

RESOLUTION NO. 12-003

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO EXTEND THE PROFESSIONAL SERVICE
CONTRACT WITH "MENTAL MARKETING" FOR MARKETING SERVICES ON
BEHALF OF THE TOURISM AND LODGING PROMOTIONS BUSINESS
IMPROVEMENT DISTRICT – 2012/13

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 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, the professional service contract with Mental Marketing has been extended annually by the City Council at the recommendation of the TPRA to implement the hotelier's annual marketing goals; and

WHEREAS, the TPRA's 2011/12 Marketing Plan and the contract with Mental Marketing would conclude on January 31, 2012; and

WHEREAS, on November 16, 2011 the TPRA approved a 2012/13 Marketing Plan and budget subject to Council's renewal of the BID levy, and also recommended extension of the professional service contract with Mental Marketing to carry out that plan; and

WHEREAS, on January 3, 2012 the City Council renewed the BID levy through January 31, 2013; and

WHEREAS, it is necessary to engage supplemental professional services to carry out the specialized focus and expanse of marketing work identified in the TPRA's 2012/13 Marketing Plan; and

WHEREAS, Mental Marketing has been working with the TPRA for the last three years and is uniquely qualified to continue implementation of their adopted marketing goals; 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 extend the professional service contract with Mental Marketing through January 31, 2013, 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 2012/13 Marketing 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 17th day of January 2012 by the following vote:

AYES: Strong, Hamon, Steinbeck, Gilman, Picanco

NOES:

ABSTAIN:

ABSENT:

Duane Picanco, Mayor

ATTEST:

Caryn Jackson, Deputy City Clerk

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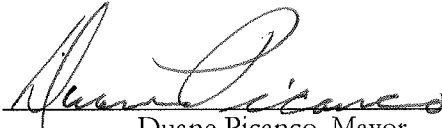
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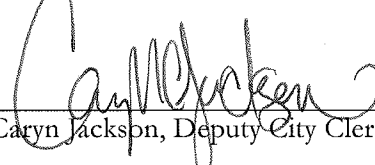
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Scope of Work 2012-13



Written and presented by:

mission statement

1

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.



public relations... strategies, tactics

strategy 1: year-round leisure outreach

To retain and further strengthen relationships with targeted writers specializing in travel, food and wine. Specifically to drive value-oriented, mid-week, boomer, event-focused, wine and family traveler business through on-going active media pitching and press releases

tactic 1: active media pitching

the fundamentals of creating and tackling media pitches and building strong media relationships are the backbone of any press communication campaign

- produce a steady stream of pitches to targeted writers with the rationale to stay top of mind with targeted press
- regular phone and email contact with journalists and editors
- on-going presence at media events in the travel, food and wine industries
- provide editorial content for TPRA blog on a weekly basis and disseminate content through e-newsletter
- regular update of targeted media lists

tactic 2: ongoing press releases

keep Paso Robles top of mind with journalists by sending interesting and newsworthy story ideas to our extensive media database and over PR Web and PR Newswire on an on-going basis. Story ideas for 2012-13 include:

- *Mid Week and Summer Lodging Specials*
- *Paso Robles Food, Wine and Farm Adventures*
- *Round up of September Wine Month Packages and Events*
- *Savor The Central Coast- Paso Glow Contest*
- *Meetings Round-Up*
- *Weddings Round-Up*
- *Beyond the Tasting Room – Unique Wineries*
- *Seasonal Event Round-ups (4x per year)*
- *Quarterly What's New Round Up (4x)*

public relations... strategies, tactics

strategy 2: journalist and tour & travel fam trips

overview:

an effective component of our pr strategy is to host top journalists on fam trips. this outreach strategy is designed to target specific travel, food, wine, baby boomer, family and lodging journalists and invite the top media that will produce the best results and meet our strategic pr goals. this year we are adding a tour & travel fam component to target meeting planners, travel agents and tour operators

tactics:

- Proactive outreach to targeted journalists to visit Paso Robles with the intent of writing a feature travel story about our destination
- Use PR outreach strategies as an avenue to sell Paso Robles and capture media interest
- Continue to build upon our strong relationship with the California Travel and Tourism Commission (CCTC) and their international offices
- Manage and coordinate interested parties requests for visits
- Coordinate individualized travel itineraries for visiting journalists through our strategic relationships with local tourism partners
- Manage journalists on site and coordinate meetings: meet for dinner, wine tours, farm tours, events, etc.
- plan and execute hands-on, interactive tour & travel fam with editors of meeting planner print and online publications
- create collaborative tour & travel fam programs to work in conjunction with PRWCA, SLOVCB, CCTC and CTTC
- partner with state and regional tourism organizations to promote Paso Robles as a visitor destination to media at select tour & travel trade shows such as POWWOW
- collaborate on group FAM tours through CCTC and POWWOW to bring tour operators to Paso Robles



public relations... strategies, tactics

strategy 3a: creative mailer - family outreach

creative mailer to list of top tier national family focused media: after the amazing response to the creative mailers from our current marketing efforts, we recommend continuing this program with three additional creative mailers targeting media outlets from the following categories: a) family, b) boomers/snowbirds and c) meetings and tour & travel market.

Family Creative Mailer

overview:

Plan and execute a creative mailer that showcases Paso Robles as a family friendly destination. This will include a targeted pitch with select items to illustrate the area and an invitation to experience Paso Robles first-hand. Targeted media include travel editors at top family magazines, newspapers and websites. This strategy focuses on growing mid-week summer business.

tactics:

- Craft a pitch letter demonstrating that Paso “has it all” for families, providing highlights of all there is to experience in the area including attractions, restaurants, farm visits. etc. A sample of Paso Robles family attractions will include Ravine water park, Harris Stage Lines, Happy Acres, Jack Creek farms, the historic Missions, the Children’s Museum, Studios on the Park and the proximity to the nearby beaches and Hearst Castle
- Pitch wine tasting to adults
- Pitch Paso Robles as one of California’s hottest family destinations to long and short lead publications for inclusion in upcoming summer travel stories.
- Extend invitation for journalists to visit Paso Robles in the summer of 2012 for 2013 features

timeline: winter for spring / summer visits and articles

execution: February
follow up and fams: ongoing March – Aug 2012

strategy 3b: creative mailer - active boomer/snowbird outreach

Boomer/Snowbird Creative Mailer

overview:

Plan and execute a creative mailer that showcases Paso Robles as an active boomer and snowbird destination for shoulder and off season, Sept - May. This will include a targeted pitch with select items to illustrate the area and an invitation to experience Paso Robles first-hand. Targeted media include travel editors at top boomer magazines, newspapers and websites focusing on Arizona, the Pacific Northwest and Vancouver, BC. This strategy focuses on growing business during shoulder and off season.

tactics:

- Craft a pitch letter geared towards the active boomer and snowbird markets providing highlights of all there is for boomers to experience in the area including attractions, restaurants, farm visits. etc. A sample of Paso Robles boomer attractions will include wine tasting, Harris Stage Lines, Happy Acres, Jack Creek farms, the historic Missions, cultural events, Studios on the Park and the proximity to the nearby beaches and Hearst Castle
- Pitch Paso Robles as one of California's hottest active boomer/snowbird destinations to long and short lead publications for inclusion in upcoming fall/winter travel stories.
- Extend invitation for journalists to visit Paso Robles in summer/fall of 2012 for fall/winter 2012-13 features

timeline: spring, summer visits, fall articles about winter travel

execution: May 2012

follow up and fams: ongoing June-Oct

public relations... strategies, tactics

strategy 3c: creative mailer – tour & travel outreach

Tour & Travel Creative Mailer

overview:

Plan and execute a creative mailer that highlights Paso Robles as a great Tour & Travel destination targeting meeting planner, group, travel agent and tour operator trade journals. This will include a targeted pitch with select items to illustrate what Paso offers this audience and an invitation to experience Paso Robles first-hand. This strategy focuses on growing year round mid-week and international travel.

Mental will reinforce current messaging tailored to each target audience and build upon our new tour and travel strategy linking Paso Robles to Hearst Castle on a wider scale, and communicate that key message to tour and travel trade journalists.

tactics:

- Craft a pitch letter geared towards each target audience (3 letters) showcasing what meeting planners, groups and FIT visitors will experience in the area including pertinent venues, attractions, restaurants, farm visits. etc. A sample of Paso Robles meeting planner amenities will include wine tasting, golf, spa info, shopping, food, wine, cultural events, and the proximity to the nearby beaches and Hearst Castle
- Position Paso Robles as a unique getaway for small to mid-size meetings and tour groups.
- Pitch Paso Robles as one of California's hidden meeting, FIT and group destinations to long and short lead publications for inclusion in upcoming winter/spring travel stories.
- Extend invitation for journalists to visit Paso Robles in late summer/fall of 2012 for winter 2012-13 features

timeline: fall execution for spring, summer visits

execution: Oct/Nov 2012

follow up and fairs: ongoing Dec-March

public relations... strategies, tactics

strategy 4: reactive public relations and results reporting

overview:

respond to public relations queries initiated through the CTTC and their international offices, individual journalists and publications. These efforts have resulted in over 75 pitches over this last year and are an important part of our overall program.

tactic 1: timely and pertinent query responses

responding to queries in a timely manner with newsworthy information is the goal of this strategy

tactic 2: daily, weekly and monthly results reporting

reporting results to the TPRA Advisory Committee members and Paso Robles tourism partners is also a big part of our pr strategy. Using many avenues including Cision, Google alerts and regular searches, Mental Marketing tracks all results. These are then promoted in the TPRA blog, Facebook, twitter and e-newsletter outreach avenues. Sharing our results online and through social media catches the eyes and ears of potential visitors, media and our tourism partners, which is a major tactic in our success.



strategy 1: blog outreach

overview:

This year we increased blog posts to 3x per week and blog views by 222% year over year. Managing the blog calendar and inviting local experts to be guest bloggers has been a crucial part of this success. We also are posting our blog on other tourism sites to generate more visits and increase SEO.

general tactics:

- “get inside” with interviews: chefs, hoteliers, travel specialists, wedding planners, festival managers, etc.
- Increase use of video on website, link to blog for SEO
- link to dynamic content, trackbacks and blogger relations
- live cast more events and happenings (live blogging, TwitPic, video)
- Use questions and polls to interact with our audience
- continue to invite local experts as a guest bloggers to post entries on their field of expertise, up-and-coming trends, etc.
- Facebook connect and build URL trackback to blog through posting on other sites
- improve blogger relations: outreach and links to prominent, relevant bloggers – develop longstanding relationships and link backs to the site/blog.
- implement a search program to build links with other relevant travel and lifestyle sites

strategy 2: social media giveaways

series of ongoing social media giveaways:

reinforce and build upon key messaging components to increase travel to Paso Robles, encourage event driven leisure getaways and spending. Position Paso Robles as the visitor destination that has it all: a world-class wine destination, burgeoning culinary scene with outdoor recreation, a rich history and an annual roster of cultural events.

overview:

Grow social media followers through strategic facebook, youtube and twitter giveaways. Develop editorial calendars for all three outlets to determine what giveaways will happen when, what videos will be posted at what time.

tactics:

- use Facebook, twitter and blog for weekly interactive questions to engage community
- create “coupons” or co-op 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
- create and execute quarterly social media contests where the winners receive pairs of tickets to events and complimentary overnight stays at TPRA lodging properties
- targeted events and activities include: valentines, hotel month, Hearst Castle, Studios on the Park, Savor/Paso Glow, arts and cultural
- Include photo and video sharing, encouraging community members to upload and share media, links, experiences in Paso Robles



strategy 3: growing and re-org SM platform

overview:

- listing of Paso Robles venues, hotels, wineries, etc. on location-based services such as foursquare, Gowalla, and others to enable travelers to 'check in' at various places, automatically sharing with their entire social graph
- joining groups on Flickr to optimize photo sharing and SEO through tagging and geo tagging i.e. Paso wine art hotels, olive oil, vineyards, etc.
- activate StumbleUpon, add your interests and follow channel and sites, to grow your audience
- adopt a Yelp claim business page, seed it with reviews on Paso Robles restaurants
- Vimeo and YouTube allows video posting and tagging for SEO and tracking

strategy 4: invest in social media video story telling

overview:

In an effort to visually tell the story of why Paso Robles is a world class destination, we propose to develop annual video strategy for blogs and you tube that compliment current marketing strategies and programs. Create video program calendar based on annual roster of food, wine and cultural events in Paso Robles. Also, create promotional videos surrounding staple programs such as hotel month and wine month, and target audiences for mid-week and off season business such as tour & travel, baby boomers and summer family vacations. A series of testimonial videos by weekend getaway winners is a way to tell the Paso story using third party endorsements. Strategy and Tactics TBD.

2012 media plan . . . print, co-op

Print Media

2012 California State Travel Guide & Planner

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

Est. Budget: \$12,415

San Luis Obispo County Official Visitor Guide

- 200,000 readers + free online ad and active hyperlink

Est. Budget: \$3,900

Co Op Media: To Be Finalized by VCB, PRWCA/BID Participation

NBC Bay Area's Hosted 'Worth The Drive' :60 Segment, Sweepstakes and Web Drivers

- 2-month Network NBC schedule – With script depending on # of location participants

Minimum 32 :60 hosted vignettes on destination attractions per week adjacent to high rated local news

64 :15 web driver spots total 2.4 million impressions :60 segments

Use of Paso Robles web driver segment for facebook ads, travelpaso.com, youtube, etc.

Est. Budget: \$20,000

Live LA market drive time radio broadcast with destination commercials (September)

- 2- days of hosted radio personalities broadcasting locally during drive time broadcast.
- 2 – weeks of exposure promoting Paso's attractions and SAVOR lodging packages.

Est. Budget: \$10,000



Paso Robles-Dedicated Online Promotions - Cost Per Thousand (CPM) Placement

fodors.com

- Visited by more than 3.3 million unique visitors per month, is one of the busiest, and most informative travel communities on the web. Place geo-targeted, medium rectangle ads with TPRA animation on 'Top destinations -California Wine Country Travel Guide'.

Est.CPM: \$35

hearstcastle.org

- Visited by more than a **half million** unique visitors per month, the site offers top search engine rankings for related tours, historical information, special events and visitor information. Frequently used by winecoastcountry.com, travelpaso will negotiate special placement and coded packages for site visitors.

Est. CPM:.\$25

latimes.com

- With 9 million monthly unique visitors, the site serves the largest audience of Paso Robles' core travelers. TPRA will place medium rectangles within the travel, vacation and blog sections to bolster Southern CA lodging promotions.

Est. CPM:.\$25

BANG Digital (mercurynews.com, contracostatimes.com, oaklandtribune.com)

- With 9 million monthly unique visitors concentrated in Bay area, Bay Area Newsgroup sites offers quality streaming video on rectangle banners and a powerful enewsletter program perfect for enriching destination package promotions.

Est. CPM:.\$23

Est. Budget: \$60,000



tour & travel program . . . midweek business

recommended tour and travel strategy

this year we will incorporate more sales and outreach, fam trips and site visits, along with a trade show strategy that will focus more on incentive, smurf, and agricultural based business development. We recommend building on the current foundation of leads to leverage corporate, association, and tour meeting planner contacts first hand, which link Paso Robles to the CA Central Coast and Hearst Castle., targeting tour operators, travel agents and meeting planners.

budget draft: \$17000, plus Savor expenses \$4000

Culinary and Food Tourism Outreach: postage costs

Send letter to specific culinary and food tourism target audience (culinary associations, restaurant groups) with incentives to book in Paso Robles: ie complimentary wine tasting upon arrival, free wine tours, free transportation for a day, complimentary bottle of wine in room on arrival, meet the winemakers, meet the farmers, chefs, etc.

Timeline:

December for Feb – May

September for November - Jan

World Expo Ag Show: Tulare, CA - \$350

Feb 14 – 16; sign up by Nov 15

- No booth – sales pitches re: incentive travel to sales managers
- \$200 hotel (one night)
- \$150 meals and travel

Goal: companies that do incentive trips to Paso; entertain clients—bring them and wine and dine them

CTTC Los Angeles Media Reception: - \$750 (shared expense w/HMB)

March 6, 2012

- \$400 booth
- \$350 hotel two nights, airfare, travel expenses



tour & travel program ... midweek business

CTTC New York City Media Reception: - \$1400 (shared expense w/HMB)

March 27, 2012

- \$600 booth
- \$800 hotel two nights, airfare, travel expenses

POWWOW: Los Angeles - \$5000

May 21 - 25, 2011:

- 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
- \$1000 for media specialist attendee
- \$1400 hotel, food
-

Sunset Celebration: Menlo Park, CA - \$2150

June 5 & 6, 2010

- Sunset Magazine annual showcase
- 22,000 N. Cal consumer attendees
- \$1200 for booth space
- \$800 hotel, food and car

tour & travel program ... midweek business

IMEX Oct 9- 11 2012 Las Vegas \$2100

Focus is on smaller groups that are more fitting to Paso Robles

Booth: \$1200

Room and food: \$500

Airfare: \$400

Agency, Association and Corp Incentive Including incentive, business and conference travel agencies, full service incentive houses, conference organizers, sales and promotion agencies, marketing, PR and advertising agencies. Executives within companies involved with meetings, conferences and incentive travel programs. Buyers have responsibility for, or direct influence over, decisions regarding destinations and/or venues.

NTA: 2013: Orlando, Florida January 19-23 \$3400 November , 2011

- National Tour Association Convention
- \$1700 for booth and member fee
- \$500 airfare
- \$1200 hotel and food

CalSAE : Sacramento, CA - \$1850

December, 2011:

- California Society of Association Executives
- co-op with VCB
- \$850 for booth
- \$1000 hotel, food and car travel

