

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

May 9, 2018 – Sycamore Mineral Springs Resort Garden View Room, Avila Beach

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Chris King, Non-Constituent
Summer Rogovoy, Avila Lighthouse Suites

Others Present:

John Sorgenfrei, TJA Advertising
Kaci Knighton, TJA Advertising
Rick Turton, TJA Advertising
Stephanie Rowe, ABTA admin
Heather Muran, SLO Wine Country Association

Absent: None

CBID: Cheryl Cuming

1. **Call to Order:** by Board Chair Charles Crellin at 10:06 am.
2. **Public Comment:** None
3. **Consent Items:** The April 11, 2018 minutes were approved for review and approval. A motion was made by Chris King and seconded by Charles Crellin. With no further discussion, the April 11th minutes were approved by a unanimous voice vote of the local Advisory Board.

The April 30, 2018 minutes were approved for review and approval. A motion was made by Chris King and seconded by Charles Crellin. With no further discussion, the April 30th minutes were approved by a unanimous voice vote of the local Advisory Board.

4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. The Rural Road Trip Campaign just finished. In April, Oceano had 5,900 and Nipomo had 7,000 lodging page views as the last of the monthly destinations.
 - b. Cambria is funding a Chamber Zagstar bike sharing program.
 - c. TOT for Avila increased 6.3% year-over-year for Jan-March. CBID is up 9% for the same period.
 - d. Reviewed the Mid-State Fair Showcase opportunity. The space is free, but the display may cost up to \$5,000. CBID is not participating.
 - e. Reviewed the Vacation Rental Activity between 2015-2017. The reports showed the total vacation rental licenses by area and the percentage not activated as vacation rentals. Some owners apply for a license to keep other vacation rentals from being activated, and others apply to make it more desirable when selling the property.
 - f. Reviewed the CBID Strategic Marketing Framework including value proposition, initiatives and target market personas.
 - g. Confirmed that Avila Beach's assessments were 18.36% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in March totaled \$9,397.21. Available funds (including the 2016-2017 carry-forward) total \$141,498.71 and funds after approved applications and anticipated expenses removed are \$35,276.49.

6. Committee Reports:

a. Stewardship Travel Program – Chris King:

1. **Update on Revamped Stewardship Travel Cleanup Kit & Tote Bag Program:** Stephanie Rowe noted that she sent an email to all constituents to let them know about the revamped Stewardship Cleanup Kit & Appreciation Tote Program. She let them know

that Chris King will be providing onsite training to lodging properties. She asked interested properties to send available dates for training. She is coordinating with Lighthouse Suites, Sycamore, Avila Village Inn and Coastal Vacation Rentals. Cheryl Cuming confirmed that CBID approved a continuing relationship with Katie Sturtevant for the Stewardship Travel Program.

b. TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kaci Knighton, Rick Turton:

Kaci Knighton gave an update on social media in the last month. Facebook fans are past 75,000. Video views had 71,300. She showed some of the most popular posts. The Bucket List campaign was very popular and generated many URL clicks and leads. Cheryl Cuming will ask Visit SLO CAL if constituents can use their photo assets and videos. We have 14,703 Instagram followers, an increase of 276. The Travel Blog was: 11 Things You Must Do in Avila Beach, California. The monthly video views for YouTube was 5,861.

Rick Turton noted that social media traffic was up 45% and total page views were over 13,000. 70% are on mobile devices. March traffic was high because of the Rural Road Trip campaign. Visitor sessions were down, but lodging referrals were up by 30% from 2017 to 2018. Kaci noted that website traffic is only one part of the picture, millennials predominately uses Instagram for travel decisions.

1. **Update on Avila Beach Video and Visitor TV Video Project:** John Sorgenfrei noted that they will be reshooting with the millennial couple on Friday, May 11. Then they will be getting all the cast together for the group shots. The ETA is a couple of weeks after shooting. The Visitor TV project is on hold while they wait for the Avila video to be completed as they are using some of the footage. Also, the NBC parallax project is on hold waiting for the video. John recommended waiting on the Visitor TV and NBC parallax campaigns and running them in the Fall. The ABTA Board agreed to wait and decide later whether to start them in September, October or November. Kaci showed the draft parallax page. Heather Muran asked if a link to SLO Wine Country could be added to the VisitAvilaBeach.com website.
2. **Discuss Content for July E-newsletter:** Chris King noted that July was already close to being booked. He asked if we should send the e-newsletter instead in the Fall. The Board agreed to have the next e-newsletter sent in September instead of July. This item will be on the August agenda for Board discussion.

7. Presentations: TJA Advertising Contract Renewal Proposal: John Sorgenfrei and Kaci Knighton gave an overview of the 2018-2019 proposal including goals and objectives, target markets and marketing approach. John noted that the website revamp would have a different look but would have some of the same content and photos. Charles Crellin asked if the future of websites was to have less content and include only key information. Rick Turton noted that that was the definition of “mobile first”. John noted that it may not be worth it to bring journalists to our area, so it should be at the end of our priority list. John noted that e-mail marketing was still important given that Avila has over 29,000 subscribers. Kaci reviewed social media and noted that we have been on the cutting-edge of user generated content. John reviewed the proposed budget summary of \$178,980. The Board will review the proposal and let Stephanie know any changes in preparation for consideration at the next meeting.

8. Action/Discussion Items:

- a. **Heather Muran, Review of 2018 Harvest on the Coast Fund Application:** Heather gave an overview of the 2018 fund application. The event will be held November 2-4, with the Grand Tasting on Saturday, November 3rd at the Avila Golf Resort. Funds requested are \$16,000 for the following: Regional Targeted Marketing Campaign (\$9,000) and Exclusive Partnership (\$7,000). Last year, Heather offered an enhanced experience for attendees staying in Avila

Beach. She is proposing the same for this year: The VIP Lounge will be built-out as a unique area with winemakers pouring reserve wines in the space, and a local restaurant providing special food. The Cork Dorks will broadcast again from the tent. Heather noted that they will make every effort to put wristbands on at the door when attendees check-in. Heather confirmed that 59% of attendees came from out of the county in 2017. She also reviewed the survey questions and results from last year. The Board discussed how to set expectations that only attendees who stay in Avila are allowed in to the tent to keep its exclusivity. Heather noted that they will be adding staff to man the entrance. Cheryl Cuming asked Heather to send the trolley schedule. Chris King wanted to make sure since the ABTA is the biggest sponsor, that our logo is the most prominent on all marketing material.

A motion was made by Summer Rogovoy, and seconded by Chris King, to approve \$16,000 to sponsor Harvest on the Coast, November 2-4, 2018. With no further discussion, the event funding was approved by a unanimous voice vote of the local Advisory Board.

- b. Update from Strategic Marketing Framework Meeting:** Cheryl already gave an update in her CBID Update above. Chris King reiterated that the Highway 1 Discovery Route unincorporated areas made up 50% of Visit SLO CAL's collections, therefore, they should be provided a corresponding level of service. Cheryl will be working towards this.
- c. Debrief of 2018 ABTA Mixer:** Stephanie Rowe gave a final update and asked for feedback. There were 66 RSVPs and about 50 attendees. Everyone seemed to enjoy themselves. The Board agreed that the venue at the Avila Lighthouse Suites was great, the pizza was good, there were no parking issues, and Monday in April was a good day to have the mixer as long as it wasn't Spring Break.
- d. Update on Achievement House Proposal:** Stephanie Rowe noted that after discussing with Cheryl and Charles, it would be difficult to have Achievement House submit a fund application given that funding does not cover maintenance. She noted that she has connected Rob Weaver with her husband who will help find other local parties who can potentially help with the matching funds.
- e. Discuss whether to hold July Board Meeting:** The Board agreed to cancel the July meeting. Charles reconfirmed with the Board that the meeting that was changed to August 15th was still good for everyone. Cheryl noted that she would be unable to attend.
- f. Review TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. Consideration of TJA Contract Renewal Proposal (June)
- b. Consideration of Administrative Services Contract Renewal (June)
- c. Review of 2018-2019 Budget Allocation Proposal (June)
- d. Discuss Content for September E-newsletter (August)
- e. 2018 Harvest on the Coast Recap (after Nov)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Board Meetings: *Note: July 11th Meeting Canceled*

Dates: **June 13, 2018 and August 15, 2018 (Note August date change)**

Time: **10:00 am – 12:00 pm**

Location: **Sycamore Mineral Springs Resort Boardroom**

12. Adjournment: The meeting was adjourned at 12:25 pm.

Unincorporated San Luis Obispo County Tourism Business Improvement District (CBID)

Local Fund Area Support Guidelines & Application

Updated: April 2017

We appreciate your interest in partnering with our Local Fund Area (LFA) for support for your organization's event. We are pleased to receive your application for review, and look forward to learning more about your event, and how it will bring tourists to our area, which is our primary mission.

The Local Fund Areas (LFAs) support events and projects that are directly related to an increase in lodging (overnight stays, length of stay and return visits) within the unincorporated CBID regions:

San Simeon	Los Osos/Baywood/Unincorporated Morro Bay
Cambria	Nipomo/Oceano
Cayucos	Arroyo Grande Unincorporated/San Luis Obispo Unincorporated
Avila Beach	

As a public entity, we must adhere to certain standards as we consider each request. If the LFA board chooses to support your funding application, the CBID Advisory Board will then review each application, and will provide the final approval to support or deny funding requests. Funding requests under \$4,999 will be reviewed by a sub-committee of the CBID Advisory Board consisting of the Chair, Vice-Chair and CAO, and this sub-committee has the authority to approve, deny or bring to the full CBID Advisory board for approval. All funding applications are reviewed and approved at the next available CBID Advisory Board meeting following the LFA board meeting.

Funding applications must be **submitted to LFA board a minimum of 120 days prior** to the event date, and a **minimum of 14 days before the LFA board meeting date**.

Criteria for Application Consideration:

- **Economic Impact:** Your project or event will need to support how it will bring in additional room nights, with a goal of delivering a minimum of 50% of attendees from outside of SLO County
- **Marketing:** Reach outside of SLO County
- **Brand Support:** Visibility of the destination brand with inclusion in marketing and promotional materials
- **Location:** Takes place within an unincorporated CBID region
- **Timing:** Generates interest in the off-season (October through June)
- **Usage of funds:** A percentage of the funds need to be used to support an out-of-area marketing promotion, and funds should not be used to fund overhead or maintenance

All paperwork should be filled out completely prior to submission and be accompanied by supporting documents. All items below need to be included in order for your submission to be considered complete:

- All questions within the application addressed with thorough, complete answers
- Financials, including all expenses and income related to your event/project
- For events, a marketing plan will need be provided, including media, spend per outlet & audience reached
- Prior event outcomes (post event follow-up report if previous funding has been provided)

Action required by CBID LFA boards: Included with the application submission and supporting documents provided by the requesting organization, the LFA board minutes must clearly outline why the LFA board is approving the funding request and how it directly connects to helping meet the mission for increased overnight stays as a result of the LFAs financial support. The minutes should also specify what measurable data and/or follow-up the board will require from the requesting organization.

If you meet these criteria, please advance to the requirements and application details.

Requirements of Sponsorship:

In order to ensure that your event meets our goal to drive overnight stays, the following objective and criteria are required to ensure that your effort will create exposure for the tourism brand while encouraging increased visitors. The objectives outlined are key to any sponsorship ask:

Objectives

- Educate and build awareness among the event participants of the benefits of the supporting community as a tourism destination
- Provide an avenue to encourage participants and families to stay in order to generate room nights
- Integrate the local tourism brand into the event messaging

Criteria for Event Sponsorship

Visibility of lodging messaging: Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the LFA tourism site.

Inclusion in promotions: Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable).

Database acquisition: A mechanism to gather email addresses and zip codes from attendees, with the agreement that these emails will be shared for inclusion in the LFA email database. Zip code data will be used to substantiate out-of-county attendance percentage.

Tickets for promotional purposes: Ticketed events are required to provide 4 tickets to be used by the LFA for promotional purposes.

Program ad: If the event includes a program, ad space is required.

We pledge our marketing support

The LFA, and the unincorporated CBID, will promote your event within our existing marketing assets, including a featured event profile on our website/s and social media messaging.

Unincorporated San Luis Obispo County Tourism Business Improvement District (CBID)

Local Area Fund: Application

Event Title: Harvest on the Coast

Event Dates: November 2-4, 2018 (emphasis will be placed on events that occur in the off-season October – June)

Amount of funding requested: \$16,000 Overall budget: \$102,000

Organization Information:

Local Area: Avila Beach Tourism Alliance

Submitted by: Heather Muran Phone: 805-541-5868 E-mail: heather@slowine.com

Organization receiving funds: San Luis Obispo Wine Country Association

Mailing Address: PO Box 607, Pismo Beach, CA 93448

Contact Person: Heather Muran Phone: 805-541-5868

Event description, including website link: <http://www.slowine.com/events/harvest-on-the-coast.php>

The 28th Annual SLO Wine Country Harvest on the Coast Celebration is a showcase of the Central Coast's top chefs and world class wineries from the SLO Wine region. Over 1,300 people enjoy new releases and older vintages and delight in scrumptious culinary delights from winemakers and chefs throughout the area. SLO Wine Country is looking to once again partner with Visit Avila Beach to host the event at the Avila Beach Resort on Saturday, November 3rd with our Grand Tasting and Wine & Lifestyle auction. The event features live music, a fabulous and lively auction with amazing lifestyle packages, and the opportunity for guests to purchase reserve auction seating, early bird entry to sample reserve and limited release wines, and also visit wineries on Sunday for events held at winery sites. SLO Wine will continue to donate to several high end charity auctions to attract visitors from outside the county, as well as pursue additional strategic partnerships with the United Mileage Plus Program. With this partnership, SLO Wine is poised to draw a target demographic of high level wine collectors and enthusiasts, along with marketing and promoting the event at several high level charity auctions across California and northwestern US.

Attendee Demographics

In 2017, 59% of the attendees reside out of San Luis Obispo County and stay two or more nights in the area. Most are single family homeowners with a median household income of \$250K. Their hobbies and lifestyle habits include cooking, food & wine, upscale living, and outdoor activities. We are making great strides in garnering more out of area attendees from LA, SF, and with our increased promotional and brand awareness through social media, we are also maximizing engagement with new audiences in fly markets of Seattle, WA, Denver, CO and Phoenix, AZ. Below is a list of locations where attendees who attended came from :

Acton, Bakersfield, BALDWIN PARK, BEAUMONT, BURBANK, CANTON (GA), CARLSBAD, CHICAGO (IL), CLAREMONT, Clovis, DOWNEY, EL DORADO HILLS, ELK GROVE, FAIRFAX, FORT COLLINS (CO), GLENDALE, GREENVILLE (SC), HOLLISTER, Huntington Beach, Incline Village (NV), Laguna Beach, LAS VEGAS (NV), LIVERMORE, Long Beach, Los Altos, Los Angeles, Los Gatos, Memphis (TN), Milwaukee (WI), Monterey, Napa, Newport Beach, NORTHRIDGE, Oak Park, Olympia (WA), Orange, Orinda, Osh Kosh (WI), Panorama City, Pasadena, Phoenix (AZ), Placentia, PLEASANT HILL, Porter Ranch, POWAY, Rancho Palos Verdes, REDONDO BEACH, Salinas, SAN CLEMENTE, San Diego, SAN FRANCISCO, San Gabriel, San Jose, San Juan Capistrano, San Marcos, SAN PEDRO, San Rafael, Scotts Valley, SIMI VALLEY, Smyrna (TN), Studio City, Torrance, TUCSON (AZ), VALLEY SPRINGS, Visalia, Vista, West Hollywood & WILMINGTON(DE).

<u>Event Details</u>	<u>Last Year</u>	<u>Current Year (projected)</u>
Total Revenue	\$202,000	\$185,000
Total Expenditures	\$102,000	\$129,000
# Attendees	1300	1500
Percent of out of area Attendees	59%	75%
# Room Nights*	95	100

Room night calculation: Grant funding \$16,000/\$200 (average ADR) = 80 (number of room nights that must be secured in order for event sponsorship investment to break-even)

***please consider a vacation rental as 1 room/unit**

Describe how this event will support overnight stays.

SLO Wine Country would like to continue our partnership with Avila CBID to promote Harvest On the Coast and Avila Beach as a premiere wine & food vacation destination. Our organization will use a diverse marketing strategy, utilizing radio, print, social media and web advertising, video advertising, sweepstakes contests, e-blasts, web banner placement, and an ancillary tasting event to co-brand Harvest on the Coast with Avila Beach and increase overnight stays. We know we attract and fill rooms as we have requests from past attendees that will contact us to get the dates for next years' event so they can book one year in advance as the hotel they stay at fills up quickly. November also maximizes off-season room nights and fills rooms during a time of year that is less trafficked in the county. The marketing campaign strategies Avila Beach CBID will be supporting include:

Regional Targeted Marketing Campaign (\$9,000) - SLO Wine Country will target specific demographics from outside the region (primarily drive markets of Southern California, Central Valley and Bay Area) with a print advertising, postcard & poster, online marketing, online banner and video advertising, and e-blasts to over 10,000 wine enthusiasts. All printed materials would include direct links, approved language for Avila Beach partners, direct links to Visit Avila Beach and ticket discount promotion. We are also looking to place a portion of ad dollars into emerging flight markets of Denver, CO and Seattle, WA.

Exclusive Partnership (\$7,000) - The sponsorship of Grand Tasting will offer Visit Avila Beach on-site promotion and branding of Avila Beach logo, along with branded marketing and event materials (including full page ad in event program), Trolley service from local hotels to event, on-site at event, free event tickets for giveaways and VIP table of 8, promotional mentions during event and giveaways to help promote the "Stay In Avila" promotion. This successful partnership of the Avila TBID and SLO Wine Country Association last year created a synergistic campaign that cross promoted both organizations. This promotion also includes sweepstakes package for Mileage Plus Program through United Airlines email list.

In the past, SLO Wine Country has offered a discount incentive for people who stay in Avila Beach. Due to declining use of promo codes, along with the highly affluent target market attracting over 250-300 auction attendees (with 20% purchasing at least one lot of \$3000 or more), we feel the discount is not being utilized as much and not as popular as prior years. Last year, SLO Wine Country implemented an exclusive experience for attendees that Stay in Avila Beach with an activation and special tasting area at Harvest on the Coast. The enhanced experience included: On-site enhanced experience with footprint inside event (20x 20 space) with buildout of lounge furniture, special pouring barrel table for winemakers to staff and limited to "Stay in Avila" purchasers only. Attendees simply showed room key upon entering the event or at the lounge and received a special wristband to enter the VIP lounge. Visit Avila Beach had board members that attended the event, as well as chef from Gardens of Avila preparing specialty foodservice in the Avila Experience booth only. Winemakers poured magnums/library wines and new releases at the bar and were able to connect with Stay in Avila Beach attendees, offering them an elevated experience inside the event. Additionally, SLO Wine Country invited Cork Dorks Adam Montiel and Jeremy West from KRUSH 92.5FM to attend the event and host live interviews inside the Stay in Avila Experience booth. Both SLO Wine Country and the Avila Beach CBID Board felt the event and activation were a great success, so we added the enhanced experience to our fund request for 2018.

As part of your application submission, please include financials (revenue and expenditures). Funds requested should not be used for overhead or maintenance. -Attached to proposal.

Keep in mind that a percentage of the requested event sponsorship funds need to be attributed to out-of-area marketing. A detailed marketing plan should be part of your application submission. -Attached to proposal.

Note if your organization has received funding in previous years, include the follow-up report as part of your application submission. If funded, a Follow-up Report will need to be submitted 60 days following the conclusion of your event. - Completed and presented at Avila Beach CBID meeting in January 2018.

Follow-up Report

A final report must be received within 60 days of the conclusion of the event, and will be required if future funding is sought.

Organization: ___SLO WINE COUNTRY_____

Event: _____Harvest on the Coast_____

The report must include the following:

Overview: A brief synopsis of the event or project. Please include a statement describing activities/services/programs and how it met the goal to increase overnight stays.

Visitor Data: Include the number of participants overall, and the percentage of out-of-area attendees. Please provide email addresses (Excel format) that will be imported into the existing tourism database.

Brand Support: Provide proof of the tourism logo usage in promotional materials, and how the “stay” message was integrated into the overall campaign.

Marketing: Please summarize the results of the marketing efforts by illustrating engagement, click-throughs and web page views.

Financial Report: A financial statement that details how the funds were expended.

SLO WINE COUNTRY--Harvest on the Coast

Harvest on the Coast 11/2-11/4/18

RADIO			
STATION	MARKET	Run Dates	TOTAL COST
KRUSH	SLO/SM	10/9-11/3	\$ 500
KCBX	SLO/SM	10/9-11/4	\$ 500
KSTT	SLO/SM	10/9-11/5	\$ 500
ape Encounters Ra	SLO/SM	10/9-11/6	\$ 500
ape Encounters Ra	Nationally Syndicated		\$ 1,000
TOTAL ABTA:			\$ 1,000

TELEVISION ADVERTISING			
MEDIUM	MARKET	Run Dates	TOTAL COST
KSBY	SAN LUIS OBISPO	10/9-10/27	\$3,000
TOTAL			\$3,000

INTERNET ADVERTISING			
MEDIUM	MARKET	Run Dates	TOTAL COST
RADIO	OUNTY ALL STATIC	10/9-11/3	FREE
FACEBOOK	AND OC BEACH	9/11-10/13	\$ 1,000
Niche Plus Digital	AND OC BEACH CITES)TARGETING ADULTS 30+	9/11-10/14	\$ 6,000
WINE SPEND/SOCIAL	MARKETS: LABAY AREA/CENTRAL	9/1-11/3	\$ 8,000.00
TOTAL ABTA:			\$7,000

Sponsorship Buildout			
MEDIUM	MARKET	Run Date	TOTAL COST
Sponsor Buildout (on-site buildout & Stay in Avila Promotion & Trolley)			\$3,000
Enhanced Experience	Activation at HOTC		\$3,000
Printing costs (program/posters/ad placements)	Sponsor inclusion		\$1,000
TOTAL ABTA			\$6,000

Sweepstakes Giveaway			
MEDIUM	MARKET	Run Date	TOTAL COST
Visit Avila Promo & Sweepstakes Giveaway	Out of County markets-- Purchased Hotel Rooms		\$1,000
Mileage Plus	National	October	Included w/sponsorship
Charity Auction Partnerships	Sun Valley/Wineson	July/Sept	Funded By SLO Wine
TOTAL ABTA			\$1,000

Print			
MEDIUM	MARKET	Run Date	TOTAL COST
Vintages SLO	SLO	September	\$974
Vintages Fresno	Fresno	September	\$1,000
Edible SLO	Fall Issue/SLO	Septemeber	\$1,400
805 Living	Sponsor Trade	September	\$1,000
TOTAL ABTA			\$1,000

TOTAL TOURISM EXP	\$ 16,000
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HC BUDGET OVERALL

TOTAL

	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan - Dec 18
Ordinary Income/Expense													
Income													
3000 · Income													
3020 · Sponsorship													
3020.1 · Winery Sponsor Tables	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,600.00	0.00	1,600.00
3020 · Sponsorship - Other	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00	2,550.00	0.00	6,550.00
Total 3020 · Sponsorship	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00	4,150.00	0.00	8,150.00
3025 · Auction Income													
3025.1 · Live Auction Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100,000.00	0.00	100,000.00
Total 3025 · Auction Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100,000.00	0.00	100,000.00
3030 · Raffle Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00	0.00	1,500.00
3035 · Merchandise Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200.00	0.00	200.00
3040 · Ticket Sales	0.00	0.00	0.00	0.00	0.00	0.00	7,000.00	14,000.00	9,000.00	16,000.00	16,000.00	0.00	62,000.00
3047 · TBID/CBID Annual Funding	0.00	0.00	0.00	0.00	0.00	0.00	11,000.00	0.00	0.00	0.00	0.00	0.00	11,000.00
Total 3000 · Income	0.00	0.00	0.00	0.00	0.00	0.00	22,000.00	14,000.00	9,000.00	16,000.00	121,850.00	0.00	182,850.00
Total Income	0.00	0.00	0.00	0.00	0.00	0.00	22,000.00	14,000.00	9,000.00	16,000.00	121,850.00	0.00	182,850.00
Gross Profit	0.00	0.00	0.00	0.00	0.00	0.00	22,000.00	14,000.00	9,000.00	16,000.00	121,850.00	0.00	182,850.00
Expense													
5000 · Expenses													
5005 · Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00	4,000.00	0.00	0.00	8,000.00
5007.1 · TBIDCBID Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,000.00	5,000.00	0.00	0.00	11,000.00
5015 · Auction Expense													
5015.1 · Live Auction Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,700.00	9,000.00	0.00	11,700.00
Total 5015 · Auction Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,700.00	9,000.00	0.00	11,700.00
5020 · Auctioneer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,750.00	0.00	3,750.00
5025 · Bank and Credit Card Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	130.00	0.00	300.00	3,300.00	0.00	3,730.00
5050 · Dinner Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	8,000.00	0.00	9,000.00
5060 · Entertainment													
5060.2 · Misc Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,200.00	2,400.00	0.00	3,600.00
5060.1 · Meals - Bus & Travel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	100.00
Total 5060 · Entertainment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,200.00	2,500.00	0.00	3,700.00
5065 · Event Coordinator	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	1,000.00	2,000.00	6,000.00	0.00	10,000.00
5075 · Food	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00	1,000.00	4,000.00	0.00	6,500.00
5080 · Glasses	0.00	0.00	0.00	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
5085 · Graphic Design	0.00	0.00	0.00	0.00	0.00	2,500.00	2,500.00	2,500.00	0.00	0.00	0.00	0.00	7,500.00
5105 · Legal & Accounting	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00	0.00	0.00	0.00	800.00
5110 · License	0.00	0.00	0.00	0.00	0.00	0.00	0.00	125.00	20.00	0.00	0.00	0.00	145.00
Total 5000 · Expenses	500.00	0.00	0.00	3,000.00	0.00	2,500.00	3,500.00	3,755.00	17,420.00	52,400.00	46,850.00	0.00	129,925.00
Total Expense	500.00	0.00	0.00	3,000.00	0.00	2,500.00	3,500.00	3,755.00	17,420.00	52,400.00	46,850.00	0.00	129,925.00
Net Ordinary Income	-500.00	0.00	0.00	-3,000.00	0.00	-2,500.00	18,500.00	10,245.00	-8,420.00	-36,400.00	75,000.00	0.00	52,925.00
Other Income/Expense													
Other Expense													
2045 · Suspense Expenses & In-Out	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	-500.00	0.00	0.00	-3,000.00	0.00	-2,500.00	18,500.00	10,245.00	-8,420.00	-36,400.00	75,000.00	0.00	52,925.00

Jan - Mar 18

Ordinary Income/Expense	
Income	
3000 · Income	
3005 · Membership Dues	110,299.58
3010 · Associate Membership Dues	14,625.00
3011 · InKind Associate Member Dues	7,100.00
3015 · Rack Card Advertising	12,391.00
3017 · In Kind Rack Card Advert	4,640.00
3020 · Sponsorship	
3020.1 · Winery Sponsor Tables	-200.00
3020 · Sponsorship - Other	0.00
Total 3020 · Sponsorship	-200.00
3040 · Ticket Sales	6,381.23
3047 · TBID/CBID Annual Funding	10,000.00
Total 3000 · Income	165,236.81
3999 · Uncategorized Income	0.00
Total Income	165,236.81
Gross Profit	
Expense	
5000 · Expenses	
5005 · Advertising	1,676.85
5007 · Grant Expense	15,055.00
5010 · Associate Member Expense	0.00
5015 · Auction Expense	558.80
5025 · Bank and Credit Card Fees	845.86
5030 · Brochure	0.00
5040 · Computer	443.93
5045 · Conference and Education	0.00
5055 · Dues	380.00
5060 · Entertainment	
5060.2 · Misc Entertainment	1,211.89
5060.1 · Meals - Bus & Travel	180.63
Total 5060 · Entertainment	1,392.52
5065 · Event Coordinator	2,000.00
5070 · Executive Director	14,490.00
5072 · Executive Director Stipend	750.00
5075 · Food	0.00
5080 · Glasses	6,212.80
5085 · Graphic Design	5,350.50
5090 · Insurance (Liability & Liquor)	530.80
5095 · Insurance (D&O)	557.00
5105 · Legal & Accounting	4,473.75
5115 · Miscellaneous	0.00
5118 · Part Time Staff	724.50
5120 · Payroll taxes	1,760.56
5125 · Postage & Freight	377.68
5127 · PR Travel	
5127.1 · PR Travel - Meal Expense	0.00
5127 · PR Travel - Other	79.00
Total 5127 · PR Travel	79.00
5128 · PR Firm	12,000.00
5130 · Promotion	17.26
5140 · Rack Card - Distribution	7,623.61
5145 · Rack Card - Printing	719.00
5155 · Rental Supplies	2,100.00
5160 · Sales Tax	0.00
5165 · Security	2,513.36
5177 · Rental Storage	675.00
5180 · Supplies	5,195.90
5185 · Social Media Contractor	1,740.00
5190 · T-Shirt Costs	0.00
5195 · Tickets/Programs	0.00
5200 · Telephone	474.27
5201 · Trade - Misc In Kind	11,740.00
5205 · Travel/Mileage	18.80
5215 · Website	459.59
5220 · Workers Comp	207.51
5000 · Expenses - Other	10.65
Total 5000 · Expenses	103,154.50
Total Expense	103,154.50
Net Ordinary Income	62,082.31
Other Income/Expense	
Other Income	
2044 · Credits/Points from Credit Card	390.07
Total Other Income	390.07
Other Expense	
2045 · Suspense Expenses & In-Out	0.00
Total Other Expense	0.00
Net Other Income	390.07
Net Income	62,472.38

HARVEST ON THE COAST RECAP 2017



Prepared for: Avila Beach Tourism Alliance

Out of Area Targeted Marketing Campaign

- Overview
 - Review of Deliverables
 - Grand Tasting Recap
 - Stay in Avila Activation
- Marketing/Advertising Campaign
 - Web Advertising Google Adwords Breakdown
 - Social Media Results
- Consumer Feedback
 - Demographics
 - Ideas/improvements



Review of Deliverables

- Exclusive Avila Beach Experience build-out for guests staying at Avila hotels
- Tagline on promotional postcard (15K printed) with Avila Beach Experience information
- Press release announcing partnership
- Sponsor promotion at Saturday Grand Tasting & wine auction
- Banner placement at the Grand Tasting
- Mention on all radio advertising – sponsorship info...(brought to you by...)
- Television commercials with details about Avila Beach Experience
- Tagline on all event e-blasts and logo placement
- Tagline and hotlink on event website:
 - Home page
 - Events page (also your own page under our events section that lists all properties individually)
 - Partnership section
- Full page ad in event program
- Tagline/website on event posters
- 10 x 10 premiere booth space inside Grand Tasting & Activation on-site with Avila Beach Experience
- **E-blast mid-winter to encourage off-season stays at area hotels, combined with wine tasting-- TO BE FULFILLED**
- Trolley Service to all Avila Lodging Partners
- Getaway package for partnership/advertising purposes



GRAND TASTING RECAP

SATURDAY GRAND TASTING & WINE AUCTION:

- 60-65-degrees: Rain at 10:45, lasted about 15 minutes with overcast skies the rest of the day, rain at end of auction.
- 38 Total Booths, 10 booths shared (9 wineries on their own) along with Avila Beach Experience Buildout
- Fund A Need: \$17K raised for The Food Bank Coalition, \$4000 for N. CA Fire Relief Fund #CAwinestrong
- 1134 Tickets sold with an additional 160 vendors.
- 381 Tickets sold out of area (up from 301 in 2017), 275 Local, 478 Not Captured (some of these are promo & associate member tickets)
- 59% Out of Area, 41% Local from captured addresses (down from 70% in 2017)

*Review complete recap sheet for more detailed information



Harvest Celebration Attendee Geography (Ticket Sales)

Analytics

Updates every minute

Attendees

All time

RELATED TO
This Event Only

GROUP BY
City

FILTER BY
None

Number of Attendees



Ticket Sales
Results in
drive markets

Targeted Markets

Drive Markets: Los Angeles, Bay Area, Santa Barbara, Fresno, San Diego, Sacramento

Harvest On the Coast--Collected Responses

- SLO Wine Country Set-Up Mandatory Q & A for all ticket sales
 - Went on sale after August 15th
 - Did not capture all attendees, just ticket buyers who purchased tickets
 - In some cases, there were tables of 8 & 10, these would be listed as 1 response
- Q & A Questions:
 - Are you Staying in Avila Beach
 - If respondent said “yes”:
 - “Thank you for staying in Avila Beach! We invite you to join our winemakers for exclusive reserve wines, large format bottles at our Avila Beach Experience Booth inside the Grand Tasting. Please let us know what lodging property are you staying at: *
- Results from Q & A:
 - 302 Orders Collected Q & A Answers
 - 35 Orders resulted in “Yes” response
 - About 242 Total Attendees

Birth Date

Notes

Please type the name you would like printed at your Auction Table: *

Please list names of any additional VIP tables you wish to be seated by or any additional requests for seating arrangements. *

How did you hear about Harvest on the Coast? *

- Friend/Word of Mouth
- SLO Wine E-Newsletter
- Social Media (Facebook, Twitter, Instagram)
- Website Banner Ad
- Radio
- Print/Magazine
- Postcard Mailer/Flyer
- Winery Tasting Room
- TV
- Other

Are you staying in Avila Beach? *

- Yes
- No
- Maybe, I have not made reservations

Thank you for staying in Avila Beach! We invite you to join our winemakers for exclusive reserve wines, large format bottles at our Avila Beach Experience Booth inside the Grand Tasting. Please let us know what lodging property are you staying at: *

How many nights are you planning to stay in Avila Beach? *

- 1 Night
- 2 Nights
- 3 or more nights

Marketing Components

SOCIAL



BLOG



PRINT

HARVEST ON THE COAST

GO COASTAL & CELEBRATE THE END OF HARVEST WITH OUR WINEMAKERS
NOVEMBER 3-5, 2017

- NOV 03 CRAFTED ON THE COAST**
Collaborative Winemaker Dinner at Life Restaurant at Dolphin Bay
5:30PM RECEPTION - 6:30PM DINNER - 4 COURSES + WINE PAIRINGS \$150
- NOV 04 GRAND TASTING & WINE AUCTION**
Wine tasting, artisan food and live music at Avila Beach Golf Resort
11AM - EARLY ENTRY - \$110
12PM - GENERAL ADMISSION \$80
2PM - LIVE AUCTION - TABLE FOR 8 \$500 - TABLE FOR 10 \$1050
- NOV 05 SURF'S UP SUNDAY**
FREE WINE TASTING at SLO Wine member wineries with your Grand Tasting ticket

STAY IN AVILA BEACH FOR A VIP EXPERIENCE!
Gain access to the Avila Beach Experience Booth to enjoy VIP tasting and food pairings by the Gardens of Avila Restaurant.
VISITAVILABEACH.COM

TICKETS & INFO AT SLOWINE.COM

FOOD & NEED RECIPIENT: FOOD BANK | KSBY 805

Utilized Print/Radio/TV for following marketing efforts:

- Vintages Magazine (Distribution in Fresno/Bako)
- Full Page Ad in 805 Living (Sponsored)
- KSBY (local and Santa Barbara)

VIDEO *click to play*



Google Adwords Campaign

SLO WINE COUNTRY ASSOCIATION – Paid Advertising Metrics Report, October 2017

AdWords - Search	Impressions	Clicks	Spend	CPC	CTR %	Position	Conversions	Notes
Destination								
Top Performing Keywords								
harvest festival	2,130	36	\$80.83	\$2.25	1.69%	1.18	0	
food and wine festival	914	35	\$71.13	\$2.03	3.83%	1.23	0	
wine tasting	1,917	26	\$78.40	\$3.02	1.36%	2.18	0	
wine event	1,100	24	\$47.84	\$1.99	2.18%	1.67	0	
wine festival	402	11	\$19.43	\$1.77	2.74%	1.31	0	
san luis obispo wineries	104	6	\$11.88	\$1.98	5.77%	1.48	0	Good CPC + Great CTR
wine country	534	6	\$20.04	\$3.34	1.12%	2.04	0	
wine tasting event	363	5	\$12.90	\$2.58	1.38%	1.95	0	
harvest celebration	12	1	\$4.11	\$4.11	8.33%	1.33	0	
Totals	7,476	150	\$346.56	2.56 (AVG)	3.16% (AVG)	1.6 (AVG)	0	
Local								
Top Performing Keywords								
wine tasting	2,346	76	\$210.78	\$2.77	3.24%	1.54	2	
wine event	607	28	\$53.74	\$1.92	4.61%	1.23	1	
harvest festival	304	22	\$47.76	\$2.17	7.24%	1.02	0	
wine festival	184	13	\$28.41	\$2.19	7.07%	1.05	2	
slo events	150	9	\$16.94	\$1.88	6.00%	1.04	0	
wine tasting san luis obispo	43	5	\$9.62	\$1.92	11.63%	1.02	0	Good CPC + Fantastic CTR
slo wineries	54	4	\$5.20	\$1.30	7.41%	1.11	0	Great CPC + Great CTR
edna valley wineries	59	1	\$2.95	\$2.95	1.69%	1.59	0	
food and wine festival	16	1	\$2.23	\$2.23	6.25%	1	0	
Totals	3,763	159	\$377.63	2.15 (AVG)	6.13% (AVG)	1.18 (AVG)	5	

Harvest on the Coast Social Media Breakdown--September

SLO WINE COUNTRY ASSOCIATION – Paid Advertising Metrics Report, September 2017

Facebook	Likes	Impressions	Clicks	Spend	CPC/CPL	CTR	Views	CPV Notes
Harvest Traffic								
Website Traffic	N/A	64,802	1,415	\$709.50	\$0.50	2.18%	14,415	\$0.05 Ad began running 9/20
YouTube								
Harvest Video								
In-Stream	N/A	10,065	21	\$97.11	\$4.62	0.21%	3,201	\$0.03 Ad began running 9/19
AdWords								
Drive Markets	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A Ad did not begin running until 10/1
Local Markets	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A Ad did not begin running until 10/1
Totals	0	74,867	1,436	\$806.61	\$2.56 (AVG)	1.2% (AVG)	17,616	\$0.04 (AVG)

*Note: YouTube numbers skewing AVG CPC much higher & AVG CTR much lower



Harvest on the Coast Social Media Breakdown--October

SLO WINE COUNTRY ASSOCIATION – Paid Advertising Metrics Report, October 2017

Facebook	Impressions	Clicks	Spend	CPC	CTR	Views	CPV	Conversions	Notes
Harvest Traffic									
Website Traffic	208,419	3,851	\$2,077.98	\$0.54	1.85%	29,380	\$0.07	21	Only started tracking as of 10/20
AdWords									
Harvest Video									
In-Stream	72,502	168	\$826.68	\$4.92	0.23%	19,289	\$0.04	0	Data re-enforces the fact that this is not a platform for clicks or conversions, but rather for awareness
AdWords									
Drive Markets	30,845	577	\$1,353.57	\$2.35	1.87%	N/A	N/A	0	Data suggests search isn't the best option for event ticket sales
Local Markets	13,639	557	\$1,402.83	\$2.52	4.08%	N/A	N/A	11	Much stronger performance for local search
Totals	325,405	5,153	\$5,661.06	\$2.58 (AVG)	2.01% (AVG)	48,669	\$0.06 (AVG)		

*Note: YouTube numbers skewing AVG CTR much lower



NOTES:

- Tracked conversions late in the campaign--tracked 21 conversions (web ad to ticket purchase)
- Harvest Video: Good for branding, not good for click through to event page
- Ad words did not yield as much for conversions to ticket sales, but general branding beneficial.

Mileage Plus Promotion

- Partnered with Avila Lighthouse Suites, Tolosa along with VIP Weekend Tickets to build unique destination package.
- Advertised to over 55,000 United Mileage Plus subscribers**
- Winners were from Iowa and Arizona



A screenshot of the United Mileage Plus website. The page features a blue header with the 'MileagePlus' logo and 'Exclusives' text. Below the header, there are several promotional banners and cards. The top banner is for 'Ski North America's premier destination' with a photo of a snowy mountain. Below it are four smaller cards: 'East Coast cities with ACME for a specialty weekend trip to Tokyo', 'Get excited in San Jose with Stingray's Harvest on the Coast weekend', 'Take flight with luxury to experience the landing of Star 242', and 'Show VIP status to your favorite football team'. At the bottom, there is a section titled 'Whenever your dreams take you, get there with miles' and a large paragraph of text.

Harvest on the Coast: How did you hear about H0TC?

Charts

Chart Type: Survey questions

Date Range: Since sales started

Survey Question: How did you hear about Harvest on the Coast?

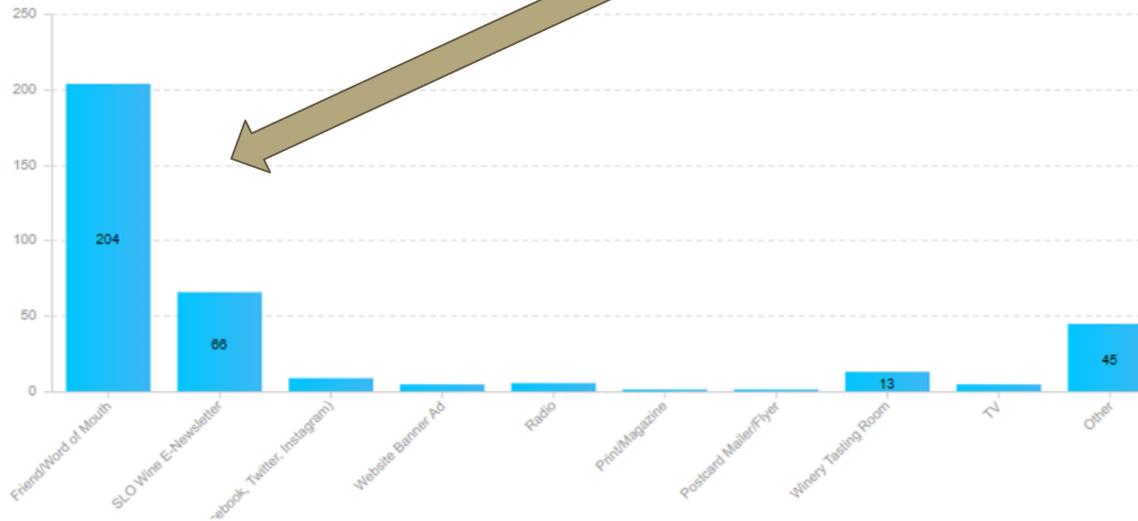
Export: File Type

PRINT PREVIEW

Social Media?

Survey questions : Since sales started

How did you hear about Harvest on the Coast?



Consumer Feedback

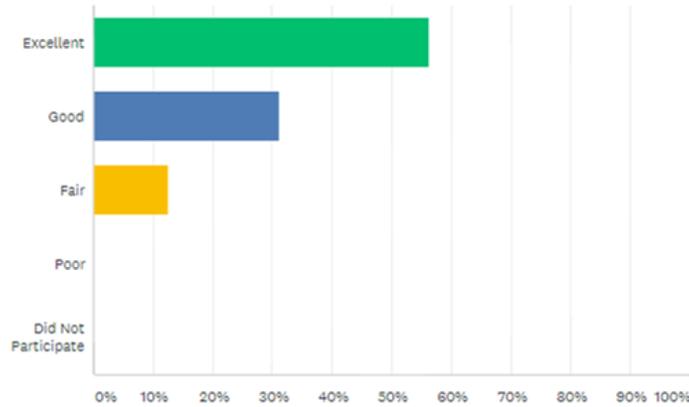
-Survey Results from Attendees (38 responses)
87% Rated Excellent-Good, 13% rated Fair

Q1

Customize

Overall how would you rate your experience as an attendee at Harvest Coast Weekend (Friday - Sunday)

Answered: 32 Skipped: 0



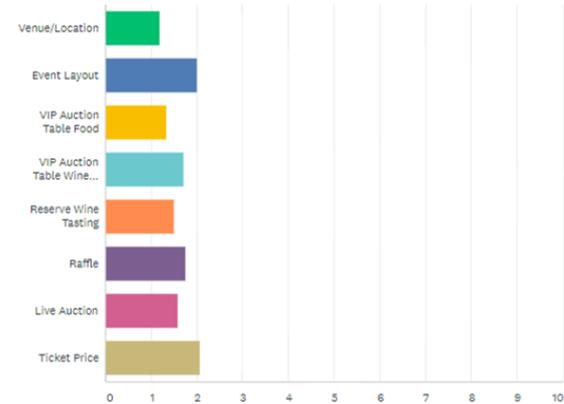
ANSWER CHOICES	RESPONSES
Excellent	56.25% 18
Good	31.25% 10
Fair	12.50% 4
Poor	0.00% 0
Did Not Participate	0.00% 0

Q3

Customize Export

Please rate the following, regarding the Saturday Grand Tasting and Wine Auction at the Avila Beach Resort.

Answered: 32 Skipped: 0



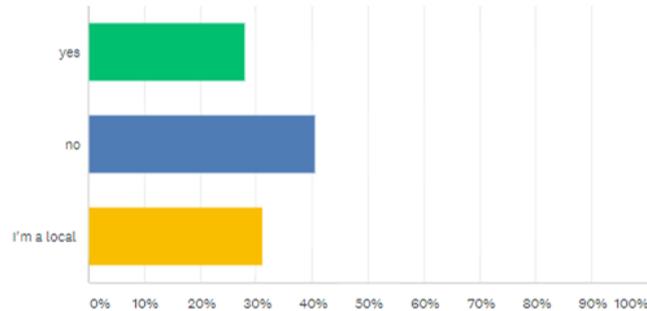
	EXCELLENT	GOOD	FAIR	POOR	NOT APPLICABLE/DIDN'T ATTEND	TOTAL	WEIGHTED AVERAGE
Venue/Location	71.88% 23	9.38% 3	3.13% 1	0.00% 0	15.63% 5	32	1.19
Event Layout	34.38% 11	31.25% 10	21.88% 7	6.25% 2	6.25% 2	32	2.00
VIP Auction Table Food	12.90% 4	6.45% 2	0.00% 0	0.00% 0	80.65% 25	31	1.33
VIP Auction Table Wine Service	6.45% 2	16.13% 5	0.00% 0	0.00% 0	77.42% 24	31	1.71
Reserve Wine Tasting	38.71% 12	19.35% 6	6.45% 2	0.00% 0	35.48% 11	31	1.80
Raffle	6.25% 2	18.75% 6	0.00% 0	0.00% 0	75.00% 24	32	1.75
Live Auction	12.50% 4	18.75% 6	0.00% 0	0.00% 0	68.75% 22	32	1.60
Ticket Price	21.88% 7	46.88% 15	21.88% 7	3.13% 1	6.25% 2	32	2.07

Consumer Feedback

Q6

Did you stay in Avila Beach?

Answered: 32 Skipped: 0



ANSWER CHOICES

RESPONSES

yes	28.13%	9
no	40.63%	13
i'm a local	31.25%	10
TOTAL		32

Comments (15)

Comments:

“ I didn’t stay in Avila, but got into this area....It was very helpful to talk to these folks... I want to stay in Avila next year!”

“They were very happy to know that members of our party love to stay at the beach.”

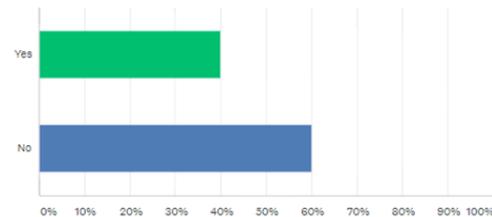
“Only had sparkling wine tasting when we visited this area. Apps were wonderful!”

“Nice wines and food. It was nice to have access to a less crowded tent.”

Q7

If you stayed in Avila Beach, did you attend the Avila Beach Experience booth? If yes, how would you rate your experience?

Answered: 15 Skipped: 17



ANSWER CHOICES

RESPONSES

Yes	40.00%	6
No	60.00%	9
TOTAL		15

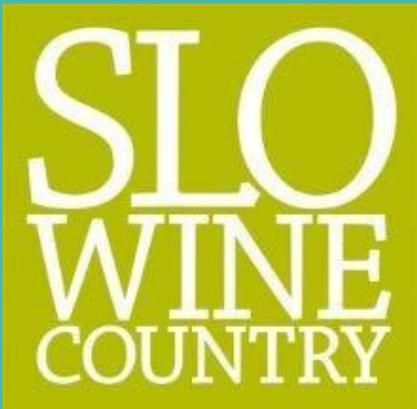
Comments (7)

Questions?

How can we be more successful next year?



Thank You!



Heather Muran
SLO Wine Country Association
805-541-5868
heather@slowine.com



Social Media Proposal 2018-19

1. Introduction

Welcome to TJA Advertising

At TJA Advertising, we bring a wealth of experience in digital marketing, graphic design, and social media to our clients. For more than 30+ years, TJA has been on the leading edge of advertising and public relations in San Luis Obispo County. Today, we are one of the longest established full service advertising agencies on the Central Coast.

TJA has the background, knowledge and proven successful experience to perform the marketing needs for the Oceano & Nipomo Tourism Board. We have managed a wide variety of Social Media channels for our tourism related clients and we maintain them on a daily basis.

Social Media marketing presents unlimited opportunities to target and attract overnight guests from every segment of your target markets. TJA will develop an online strategy for the Oceano Nipomo Tourism Board that will reinforce the brand image and provide incentives for travel to the area. We have demonstrated in the past, while working with ONTB, results in growing your social media reach and developing measurable results.

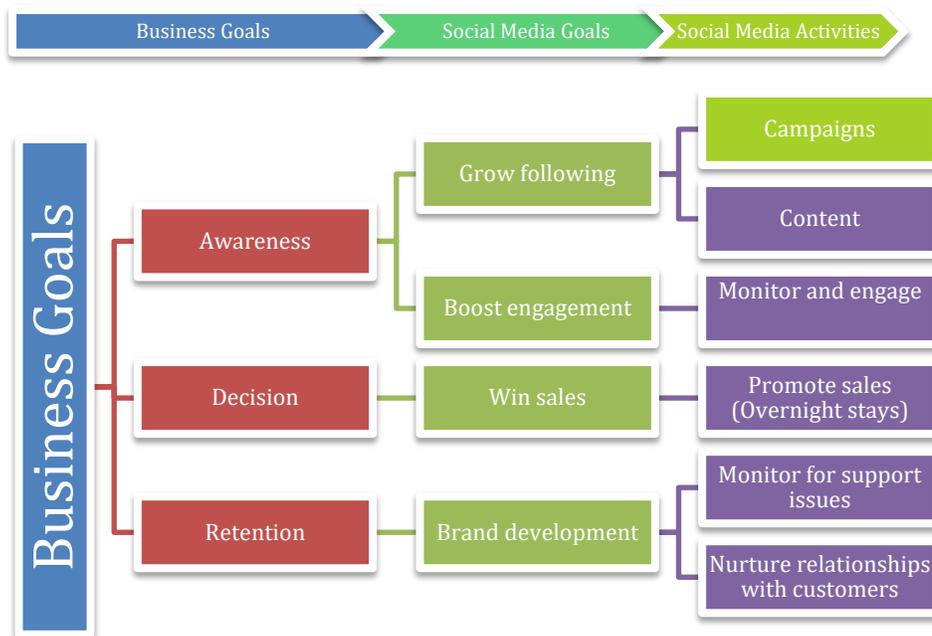
Our Value

We focus on clearly defining the goals and activities, which will get measurable results for you. Whether it's a marketing campaign or a social media strategy, we know that we have to help you achieve your business goals.

Social Media marketing presents unlimited opportunities to target and attract overnight guests from every segment of your target markets.

Goals

Our ultimate goal is to achieve results from Social Media activities. However, in order to achieve these goals, we'll make sure that our activities are efficient and focused on specific goals. Provide professional social media guidance, new tactics, monthly stat reporting, and full execution of both social media marketing and management. We will offer a strong social media effort to complement and enhance the website for superior SEO and ultimately attract tourists to California's Central Coast.



a. Save time/be efficient

Social media management can consume a huge amount of time, and people can get easily distracted by 'feel good' engagement, which doesn't really drive business. Our team will use best practices and tools to make sure no time is wasted. Tools we use help us to quickly create and schedule it to make sure our social networks are filled with compelling posts.

The screenshot shows a 'Compose Schedule' interface with a calendar grid. The grid displays posts scheduled for each day of the week, with columns for Sun, Mon, Tue, Wed, Thu, Fri, and Sat. Each post is represented by a colored box with a time slot and a status (e.g., 'Rigint'). The interface includes options for 'Export Excel', 'Filter', and a refresh icon.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
0:30 Rigint	8:30 Rigint	8:15 Rigint	9:15 Rigint	8:45 Rigint	11:30 Rigint	8:30 Rigint
7:30 Rigint	16:30 Rigint	9:15 Rigint	10:15 Rigint	11:30 Rigint	14:00 Rigint	10:45 Rigint
8:30 Rigint	16:45 Rigint	9:45 Rigint	11:15 Rigint	12:15 Rigint	15:15 Rigint	12:15 Rigint
11:30 Rigint	17:15 Rigint	10:30 Rigint	11:30 Rigint	13:15 Rigint	15:30 Rigint	13:45 Rigint
11:30 Rigint	17:15 Rigint	10:30 Rigint	11:45 Rigint	14:30 Rigint	15:45 Rigint	14:15 Rigint
13:45 Rigint	18:15 Rigint		14:30 Rigint	15:15 Rigint		14:30 Rigint
16:45 Rigint	18:45 Rigint		16:30 Rigint	18:00 Rigint		22:45 Rigint
				19:30 Rigint		
8:00 Rigint	8:00 Rigint	8:00 Rigint	7:30 Rigint	11:15 Rigint	12:15 Rigint	11:30 Rigint
10:30 Rigint	8:15 Rigint	8:15 Rigint	11:30 Rigint	14:15 Rigint	14:00 Rigint	
13:45 Rigint	11:15 Rigint	9:45 Rigint	11:30 Rigint	14:30 Rigint	16:30 Rigint	
14:30 Rigint	15:15 Rigint	10:45 Rigint	12:15 Rigint	15:15 Rigint	18:00 Rigint	
16:15 Rigint	15:30 Rigint	11:30 Rigint	16:45 Rigint	17:15 Rigint	20:15 Rigint	
	13:45 Rigint	11:45 Rigint	18:45 Rigint	20:15 Rigint		

b. Gain visibility into key business metrics

As we manage social media activity and experiment with different strategies and promotions, we'll be able to see which tactics work. For example, what types of posts are generating the most engagement? Or which Facebook giveaway campaign has the most entries? Analytics and metrics are core to developing an understanding of which activities are driving your business forward best.

c. Specific Social Media Goals

While these are not the only social media goals, here are ones that we commonly target during engagements.

i. **Grow social following and fan base**

Growing a following and fan base will help increase the reach for social media activities. It will increase the potential for 'virality' to occur on popular posts, thus exponentially increases the audience for our messages.



⇒ *We will create posts, marketing call-to-actions, and other ways to encourage fans to follow and like you.*

ii. **Increase engagement**

A high quality, targeted fan base will be open to engage with you, but finding the right types of posts and carefully planning an appropriate mix of promotional versus informative posts will critical to increasing engagement.

⇒ *We will create and curate content which is engaging to your fans and ask them to engage*

iii. **Convert fans into leads**

Sometimes fans aren't ready to book travel plans just yet, but moving them along in your sales funnel is our goal. Encouraging fans to register for updates, e-newsletter, or events can grow your leads and increase your options for contacting them later.

iv. **Get sales**

Converting a social fan to buying customer is your ultimate goal, and all of our activities are designed to move customers down that path. Special promotions on social media can lead to immediate bookings.

⇒ *We will promote sales, discounts, special offers that lead to purchases, and where possible, track sales resulting from social activities.*

Activities

We are proposing the following types of activities for our engagement. However, we understand that your social marketing needs are fluid and these activities will also need to be adjusted periodically. There may be times when a high level of monitoring and engagement are needed, for example around a major campaign. Or during content creation and curation times there may be more activity in creating and scheduling posts.

Posting / Content creation / Curation

We will create and curate content for posting to your social media profiles, making sure that you stay in front of your fans and followers. We will determine the types (categories) of posts as well as the schedule and frequency of posts for each social network. Posts are easily created and can be posted immediately or scheduled for a future day/time, across multiple social profiles. While organic traffic is key for social media, we will also want to produce paid advertising with approval provided by the board.

a. Content Curation of Blogs, Relative Sites

We will review relevant websites and blogs to see if there are articles of interest to your fan base. Posting these serves to develop a positive image for you and causes fans to pay more attention to your posts than others. This will enhance our productivity and increase the number of posts we can create.

BRAND KEYWORDS

	#Oceano	
	#Nipomo	
	#CaCentralCoast	

Monitoring & Engagement

Social monitoring of all profiles is a critical activity because fans require fast response to questions, comments, and complaints. Using our social media monitoring tool(s), we will monitor all social profiles for engagement and respond appropriately. Engagement activities could include **Reply, Comment, Follow, Like** and other social actions. These are accomplished quickly and efficiently by our team. Monitoring and engaging with others will also generate User Generated Content.

Promotions - Social Campaigns

We are excited to propose the management of social media Campaigns which tie into your marketing initiatives and fit your goals. An integrated social media campaign is more than just posting promotions, giveaways, or contests you wish to run.



After discussing your upcoming promotions or ideas for campaigns, we can quickly create and schedule social campaigns to augment your marketing promotions or to run standalone on your social networks. We'll agree on a goal such as the number of entries, reach, or clicks on your posted links, then get going. Our team will take care of keeping the drumbeat going by scheduling a series of posts, and if there are entries to be collected and winners to be announced we'll take care of that too. We can also run these ads to re-target your e-mail subscribers.

We will also monitor and measure the campaign metrics as it progresses. A campaign can be run for as short as a day, or as long as six months. We're uniquely able to provide summarized - campaign level analytics for the social activities in the campaign. Campaigns results can be compared to each other so the best offers, giveaways, or contests can be replicated.



MailChimp

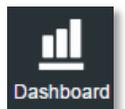
ONTB now hosts over 8,800 e-mail subscribers. We'll continue to produce monthly e-newsletters through our MailChimp hosting platform. These will be targeted messages to reach & engage subscribers- straight to their inbox.

Analytics & Reporting

It's important that we be able to measure the results of our efforts. By following along our monthly summaries, you can be confident that we strive for results, not just activities.

a. Monthly Analytics

Our team regularly reviews our dashboards for monitoring metrics such as fan base growth, demographics, post reach, and engagement (clicks, likes, comments etc.). If we notice anything unusual, we collaborate to find solutions, and make adjustments accordingly.



b. Report creation

We will create a summary report for you about our activities and results for the period. Content of the report can be customized depending upon the objectives and any specific campaigns or focus for the time period.

Below is a sample of potential report charts from the Dashboard, which could be included in your report.

Summary

TJA Advertising is uniquely positioned to provide you with the social media management services and results you need to help grow your business or achieve your goals. We hope that you have gotten a detailed view into how we manage the social media for our clients, and have the confidence you need to select TJA Advertising for this engagement.

Fees

Activities	Rate
Posting / Content Creation / Curation	\$ 95/Hr
Monitoring & Engagement	\$ 95/Hr
Analytics & Reporting	\$ 95/Hr
MailChimp e-mail creation & hosting	\$250/Month
Advertising Budget for Promotions (Placed upon board approval – shoulder season)	\$4,000

**Extensive campaigns for social media would be quoted and approved in advance. Hourly charges are not to exceed approved budget amounts for each category without ONTB approval.

Monthly Retainer \$950 (10 hours per month @ \$95 per hour) 1 year total: \$11,400

MailChimp total: \$3,000

Advertising Shoulder Season: \$4,000

TOTAL for all sections: \$18,400



Oceano & Nipomo Recap Highlight Report 2017-18

Facebook:

- Continue to engage on posts related to Oceano/Nipomo to increase our page visibility
- Update the Events tab on Facebook to showcase upcoming events
- Continue to post upcoming activities, events, fan photos, etc. to encourage overnight stays
- Ad placements started for Lead Generations (email collection) and for URL clicks to the website.

Fans: 11,680 - *Increase of +20%

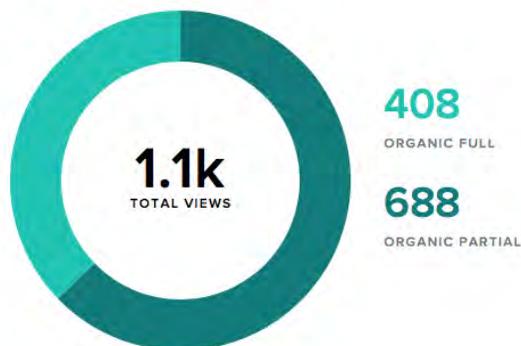
Top referrals:

- Facebook.com
- E-newsletter
- Google.com



Facebook Video Performance

VIEW METRICS



 Visit Oceano and Nipomo
Published by Kacianne Knighton (?) · April 10 · 🌐

Oceano and Nipomo are authentic California beach towns, off the beaten track, offering miles of pristine sand dunes reminiscent of the Sahara Desert alongside a historic Mexican Village where visitors can go back in time. Making up the largest sand dunes complex in the state, these beautiful destinations are far from ordinary and offer a plethora of unique activities for everyone to enjoy.



Visit Oceano and Nipomo
Published by KaciAnne Knighton [?] · April 10 at 10:24am · 🌐

The Oceano and Nipomo Dunes make up California's ocean-side Sahara Desert, where history and beauty collide



California's Ocean-side Sahara Desert
Oceano and Nipomo are authentic California beach towns, off the beaten track, offering miles of pristine sand dunes reminiscent of the Sahara Desert alongside a historic Mexican Village where visitors can go back in...
MAILCHI.MP

Visit Oceano and Nipomo
Published by IFTTT [?] · January 9 · 🌐

Walk Oso Flaco Lake's 2½ mile boardwalk to the Pacific Ocean and view first-hand the first blushes of spring as the native flora and fauna emerge from winter's rest. #OceanoNipomo



Visit Oceano and Nipomo
Published by KaciAnne Knighton [?] · May 8 at 10:14am · 🌐

Things are heating up in Oceano and Nipomo as summer approaches!

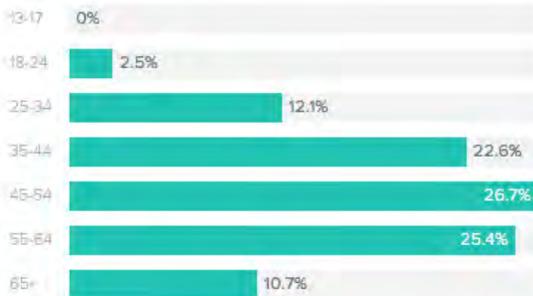


Summer Seaside Fun!
Things are heating up in Oceano and Nipomo as summer approaches! Check out our upcoming events below and ease your way into summer with sunny skies, beautiful weather, and everlasting memories!
MAILCHI.MP

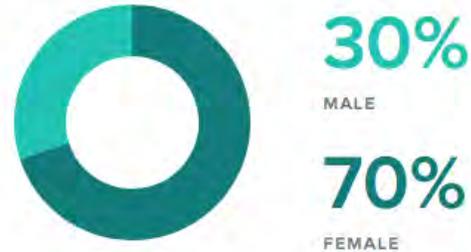
Facebook Audience Demographics

Page Fans

BY AGE



BY GENDER



Women between the ages of 45-54 appear to be the leading force among your fans.

Shoulder Season Campaigns: Ad Results:

- Wine Tasting
 - Clicks: 899
 - Impressions: 68,694
- Coastal Discovery Celebration:
 - Clicks: 670
 - Impressions: 174,476
- Valentines Theme:
 - Clicks: 597
 - Impressions: 37,559
- Lead Generation:
 - Clicks: 1,647
 - Impressions: 122,462
 - Leads generated: 254

SPONSORED

Visit Oceano and Nipomo



Love is in the Air!
Make your Valentine the happiest ever with a Central Coast getaway they'll never forget!

[LEARN MORE >](#)

👍 LIKE | 💬 COMMENT | ➦ SHARE

ⓘ Watermark won't appear in the final ad image.

Visit Oceano and Nipomo
Published by KaciAnne Knighton [?] · February 13 at 11:01am · 🌐

Make your Valentine the happiest ever with a Central Coast getaway they'll never forget! ❤️



Love is in the Air!
Book your Valentine's trip today!

HIGHWAY1DISCOVERYROUTE.COM [Learn More](#)

Visit Oceano and Nipomo
Published by KaciAnne Knighton [?] · January 16 at 10:48am · 🌐

Travel Kindly and Connect Deeper in Oceano & Nipomo!

We invite you to enjoy a selection of Coastal Discovery events and award-winning Stewardship Travel activities that will enhance your connection to the nature and culture of the California Central Coast. Immerse yourself in local culture, marine life, coastal heritage, and natural attractions with the scientists, naturalists and locals who bring this program to life.



Connect Deeper in Oceano & Nipomo
Enjoy a popular naturalist-led walk on February 10th during the Coastal Discovery and Stewardship Celebration along Highway 1 Discovery Route's Oso Flaco Lake. This walk is in memory and honor of PBS television personality and...

MAI.CHIMP

Visit Oceano and Nipomo
Sponsored · 🌐 [Like Page](#)

Located just minutes away from SLO Wine Country, experience everything that makes Oceano & Nipomo the perfect wine getaway! Book your stay today and start experiencing the best of the central coast wines!



Wine Tasting Getaway
Sip & Savor in Oceano and Nipomo!

HIGHWAY1DISCOVERYROUTE.COM [Learn More](#)

[Like](#) [Comment](#) [Share](#)

Visit Oceano and Nipomo
Sponsored · 🌐

Stay inspired with the best of Highway 1 travel content, information on local events & happenings, and our top must-see spots!



The Best of Highway 1
Explore the Roots of the Central Coast [Sign Up](#)

[Like](#) [Comment](#) [Share](#)

150 5 Comments 20 Shares

[Like](#) [Comment](#) [Share](#)

Visit Oceano and Nipomo
October 19 at 10:57am · 🌐

Experience the best travel content with information on hidden gems, local events & happenings, and our top must-see spots!



Explore the Roots of the Central Coast!
Highway 1 Rural Road Trips on California's Highway 1 covers 101 miles through 10 charming towns of Coastal San Luis Obispo County.

HIGHWAY1DISCOVERYROUTE.COM [Learn More](#)

[Like](#) [Comment](#) [Share](#)

Instagram:

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Impressions	Total Engagements	Engagements per Media	Engagements per Follower
 Oceano Nipomo (Business)	151	100%	151	188	157	13.7k	5,640	30	37.35



@oceanonipomo
61 Engagements



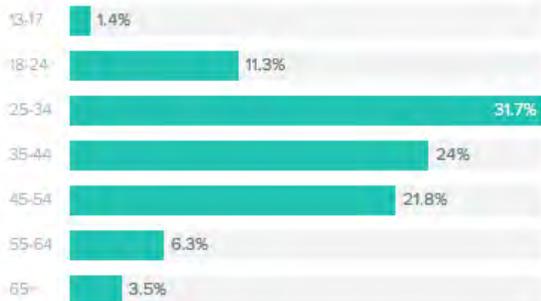
@oceanonipomo
56 Engagements



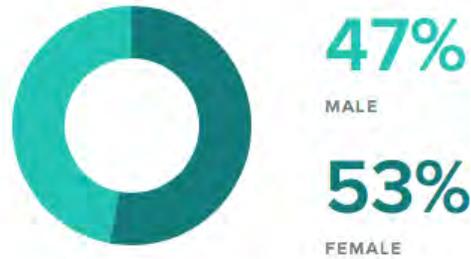
@oceanonipomo
51 Engagements

Instagram Audience Demographics

BY AGE



BY GENDER



Women between the ages of 25-34 appear to be the leading force among your fans.

Sample E-newsletters:

8,650 Subscribers



'Tis the Season in Oceano & Nipomo!

Dreaming of a holiday getaway? Visit Oceano & Nipomo and create everlasting memories this holiday season! Check out our upcoming holiday events below and book your lodging accommodations today in [Oceano & Nipomo](#).



Travel Kindly and Connect Deeper in Oceano & Nipomo!

Up your Stewardship Travel knowledge and awareness with local innovators at the fifth annual [Coastal Discovery & Stewardship Celebration](#) from January 13 - February 28, 2018. We invite you to enjoy a selection of Coastal Discovery events and award-winning Stewardship Travel activities that will enhance your connection to the nature and culture of the California Central Coast. Immerse yourself in local culture, marine life, coastal heritage, and natural attractions with the scientists, naturalists and locals who bring this program to life. Book your stay in [Oceano & Nipomo](#) today!



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Upcoming Things To Do



Central Coast Theater Works: It's a Wonderful Life

Join Central Coast Theater Works on December 10th for "It's a Wonderful Life" - the story of a small-town banker George Bailey, who looks back on his life, based on the classic holiday movie. Holiday party included.



Trees of the Season

The Dunes Center cordially invites you to participate in our fourteenth annual holiday event, Trees of the Season. This year, proceeds will support educational programs and activities. Together, we can continue our goal of creating a premier educational institution! On December 15th, the Dunes Center invites the community to join us for holiday festivities with food, drinks, wine, and special holiday cocktails.



The Great American Melodrama

This three part evening opens with a heartwarming one-act version of Charles Dickens' *A Christmas Carol*. Laugh until your sides ache in a hilarious fractured fairy tale opera and celebrate the season with our Holiday Vaudeville Revue. A Central Coast family tradition designed to bring a year's worth of smiles to you and your loved ones in one magical evening.



Visit the Monarch Butterflies

The Monarch butterflies are back and you can see thousands clustered in the limbs of a Eucalyptus grove at [Trilogy Monarch Dunes in Nipomo](#) and at the [Pismo Beach Monarch Butterfly Grove](#). Catch a breathtaking glimpse of nature in all her vibrant glory! Many of these fragile butterflies fly more than 1,000 miles, braving harsh weather conditions before coming to roost in the protected grove for the winter.

Upcoming Things To Do



Model Railroad Days at the Oceano Depot, January 27-28

The Oceano Train Depot was once the most important building in South San Luis Obispo County. All passenger, freight, telegraph and mail service passed in and around the Depot. The Ocean Depot Association is committed to preserving the history and character of the building and sharing it with new generations. The annual Model Railroad & Historic Depot Restoration Days features the ever popular N scale layout and expanding HO scale Free-mo layout. There could possibly be some outdoor "G" scale trains running too.



Huell Howser Memorial Nature Walk at Oso Flaco

Enjoy a popular naturalist-led walk on February 10th during the Coastal Discovery and Stewardship Celebration along Highway 1 Discovery Route's Oso Flaco Lake. This walk is in memory and honor of PBS television personality and conservationist Huell Howser. Walk from the Oso Flaco Lake parking lot along Oso Flaco Lake's 2 1/2 mile boardwalk to the Pacific Ocean and view first-hand the first blushes of spring as the native flora and fauna emerge from winter's rest.



Whale Trail Self-Guided Tour

Along the Whale Trail you'll be looking over the waters of one of our nation's most spectacular marine protected areas, offering some of the best wildlife viewing in the world - including 34 species of marine mammals! Search for the heart-shaped blows of gray whales, tall dorsal fins of orcas, or feeding humpback and blue whales. Look for seals and sea lions on offshore rocks and sea otters wrapped up in kelp. You can see amazing marine life at the Whale Trail's shore-based sites at any time of year.



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Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

May 15, 2018, Oceano Dunes Visitor Center, Guiton Hall

Board Members Present:

Linda Austin, Oceano West, Inc.
Dena Bellman, State Parks-Oceano Dunes District
Marna Lombardi, Blacklake Vacation Rentals

Others Present:

Stephanie Rowe, ONTB Admin
Kaci Knighton, TJA Advertising
Jocelyn Brennan, Arroyo Grande & Grover
Beach Chamber of Commerce

Absent: Kevin Beauchamp, Kaleidoscope Inn (excused)

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Chair Linda Austin at 5:04 pm
2. **Public Comment(s):** None
3. **Consent Items:** No minutes to approve from the March 20th meeting due to lack of quorum.
4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. TOT between January – March for Oceano/Nipomo had a 107.4% increase over last year. Probably due to late collections or perhaps a constituent paying for the year.
 - b. Reviewed the Vacation Rental Activity for 2015-2017. In 2015, Oceano had a total of 64 vacation rentals with 13 or 20.31% not renting; Nipomo had a total of 11 vacation rentals with 2 or 18.18% not renting. In 2016, Oceano had a total of 73 vacation rentals with 18 or 24.66% not renting; Nipomo had a total of 25 vacation rentals with 11 or 44% not renting. In 2017, Oceano had a total of 83 vacation rentals with 21 or 25.3% not renting; Nipomo had a total of 30 vacation rentals with 13 or 43.33% not renting. Cheryl noted that some owners register their vacation rentals so there can't be others near them; and some register to make their property more desirable when selling.
 - c. Confirmed that the TBID Ordinance was approved for the new year with zero protest votes received.
 - d. Reviewed the Strategic Marketing Framework one-pager. There are three marketing imperatives: Evolve Marketing Leadership, Pursue Excellence and Efficiencies, Increase Awareness and Consideration of Highway 1 and Ten Communities.
 - e. Cheryl confirmed that Oceano/Nipomo assessment collections were 3% of total contributions.
5. **Budget Update:** Stephanie Rowe confirmed that March assessment collections totaled \$4,260.83. The available funds total \$28,873.42 and after anticipated applications and expenses are removed the funds total \$15,818.68.
6. **Member Updates/Committee Reports:**
 - a. Marketing – Linda Austin & Dena Bellman: None
 - b. Stewardship Traveler Program – Kevin Beauchamp: None
7. **Presentations: Jocelyn Brennan, Mid-State Fair Opportunity:** Jocelyn gave an overview of the inaugural Showcase of Cities. She noted that it is a good opportunity to market our area by incorporating theme

elements in an 8 ft wide x 6 ft high x 2 ft deep window display at the Fair. The space is free, but it is estimated that the cost to build out the display is \$2,000-\$5,000. She noted that design concepts were due by June 1.

8. Action/Discussion Items:

- a. **Consideration of Mid-State Fair Opportunity:** The Board discussed whether to move forward. Cheryl Cuming noted that the fair would last 2 weeks, estimated 400,000 attendees, with 83% under 12 years of age, and only 45% from out of the area. Marna Lombardi noted that it was a good opportunity for exposure to our area. Linda Austin noted that it was a good project opportunity since they didn't really have anything coming up. The Board then discussed concept ideas. Cheryl noted that there is a local artist who is interested in doing the display and that the success would be in who can implement the concept. Dena suggested blowing up the loop map and maybe hanging butterflies to tie both regions together. She noted that she could ask a State Park employee if there was interest in working on the display. Marna noted that the person that was selected to complete the project needed to be able to create, build, set-up and breakdown the display. Stephanie Rowe noted that she had talked with Kevin Beauchamp before the meeting when he called in sick. Kevin was not in favor of moving forward on the project. Dena noted that if Kevin was not in favor, and there was another potential big race event in November, perhaps they should hold off. Cheryl noted we needed to confirm participation to Stacie Jacobs by Friday, May 18. Cheryl asked if Stephanie had the time this week to help coordinate the project with Stacie Jacobs, the potential artists and the Board? Stephanie confirmed that she could. Cheryl noted that the CBID Board, nor any of the other H1DR local fund areas chose to participate because they did not feel it met their mission. Cheryl asked how this met the Board's mission of "Heads in Beds"? After much discussion, the Board decided to move forward on the project.

A motion was made by Marna Lombardi, and seconded by Linda Austin, to approve a not to exceed amount of \$2,000 to participate in the Mid-State Fair *Showcase of Cities* from July 18-29, 2018, contingent upon the ability to secure a contractor to create and build-out the window display. With no further discussion, the funding was approved by majority voice vote of the local Advisory Board. Dena Bellman abstained because one of her employees may be working on the display. Kevin Beauchamp was not in attendance to vote.

- b. **TJA Marketing Activity Report / Rural Road Trip Results / Consideration of TJA Contract Renewal Proposal:** Kaci Knighton gave an update on the activity in the past month. Facebook fans currently at 11,689. There were 117 video views which was a 230% increase. Instagram has 143 followers with 496 engagements. The E-newsletter was sent to 3,188 subscribers with a 16.8% open rate.

The Rural Road Trip campaign in April for Oceano and Nipomo had the following results: video views – 26,723; Facebook clicks and impressions: 11,685 & 719,537; page views: 5,951 & 7,063; emails collected: 5,975.

Kacie gave an overview of the TJA Social Media contract renewal proposal. It is the same as last year which will include: monthly retainer for posting/content creation/curation, monitoring & engagement, and analytics and reporting. These activities will be billed at \$95/hour for 10 hours per month for a cost of \$950/month and total annual cost of \$11,400; Mailchimp e-mail creation and hosting for a cost of \$250/month for a total annual cost of \$3,000; and shoulder season advertising for a total cost of \$4,000. The Board will decide later when the ads will run. The grand total for all items is \$18,400. After Board discussion, they decided to move ahead with the proposal.

A motion was made by Marna Lombardi, and seconded by Linda Austin, to approve the TJA Advertising Marketing Plan for the period of July 1, 2018-June 30, 2019 for a total investment of \$18,400. With no further discussion, the marketing plan was approved by a unanimous voice vote of the local Advisory Board. Kevin Beauchamp was not in attendance to vote.

- c. **Fiscal Year 2018-2019 Budget Allocation Proposal:** Stephanie Rowe reviewed the budget allocation proposal. She is proposing the same allocations as last year. The Board agreed to keep them the same.

A motion was made by Dena Bellman, and seconded by Linda Austin, to approve the Fiscal Year 2018-2019 budget allocations as proposed: 50% for Marketing, 20% for Events/Contingency, 20% for Administration and 10% for a Capital Fund. With no further discussion, the budget allocations were approved by unanimous voice vote of the local Advisory Board. Kevin Beauchamp was not in attendance to vote.

- d. **Update on CowParade Donation:** Dena Bellman confirmed that CCSPA had received the donation check. She noted that it will probably be used for interpretive panels.
- e. **Discuss Adding ADA Notice on Agenda:** Cheryl Cuming reviewed the ADA verbiage and noted that it would be a good idea to add it to future agendas. She confirmed that the CBID Board had added it. The Board agreed.
- f. **Update on Potential Race Events in 2018:** Dena Bellman noted that she is working with the organizer of the last Race of Gentlemen for a race event in November. The organizer would like to have a vintage airshow at the Oceano Airport and a vintage car race at the campgrounds. She is trying to coordinate a meeting with the County and other stakeholders to discuss whether they can have the event at the airport. Dena noted that the opportunity for overnight stays is very big. They are estimating thousands of attendees from around the world. At the last Race of Gentlemen, Pismo sold out every room. Cheryl Cuming will see if she can connect the County airport manager with Dena.
- g. **Discuss whether to have July Meeting:** The Board decided that they would need a meeting in July with the Mid-State Fair showcase at the end of July and the potential race event in November. The next meeting will be on Tuesday, July 24, 5:00-6:30pm.

9. Future Agenda Items/New Business:

- a. Update on Potential Race Event in Fall, 2018
- b. Update on Mid-State Fair *Showcase of Cities*

10. Closing Comment(s): Dena Bellman noted that she was appointed to sit on the Diablo Canyon Decommission Panel. Please let her know, if at any time, the Board would like an update as it may affect tourism. She also asked for the Board's thoughts about what it could be turned into to recoup from the negative economic impact.

11. Next Local Fund Advisory Committee Meeting:

Date: July 24, 2018
Time: 5:00 – 6:30 pm
Location: Oceano Dunes Visitor Center, Guiton Hall

12. Adjournment: The meeting was adjourned at 6:26 pm

California Mid State Fair

Showcase of Cities- Inaugural presentation in 2018.

Updated as of March 7, 2018

We live and work in the most beautiful County in the United States. All of us are proud of our community. Where is that special place we can visit all that San Luis Obispo County has to offer in one location? Where can we see the city or town we call home while others also enjoy our town by viewing the beauty, the people, the experience, the history, the business opportunities, shopping, lifestyle and the landscape of the Central Coast? The Answer? ***The Showcase of Cities at the California Mid State Fair.***

Displays will be fun, animated, three dimensional and educational while presenting what is BEST about our San Luis Obispo Communities to more than 420,000 persons over 12 action packed days.

These exhibits are intended to encourage future opportunities for the viewer to take pride in their home town, discover hidden treasures, make visitation plans and special features each city has to offer. Cities are encouraged to also have fun while incorporating theme elements such as history, commerce, recreation, lifestyle, food, entertainment, architecture tourism, industry, agriculture, art and/or natural resources. These can be very specific or a combination of elements.

Our goal is to create a memorable moment for each guest.

This program will be part of our Marketing program each year. A soft announcement was made at our Annual Dinner February 2,2018.

Suggested criteria for content design and presentation:

Each display should incorporate Marketability, Craftsmanship, Creative use of products/produce/artifacts, Technology/animation and special effects.

Who participates:

Any city or town within San Luis Obispo County as approved by local government leadership.

Complete Cost of the display is the responsibility of each city.

Cities may share window display space if desired. For example, if Cayucos, Harmony and Cambria wanted to share a window as a northern coastal city display, that is fine.

The Fair is will hold a People's Choice award presented in the First year.

Space is provided on a first come first serve basis.

When:

Displays are presented annually in late July at the fair. The 2018 dates are July 18-29.

Written Commitment to space must take place by May 1, 2018.

Displayers submit concepts by June 1 and installation may begin July 5, 2018.

Displays must be completed and ready for inspection no later than Noon, July 16, 2018.

Installation and work on the displays on site is to take place during business hours from July 5- 16, 2018.

An unveiling reception for the Press will be planned before the Fair opens each year.

Where

Displays will be installed and presented at the Paso Robles Events Center in Paso Robles, home of the California Mid State Fair.

In 2018 the displays will be housed in very large Showcase windows that face the very popular Frontier Town Walkway. Power and some lighting is available within those window units. All spaces are equal in size.

In Future Years we would like to consider larger displays/exhibits.

Display Space

All City Displays will be installed housed and showcased in large display window boxes very similar to those one would see on Main Street in Disneyland. Located in Frontier Town the exhibit window boxes are the following dimensions:

Eight Feet (8') Wide

Six Feet (6') High

Two Feet (2') deep

Each display window has 110 power and one lighting fixture.

Each display window is accessed from inside the building from a 4' X 4' square opening.

Additional lighting is recommended, and designers may want to consider battery powered animation elements. Displays after dark can be quite dramatic with appropriate lighting.

Any interested community representative may visit the Paso Robles Event Center to view the display area.

Although staffing is not required, we encourage volunteers from your town, particularly on weekends.

Commitments to date

Commitment from the following cities and towns through the initial assistance of each Mayor includes:

Paso Robles

Atascadero

Arroyo Grande

San Luis Obispo

We encourage engagement from each city's Chamber of Commerce as well.

We have room for at least 10 windows. We expect they will fill up fast so enter early by contacting us! We are planning a press release to go out by March 15 with complete information and a list of cities making the commitment to be here. Join the team now!

For more Information contact:

Michael Bradley, CEO

California Mid State Fair

michael@midstatefair.com

805-237-6550



Oceano/Nipomo Budget - Final
Fiscal year July 1, 2018 - June 30, 2019

Proposed Budget for the 2018-2019 Fiscal Year with a comparison to 2017-2018 for reference:

	<u>2017-2018</u>	<u>2018-2019</u>	<u>Difference:</u>
Carry Forward	\$ 28,636	\$ 25,799*	\$ (2,837)
Projected collections	<u>25,782</u>	<u>25,782**</u>	<u>(0)</u>
Total Budget	\$ 54,418	\$ 51,581	\$ (2,837)

*Includes all projected 2017-2018 budget items expensed in full

** Last year income estimated the same

Based on prior year, below is a suggested division of budget funds:

	<u>2017-2018</u>		<u>2017-2018</u>	<u>2018-2019</u>	<u>%</u>
	<u>Projections</u>	<u>%</u>	<u>Projected Spend</u>		
Capital Fund	\$ 5,441	10%	0	\$ 5,158	10%
Admin	10,884	20%	\$10,219	10,316	20%
Events/Contingency	10,884	20%	0	10,316	20%
Marketing	<u>27,209</u>	<u>50%</u>	<u>\$18,400</u>	<u>25,791</u>	<u>50%</u>
Total:	\$ 54,418	100%	\$28,619	\$51,581	100%

Estimated Carry Forward - \$25,799