RESOLUTION NO. 09-167

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 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, tourism is an important contributor to the economy of the City and the promotion of the City's tourist lodging establishments serves an important public purpose; and

WHEREAS, at the request of the majority of Paso Robles hoteliers, 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 collection of the two percent (2%) Business Improvement Tax began on February 1, 2009 and established the fiscal year for the district as February 1st through January 31st; and

WHEREAS, the Parking and Business Improvement Area Law (Streets and Highways Code Sections 36500 et seq.) under which the BID was formed requires that the assessment be re-levied annually; and

WHEREAS, the Tourism and Lodging Promotions Business Improvement District (BID) has been rebranded and is commonly known as the Travel Paso Robles Alliance (TPRA); and

WHEREAS, the City Council has appointed seven (7) members of the lodging community to the TPRA Advisory Committee to represent the interests of the owners of the tourist lodging establishments in Paso Robles; and

WHEREAS, at their November 24, 2009 meeting, the TPRA Advisory Committee recommended the continued levy of the BID assessment and authorized Mental Marketing to create the annual report for the 2009/10 fiscal year and a proposed scope/budget for the 2010/11 year; and

WHEREAS, Mental Marketing has provided annual reporting of the services and financials associated with the 2009/10 marketing budget and this report will serve as the BID's annual report, and covers the first full eight months between February 1, 2009 and October 31, 2009 of the BID (attached); and

WHEREAS, no changes in the boundaries of the Business Improvement District are recommended by the TPRA; and

WHEREAS, under the projected scope of service and budget for fiscal year 2010/11, the amount of the BID assessment is proposed to continue at the two percent (2%) amount and be collected in the same manner for another year; and

WHEREAS, 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.

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. That the City Council, at the request of the owners of tourist lodging establishments and pursuant to Section 36500 *et seq.* of the California Streets and Highways Code, established the "Paso Robles Tourism and Lodging Promotions Business Improvement District" (the "District") via Ordinance No. 952 N.S. in December 2008 and each year after that, the assessment will need to be re-levied in accordance with the laws of its formation; and

Section 3. That the Annual Report for fiscal year 2009/2010 for the Paso Robles Lodging and Tourism Business Improvement District has been prepared by Mental Marketing and is available for review; and

Section 4. 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 5. 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 6. 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 for the District's fiscal year February 1, 2010 – January 31, 2011. 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 7. New tourist lodging establishments shall not be exempt from assessment.

Section 8. A public hearing to renew the annual levy for the District is hereby set for January 5, 2010 at 7:30 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 9. 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 10. 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 11. 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.

Section 12. Further information regarding the proposed District may be obtained from the City Clerk at 1000 Spring Street, El Paso de Robles, California.

Section 13. This Resolution is effective on its adoption.

PASSED AND ADOPTED by the City council of the City of El Paso de Robles this 15th day of December 2009 by the following roll call vote:

AYES: Gilman, Hamon, Steinbeck, Strong and Picanco
NOES:
ABSTAIN:
ABSENT:

Duane J. Picanco, Mayor

ATTEST:

Lonnie Dolan, Deputy City Clerk

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Paso Robles Tourism & Lodging Promotions
Business Improvement District
12 Months of Assessment

Activity Category	Budget	% of Total
PRHBID Branding & Key Messaging	$19,000	4%
Marketing, Advertising, Web Campaigns	$107,000	24%
Public Relations, SM & Monitoring	$108000	24%
Media Placements (print and online)	$172000	38%
Contingency / Unallocated	$44,000	10%
Total Estimated Budget	**$450,000**	**100%**

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ANNUAL

Paso Robles Tourism & Lodging Promotions Business Improvement District
2009 - 2010 Year End Projections

	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov -Est.	Dec - Est	Jan - Est.	TOTAL	BUDGET	REMAINING BALANCE	*Remaining Percent of Budget*
INCOME													$475,812	$450,213	($25,599)	*-5.69%*
2% BID Revenue	$1,874	$27,942	$38,701	$40,336	$55,178	$45,665	$57,717	$52,226	$43,903							
EXPENSES													$98,142	$156,220	$58,078	*37.18%*
Total Monthly Media				$3,979	$11,135	$16,851	$5,877	$6,529	$1,530	$31,680			$109,361	$116,997	$7,636	*6.53%*
Public Relations / Social Media Retainer				$17,000	$17,000	$17,188	$9,333	$9,333	$10,013	$10,828			$3,000	$3,000	$0	*0.00%*
TPRA Launch PR								$3,000								
Client Services													$8,440	$8,600	$160	*1.86%*
Monthly Media Buying				$810	$2,250	$2,160	$360	$780	$990	$90			$57,573	$57,640	$67	*0.12%*
Monthly Account Mgmt				$1,920	$6,630	$8,088	$6,120	$6,540	$9,135	$8,140			$6,078	$6,000	($78)	*-1.30%*
Pre-Bill for Acct Mgmt			$6,078										$2,160	$2,160	$0	*0.00%*
Pre-Bill for Marketing Plan			$2,160													
Creative Services							$2,280						$2,280	$1,920	($360)	*-18.75%*
E-newsletter Template							$1,170	$1,140	$150	$120			$3,960	$3,960	$0	*0.00%*
Website SEO										$600			$600	$800	$200	*25.00%*
Photo scouting					$330								$330	$330	$0	*0.00%*
Website landing page					$630	$3,756	$574						$4,960	$4,960	$0	*0.00%*
Logo, Identity, Tagline					$510				$4,500				$5,010	$10,080	$5,070	*50.30%*
Brand Ad Campaign										$30			$30	$18,000	$17,970	*99.83%*
Budgeted Loyalty Program					$1,530	$450	$1,080	$1,830	$5,715	$1,255			$14,860	$15,546	$686	*4.41%*
Ongoing creative design/mgmt costs														$44,000	$3,296	*7.49%*
Contingency Fund													$25,000			
Savor the Central Coast Sponsorship								$595	$201				$1,596			
Visitor Guide Postage/Handling							$1,200						$1,200			
Festival of the Arts Sponsorship								$5,532	$1,844	$1,844			$12,908			
SLOVCB Contribution													$357,488	$450,213	$92,725	*20.60%*
TOTAL EXPENSES	$0	$0	$8,238	$23,709	$40,015	$48,493	$27,994	$35,279	$34,079	$54,586						
NET INCOME	$1,874	$27,942	$30,463	$16,627	$15,163	($2,828)	$29,723	$16,947	$9,824	($8,571)		($28,596)				
2008 TOT Summary		$167,653	$220,507	$220,808	$277,980	$280,368	$302,148	$299,083	$215,938	$266,749	$211,837	$145,143	$2,608,213			
2008 / 2009 TOT		$33,530	$44,101	$44,152	$55,596	$56,074	$60,430	$59,817	$43,188	$53,350	$42,367	$29,029	$521,634			
2 percent of 2008 / 2009	$1,874	($5,565)	($5,400)	($8,616)	($416)	($10,409)	($2,713)	($7,591)	$715	($5,335)	($4,238)	($2,903)	($45,821)			
Variance		-20.0%	-14.0%	-9.5%	-0.8%	-22.8%	-4.7%	-14.5%	1.6%				-10.6%			

Written by M. Stansfield

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Paso Robles Tourism & Lodging Promotions
Business Improvement District

Six Month Marketing Analysis
October 27, 2009

Overview
We are pleased to share with you the results to date of the Paso Robles Tourism & Lodging Promotions Business Improvement District, commonly referred to as the Travel Paso Robles Alliance (TPRA) marketing efforts from May 1 through October 15, 2009. As per our approved marketing plan, one of the original goals is to manage timely campaign return on investment (ROI). This is your six-month recap.

While all of the marketing activities are enlisted to increase activity at Paso Robles Hotels, Mental will need to rely on feedback from hoteliers via surveys as to the actual dollar conversion in sales increase, revpar, etc.

Planning:
First 3-months: May, June and July:

- Advertising rates negotiated
- Public relations and social media plans, key messages and brand guidelines written and approved by the TPRA Advisory Committee
- The prcity.com/visit site was updated to reflect a travelpaso.com landing page
- Data capture elements and website tracking analytics were put in place by the City of Paso Robles IT team.
- Mission statement developed

Execution:
Second 3-months: August, September and October

- execution of print and online ads
- PR and SM campaigns
- e-newsletters
- TPRA logo tagline and e-letterhead
- Managing PR inquiries, providing journalists resources at every turn
- Developing tourism partner relationships: ie the city of Paso, Estrella & Associates, Paso Wine Alliance, Paso Chamber, Main Street Assoc, and Paso Event Center

Advertising Outreach:
Adopting Paso Robles logo and website as the TPRA promotional brand allowed for immediate outreach in advertising. We immediately negotiated a great price for a series of LA Times ads which came with advertorial write up that was directly linked to an increase in prcity.com/visit site visits.

Those series of ads began running May 31, only 30 days from the start of this Marketing effort between Mental, the TPRA and the City of Paso Robles. While those ads were branding in nature, as we were still working on a campaign with a call to action, the top of mind exposure in publications like the LA Times and Sunset magazine sent the TPRA marketing campaign off to a great start.

Now that the website is up and running, we have the monitoring capabilities to use special URLS and we are at the point that promo codes will be used in the near future for special contests and promotions. Monitoring

the return on investment related to the advertising components in this manner can provide solid numbers and percentages of response that can be used to indicate the success of a program.

Leisure Ad Circulation:

- Sunset: August, Sept, Oct Issues
  - Circulation: 3,670,000 subscribers
  - Regions: No & So Cal, Pacific Northwest, Mountain and Southwest
- SkyWest: Sept/Oct Issue
  - Circulation: 82,000 printed
  - Readership: 2.5 million Nationwide
- LA Times Travel Section: May 31, Sept 20
  - Circulation: 2.1 million subscribers
- LA Times Magazine: June 7
  - Circulation: 400,000 Sunday Subscribers

Leisure Totals:

- Circulation 4.15 million
- Cost: $36,751
- CPM: $9.00

Meetings/Association Planner Circulation:

- Meetings West: August
  - Circulation: 16,156 Meeting Planners, CEOs, Marketing Directors
  - Distributed at ASAE: American Society of Association Executives
- Meetings California: Oct Supplement to Meetings West
  - Circulation: 16,156 Meeting Planners, CEOs, Marketing Directors
  - Distributed at all 12 annual Meeting Planner/Association trade shows
- Association News: August
  - Circulation: 42,000 State and Regional Association Executives
  - Dirtributed at ASAE, TACVB, Alabama Govs Conference

Meetings Totals:

- Circulation: 74,312
- Cost: $6435
- CPM: $87.00

Online ads:

- Meetings Focus: 35,333 impressions: 28 clicks
- LA Times.com & LA Times Getaway Newsletter: 97,286 impressions : 123 clicks
- California Winery Advisor: 520,000 impressions: TBD clicks

Online Ad Totals:

- Impressions: 652,619
- Cost: $3706
- CPM: $6.00

Public Relations Outreach:

Seven Media Pitches to date:

- June 24: Summer Round up
- June 30: Top Ten Destinations
- July 15: Fall Round Up
- August 10: Fall Round Up Reminder
- Sept 16: Holiday Magic In Paso
- Oct 8: Website Release

- Oct 12: Hauntingly Happy Halloween Destination

Media Results (does not include all print circulations, ad equivalents or blog readership):

- June Results
  - Engaged 28 publications/journalists/blogs
  - Articles/Pickups/Calendar listings/blogs: 20
  - Online Impressions: 59.3 million online impressions
- July Results
  - Engages 12 publications/journalists/blogs
  - Articles/Pickups/Calendar listings/blogs: 6
  - Online Impressions: 17.9 million online impressions
- August Results:
  - Engaged 22 publications/journalists/blogs
  - Articles/Pickups/Calendar listings/blogs: 17
  - Online Impressions: 22.5 million online impressions
- September:
  - Engaged 52 publications/journalists/blogs
  - Articles/Pickups/Calendar listings/blogs: 44
  - Online Impressions: 66.2 million online impressions
- October:
  - Engaged 69 publications/journalists/blogs
  - Articles/Pickups/Calendar listings/blogs: 52
  - Online Impressions: 29.4 million online impressions

Public Relations Totals:

- Impressions: 195.3 millions impressions
- Cost: $82,187
- CPM: $ .04

Total Print Circulation: TBD
Ad Dollar Equivalent: TBD

Social Media

Social media is a relatively new phenomenon, and social media analytics is a young market, but Delicious, Digg, StumbleUpon and other social media websites have become an increasingly important source of website traffic. This also creates a massive demand for data related to social media. Where are users coming from? What topics excite them?

These are questions that, when answered, can be the difference between a successful website and a failed social media campaign. We are in the process of using some of the best tools and habits so that we can effectively gather and analyze travelpaso's social media analytics.

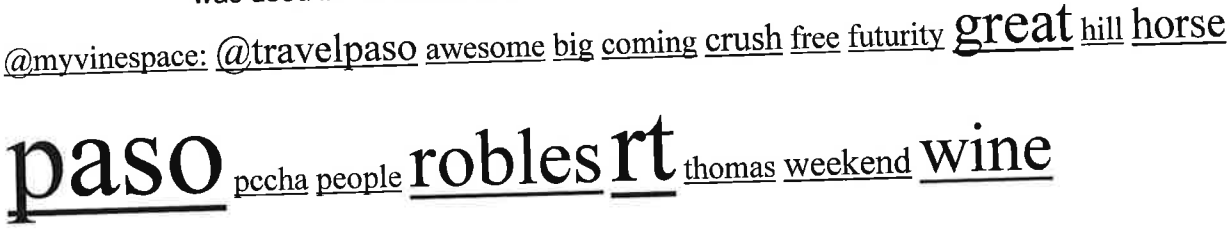
Twitter:

- Twittergrader.com rank: 96.4
  - 200,000th out of 5.4 million users
  - Calculated as a percentile score. The grade means that @travelpaso scores higher than percent of the users that have been graded.
  - The number of followers you have
  - The power of this network of followers
  - The pace of your updates
  - The completeness of your profile

- Twitter followers: 553
- Average Twitter followers reached per week: 35,000

Trending Watch:

- **Tweet Cloud:** A tweet cloud chart shows trends in word use. Bigger the word, the more it was used in reference to Paso Robles. These are from twittergrader.com for the last week.



Facebook:

- Travelpaso fans: 391

Website Analytics Since June:

- Old site: 18,000 ave. page views for June, July, Aug, Sept
- New site: 22,000 page views for Oct
  - Lodging: 1158 page views (second only to home page views)
- Visitor Guide:
  - Website Destination Guide Orders – 683
  - Sunset Destination Guide Orders – 1403
  - Total: 2091
- Newsletter Signups:
  - TravelPaso Newsletter Subscriptions – 1,089
  - Getaway Giveaway Entries – 251
  - Website tracking: Heard about us through?
    - Sunset: 536
    - SkyWest: 2
    - LA Times: 12
    - Meetings West: 2
    - Assoc News: 2
    - Ca Winery Advisor: 2
    - Twitter: 12
    - Facebook: 20
    - Prcity.com: 2
    - Other: 67

Next Steps:

Website focus:

- SEO/Google Adwords
- Blog and SM analytics
- Loyalty Program
- Travel Ad Network Online Ads

Mark: Only on your report: Expense to date analysis:

- Total: $183,727

- Ad, PR, SM: $129,079 = 70%
- Mgmt, Admin, Creative, contingency: $54,648 = 30%

Paso Robles Tourism & Lodging Promotions
Business Improvement District

Annual Highlights
December 2, 2009

1) **Planning: First 3-months: May, June and July**
   - Mission statement developed, logo, and tagline
     - *TPRA, Partners in Tourism*
   - Public relations and social media plans, key messages and brand guidelines completed
   - Data capture elements and website tracking analytics were put in place by the City of Paso Robles IT team.

2) **Execution Last 4-months: August, September, October and November**
   - Print and online ads
   - Public Relations and Social Media campaigns
   - Monthly e-newsletters
   - Managing PR inquiries, providing journalists resources at every turn
   - Launched travelpaso.com website

3) **Results: Advertising Leisure and Meeting Planner Publications**
   a. Reach: Northern and Southern CA, Pacific Northwest, Nationwide, National and International Meeting Planner trade shows
   b. Publications: Sunset Magazine, SkyWest, LA Times Travel Section, LA Times Magazine, Meetings West, Meetings California, Association News
   c. **Leisure and Meeting Planner ad Circulation:** Over 5.28 million targeted readers to date

4) **Results: Leisure and Meeting Planner Online ads:**
   a. Meetings Focus, LA Times.com & LA Times Getaway Newsletter, California Winery Advisor
   b. Online Impressions: over 700,000

5) **Results: Public Relations Outreach:**
   a. Nine Media Pitches to date: From Summer events to Holiday Travel Tips
   b. Media Results:
      i. Engaged over 1,288journalists, preferred relationship/coverage status with the 300+ journalists
      ii. Received **o**ver 200.3 millions online impressions on travel, leisure and business sites, from travel bloggers, journalists and press release links

Social Media
- Robust program in place using twitter, facebook, that is growing monthly, managed by Shonna Howenstine
- Also created youtube and flickr links on website showing video and photos of Paso
- We encourage all to start their own programs and start following travelpaso,
- Questions or more information call Maryann or Shonna

Website Analytics since June:
- Old site: 18,000 ave. page views for June, July, Aug, Sept
- New site: Averaging over 22,000 page views for Oct and Nov and growing
- Lodging: 1200 page views (second only to home page views)
- Visitor Guide Requests:
  - Over Total: 2500
- Newsletter Signups:
  - TravelPaso Newsletter Subscriptions: 1500

Next Steps:
- SEO/Google Adwords
- Blog and SM analytics
- Loyalty Program
- Travel Ad Network Online Ads
- TPRA Renewal (Meg?)

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Paso Robles Tourism & Lodging Promotions
Business Improvement District

Budget Projections 2010 - 2011

- **Based on estimated Annual TOT Income: $450,000**
- **Based on year to date expenses: $357,488**
- **Based on estimated Rollover: $118,324**

Activity Category	Budget	% of Total
Marketing and Promotional Strategy dev & execution, Client and Creative dev & mgmt, Acct Administration, Four Seasonal photo shoots	$127,537	22%
Public Relations & SM Programs & Monitoring	$149,815	26%
Media Advertising Placements (print and online)	$130,856	24%
Lodging Loyalty Program	$18,000	3%
2010 – 2011 programs contingency	$23,792	4%
Subtotal: projected 2010-2011 income	**$450,000**	
Contingency / Rollover from 09 -10	$118,324	21%
Total 2010 – 2011 Budget	**$568,324**	**100%**

2009 - 2010 9-month actual expenses *(client and creative services 10-months)*
Marketing, Admin, Client and Creative services: 106,281 *(10-months)*
PR, SM: $112, 361
Advertising: $98,142
Contingency: $40,704
Total expenses to date: $357,488

2010 – 2011 12-month Expense Projections
Marketing, Admin, Client and Creative services: 127,537 22%
PR, SM: $149,815 26%
Advertising: $130,856 24%
Loyalty program: $18,000 3%
2010 – 2011 contingency: $23,792 4%
Subtotal: $450,000
Rollover Contingency: $118,324 21%
Total: $568,324

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