



**AGENDA SUMMARY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD SPECIAL MEETING
MONDAY, MARCH 28, 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. Presentation and Approval of FY 15-16 Annual Report

Documents: [TBID Item 4_FY 15.16 Annual Report.pdf](#)

5. Review and Approve Bus Wrap Artwork

6. Consideration and Approval of Virtual Reality Video Proposal

Documents: [TBID Item 6_Virtual Reality Video Proposal.pdf](#)

7. Consideration and Approval of Radio Promotion

Documents: [TBID Item 7_Radio Proposal.pdf](#)

8. Board Member Communications

9. Staff Communications

10. Public Comment

11. 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.

TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

OCTOBER 28, 2015

PAGE 2

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

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
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
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<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
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						
Vendor: 000038 ARROYO GRANDE AND GROVER						
Document Description: TBID ADMIN FEE						
Check # 268606						
11/10/2015 invoice IN 5689		1,416.66				
Line Description: TBID ADMIN FEE						
Vendor: 000038 ARROYO GRANDE AND GROVER						
Document Description: TBID ADMIN FEE						
Check # 268960						
12/3/2015 invoice IN 5800		1,416.66				
Line Description: TBID ANNUAL ADMIN FEE						
Vendor: 000038 ARROYO GRANDE AND GROVER						
Document Description: TBID ANNUAL ADMIN FEE						
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

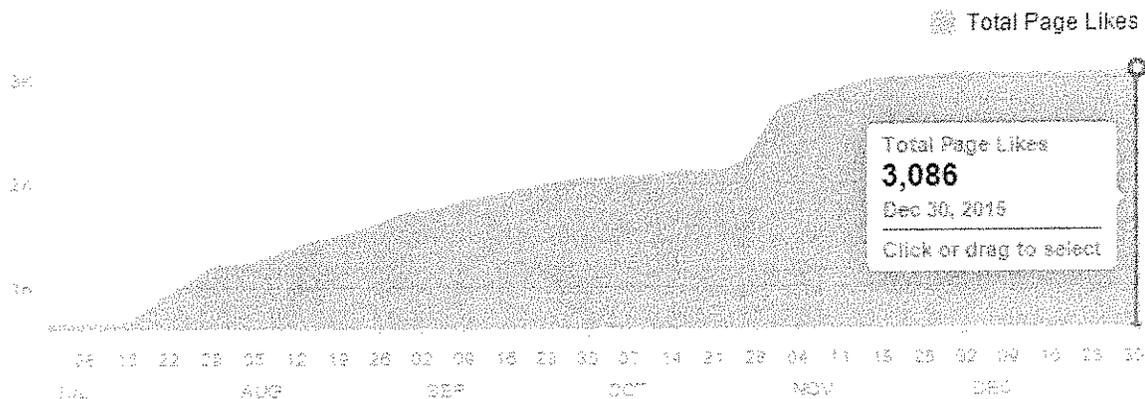
\$5,000/65 visits = \$76.92/Click

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 Drapes (Black)
- 3' High Side Wall Drapes (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

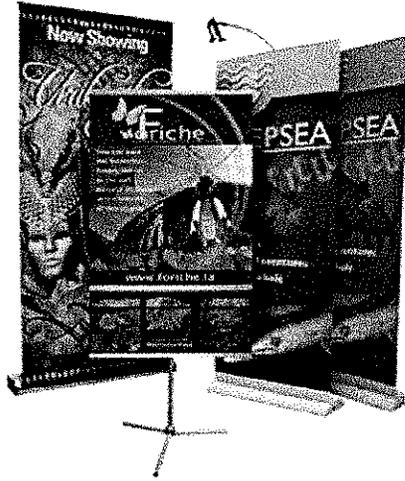
Exhibit Space (\$3,695 for 10' x 10' booth) includes:

- 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 Mountains

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

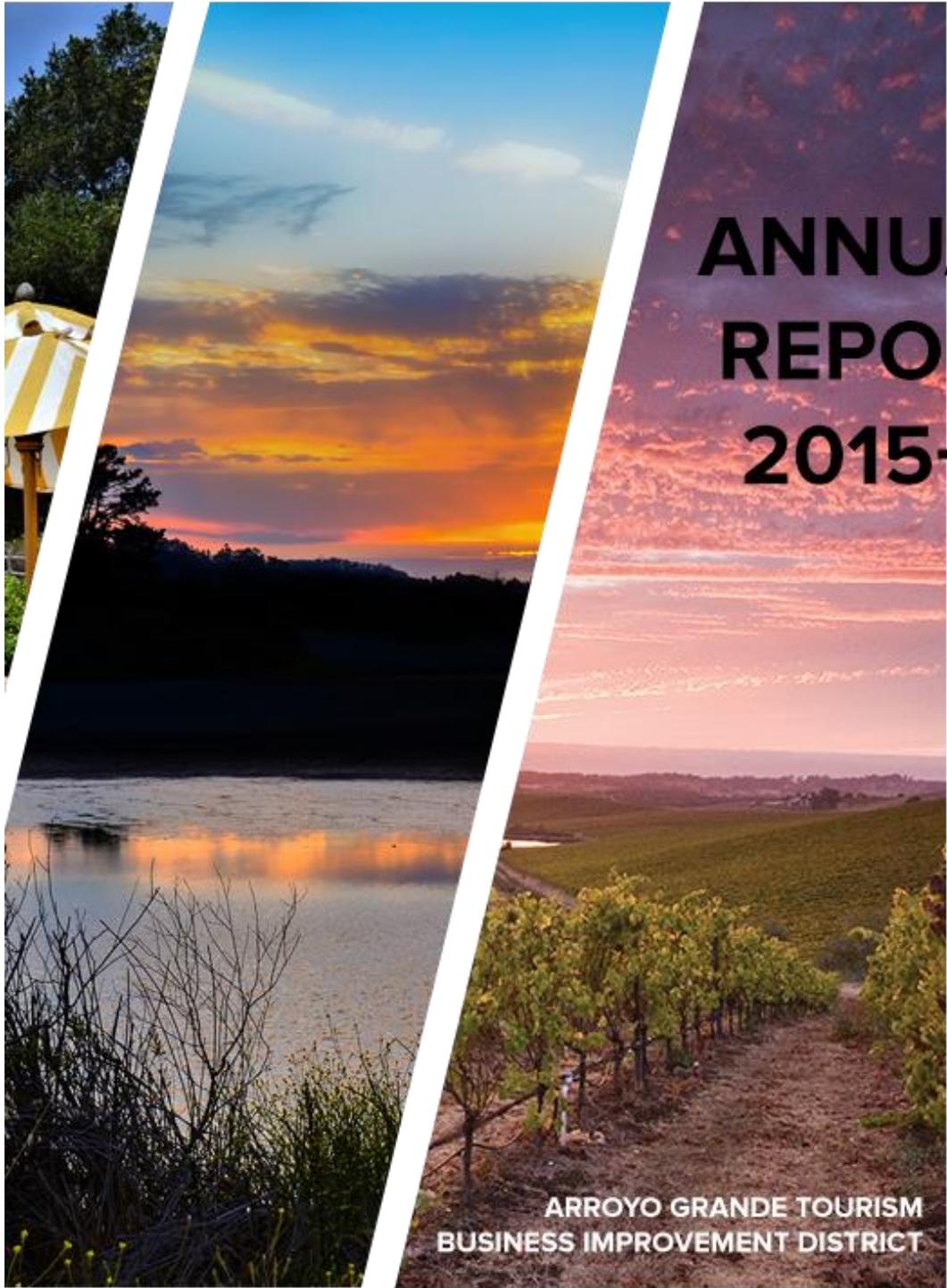
- Strawberry Festival - "The Premiere Festival of the Central Coast"

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



ANNUAL REPORT 2015-16

ARROYO GRANDE TOURISM
BUSINESS IMPROVEMENT DISTRICT

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1. AGTBID Highlights

The objective in the initial RFP was to “Turn Heads into Beds” and RG Pacific team achievements are explained in a thorough manner in the sections below. We will inform the AGTBID Committee how we collected data to target potential Arroyo Grande tourists through social media, search engine optimization, paid advertising, improved website design and content.



**COST EFFICIENT
AD SPENDING**



PAGE VISITORS



BOUNCE RATE



LEAD GENERATION

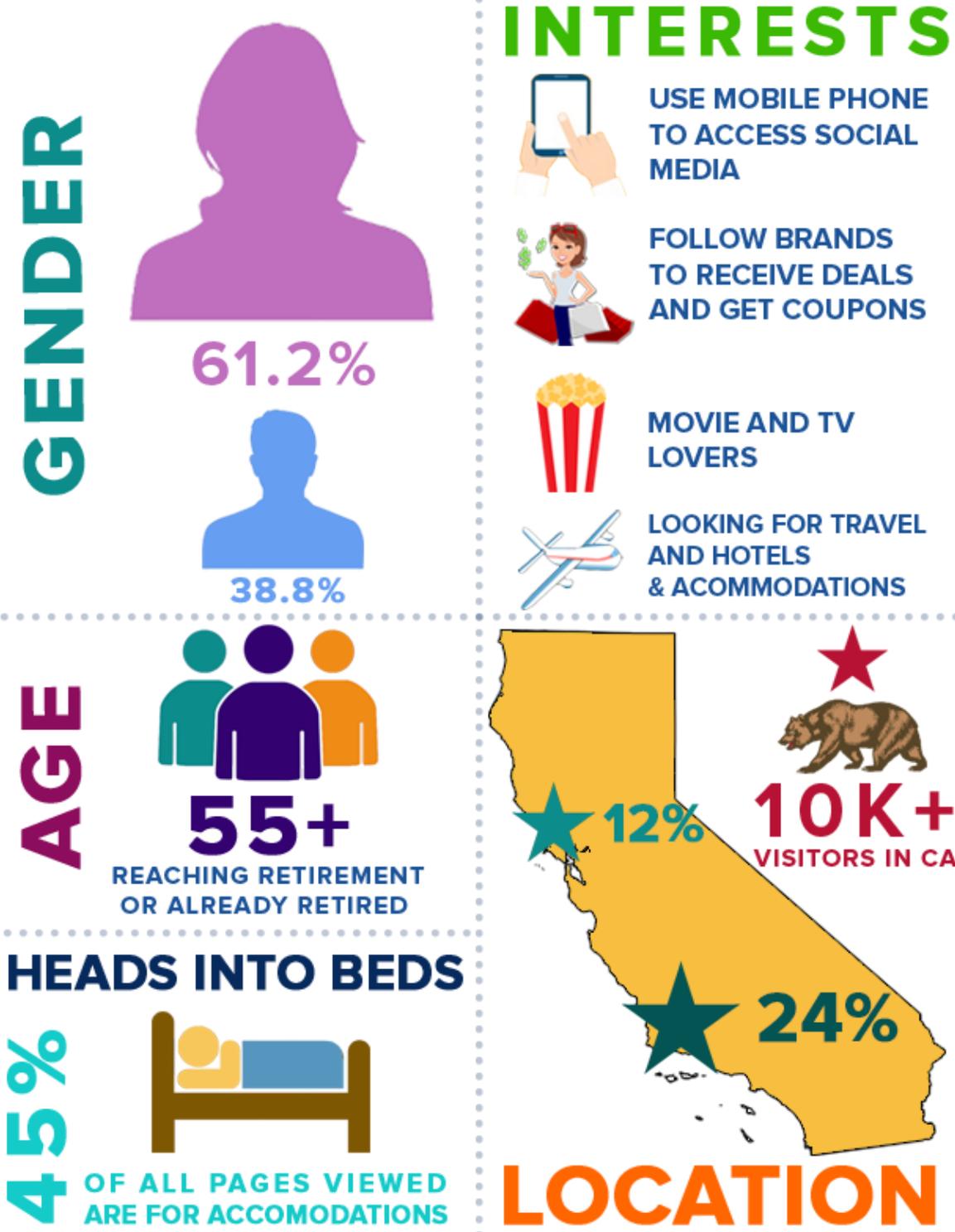


**SEO PAGE AND
KEYWORD RANKING**



**CREATED DEMOGRAPHIC
PROFILE USING DATA**

2. Visitor Profile



Since we started tracking data in July 2015, we have been gathering and monitoring the incoming data using Google Analytics tracking. The data acquired by the previous AGTBID did not have demographic

info. The graphic created by the RG Pacific team shows the data we acquired from July 2015 – March 2016.

STAY: Which hotels are visitors looking at the most?

- 9 out of 20 of the most viewed pages on the website are related to booking and accommodations. This means that 45% of all website page views come from people that are interested in staying in Arroyo Grande.
- We achieved this by incorporating SEO to these pages with terms like: Arroyo Grande hotels, Arroyo Grande accommodations, lodging in Arroyo Grande, bed and breakfast in Arroyo Grande. These SEO keywords make it easier for people to search for accommodations and find our website.
- We know how much traffic VisitArroyoGrande.org referred to hotels in Arroyo Grande even though we can't track reservations.

DINE: Which restaurants are the most popular with visitors?

During the month of January, RG Pacific boosted a post on Facebook asking followers to tell us which local restaurants are their favorite. This specific post was in anticipation of California Restaurant Month, and to help us incorporate our audience's favorite restaurants to the newly redesigned Dine page.

Visit Arroyo Grande added 8 new photos.
Published by Suzee Hernandez [?] · December 30, 2015 ·

What are your some of favorite AG restaurants?

KLONDIKE PIZZA
★★★★★
Good Times 'n Good Grub

ROOSTER CLUB TAVERN

11,090 People Reached

337 Likes, Comments & Shares

285 Likes	263 On Post	22 On Shares
32 Comments	27 On Post	5 On Shares
20 Shares	20 On Post	0 On Shares

831 Post Clicks

668 Photo Views	0 Link Clicks	163 Other Clicks
-----------------	---------------	------------------

NEGATIVE FEEDBACK

3 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

11,090 people reached

263 Likes, 27 Comments, 20 Shares

Like Comment Share

The redesigned page is based on the profile we compiled. We noticed that people were visiting the first three pages of the five on the website. With the new page, our development team incorporated a filter that lets visitors find a restaurant based on type. Additionally, our designer created new images for each

restaurant listing that was more appealing to visitors. This has resulted in more page views for restaurants in Arroyo Grande that were left towards the end of the dine page.

VISITORS: Where are visitors coming from?

We have been targeting the following areas in our paid advertising efforts:

- Bakersfield
- Fresno
- Los Angeles
- San Francisco
- San Jose
- Santa Barbara

Our targeting has reached people in Santa Maria, San Luis Obispo, Nipomo, Grover Beach, Oceano and Pismo through Facebook shares and likes. However, the majority of visitors to the website are coming from the Los Angeles area

AGE: How old are they?

The Baby Boomers represent the majority of Arroyo Grande website visitors, giveaway entries, and Facebook followers. According to a Nielsen study, by 2017 boomers will control 70 percent of the country's disposable income. This demographic has been previously ignored by most marketing firms; however, using the information from Google Analytics and research "Boomers make the most money and spend what they make," concludes the study.

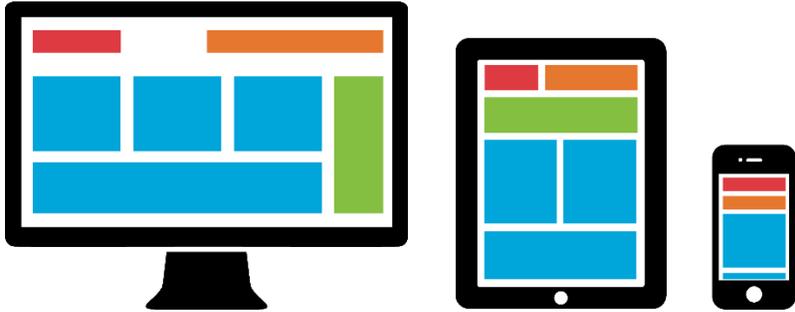
70%
OF RETIRED
BABY BOOMERS
HAVE DISPOSABLE
INCOME



This age demographic ignores just about all forms of advertising on social media; however, they don't ignore advertising in traditional media as much. As a result, we are using the Twitter budget to advertise on Rincon Broadcasting, which broadcasts on iHeart radio stations for a four-week period to reach this demographic.

INTERESTS: What do visitors like?

The Arroyo Grande visitor is not active on Twitter. They are mostly on Facebook. The people that follow brands online want to get coupons, promotional offers deals. This is because they make travel and purchasing decisions. The most popular websites amongst Arroyo Grande’s demographic are Travel/Hotel & Accommodations as well as Arts & Entertainment. As a result, the Event page on the website is the second most popular page on the website after the homepage.



Desktop and mobile devices are used equally by visitors; however, most use mobile devices to access their social media accounts and view content there.

3. Performance and Results

a. Targeting Customers in Each of the 5 Travel Buying Cycles

The promotion strategy that we used to “turn heads into beds” was using a pull marketing strategy through social media, online offers, and paid advertising on Google.

Stage 1: Dream

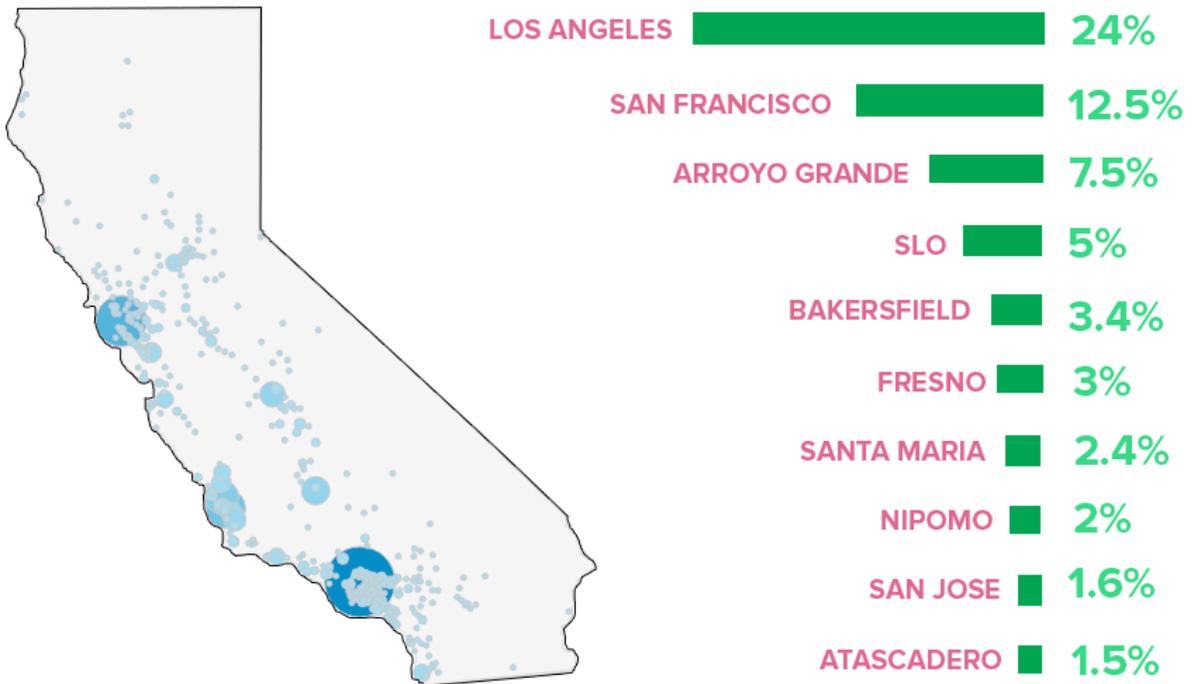
- We created a mailing list on the site using Mail Chimp mailing services to reach our segmented audience.
- The **e-mail broadcasts** reached out to subscribers and encouraged them to visit Arroyo Grande for events like the Labor Day Weekend, Christmas in the Village, Valentine’s Day, etc.
- We updated the website Events page by creating a past events category to move events there without having to delete the posts and cause sitemap errors.
- Our social media team posted pictures of different activities and happenings in Arroyo Grande on **social media** using popular travel and activity hashtags.

Stage 2: Plan

Our team optimize website content because it lacked SEO and pages that most tourism website have. The Directions page for example had generic directions. We wanted to focus on our target audience, so we created two subpages with custom banners. These pages designate different ways to get to Arroyo Grande, which makes it easier for people to plan their trips.

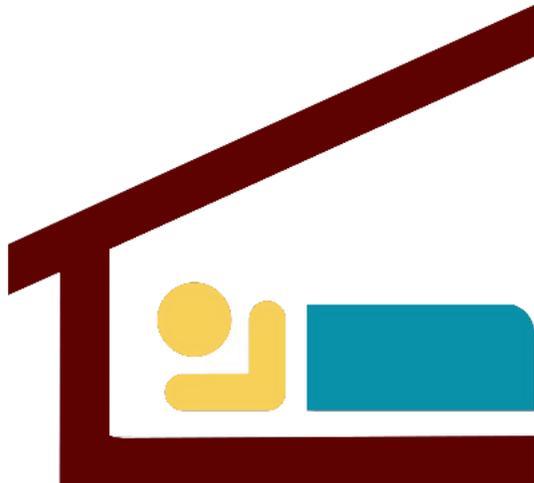


Our ads target the Los Angeles and San Francisco area, and that is where the majority of visitors to the website are. The third most come from Central Coast cities like San Luis Obispo, Santa Maria, Nipomo, and Atascadero.



Stage 3: Buy

Internet searches for accommodations in Arroyo Grande account for the majority of page hits. Our current data shows how many page views the Stay and accommodations pages get (45% of all pages).



**9 OUT OF 20
TOP VIEWED PAGES
ARE 'STAY' PAGES**

Stage 4: Experience

- Created a deals page for Wine Tasting and for Accommodations.
 - Our marketing team contacts hotels and wineries to get current deals and offerings. We then put that information together to create banners and graphics for the website and social media.
- RG Pacific promotes various restaurants and cafés that are popular amongst visitors to ensure that new visitors have a great experience.

Stage 5: Share

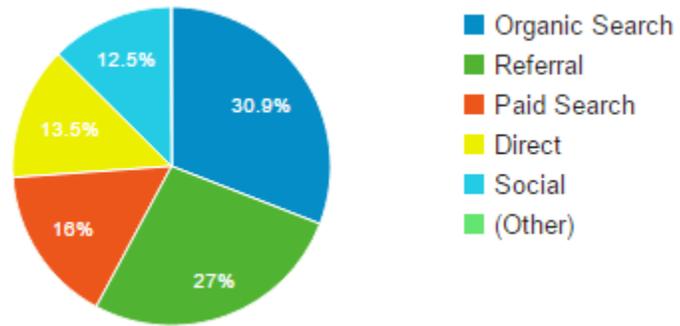
Our team searches through Hashtag and Geo-location tags for people in Arroyo Grande to like and share their posts on our networks. This has encouraged visitors to share their experience, comment on @VisitAGCA posts, follow and leave reviews on Facebook.

4. Cost Efficient Online Paid Advertising Methods

a. Ad Words

- Using AdWords we have increased e-mail subscriptions and calls to the AGGB Chamber of commerce.
- Paid advertising on Google has increased the number of visitors as well as the number of people that view the website during their search for trips to Arroyo Grande, Wine Tastings, and Tours.
- **Over 265K** people have seen an ad to Visit Arroyo Grande.

- The campaign continues to perform consistently within the allocated monthly budget. Our team manages it daily to ensure all search terms are related to Arroyo Grande tourism and wine tasting. Ad words accounts for 16% of incoming traffic monthly.



b. Facebook Ads

- These ads have proven to be the most effective in reaching people in the demographic because Facebook has more direct marketing options.
- We have achieved more post shares organically, and have increased the reach through engaging posts.
- The previous marketing efforts only targeted Arroyo Grande. As a result, RG Pacific targeted ad placements in surrounding cities; such as, Bakersfield, Fresno, Los Angeles, San Francisco, San Jose, and Santa Barbara.
- There are more website visitors being referred by Facebook than TripAdvisor.
- The majority of social referrals to the website are from people that click the links on our Facebook posts and website link on the page.

5. Website

a. Newsletter

The website did not previously collect leads or have newsletter sign ups. A contact form was implemented to the website on the contact us page, and newsletter forms were created to segment the lists. RG Pacific acquired a list of 1,000 e-mails in addition to those collected from the giveaway and newsletter forms.

b. Maintenance

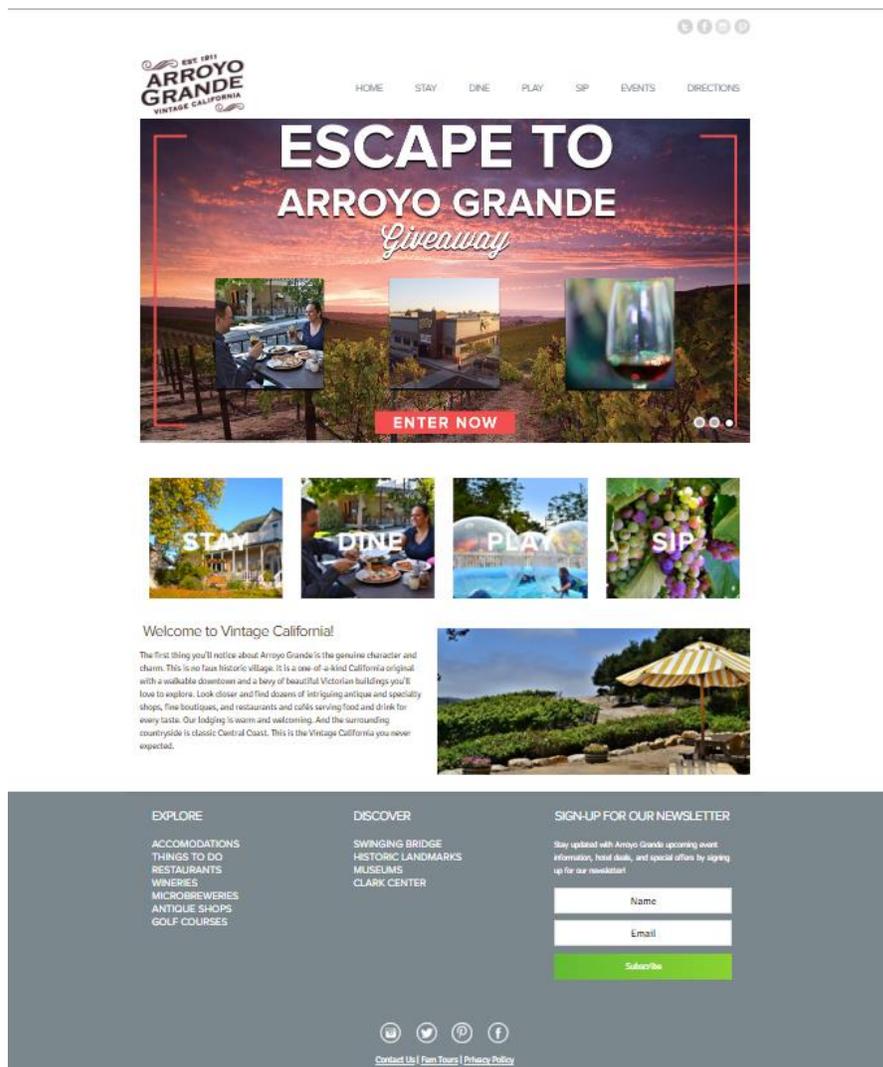
- Blocked referral spam to the website that causes high bounce rate.
- Installed Google Analytics
- Create and manage Google Webmaster Tools where the sitemap is monitored for errors
- Scan the website for issues and malware
- Remove malware (if any)
- Update Wine and Hotel specials and graphics
- Remove closed down restaurants in the Dine page
- Update Events by creating a Past Events category to archive posts, and create new events

c. Redesign and Launch

RG Pacific created a new design layout for the Arroyo Grande homepage, Sip, Dine, Play and Events page that keeps users engaged longer. Visitors are engaged longer because we used Analytics data to adjust the navigation hierarchy and structure to improve page views per visit, total time on site, and push our specialty pages. Additionally, our team created content pages for Familiarization Tours, Wine Specials, Hotel Deals Swinging Bridge, Clark Center, Museums, and Historic Landmarks. These pages were created based research of travelers and user demand. Now users can go directly to their point of interest and with ease.

The redesign is also responsive to meet the demands of users that view the website. This means that the website content and images adjust to fit desktop displays and mobile phones and tablets.

The redesigned Visit Arroyo Grande website was launched in February and is continuously worked on by our team to ensure that it is current and engaging.



6. Social Media

a. Benchmarks

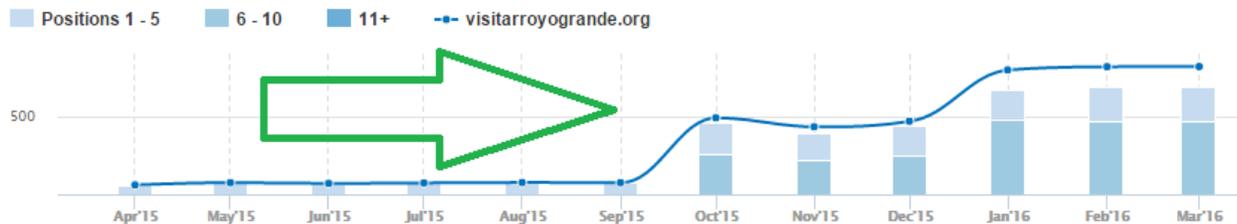
- RG Pacific’s marketing efforts have increased awareness of Arroyo Grande as a travel destination and quick getaway from Northern and Southern California. As of March 10, the Ad Words campaign has spent \$6,893.31

Clicks	Impressions	CTR	Cost	Conversions
2,430	265,655	0.91%	\$6,893.31	8

- Facebook brings in 95.76% of all social traffic. Social Referrals include: Facebook, Trip Advisor, Twitter, Instagram, Google+, Yelp, and Pinterest.
- Google and Facebook Advertising referrals have a low bounce rate—4.23 and 5.47% respectively—compared to all other referral traffic visitors.

7. Search Engine Optimization

Our team used multiple SEO tools on the website to help increase organic results. We used metadata that included keywords, titles, and descriptions. There was no SEO on Visit Arroyo Grande before we began implementing keywords into the website. We began using keywords during the month of September and since then you have seen a dramatic increase in organic reach. After each month more and more keywords are becoming ranked. This was achieved because specific keywords are incorporated into each page. The graph below reflects SEO from April 2015 (with previous marketing company) to March 2016 where immediate changes are seen.



Press releases helped events gain traction on the website and resulted in higher ranked search result listings. We created Press Releases for the Arroyo Grande Christmas in the Village, and the South County Annual Turkey Trot. Our press release for Christmas in the Village was distributed through PRWEB.com and has been seen by over 75,000 people. This contributed to the increased awareness of Visit Arroyo Grande website and event.

As shown in the chart above, Visit Arroyo Grande has increased its ranking from 1-5 terms to over 300. The top 100 keywords include misspelling and spelling variations for Arroyo Grande, Arroyo Grande Village, Arroyo Grande Christmas Parade, Bed and Breakfast Arroyo Grande, Premier Inn Arroyo Grande, Where is Arroyo Grande, Things to Do in Arroyo Grande, Arroyo Grande Motels, Arroyo Grande shopping, Hampton Arroyo Grande, Harvest Festival Arroyo Grande, Aloha Inn Arroyo Grande, Casa Grande Arroyo Grande, Stone Soup Music, Motels in Arroyo Grande, and more. Each keyword phrase goes to a page with content related to that keyword. We continuously monitor and track this data to improve ranking each month.

SEO

70 RANKED TERMS
IN JULY 2015

45 TERMS IN TOP 10
POSITIONS

345 RANKING TERMS
BY MARCH 2016

- ↑ ARROYO GRANDE VILLAGE
- ↑ ARROYO GRANDE
- ↑ WHERE IS ARROYO GRANDE
- ↑ BED AND BREAKFAST
ARROYO GRANDE
- ↑ THINGS TO DO IN
ARROYO GRANDE

31%
**OF WEBSITE
TRAFFIC IS FROM
ORGANIC SEARCH**

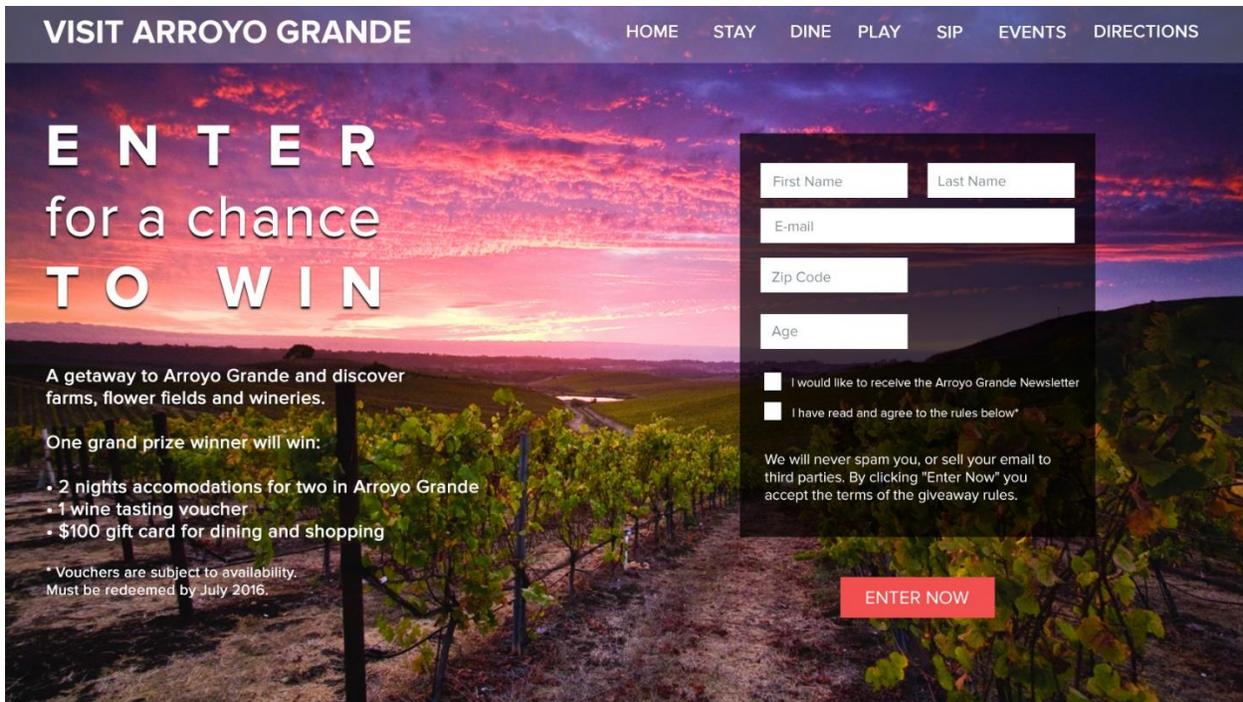
8. Giveaways and Promotions

The RG Pacific Team planned and implemented a Weekend Getaway for two in The Village of Arroyo Grande. The goal of the giveaway is to increase traffic to the Visit Arroyo Grande Website and Social Media Pages and to also increase awareness. The giveaway will grant the winner:

- A weekend (2-Night) stay at one of the Arroyo Grande Hotels
- Complimentary wine or beer tasting for two
- A gift card for dinner for two at an Arroyo Grande Restaurant

These prizes were decided by the RG Pacific Team. We believe that this is the best possible way to attract both a young and older demographic. The process in getting the getaway to become a reality started with phone calls and emails. We emailed and then followed up with phone calls to local Arroyo Grande businesses asking if they were willing to participate in the giveaway. We emphasized that we would promote their business on all of Visit Arroyo Grande's Social Media Pages as well as the website. Additionally, we offered to promote any current and future promotions their business even though they chose not to participate. By offering to promote their deals, our followers would reap the benefits of following Arroyo Grande on social media as our demographic analysis states. Although not all companies responded, we managed to acquire partnerships for the giveaway and future promotions. A couple of local wineries and a brewery are on board at the moment. Both Talley Winery and Figueroa Mountain Brewery have agreed to participate and are sending over vouchers for us to use in the giveaway. Laetitia Winery is also interested in participating in the giveaway, but they have not sent over any vouchers or have mentioned how they would contribute to the event.

The custom giveaway landing page is easy to fill out and captures leads. Willing participants fill out the form in less than five minutes and are entered into the giveaway. Two spelling variations were created **EscapeToAG.com** and **Escape2AG.com** for the giveaway and they both redirect people back to a "Thank You" page on the Visit Arroyo Grande website. The Giveaway Rules page states what the prizes are, but no company names are included in order to provide the best possible giveaway package for winners. The current giveaway began on March 1st and will continue through May 1, 2016. Currently, hundreds of entries have been made and there is still plenty of time to submit an entry. Prizes will be awarded on or about May 2, 2016 and must be used by winner between May 20, 2016 and July 31, 2016.



9. Significant Partnerships

The Arroyo Grande Weekend Getaway has opened doors to future partnerships with local businesses. As previously mentioned the weekend getaway was designed to increase traffic to the Visit Arroyo Grande website and social media pages. We wanted to implement wine tasting into the getaway knowing that it is extremely popular in the Central Coast. Some of our first attempts to contact businesses were with the local



Wineries and Breweries. Both Talley and Laetitia Winery were more than willing to participate in the Getaway and were excited about it as well. We have been in contact with them throughout the year and have promoted their specials on the Visit Arroyo Grande website under the “SIP” page in the past. Figueroa Mountain Brewery is the only Arroyo Grande brewery that is participating in the getaway. Although this partnership with Figueroa Mountain partnership is new, we feel that it can become something great as the time passes. We know that maintaining strong relationships with these Wineries and Breweries will allow us to use them in future giveaways or contests we have planned.

Additionally, the RG Pacific team helped update information for Visit San Luis Obispo County’s new asset management system. This system collects digital assets (photos) from every city in the county that show that cities main attractions and uploads them into a database. The assets are organized in folders and

named properly so they can be easy to ready. The images that we sent over were for the following attractions:

- Lopez Lake
- Mustang Waterslides
- Rotary Bandstand
- Swinging Bridge
- Talley Vineyards
- The Village

The images highlight different aspects or events that were hosted on each attraction. For example, under The Village we sent over images that highlighted the Car Show in The Village, The Village Farmers Market, and Village shops and restaurants. This was the same for the other attractions that were sent over.

Once the RG Pacific Team was in control of Visit Arroyo Grande's social media accounts, we made sure to follow other San Luis Obispo County social media accounts to help with our online presence. This gave us a better idea of what worked and what didn't work in San Luis Obispo County. The Visit Arroyo Grande accounts had a low follower count when we took over and our goal was to increase that number. We shared posts from other San Luis Obispo County accounts that were relevant to Arroyo Grande in order to gain more followers. This proved successful and in the end we were able to increase the follower count dramatically for all social media pages.

10.Plans for the Next Year

RG Pacific is preparing for the coming year as our first year of working with Arroyo Grande's TBID comes to an end. We have a better idea of what works and what doesn't work when promoting The City. The partnerships that we have made with local businesses in The Village are going to help the RG Pacific team accomplish our plans for next year. Some of the events and plans we have for the Village of Arroyo Grande include:

- A Father's Day Giveaway Package which would include a Golfing Session at a local course and Beer or Wine Tasting at a local Brewery or Winery.
- Participate in travel shows as an exhibitor to give potential visitors insight on The Village of Arroyo Grande.
- We would implement Virtual Reality Videos for the Village that would give an outsider an inside look into the city, its landmarks, and activities available.
- Promotional and Online Video Advertisements that highlight the Village and its Landmarks, so we could use on the Website and all Social Media Accounts.

Booking Tool

The screenshot shows the Booking.com interface for Arroyo Grande, CA. The search results are filtered for 36 properties. The top two results are:

- Best Western Casa Grande Inn** (3 stars, 8.3 rating, 448 reviews). Price: From \$60. Booked 14 times today.
- Premier Inns Pismo Beach** (2 stars, 7.0 rating, 1,018 reviews). Price: From \$50. Booked 11 times today.

Other visible results include Hampton Inn & Suites Arroyo Grande (3 stars, 8.5 rating).

Currently, visitors are viewing pages for accommodations and leaving the site to book directly from the hotel or B&B. Our team believes that incorporating a booking tool directly on the website would increase reservations for hotels in Arroyo Grande. This would be a more convenient for website visitors and it would allow us to track conversions better.

Visit San Luis Obispo County and Morro Bay are using an affiliate program/booking tool on their websites. Visit SLOC lets users book on their site using Booking.com and displays eight

Arroyo Grande hotels. However, it does not list all that are currently shown on the website. RG Pacific would have to keep the current pages and link to the booking tool on a separate page.

- RG Pacific suggests implementing an iframe tool and/or a booking tool via an affiliate program. Our data tracks views and clicks, but we can't track booking conversions once people exit those pages.
- Visit SLOC website gives people the option to book hotels in Arroyo Grande using the Booking.com affiliate tool. Similarly, Visit Morro Bay uses an affiliate program called Book Direct that includes Trip Advisor reviews.
- To remain competitive, we suggest implementing a similar tool on the visit Arroyo Grande website. Booking accommodations in Arroyo Grande should be a seamless process for travel consumers, and have competitive pricing to increase the consumer's likeliness of booking one of the ten listed hotels and B&Bs available through www.visitarroyogrande.org

Approximately \$5,000

AARP National Event Sponsor and Exhibitor Shows

Marketing to Arroyo Grande's key demographic through an AARP Event Expo increases our reach and influence. We will be able to reach the AARP community through their National Event Sponsor and Exhibitor shows. By doing so, Visit Arroyo Grande can enhance its visibility with the 50+ demographic—Baby Boomers and the up-and-coming Generation X. This national event reaches 10,000 members in the span of three days. Allowing RG Pacific and Visit Arroyo Grande to understand our audience better through direct contact with them. It is great exposure as 44% of AARP members are in the retirement state and have disposable income. Many of the AARP members associate brands at the Expo as having

the "Good Housekeeping" seal of approval. We are also able to network and partner with other vendors in addition to connecting with this demographic to provide better services to our audience—like partnering with car rental services for future giveaways. Lastly, AARP allows us to upload local events to their website to increase exposure throughout their network for increased influence.

Last year the AARP National Expo took place in Miami during the month of May. AARP holds this event in different locations; such as Miami, San Diego, Boston, Atlanta, Las Vegas and New Orleans. AARP Members interested in travel can plan their trip to Arroyo Grande through AARP destination guides on their website as well.

Budget

Pricing is based on exhibitor pricing and 3-day event on or about May 2017 using data from the AARP Life@50+ event.

Exhibit Fees: \$1,700

Products and Services showcase in AARP booklet: \$750

Brochures and Brochure Holder (1,000 pcs): \$450

Pop Displays: \$750

3 Booth Hosts (\$10/hour): \$160/day

Travel, Hotel Accommodations for 2 nights, and dinner

Approximately \$10,000

Travel & Adventure Show – Expo

RG Pacific is proposing that Arroyo Grande participate in the Travel and Adventure show in Los Angeles that takes place on February 18-19, 2017 at the Los Angeles Convention center. The proposed budget for the two-day event includes approximate pricing—based on previous years— for exhibit space, banner displays, graphics and brochures as well as tourism hosts for two days.

Budget

Exhibit Space (\$4,000 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



Brochures and Brochure Holder (500 pcs): \$425.00

2 Booth Hosts (\$10/hour): \$160/day

Hotel Accommodations for 2 nights and dinner

Total Costs: \$6700

Arroyo Grande Tourism Business Improvement District

FY 2016-17 Budget Detail

Revenues	Revenue Souce	Amount	Total
	TBID Fee	\$195,000.00	
	City	\$ 5,000.00	
	Chamber	\$5,000.00	
	Ending fund balance	\$118,517.00	
	Total:		\$323,517.00
Expenditures			
	Line Item	Expenditure	Total
	City	\$3,000.00	
	Chamber	\$20,000.00	
	Supplies	\$2,500.00	
			\$25,500.00
Advertising/Marketing			
	Consultant Services	\$150,000.00	
			150,000.00
Website			
	Website maintenance	\$25,000.00	
			\$25,000.00
Memberships			
	CCTC	\$500.00	
	Misc.	\$5,000.00	
			\$5,500.00
Sponsorships			
	Misc.	\$30,000.00	
			\$30,000.00

Events					
		Trade shows, etc.		\$15,000.00	
					\$15,000.00
Expenditure Total					\$251,000.00
Projected fund balance					\$72,517.00

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?
- 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

RG Pacific recommends airing a 30 second radio spot with **iHeart Radio (Los Angeles)** for **\$7,841** this price represents a 15% discount. The spot will air over the period of one week. The iHeart Radio Spot will air on KFI 640 AM.

- KFI 640 AM Station is the station that reaches the Arroyo Grande demographic the best. Their audience includes higher-income listeners who enjoy traveling with a median age of 56.
- An ad package for one week will be the most effective. The ad can extend a second week for the same price; however, we are advised that the ad does not perform as well after a week.
- KFI reaches 1,075,500 people per week
- The ad will play for 30 seconds, and produced by the iHeart media team.
- The spot is played on the air and via the iHeart radio app.

Similarly, **Rincon Broadcasting (Santa Barbara)** has a deal to air a 30 second commercial on 99.9 KTYD-FM (Classic Rock Station) for **\$4,460** for 4-week air play in April. After telling them our demo they sent this deal back as a better alternative with radio plays doing day.

- 99.9 KTYD best fits the demographic with adults 55+ in the Santa Barbara region
- On average the target demo will reach the ad 4.9 times
- KTYD reaches 14,500 people a week
- We will have a web banner and link to the website from KTYD included

Total for all 2 radio promotions: **\$12,301.**

We can do one or the other too FYI we are not married to both!

Payment

- Payment is due before we go on the air so we will ask for money in next month's installment.

Ray Galan, MBA
RG Pacific LLC
611. S. Catalina St
Suite 222
Los Angeles, CA 90005
www.RGPacific.com
direct: 323-314-2127
office: 323-798-7446
fax # : 888-568-2555