

RESOLUTION NO. 12-001

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES RENEWING
THE LEVY OF ASSESSMENTS 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 by Ordinance 952 N.S., adopted on December 16, 2008, and the BID became effective January 16, 2009; and

WHEREAS, the collection of an assessment of two percent (2%) gross room rental revenue ("Assessment") began on February 1, 2009 and established the fiscal year for the BID 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 BID has been rebranded and is commonly known as the Travel Paso Robles Alliance ("TPRA"); and

WHEREAS, the City Council 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 the TPRA's request, and after undergoing the necessary hearings and public reviews of the BID's Draft Annual Reports, the City Council renewed the BID levy on an annual basis in January, 2010 and again in January 2011; and

WHEREAS, unless extended by City Council action the BID levy will terminate after January 31, 2012; and

WHEREAS, at their November 16, 2011 meeting, the TPRA Advisory Committee recommended the continued levy of the BID assessment and authorized Mental Marketing to create the annual report for the 2011/12 fiscal year and a proposed scope/budget for the upcoming 2012/13 year; and

WHEREAS, Mental Marketing has provided annual reporting of the services and financials associated with the 2011/12 marketing budget and this report will serve as the BID's annual report which covers the last 12 months of business activity for the BID between November 1, 2010 and October 31, 2011 attached hereto as Exhibit A; and

WHEREAS, no changes in the boundaries of the BID are recommended by the TPRA; and

WHEREAS, under the projected scope of service and budget for fiscal year 2012/13, the amount of the Assessment is proposed to remain the same and be collected in the same manner for another year; and

WHEREAS, the TPRA has recommended a continued levy of the Assessment in order to continue the marketing and promotion of the Paso Robles area.

WHEREAS, at its meeting of December 20, 2011, the City Council approved the annual report and directed that it be made available for public review in the City Clerk's office, and adopted Resolution No. 11-158 setting the Public Hearing for consideration of this item for January 3, 2012; and

WHEREAS, the Resolution No. 11-158, setting the Public Hearing, was published one time in the local Tribune Newspaper on December 26, 2011; and

WHEREAS, there was no majority protest submitted by the conclusion of the protest hearing.

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.

Section 2. That the Annual Report for fiscal year 2011/2012 for the BID prepared by Mental Marketing (attached herein as Exhibit A) was approved and made available for review in the office of the City Clerk.

Section 3. The boundaries of the area to be included in the BID are to remain unchanged and are the boundaries of the City of El Paso de Robles.

Section 4. The types of activities proposed to be funded by the continued levy of assessments on businesses in the BID are those activities that will promote tourism and the local tourist lodging establishments.

Section 5. The City Council hereby approves the continued levy of the Assessment on all tourist lodging establishments within the BID, as set forth in Section 3.22.030 of the Paso Robles Municipal Code, to pay for all improvements and activities of the BID, except where funds may otherwise be available, continuing for the BID's fiscal year February 1, 2012 – January 31, 2013.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 3rd day of January 2012 by the following roll call vote:

AYES: Strong, Steinbeck, Gilman, Hamon, Picanco

NOES:

ABSTAIN:

ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk

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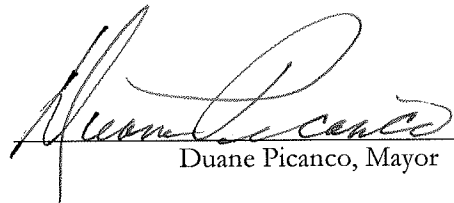
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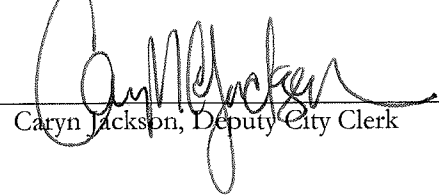
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Caryn Jackson, Deputy City Clerk



**Travel Paso Robles Alliance
2010-11 Annual Report
November 14, 2011**

Overview

We are pleased to share with you the results to date of the key TPRA initiatives and marketing efforts from November 30, 2010 through October 31, 2011. We've accomplished many programs together this year and the results indicate why Paso Robles is showing the highest TOT increase in in the county: +14.4% year over year.

Over the past 3 years the TPRA has spent 1.47 million dollars on marketing programs positioning Paso Robles as a world class food, wine and outdoor destination. The results have shown increase in TOT 2 years running for a total increase of 22.7% since the tourism industry took a serious financial hit in 2009-10, when Paso's TOT was down 9.2%. These marketing efforts have shown to be effective even during these difficult times and equal an overall gain of 13.5% since 2008.

Key City and County Tourism Partnerships

The TPRA account management team has developed 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, Authentic CA brand.

- TPRA worked closely with the **City of Paso Robles** on outreach and promotions of the Amgen TOC through a ticket giveaway program, and ongoing social media and website management.
- TPRA is currently working with the **Paso Chamber of Commerce** on many fronts: sponsorship of car show, visitor center TV and video donation
- TPRA worked with the **PRWCA** to develop a meeting planner component at two grand tasting events.
- TPRA worked with the **Paso Robles Event Center** to coordinate a fantastic event brochure for the venue that the TPRA has distributed at all travel and consumer trade shows.
- Mental worked with the **VCB**, on behalf of the TPRA to write a marketing plan that would not only benefit Paso Robles, but would put benchmarks in place to help the county really reach its potential. The TPRA also participated in the VCB co-op efforts, which produced several high profile advertorial and online components, and the high profile Savor event and group tour and travel.
- TPRA is an active member of the **Tourism BID Alliance**.
- A key relationship that Mental Marketing has developed on behalf of the TPRA, is with **Hearst Castle** Marketing Director Jim Allen. As the most renowned attraction in the county, Hearst Castle is an icon throughout the world. Paso Robles has a historic connection with Hearst Castle, and the location to position itself as THE place to stay when visiting Hearst Castle.

- Mental Marketing also sits on the **SBP Marketing Task Force**, working to develop partnerships that leverage growing regional access and added air service to our regional airport.

Central Coast Tourism Council (CCTC)

Another example of these efforts is demonstrated by TPRA Marketing Manager Maryann Stansfield, as she became a board member of the CCTC in May and is actively involved on their marketing, website and membership committees. The CCTC is the regional liaison with CTTC and focuses on international tour and travel.

CA Travel and Tourism Commission (CTTC)

Mental Marketing coordinated a fam visit from top PR and tour and travel personnel from the state tourism commission on behalf of the TPRA. Developing these relationships, and showing Paso Robles first hand, are key to leveraging public relations and tour and travel opportunities at CTTC.

In September, the CTTC brought to CA 60 travel agents from UK and Ireland, and Maryann was a key coordinator in the Central Coast tour efforts, working closely with the state tourism commissions tour and travel liaisons to represent Paso Robles. Through this partnership TPRA developed relationships with the UK Ireland Sales and Marketing director and the Asia Marketing Manager.

Key Public Relations Initiatives

- Mental Marketing produced **273 media stories**, print and broadcast features, interviews, and calendar listings (see addendum 1a)
- Mental Marketing outreach efforts have produced **approximately 18,339,142 million print and 517,473,934 UVPD media impressions** to date (*number not final—additional media impressions still being calculated*).
- Mental Marketing created and delivered over **418 media pitches** to various destination, travel, food, wine, family and wedding outlets (see addendum 1b)
- Mental Marketing coordinated **35 journalist fam trip** itinerary items in Paso Robles on behalf of the TPRA, including **12 European journalist** from Germany, UK, and Scandinavia.
 - **Exceeded this year's fam trip goal by 13**, while staying within allocated budgets.
 - **Currently 4 journalists are confirmed for** upcoming visits, **18 have pending** confirmations through spring of 2012.
- Conceptualized and delivered **3 themed creative mailers** to select media, inviting them to visit Paso Robles.
 - Paso Robles as a Burgeoning Food and Wine Destination (targeted to travel editors at national food and wine publications)
 - Paso Robles: Authentic California (targeted to travel editors at national lifestyle magazines and major daily newspapers)
 - Pitch Paso Robles as a romantic wedding and honeymoon destination to national bridal outlets, including print, online and blogs
- Attended **2 media shows** (New York, POWWOW)
- Coordinate **3 media fam trips with CTTC**
- Over **75+ reactive media pitches to CTTC**, journalist queries and other sources
- Re-developed press kit and key messages

- Revised key messages and entire press kit
- **Seven Press releases: impressions TBD**
 - March 23: COME FOR THE RACE, STAY FOR THE WINE
 - May 10: PASO ROBLES, CA LAUNCHES FIRST-EVER TOURISM FOCUSED COMMERCIAL
 - May 25, 2011: PASO ROBLES SUMMER FUN WINE & CULINARY FESTIVALS, LOCAL ARTISAN FAIRS, SHAKESPEARE AND MORE!
 - June 8: VISIT PASO ROBLES FOR THE IDEAL CALIFORNIA SUMMER VACATION & SAVE WITH EXCLUSIVE LODGING DEALS & FUN PACKAGES
 - July 28 2011: DINE WITH THE STARS AT PASO GLOW
 - August 30, 2011: ANOTHER REASON TO STAY... FALL EVENT SEASON IN PASO ROBLES, CA WINE HARVEST, CLASSIC CARS, PADEREWSKI & MUCH MORE! SEPTEMBER – NOVEMBER 2011
 - August 30, 2011: 'TIS THE SEASON IN PASO ROBLES, CA Celebrate The Holidays with Brilliant Lights, Caroling, Artisan Gift Shopping And Much More

Public Relations Totals:

- Impressions: 535.8 million impressions (*not final calculation*)
- Cost: \$189,332
- CPM media impressions: \$.35

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| Key Tour and Travel Initiatives |
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- Developed and currently coordinating Sales Leads Tracking program in coordination with Reserve Events
 - Developed partnership with Kris Pennick as lead development tracker
 - Coordinating meeting planner sales leads and site visits with Kris Penick
 - Coordinating first annual Sales Training program for Dec 15
 - Coordinating annual hospitality outing to Happy Acres Farm
- TPRA hosted CTTC Europe Sales and Marketing Manager and Public relations Manager
- Developed Meeting planner press kit
- Developed meeting planner PPT presentation
- Maryann Stansfield was elected to the board of the Central Coast Tourism Council in July 2011
 - Attended the CCTC January 2011 board retreat
- Coordinated and hosted UK & Ireland fam trip with CTTC
- Hosted POWWOW fam trip
- Attended 4 trade shows: 3 consumer and 1 tour operator
- 6 tour and travel trade shows (2 still coming in Dec)
- 2 meeting planner presentations at LA and Scottsdale Grant Tastings
- 4 consumer shows
- 2 tour and travel fam trips (POWWOW, CCTC)
- 1 educational seminar
- Researched sales tracking software, coordinating all leads into central file for tracking purposes

Leads (#s still being finalized) and Sales Impact

- Tour and Travel Leads: 442
- Meeting Planner Leads: 408
- Meeting planner site visits: 2

- Meeting Planner fams: 2 invites have been sent
- Media Leads: 763
- Consumer leads: 1459
- Sales impact: TBD

Trade Show/Lead Totals:

- **Lead Generation: 3072**
- **Cost: \$35,122**
- **Cost per lead: \$11.43**

Social Media Initiatives:

- Increased blog posts in effort to effectively leverage organic SEO
- Coordinated and executed Zin Fest, Amgen, and Savor Facebook sweepstakes using PR and SM tactics to engage consumers and media, and to grow fans
- Merging Facebook friend and fan pages—in process
- Added Facebook accommodations page
- Added Facebook fangate and welcome pages
- Coordinate ads to Sunset Magazine, CA tourism Commission, SLOVCB, and PRWCA
- Track consumer and tour and travel leads

Key Online, Website and E-Marketing Initiatives (results TBD)

- Coordinated and collaborated on making travelpaso.com a mobile ready site
- Coordinated efforts to organically optimize website content
- Coordinated ongoing seasonal travel promotions with hotels, provided content to the City to update on the site
- Strategic development and coordination with the city on four SM contests and giveaways
- Added hotels and welcome page to Facebook
- Improved SEO
 - Increased organic search efforts by 8%
 - Decreased referrals by city site by 8%
 - Increased database to 7093, 49% increase since January
 - Increased UPVM by 7% over same time period last year
 - Currently developing next SEO steps strategy
- Created and delivered 12 monthly E-newsletters
- Partnered with PRWCA for online ads and eblasts

Website Visits YOY

- Website visits 32% growth YOY
 - Visits Oct 2010: 5902
 - Visits Oct 2011: 7764
- Page views 10% growth YOY
 - Page views for Oct 2010: 34,521
 - Page views for Oct 2011: 38110
- Lodging Page views 0% change YOY
 - Lodging page views Oct 2010: 2005
 - Lodging page views Oct 2011: 1953

Key Advertising Initiatives (Results TBD)

- Coordinate ads to Sunset Magazine, CA tourism Commission, SLOVCB, and PRWCA

Key Sponsorships

- VCB partner
- Savor Sponsor
- Amgen Tour of California Sponsor
- Paso Chamber Car Show Sponsor
- Paso Festival of the Arts Sponsor
- Paso Garagiste Festival Sponsor

Key Creative Initiatives

- Designed a *Stay in Paso Robles Wine Country Hotels* print ad
- Wrote and developed :30 TV spot that was broadcast in LA and San Jose markets
- Designed a TPRA e-blast template for member communications
- Created Paso Robles Event Magnet for consumer outreach at trade shows
- Updated Paso Passport design, included QR codes to make more user friendly for smart phones, printed 30,000 copies
- Coordinated and executed print, TV and online campaigns
- Coordinate and execute a monthly e-newsletter
- Designed and coordinated new travelpaso.com billboards
- Created branded flash drives for easy delivery of PR messaging to journalists and tour and travel operators. Also streamline printing costs.

Visitor's Guide Distribution (Feb – Oct 2011)

- YTD Sunset/CA Visitor: 4268
- YTD travelpaso.com: 715
- YTD Downloaded: 1064
- YTD delivered in Paso: 1570
- YTD certified: 8787
- YTD trade shows: 950
- **Total distributed: 17,354**
- *Local Inventory: 3250*
- *Certified inventory: 10,713*

Social Media/Blog/E-newsletter results

TPRA has executed several SM campaigns in an effort to increase followers and engage travelers. TPRA introduced the Paso Insider Blog to the Social Media marketing mix this year with huge success. This is an opportunity for the TPRA to have an editorial voice on the website, which we then can send out over facebook, twitter, and in our e-newsletter.

Blogs: 222% increase in blog views YOY

- Views as of Nov 1 2010: 6,553
- Views as of Nov 1 2011: 21,118

- 117 blogs posts over last 12 months
- Average 1866 visits per month

Facebook: 52% growth YOY

- Paso Robles and Travepaso fans Nov 1, 2010: 3,383
- Paso Robles and Travepaso fans Nov 1, 2011: 5,158
- Over XXX monthly active followers

Twitter: 43% growth YOY

- Followers Nov 1, 2010: 1,417
- Followers Nov1, 2011: 2,032

E-newsletter: 95% growth YOY

- Database Oct 2010: 3,682
- Database Oct 2009: 7,167