



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda**

Wednesday, November 15, 2017, 12pm – 2pm

Apple Farm ~ Harvest Room, 2015 Monterey Street, San Luis Obispo, CA 93401

Call to Order

Public Comment (limited to 3 minutes per speaker)

Administrative Items

- Roll Call
- A-1** • Consent Agenda - Minutes
- A-2** • Financials|Balance Sheet, Administrator Report, and Partner Updates
 - Carryforward
- Upcoming Events/deadlines
 - Board Meetings: December 13 (2nd Wed – location TBD) and January 24th (4th Wed)
 - Complete Ethics Training by 11/30

Presentation/s (please limit to 15 minutes unless otherwise noted)

Discussion Items

- Strategy/Topic Discussion
- B-1** ○ Board position on Cannabis legislation
- B-2** • Core Marketing Team and Stewardship Program
- Committee Reports & Recommendations
- B-3** ○ Marketing
- B-4** ○ Strategic Plan: Operational Plan workshop outcomes
- Governance

Action Items (each topic will allow for Board Discussion, followed by Public Comment)

- C-1** • Vingage Consulting Proposal
- C-2** • Funding Applications
- C-3** ○ Los Osos|Baywood: Marketing partnership with Solve (\$16,150)

Future Agenda Items

- SLO CAL's position on cannabis
- Structure of CBID vs. LFA vs. SLO CAL (organization and brand)
 - Continuing discussion about Local Fund Operations | Duplication of Effort

Closing Comments

Adjournment



**San Luis Obispo County
Tourism Business Improvement District Advisory Board
(CBID)**

Board Meeting Minutes

October 25, 2017

12:00 p.m.

Apple Farm ~ Harvest Room
2015 Monterey Street
San Luis Obispo, CA 93401

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Shirley Lyon, John King, Mike Hanchett, Laila Kollmann, Lori Keller, Bram Winter
County Liaison: Nikki Schmidt (absent); CAO Cheryl Cuming

Absent: Matt Masia (excused)

Guests: John Sorgenfrei, Kaci Knighton

Call to Order At 12:03 p.m.

Public Comment

Laila Kollmann congratulated Bram Winter on his new baby.

Mike Hanchett provided an update on Highway 1; CalTrans is working seven days a week as weather permits. They are also winterizing in an effort to prevent potential delays. October 2018 is still the tentative date for re-open with a goal of allowing one-way traffic.

Administrative Items

- Roll Call: Shirley Lyon, John King, Mike Hanchett, Laila Kollmann, Lori Keller, Bram Winter. Matt Masia is absent.

- Consent Agenda

A motion was made by Lori Keller, seconded by Mike Hanchett, to approve the September 27 minutes; Bram Winter abstained. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the budget vs. actual reports, LFA financials and CBID balance sheet. She also confirmed that Nikki Schmidt continues to work with Justin Cooley to confirm the carryforward amount.

- **Administrator's Report and Partner Update**

CAO Cuming reviewed the Admin Highlights report and SLO CAL activity report including STR details.

Shirley Lyon shared feedback on the VRMC meeting with SLO CAL and CBID. In attendance were Jim Erb, Jim Hamilton, Justin Cooley, Cheryl Cuming, Shirley Lyon, Melissa Kurry, Toni Legras and Effie McDermott. Shirley felt the meeting set a good stage to work more closely with the County in the future. There is concern about a lack of oversight with those booking through Airbnb. With VRs being a \$138 billion industry **it's of concern. Laila was encouraged that the conversation went well.**

Lori Keller provided a SLO CAL recap including the addition of a brand/digital manager and PR agency. A fall campaign has been launched with Goodway. SLO CAL will be attending several conferences, and SAVOR on the Road will be in San Diego in November.

- Upcoming Events

Next board meetings will be November 15 and December 13.

Chair Laila Kollmann reminded everyone to complete their ethics training by the end of November.

Presentations

None

Discussion Items

- **Strategy/Topic Discussion**

CAO Cuming reviewed the details of the SMG Influence Survey. John Sorgenfrei noted that **bounce rate has been an area of focus and it's down to 58% for October. Kaci commented that the increased bounce rate concern was noted on Google ad services.**

CAO Cuming presented the question of how the CBID can grow organic traffic. She suggested a deeper content strategy and more visual assets. She also recommended a professional storyteller content strategy. John Sorgenfrei suggested growing the voice with specific demographics. Lori Keller proposed looking at other like-attributes, such as romantic road trips. Bram Winter asked if the focus should be on having the best content versus the most. Oyster.com was discussed as a review site.

John Sorgenfrei noted that the goal from the MSC was to strengthen destination pages so **that the LFAs don't need individual websites. He likes the idea of getting an influencer** program through the PR effort. Lori Keller suggested submitting definitions to Wikipedia for National Scenic Byway, National Marine Sanctuary and All-American Road.

- **Core Marketing Team & STP**

The CMT presented its quarterly report. Kaci Knighton reviewed details including the bucket list campaign with has generated 25,000 email entries and 204,000 social media impressions. John Sorgenfrei noted that they will be reassessing the Excelerate buy to deliver promised impressions. The Rural Road Trip campaign was reviewed, and Lori Keller asked how many site visitors went to lodging page (conversions). Mike Hanchett noted that **SLO CAL's \$4,000 Highway 1 co-op** resulted in only 3 lodging views so he wants to better understand the spend to value. Kaci said that campaign has generated 140,000 social media impressions with 2,700 engagements.

The September PR effort netted 663M media impressions. Website visits are up 37.5% year-over-year. Social media engagements have increased 261% year-over-year with an increase of 20,000 Facebook fans and a doubling of Instagram followers.

CAO Cuming shared the 36 activities for the annual Coastal Discovery & Stewardship Celebration. She confirmed that the Hearst Castle theater has agreed to show the DisneyNature movie *Oceans*. CAO Cuming also shared that the Kind Traveler campaign has generated 26,555 new email subscribers.

Committee Reports & Recommendations:

CAO Cuming summarized the marketing committee report.

Strategic Plan: There is an operational plan workshop with the Coraggio Group scheduled for November 1 from 10a-3p. Laila Kollmann, Lori Keller, Matt Masia, Gary Setting, and Cheryl Cuming will be in attendance, along with Matthew and Craig from Coraggio Group. The draft Operational tactical chart will be provided at the November board meeting.

Action Items

Local Fund and Matching Fund Applications

CTB: Bram Winter provided a recap from the CTB meeting and how the Beautify Cambria application was brought back from September to October. In September the CTB board voted not to support the Main Street maintenance funding. Laila Kollmann commented that

the LFA **Beautification & Infrastructure** application notes that it should be “submitted to LFA board a minimum of 60 days prior to the project launch date”, which was not met, as this application was actually submitted post-project. Laila also noted that the CBID’s current application states that “LFA funding **will not be used to maintain the project** or to pay for insurance, salaries, or equipment to maintain the project.” Chair Kollmann exercised her right to bring this application to the full board for approval.

A motion was made by John King, and seconded by Mike Hanchett, to deny funding based on the details discussed - the request does not meet the requirements outlined in the Tourism Infrastructure/Beautification application in both application deadline and use of funds. John King suggested that we have County Counsel reiterate that the CBID is in a position to deny funding, and CAO Cuming confirmed that a written response is being **provided based on Jim Bahringer’s comments at the 9/19 Cambria Tourism Board meeting.** With no further discussion, this funding was denied by a majority voice vote of the Advisory Board.

Future Agenda Items

Structure of CBID vs. LFA vs. SLO CAL (organization and brand)
Continuing discussion on local fund operations/duplication of effort

Closing Comments

John King said that airline personnel have been encouraged to visit on their days off through a special lodging package. Lori Keller noted that there is a company that bundles packages for airline personnel and recalls that the rate is a 75% discount.

Adjournment

The meeting was adjourned at 1:50 p.m.



Administrator's Highlights November 2017

BID Infrastructure

Strategic Planning: 6-hour Operational Planning workshop and follow up summary and color-coded Gantt
Begin work to implement Operational Plan
Confirm film at Hearst Castle Theater; work with State Parks on permitting and Swank on film usage
Independent audit details
H1 closure, ongoing partnership with SLO CAL

Collaborations

Tourism Stakeholders: Finalized 38 CDSC activities
SLO CAL: Position on Cannabis; marketing committee meeting
Wine Industry: with Paso Wine to finalize plans for BlendFest - need to identify a charity component

Local Areas/Constituent Outreach

Rural Road Trip month-long LFA promo – concluded SS and Cambria, launched Cayucos
Shared CDSC overview, CMT quarterly review and BIG projects funded
Local applications: 441 processed to date totaling over \$5.514 million;
Provide materials monthly for local fund board packets (stat summary, new programs, financials)
Support role with local admin: Avila, Cayucos, Cambria, LO/Baywood, Oceano/Nip, EV/AGV, San Simeon
Attended board meetings in 7 regions, plus Cambria Marketing Committee meetings monthly

Web Development/Advertising/PR

CDSC promo plan
Discuss email segmentation strategy and content strategy
Influence Survey implications on marketing and next steps
Kind Traveler sponsorship details for January

General Activities

Assist 5 local admins servicing 33 local fund board members and 500 constituents
Provide support to 7 Advisory Board members
Prepare monthly Advisory Board meetings
Marketing, Governance and Strategic Planning Committee prep, support and follow up
Create Stat Summary report, Admin Report, 3 committee reports
Meet ongoing with County Liaison
Ongoing: Board minutes and agenda; reports including Admin, Local Board, Partnership, & Sub
Committee; Board packets; maintain Constituent master list; maintain and monitor Expense and Local
budgets; review and process all invoices; Postings on **member's site**; Monthly consumer newsletter
content review and approval; manage email inquires

CANNABIS ORDINANCE

Items Previously Discussed by the Board of Supervisors (Board) on October 17 and October 20, 2017.

The Board took 'Straw Votes' on 30 issue areas relating to the Cannabis Land Use Regulations.

Table 1 is a list of each 'Straw Vote' issue. Table 2 is a list organized by issue for ease of discussion.

	TABLE 1: Previous Discussion Items	Straw Vote
1	Make provisions to allow continued operation for registered sites during Use Permit process.	5-0
2	Delete the prohibition of cannabis activities within the Carrizo Planning Area.	4-1
3	Change the expiration of cultivation land use permits from 7 years to 5 years.	5-0
4	Prohibit trucked-in water for cultivation.	5-0
5	Allow the sides of hoop structures to be five feet high.	5-0
6	Assure taxing of cannabis is addressed for Williamson Act contract property.	5-0
7	Prohibit volatile manufacturing (Type 7 state license).	3-2
8	Allow non-volatile manufacturing in AG (processing of cannabis grown on-site only) and IND (no limit on where cannabis is grown).	4-1
9	Prohibit cannabis activities on federal in-holdings.	4-1
10	Allow relocation of a cultivation operation from one site to another.	5-0
11	Cannot receive a permit if there are code violation.	5-0
12	Ban on manufacturing of all cannabis edible products.	3-2
13	Allow dispensaries (mobile deliveries) in AG, RL, and RR for products grown on-site (or manufactured on-site in AG.)	Unknown
14	Prohibit all store-front dispensaries.	3-2
15	Retain the mobile delivery/not open to the public dispensary in CS and IND. Disallow dispensaries in CS outside of URL/VRL.	3-2
16	Allow non-volatile manufacturing in CS within a URL or VRL only.	3-2
17	Code Enforcement to provide a minimum 24-hour notice before entering property.	No Vote
18	Require mandatory trash collection.	Unknown
19	Limit the number of cultivation operations to the existing number of registrants (co-op/collectives only). For a period of one year limit land use permit applications to the existing co-op/collective registrants only.	Unknown
20	Allow manufacturing of cannabis edible products but prohibit the shape of fruits, people, or animals.	5-0
21	Require a minimum 5-acre site for cultivation in AG.	Unknown
22	No outdoor cultivation in RR.	3-2
23	Require a minimum 50-acre site for cultivation in RL.	4-1
24	Require a minimum 20-acre site for indoor cultivation in RR.	Unknown
25	Remove the geographic distribution of cultivation land use permits.	4-1
26	Limit the number of outdoor cultivations operations per site based on site acreage. 5-25 acres: 2 operations per site More than 25 acres: 3 operations per site	3-2

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27	Limit indoor cultivation to a maximum of 22,000 square-feet per site regardless of the number of operations on the site.	3-2
28	Remove outdoor exemption for multi-family projects.	3-2
29	Allow Cannabis Activities in the SLO Urban Area.	5-0
30	Under the exemption for caregiver operations, limit cultivation to indoors.	3-2

TABLE 2: Previous Discussion Items by Topic		Staff Comment
CULTIVATION		
A.	Prohibit trucked-in water for cultivation.	Staff will present proposed changes. <i>The Board did not specify the same prohibition for nurseries. Request Board to consider same prohibition and take a straw vote.</i>
B.	Change the expiration of cultivation land use permits from 7 years to 5 years.	Staff will present proposed changes.
C.	Limit the number of cultivation operations to the existing number of registrants (co-op/collectives only). For a period of one year limit land use permit applications to the existing co-op/collective registrants only.	Staff will present proposed changes.
D.	Remove the geographic distribution of cultivation land use permits.	Staff will present proposed changes.
E.	Limit indoor cultivation to a maximum of 22,000 square-feet per site regardless of the number of operations on the site.	Staff will present proposed changes.
F.	Require a minimum 5-acre site for cultivation in AG.	Staff will present proposed changes.
G.	Require a minimum 50-acre site for cultivation in RL.	Staff will present proposed changes.
H.	Require a minimum 20-acre site for indoor cultivation in RR.	Staff will present proposed changes.
I.	No cultivation outdoor in RR.	Staff will present proposed changes.
J.	Limit the number of outdoor cultivations operations per site based on site acreage. 5-25 acres: 2 operations per site More than 25 acres: 3 operations per site	Staff will present proposed changes.
K.	Allow relocation of a cultivation operation from one site to another.	Staff will present proposed changes.
MANUFACTURING		
A.	Prohibit volatile manufacturing (Type 7 state license).	Staff will present proposed changes.

CANNABIS ORDINANCE

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	TABLE 2: Previous Discussion Items by Topic	Staff Comment
B.	Allow non-volatile manufacturing in AG (processing of cannabis grown on-site only) and IND (no limit on where cannabis is grown).	Staff will present proposed changes.
C.	Allow non-volatile manufacturing in CS within a URL or VRL only.	Staff will present proposed changes.
D.	Ban on manufacturing of all cannabis edible products.	Board removed a full ban on edible but placed a limit on appearance/shape (people, animals, fruit). {See E. below.}
E.	Allow manufacturing of cannabis edible products but prohibit the shape of fruits, people, or animals.	Staff will present proposed changes.
DISPENSARIES		
A.	Prohibit all store-front dispensaries.	Staff will present proposed changes.
B.	Add dispensaries with mobile deliveries in AG, RL, and RR for products grown on-site (or manufactured on-site in AG)	Staff will present proposed changes.
C.	Allow dispensaries (mobile deliveries) in AG, RL, and RR for products grown on-site (or manufactured on-site in AG.)	Staff will present proposed changes.
D.	Retain the mobile delivery/not open to the public dispensary in CS and IND. Disallow dispensaries in CS outside of URL/VRL.	Staff will present proposed changes.
RESOLUTIONS		
A.	Make provisions to allow continued operation for registered sites during Use Permit process.	No Ordinance revisions required. <i>Return with a Board Resolution with timelines and milestones.</i>
B.	Code Enforcement to provide a minimum 24-hour notice before entering property	This is existing Code Enforcement Policy. No ordinance changes required. <i>Discuss whether a subsequent Board resolution is needed.</i>
C.	Assure taxing of cannabis is addressed for Williamson Act contract property.	No ordinance revisions required. <i>Return with a Board resolution to update the Rules of Procedure.</i>

CANNABIS ORDINANCE

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Table 1 is a list of each 'Straw Vote' issue. Table 2 is a list organized by issue for ease of discussion.

	TABLE 2: Previous Discussion Items by Topic	Staff Comment
PLANNING AREAS		
A.	Delete the prohibition of cannabis activities within the Carrizo Planning Area.	Staff will present proposed changes.
B.	Allow Cannabis Activities in the SLO Urban Area.	Staff will present proposed changes.
EXEMPTIONS		
A.	Remove outdoor exemption for multi-family projects.	Staff will present proposed changes
B.	Under the exemption for caregiver operations, limit cultivation to indoors.	Staff will present proposed changes
OTHER		
A.	Prohibit cannabis activities on federal in-holdings	Staff will present proposed changes.
B.	Cannot receive a permit if there are code violation.	Provision exists already in T22 & T23
C.	Require mandatory trash collection.	Staff will present proposed changes.
D.	Allow the sides of hoop structures to be five feet high.	Staff will present proposed changes. <i>Request Board to consider six feet high walls based on testimony that six-foot-high walls are a standard size, and take a straw vote.</i>



Dashboard & Marketing Report

SLO CBID

Updated: October 31, 2017





Objectives & Report Methodology

Includes paid, earned and owned media efforts to increase destination awareness, engagement, database acquisition and road map readers of core drive market visitors. Conversion analytics include: email entries, audited road map distribution, social media analytics, event attendance, 10 destination visitor guide views, lodging profiles and video views. Increasing website sessions from prior fiscal year is objective.

Overview

Highway1DiscoveryRoute.com

October 2017 Sessions and Users

Sessions = 27,455

Y/Y = +140.10%

YTD = +35.25%

Users = 23,446

Y/Y = +130.38%

YTD = +29.53%

Destination Content Page Views: = 16,177 or 35.70% of all page views

Ragged Point = 1,220

San Simeon = 1,216

Cambria = 8,642

Cayucos = 658

Los Osos/Baywood Park = 415

Avila Beach = 997

Oceano = 1,207

Nipomo = 1,027

Arroyo Grande Valley = 418

Edna Valley = 377

Destination lodging Content Page Views: = 878 or 1.94% of all page views

Ragged Point & San Simeon Lodging = 143

Cambria Lodging = 341

Cayucos Lodging = 44

Los Osos/Baywood Park Lodging = 23



Avila Beach Lodging = 42
Oceano Lodging = 53
Nipomo Lodging = 37
Arroyo Grande Valley Lodging = 116
Edna Valley Lodging = 79

Referring Sources:

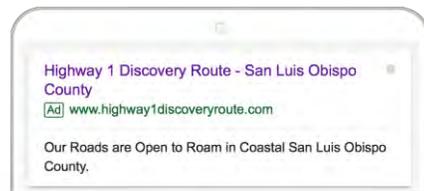
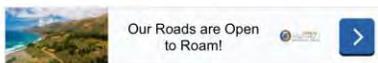
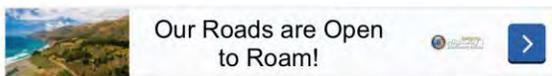
visitcalifornia.com - 182
m.facebook.com - 8,251
facebook.com - 1,340
visitavilabeach.com - 259
sansimeonchamber.org - 11
visitlosososbaywood.com - 19
visitsanluisobispo.com - 13
visitcambriaca.com - 30
CCTC.com - 101
visitcayucosca.com - 4

Fiscal Year Report on Goals - Time period 4 months (July - October)

Sessions: Increase/decrease = +35.25% Y/Y (FY Goal increase = +15%)
Unique Users: Increase/decrease = +29.53% Y/Y (FY Goal increase = +15%)
Searches: Increase/decrease = +44.24% (Organic and Paid Search) (FY Goal increase = +10%)

Google PPC

Impressions: 148,000
Clicks: 6,720



Social Media & E-newsletters

Facebook:

Facebook Fans: 83,481
Impressions: 1,111,766
Engagements: 19,258



Top referrals to Facebook:

- Facebook referrals (from fans sharing our posts)
- Highway1DiscoveryRoute.com
- Google.com
- CentralCoast-Tourism.com

Video Views: 108,000

- Top Video: Cambria Bucket-List

Facebook Posts



Instagram:

- Followers: 13,666
- Increased by 5.6%
- Engagements: 8,040

Instagram Top Posts



@highway1discoveryroute 453 Engagements @highway1discoveryroute 429 Engagements @highway1discoveryroute 384 Engagements



YouTube Views:

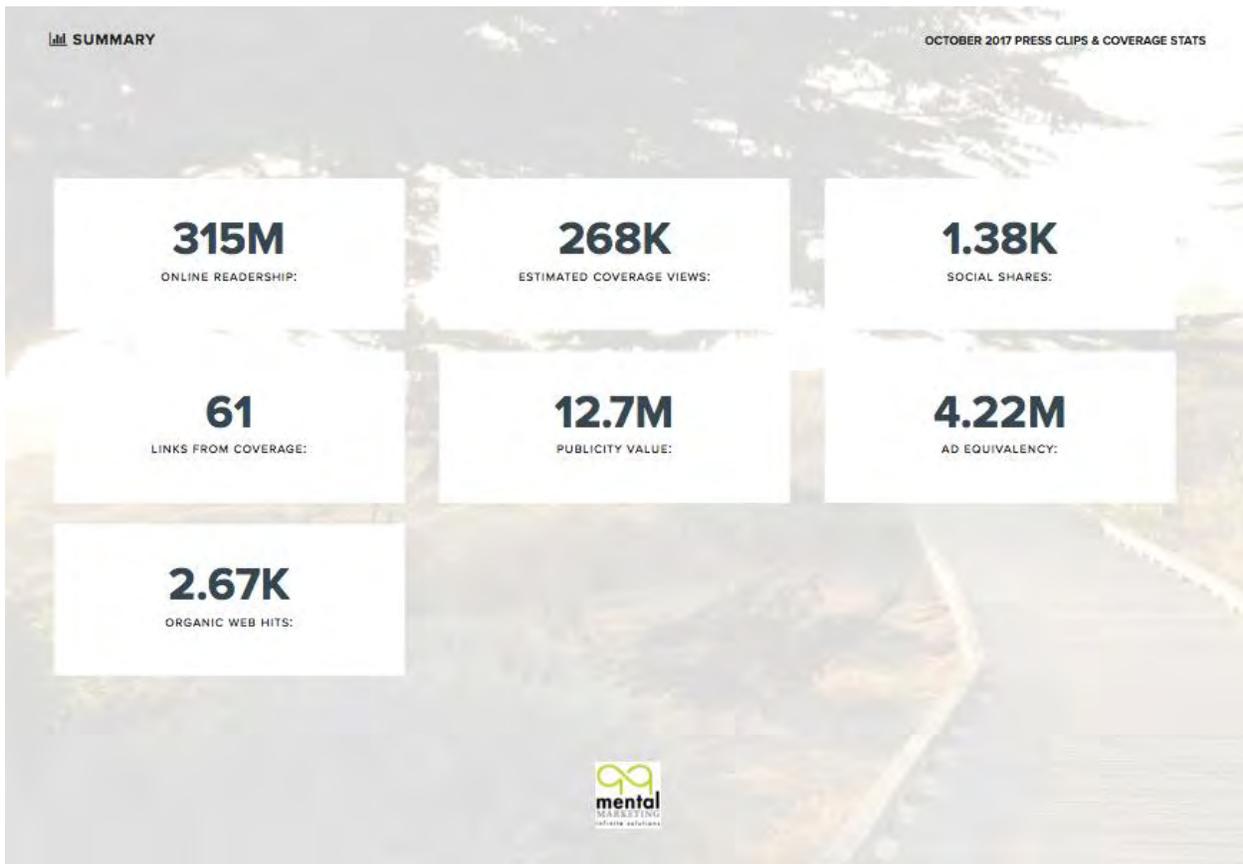
- Monthly Video Views: 774
- Monthly Minutes Watched: 996
- Lifetime Views: 486,626

E-newsletters:

- Cambria RRT: 13% Open Rate; 258 clicks

Public Relations

Press Release: Visit Spain, Europe and South America along the Highway 1 Discovery Route





Los Angeles Times

OCT. 24, 2015 5:08 A.M.

Try the best fish taco you've ever had -- smoked and flavored with bits of apple -- in downtown Cayucos

SMOKED FISH

Los Angeles Times

OCT. 23, 2015 5:08 A.M.

Hitch your horse at Jocko's in Nipomo for a juicy slab of beef seared over red oak

KCRW

Tales of Big Sur's ghosts

No matter who it is, it's a tax on you should it be.

The journey of driving along Highway 1 through Big Sur Country is one of the most beautiful roads in America, but there are a few Big Sur facts you probably didn't know that it's also one of the most quiet. What makes the West Coast. Come along and listen to some tales of the ghosts and spirits that haunt Big Sur Country with Rory Coiro at Sugar Point Inn and beyond.

The Daily Meal

TRENDING STORIES COOK

Mac and Cheese Outrage Twitter

Gravyard Chocolate

Interview: Chef Cory Bidwell of Cayucos, California's The Grill at the Cass House

The chef specializes in wood-fire cooking

Cory Bidwell, 30, is executive chef of **The Grill at the Cass House**, a five-room boutique hotel in the beach town of Cayucos, California, one of the delights of the Central Coast. It is a seemingly unspoiled part of the world with beautiful sunsets, uncrowded beaches, and friendly people. Near here is where William Randolph Hearst built his famous castle, La Quinta Encantada. "The Enchanted Hill."

END PAGES

Cambria and Cayucos: Picture Perfect for Fall Coastal Getaways

Happy Halloween! greetings are upon us as the fleeting summer swiftly turns from long days to cool nights. It's time to get away for an early fall getaway, and California's Central Coast, particularly Cambria and Cayucos, is the perfect place to get away from it all.

Now is the time to treat yourself to some slow time, where the only things that matter are the valley and your family's happiness. When I refer to slow time, I'm not talking about the same old stories at the annual family reunion that seems to drag out in length, year after year. Slow-time Central Coast California time is just the opposite.

For instance, when you drive on Pacific Coast Highway, the beauty is so spectacular, the miles go by slower, as you smile, viewing the vast vistas of coastline and mountains. Walking the boardwalk on Moonstone Beach, your attention will be distracted by watching the mesmerizing waves as they crash onto the beach and the many forms of flowers, trees and welcoming wildlife that will pop up to say hello. Life at the beach has always moved at its own pace.



Marketing Subcommittee Recap
November 2017

Meeting: November 9 3:00pm – 5pm at Cayucos Visitor Center
Committee Members: Shirley Lyon, Laila Kollmann, Lori Keller
Others: John Sorgenfrei (absent), Kaci Knighton, Bill Stansfield, Cheryl Cuming

Core Marketing Team

- Promotional Plan for Coastal Discovery & Stewardship Celebration
- Discussion: Evolved Content strategy
 - Overall approach
 - Wikipedia outcomes
- Website and Creative
 - Progress on web wish list – VisitWidget map functionality
- Co-op
 - Rural Road Trip
 - RoadTripper Influencer recommendation
 - RRT results for Cambria (Oct) and press clip highlights
 - SLO CAL Visitor Guide revisited
 - VisitCA Road Trips co-op
- Email Marketing Segmentation
- Dashboard

Stewardship Travel Program

- Kind Traveler prep for January promo – fund \$5,000 getaway

Updates

- Strategic Planning: Operational Plan workshop on 11/1 from 10am – 3pm

Topic Discussion

- How can we make everything trackable and better use this data to make more informed decisions on future marketing investments

Collaborations

- Visit SLO County Marketing Committee Update

Local Areas/Constituent Outreach

- Local summary: Coastal Discovery & Stewardship Celebration and BIG funding

Next Meeting:

Meeting date: TH 12/14 from 3 – 5pm

- Meeting topics: Recommended next steps based on SMG Influence Survey results

Future topics:

Expanded Nav idea for LFA marketing partners, and how can CBID help support
PR: Influencers strategy

Unincorporated SLO TBID

Operational Planning

November 1, 2017

PRIORITY ONE INITIATIVES

Enhance our partnership with Visit SLO CAL, including marketing plan alignment, advocacy, and infrastructure

Owner: Cheryl

Action Steps:

- › November 2017
 - Planned quarterly meeting with SLO CAL. (to be held 1st week in Jan/April/July)
- › November/December 2017
 - Confirm 2018 discussion agenda at marketing, advocacy and infrastructure. (brand?)
- › January 2018
 - Adopt/align EPV
- › Q3 FY18
 - Communicate with SLO CAL as marketing plan developed – how do we align? (will have budget impact; aligns with initiative #8)
- › Q4 FY18
 - FY18/19 budget creation to match with strategic marketing plan
- › July 2018
 - Implement reciprocal scorecard with SLO CAL

Risks/Challenges:

- › Timing with need for RFP and completion of marketing plan
- › Fear of losing our own identity

Responses:

- › Focus on conversation now with right people in the room
- › We are leading and fully participating

Clarify current roles and scope for CBID and LFAs

Owner: CBID Governance Committee

Action Steps:

- › Q2 FY18
 - Develop an organizational chart and role descriptions of LFAs and CBID (Include administrative assistants)
- › Q2 FY18
 - Catalog existing bylaws and processes for updating them

- › Q3 FY18
 - Form joint committee of LFA and CBID members to make recommended actions
 - Build understanding and support for changes with county BOS, CBID Board and LFA Board.
- › Q4 FY18
 - Get changes formally coded in bylaws and/or memoranda of understanding

Risks/Challenges:

- › County perception of duplication with Visit SLO CAL
 - Could lead to LFAs losing their voice
- › Board Member attrition

Responses:

- › Engage LFAs to express their need for local voice
- › Stay true to values and hopefully attract new members in line with those

Identify optimal brand architecture for CBID

Owner: Cheryl + Marketing Sub-Committee

Action Steps:

- › Q3 FY18
 - Conduct a benchmark study to identify best practices for similar settings
 - Assess existing visitor research and determine if additional research is needed
- › Q4 FY18
 - Consider strategic brand consultants; analyze data to identify patterns and implications (budget impact—\$20K)
 - Create draft brand architecture recommendations
- › Q1 FY19
 - Test with constituents and revise
- › Q2 FY19
 - Finalize and adopt brand architecture

Risks/Challenges:

- › More divergent options

Responses:

- › Leadership and collaborative communications; bring in outside expert

PRIORITY TWO INITIATIVES

Develop impactful marketing plans informed by strategic planning

Owner: Cheryl + Marketing Committee

Action Steps:

- › Q2 FY18
 - Identify potential partners/contractors
- › Q3 FY18
 - Layout the process for board approval
 - Evaluate FY 18/19 (July-Dec) performance
 - Tool to gather LFA/all agency input
 - Develop FY19 strategic marketing plan
- › FY 19/20
 - Integrate with brand architecture

Risks/Challenges:

- › Current marketing relationship and projects at risk
- › How does it function in the interim?
- › Integration across multiple contractors

Responses:

- › We have a Plan B

Collaborate with LFAs to evaluate, inform, and improve their working relationships with each and the CBID

Owner: Strategic Planning Committee

Action Steps:

- › Q4 FY18
 - Communicate to LFA on what we will do to move initiative forward (wording very important) (budget impact)
- › Q1 FY19
 - Implement reciprocal score card with LFAs
 - Facilitated conversation to design action plan and agreeable processes (budget impact)
- › Q2 FY19
 - Based on clarity of roles at work, develop a game plan
 - Align with an action plan based on LFA input
- › Q3 FY19
 - Activate
- › Q4 FY19
 - Check progress with another reciprocal scorecard for FY19/20

Risks/Challenges:

- › Full participation, need 1 per LFA

- › Properly setting the tone

Responses:

- › Emphasize how important their participation is
- › Setting the right tone

Develop a plan to reduce duplicative efforts with LFAs and external partners

Owner: Cheryl + Administrative Assistants

Action Steps:

- › Q1 FY19
 - Identify and catalog duplicative efforts (*Visit SLO CAL happens in other initiative)
- › Q2 FY19
 - Associate costs with each duplicate effort; assess savings potential, ROI, and collaboration opportunities
 - Prioritize opportunities
- › Q3 FY19
 - Gather input and build consensus
- › Q4 FY19
 - Begin to implement agreed-upon opportunities

Risks/Challenges:

- › Resistance. reluctance to give up control on certain items
- › No “one size fits all” solutions found

Responses:

- › Engage them in the process; demonstrate benefits
- › Be ok with that

PRIORITY THREE INITIATIVES – these initiatives have not yet been reviewed for tactical and timeline details, and will be addressed at a later date.

Create an annual process to identify, evaluate, and activate constituents, tourism stakeholders, and promotional partners

Assess options to evolve our organization to meet future needs

Become a planful and data-driven organization

Design a method to measure and communicate impacts of beautification, infrastructure, and stewardship efforts

Unincorporated San Luis Obispo County Tourism Business Improvement District

Proposal for a Marketing Audit of Highway1DiscoveryRoute.com

Author	Date	Description
Brad Rubin	10/25/17	This document is a proposal for auditing the digital presence of the Highway1DiscoveryRoute.com website.

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Vingage Consulting

Vingage Consulting LLC (“Vingage”) is a digital marketing agency specializing in Ecommerce, Digital Marketing, and Content Strategy. The company was incorporated in January 2017. Brad Rubin is the Managing Member of the business.

Vingage was originally created to help the local San Luis Obispo County wine industry. The business has transformed to helping local Destination Marketing Organizations (DMOs) for furthering the value proposition of Central Coast travelers and tourists.

Brad Rubin

Brad Rubin has been a leader for 18 years in the Internet and Technology sectors. His work experience spans across multiple industries from electronics, technology, financial services, hospitality, and ecommerce. Brad has helped companies that include Accenture, eBay, AT&T, Solectron, KLA-Tencor, Transunion, and Shopatron develop high-value solutions for their clients and customers. Brad is passionate about helping the local community and small businesses where he can leverage his expertise for technology while living on the Central Coast. Brad has been active within the local small business community for the past two years. He has helped over a dozen wineries with their digital marketing and sales strategies.

Brad lives in Templeton, California with his wife Kibbe and their two children. He is a sports enthusiast and a former college football player. He spends his free time coaching his children with their athletic activities, cycling in wine country, and being outdoors with his family.

Contact Info: brad@vingageconsulting.com, 805-234-6791

Unincorporated SLO County CBID

The County Business Improvement District (“CBID”) manages tourism for 10 unincorporated cities within San Luis Obispo County. The current marketing budget is funded with 1% of the total TOT collected. The remaining 1% of the TOT is used to fund the local tourism partner organizations within the unincorporated cities.

Cheryl Cuming

Cheryl Cuming is the active CBID Administrator. She is on the CBID board and also attends the individual city CBID board meetings.

Contact Info: admin@SLOcountyBID.com, 805-547-CBID (2243)

Summary

Vingage is currently helping the San Simeon Tourism Alliance via Solterra Strategies with the redesign of their website and digital marketing strategy. As a result of the San Simeon engagement, the CBID has asked for a proposal from Vingage to audit the existing Highway1DiscoveryRoute.com website.

This proposal will outline the tools needed to perform the audit, provide a list of findings from the audit, and will offer suggestions for moving the digital strategy forward. Once the audit is complete, a deliverable can be presented to the CBID where findings will be presented. Findings can also be discussed in an appropriate setting for the CBID Board and/or members.

Audit Overview

The audit performed for the CBID will encompass several components. The audit will provide a comprehensive overview of what the CBID is currently doing with their digital marketing strategy. This includes an audit of the website, SEO, content strategy, and digital marketing spend. The audit will demonstrate findings within the categories mentioned. The audit deliverable will be a Google Presentation or PDF file with the findings. Some findings may also be presented in supplementary spreadsheets if there are large data sets that need to be shared.

Website Audit

Vingage will perform an audit for the website. The website audit will provide an understanding for customer profile(s) and how that translates to design and user experience. Metrics will be leveraged from Google Analytics ("GA") to present these findings. The website audit will provide details that include device preferences, pagespeed, traffic patterns, content, demographics, customer affinity, and design. Findings will break down this data to produce an assessment presented in the format of SWOT (Strengths, Weaknesses, Opportunities, Threats).

Search Engine Optimization (SEO)

Vingage will perform an audit for SEO. This audit will provide an understanding of content structures on the website and how they can be leveraged to improve the organic search results of potential visitors. A holistic approach for SEO means the audit will focus on technical SEO, great user experience, and understanding quality content. To perform the SEO audit, Vingage needs access to GA and Google Search Console for the Highway1DiscoveryRoute.com website. Additionally, if any keyword research is to be performed, a membership to a keyword tool may be purchased and passed-through as an expense to the CBID. Membership fees are

typically low cost per month or annually. The CBID may resume control of any purchase as it deems necessary. Findings will be presented in text form.

Content Strategy

Vingage will perform an audit of the existing website content. This audit will be related and intertwined with the SEO audit. The content strategy audit will look at the content on the website and offer ways to improve site engagement, site visibility, and site value to engage more visitors and acquire more traffic. Further, this audit will be more of a best practice guide to setting up a future content strategy to drive more website traffic that will eventually lead to stronger awareness and potentially more bookings that put “heads in beds.” To complete this audit, Vingage will need access to the Wordpress content management system. A user that can view Yoast settings and preview content is necessary. Vingage does not need and does not want access to edit themes, templates, or the website structure. If this type of access is granted, Vingage will not assume any responsibility or liability for any changes implemented to the existing site.

Digital Marketing Spend

Vingage will perform an audit of the existing digital marketing spend that drives users to the Highway1DiscoveryRoute.com website. This audit will identify what is happening with the spend and how those dollars are being used to drive traffic. Without understanding what is happening today with the spend, this audit may or may not be able to produce quantifiable results. The audit findings will depend on how the current agency has setup the spend for tracking purposes. There may or may not be a strong way to identify some features like ROI or conversion rates. This audit will identify what is and is not being tracked and what opportunities may exist for improving the digital spend. To perform this audit, Vingage needs access to GA, Google AdWords, Bing Ads (if used) and/or other digital buying platforms if they are relevant to the CBID digital media spend. In addition, it may be helpful to understand how email acquisition works with access to the platform the CBID is using for acquiring emails for future marketing.

Audit Deliverable(s)

Vingage will provide a deliverable or set of deliverables from the audit. The core deliverable will be a Google Presentation that may also be delivered in the form of a PDF file. Other deliverables may include spreadsheets when large data sets may need to be presented. A Google Document may also accompany the Google Presentations when details for best practices are presented.

Audit Tools

The following tools are needed to perform the audit. When creating a user for the tools mentioned below, and when possible, all users should be created with the email of brad@vingageconsulting.com.

Tool	Description	User Type
Google Analytics (GA)	GA provides user and user engagement information for your website.	ACCESSED
Google Search Console	Google Search Console is a tool referred to as a webmaster tool. It allows a user to examine how Google views a website. It indicates indexed pages, website errors, and XML sitemap information.	Basic User
Wordpress WP-Admin	Wordpress Admin is the back-end content management system for the website. I will need a way to see this application and will need to see how the Plugin Yoast is implemented. No access is needed to author or change content.	See Description
Google AdWords	AdWords is used to setup text-based ads (some display ads as well) for Search Engine Marketing (SEM). Access to the account that is managing this spend is necessary for the audit. Need read-only access. There is no plan or intent to change anything within the account.	See Description
Bing Ads	Bing Ads are the Microsoft equivalent of Google AdWords for the Bing search engine. This may not be used with the current marketing plan. Need read-only access. There is no plan or intent to change anything within the account.	See Description
Various Tools	Vingage will use other tools as necessary to audit and examine the website and marketing strategy. Any paid tools will need to be approved by the CBID before purchase. The CBID will assume control of the paid tools once Vingage is completed with the audit. Tools will not be expensive if they are needed for purchase.	See Description

Pricing

To execute the proposal where the CBID engages Vingage to complete the work outlined in this document, a standard contractor agreement will be executed. The agreement will have two schedules. Schedule (A) will be the outlined documentation in this proposal as the Statement of Work "SOW." Schedule (B) will be the pricing schedule that is outlined below. If a contract is executed, a W9 from Vingage will accompany the executed contract for CBID records.

CONFIDENTIALITY:

The pricing outlined for Vingage services in this agreement is confidential between CBID and Vingage, and cannot be disclosed outside of the CBID without the written consent of Vingage.

WORK SERVICES:

Vingage services are directly related to the work performed in schedule A noted as the Statement of Work.

RETAINER:

The CBID agrees to an initial retainer of \$3,000 that will be deducted from the total audit fee for the project. Upon execution of a contract, an invoice will accompany the executed contract and W9.

COMPENSATION:

As full compensation for the services rendered pursuant to this Agreement, the CBID shall pay Vingage the equivalent of \$150.00 per hour. The work services for this contract are estimated at 40 to 70 hours. The CBID will only pay for hours worked; Vingage will report and log hours at the request of the CBID. A minimum charge of \$3,000 is covered in the retainer. Compensation will be capped and will not exceed \$10,000, regardless of any extra hours worked by Vingage for the audit.



Local Fund Applications for January 2017 – December 2017 (updated 11/09/2017)

Total Funds Requested: \$5,514,085

Total Projects Funded: 441

Cambria:

~~Farmer's Market St Patrick's Day Celebration (\$2,000)~~

~~Sunset Rotary Wine Festival Dinner Gala (\$2,000)~~

Chamber Olallieberry Festival sponsorship (\$2,000)

Matching Fund request for \$1,000

American Legion July 4th Fireworks (\$8,500) – see San Simeon

ScareCrow Festival Sponsorship (\$15,000) – see San Simeon

A&H 2-year Marketing contract (\$600,000 for 2 years)

Cambria Film Festival (\$4,500; requesting \$2,250 in matching funds)

CBID Rural Road Trip co-op RoadTrippers Influencer Program (\$3,750)

Cambria Chamber Art & Wine Festival 2018 (\$7,000)

Cambria Historical Society Harvest Festival sponsorship (\$1,500)

Cambria Magazine ad (\$650)

~~Beautify Cambria Main Street Median Maintenance (\$1,500)~~

Avila Beach:

Constituent mixer (\$1,500)

SLO Ultra at Wild Cherry Canyon (3-year sponsorship \$15,000/\$12,500/\$10,000)

RaceSLO GranFondo Sponsorship (3-year sponsorship \$27,500/\$22,500/\$17,500)

BubblyFest sponsorship (\$9,000)

VIP Package giveaway for 2 Race SLO events (\$1,000)

Stewardship Clean-up kits (\$6,320)

TJA 3-month contract extension (\$20,000)

Harvest on the Coast getaway (\$500)

TJA annual marketing contract (\$140,000)

SLOWine Harvest on the Coast sponsorship (\$15,000)

TJA 3-month contract extension (\$20,000)

Constituent mixer (\$1,200)

Cayucos:

Chamber Visitor Center (\$8,500)

Big Big SLO Pocket Planner (\$1600)

July 4th Beach Clean-up (\$2,500)

Eroica CA 2017 (\$2,500 rest stop & \$2,499 for sponsorship = \$4,999)

Additional expenses for rest stop \$624.71

Art & Music Festival and #UnlockYourAdventure promo (\$7,500) – **refunding**

Administrative Assistant 2-year contract renewal (\$6,720)

Sea Glass Festival sponsorship (\$7,000)

1st Street Beach Access replacement project (\$25,000) – **CBID requested that County permit fees be waived**

San Simeon:

Solterra Strategies Media/PR additional expenses (\$1,500)
Solterra Strategies extension to PR/Marketing efforts (\$14,000)
SS Chamber Tradeshows for China and UK (\$10,025)
FES Beach Combing bags and STP clean up kits with wildlife tips (\$1,500)
Coastal Discovery Center Ocean Fair (\$2323)
American Legion July 4th fireworks (\$6,000)
ScareCrow Festival Sponsorship (\$4,750)
Gateway Signage landscape project (\$24,999)
2014: Gateway Signage contribution (\$10,000)
Gateway signage ribbon cutting/PR/reception (\$10,000)
Solterra 2-month contract extension (\$7,000)
Cambria Film Festival (\$1,500)
Solterra digital marketing proposal Sept 2017 – June 2018 (NTE \$166,000)
Sole source not approved by County CAO/Counsel – revised contract term for 6 months (Oct 2017 – March 2018) with funding amount totaling \$99,600.
CBID Rural Road Trip co-op RoadTrippers Influencer Program (\$3,750)
SLO CAL H1 co-op with Hearst Castle (\$1,000)
FES Brochure and distribution (\$9,366)
Riester hosting and analytics reporting (\$1,920 for 6 months thru Dec 2017)

Los Osos/Baywood/uninc. MB:

Stewardship clean up kits partnership with Grocery Outlet (\$3,000+\$2,500)
Big Big SLO MailChimp annual account (\$800)
Administrative Assistant 2-year contract renewal (\$6,000)
Los Osos Red Barn beautification (\$2,648)
Solve 9-month marketing plan (\$16,150)
Big Big SLO monthly event calendar and website content maintenance (\$2,700)

Oceano/Nipomo:

TJA Social Media and Spring Advertising (\$5,600)
Whale Trail postcards (\$350)
TJA annual Social Media and Advertising (\$18,400)
Administrative Assistant 2-year contract renewal (\$16,560)
Go Daddy 3-year renewal of email and domain (\$352.17)

Edna Valley/AG:

Local administrator (10 hours/month at \$250X12months = \$3,000)
SLO Chamber VC membership (\$260)
SLO Chamber Visitor Guide ad (\$1,200)
FreshBuzz additional marketing & promotions (\$4,000)
Solve annual marketing contract (\$10,800)
SLOWine annual sponsorship (\$4,000)



MARKETING SERVICES

PROPOSAL AND SCOPE OF WORK

for

VISIT LOS OSOS / BAYWOOD PARK



REVISED: 10.31.2017 FOR SERVICES 11/01/17 TO 07/31/2018

OUR MISSION: To serve as a dedicated **Marketing Partner** with Visit Los Osos / Baywood Park and other key stakeholders to develop and manage a focused promotional marketing program that provide a richly engaging, rewarding and informative and bookings–converting experience of the Visit Los Osos / Baywood Park region.

INTRODUCTION AND OVERVIEW



Thank you for inviting our submission to your request for a Marketing Services Proposal. We are grateful for the opportunity to outline our strategic and comprehensive approach to achieving Visit Los Osos / Baywood Park’s marketing goals and objectives

Our proposal provides a comprehensive, integrated and multi–channel approach intended to generate awareness, increase engagement, and provide measurable results, while further defining the premiere and truly unique lodging destinations experience for individuals, groups, events, weddings, and family vacations -- with a multitude of activities to suit a wide variety of travelers.

What distinguishes SOLVE from other agencies? We possess a clear and driven commitment to our clients, to best practices, providing real results and measurable ROI. Our roots are in Central Coast destination marketing since 2010, and our leadership possesses real world experience and service with regional, national and international hotels and destinations as well as numerous VCB and BID boards.

Our process is straightforward. We will work closely with you to develop specific strategies designed to showcase the benefits of staying in Los Osos and Baywood Park. Leveraging data–driven intelligence, we use proven inbound and outbound marketing tactics to funnel traffic to the websites, resulting in increased traffic and occupancies.

SOLVE has created a process that puts our clients’ needs first and delivers superior returns on investment. We will provide your destination with a marketing effort that is extraordinary, always “on” and achieves results. We are talented professionals and our team members combine creative excellence, with comprehensive local market knowledge, brilliant content, and leading–edge

industry minds. **This winning combination has made SOLVE one of San Luis Obispo County's leading tourism marketing agencies.**

WE WILL EXECUTE THIS 4-STEP PROCESS TO ASSURE CLIENT OBJECTIVES ARE MET

1. Undertake review and analysis of existing marketing elements, and research to understand visitor profiles, as well as the stakeholders and members.
2. Work closely with all stakeholders to understand individual roles and responsibilities and to identify unique marketing opportunities.
3. Implementation of the determined plan, providing regular communication to all key parties; supplying monthly/annual reports and detailed analysis of actions completed and results generated.
4. Continually review, pivot and revise to adjust to changing market conditions, optimal results, and client needs.

Our prime objective is clear. Drive occupancy among your lodging properties through strategic and tactical efforts, and to increase visibility in both drive time markets and local market share. We will strengthen the website experience and SEO, expand and leverage the community dialogue, and utilize new technologies to establish the VLOBs as the Central Coast's premier off-the-beaten-path destination to discover.

On behalf of the best team in the business, thank you again for requesting our proposal. We appreciate the opportunity to earn your continued trust and business.

With all gratitude,

Judith Cohen, CEO

Victoria Moreno, Managing Director

EXPERIENCE AND QUALIFICATIONS



SOLVE Agency is an award-winning, full-service marketing agency headquartered in San Luis Obispo County.

The SOLVE team is comprised of leading strategic, marketing, media relations, reputation, creative, and interactive specialists, and affiliated partners, with decades of dedicated

experience. We are experts at leveraging innovative digital technologies and channels combined with intelligent brand strategy principles to amplify our client's media presence to engage their customers and visitors, drive business growth and increase revenues, retention and ROI.

We provide key strategic, creative and management services to focused and visionary organizations, municipalities, and brands locally regionally, and nationally. We specialize in integrated marketing, including branding and user experience, digital and social marketing, campaign programming and development, website design, media relations, video production, and community development.

SOLVE has been an **innovator** in tourism and destination marketing since 2010.

*We were the **first** agency in San Luis Obispo County to:*

- Win the Visit California Poppy Award -- Take a first time, first year BID and WIN the state's top Tourism award besting agencies 10x our size and budget
- Roll out the very first EVER branding and marketing campaign program for Cambria
- Embrace advanced Social Media strategies to their full potential from day one
- Develop custom Tourism and Destination social media-driven experiences
- Establish promotion and conversion tracking dashboards to monitor ROI and advertising effectiveness



Since our inception, SOLVE has designed, developed and managed programs and campaigns for over 60 destination brands and municipalities including: **City of San Luis Obispo, San Luis Obispo County, Sunset Savor the Central Coast, Visit SLOCAL, Visit Cambria, Dairy Creek and Morro Bay Golf Course, Grand Millennium Hotels, Starwood Hotels and Resorts, Le Meridien Hotels, and many more.**

Our **data-driven strategies and integrated marketing** solutions enable our clients to tap into multiple consumer acquisition channels, to increase engagement and generate positive engagement and incrementally expand growth. Our innovative approach to creative branding,

promotional marketing, and digital–social marketing merges cutting–edge design with effective integrated programs.

Using intelligent design and the latest in communications, content and tracking technologies, we amplify our client’s online and offline presence and create robust channels for information and a place for your community to engage and grow.

SOLVE proposes the following Design, Marketing and Management Services

- Destination Marketing Strategy and Road Map
- Branding, Identity and Key Elements
- Website UI/UX, Re-Design and Development
- Advertising Strategies, Planning, Design and Execution
- Promotions Design and Development
- Email Design, Development and Implementation
- Social Management. Curation and Monitoring
- Graphical Design for Social, Digital, Web
- Video Development, Production and Marketing
- Program Goals, Data Tracking and Reporting



A clear and focused strategy, and creative effort is the key to generating the visibility and impact that reaches audiences to connect, book, signup and share.

To maximize results the right targeting and placements must be populated with an energetic, unique and highly creative concept that does not appear to be advertising, but instead pulls targets into a conversation and increases engagement.

We will provide an actionable plan including key messaging, design, and ad placements required to drive the brand attention and interest to increase engagement and signups (database growth).

DELIVERABLES

The Strategic Marketing and Tactical Roadmap will include:

- Market Research and Competitive Data Assessment
- Integrated Brand Development and Marketing Strategies
- Targeted Advertising Strategies
- Promotional Social, Campaign, Content and Engagement Strategies

KEY COMPONENTS:

The following phases are the proposed items of our overall strategy, which will be the roadmap to execute and achieve successful visibility, engagement, and sign-ups.

- Leveraging the research data, we will provide the best practices roadmap to increase consumer awareness and engagement
- Research and define appropriate investment to reach goals
- We will recommend the program tactics, arranged and assembled synergistically to work together that drives and increases awareness among consumers.
- Monthly Analysis, ROI tracking and reporting including the use of relevant analytics

We propose the following **opportunities and key elements** to expand the visibility of Los Osos / Baywood Park:

RESEARCH TRENDS, DATA AND MARKETING DIRECTION

Statistics are critical in determining the effectiveness of all marketing efforts. We research statistical data on regional tourism to the target areas and audiences in order to make the most intelligent and efficient use of your marketing dollars. We will also provide stats ongoing to be able to capitalize on and shift tactics as necessary.

STRENGTHEN BRAND RECOGNITION

For an integrated campaign to fully succeed, the brand needs to be clear, deep and uniformly articulated and recognizable – across all marketing channels, but also across all experiences visitors may have. Working closely with the Visit Los Osos / Baywood Park board, we will evolve the **brand and messaging** into a more fully articulated expression of Visit Los Osos / Baywood Park community. This brand evolution will unify and elevate the brand.

SEIZE THE OPPORTUNITY

As the Central Coast expands its visibility, **Visit Los Osos / Baywood Park** has a unique opportunity to position itself the hidden gem of the Central Coast. Evolve and expand the perception of an idyllic destination, increasing awareness of the vastness of the city, and its location as the center of the county for those longer stays and day trips. There is tremendous opportunity to work in partnership with other businesses and organizations that share our goals. In our county alone, millions are being spent to bring travelers to San Luis Obispo County. Cooperatively, we can build momentum, share resources, cross-reference and otherwise complement and build on each other's marketing successes.

EVENTS AND PROMOTIONS

Cross promoting events, sports, festivals, and activities creates excitement while featuring lodging packages or incentives encourage stays and increase local awareness. The natural beauty of the area and extraordinary experiences available creates many excellent marketing opportunities.

BRAND IDENTITY (LOGO) DESIGN

We understand that you are interested in re-designing your current logo to better represent your destination.

To this effort, the creative team at SOLVE readily provides extraordinary identity and logo design.

Our professional identity design services include:

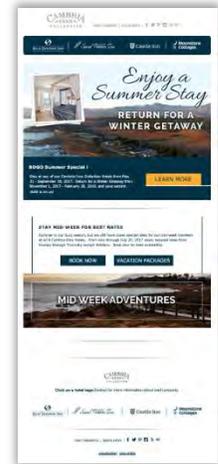
- Research, Creative Development, Production and Delivery
- Research meeting with your team, with creative concepts presentation of three (3) logo concepts
- Up to 2 refinement phases
- Final digital art provided, including all logo versions and 3 pre-sized social media channel icons.



EMAIL MARKETING, DESIGN AND DEVELOPMENT



SOLVE specializes in effective email marketing strategies that outperform other direct marketing techniques, measurably improving conversions—and keeps customers informed. Our skilled team can provide uniquely designed, brand-centric, targeted and responsive email campaigns that connect and resonate with new and returning customers and visitors. At SOLVE, it's never “just an email.” It's a creative, strategic message that, reinforces brand awareness, builds customer loyalty and drives audiences to engage on a more personal “in-box” level.



We will custom design a fully functional, hand-coded HTML, mobile-responsive email template which will include selected branding, graphics, and messaging.

SET-UP

- Set-up email channel (Mailchimp is suggested) including opt-in response headers and brand colors.
- Database management – Install the opted-in email lists provided into the database.

CUSTOM DESIGN

We will create an eye-catching and effective email newsletter consistent with your website and brand image.

- 2 Creative Design Concepts
- Unlimited Revisions of the Chosen Concept

HTML CODING

Hand coding service to convert an existing image to email html template. The final result is a beautiful email that looks great on 52 email clients.

- Pixel Perfect Conversion
- Commented Markup

- Tested on up to 52 Email Clients and Devices

RESPONSIVE EMAIL

We can develop your newsletter to reorder and scale its content differently depending on the device it is opening on.

- Pixel Perfect Conversion
- Tested on up to 52 Email Clients and Devices
- Commented Markup
- Screenshots from all Supported Email Clients
- Sliced Artwork in the Final Archive

MAILCHIMP

We will integrate your custom MailChimp template with the MailChimp's Design Editor, making it editable and re-usable for future campaigns. You'll be able to change texts, images, switch, add or remove sections.

- All MailChimp Tags Included
- Editable Template Through MailChimp Admin Area
- Tested on up to 52 Email Clients / Devices and MailChimp Admin Area

SOCIAL MARKETING: CREATIVE AND MANAGEMENT SERVICES



SOCIAL STRATEGIES -- A COMMITMENT TO BEST PRACTICES

By consistently providing our expert social strategies, creative, integrated community and content, SOLVE will to provide the program management and collaboration that will drive measurable results.

WE PROPOSE:

- Collaborate with VLOB to strategize and develop Social Media promotional programs that provides a richly vibrant, viral, engaging, rewarding experience of the overall brand and message.



- **Refine, expand and implement social strategies** that engage and connect with visitors and fans by utilizing an integrated program of content syndication and intelligent conversation.
- **Integrate the online and social efforts** with hyper-targeted social cross-posts to coordinate, leverage and reinforce your social media marketing efforts and page engagement.
- **Expert-level social media community, content management and campaign services** to engage with and share all of your BID's properties and destinations.
- **Provide timely responses to all inquiries from fans, followers and guests on all social platforms.**

The overall marketing efforts provided by SOLVE, will feature branded messaging throughout the most effective social / digital channels:

- Enhance relationships with visitors and fan base
- Gather valuable feedback about the interests of visitors and fans
- Build enthusiasm for the unique attributes of VLOB properties
- Repurpose PR and marketing campaigns
- Funnel traffic to the website, or another designated landing page
- Promote events and attractions
- Amplify lodging promotions and packages
- Boost organic SEO for website, digital and social channels

Provides expert-level community outreach services including curation, content, management, monitoring and response

SOCIAL MARKETING & MANAGEMENT

- Provide key management and best practices design of relevant social platforms pages to include Facebook and other channels as approved.
- Develop and post branded creative, overlay and stitch-post messaging for all major holidays and select events (up to 15 a year).
- Conduct consistent updates weekly (upload links, photos, brand images and videos) on the approved social channels.



CONTENT CURATION

Curate and syndicate relevant social content including posts, links, photos and videos with hashtags and other social tagging.

- Connect with the community with enticing, interesting and relevant content and images.
- Leverage the social communities and influencers of the event talent and promoters to encourage downloads.
- Connect to partners and influential partners, fans, and followers by consistently leveraging local and regional relationships, cross-posting, and tagging.
- Maintain regular communications with your marketing team for assets, updates and reports on upcoming events.

- Monitor and report channel performance for Reach and ROI with reporting provided monthly.
- Working with your team, we will implement actionable best practices and key social media branding and content management to best leverage and amplify all your social channels.

BRANDED FACEBOOK, INSTAGRAM AND TWITTER CONTENT

Design unique branded posts that capture attention, encourage action and stimulate sharing. Create an interactive community with relevant and timely information about events and activities to highlight things-to-do in Los Osos / Baywood Park. Sharing content from users and stakeholders creates additional exposure and heightened awareness of the activities in the area.

Showcase the unique Visit Los Oso / Baywood Park destination with key social integrations, creative and advertising, SOLVE can develop and launch cutting-edge social experiences and promotional contests that provide a richly engaging and informative multi-channel campaign that effectively grows interest, engagement and email lists.

Develop a dynamic Social Applications (Web, Facebook and mobile-ready) that encourages interaction, engagement and word-of-mouth across all platforms to create brand sharing, recognition and referrals.

Design and Development of Contests, Sweepstakes and Other Offer-based Promotions

Develop promotional contests and deals to incentivize and build awareness within a viral social campaign.



Targeted social advertising to accelerate swift marketing reach with the commitment to maximize the effectiveness of VLOB's digital visibility and engagement.

TARGETED SOCIAL ADVERTISING

Facebook and Instagram present a unique advertising opportunity that is both highly targetable and cost-effective. These ads can be micro-targeted with hundreds of selections including demographic, financial, spending patterns, travel habits and so much more. The combination of these elements will provide an excellent opportunity to reach potential visitors on the wildly popular site where they spend much of their leisure time. Targeted posts with attached ad spend can effectively increase reach and visibility and advanced CPC targeting allows us to fine tune the audience and deliver it in a way that increases visibility and brand awareness at minimal cost.



SELECT KEY AUDIENCES

SOLVE will focus efforts on the visitors most likely to Visit Los Osos / Baywood Park. The majority of visitors are from CA and Western states, so a deeper effort will be directed at exposing this hidden gem to those looking for something uniquely special, who may not be aware of the opportunity to stay in Los Osos and Baywood Park. Also, it is important to target the visitors who are driving the iconic road trip, showcasing the advantages and benefits of a stay on their journey along the coast.

COST EFFECTIVE APPROACH

We use hyper-targeted Facebook and Instagram image and video ads as they are the most versatile and cost effective on the market. We focus the media budget on Facebook and Instagram ads with tight advanced targeting strategies. The ability to use a pay-per-click option and the focused demographic targeting mean your dollars are spent on only those most likely to click and view.

ANALYTICS AND ROI TRACKING

By providing an insightful look into the success of our collaborative marketing efforts, SOLVE will track, review and analyze the marketing tactics, campaigns and paid ad programs. The following services are inclusive with all SOLVE management and campaign programs.

- Insights to track demographics, reach, engagement, sharing, referring sites, tab views, top posts, impressions percentages and level of participation.
- Set-up digital and social media with key ROI tracking codes to track social mentions and clicks
- Provide reports with social and conversion insights and analysis

ADS TYPES AND CREATIVE

Using the PPC (pay-per-click) option for Facebook and Instagram ads will allow us to pay a set amount per actual click. This allows for greater visual exposure as we are not charged for impressions, only actions taken. We will utilize the low cost and high visibility option of video ads and will focus creative efforts on new content. Video ads are getting a much higher engagement at a vastly lower cost.

TARGETED FACEBOOK & INSTAGRAM ADS INCLUDE:

- **Ads Types**
 - Click to Website
 - Page Engagement
 - Video Views

- **Ad Experiences**
 - Image
 - Video
 - Carousel

- **Media Budget**
 - Ads Budget: (suggested \$100-\$150 per month)
 - Date of Advertising services: TBD

- **Management**
 - Ads will be continuously reviewed and adjusted (optimized) for performance and results (click to download, clicks to website, likes).

DETERMINATION AND TRACKING OF RESULTS



There are key benchmarks that will reflect the success of this s marketing plan and help us to adjust tactics as necessary. They fall into two categories – Tourism Revenues and Marketing Indicators – both of which are critical to the success of these marketing initiatives. Our dedicated team can quickly adapt to market changes and the ever-evolving worlds of online marketing and social media.

TOURISM REVENUE INDICATORS

- Increased TOT
- Increased length of stays
- Stabilized revenues across shoulder season
- Strong ROI on all specific ads and marketing efforts via conversion tracking



MARKETING INDICATORS

- Increased visits to the website and/or landing pages
- Increase email database for newsletters
- Increase engagement, followers and activity on all social media channels
- Steadily increasing CTR and/or response rate for any paid advertising

FEES AND BUDGET ALLOCATION



Below is our revised fee schedule relevant to the approved costs (10/31/2017) with Services effective 11/01/2017 to 07/31/2018

The below pricing reflects a generously reduced agency rate to accommodate budgeting restrictions

DESTINATION MARKETING STRATEGY AND ROAD MAP

\$1,500.00

BRAND IDENTITY / LOGO DESIGN SERVICES

\$1,500.00

EMAIL MARKETING – TEMPLATE DESIGN, DEVELOPMENT & IMPLEMENTATION SERVICES

- Email Template Set-up, Design, Development, Coding – 2 Concepts – 1 Template
\$650.00
- Email Management: Research, Content and Copy Services – Duration: Quarterly
Total emails in 9-month period: 3 emails / 1 per quarter (9 months) @\$400 each email
\$133.33 / month

SOCIAL PROMOTIONS / CONTESTS DESIGN & DEVELOPMENT (1 Contest Template)

\$500.00

- Set-up, Design, Development, Coding – 2 Concepts – 1 Template

SOCIAL MARKETING: CREATIVE, CONTENT MANAGEMENT & MONITORING SERVICES

\$850.00 / month

- Setup, branded design, population and content management

DIGITAL ADVERTISING SETUP, MANAGEMENT & MONITORING SERVICES

\$100.00 / month

- Advertising management: targeting, execution & optimization services

FACEBOOK / INSTAGRAM MONTHLY AD BUDGET (suggested ad maximum/month)

\$250.00 / month

TOTALS:

ONE-TIME FEES:	\$4,150.00
MONTHLY FEES:	\$1,083.33
MONTHLY PASS-THRU FEES (Advertising) \$2,250.00)	\$250.00 (maximum 9-month campaign budget

SERVICES AND PAYMENT TERMS

SERVICE	TERMS / INFO
<u>One-time deliverables</u> <ul style="list-style-type: none"> • Email Design / Development • Promotions Design / Development 	50% non-refundable deposit due at Agreement signing with balance due upon deliverable and/or launch. Terms: Net 30
<u>One-time deliverables – GRAPHICS</u> <ul style="list-style-type: none"> • Brand Creative Graphics Design 	50% non-refundable deposit due at Agreement signing with balance due upon deliverable. Terms: Net 30
<u>Recurring Fees:</u> <ul style="list-style-type: none"> • Ad Management Services • Email Design and Implementation • Social / Digital Content Management • Other Recurring Services 	Due at completion of previous month. Terms: Net 30

This proposal includes all strategy, design and development, coding, installation, implementation and delivery of design and development as quoted. The fee is based on work performed on a fixed cost basis. Should the scope of the project change after acceptance of terms and pricing, we will provide a detailed scope change to define additional work and associated costs.

NEXT STEPS



To proceed with this scope, please take the following steps:

- Accept the Proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.
- Finalize and sign pending County Contract.
- Submit initial payment of total project fee (depending on scope).

Once these steps have been completed we will begin the project with a kick off meeting to introduce relevant personnel and begin preliminary project activities.

Sincerely,

A handwritten signature in black ink, appearing to read "Judith Cohen".

Judith Cohen, CEO

10.31.2017

SIGNATURE / ACCEPTANCE:

Signature: _____

Name: _____

Title: _____

Date: _____

WE ARE ALL IN.



With our **gratitude** for your
consideration.

SOLVE is ready. We offer every level of service from strategic consulting to full-scale design, execution and management of key marketing and promotional programs. We are dedicated and passionate about creativity, integration and data as a key strategy to create and sustain essential **growth.**

We look forward to working together to better leverage and expand your marketing strategies and efforts, engage and grow your community -- and take your brand to an extraordinarily **prosperous** outcome.

The **results** will definitively make you glad you chose us.

We promise.



Visit Los Osos/Baywood

(Los Osos, Baywood Park, uninc. Morro Bay
Local Fund Advisory Board)

Draft Meeting Minutes

October 31, 2017 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Pandora Nash-Karner, Vacation Rental Owner
Denise Robson, Vacation Rental Owner
Gary Setting, Sea Pines Golf Resort (Chair)
Steve Vinson, LOBP Chamber of Commerce
Jamie Wallace, Cal Poly

Others Present:

Monica Carinio, SOLVE
Judith Cohen, SOLVE
Paul Irving, Big Big SLO Marketing

Absent: Alex Benson, Baywood Inn (excused) and Bill Lee, Back Bay Inn (unexcused)

CBID: Cheryl Cuming, CAO

-
1. **Call to Order:** By Chair Gary Setting at 9:09 a.m.
 2. **Public Comment:**
 - a. Open Studios went really well with several hundred attendees and a number of people mentioned that they were staying in local hotels.
 - b. The Los Osos Citizens Advisory Council had a hearing regarding Bill Lee's development. While feelings were mixed, it has improved beautification of that area and made more parking available at no cost to the community.
 - c. Official approval has been received for the Red Barn restoration funding. Volunteers will be needed for when the time comes, likely sometime in January. Gary mentioned that Visit Los Osos/Baywood received a Thank You card from Celebrate Los Osos for funding of the project.
 - d. County Parks does not have the capacity to keep the golf course watered at El Chorro Regional Park. A committee was formed, who decided to convert it to a 9-hole course and a 9-hole practice course with Cal Poly. A conversation followed regarding possibly changing the name of the park; however, after much discussion, it was decided as a majority to keep the name the same. It is possible that Dairy Creek may change its name in the future.
 - e. Steve stated that Oktoberfest went really well.
 3. **Consent Items:**
 - a. Approval of 9/26/17 Minutes: Pandora Nash-Karner made a motion to approve the Minutes of the September 26, 2017 meeting as written with no additions or corrections. Jamie Wallace seconded the motion; motion carried with Denise abstaining, as she was not in attendance.
 4. **CBID Update:**
 - a. Local Fund Stat Summary: The Kind Traveler promotion concluded and an additional 30,000 e-mails were added to the e-blast list; more details will come next month. The Highway 1 Discovery Route is listed as #7 (out of 80) on Trip Advisor; if any visitors have experienced the route, please encourage them to write review. The San Simeon Rural Road Trip promotion has concluded, with Cambria concluding today and Cayucos launching tomorrow (November 1st). The strategic planning initiative is being worked on, with a five hour workshop scheduled for November 1st.
 - b. TOT Collection by area/lodging type: Los Osos/Baywood Park has had a 3.3% year over year increase as of 2016/2017 fiscal year. The reports by area and lodging type were reviewed.
 - c. SLO County entered into an agreement with AirBnB to collect and remit TOT; however, no effort was made to involve management companies or professionals in the business. Cheryl met with 3 members of the tax collector's office, Chuck Davison, and a few property management professionals to discuss further. The County apologized and agreed that they should have included professionals for input and

guidance. A new system will be going live through the County to check active licenses for vacation rentals.

- d. The next CBID board meeting is scheduled for Wednesday, November 15th at 12:00 p.m. at the Apple Farm.

5. **Financials:** The financials were reviewed. Los Osos/Baywood made up for 3.13% of the overall collection. Jamie would like to take some time to revamp the budget report and include variances of actuals vs estimated expenses.

6. **Committee Reports:**

a. Events and Marketing

- i. Paul Irving Update: Website visits were at 671 in October, with H1DR destination page visits at 472. There were 30 new likes on Facebook, with a reach of 9,490 and 17 new followers on Instagram. The November Adventures with Nature events are current on the Events Calendar. Barefoot Concerts on the Green will have their last concert of the season on Saturday (weather permitting), Monday Beer at the Pier will be moved indoors to La Palapa from November through April; the Blue Heron is now open seven days a week; a 2-day art show is taking place at Baywood Drift on November 11th and 12th; Holiday Gift Art Studios Tour is taking place on December 2nd and December 3rd; and the Christmas Parade is scheduled for December 9th. There were hundreds of attendees to the art show - with about 20 artists and about 800 attendees to the lighted boat parade - with 75 lit water crafts. Paul will be turning into an annual event. A meeting with Jamie, Paul, Brooke, and Pam (SLOCAL) will be scheduled, prior to the launch of the new website, which is scheduled to launch around the first of the year. Discussion followed regarding an Events Calendar and how it would be great to have a countywide calendar. What would the cost be and could the cost be shared by other BIDs? Approximately 3,000 2017 destination pocket planners remain with 20,000 having been distributed. Music Pocket Planners are published monthly from April through October and is distributed to major venues. If 5,000 more can be printed and be distributed to lodging properties, it would make sense for Visit Los Osos/Baywood to sponsor a page. It was requested that Paul present a cost of a page with participation from other BIDs included.
- ii. Marketing Subcommittee update: The committee met with Cheryl and reviewed both SOLVE's proposal and Paul's proposal, and would like to vote on these items today.
- iii. Distribution of tote bags: Melissa will distribute to constituents and include H1DR map, Los Osos/Baywood loop maps, and destination pocket planners inside.

b. Beautification and Outreach: No report at this time.

c. STP Liaison: No report at this time.

d. CCSPA: No CCSPA representatives were present; no report at this time.

7. **Action/Discussion Items:**

- a. Discussion and Vote for Approval – Marketing Scope: The committee would like to recommend moving forward with the proposal from SOLVE with the inclusion of specific items, but not all. To be included will be: the Destination Marketing Strategy and Road Map (\$1,500); Brand Identity & Logo Design Services (\$1,500); E-mail Marketing – template design, development, & implementation – on a quarterly basis (\$650 + cost per send); Social Promotions/Contests Design & Development (\$500); Social Marketing: Creative, Content Management & Monitoring Services (\$850/month); Digital Advertising Setup, Management, & Monitoring Services (\$100/month); and Facebook/Instagram monthly ads (\$250/month). The board would like to add a blog as well, but the cost is not included in the scope. The committee would like to keep Paul on to maintain and update the website and Events Calendar, as well as work with and receive content from SOLVE for the website; cost of about \$300/month. After discussion regarding the fiscal year budget, it was requested that the proposals be approved for nine months, which would total \$16,150 for SOLVE and \$2,700 for Paul and would be more accommodating for the 2017-2018 fiscal year Marketing budget. It was also discussed that the Destination Marketing Strategy/Road Map and Brand Identity/Logo Design Services are long-term investments and therefore, the costs of \$3,000 can be taken from the Long-Term Capital Reserve. Jamie made a motion to approve

a 9-month proposal – as discussed above - commencing November 1, 2017, with SOLVE for a total of \$16,150 with \$3,000 of that amount being paid from the Long-Term Capital Reserve for the Marketing Road Map and Brand Identity, and a 9-month proposal, commencing November 1, 2017, with Paul Irving - as discussed above - for a total of \$2,700. Pandora seconded the motion. Discussion: Paul clarified that he will be maintaining the website, receiving content from SOLVE to use on the website, and finding and creating content for the Events Calendar. Jamie thanked Paul for all his hard work to date. Gary added that with the committee working together with SOLVE, the board should be excited for next season. The marketing subcommittee will be the main communicators with SOLVE with the addition of Cheryl. Motion carried. Paul and Monica will work together to gain access to assets and log-in information. Judith is very excited and thanked the board for their vote of approval and the opportunity.

- b. Discussion and Vote for Approval – 2018 Destination Pocket Planner: The cost is \$400/page. The board sponsored 8 pages in 2017. It was mentioned that stickers can be placed over “2017” on current planners to extend their life. Unfortunately, the reach and effectiveness is unknown. Pandora feels that this decision should wait until further marketing decisions are reached. Gary feels the planner is helpful because of its regional content; although feels a decision should wait until the budget and marketing decisions have taken place. Steve would like to keep it in some capacity, as it is useful. This item will be kept on the Agenda for further discussion.

8. Future Agenda Items/New Business:

9. Closing Comments:

- a. Celebrate Los Osos is discussing their 2018 Beautification projects, so encouraged members to consider ideas – projects that would be doable for volunteers.

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, November 28, 2017

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

11. Adjournment

Adjourned at 11:00 a.m. (Gary, Jamie)