



**AGENDA SUMMARY
TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING
MONDAY, APRIL 25, 2016
3:30 P.M.
ARROYO GRANDE CITY HALL CONFERENCE ROOM
300 E. BRANCH STREET, ARROYO GRANDE**

1. Public Comment
2. Approval of Minutes of March 28, 2016 Special Meeting
Documents: [TBID Item 2_Approval of 03.28.16 AGTBID Minutes.pdf](#)
3. Receive and File the Financial Report for Period Ending March, 2016
Documents: [TBID Item 3_TBID Fund Detailed Expense Report.pdf](#)
4. Update from RG Pacific on Marketing Activity
Documents: [TBID Item 4_RG Pacific Marketing Activity Updates.pdf](#)
5. Consideration and Approval of Arroyo Grande In Bloom Sponsorship
Documents: [TBID Item 5_AGIB Request to the AGTBID.pdf](#)
6. Consideration and Approval of Advisory Tourism Committee Recommendations
Documents: [TBID Item 6_Committee Recommendations for 2016-17.pdf](#)
7. Consideration and Approval of the 2016-17 Proposed TBID Budget
Documents: [TBID Item 7_Proposed FY 2016-17_Budget.pdf](#)
8. Consideration and Approval of FY 2015-16 Annual Report
Documents: [TBID Item 8_FY 15.16 Annual Report.pdf](#)
9. Board Member Communications
10. Staff Communications
11. Adjournment

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

Board members Troi Hoffman and Rachel Patranella were present. Also present was Chamber representative Judith Bean, City representative Dianne Thompson, and Ray Galan of RG Pacific.

1. **Approval of minutes of October 28, 2015.** Minutes were reviewed by the board.

Action: Board member Troi Hoffman moved to approve the minutes as presented. Board member Rachael Patranella seconded the motion. Motion passed unanimously by voice vote.

2. **Financial report for Quarter ending December 2015.** Board members reviewed and discussed the financial report. It was noted that an admin fee was posted to contract services. Judith was directed to make that change.

Action: Board member Troi Hoffman moved to approve the financial with one correction. Board member Rachael Patranella seconded the motion. Motion passed unanimously by voice vote.

3. **Update from RG Pacific on Marketing Activity.** Ray pointed out that the marketing activity to date is included in the annual report.

4. **Presentation and approval of FY 15-16 Annual Report.** Ray gave an overview of the annual report. He explained that everything they've done to date was to "put heads in beds." He said that their strategy included best practices and ideas from other areas and focused on collecting data. Data collected has enabled them to gain a clear picture of the typical visitor profile – 61% of whom are female over the age of 55 who are interested in dining and things to do. Data collected will allow specific and segmented emails to be sent. The Facebook page now has 1,800 subscribers. Electronic media posts are designed to encourage interaction. A rework of the website includes all new pages that cater to the visitor profile. The site is mobile friendly to reflect how searches are made. Online contests help build the list and build a presence for Arroyo Grande. Contests carry a unique url so that traffic is able to be tracked. The report included recommendations for next year, including a booking tool and attendance at trade shows and events catering to the target market. A draft budget was included with the report. Board member Troi Hoffman said she would like more detail on the budget. Judith explained that the original board members had asked for broad categories, but that she could rework the budget to provide clear categories for trade shows and other types of advertising. Board members asked for time to review the report in more detail prior to

TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

MARCH 28, 2015

PAGE 2

approval. It was agreed to set a meeting for April 25th to consider and approve a plan of action for 2016-17. Board President Rachel Patranella asked that a list of trade shows and events with pricing be provided at the next meeting.

5. **Review and Approve Bus Wrap Artwork.** Board members reviewed the proposed artwork for the bus wrap. Board member Troi Hoffman said she did not think the picture of the agriculture field would attract visitors and that she would prefer a shot of the vineyards or grapes, or people wine tasting. Board President Rachel Patranella agreed. They asked Ray to find a high resolution photo to replace the field photo. The other two photos: one of bike riding by the lake and one of the car show in the village met with their approval.
6. **Consideration and Approval of Virtual Reality Video Proposal.** Ray proposed adding virtual reality still photos and video to the website and for use in social media. This cutting edge technology will become common place in the future and he expressed a desire to be at the forefront in tourism promotion.

Action. Board member Troi Hoffman moved to approve no more than \$5,000 on a Virtual Reality project. Board President Rachel Patranella seconded the motion. Motion passed unanimously by voice vote.

7. **Consideration and Approval of Radio Promotion** Ray presented two radio promotions geared toward the Southern California audience. Data collected shows the majority of visitors come from the LA area. I Heart Radio can provide a two week package guaranteeing placement in the 9 am to 6 pm slot during prime time talk shows. The audience for these matches the Arroyo Grande visitor profile. The second proposal was for a Santa Barbara station. Board member Troi Hoffman said she was familiar with I Heart radio and felt that it was a good match for TBID advertising. Board President Rachel Patranella said she felt the I Heart station was a better fit than the Santa Barbara station.

Action. Board member Troi Hoffman moved to approve the spots on I Heart radio. Board President Rachel Patranella seconded the motion. Motion passed unanimously by voice vote.

8. **Board member communications** - None

9. **Staff communications** - None

10. **Public comment** - One member of the public provided comment. She was concerned that not all restaurants in the City are represented on the website. Dianne Thompson said she could forward a business license list to ensure all were listed. Public comment also suggested the winner of contests be promoted on Facebook.

11. **Adjournment.** The Board meeting was adjourned at 5:07 p.m.

Approved by Board on _____

Expenditure Detail Report

CITY OF ARROYO GRANDE
 07/01/2015 through 06/30/2016

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	0.00	0.00	95,000.00	0.00
7/1/2015 genjrl GJ YE-7-R		4,800.00				
Line Description: ACCRUE RECEIPT #01-446283			Document Description : REVERSE OF YE-7			
7/16/2015 invoice IN 1516124		425.00				
Line Description: MEMBERSHIP DUES -2015-2016			Document Description : MEMBERSHIP DUES -2015-2016			
Vendor: 010980 CENTRAL COAST TOURISM COUNCIL			Check # 267391			
7/29/2015 invoice IN 112		1,543.20				
Line Description: TBID MONTHLY ADMIN			Document Description : TBID MONTHLY ADMIN			
Vendor: 000038 ARROYO GRANDE AND GROVER			Check # 267613			
7/30/2015 invoice IN 1		7,916.66				
Line Description: TBID WEB MKTG, WEBSITE, SOCIAL			Document Description : TBID WEB MKTG, WEBSITE, SOCIAL			
Vendor: 011023 RG PACIFIC LLC			Check # 267653			
8/12/2015 invoice IN 5568		1,416.66				
Line Description: TBID ADMIN FEE			Document Description : TBID ADMIN FEE			
Vendor: 000038 ARROYO GRANDE AND GROVER			Check # 267759			
8/12/2015 invoice IN 2		7,916.66				
Line Description: TBID WEB MKTG, COMM,WEBSITE, S			Document Description : TBID WEB MKTG, COMM,WEBSITE, S			
Vendor: 011023 RG PACIFIC LLC			Check # 267807			
9/9/2015 invoice IN 5616		1,416.66				
Line Description: TBID ANNUAL ADMIN FEE			Document Description : TBID ANNUAL ADMIN FEE			
Vendor: 000038 ARROYO GRANDE AND GROVER			Check # 268177			
9/9/2015 invoice IN INV-003271		30.00				
Line Description: WEBHOSTING			Document Description : WEBHOSTING			
Vendor: 007591 BARNETT COX & ASSOC			Check # 268179			
9/17/2015 invoice IN 3		7,916.66				
Line Description: TBID WEB MRKTG, AUGUST 2015			Document Description : TBID WEB MRKTG, AUGUST 2015			
Vendor: 011023 RG PACIFIC LLC			Check # 268311			
9/30/2015 genjrl GJ 1516-08		-5,793.18				
Line Description: RECLASS ADMIN FEE TO PROPER AC			Document Description : RECLASS/CORRECT TBID ACCOUNT:			
9/30/2015 genjrl GJ 1516-08		-4,800.00				
Line Description: CORRECTION YE-7/AR BALANCE			Document Description : RECLASS/CORRECT TBID ACCOUNT:			

Expenditure Detail Report

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 07/01/2015 through 06/30/2016

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5301 ADVERTISING						
	(Continued)					
10/14/2015 invoice IN 5660			1,416.66			
Line Description: TBID ADMIN FEE						
Vendor: 000038 ARROYO GRANDE AND GROVER						
10/14/2015 invoice IN 5660			16.35			
Line Description: REIMB FOR GODADDY RENEWAL						
Vendor: 000038 ARROYO GRANDE AND GROVER						
10/14/2015 invoice IN 4			7,916.66			
Line Description: TBID WEB MKTG, WEBSITE, SOCIAL						
Vendor: 011023 RG PACIFIC LLC						
11/10/2015 invoice IN INV-003462			30.00			
Line Description: WEBHOSTING						
Vendor: 007591 BARNETT COX & ASSOC						
11/10/2015 invoice IN 5			7,916.66			
Line Description: TBID WEB MKTG, WEBSITE, SOCIAL						
Vendor: 011023 RG PACIFIC LLC						
11/10/2015 invoice IN 5			5,000.00			
Line Description: WEBSITE REDESIGN-PYMT 1						
Vendor: 011023 RG PACIFIC LLC						
12/3/2015 invoice IN 6			7,916.66			
Line Description: TBID WEB MKTG, WEBSITE, SOCIAL						
Vendor: 011023 RG PACIFIC LLC						
12/3/2015 invoice IN 2015BUSGRAPH			5,000.00			
Line Description: BUS GRAPHICS						
Vendor: 011346 SILVERADO STAGES INC						
12/3/2015 invoice IN INV-003353			30.00			
Line Description: WEBHOSTING						
Vendor: 007591 BARNETT COX & ASSOC						
12/3/2015 invoice IN INV-003597			30.00			
Line Description: WEBHOSTING						
Vendor: 007591 BARNETT COX & ASSOC						
1/7/2016 invoice IN VKRUG			1,750.00			
Line Description: 2016 TBID PHOTOGRAPHY						
Vendor: 009901 KRUG, VIVIAN						

Expenditure Detail Report

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 07/01/2015 through 06/30/2016

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5301	ADVERTISING						
	1/7/2016 invoice IN 7		7,916.66				
	Line Description: 01/16-TBID WEB MKTG, WEBSITE, Vendor: 011023 RG PACIFIC LLC			Document Description : 01/16-TBID WEB MKTG, WEBSITE, SC Check # 269647			
	1/7/2016 invoice IN INV-003638		30.00				
	Line Description: TBID WEBHOSTING Vendor: 007591 BARNETT COX & ASSOC			Document Description : TBID WEBHOSTING Check # 269593			
	2/24/2016 invoice IN 12258		6,500.00				
	Line Description: CA STATE VISITOR'S GUIDE AD Vendor: 009908 VISIT SAN LUIS OBISPO COUNTY			Document Description : CA STATE VISITOR'S GUIDE AD Check # 270170			
	2/24/2016 invoice IN 5862		109.29				
	Line Description: TBID MISC EXPENSE Vendor: 000038 ARROYO GRANDE AND GROVER			Document Description : TBID ADMIN FEE Check # 270115			
	2/24/2016 invoice IN 8		7,916.66				
	Line Description: TBID WEB MKTG, WEBSITE, SOCIAL Vendor: 011023 RG PACIFIC LLC			Document Description : TBID WEB MKTG, WEBSITE, SOCIAL I Check # 270152			
	3/3/2016 invoice IN 9		7,916.66				
	Line Description: TBID WEB MKTG, COMM, WEBSITE, Vendor: 011023 RG PACIFIC LLC			Document Description : TBID WEB MKTG, COMM, WEBSITE, S Check # 270224			
5301	ADVERTISING	95,000.00	90,200.58	90,200.58	0.00	4,799.42	94.95
5303	CONTRACTUAL SERVICES	42,500.00	0.00	0.00	0.00	42,500.00	0.00
	8/12/2015 invoice IN 12236		7,500.00				
	Line Description: SAVOR 2015 SPONSORSHIP Vendor: 009908 VISIT SAN LUIS OBISPO COUNTY			Document Description : SAVOR 2015 SPONSORSHIP Check # 267818			
	9/30/2015 genjml GJ 1516-08		5,793.18				
	Line Description: RECLASS ADMIN FEE TO PROPER AC			Document Description : RECLASS/CORRECT TBID ACCOUNT:			
	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			

Expenditure Detail Report

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 07/01/2015 through 06/30/2016

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5303 CONTRACTUAL SERVICES	(Continued)					
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			
1/7/2016 invoice IN 5813		1,416.66				
Line Description: TBID ANNUAL ADMIN FEE			Document Description : TBID ANNUAL ADMIN FEE			
Vendor: 000038 ARROYO GRANDE AND GROVER			Check # 269587			
2/24/2016 invoice IN 5862		1,416.66				
Line Description: TBID ADMIN FEE			Document Description : TBID ADMIN FEE			
Vendor: 000038 ARROYO GRANDE AND GROVER			Check # 270115			
2/24/2016 invoice IN INV-003736		30.00				
Line Description: WEBHOSTING TBID			Document Description : WEBHOSTING TBID			
Vendor: 007591 BARNETT COX & ASSOC			Check # 270118			
2/24/2016 invoice IN 8		5,000.00				
Line Description: FINAL PYMT-WEBSITE REDESIGN			Document Description : TBID WEB MKTG, WEBSITE, SOCIAL I			
Vendor: 011023 RG PACIFIC LLC			Check # 270152			
2/28/2016 budadj BA 1516-11		-3,000.00				
Line Description: MIDYEAR BUDGET ADJUSTMENTS			Document Description : MISC MONTH END ADJUSTMENTS			
3/3/2016 invoice IN INV-003815		30.00				
Line Description: WEBHOSTING			Document Description : WEBHOSTING			
Vendor: 007591 BARNETT COX & ASSOC			Check # 270181			
3/3/2016 invoice IN 5954		1,416.66				
Line Description: TBID ADMIN FEE			Document Description : TBID ADMIN FEE			
Vendor: 000038 ARROYO GRANDE AND GROVER			Check # 270179			
5303 CONTRACTUAL SERVICES	39,500.00	25,730.45	25,730.45	0.00	13,769.55	65.14
5304 PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
Total SERVICES	134,500.00	115,931.03	115,931.03	0.00	18,568.97	86.19
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

Expenditure Detail Report

CITY OF ARROYO GRANDE
 07/01/2015 through 06/30/2016

240 TOURISM BUSINESS IMPROVEMENT DISTRICT
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5910 TRANSFERS OUT - GENERAL FUND	(Continued)					
2/28/2016 budadj BA 1516-11	3,000.00					
Line Description: MIDYEAR BUDGET ADJUSTMENTS						
2/29/2016 genjml GJ M-03		2,000.00				
Line Description: MONTHLY COST ALLOCATIONS						
3/31/2016 genjml GJ M-03		250.00				
Line Description: MONTHLY COST ALLOCATIONS						
5910 TRANSFERS OUT - GENERAL FUND	3,000.00	2,250.00	2,250.00	0.00	750.00	75.00
Total TRANSFERS	3,000.00	2,250.00	2,250.00	0.00	750.00	75.00
Total TOURISM BUSINESS IMPROVEMENT DISTRICT	183,000.00	118,181.03	118,181.03	0.00	64,818.97	64.58
Grand Total	183,000.00	118,181.03	118,181.03	0.00	64,818.97	64.58

Arroyo Grande Task Updates for April 2016

Giveaway Status

- The RG Pacific team has secured the voucher from Kynsi Winery for wine tasting for two.
- E-mailed Visit Arroyo Grande subscribers to remind them to enter the giveaway, and informed them of upcoming events.
- Media- Radio Commercial for iHeartRadio
 - Wrote script for Escape to AG giveaway commercial.
 - Sent payment to iHeart Media to secure radio spot for 10 days.
 - Radio spot planning has begun with iHeartRadio stations
- Continued social media advertising for giveaway entries
- Removed duplicate entries

Website Updates

- Have begun to research wedding venues to add to website
- Added a Weddings page that has venues and hotel information.

Strawberry Festival

- Gave RG graphic designer information to create the AG Strawberry Festival geo filter on SnapChat App for the weekend event.
- Began press release draft to distribute

Bus Wrap

- Contacted wineries for high resolution vineyard images.
- Designed various bus wrap options for approval
- Got approval of final bus wrap and in process of working with Silverado for printing

Strawberry Festival VR Plan of Action

Overarching video plot:

We aim to capture all the wonderful scenes and images of the Arroyo Grande Strawberry Festival. This will be done through a fully immersive 360-degree experience that will place viewers into all the magnificent visuals at the festival.

In addition to videos, we will conduct short interviews with attendees to share their experience at the festival.

The video will all be captured on a series of very important principles:

1) All video will be captured from the perspective of regular attendee at the festival, giving outside viewers an inside view into the festival

2) Scene selections will be based on core scene perspectives, including for example:

Scene Selections --

Welcome signs

Carnival games

Rides

Contests

Kids games

Music

Food vendors

Strawberry Vendors

Interviews with attendees

Art exhibits



www.arroyograndeinbloom.org

**PO Box 231, Arroyo Grande, CA 93421
805-710-4049**

March 17, 2016

Arroyo Grande Tourism Business Improvement District:

I am writing to request that the AGTBID consider making a donation to Arroyo Grande in Bloom in the amount of \$2,000.00. This amount would be used to cover a portion of the costs to be incurred by Arroyo Grande in Bloom for the 2016 America in Bloom symposium to be held in Arroyo Grande. The symposium will attract about 180 attendees from across the nation and will be held on October 6, 7 & 8, 2016.

We intend to familiarize the attendees with Arroyo Grande so that they go back and spread the word in their communities. We will give all the attendees information on Arroyo Grande including our Village brochure and a Chamber of Commerce visitor guide that has the TBID ad on the back cover (and a list of things to see and do). If there is other hotel information available, we can include that also. America in Bloom has agreed to add in their e-newsletters and other symposium marketing a blurb about liking the TBIDs Facebook and Twitter so that the attendees can get more info about the area in preparation for their trip to California.

Our costs associated with the event include memorabilia with the City of Arroyo Grande logo, a wine reception with snacks on Friday evening in the Village, rental of chairs and radiophones for the tour of the Village, decorations for the attendee dinners and luncheons and incidental costs for the volunteers for the event and sponsoring their tour of the Central Coast Aquarium in Avila Beach. We expect our costs to be in excess of \$5,000.00 and therefore are looking to sponsorship support. The symposium attendees will be spending the afternoon and evening of October 7 in the Village of Arroyo Grande for a tour of the Village and dinner on their own in the Village. This will be the first time in the fifteen year history of America in Bloom that a symposium has been held west of the Mississippi and we consider it to be a significant honor to be the host city this year.

In addition, on Friday and Saturday mornings of the symposium there will be available a "Showcase of Innovation" event which will be a 10 X 10 ft. space at the symposium for the TBID to display or give away any materials they wish.

We're hopeful that the AGTBID will look favorably on our request. Please advise if you have any questions.

Best Regards,

Bob Lund
AGIB Coordinator

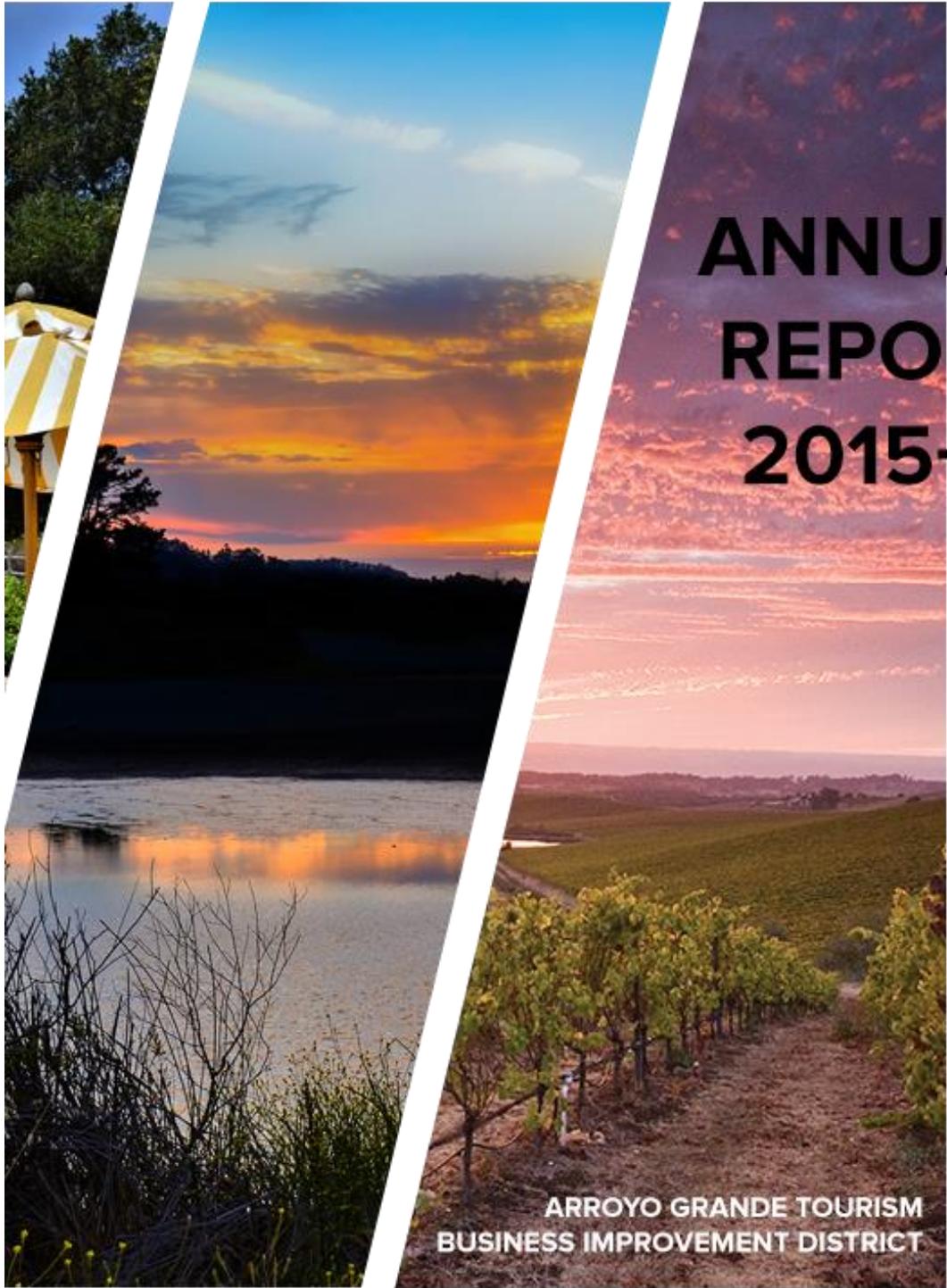
Marketing Advisory Committee

Recommendations for July 2016-June 2017

1. Increase number of board meetings from quarterly to every other month. Board meetings would be held July, September, November, January, March, May. This will enable the board to take advantage of opportunities that have a tight turnaround time.
2. Move the marketing advisory committee dates to the months in between board meetings. Committee meetings would take place August, October, February, April. This would enable to the committee to flush out new ideas or respond to board requests in between board meetings. Currently the marketing committee includes the following members: Lindsey Bateman, Talley Vineyards; Judith Bean, AGGB Chamber of Commerce; Ken Dalebout, AG Hospital; Amy Jacobs, Lucia Mar Unified School District; Vivian Krug Cotton, PhotoByVivian.com; Bob Lund, Village Improvement Association; Dave Kastner, Central Coast Web Services; Eric Snider, E-Concepts; Greg Steinberger, Doc Burnsteins.
3. Alternate board members to attend marketing committee meetings so that one board member is present at every advisory committee meeting.
4. Continue to contract with RG Pacific for marketing deliverables for the 2016-17 year. RG Pacific will have completed a year with the TBID as of July. In the past months, they have increased the visibility of Arroyo Grande substantially. They have identified our target market and have built a data base of followers that will continue to grow in the coming months and years ahead.
5. Utilize the You Tube channel for high resolution video shorts.
6. Continue to contract with Vivian Krug Cotton for photos of the Arroyo Grande area. Vivian takes hundreds of photos of the area every year. She attends every local event and continues to capture unique photos that lend themselves to marketing efforts. By using a local photographer, she is available when the lighting and circumstances are best to achieve top quality photos. The marketing committee identified several photos they wanted to see in the TBID's inventory and suggested creating a master calendar for photo needs for upcoming/seasonal web and Facebook needs.

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			
	Online media advertising	\$125,000.00	
	Trade shows	\$30,000.00	
	Misc. & print advertising	\$35,000.00	
	Videos	\$10,000.00	
			200,000.00
Website	Website updates and maintenance	\$25,000.00	
			\$25,000.00
Memberships			
	CCTC	\$500.00	
	Misc.	\$5,000.00	
			\$5,500.00
Sponsorships			
	Misc.	\$20,000.00	
			\$20,000.00
Events			
		\$10,000.00	
			\$10,000.00
Expenditure Total			\$286,000.00
Projected fund balance			\$37,517.00



ANNUAL REPORT 2015-16

**ARROYO GRANDE TOURISM
BUSINESS IMPROVEMENT DISTRICT**

Table of Contents

1. AGTBID Highlights	3
2. Visitor Profile.....	4
3. Performance and Results	7
a. Targeting Customers in Each of the 5 Travel Buying Cycles	7
Stage 1: Dream.....	7
Stage 2: Plan.....	7
Stage 3: Buy.....	9
Stage 4: Experience.....	9
Stage 5: Share	9
4. Cost Efficient Online Paid Advertising Methods	9
a. Ad Words	9
b. Facebook Ads	10
5. Website	10
a. Newsletter.....	10
b. Maintenance	10
c. Redesign and Launch	11
6. Social Media	12
a. Benchmarks.....	12
7. Search Engine Optimization	12
8. Giveaways and Promotions	13
9. Significant Partnerships	14
10. Plans for the Next Year	15
Booking Tool	16
AARP National Event Sponsor and Exhibitor Shows	16
Budget.....	17
Travel & Adventure Show – Expo	17
Budget.....	17
Booking Tool	Error! Bookmark not defined.
Arroyo Grande Tourism Business Improvement District	19

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

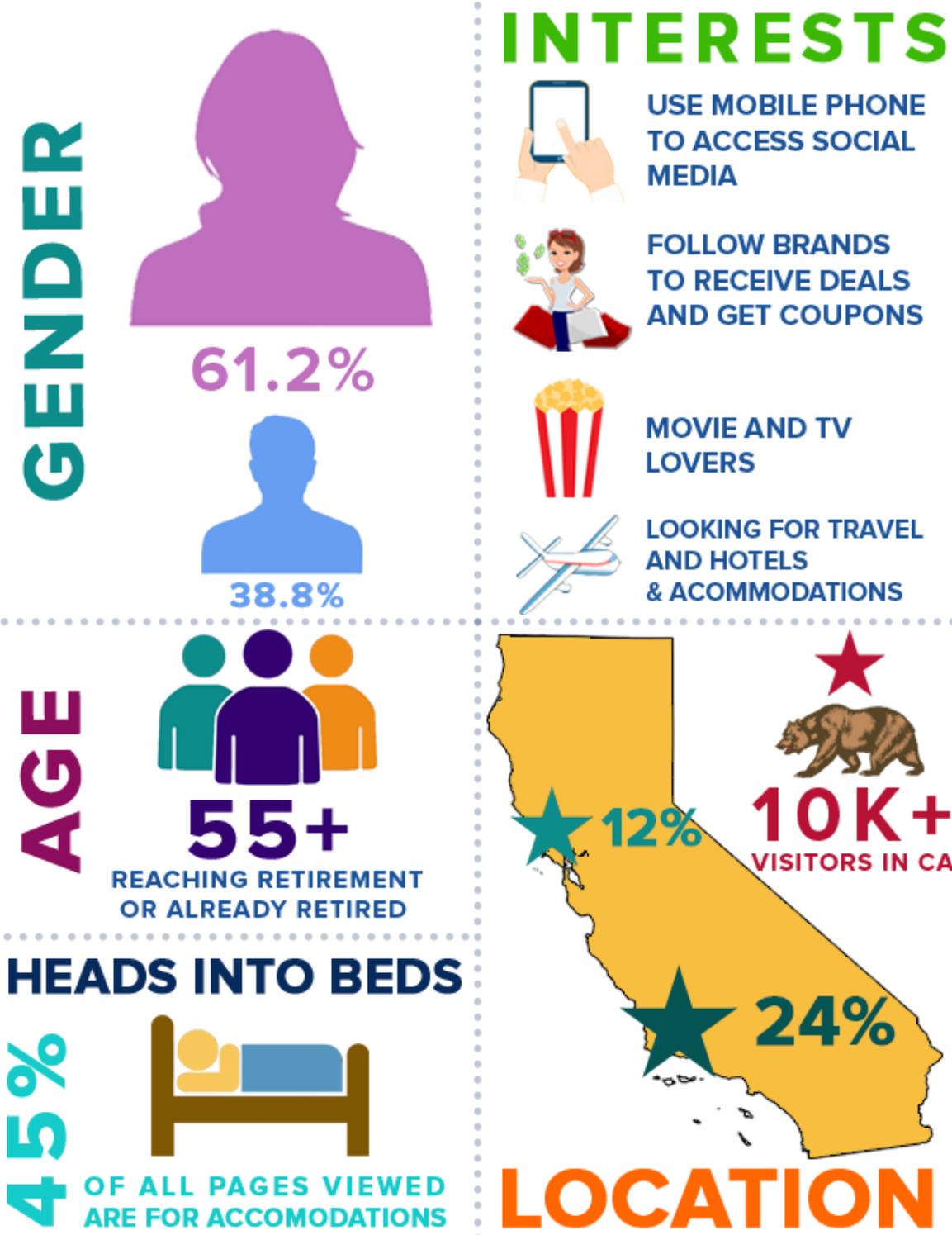


**SEO PAGE AND
KEYWORD RANKING**



**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
★★★ PIZZA ★★★
Good Times 'n Good Grub

ROOSTER CLUB TAVERN

11,090 people reached

View Results

263 Likes 27 Comments 20 Shares

Like Comment Share

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	

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.

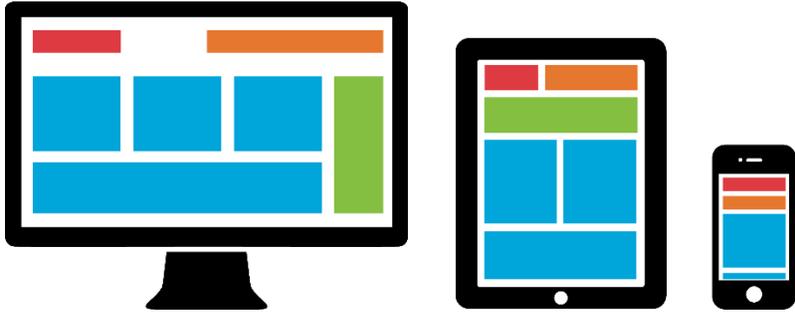
70%
OF RETIRED
BABY BOOMERS
HAVE DISPOSABLE
INCOME



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

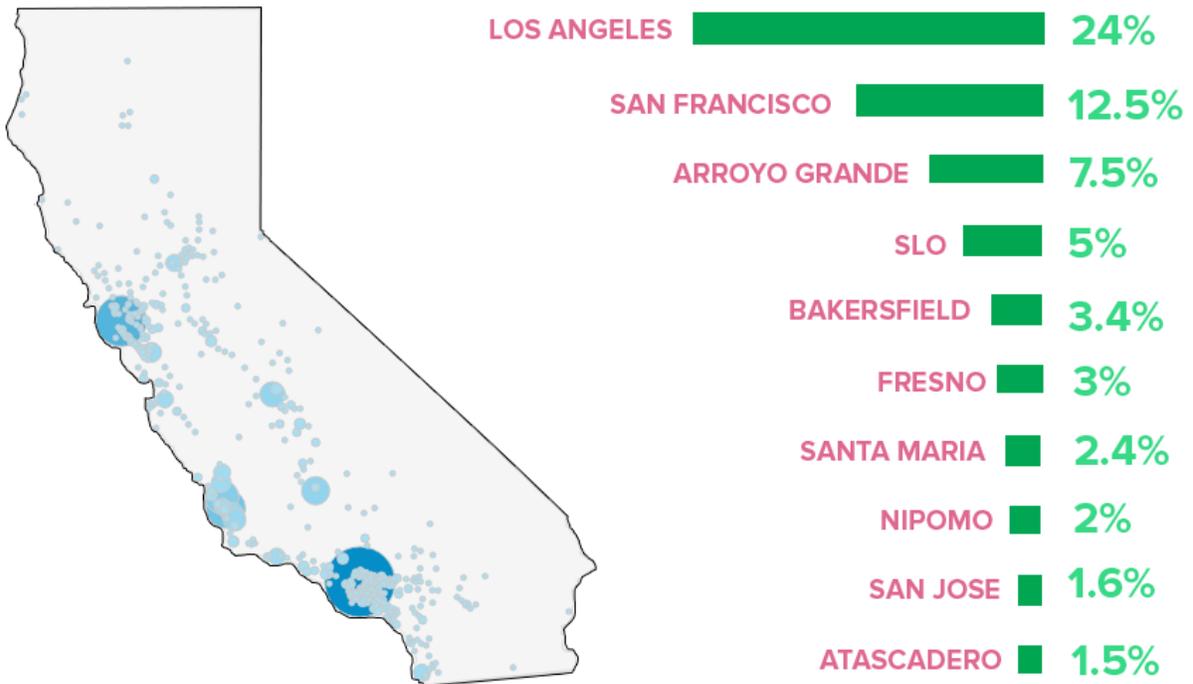
- We created a mailing list on the site using Mail Chimp mailing services to reach our segmented audience.
- The **e-mail broadcasts** reached out to subscribers and encouraged them to visit Arroyo Grande for events like the Labor Day Weekend, Christmas in the Village, Valentine’s Day, etc.
- We updated 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.

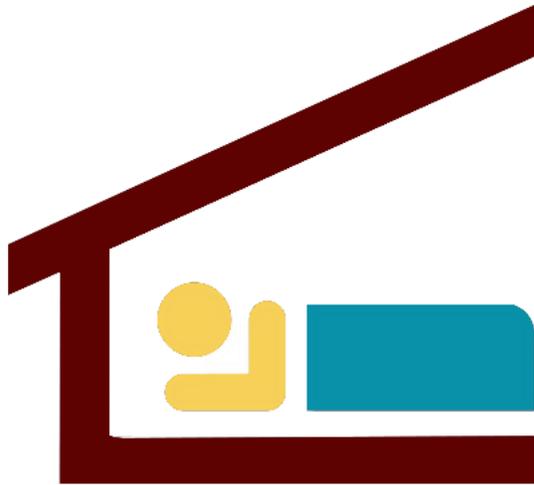


Our ads target the Los Angeles and San Francisco area, and that is where the majority of visitors to the website are. The third most come from Central Coast cities like San Luis Obispo, Santa Maria, Nipomo, and Atascadero.



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

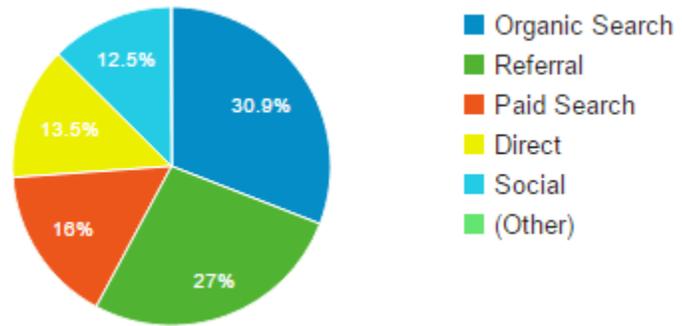
Our team searches through Hashtag and Geo-location tags for people in Arroyo Grande to like and share their posts on our networks. This has encouraged visitors to share their experience, comment on @VisitAGCA posts, follow and leave reviews on Facebook.

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

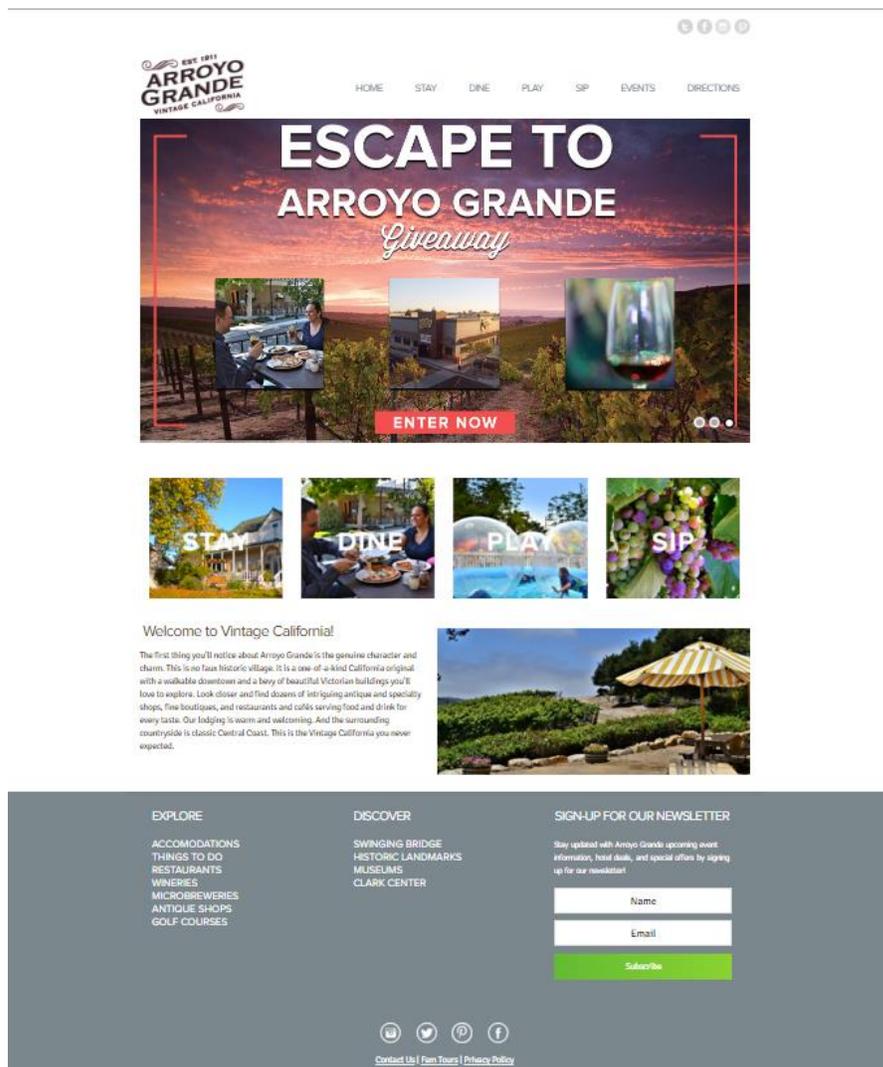
- Blocked referral spam to the website that causes high bounce rate.
- Installed Google Analytics
- Create and manage Google Webmaster Tools where the sitemap is monitored for errors
- Scan the website for issues and malware
- Remove malware (if any)
- Update Wine and Hotel specials and graphics
- Remove 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**

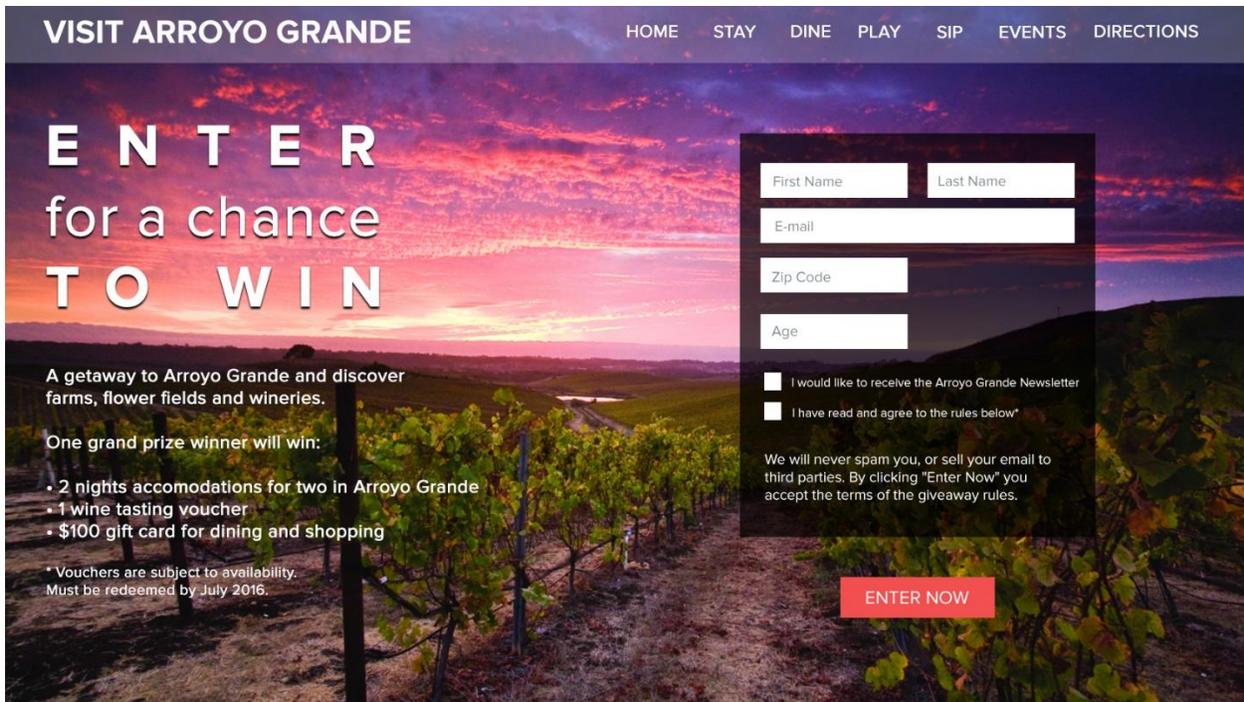
8. Giveaways and Promotions

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 displays the 'Arroyo Grande' search results on the Visit San Luis Obispo County website. The search criteria are set for Arroyo Grande, CA, with a check-in date of Mar 21 and a check-out date of Mar 22. The results show 36 properties found. The top results are:

- Best Western Casa Grande Inn** (3 stars, 8.3 rating, 448 reviews): Located in Arroyo Grande, CA. Features an outdoor pool and spacious rooms with free Wi-Fi. Pismo State Beach is just 3 miles away. Booked 14 times today.
- Premier Inns Pismo Beach** (2 stars, 7.0 rating, 1,018 reviews): Located in Arroyo Grande, CA. Features an outdoor pool and free HBO. The Grover Beach Area is less than 2 miles away. Free coffee is provided in the lobby daily, and BBQ facilities are on site. Booked 11 times today.
- Hampton Inn & Suites Arroyo Grande** (3 stars, 8.5 rating): Located in Arroyo Grande, CA.

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