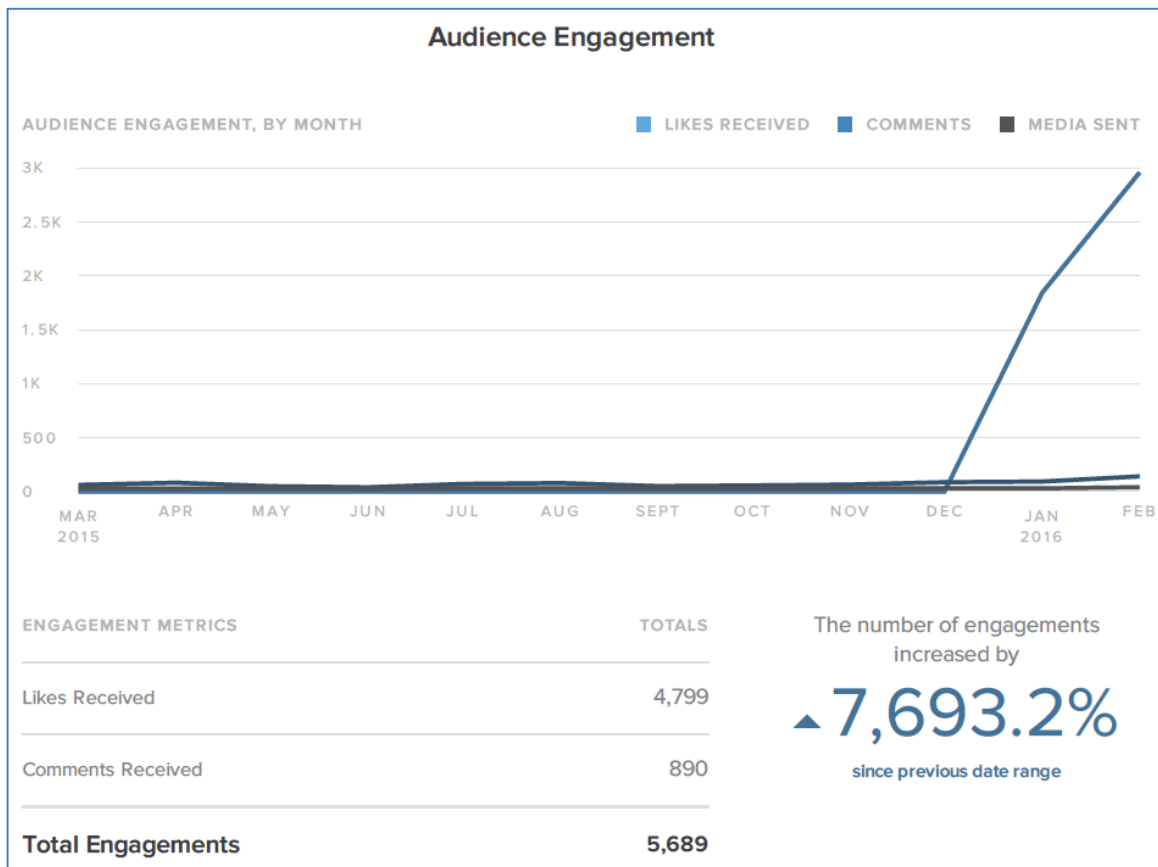


## Travel Paso: Instagram Analysis

The @TravelPaso Instagram audience continued to attract new followers. Travel Paso currently has **1,923 Instagram followers**. The goal was to increase followers on this platform by 25%. This goal was far exceeded with a **301% growth** year over year.

Additional growth for Travel Paso’s Instagram account included:

- 5,689 engagements
- 685 posts

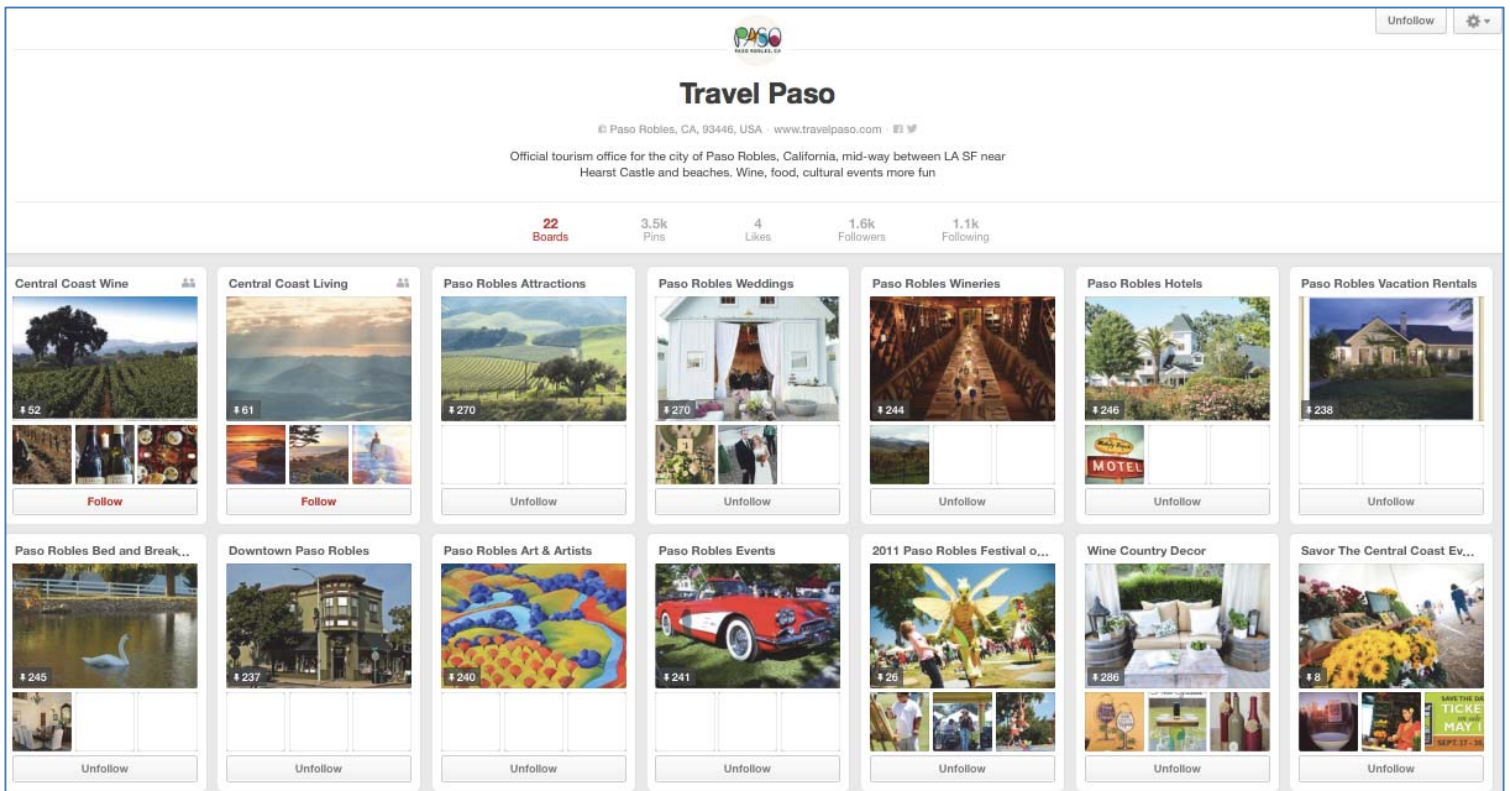


## Travel Paso: Pinterest Analysis

Travel Paso currently has **1,600 Instagram followers**. The goal was to increase followers on this platform by 25%. This goal was far exceeded with a **165% growth year over year**.

Additional Pinterest engagement highlights include:

- 3,468 pins
- 22 boards







### **Timeline Contests and Promotions**

Throughout the year, we have conducted more than 25 Facebook promotions and contests to increase followers and engagement. These contests included giveaways promoting the following local events:

- Earth Day Food & Wine
- Wine Festival
- PASO ARTSFEST
- 3 Speckled Hens
- Winemakers' Cook Off
- Hunter Ranch
- Mid State Fair
- Beaverstock
- Sunset SAVOR the Central Coast
- SAVOR Adventure Tours
- Sip and Swing at Derby Winery
- Paderewski Festival
- Harvest Wine Weekend
- Garagiste Festival
- Fire and Ice – Paso Robles Distillery Trail event
- Hospice du Rhône

Upwards of 60,000 people have been reached through these timeline contests, with more than 5,000 likes/comments/shares.

## Public Relations Analytics

### Overview

AugustineIdeas successfully delivered and executed an effective public relations campaign throughout the year. Our team has built a strong foundation of long-term relationships with targeted media, supporting Paso Robles as a strong player in the travel industry. Our approach is to create consistent, top-of-mind brand awareness within multiple target markets.

### Media Reach

AugustineIdeas was tasked with a benchmark reach of 250 million impressions over a 12-month period. From March 2015 to February 2016, through earned media coverage, blogger engagement, social media sharing and securing story angles with Visit California assets, AugustineIdeas earned a total reach of 318,946,275 impressions. This is **68,946,275 over the original goal** without January and February 2015 included.

### Media Relations

AugustineIdeas has built strong relationships with targeted media supporting Paso Robles as a strong player in the travel industry. This strategic approach has continued to contribute to Paso Robles having top-of-mind brand recognition among multiple target markets. From March 2015 to February 2016, we have made over **500 individual pitches to media** for feature stories, secured a number of editorial features and **written 31 blog posts**, coordinating guest blog posts as relevant to blog schedule. From publicizing the exciting local events and festivals to creating round up features showcasing what is new in the destination, AugustineIdeas capitalized on news, events, awards, recreation, culture, leisure, etc. to successfully deliver a steady drumbeat of coverage that produced strong results for the year.

Paso Robles also received incredible coverage in national publications for activities that go beyond a wine experience, including: SF Gate, LA Weekly, Huffington Post, I Heart Radio, NBC Los Angeles, NBC Bay Area, NBC San Diego, Examiner, About.com, Bustle, The Culture Trip, Huffpost Taste, Jet Set Extra, Wine Institute and Ricardo Magazine.

### **Event Support**

In 2015, AugustineIdeas attended the Visit California media reception in San Francisco and New York. With more than 60 media in attendance, the receptions afforded AugustineIdeas the opportunity to further enhance relationships with key travel writers as well as showcase the newest offerings in Paso Robles. To provide the most up-to-date and compelling information, AugustineIdeas updated the Paso Robles press kit to reflect new story ideas and current brand standards.

### **Media Familiarization (FAM) Tours**

In Spring and Fall of 2015, AugustineIdeas coordinated FAM Tours highlighting wine, food, leisure and recreational offerings in Paso Robles as a means of earning editorial coverage to highlight Paso Robles as a top travel destination.

- **Spring FAM Tour: May 12-14, 2015**
  - Eight media attendees from eleven different outlets participated
  - 14 Paso partners (restaurants, hotels, tour companies, attractions) participated
  - Total Earned Reach: 39,479,975 impressions
- **Fall FAM Tour: November 10-12, 2015**
  - Eight media attendees from ten different outlets participated
  - 17 Paso partners (restaurants, hotels, tour companies, attractions) participated
  - Total Earned Reach: 84,463,703 impressions

During the tours, AugustineIdeas introduced these travel writers to the area’s wine, beer, culinary, agricultural, cultural and adventure scene; took them on walking tours showcasing downtown Paso activities; facilitated cultural experiences at local art studios and historical landmarks; led food and drink tours displaying the regions bounty and coordinated their accommodations at a number of Paso Robles’ lodging properties.

In addition to the group media familiarization tours, AugustineIdeas coordinated 15 individual media FAM tours showcasing the area’s attractions and lodging properties. As a result of these FAM tours AugustineIdeas was able to secure earned media coverage in a number of well-known outlets. Some examples of the outlets covering Paso Robles include: Vancouver Sun, Examiner and The Culture Trip.

**Some examples of the stories placed to date are listed here:**

**SF Gate**

<http://www.sfgate.com/travel/centralcoasting/article/The-best-motels-hotels-inns-and-B-Bs-in-San-5990951.php>

**Bustle**

<http://www.bustle.com/articles/74905-what-are-the-most-romantic-cities-11-cities-of-love-because-paris-isnt-the-only-one>

**HuffPost Taste**

[http://www.huffingtonpost.com/joan-gelfand/spring-wine-food-and-activity-tour-in-paso\\_b\\_6890392.html](http://www.huffingtonpost.com/joan-gelfand/spring-wine-food-and-activity-tour-in-paso_b_6890392.html)

**Examiner.com**

<http://www.examiner.com/article/discovering-what-s-new-paso-robles>

<http://www.examiner.com/article/paso-robles-ca-organic-cuisine-downtown-stroll-and-olive-oil-day-1>

<http://www.examiner.com/article/paso-robles-california-cheese-winery-tour-and-wine-reserve-tasting-day-2>

<http://www.examiner.com/article/hearst-castle-and-paso-robles-art-food-and-wine>

**Huffington Post**

[http://www.huffingtonpost.com/abby-tegnelia/california-getaways\\_b\\_7977906.html](http://www.huffingtonpost.com/abby-tegnelia/california-getaways_b_7977906.html)

**Culture Trip**

<http://theculturetrip.com/north-america/usa/california/articles/one-tank-getaways-tm-welcome-to-the-wine-country-of-paso-robles-/>

<http://theculturetrip.com/north-america/usa/california/articles/one-tank-getaways-eat-drink-and-play-in-paso-robles-wine-country/>

**Now It Counts**

<http://nowitcounts.com/california-weekend-getaways-california-dreaming/>

**I Heart Radio**

[http://www.iheart.com/show/53-Food-Drink-and-Travel/?episode\\_id=27336142](http://www.iheart.com/show/53-Food-Drink-and-Travel/?episode_id=27336142)

**LA Weekly**

<http://www.laweekly.com/arts/holiday-getaways-within-driving-distance-of-la-6384913>





## E-Marketing Analytics

### MONTHLY CONSUMER ENEWSLETTER

#### Distribution

Travel Paso's monthly consumer e-newsletters have a distribution of 12,508 subscribers. New segments were added in order to target specific content for future campaigns with wedding/event planners, food & wine enthusiasts, hikers, horse lovers and cyclists. We also were able to add an additional 144 subscribers at Savor. In order to overcome annual email list churn (average list churn rate benchmarks are 20% per year. Travel Paso averages 0.35% opt-outs per send) and maintain email list health we anticipate the list building recommendations as well as the new website redesign will increase the volume of the distribution list.

The benchmark was to increase subscribers by 20%, however due to the majority of the list building activity being focused in the latter half of the 15/16 fiscal year, total subscribers actually decreased by 8%.

#### Open Rate

The industry average for an open rate of emails is 18.96%. Travel Paso's consumer e-newsletter is trending slightly higher than the industry average with an open rate of 20% for the monthly Consumer emails. The Welcome Series was a new email marketing initiative we introduced for this fiscal year and it has performed very well with an **average Open Rate of 54.8%**.

The benchmark was to increase the average open rate to 24%. While the consumer Eblast fell slightly short of that goal, the Welcome Series far exceeded it.

#### Click Rate

The average click through rate for the Monthly Consumer Email generates 10.41% on average. For the January 2016 Consumer Email "Happy New Year from Paso Robles!" we introduced a split test in order to boost performance and it generated the most unique clicks at 14.42%. In the upcoming fiscal year, we would like to continue to split test in order to lift the performance of other consumer email campaigns. The new Welcome Series averaged 32% in clicks.

The benchmark was to increase the average click rate to 3.5%, which was **far exceeded with a 10.41%** average click rate.

**Analytics**

Email marketing performs the best when delivering timely, segmented content. The Welcome series shows this success in both opens (54.8%) and clicks (32%). We were looking at creating new automated emails and segmented content in the previous fiscal year, but strategically and economically it was better to wait until the website redesign was finished. The Paso Mavericks Email Campaign is one of the recommended tactics in order to provide the automated content. We will also be able to send segmented emails in addition to the general Consumer Enewsletter with the new email template design refresh and monthly management service. Site behavior analytics were implemented on May 1, 2015 for email newsletters. During this period, email campaigns showed a highly engaged audience with an average of 2.36 pages and over 2 minutes in overall website sessions.







## **WEEKLY INDUSTRY EBLASTS**

### **Distribution**

The Weekly Industry email campaigns enable Travel Paso to communicate with hotel and tourism partners about upcoming events and opportunities. We currently have 843 hotel and tourism partners on the weekly distribution list.

### **Open Rate**

The open rate for the Weekly Industry email campaigns have averaged 27.34%. This consistency in Open rate shows that it continues to be a successful strategy for keeping Travel Paso hotel and tourism partners well-informed.

### **Click Rate**

The Weekly Industry email campaigns have seen a click through rate of 11% with an average sharing rate of at least 1 or more for each week.

### **Analytics**

The Weekly Industry email campaign continues to serve as a successful communications tool, which allows Travel Paso hotel and tourism partners to learn about upcoming events and opportunities. We currently have 843 hotel and tourism partners on the weekly distribution list and have maintained a high Open rate of 27.34% and click rate of 11%.

## Tour and Travel Trade Shows

Destination Manager, Amanda Diefenderfer, and Destination Coordinator, Lauren Tognazzini, represented Travel Paso at the following trade, media and consumer shows:

- **Visit California Media Reception, New York, March 2015**  
Met with 22 qualified media representatives
- **U.S. Travel Association's International Pow Wow (IPW), Orlando, June 2015**  
Met with tour operators and media generating 44 leads
- **Sunset Celebration Weekend, Menlo Park, June 2015**  
Distributed 500 branded Frisbees and visitor guides to consumers
- **Visit California Media Reception, San Francisco, September 2015**  
Met with 41 qualified media representatives
- **Sunset SAVOR the Central Coast, San Luis Obispo County, September 2015**  
Representation included a special Paso Robles track of events consisting of 4 Adventure Tours, opening concert at Vina Robles Amphitheatre, Cocktail Shootout at Paso Robles Inn, dinearounds at 3 Paso Robles establishments, attendance at Sunset Editor's breakfast, and booth space and Artists' Village at the Main Event
- **National Tour Association's Travel Exchange (NTA), Atlanta, February 2016**  
Met with tour operators generating 28 leads
- **Visit California Outlook Forum, San Francisco, February 2016**  
Gained insights into the travel industry and networked with tourism representatives

Participation at these events generated tour operator, media and consumer leads that were distributed to or made connections with various tourism businesses in Paso Robles.

## Strategic Partnerships

Travel Paso continues to build 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. Those partnerships include working with the following organizations and committees:

- Visit California
- Visit San Luis Obispo County
  - TPRA held a seat on the Board of Director's Resource Council, and served on the Tourism Marketing District (TMD) Committee
- City of Paso Robles
- Paso Robles Wine Country Alliance (PRWCA)
- Paso Robles Chamber of Commerce
- Paso Robles Main Street Association
- Hearst Castle
- Tourism Collaborating Committee
  - Acting chair of the committee



**PASO ROBLES, CA**  
**Marketing Plan**  
**July 1, 2016 – June 30, 2017**



## TRAVEL PASO ROBLES ALLIANCE

### Mission Statement

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

### Travel Paso Robles Alliance Contractor



Amanda Diefenderfer, B.A., B.Sc.  
Destination Manager  
Telephone: 805-610-6326  
Email: adief@travelpaso.com

### Travel Paso Robles Alliance Board



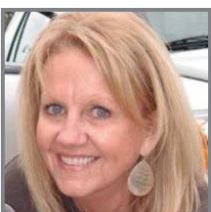
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## **FY 2015/2016 COMMUNICATIONS PLAN**

### **Marketing Objectives**

1. Increase awareness of Paso Robles as a “maverick” destination for “wine and more” within leisure, meetings and group destination audiences
2. Increase overnight stays in Paso Robles with an emphasis on mid-week stays and the shoulder season (fall and winter)
3. Drive traffic to TravelPaso.com

### **Plan Period**

July 1, 2016 to June 30, 2017

### **Target Audiences**

#### Leisure

Leisure travelers, such as Millennials and Boomers who are looking for an alternative to the traditional California wine country getaway, but still want great wine and fine dining experiences. Demographically, the decision-makers will skew female.

#### Groups & Meetings

Meeting, event, association, incentive travel, wedding and SMERF (social, military, educational, religious, fraternal) planners are looking for venues with an array of amenities and off-site opportunities that are attractive to prospective attendees, while providing value for the event. Available facilities suggest targeting groups and conferences with up to 3,000 attendees.

#### Niche Audiences

Additional marketing programs will focus on reaching the following niche audiences:

- Foodies
- Wine enthusiasts
- Active cyclists
- Horse lovers

### **Target Markets**

1. Los Angeles
2. San Francisco Bay Area
3. San Diego
4. Silicon Valley
5. Central Valley





## **Marketing Campaign Overview**

### Hotel Month

This campaign will run throughout February and focus on encouraging visitors to book 2 nights and receive the 3<sup>rd</sup> night free along with a bottle of wine at check in. Additional budget can be utilized to supplement wine costs and expenses for participating hoteliers, encouraging more hotel partners to participate.

### Maverick Months

This campaign will run during the shoulder season (October - February), offering visitors incentive packages that are redeemable Sunday - Thursday. The offers included in these packages will showcase deals offered by locations highlighted on our Mavericks' itineraries. All deals will be showcased on [TravelPaso.com](http://TravelPaso.com).

### Paso Maverick campaign

We will continue to capitalize on the growing momentum from the Paso Maverick campaign by featuring six Mavericks. This includes:

- Management of a two-day social media takeover
- Creation of two-day itinerary with the Paso Maverick
  - Design & copywriting of itinerary page on [TravelPaso.com](http://TravelPaso.com)
  - Shoot two-day itinerary (includes photo and video assets)



## Digital Paid Media

### Overview:

To continue the momentum of the 15/16 fiscal year campaign, it is recommended that the following initiatives be implemented and executed – assuring advancement in brand recognition, website demand generation and consumer acquisition. This acquisition-based strategy will continue to leverage the various solutions being executed and ongoing optimizations will help to drive more efficient and more effective outcomes.

### Media Objectives:

- Increase prospective visitor engagement through dynamic media execution
- Drive qualified website demand generation
- Actuate user engagement to drive prospects to end-of-path conversion points
- Optimize conversion rates and costs-per-conversion
- Execute cross-channel attribution and metric analysis
- Leverage cross-device strategy to drive deep user engagement

### Paid Media Strategy:

- Leverage effective media channel paths to engage with intended audiences
- Maximize media efficiencies and effectiveness to yield greater return on advertising spent (ROAS)
- Engage target audiences through a dynamic media execution, leveraging programmatic media buying channels
- Drive exposure and awareness for Paso Robles among identified audiences
- Drive qualified traffic to site and deeper user engagement
- Drive acquisition-based actions and ultimately booking reservations
- Reduce bounce rate
- Increasing time on site



### **Paid Media Tactics:**

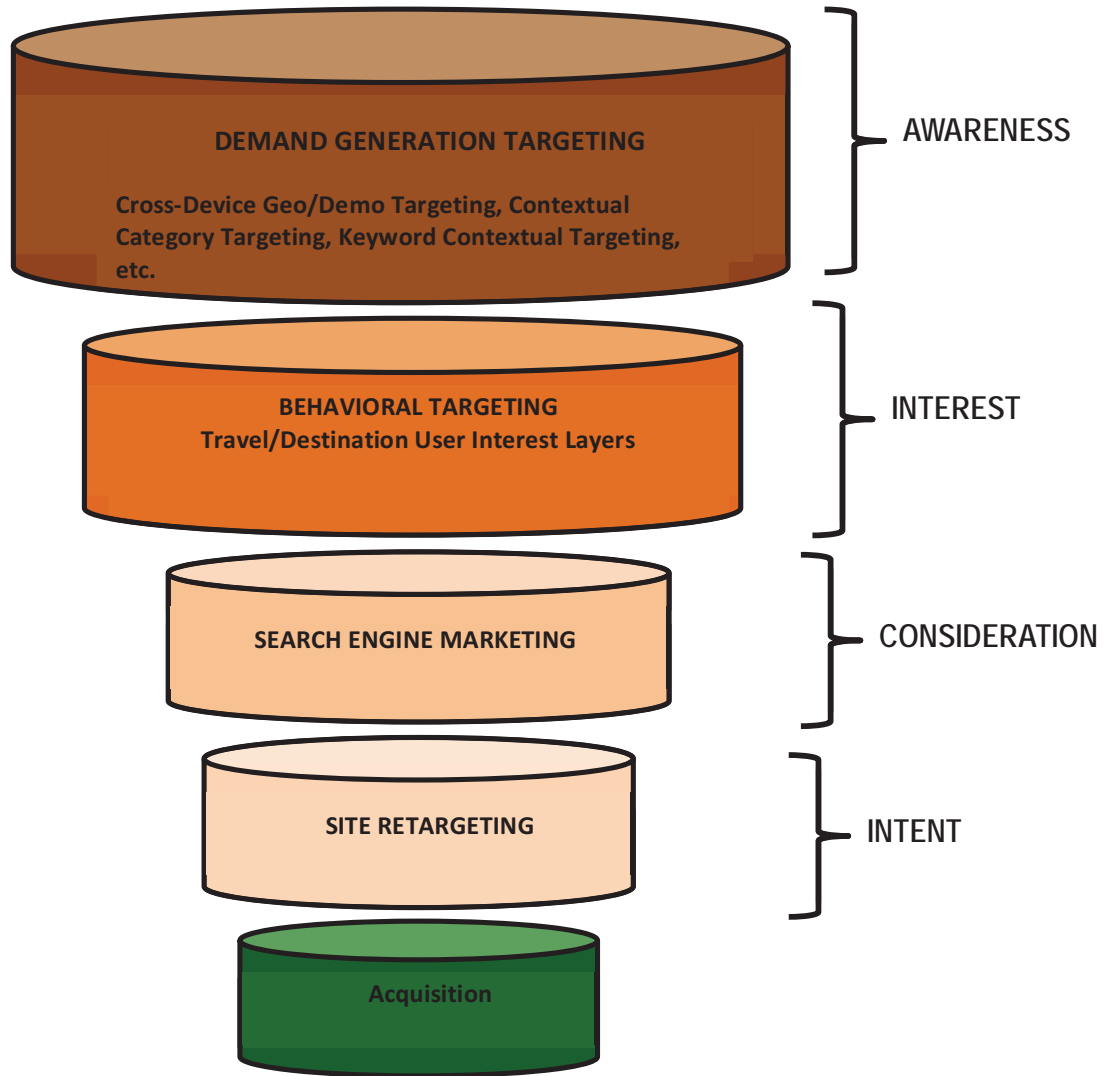
To effectively execute a full-funnel acquisition strategy, a suite of targeting tactics will be employed to achieve the desired engagement objectives:

- **In-Banner Rich Media Video:** Engage users through in-banner video dynamic to elevate user ad-asset interaction
- **Behavioral Targeting:** Target intended audiences through online leisure travel behavioral segments
- **Contextual Targeting:** Target users with keyword contextual matching
- **Consumer Persona; Look-Alike Modeling:** Model user behavior and propensity to create user-acquisition attributes and conversion persona
- **Site Retargeting:** Remarket to site visitors to elevate brand consciousness and encourage repeat site visitation
- **Paid Social – Facebook Exchange:** Leverage social platforms to drive user engagement interest
- **Conversion-Based Metrics:** Provide insightfully meaningful analytic metrics, based upon conversion activity
- **Search Engine Marketing (SEM):** Use SEM to drive consideration and conversion



PASO ROBLES, CA

### Acquisition Funnel





## **Paid Digital Key Performance Indicators (KPIs)**

### **1. DIGITAL DISPLAY ADVERTISING**

Primary KPIs: Hotel Searches

- CPA (Cost-per-acquisition) based metrics on conversion-point activity (property page visits)
- Total conversion-based activity

Secondary KPIs: Metric Measurements

- Impressions
- Clicks
- CTR (Click-Through Rates)
- Site Engagement Metrics: pages-per-session, bounce rate, session duration

### **2. PAID SOCIAL MEDIA**

Primary KPIs: Web Traffic/Hotel Searches

- CPA-based metrics
- Total conversion-based activity

Secondary KPIs

- Social engagement
- Impressions
- Clicks
- CTR (Click-Through Rates)
- Site Engagement Metrics: pages-per-session, bounce rate, session duration

### **3. SEARCH ENGINE MARKETING**

Primary KPIs: Web Traffic/Hotel Searches

- CPA-based metrics
- Total conversion-based activity

Secondary KPIs

- Impressions
- Clicks
- CTR (Click-Through Rates)
- Ad group performance



## Digital Media Flowchart

	2016						2017						NET SPEND
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
LA, CC, SF DMAs													
DIGITAL/MOBILE													
Leisure Travelers													
Ad Network-Cross-Device Display Advertising: Behavioral, Predictive Contextual, Retargeting	\$0	\$5,000	\$5,000	\$5,000	\$6,000	\$7,000	\$8,000	\$7,000	\$6,000	\$5,500	\$5,000	\$0	\$ 59,500.00
Google AdWords SEM Text Ads	\$0	\$3,500	\$4,000	\$5,000	\$6,000	\$6,000	\$7,000	\$7,000	\$6,000	\$4,750	\$3,500	\$2,500	\$ 55,250.00
Visit SLO	\$0	\$0	\$0	\$0	\$0	\$530	\$530	\$530	\$535	\$0	\$0	\$0	\$ 2,125.00
<b>Total Net Expenditure:</b>	<b>\$0</b>	<b>\$8,500</b>	<b>\$9,000</b>	<b>\$10,000</b>	<b>\$12,000</b>	<b>\$13,530</b>	<b>\$15,530</b>	<b>\$14,530</b>	<b>\$12,535</b>	<b>\$10,250</b>	<b>\$8,500</b>	<b>\$2,500</b>	<b>\$ 116,875.00</b>

## Media Budget

Digital Media	Gross Budget
Digital Display (incl. paid social)	\$65,000
Search Engine Marketing (SEM)	\$62,500
Visit SLO County Digital	\$2,500

Additional Media	Gross Budget
Co-Op/Oppportunistic	\$30,000
Outdoor Billboard	\$12,000
Paso Robles Chamber of Commerce Print ad	\$1,500
<b>TOTAL</b>	<b>\$173,500</b>



## E-Marketing

### Objective:

Email marketing continues to drive a highly engaged audience to key areas on the website while keeping Paso Robles top of mind as a destination. We wish to build upon the success of this digital marketing channel by increasing the general and niche audience subscription base. By refreshing the email marketing message and design we will create cohesion with the website and email and also highlight new areas of the website.

### E-Marketing Tactics:

#### 1. Paso Maverick feature (2-part email series per Maverick)

The Paso Maverick campaign features intriguing personalities that create a unique perspective and source of inspiration to the consumer considering Paso Robles as a destination. Email marketing can serve as a great way to get these featured Maverick's stories in front of the subscriber audience. The first part of the Mavericks email will summarize and highlight the featured Maverick. The second part of the Maverick email will include a Maverick inspired itinerary to serve as an inspiration to stay in the destination.

#### 2. Targeted email campaigns to reach Meetings and Groups

A targeted email process identifies qualified prospects that are highly receptive to the email content. The list would be secured through a specific event opportunity as well as through a highly vetted and segmented interest group of meeting & corporate planners. Email recipients would be sent a series of three emails inviting them to explore the reasons Paso Robles is an ideal destination for their events and inviting them to learn more online, asking for more information through an incentivized survey or in-person meeting (i.e. NTA event). These recipients would also have the opportunity to be opted-in to continue to receive information relating to their interest. The goal of these email campaigns is to involve meeting & group planner subscribers.

Targeted lists include:

- IPW
- Go West
- **Other recommended trade shows and target lists:**
  - Destination Marketing Association International (DMAI)
  - IMEX America





## Public Relations

### Objective:

Through various public relations tactics, the Augustine Public Relations team will continue to position Paso Robles as a premiere destination to increase brand awareness and tourism.

### Media Relations:

Our team will continue to work with a variety of industry partners, trade outlets and consumer publications to generate media coverage for Paso Robles. Through ongoing media relations, our team will actively monitor editorial calendars, pitch story ideas leverage existing media relationships and develop new media relationships through outreach within the industry to keep the Paso Robles top-of-mind with relevant journalists and bloggers.

Targeted outlets include, but are not limited to, the following:

#### *Traditional Media:*

- 7x7 Magazine
- Modern Luxury
- Travel + Leisure Magazine
- VIA Magazine
- Afar
- Sunset Magazine
- Inflight Magazines
- Condé Nast Traveler

#### *Bloggers:*

- California Through My Lens
- Dave's Travel Corner
- Nomadic Matt
- Ever in Transit

#### *Non-Traditional Media:*

- Social Media Influencers (Instagram, Twitter, etc.)

#### *Industry Media:*

- Visit California
- Visit SLO County



**Press Releases:**

Augustine’s PR team will work to uncover unique and timely news angles focusing on the major attractions of Paso Robles such as wine tasting, dining, shopping, outdoor activities and special events. With this information, our team will draft, distribute and pitch press releases to relevant media that have been selected based on their reach and focus. To stay top-of-mind with journalists, our team recommends distributing “what’s new” round-up press releases quarterly and notable positive news through the news wire when appropriate. News distribution through the news wire should not exceed four releases per fiscal year.

As with the development of press releases targeted toward leisure travelers, those tailored for other niche audiences will be determined in partnership with the Travel Paso throughout the year. They would ideally revolve around outdoor activities, off-beat and local experiences and meeting/event venues.

**Content Calendars:**

Our team will create content calendars with editorial opportunities, curated social posting and relevant blog topics in order to align PR messaging across all channels and aid in our efforts to garner media opportunities for coverage that features Paso’s top attractions and key messages. Editorial calendars will be compiled from key travel, culinary and lifestyle outlets as outlined in the Media Relations section. Social and Blog content will be compiled through regular interaction with the Travel Paso, City of Paso Robles teams and other local partners to keep a pulse on current events.



## **Blogging:**

Maintaining an active blog is a great way to communicate with our target demographics. The Augustine PR team recommends utilizing the Travel Paso blog one time a month by uploading content on a range of topics appealing to our various target audiences. The posts will be shared via social media to extend their reach while also helping to drive traffic to the website.

Our team will develop a calendar of blog topics, as referred to in the Content Calendar section, based on attractions and events in Paso Robles as well as seasonal observances, holidays and trends. All blog content will include a mention encouraging readers to extend their stay by booking rooms at one of the various lodging properties in Paso Robles. In addition to drafting the monthly blogs, our team will work with various stakeholders and members of the community to create guest blog posts. All content written by guests will be submitted to our team for review and approval prior to going live on TravelPaso.com.

Examples of blog topics include:

- Upcoming or recent events
- Instagram features
- Local attractions including wine tasting rooms, breweries, dining, shopping, etc.
- Around town happenings
- Grand openings

## **FAM Tours:**

Hosting travel, lifestyle, food, wine and other beverage writers for at least two days is an excellent way to generate media coverage in outlets that ultimately drive tourism. These FAM tours provide media with the opportunity to experience the best of Paso Robles firsthand, which increases the likelihood that they will produce timely and positive articles. Most writers now also do live social during their entire trip, further extending the brand's exposure to the writer's audiences. Over the duration of each tour, media will enjoy a VIP experience at a variety of Paso's lodging properties, attractions and events. Our goal is to host between six and eight writers per FAM tour and we recommend hosting two FAM tours per year: fall and spring.



### **Media Receptions/Tradeshows:**

Media receptions and tradeshows provide an ideal setting for developing personal relationships with industry influencers and consumers who are interested in the attractions that Paso Robles has to offer. Leveraging these opportunities to position Paso as a premier destination for travel is a key aspect to setting Paso apart from competitors. Our team will provide support for these events to ensure the media in attendance receive all necessary materials and story ideas. Should the client request Augustine staff attend these events, specific costs for each will be estimated and billed separately. Recommended media receptions to attend include:

- Visit California's Media Receptions:
  - Domestic: San Francisco (fall) and Los Angeles (spring)
- Visit California's IPW
- TBEX

### **Event Support:**

Our team will partner with our event planning specialist to maximize public relations efforts and social media engagement through proactive pitching and/or coordinating visits for interested media. A sampling of events includes:

- Wine Festival
- Restaurant Month
- California Mid-State Fair
- Hotel Month
- Vintage Paso
- Harvest Wine Weekend

## Social Media

### Social Media Objectives:

- Drive more bookings to <http://travelpaso.com/experiences/lodging>
- Increase exposure to local restaurants, wine tastings partners and shops
- Promote local events
- Increase engagement with fans
- Cross-promote on Facebook and Twitter to grow followings on Pinterest, Instagram and LinkedIn
- Develop BrandScaping plan with local business partners. (Brandscaping is essentially partnering/sharing social media content with another company that has a similar target audience)

### Social Media Management:

- All-inclusive services: Monday-Sunday
- Market Focus: targeting within California, with specific focus on Los Angeles, Central Valley, San Diego, Silicon Valley and San Francisco Bay Area
- Target Audiences:
  - Leisure: wine lovers, foodies, couples, active cyclists, equestrians and families
  - Meeting, event and incentive travel planners, wedding planners, group tour operators
- Reporting: monthly metrics reports on social activities, fan/follower growth, engagement levels, audience profiles



### Facebook Tactics:

- Post unique status updates: minimum seven times per week/once each day. Post at different times in the day, weekends, holidays, as well peak time (8pm to 11pm)
- Monitor Travel Paso fans: check pages three to four times per day to engage with visitors: answering comments and responding to messages
- Promote local events: post information and promote local Paso Robles events, activities, attractions, developments, etc.
- Run Facebook ads: guarantee 150,000 impressions annually through hyper-targeted monthly ads
- Facebook Sponsored Posts: boost post impressions, with a minimum of five sponsored posts per week
- Run frequent Facebook fan contests: encourage fans to submit photos & content on their Paso experiences



- Collect name, email, phone from each fan that enters our contest and ask them to opt-in to the Paso e-Newsletter



### Twitter Tactics:

- Integrate videos, audio, articles, reviews, etc. via tweets
- Post unique status updates to complement posts: seven posts per week (one per day) plus additional retweets
  - Gain immediate feedback; real-time focus group
- Content Creation: high-quality tweets with #TravelPaso #PasoRobles #PasoTravel
- Keyword Targeting (hash tags)
  - Determine targeted keywords/hash tags that contain significant conversations and contributing content with hash tags that are relevant to Paso's audience
- Reports: Monthly metrics reports on follower count, social feed impressions, social exposure

### Twitter Advertising & Promotions

- Twitter Ads: run Twitter Promoted Posts & Twitter Followers Ads
- Hyper-target Paso's audience, refreshing ads based on new features from Twitter



### Pinterest Tactics:

- Continue to post a healthy mix of content from the Travel Paso website, posting 40
  - 50 new pins every week
- Integrate videos and photos
- Scour Pinterest to find Paso's audience and engage with them – liking, commenting on and re-pinning their pins
- Search for other relevant sites and customized boards that create optimal visualization
- Monitor weekly to keep up with visitor comments



### Instagram Tactics:

- Post unique status updates: minimum seven times per week, including #Hashtag specific content, #TravelPaso, #PasoRobles, #PasoTravel
- Monitor weekly to keep up with visitor comments



PASO ROBLES, CA



### LinkedIn Activities

- Position Travel Paso Robles Alliance as a thought leader in travel and tourism
- Focus on professionals: meeting planners, wedding planners, incentive travel planners, group tour operators
- Obtain referrals, recommendations and endorsements
- Post unique LinkedIn update – three-five per week
- Integrate videos and photos
- Build and maintain strong relationships with all LinkedIn connections





## Tour and Travel Outreach

The Destination Manager will attend the following tourism industry shows to develop relationships with key travel influencers. These shows are specifically targeted to draw large group, out-of-state and international travelers through developing relationships with tour operators currently in the process of updating itineraries:

- IPW. New Orleans, June 18 – 22, 2016
- Go West Summit. Reno – Tahoe Nevada, February 20 – 23, 2017

Additional recommendations for tour and travel shows include:

- Destination Marketing Association International (DMAI) Destination Showcase. Location and Date TBD, 2017
- IMEX America. Las Vegas, October 18 -20, 2016



## Year-Over-Year Measures and Results

- Increase overnight stays by 10 percent by providing an incentive and leveraging strategic partnerships.
- Increase effectiveness of Facebook, Twitter, Pinterest, Instagram and YouTube. To be measured by the following metrics:
  - Increase lifetime total fans on Facebook and Twitter by 12 percent (2014 to 2015 experienced a 10 percent growth in fans)
  - Increase average daily engagement on Facebook and Twitter by 55 percent (2014 to 2015 experienced a 51 percent increase)
  - Increase average daily total impressions on Facebook by 100 percent (2014 to 2015 experienced a 251 percent increase)
  - Increase total fans on Instagram by 50 percent (2014 to 2015 experienced a 301 percent increase)
  - Increase total fans on Instagram by 50 percent (2014 to 2015 experienced a 165 percent increase)
  - Increase average monthly views on YouTube to 275 (2014 to 2015 saw an average of 250 monthly views)
- Increase engagement of monthly consumer newsletter:
  - Increase distribution by 5 percent (2014 to 2015 saw an 8 percent increase)
  - Maintain average open rate of 20 percent (2014 to 2015 saw a 20 percent average; industry average is 19 percent)
  - Increase average click rate to 4 percent (2014 to 2015 saw a 10 percent average; industry average is 2.5 percent)
- Increase overall site sessions to exceed results seen in 2014/2015:
  - Increase website traffic and visits to lodging pages by 10 percent through paid digital advertising and earned media
  - Decrease bounce rate to 45 percent
  - Increase average site duration to 2 minutes 15 seconds
- Delivery of 275 million media impressions with public relations
- Increase coverage placement in the number of blogs by 50 percent
- Generate at least two regional or national broadcast placements for Paso Robles
- Feature Paso Robles in at least a dozen national or travel news stories related to activities beyond a wine experience.

GL #	TPRA 2016-17 BUDGETED P&L			Notes
	<b>INCOME PROJECTIONS</b>	2016/17 PROJECTED INCOME		
1100	Projected BID Revenue (Jul 2016 - June 2017)	\$850,213.96		Utilized actuals or 8% growth on un-reported 8% Projected Increase
		\$68,017.12		
200	Cash Rollover	\$50,000.00		
300	Cash Reserves	\$10,000.00		
	<b>Total</b>	<b>\$ 978,231.08</b>		
	<b>Expenses</b>	<b>2016/2017 Budget (Jul-Jun)</b>	<b>2016/17 Cat. Budget</b>	
2100	Admin	\$2,200.00	0.22%	
2200	Destination Management	\$65,000.00	6.64%	
2300	Marketing Firm	\$69,000.00	7.05%	
2400	Comm Support & Memberships	\$153,000.00	15.64%	
2500	Brand Identity (Visual)	\$110,000.00	11.24%	
2600	Marketing Campaigns	\$58,000.00	5.93%	
2700	Digital Marketing	\$75,000.00	7.67%	
2800	E-Mail Marketing	\$31,000.00	3.17%	
2900	Advertising and Media Buys	\$205,000.00	20.96%	
3000	Public Relations and Media Relations	\$107,000.00	10.94%	
3100	Trade and Sales Outreach	\$88,000.00	9.00%	
3300	TPRA Event Costs	\$1,000.00	0.10%	
	<b>TOTAL EXPENSES</b>		<b>\$964,200.00</b>	
4001	Cash Reserves	\$ 10,000.00	\$10,000.00	Consider adjusting cash reserves to be a percentage of total budget
	<b>Contingency</b>		<b>\$4,031.08</b>	
5001	Contingency Fund (unallocated)			Contingency fund reflects unallocated funds less \$10,000 reserves - other contingency funds noted in GL catgories total:
	<b>TOTAL Budget</b>		<b>\$978,231.08</b>	<b>Total expenses, contingency and \$10,000 reserves</b>
	<b>Year Over Year Average growth</b>	8.85%		