

TO: Thomas Frutchey, City Manager

FROM: Meg Williamson, Assistant City Manager
Shonna Howenstine, Tourism Coordinator

SUBJECT: Professional Marketing Service Contract Extension – AugustineIdeas

DATE: June 21, 2016

NEEDS: For the City Council to consider authorizing a 1-year extension of the marketing service contract with AugustineIdeas on behalf of the Travel Paso Robles Alliance (TPRA).

- FACTS:
1. Initiated by local hoteliers, the Travel Paso Robles Alliance (TPRA) marketing efforts began approximately five years ago with the commencement of a two percent (2%) Business Improvement District assessment on hotel stays.
 2. The BID assessment must be used specifically for marketing initiatives that promote the Paso Robles area and the TPRA helps guide those marketing strategies through development of a Marketing Plan.
 3. To assist in the development and execution of the annual Marketing Plan the City engages the services of a professional marketing firm to work directly with the TPRA Advisory Committee.
 4. The City initially entered into a marketing services contract with AugustineIdeas (AI) in September 2013, and renewed the contract in December of 2014 with a 5-month extension in order to align the TPRA's budget cycle with the City's fiscal cycle. The contract with AI was again renewed in 2015 and extends through June 30, 2016.
 5. A "contract scope review" subcommittee of the TPRA was formed to evaluate the service performance of AugustineIdeas during FY15/16 prior to recommending an extension of the current contract. A copy of the subcommittee's summary review is attached.
 6. The recommendation from the TPRA is that Council extend AugustineIdeas' contract to implement the FY2016/2017 Marketing Plan and Budget.
 7. Renewal of this contract is contingent on City Council action to extend the BID levy through June 30, 2017, along with a Marketing Plan (scope) and budget.
 8. On May 17, 2016 the City Council took steps to renew the BID assessment for an additional year and set June 21, 2016 as the date for public hearing.
 9. The proposed one-year contract term with AugustineIdeas is aligned with the renewal term of the BID assessment through June 30, 2017.

ANALYSIS &

CONCLUSION: The City provides administrative support and coordinates tourism/ hospitality efforts with the TPRA. Further, a contracted destination management team (Big Red Marketing) serves to assist in formulating long term marketing strategy goals for the BID funds. However, to fully implement the recently adopted strategic marketing goals for Paso Robles, it is necessary to engage supplemental professional marketing agency services.

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: The contract costs for AugustineIdeas' marketing services associated with the defined one-year work scope is \$350,000.

All costs associated with professional marketing contracts will be accommodated within the (projected) FY2016/2017 BID assessment budget. There is no General fund fiscal impact as a result of entering into a professional service contract with AugustineIdeas.

- OPTIONS:
1. For the City Council to approve Resolution No.16-XXX authorizing the City Manager to enter into a professional service contract with AugustineIdeas on behalf of the Travel Paso Robles Alliance (TPRA) Committee to execute marketing strategies for Paso Robles.
 2. Amend, modify or reject above option.

Attachments:

1. Resolution authorizing City Manager to extend contract with AugustineIdeas with 2016/2017 Marketing Plan and Budget
2. Memo from TPRA Contract Review Subcommittee dated April 26, 2016

RESOLUTION NO. 16-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO EXTEND THE PROFESSIONAL
SERVICE CONTRACT WITH "AUGUSTINE IDEAS" FOR MARKETING
SERVICES ON BEHALF OF THE TOURISM AND LODGING PROMOTIONS
BUSINESS IMPROVEMENT
DISTRICT THROUGH JUNE 2017

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

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

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

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

WHEREAS, to assist in the execution of the annual Marketing Plan the City engages the services of a professional marketing firm to work directly with the TPRA; and

WHEREAS, in September 2013 the City entered into a marketing services contract with AugustineIdeas, renewed the contract in June 2015 and that contract extends through June 30, 2016; and

WHEREAS, on May 17, 2016 the City Council approved the resolution of intent to renew the BID assessment levy through June 30, 2017, subject to public hearing and approved the TPRA's recommended Annual Marketing Plan (scope) and Budget; and

WHEREAS, on May 24, 2016 the TPRA voted to recommend annual renewal of the BID assessment levy and the contract with AugustineIdeas to implement the proposed FY2016/2017 Marketing Plan and budget, which are subject to City Council's approval; and

WHEREAS, AugustineIdeas has the requisite experience to assist in the achievement of City and TPRA marketing goals;

WHEREAS, the BID levy is the source of funding for this service contract and renewal is contingent on City Council action to extend the BID levy through June 30, 2017 along with a Marketing Plan (scope) and budget; and

WHEREAS, the one-year contract term with Augustineldeas for marketing services is aligned with the renewal of the BID assessment through June 30, 2017.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to extend the professional service contract with Augustineldeas, on behalf of the Travel Paso Robles Alliance, for services associated with tourism and marketing of Paso Robles as a destination location as described in the attached Exhibit A (Scope of Work) and B (Budget), contingent upon the City Council's renewal of the BID annual levy.

APPROVED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 21st day of January 2016 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Steven W. Martin, Mayor

ATTEST:

Kristen L. Buxkemper,, Deputy City Clerk



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



Victor Popp, Chairman
General Manager, La Quinta Inn & Suites
Telephone: 805-239-3004
Email: lq0832gm@laquinta.com



Angela McKee, Vice-Chair
General Manager, Best Western Plus, Black Oak
Telephone: 805-238-4740
Email: amckee@bwblackoak.com



John Arnold,
General Manager, Holiday Inn Express & Suites Paso Robles
Telephone: 805-238-6500
Email: jarnold@hixpaso.com



Margaret Johnson
COO, Martin Resorts
Telephone: 805-238-2660
Email: margaretm@martinresorts.com



Matt Masia
Owner, Adelaide Inn
Telephone: 805-238-2770
Email: adelaide@fix.net



Sandra Sage
General Manager, Hampton Inn & Suites
Telephone: 805-226-9988
Email: sandra.sage@hilton.com



Brittany Tonkin,
Sales Manager, Courtyard by Marriott for Island Hospitality
Management
Telephone: 805-239-9700
Email: pasoroblesdos@ih-corp.com

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 3rd 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.

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
 - 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:

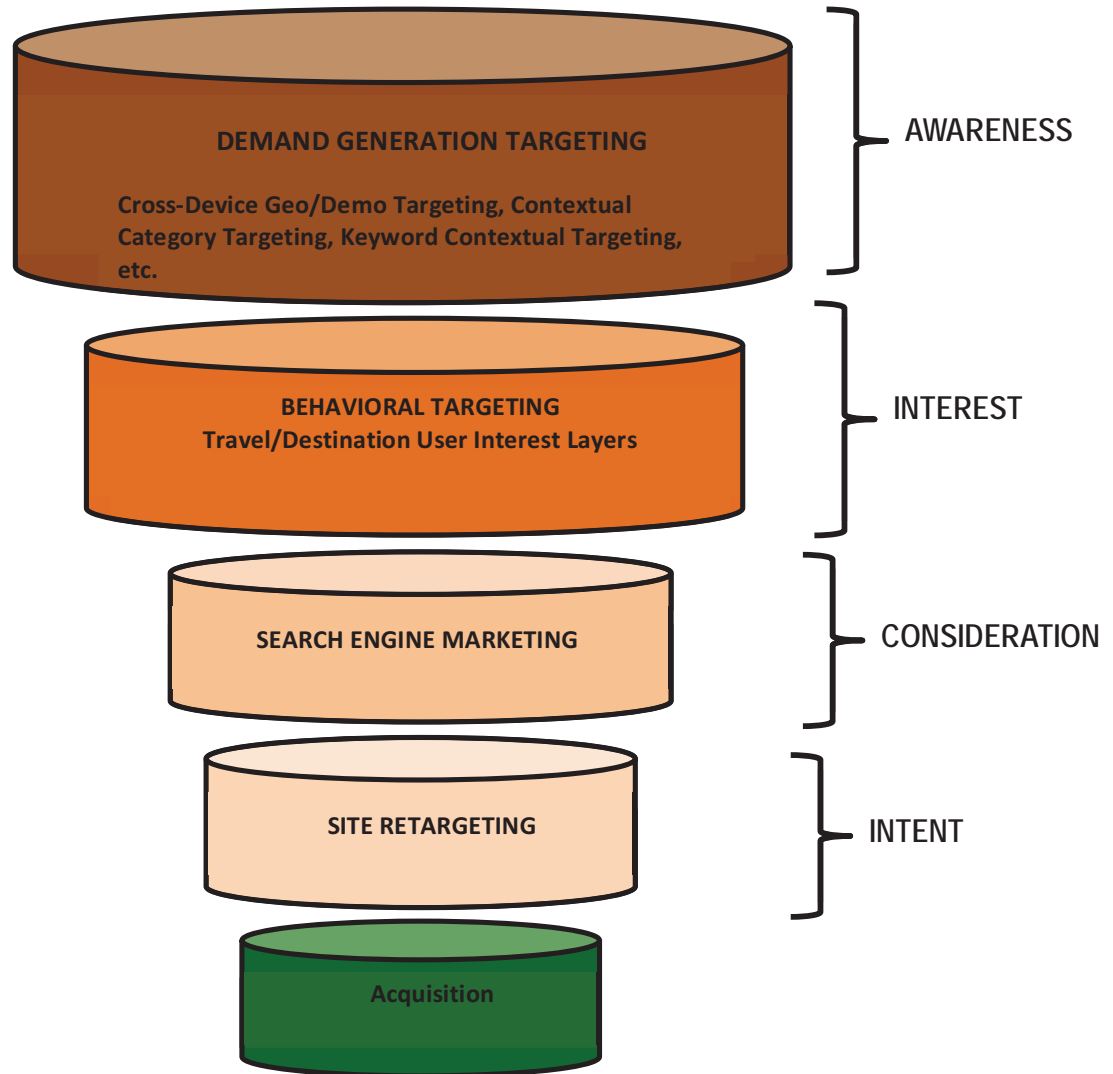
To effectively execute a full-funnel acquisition strategy, a suite of targeting tactics will be employed to achieve the desire engagement objectives:

- **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	\$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
Display Advertising: Behavioral, Predictive													
Contextual, Retargeting													
Google AdWords SEM	\$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
Text Ads													
Visit SLO	\$0	\$0	\$0	\$0	\$0	\$530	\$530	\$530	\$535	\$0	\$0	\$0	\$ 2,125.00
Total Net Expenditure:	\$0	\$8,500	\$9,000	\$10,000	\$12,000	\$13,530	\$15,530	\$14,530	\$12,535	\$10,250	\$8,500	\$2,500	\$ 116,875.00

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/Opportunistic	\$30,000
Outdoor Billboard	\$12,000
Paso Robles Chamber of Commerce Print ad	\$1,500
TOTAL	\$173,500

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.

AugustineIdeas Firm Fees 2016/2017 Items

Budget Category	Activity	16/17 Budget	Total by Category	Notes
2300 Marketing Firm			\$ 69,000.00	
	Brand Management Retainer	\$ 63,000.00		This was budgeted last year and not included this year
	Annual Report	\$ 3,000.00		
	Marketing Plan	\$ 3,000.00		
2500 Brand Identity			\$ 45,000.00	
	Creative Production	\$ 45,000.00		
2600 Marketing Campaigns			\$ 57,500.00	
	Campaign	\$ 17,500.00		
	Maverick	\$ 40,000.00		For 6 Mavericks
2700 Digital Marketing			\$ 36,000.00	
	Social Media	\$ 36,000.00		
2800 E-Mail Marketing			\$ 31,000.00	
	Email: Templates	\$ 4,000.00		
	Email Retainer	\$ 18,000.00		
	Email: Maverick	\$ 9,000.00		For 6 Mavericks
2900 Advertising & Media Buys			\$ 43,000.00	
	Digilant	\$ 12,400.00		
	SEM	\$ 11,500.00		
	Digital Retainer	\$ 18,600.00		
	Visit SLO County Digital	\$ 500.00		
3000 Public Relations			\$ 68,500.00	
	PR Retainer	\$ 56,000.00		
	FAM Trip Fees	\$ 12,500.00		Two FAMS at \$7500 each
		\$ 350,000.00		

Review of Augustine Ideas Contract

April 26, 2016

For contracted services March 1 – February 29, 2016

Review Committee:

Victor Popp

Matt Masia

Sandra Sage

Support:

Shonna Howenstine, Tourism Coordinator

Amanda Diefenderfer, Destination Manager

Feedback:

The Travel Paso Robles Alliance appointed contract review committee met to review the contract with AugustineIdeas covering the period of March 1 – February 29, 2016. Through the review process, AugustineIdeas was assessed for their work in the following areas: social media, consumer newsletter, website traffic, public relations, measures of the Paso Robles destination overall sentiment and general response to the needs of the Travel Paso Robles Alliance.

Following review of metrics in the above mentioned areas, the committee has determined the following conclusions related to AugustineIdeas:

- They have performed their duties as noted in the annual contract scope of work. This included execution of an extensive marketing plan that reached out primarily to leisure travelers to increase awareness of and demand for Paso Robles as a destination.
- They completed all deliverables noted in the annual contract scope of work. While the review process showed opportunities for improvement the committee recommends extending the contract to continue growing on current successes.
- They were cooperative and implemented changes per direction given by committees, board members and tourism stakeholders
- Their activities stayed within the annual contract budget for scope of work described or were within approved expansions when special projects were proposed
- Travel Paso Robles Alliance feels comfortable in AugustineIdea's ability to execute the FY 16/17 marketing plan, with the proposed enhancements/adjustments going forward.

Reviewing the whole of the services received by AugustineIdeas, the contract review committee recommends renewing the contract to continue services. The Travel Paso Robles Alliance Board confirmed the recommendation of the committee at their May 24, 2016 Board Meeting.

TPRA Contract Review Committee