RESOLUTION NO. 10-111

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES AUTHORIZING THE CITY MANAGER TO RENEW THE PROFESSIONAL SERVICE CONTRACT WITH "MENTAL MARKETING" FOR MARKETING SERVICES ON BEHALF OF THE TOURISM AND LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT

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 renewed by City Council action on January 5, 2010; 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 tax; 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, at the recommendation of the TPRA, on April 21, 2009, the City Council adopted Resolution 09-052 authorizing the City Manager to enter into a professional service contract with Mental Marketing to implement marketing and promotion goals established by the TPRA; and

WHEREAS, at their regular meeting of March 23, 2010, the TPRA recommended that the City Council renew the professional service contract with Mental Marketing to implement the hotelier's marketing goals for Fiscal Year 2010/11; and

WHEREAS, the TPRA's 2010/11 Marketing Plan covers April 1, 2010 to January 31, 2011 corresponding with the annual renewal of the BID assessment and the TPRA's fiscal year moving forward; and

WHEREAS, the term of renewal for the service contract with Mental Marketing should correspond with the term of the Marketing Plan scope and budget; and

WHEREAS, the BID tax is being collected on a monthly basis and will accumulate in a separately maintained fund to cover expenditures incrementally identified in the Marketing Plan scope and budget; and

WHEREAS, the BID Committee and City staff will jointly oversee those expenditures to assure they are within the scope of the marketing strategy and the fiscal means available in the BID fund.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to renew the professional service contract with Mental Marketing, on behalf of the Travel Paso Robles Alliance, for services associated with activities which will promote tourism and benefit the industry in terms of advertising and marketing of Paso Robles as a destination location as described in the attached Exhibit A (FY 2010/11 Marking Plan) and Exhibit B (Budget and Fees).

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 3rd day of August 2010 by the following vote:

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

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk

Exhibit A

Travel Paso Robles Alliance

FY 2010/11 Marketing Plan

(Mental Marketing Service Contract Scope of Work)

Approved Marketing Plan

2010-11

Exhibit A

Written and presented by:

mission statement

TRAVEL PASO ROBLES ALLIANCE
PARTNERS IN TOURISM

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

mental MARKETING

overview of 2009-10 effort

your accomplishments – first 10 months

- launched DMO brand and operation from ground floor
- established unified goals, objectives and tactics
- implemented multi-layered branding and marketing effort
- established effective collaboration with board, city and stakeholders
- avoided duplication of efforts and resources
- operated within budget and cash flow limitations
- identified challenges and areas of opportunity
- exposed audience of over 250 million to the destination
- outperformed comp set in Occupancy, ADR, RevPAR changes

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insights from advisory board

your goals for 2010

- increase leisure market drive business
- increase business from corporate group and incentive
- increase wedding business
- increase mid-size group, smrf and event business
- increase business from travel agents
- increase tour business

your tactical priorities

- increase fam trips and media coverage
- working with travel partners (cvb, chamber, prwa)
- trade show participation
- tour company outreach
- online presence for motels

areas you said you want mental to improve on

- midweek business
- group(s) business
- fam trips
- membership participation
- booking conversion and tracking

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situation and trends

key strategies of California tourism

Paso Robles is impacted by the economic climate of California as well as the effectiveness of the tourism expenditures of CTTC. This is based on five core strategies:

- protect and maintain volume in domestic primary markets
- reach new visitors in national opportunity markets
- expanded marketing (particularly advertising) to drive year-round visitation
- deepen efforts in primary international markets
  Canada/Mexico/Australia/UK

economic implications

- tourism over this period may show modest gains over 2009
- further downward pressure on ADR in our comp set
- competition for travel wallet-share in primary drive market will intensify
- infiltrating group business will be gradual
- destination remains well-positioned

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target markets

while the primary leisure market is largely unchanged, a greater emphasis on leisure mid-week will require focus on empty nesters, and professional couples with travel flexibility (no children). Note: the top pie chart represents CA state averages; second chart more representative of current trends for Paso tourism. Increasing mid-week & group tours will have direct effect on out of state numbers.

ranking

1. Southern CA
2. Northern CA
3. Central CA
4. Central Coast
5. West US
6. Canada, Mexico, Europe

lodging demand

40-65% leisure
17-36% individual/corporate
10-13% group business

gender

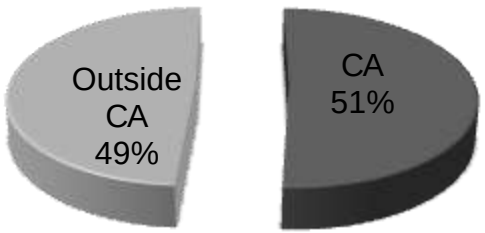
40-51% male
20-49% female
0-40% families

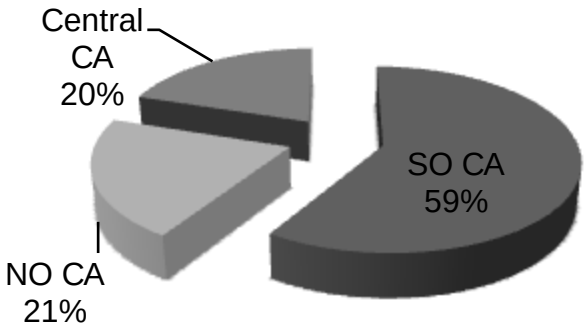
avg. income

HHI of $80k

age

55% 35-64
25% 25-34
10% 65+
10% 19-24





SMG/SLOEVC

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building on success

marketing plan recommendations

the last ten months demonstrated that we can serve the collective interests of the TPRA and leverage partnerships with its tourism partners through relevant and consistent messaging, wide-reaching PR and SM outreach programs, online and print advertising, and promotions that focus on visiting, meeting and staying in Paso Robles. now, we want to build on that core platform of success. in this marketing plan, we recommend the following compositional changes:

client management, admin:	decrease 2%
creative services (collateral, etc):	increase 7%
public relations & social media:	decrease 1%
advertising overall:	decrease 9%
contingency:	decrease 8%

reduction due to increase in other programs: i.e. sponsorships, trade shows, fulfillment creation, booth graphics, video, etc.

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public relations … 2009 Insights

from the enthusiastic response by the travel media in 2009, here is what we know:

outreach channel & frequency

best results were obtained when a news release was generated in advance of key travel events, or promotions with follow-up in the following month.

relationship development

building relationships with key industry media resulted in several notable partnership opportunities: Wandermelon.com reciprocal editorial/sweepstakes program, expanded/consistent/feature coverage from Diva in a Carry-on, Road Trips for Families (awards from this site!) and a strong pipeline of published and in-process features from site-hosted journalists. similar relationships will be cultivated.

outreach themes

the themes of event and family were enthusiastically embraced by the travel journalism community. additional themes that are powerful and timely include: wine travel, wedding, seasonal, green, girls get-away, pet, travel technology and extreme adventure. very strong interest in direct hotel offers and special packages also occurred.

visuals

journalist interest in photos was very strong. even if the photos did not get used in a feature, the materials helped the journalist to convey the offerings of Paso Robles. and to re-assure the writer regarding the strong appeal of the region.

fam (press) trips

journalist interest in visiting Paso Robles exceeded the program's ability to host them. budget allocation should ensure enhanced ability to host qualified journalists for planned feature coverage.

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public relations plan … goals

the effort will

- generate awareness and demand for mid-week travel
- support destination branding and image enhancement through editorial
- establish destination value with groups, meeting planners, smerf
- extend message through social media
- generate awareness and demand from key international markets

objectives-success criteria

- secure 600+ media coverage wins:
  features, news release pickups, interviews and article inclusions
- update and launch new campaigns focusing on mid-week and international travel markets
- secure 500+ publication/journalist downloads of distributed announcements
- initiate two more media partnerships
- compile and initiate contact with key international journalists
- increase website traffic
- increase visitor mentions of editorial
- editorial metrics, impressions, ad equivalent value

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public relations … approach

reinforce existing messaging platforms in place

Authentic Experience, Ease of Travel, Value, Family, Business Meeting Conference, Weddings, Key Attractions (ie wine, food, agri-tourism downtown, Hearst Castle, Beaches, etc), Events, Upscale, Outdoor, Equine

push additional mid-week messaging platforms

Another way for travelers and the travel business community to look at Paso Robles.

Samples:

wednesday is the new friday (midweek)

Americans rank first in the world for unused vacation time, and the cost in terms of family enjoyment, stress reduction is almost as significant as missed opportunities for special deals, un-crowded destinations and the joy of feeling "local." So, why wait? Make Wednesday the new Friday.

worth the week (midweek)

Californians may hop in their car, or join the rest of the U.S. in the friendly skies, for a trip to SF or LA. Why not turn your weekend into a week of exploration, California-style?

see the three (midweek and international)

Los Angeles and San Francisco visitors have been missing out on the undiscovered jewel of the California Central Coast: Paso Robles, a mid-way destination as rich in history and scenic beauty as it is award winning wineries (over 200 and growing), world-class festivals and events, plus gourmet restaurants, spas, shopping and a yester-year downtown. Make your California trip one to remember, and See the Three: SF, LA and Paso Robles.

the new international destination

Travelers to the U.S. need a respite from high prices, large crowds, unfriendly skies and, dare we say it? The wonderful, but well-trodden, "usual" destinations here in North America. May we suggest the new international destination of California's Central Coast, Paso Robles?

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public relations … strategies and tactics

strategy I:
extend the return on investment (ROI) of existing and planned marketing initiatives.

group tactics:
•create digital event planners' tool-kit that supports event planners goals
Weddings – Business – Specialty

•deliver key messaging *Just right destination*
Just right for location, price, amenities, size, appeal, everything the event planner/business conference coordinator would want or need

•likely inclusions:
- lodging member survey (evergreen) requesting updates on all existing facilities/offerings/discounts
- news release – email distribution: Paso Robles as the just right business/wedding destination
- email 'blast' campaigns: seasonal outreach to alert/remind planners of PR as the "just right" destination
- fam trips – outreach to key media – such as upcoming OC Bride visit, to see and experience first hand, then report on the "just right' experience
- social media – offerings and outreach to deploy through blog, twitter and FB postings

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public relations … strategies and tactics

leisure market strategy

• pursue editorial coverage media featuring BID program advertising:
• secure editorial coverage in geographic areas targeted by the marketing program
• secure lodging-focused media coverage for programs & special events
• generate media coverage wins that can be leveraged in marketing materials
• continue themed media outreach:

rapid response template –for breaking news, advisories or opportunities.
create lifestyle and destination feature story angles easily adapted to:
mid-week travel
international travel
agriculture
downtown experience
wine & food
outdoor recreation

• prepare and distribute approximately one news release per month focused on:
• create alerts/advisories promoting reasons, specials and advantages of mid -week travel.
•create targeted outreach to international media outlets (Canada, Mexico, Au, Europe).
•create a quarterly tip sheet (3-5 newsworthy items for distribution to targeted media).
• targeted media pitching to generate individual and/or Media FAM trips.
• aggressive follow-up to generate regional, national and on-line coverage.

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public relations … strategies and tactics

leisure market strategy (cont.)

build on market excitement for Paso as a leading travel and lifestyle destination, while promoting lodging member offerings. this strategy supports mid week and international travel focus as well.

tactics:
- photo/eAlert distributions
- news release announcements
- integrated messaging in social media campaign (blog postings, etc)
- launch outreach campaigns focused around mid week and international key messages
- create focused content plans with media partners such as Wandermelon.com

generate media excitement for promotional events and seasonal offerings
- event news releases with lodging focus
- media invitations for event coverage and exclusives

cement appreciation for Paso Robles' unique differentiators
- prepare and distribute backgrounders on Paso Robles' unique history and attributes
- prepare and distribute "honor roll" of awards, honors and superlatives
- offer exclusive interviews to select publications with key area leaders and program spokespersons

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social media plan … strategies and tactics

community building

Earn traveler awareness and traffic through social media dialogue

objective: build following and foster conversation, participation and sharing via word-of-mouth, the social web, mobile apps and TPRA's social media channels.

strategy: identify and reach out to potential TPRA community members to position the TPRA social media platform as highly visible and desirable to other potential members. We will create a greater sense of 'community'.

tactic 1: update tag strategy
initiate campaign to ensure that current tag selections encompass highest priority search and community focus. Tie tag strategy to SEO findings and research, as well as marketplace analysis.

tactic 2: social media directory registration
survey available Twitter/social media directories and register TravelPaso with all available/strategic directories (Twellow, Just Tweet It, etc).

tactic 3: **deploy "find" followers platforms**
survey and launch campaign to identify high value Twitter users to follow, invite them to follow back, and converse.
(Twitter linkup, Twubble, WeFollow, TwitterCounter)

tactic 4: deploy facebook **"connect" on travelpaso.com**
enable current and future Paso Robles travelers to interact with peers, family, other travelers and the PR community; to share information (links, pics, audio, video) and connect others to the site.

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social media plan … strategies and tactics

community building (cont.)

tactic 5: facebook, twitter and blog promotions and giveaways
weekly giveaways and promotions via various SM channels (budget TBD)

- "coupons" or cooperative promotions available via SM channels, blog, SMS
- initiate ongoing photo and video contests, encouraging community members to upload and share media, links, experiences in PR
- encourage highly sharable, 'viral' FB UCG campaigns (e.g., Top 20 Signs You're A Paso Robles Wine Nut)

tactic 6: blog build and improve
Implement other improvements:

- facebook onnect and build URL trackback to blog through other social media
- name the name: who is the author, vs. just "Inside Paso Robles"
- incorporate more use of video, even if not self-produced
- link out to dynamic content, trackbacks and blogger relations
- more prominent placement of the blog on the home page
- incorporate promotions with local business, and cross-promote on Twitter and Facebook
- "get inside" with interviews: chefs, hoteliers, travel specialists, wedding planners, festival managers, etc.
- livecast more events and happenings (live blogging, TwitPic, video)
- invite local experts as a guest to post entries on their field of expertise, up-and-coming trends, etc.

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social media plan … strategies and tactics

community building (cont.)

tactic 7: blog link, blogger outreach
implement search program to build links with other relevant travel and lifestyle sites
improve blogger relations: outreach and links to prominent, relevant bloggers – develop longstanding relationships, and linkbacks to the site/blog.

advanced-phase opportunities

- mobile apps + location-based services
- build iPhone / mobile apps to intrigue new travelers, make PR travel an ever-immersive, sharable experience and acting as a gateway to the many attractions, services and events
- implement SMS campaigns
- listing of PR venues, hotels, wineries, etc. on location-based services such as foursquare, gowalla, and others so travelers can 'check in' to various places in PR, automatically sharing with their entire social graph
- integrate interactive mapping
- integrate a Google Maps app onto the site (and various SM channels) to showcase interactive maps to wineries, reviews of hotels, stop-by-stop directions, etc.

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media plan … print and online

leisure print media

Sunset Magazine 4x, April – January editions:

CA state circulation of 635,000 monthly targeted to affluent No and So Cal Households. *Coordinating ads with relevant editorial calendar in off season months. Added value: booth at Sunset Celebration Weekend.*

2011 CA State Visitors Guide & Travel Planner:

500,000 + 100,000 pdfs. *Includes free monthly leads via email.*

meeting planner print

Smart Meetings 3x, 32,800 circulation

Coordinate ads with trade shows, relevant editorial content

(deleted Meetings West)

banner ad placement

Yahoo.com

LATimes.com

Winecountry.com

PRWCA

pay per click

Google adwords

streaming video/rich media

Paso Wine Events video, with hospitality CTA, on culinary sites, wine sites, youtube.com

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trade show program … midweek business

recommended show strategy

to increase the opportunity to leverage corporate, association, and tour meeting planner contacts first hand, we are recommending an international trade show program that will link Paso Robles to the CA Central Coast and Hearst Castle, and statewide consumers. TPRA marketing manager will develop program approach to managing leads. Costs are based on one attending representative.

PRWCA Grand Tasting: Sacramento and Mid-Pennisula, CA - $2700
April 19 – 23, 2010

- Events targeted to wine consumers and lifestyle media
- $1200 for booth space ($600 x 2),
- $1250 hotel, food and car

POWWOW: Orlando, Florida - $4000
May 15 – 19, 2010:

- US Travel Association's International Trade Show
- more than 1,000 U.S. travel organizations from every region, representing all industry category components
- close to 1,500 group tour buyers from more than 70 countries
- co-op with VCB
- $2600 booth and site rentals
- $1400 hotel, food, airfare

Sunset Celebration: Menlo Park, CA - $1800
June 5 & 6, 2010

- Sunset Magazines annual showcase
- Travel Paso to host 2 locations (one for being ad client, one for Savor)
- 22,000 N. Cal consumer attendees
- $1400 for booth space
- $500 hotel, food and car

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trade show program

recommended show strategy

NTA: Montreal, Canada - $4350
November 13 – 17, 2010

- National Tour Association Convention
- hundreds of group tour operators
- co-op with VCB
- $2400 for booth,
- $700 airfare
- $1250 hotel and food

CalSAE : Sacramento, CA - $1350
December, 2010:

- California Society of Association Executives
- co-op with VCB
- $850 for booth,
- $500 hotel, food and car travel

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collateral & creative components

anticipated fulfillment creation activities

• visitor's brochure handout	$10,000*
• trade show graphics and printing	$ 3,500
• three seasonal photo shoots	$15,000
• finalize new creative with new photos, (approved '09)	$ 5,000
• video for use of online streaming, and airport co-op	$10,000*
• monthly E-newsletters and ongoing ad creation and sizing	$15,000
•Billboard creative and printing	$ 2,800
Total estimated creative:	$61,300

**estimated budget will be altered based on approved direction layout and format by TPRA MSC.*

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Exhibit B

Travel Paso Robles Alliance

FY 2010/11 Marketing Plan
Budget and Fees

(Mental Marketing Service
Contract Budget and Fees)

Exhibit B budget & fees

10-month budget: April 1, 2010 – January 31, 2011

anticipated 10-month assessment	$ 375,000
rollover funds from 2009-10	$68,000
total budget	$443,000

expenditures

advertising: online and print costs	$103,000	23%
public relations & social media programs	$124,000*	28%
collateral, creative, production, management	$61,300	14%
trade show program costs	$14,200	3%
programs management	$52,000**	12%
administrative time	$29,000**	6%
Brochure printing	$3000	.5%
Fam trips hard costs	$10,000	2%
Savor 2011	$25,000	6%
FOTA 2010	$3,000	.5%
VCB 2009-2010 fiscal year *(April, May, June)*	$5,550	1%
VCB 2010–2011 fiscal year *($12,908 for July – Jan***)*		TBD
Contingency	~~$12,950~~	~~3%~~
Total expenditures	$443,000	100%

terms

hard costs (print, travel, fam tour expenses, photos)	*at cost*
media costs	*net plus 10% (5% credited to contingency)*
billing terms	*monthly*
**public relations and social media program monthly retainer:*	*$12,400*
***administrative and program management monthly retainer:*	*$8,100*

****based on current funding model*

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Media Budget 2010

Travel Paso Robles Alliance

2010 - 2011 Media Budget Recommendations

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Budgeted Costs	Onging Balance
Magazines												
California- Official Visitor's Guide 2010								$12,000			$12,000	$0
Sunset Magazine-Travel Directory		$5,877					$5,877	$5,877		$5,877	$23,508	$0
Groups- All Media												
Smart Meetings			$3,500				$3,500		$3,500		$10,500	
Online												
r												
Search Engine Optimization (SEO) / Pay Per Click (PPC)												
Key Words Organic & PPC	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$10,000	
Travel Ad Network:												
IP targeted banner ads	$2,291										$2,291	
Hotel search Intent,behavioral	$2,292										$2,292	
Travel Zoo											$7,500	
Yahoo											$15,000	
wincountry.com											$6,000	
LA Times online											$12,000	
PRWCA 2011 online ads and eblasts											$7,200	
Total Media	$5583	$6,877	$4,500	$1,000	$1,000	$1,000	$10,377	$18,877	$4,500	$6,877	$108,291	$0
5% Agency Rebate											($5,415)	
Total Media Budget											$102,876	

Addendum: Planned News Releases

NEWS RELEASES	ACTION/NOTES	NEWS RELEASE OR JOURNALIST NOTE	PITCHING: DAILY PRINT	PITCHING: MONTH-LIES	TIME FRAME: BLOG	TIME FRAME: TWITTER
ROMANCE & WEDDINGS	ROUNDUP OF WEDDING FACILITIES & "ROMANCE" OFFERINGS	IN PROCESS NOV-DEC 09	DEC/ JAN	NOV FOR MAR/APRIL PUB	MAR-APRIL	NOV-MAR-APRIL
FREE BIRD VALUE PROMOTION	START OF YEAR SUPER DEALS	JANUARY	JANUARY/ MARCH	----	JAN-MARCH	JAN-MAR
START OF YEAR EVENT ROUND-UP	COURTESY CALENDAR TO ALL JOURNALISTS WITH KEY EVENT LISTINGS	JANUARY	JANUARY – ONGOING	SAME	JANUARY, THEN START OF EA MONTH	JANUARY, THEN START OF EA
EVENT PLANNERS' TOOLKIT	FACILITIES AND OFFERS FOR WEDDING, EVENT, CORPORATE PLANNERS	FEBRUARY	----	FEB-MARCH	FEBRUARY	FEBRUARY
SUMMER FUN	PR EVENTS JUNE-SEPT	FEBRUARY	APRIL	FEB-MARCH	APRIL-JUNE	APRIL-JUNE
FALL/HARVEST	PR AS A HARVEST DESTINATION: WINE, OLIVES, ARTISANAL FOODS, EVENTS	MAY	AUGUST	MAY-JUNE	AUG-SEPT	AUG-SEPT
MID-WEEK GET-AWAYS	SPECIAL VALUES AND STRATEGY OF THE MID-WEEK GETAWAY	JULY	OCT-NOV	JULY	OCT-NOV	OCT-NOV
HOLIDAYS	ROUND-UP OF HOLIDAY EVENTS AND HOTEL PROMOTIONS	JULY	NOV- DEC	JULY	NOV-DEC	NOV-DEC

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PR/SOCIAL MEDIA BLOG/TWITTER CALENDAR, *cont.*

TRAVEL TIPS/QUARTERLY ADVISORIES		JOURNALIST NOTE CAMPAIGN	PITCHING: DAILY PRINT	PITCHING: MONTH-LIES	TIME FRAME: BLOG	TIME FRAME: TWITTER
EARLY SPRING ADVISORY (TREND ALERT AND CALENDAR ROUND-UP)	VALENTINES DAY ROMANCE/WEDDING EASTER	JOURNALIST CAMPAIGN JANUARY	FEB-MARCH	JANUARY	FEB-MARCH	FEB-MARCH
SPRING (TREND ALERT AND CALENDAR ROUND-UP)	BICYCLING OUTDOOR	JOURNALIST CAMPAIGN FEBRUARY	MAR-APRIL	FEBRUARY	MAR-APRIL	MAR-APRIL
SUMMER (TREND ALERT AND CALENDAR ROUND-UP)	FAIR/DOWNTOWN/AGRI-TOURISM	JOURNALIST NOTE ALERTING TO AREA OFFERING	JAN-MAY	JANUARY	JAN 6TH & MAY-JULY	JAN 6TH & MAY-JULY
FALL (TREND ALERT AND CALENDAR ROUND-UP)	WINE/DINING & INTERNATIONAL	JOURNALIST NOTE ALERTING TO AREA OFFERING	FEB-JULY	FEBRUARY	JULY-SEPT	JULY-SEPT
WINTER (TREND ALERT AND HOTEL OFFERING ROUND-UP)	GREEN HOTEL & TRAVEL	JOURNALIST NOTE ALERTING TO AREA OFFERING	JULY-SEPT	JULY	JULY-SEPT	JULY-SEPT
WINTER; FAMILY TRAVEL PLANS	FAMILY TRAVEL IDEAS FOR THE HOLIDAYS	JOURNALIST NOTE ALERTING TO AREA OFFERING	AUG-OCT	AUG	AUG-OCT	AUG-OCT

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PR/SOCIAL MEDIA BLOG/TWITTER CALENDAR: EVENTS

Note: All activities to be included in January calendar round-up news release. Social media timeframes include day after event for follow-community input.

Date	Event (w/Hotlink)	PR Outreach	Blog Posting	Twitter
January 15	Esprit du Vin	January 1-6th Email outreach	Dec-Jan 16	Dec-Jan16
February 14	Valentine Movie Night	January 14th Email outreach	Jan 14-Feb 15	Same
March 6-14	Pacific Cutting Horse Association Derby	January Email outreach Spring Round-up news release (all events through Baby & Children's Fair)	Feb 1- Mar 15	Same
March 7	Wedding and Event Expo	January – February. Email and Event Planners Toolkit release	Feb 1- Mar 8	Same
March 19-21	Paso Robles Zinfandel Festival	February 1st Email	Feb 15-Mar 22	Same
March 27	Easter Egg Hunt & Festivities in the Park	February 1st Email	Feb 15-Mar 28	Same
April 23-24	Balloon Festival at River Oaks Hot Springs	February 14th email	Mar 15- April 27	Same
April 24 April 29-	Vintage Sidecar Rendezvous Hospice du Rhone	February 14th Email	Mar 15 – April 30	Same
May 1	Paso Robles Wine Festival	March 15th Email	April 1-May 2	Same
May 21-23	Roaring 20's Dance and Car Show	March 30th Email	April 15-May 24	Same
May 28	Paso Robles Festival of the Arts	March 30th Email	April 15-May 29	Same
May 28-30	Great Western Bicycle Rally	March 30th	April 15-May 31	Same

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		Email		
May 28-30	Paso Robles Class Car Auction	March 30th Email	April 15-May 31	Same
May 28-30	Baby and Children's Fair	March 30th Email	April 15-May 31	Same
June 5	NRCHA Derby	February – summer news release: all summer events April 1 - Email	April 15-June 6	Same
June 15-20	Begin Friday Night Concerts in the Park Series	February – May 1st - Email	April 15-June 21	Same
June 18	Trading Day and Kids Flea Market	February – May 1st - Email	May 1-June 19	Same
June 26	Lavender Festival	February – May 1st - Email	May 1-June 27	Same
July 10 **July 21-**	California Mid-State Fair	April 15th – Email	June 1-July 22	Same
Aug.1	Free Pancake Breakfast	May 15th – Email	June 15-Aug 2	Same
July 29	NSHA Snaffle Bit Futurity	May 15th – Email	June 15-Aug 1	Same

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August 15-22	Pre-Olive Festival Mixer	June 1st Email	July 1-Aug 23	Same
August 21	Olive Festival	June 1st Email	July 1-Aug 22	Same
September 11	Airport Day	May – Fall Harvest/event news release through Halloween July 15 – Email	Aug 1 – Sept 12	Same
September 11	Pajama Party Movie	July 15 – Email	Aug 1 – Sept 12	Same
September 18	Cigar Conference West	July 15 – Email	Aug 1 – Sept 19	Same
September 18	Taste of Downtown/Arte de Tiza	July 15 – Email	Aug 1 – Sept 19	Same
September 25	OAKtoberfest	July 15 – Email	Aug 1 – Sept 26	Same
October 5-7	Miss Rodeo CA Pageant	Aug 1 - Email	Aug 15-Oct 8	Same
October 9	Pioneer Day	Aug 1 - Email	Aug 15-Oct 8	Same
October 15-17	Harvest Wine Weekend	Aug 15th Email	Sept 1 – Oct 18	Same
October 19-31	PCCHA Futurity	Aug 15th Email	Sept 1 – Nov 1	Same
October 23	Golden Oak Festival	Aug 15th Email	Sept 15-Oct 24	Same
October 29-31	Paso Gathering	Aug 15th Email	Sept 15-Nov 1	Same
October 11-29	Scarecrow Contest Downtown	Aug 15th Email	Sept 1- Oct. 30	Same
October 31	Safe and Fun Halloween	Aug 15th Email	Sept 1 – Nov 1	Same
November 13	Elegant Evening Downtown	July – Winter roundup release through Victorian Teddy Tea Aug 15th - Email	Sept 1 – Nov 14	Same

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November 13	Paderewski Festival	Sept 1st - Email	Oct 1 – Nov 14	Same
November 26	Downtown Lighting Ceremony	Sept 1st - Email	Oct 15 – Nov 27	Same
December 4	Christmas Light Parade	Sept 1st - Email	Oct 15 – Dec 5	Same
December 11	Vine St. Victorian Showcase	Sept 1st - Email	Oct 15 – Dec 11	Same
December 18	Victorian Teddy Bear Tea	Sept 1st - Email	Nov 1 – Dec 1	Same

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