**AGENDA SUMMARY**
**TOURISM BUSINESS IMPROVEMENT DISTRICT**
**ADVISORY BOARD SPECIAL MEETING**
**MONDAY, FEBRUARY 8, 2016**
**3:30 P.M.**
**ARROYO GRANDE CITY HALL CONFERENCE ROOM**
**300 E. BRANCH STREET, ARROYO GRANDE**

1. Approval of Minutes of October 28, 2015 Meeting

   Documents:

   TBID Item 1_Approval of 10-28-15 AGTBID Minutes.pdf

2. Receive and File the Financial Report for Quarter Ending December, 2015

   Documents:

   TBID Item 2_Qtrly Report Oct-Dec 2015.pdf

3. Update from RG Pacific on Marketing Activity

   Documents:

   TBID Item 3_Update Marketing Activity.pdf

4. Consideration and Approval of Three Month Marketing Plan

   Documents:

   TBID Item 4_Three Month Mrktg Plan.pdf

5. Review and Approve Bus Wrap Artwork
6. Consideration and Approval of Participation at the Travel & Adventure Tourism Expo

   Documents:

   TBID Item 6_AG Tradeshow Expo.pdf

7. Consideration and Approval of Virtual Reality Video Proposal

   Documents:

   TBID Item 7_Virtual Reality Video Proposal.pdf

8. Consideration and Approval of Visit San Luis Obispo County Research Project and Community Opt-in
9. Board Member Communications
10. Staff Communications

11. Public Comment

12. Adjournment

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**MINUTES**
**REGULAR MEETING OF THE**
**TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) ADVISORY BOARD**
**MONDAY, OCTOBER 28, 2015, 3:30 PM**
**ARROYO GRANDE COUNCIL CHAMBERS**
**215 E. BRANCH STREET, ARROYO GRANDE, CA**

Board members Troi Hoffman, Mike Panchal and Rachel Patranella were present. Also present was City representative Debbie Malicoat.

1. **Approval of minutes of July 27, 2015.** Board President Rachel Patranella noted at the July 27, 2015 meeting there was some discussion regarding concerns about the TBID financial statements.

   **Action:** Board member Mike Panchal moved to approve the minutes with the correction. Board member Rachael Patranella seconded the motion. Motion passed unanimously by voice vote.

2. **Financial report for month ending August, 2015.** Board members reviewed and discussed the financial report and discrepancies on the report. Specifically Administrative expenses being charged to the Advertising line item. Administrative expenses from the Chamber should be in the Contractual Services line, not Advertising. SAVOR should be in Public Relations. The Board discussed the importance of tracking the expenditures and ensuring appropriate categorization. Debbie Malicoat indicated that a journal entry would be prepared to move the Chamber expenses to the correct line item. The board requested that the Chamber closely review expenditures and ensure that they are categorized correctly. The board further requested that the Detailed Expenditure reports be provided in the future, rather than the summary report that they have been receiving.

3. **Update from RG Pacific on Marketing Activity.** Ray reported that he had spent the day taking photographs of the area. Additionally, he reported that they are getting good response and feedback from the website users. Updates to the website were reviewed. There was discussion about a concept of "packages" with wine and hotels. Ray requested that the Board email him with any photos or content they'd like to have on the website. The board talked about including Halloween in the Village. The Board further discussed website redesign/marketing issues from the Marketing Committee.

4. **Consideration of bus wrap artwork.** This item was tabled due to lack of information.

5. **Consideration of Website redesign proposal**. Discussion primarily occurred under Item 3 above.

**Action.** Board President Rachael Patranella moved to allocate money for the website redesign proposal provided by Ray. Board member Troi Hoffman seconded the motion. Motion passed unanimously by voice vote.

6. **Consideration of fall/winter advertising** The board reviewed the upcoming fall/winter advertising ideas provided by Ray. They provided direction to move the Turkey Trot sooner in the month.

   **Action**. Board President Rachael Patranella made a motion to move ahead with the advertising as outlined and discussed. Board member Mike Panchal seconded the motion. Motion passed unanimously by voice vote.

7. **SAVOR the Central Coast wrap up** This item was tabled.

8. **Board member communications -** None

9. **Staff communications -** None

10. **Public comment -** None

11. **Adjournment** - The board meeting was adjourned at 4:45 p.m.

Approved by Board on _____

# Expenditure Detail Report



**CITY OF ARROYO GRANDE**
**10/01/2015 through 12/31/2015**

**240 TOURISM BUSINESS IMPROVEMENT DISTRICT**
**4150 TOURISM BUSINESS IMPROVEMENT DISTRICT**

| Account Number | Adjusted Appropriation | Expenditures | Year-to-date Expenditures | Year-to-date Encumbrances | Balance | Prct Used |
|---|---|---|---|---|---|---|
| 5300 SERVICES | | | | | | |
| 5301 ADVERTISING | 95,000.00 | 0.00 | 22,788.32 | 0.00 | 72,211.68 | 23.99 |
| 10/14/2015 invoice IN 4 | | 7,916.66 | | | | |
| Line Description: TBID WEB MKTG, WEBSITE, SOCIAL | Document Description : TBID WEB MKTG, WEBSITE, SOCIAL | | | | | |
| Vendor: 011023 RG PACIFIC LLC | Check # 268685 | | | | | |
| 10/14/2015 invoice IN 5660 | | 1,416.66 | | | | |
| Line Description: TBID ADMIN FEE | Document Description : TBID ADMIN FEE | | | | | |
| Vendor: 000038 ARROYO GRANDE AND GROVER | Check # 268606 | | | | | |
| 10/14/2015 invoice IN 5660 | | 16.35 | | | | |
| Line Description: REIMB FOR GODADDY RENEWAL | Document Description : TBID ADMIN FEE | | | | | |
| Vendor: 000038 ARROYO GRANDE AND GROVER | Check # 268606 | | | | | |
| 11/10/2015 invoice IN 5 | | 5,000.00 | | | | |
| Line Description: WEBSITE REDESIGN-PYMT 1 | Document Description : TBID WEB MKTG, WEBSITE, SOCIAL | | | | | |
| Vendor: 011023 RG PACIFIC LLC | Check # 269003 | | | | | |
| 11/10/2015 invoice IN INV-003462 | | 30.00 | | | | |
| Line Description: WEBHOSTING | Document Description : WEBHOSTING | | | | | |
| Vendor: 007591 BARNETT COX & ASSOC | Check # 268963 | | | | | |
| 11/10/2015 invoice IN 5 | | 7,916.66 | | | | |
| Line Description: TBID WEB MKTG, WEBSITE, SOCIAL | Document Description : TBID WEB MKTG, WEBSITE, SOCIAL | | | | | |
| Vendor: 011023 RG PACIFIC LLC | Check # 269003 | | | | | |
| 12/3/2015 invoice IN 6 | | 7,916.66 | | | | |
| Line Description: TBID WEB MKTG, WEBSITE, SOCIAL | Document Description : TBID WEB MKTG, WEBSITE, SOCIAL I | | | | | |
| Vendor: 011023 RG PACIFIC LLC | Check # 269226 | | | | | |
| 12/3/2015 invoice IN INV-003597 | | 30.00 | | | | |
| Line Description: WEBHOSTING | Document Description : WEBHOSTING | | | | | |
| Vendor: 007591 BARNETT COX & ASSOC | Check # 269192 | | | | | |
| 12/3/2015 invoice IN 2015BUSGRAPH | | 5,000.00 | | | | |
| Line Description: BUS GRAPHICS | Document Description : BUS GRAPHICS | | | | | |
| Vendor: 011346 SILVERADO STAGES INC | Check # 269230 | | | | | |
| 12/3/2015 invoice IN INV-003353 | | 30.00 | | | | |
| Line Description: WEBHOSTING | Document Description : WEBHOSTING | | | | | |
| Vendor: 007591 BARNETT COX & ASSOC | Check # 269192 | | | | | |
| 5301 ADVERTISING | 95,000.00 | 35,272.99 | 58,061.31 | 0.00 | 36,938.69 | 61.12 |

# Expenditure Detail Report

**CITY OF ARROYO GRANDE**
**10/01/2015 through 12/31/2015**

**240 TOURISM BUSINESS IMPROVEMENT DISTRICT**
**4150 TOURISM BUSINESS IMPROVEMENT DISTRICT**

| Account Number | Adjusted Appropriation | Expenditures | Year-to-date Expenditures | Year-to-date Encumbrances | Balance | Prct Used |
|---|---|---|---|---|---|---|
| 5303 CONTRACTUAL SERVICES | 42,500.00 | 0.00 | 13,293.18 | 0.00 | 29,206.82 | 31.28 |
| 10/14/2015 invoice IN 5660 | | 293.97 | | | | |
| Line Description: REIMB FOR PAPER & INK | Document Description : TBID ADMIN FEE | | | | | |
| Vendor: 000038 ARROYO GRANDE AND GROVER | Check # 268606 | | | | | |
| 11/10/2015 invoice IN 5689 | | 1,416.66 | | | | |
| Line Description: TBID ADMIN FEE | Document Description : TBID ADMIN FEE | | | | | |
| Vendor: 000038 ARROYO GRANDE AND GROVER | Check # 268960 | | | | | |
| 12/3/2015 invoice IN 5800 | | 1,416.66 | | | | |
| Line Description: TBID ANNUAL ADMIN FEE | Document Description : TBID ANNUAL ADMIN FEE | | | | | |
| Vendor: 000038 ARROYO GRANDE AND GROVER | Check # 269190 | | | | | |
| 5303 CONTRACTUAL SERVICES | 42,500.00 | 3,127.29 | 16,420.47 | 0.00 | 26,079.53 | 38.64 |
| 5304 PROFESSIONAL SERVICES | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| **Total** SERVICES | 137,500.00 | 38,400.28 | 74,481.78 | 0.00 | 63,018.22 | 54.17 |
| 5500 MISC. EXPENSES | | | | | | |
| 5503 MEMBERSHIPS & SUBSCRIPTIONS | 5,500.00 | 0.00 | 0.00 | 0.00 | 5,500.00 | 0.00 |
| 5504 PUBLIC RELATIONS | 40,000.00 | 0.00 | 0.00 | 0.00 | 40,000.00 | 0.00 |
| **Total** MISC. EXPENSES | 45,500.00 | 0.00 | 0.00 | 0.00 | 45,500.00 | 0.00 |
| 5900 TRANSFERS | | | | | | |
| 5910 TRANSFERS OUT - GENERAL FUND | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| **Total** TRANSFERS | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| **Total** TOURISM BUSINESS IMPROVEMENT DISTRICT | 183,000.00 | 38,400.28 | 74,481.78 | 0.00 | 108,518.22 | 40.70 |
| **Grand Total** | 183,000.00 | 38,400.28 | 74,481.78 | 0.00 | 108,518.22 | 40.70 |

# Arroyo Grande Progress Recap

## Overview

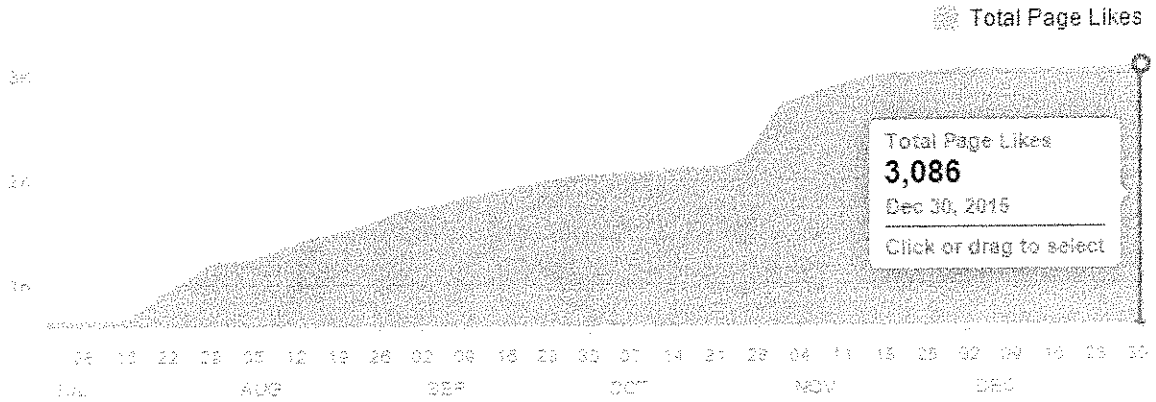
### Social Referrals – Social Media vs. Trip Advisor

During our marketing period, Google Analytics data shows that Trip Advisor contributed to 65 visitors since we first started tracking; whereas Facebook referred 1,321 total visitors in the same period.

**Trip Advisor**
Fee = $10,000/year
$5,000/65 visits = $76.92/Click

**Facebook Organic and Paid Ads**
Reach: 28,028 / Cost = $610.48
Interactions = Reach/Cost = $45.91

The data shown below shows the Facebook insights from July 1 through December 31, 2015. The graphs show that in under six months our team has increased followers from under 700 to over 3,000.




### Google Ad Words Digital Marketing

| Clicks | Impressions | CTR | Cost | Conversions |
|---|---|---|---|---|
| 2,081 | 219,327 | 0.95% | $5,690.22 | 6 |

The numbers for Ad Words show that the campaign has cost $2.73 per website visitor in the past six months. This shows that by spending money on Facebook Advertising and Google Ad Words the cost per website visitor and interaction is significantly less than spending on Trip Advisor. As a result, RG Pacific suggested to Arroyo Grande TBID members not to renew the Trip Advisor account.

### Visit AG Newsletter

The first month that we launched an e-mail campaign we had a few subscribers. We are currently averaging 30 new subscribers to the general Arroyo Grande list per month. We reached out to wineries and hotels in Arroyo Grande for deals to offer our subscribers, but we did not get a response from most. As a result, as previously mentioned, the only hotel that we were able to promote in the Labor Day campaign was the Aloha Inn.

Additionally, we added the Wine Tours & Tastings subscription form on the "Sip" page and acquired additional e-mails. Each month we have sent an e-mail to the subscribers to keep them engaged. Our subscriber reports show that we maintain an open rate of 52%, which is higher than the industry average—16.3%.

### FAM Tours

The RG Pacific team submitted Arroyo Grande to various travel directories and linked them to the website for more information.

## Request for Action: Travel & Adventure Show – Expo

**LOS ANGELES | FEBRUARY 27-28, 2016**

Saturday February 27, 10am - 5pm
Sunday February 28, 10am - 5pm

This would be an ideal opportunity to begin to brand AG to the Southern CA market. Using a similar budget as was allocated to Trip Advisor, we feel this would be a great first for AG TBID and can be one of many Travel Expo's we can help reach out to in the future with our initiatives in mind.

### Exhibitor Info

**What Exhibitors Are Expected to Bring & Booth Set Up**

- Furnishings to decorate the interior of your booth space, other than the standard booth package furnishings provided by Show Management.
- Office supplies, boxes and sealing tape for moving, storing and shipping your merchandise. Items cannot extend beyond the dimensions of the booth, in the aisle or above the 8' back drape and 3' side drape.

**Each 10' x 10' exhibit booth includes:**

- 8' High Back Wall Drape (Black)
- 3' High Side Wall Drape (Black)
- (1) 6' x 30" High Skirted Table (Black)
- (2) Upholstered Side Chairs
- (1) Wastebasket
- (1) 7" x 44" ID Sign
- Booth Carpet (Black)

However other items can be purchased from the Expo Management:
http://1xpb222ae1z027udff21bodu.wpengine.netdna-cdn.com/wp-content/uploads/2015/08/LosAngelesTAS-2016-Exhibitor-Kit.pdf

## What we will need:

- Press Kit, Brochures, and other literature
- Hire two (2) booth hosts for both days.
    - Must be knowledgeable about the city and knows answers to FAQ
    - Will be paid $15 an hour

## RG Pacific will create:

- Create Show Plan
- Pre & Post-Show Marketing
- Lead Processing Plan in Place
- Create Buzz and Awareness
    - Newsletters
    - Email blasts
    - Social media
    - Web banners
    - Giveaways
    - Travel show deals and specials

## Budget

Exhibit Space ($3,695 for 10' x 10' booth) includes:

- 6ft skirted table
- 2 chairs
- Wastebasket
- Booth ID sign
- Logo
- Link on Travel & Adventure Show website

Pop Display

RETRACTABLE BANNER: $240

8FT TALL X 10FT WIDE GRAPHIC DISPLAY: $500

Bike, mountain

Brochures and Brochure Holder (500 pcs): $216.00

2 Booth Hosts ($15/hour): $270/day

Graphic Design for Pop Display and Brochures: 300

**Total Production Costs: $5,335** all costs

## Request for Action: Virtual Reality Videos

These are VR videos—a brand new type of interactive media that will be taking the online and social communities by storm. We want to place AG on the forefront of Tourism Marketing using this up and coming medium. The video that gives you a sense of depth in every direction so you feel like you're actually there. [PowerPoint]

**Three Top Destinations in Arroyo Grande**

- The Swinging Bridge
- The Village (Shopping) – Walk through downtown Arroyo Grande
- Winery

**Events**

- Strawberry Festival - "The Premiere Festival of the Central Coast"

### Budget

- VR Camera Team (team of 4) – 18 hours (Saturday and Sunday) - $1000
    - Weekend Stay in AG
        - Swinging Bridge
        - The Village
        - Winery
    - Need 2 Rooms – Cost

        - Asking Board to see how we can cover this?
- Video Editing - $1500
    - Create VR Videos with Editor
    - Create video reels for Website, YouTube, Samsung VR
    - AG TBID will own videos- both the raw footage and final cut edits

**Total Cost: $2500**

# 3-Month Timeline (OCT-DEC)

Month

| January | | February | | March | |
|---|---|---|---|---|---|
| Date | Holiday | Date | Holiday | Date | Holiday |
| 18-Jan | MLK Day | 14-Feb | Valentines Day | 17-Mar | St. Patrick's Day |
| | | 15-Feb | Presidents Day | 27-Mar | Easter |

| | | |
|---|---|---|
| January | *Week 1* | Introduce deals for CA Restaurant Month \| Launch Redesign \| Repor |
| | *Week 2* | Contact Wineries and Restaurants for Valentines Day specials - Ads |
| | *Week 3* | E-mail campaign for Romantic Getaway to AG |
| | *Week 4* | Run Romantic Getaway Weekend Promo Posts |
| February | *Week 1* | Launch FAM Tours page \| Reporting |
| | *Week 2* | Promote Restaurants and Wineries for couples staying in AG w/ Ads |
| | *Week 3* | Send E-mails about SLO Film Festival & Triathlon Accommodations |
| | *Week 4* | Feb 27-28, 2016 - Travel & Adventure Show \| Winter Mezzo Weeken |
| March | *Week 1* | Promote March Triathlon Series \| SLO Film Festival \| Reporting |
| | *Week 2* | Contact Hotels and Wineries for Spring Break specials - Ads |
| | *Week 3* | Share Spring Break Events/Activities for Families - Ads |
| | *Week 4* | E-mail campaign for Getaways to AG - Email Broadcasting |
| | *Week 5* | Promote Central Coast Orchid Show & Sale - Ads |

**January**

Restaurant month will take place from Jan 4-29th and we can promote the deals that wineries are offering. We will also contact them for deals for Presidents and Valentines Day weekend to send to our e-mail subscribers.

**February**

If the trade show is approved, then we would spend the month of February preparing copy for a press release, printed materials, booth set up, graphics, etc.

**March**

The March Triathlon, and SLO Film Festival will bring more people traffic to the city. We want to ensure they book their stay in advance by e-mailing/promoting special deals.

*Social Media Updates - Updates are made daily on Twitter, Facebook, and Instagram.*

# Request for Action: Travel & Adventure Show – Expo

**LOS ANGELES | FEBRUARY 27-28, 2016**

## RG Pacific will create:

- Create Show Plan
- Pre & Post-Show Marketing
- Lead Processing Plan in Place
- Create Buzz and Awareness
    - Newsletters
    - Email blasts
    - Social media
    - Web banners
    - Giveaways
    - Travel show deals and specials

## Budget Breakdown

Exhibit Space ($3,695 for 10’ x 10’ booth) includes:

- 6ft skirted table
- 2 chairs
- Wastebasket
- Booth ID sign
- Logo
- Link on Travel & Adventure Show website

**Purchase and Design Pop Displays**

RETRACTABLE BANNER: $240

8FT TALL X 10FT WIDE GRAPHIC DISPLAY: $500

**Brochures and Brochure Holder (500 pcs):** $216.00

Graphic Design for Pop Display and Brochures: $300

**Trade show hosts:** $390

2 Booth Hosts ($15/hour)
9 hours ($135) x 2 Days
4 hours (Friday) x 2 Hosts

**1 Arroyo Grande Expert will travel to Show**
**Hotel Accommodations + $100 Food:** Approx. $1100

*Hotel Accommodation (Options)*

Check In: 02/25/2016
Check Out: 02/29/2016

1- **The Westin Long Beach**

   Room rate: USD$309.00
   Taxes: USD$46.97

   1 room(s) for 3 night(s): APPROX. USD $974

2- **BEST WESTERN PLUS Hotel at the Convention Center**

   Room rate: USD$279.00
   Taxes: USD$150.00*

   1 room(s) for 3 night(s): APPROX. USD $987

3- **Hyatt Centric the Pike Long Beach**

   1 room(s) for 3 night(s): APPROX. USD

   Room rate: USD$279.00
   Taxes: USD$150.00*

   1 room(s) for 3 night(s): APPROX. USD $987

**Total Estimated Costs: $6,500**

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- VR Camera Team (team of 4) – 18 hours (Saturday and Sunday) - $1000
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    - Need 2 Rooms – Cost
        - Asking Board to see how we can cover this?
- VR Camera Team (team of 4) – 12 hours
    - Strawberry Festival
        - Live festival VR experience and video for promo
- Video Editing - $1500
    - Create VR Videos with Editor
    - Create video reels for Website, YouTube, Samsung VR
    - AG TBID will own videos- both the raw footage and final cut edits

**Total Cost: $2500**

## To do with VR:

- Will be first city in United States to feature VR in Tourism Marketing
- Will use VR for strong local and national PR push
    - Press Release
    - Media Outreach and Press
    - Work with Strawberry Organizers to do dual push and market VR element to festival
        - Bob Lund is onboard
- See PowerPoint for details