



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

Agenda

Wednesday, February 22, 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

A-1
A-2, A-3, A-4

- Roll Call
- Chairperson Report
- Consent Agenda - Minutes
- Financials, Administrator Report, and Partner Updates
- Upcoming Events/deadlines
 - Board Meetings: March 22 (Garden Room) and April 26
 - Avila Beach Constituent Mixer 2/23/17 at 5:30pm
 - Outlook Conference 2/26 and 2/27/17
 - BIG funding deadline 3/27

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

Discussion Items

B-1

- Strategy/Topic Discussion
- Core Marketing Team and Stewardship Program
- Governance and Marketing/Collaboration Reports & Recommendations

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

C-1
C-2
C-3
C-4
C-5

- Strategic Planning: SMG Influence Survey
- Local Funding Applications
 - Cambria Rotary Wine/Art Dinner funding request
- Revamped Funding Guidelines and Application draft
- CAO office space

Future Agenda Items

- Strategic Plan presentation (March)
- 2017 2018 priorities (April)
- Annual Renewal Process/Timing, including Year End Report
- 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

January 25, 2017

12:00 p.m.

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

DRAFT UNTIL APPROVED

SLO CBID Members Present:

Board: Laila Kollmann, Matt Masia, Shirley Lyon, Bram Winter, John King, Mike Hanchett

Staff: CAO Cheryl Cuming

Absent: Lori Keller (excused), Nikki Schmidt

Guests: John Sorgenfrei, Mark Elterman, Kaci Knighton, Michelle Wright (Core Marketing Team); Marjorie Ott (former board member)

Call to Order

by Chair Laila Kollmann at 12:07 p.m.

Public Comment

The board welcomed Michelle Wright from Mental Marketing.

Administrative Items

- Roll Call

Laila Kollmann, John King, Mike Hanchett, Shirley Lyon, Bram Winter and Matt Masia present. Lori Keller is absent.

- Chairperson Report

The Coraggio Group interview times were reviewed. Laila thanked Mike Hanchett for hosting the Whale Trail event, and also noted Mark Elterman's effort with the FAM trip. Laila pointed out that the fiscal year is half over.

- Consent Agenda

A motion was made by Shirley Lyon, seconded by Matt Masia to approve the November 16 minutes. With no further discussion, these minutes were approved by a unanimous voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the reconciliation report and an overview of financials with \$148,618 in contingency.

- Administrator's Report and Partner Update

Laila Kollmann reviewed the 2016 highlights. She also shared the outcome of meeting with Chuck Davison. Bram expressed concern with the new brand's representation of all communities and CAO shared SLO CAL video.

- Upcoming Events

Next board meetings will be February 22 and March 22.
Avila Beach constituent mixer on February 23 at 5:30pm.
The Outlook Conference is on February 26th and 27th, and Laila, Lori and Cheryl will attend.

Laila reviewed the Whale Trail dedication event noting that seven journalists were present. The CBID signs represent the southernmost point along the trail. Mark Elterman commented that there is an expectation of a lot of coverage from the FAM journalists. He said they really understood the connection component of the region and stewardship. Laila thanked the Pacific Coast Wine Trail and Cavalier. Shirley Lyon noted how excited she is to see STP evolve. John Sorgenfrei commented that support is coming from local areas.

Business/Presentations

None

Discussion Items

- **Strategy/Topic Discussion**

Strategic Planning with Coraggio Group: The details of the Coraggio Group interview were reviewed and specifics on the upcoming Strategic Planning Team meetings.

Stewardship: CAO requested board input as we look to 2017 2018 support around the Stewardship Travel Program. Matt Masia commented that having someone local for the stewardship program is important. John King wants to make sure that Katie would have time. Bram Winter noted that it is hard to measure direct results from STP, and Matt pointed out that it was created as a marketing strategy for gaining publicity and good benefits are coming from the program. John King said he doesn't feel that lodging is aware of the program. Matt noted the importance of Coastal Discovery & Stewardship Celebration to drive business in January and February. Laila said that it has really helped her increase business in the slower period. Mike Hanchett asked about the value of marketing and John Sorgenfrei confirmed that STP has served to open media doors. Kaci Knighton commented that there have been 80,000 Facebook views in 2 1/2 weeks around CDS and the Whale Trail. CAO confirmed that the board does support continuing with STP, and will work with Katie on how we will transition into the next fiscal year.

- **Core Marketing Team & Stewardship Program**

The CMT reviewed the Roam campaign and the new boomer and millennial videos. Mark Elterman touched on how the new efforts are driving more interest to each of the local areas. He shared the CD&S landing page, lodging specials page and whale video. Kaci shared the details of the Instagram takeover which saw a 4.4 increase in fans with a 40% increase in engagement.

Mark reported on the dashboard showing YTD mid-year increase in sessions up 59% (goal of 30%), social engagement up 90% and email clicks up 300%. John Sorgenfrei mentioned a native content piece with SF Gate and full page ad in SF Chronicle. Mark noted that Cambria, Avila Beach and Cayucos (digital component only) are participating in co-op.

- **Governance, Marketing/Collaboration & Events Sub-Committee Reports**

Marketing: CAO Cuming shared the outcome of CMT meeting as the mid-year check-in. The recommended actions were:

- Kaci will be brought in as day-to-day lead with Mark and John remaining involved
- The creative process will be improved
- Team relationship will be streamlined
- The CMT will provide more complete, strategic and accurate scopes and brief
- Requests that fall outside of scope will be addressed up front with details
- Communication hurdles will be dealt with and there will be confirmation when deadlines are being missed, and deliverables will be updated.

Governance: CAO Cuming reviewed the RFP process

Events: No report

Action Items

Local Fund and Matching Fund Applications

The 2 CTB applications were discussed and Bram talked about how the board needs to act as fiscal gatekeepers and not just serve to provide money to community efforts. Matt asked about reviewing at the committee level and was concerned with the short timing before the actual event date. He also asked that CAO Cuming communicate the details from the board meeting. Mike wants to clearly communicate that applications under \$4,999 may not be approved by the chair.

Marjorie Ott commented that a current CBID board member should meet with each new local board member. Shirley suggested that all local fund board members be required to attend ethics training. CAO Cuming will develop a new local fund board member orientation packet.

Cambria Rotary Wine Festival Dinner Gala:

CAO Cuming noted that Jessica (A&H) confirmed (in Jill's absence) at the Cambria Marketing Committee (occurred the day before the CBID board meeting) that this event was canceled, and as such no longer requires funding review.

CAO noted that the local fund application and supporting materials was included within the CBID board packet. The board continued general discussion about funding of similar events, sharing their concern that there was not a direct connection to providing overnight stays, and that events are being funded with too short a window to market out-of-area. CAO did note that the CTB did have a policy in place to submit 90 days prior, however, they had not been adhering to this timeframe.

Cambria Farmers Market St. Patrick's Day Celebration:

At the chair's discretion, the board was asked to vote on validity of providing funding to the Cambria Farmer's Market event effort.

A motion was made by Mike Hanchett, and seconded by John King, to not approve the \$2000 funding based on the lack of detail and short timeframe limiting out of area marketing. With no further discussion, the motion to deny funding was supported by a unanimous voice vote of the advisory board.

Cayucos Chamber Visitor Center:

Laila provided an overview of the \$8,750 funding request for the Cayucos Chamber Visitor Center. She said the VAC is very aware of requirements necessary so they approved less than half of the requested funds. Matt asked about past funding and CAO Cuming confirmed that \$20,000 has been provided in the past two years (2014 and 2015), and no funding request was submitted by the Chamber in 2016. Shirley stated that the flea market fundraiser has been cancelled and the Chamber needs new funding sources.

A motion was made by Matt Masia, and seconded by Bram Winter, to approve \$8,750. With no further discussion, the motion was approved by a voice vote of the advisory board. Laila Kollmann abstained.

Revamped Funding Application

The board discussed the guidelines and noted the following:

- Adding language to confirm board chair's ability to deny applications under \$4,999
- Requirement to submit 120 days prior - John King noted that smaller events would have difficulty in meeting this criteria and all members agreed
- Usage of funds should include what can be supported

A motion was made by Mike Hanchett, and seconded by John King, to approve the application with the noted changes. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board. CAO will now develop the application form and meet with Governance Committee to review. The guidelines and form will be disseminated to local areas in March or April.

AVA Letter of Support

A motion was made by Mike Hanchett, and seconded by Shirley Lyon to approve the chair executing a letter in support of the SLO Coast AVA and providing to SLO Wine Country Association. With no further discussion, the motion was approved by a unanimous voice vote of the advisory board.

Office Space

The discussion has been tabled until next month to allow the board to pursue options.

Closing Comments

None

Future Agenda Items

Continuing discussion about Local Fund Operations | Duplication of Effort
Marketing firm RFP presentation (February board meeting)
Strategic Plan recommendation (March board meeting)

Adjournment

The meeting was adjourned at 2:45 p.m.

	<u>Jul '16 - Jan 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
BID Assessment Collection				
General Fund	662,550.08	920,000.00	-257,449.92	72.02%
Total BID Assessment Collection	662,550.08	920,000.00	-257,449.92	72.02%
Carryforward	0.00	380,800.79	-380,800.79	0.0%
Total Income	662,550.08	1,300,800.79	-638,250.71	50.93%
Gross Profit	662,550.08	1,300,800.79	-638,250.71	50.93%
Expense				
Administration				
Administration - Fin. Support	3,555.00	7,200.00	-3,645.00	49.38%
Administrator - General Fund	33,261.72	73,500.00	-40,238.28	45.25%
District Administration Fees	10,729.95	18,500.00	-7,770.05	58.0%
Events	500.00			
Meals	120.06			
Mileage	2,395.68			
Supplies	357.53			
Telecommunications	1,932.33			
Travel	954.70			
Total Administration	53,806.97	99,200.00	-45,393.03	54.24%
Marketing/Advertising				
Collateral / Brochure	26,688.42	46,000.00	-19,311.58	58.02%
Co-Op	12,733.75	40,000.00	-27,266.25	31.83%
Creative Development	33,934.80	67,000.00	-33,065.20	50.65%
Maps / Certified Folder	27,911.60	30,000.00	-2,088.40	93.04%
Media				
CDSM Campaign	0.00	18,000.00	-18,000.00	0.0%
Ordinance Renewal	0.00	1,200.00	-1,200.00	0.0%
PPC/Retargeting	8,250.00	36,000.00	-27,750.00	22.92%
Shoulder Season	72,465.33	110,000.00	-37,534.67	65.88%
Spring Season	0.00	110,000.00	-110,000.00	0.0%
Total Media	80,715.33	275,200.00	-194,484.67	29.33%
Total Marketing/Advertising	181,983.90	458,200.00	-276,216.10	39.72%
Memberships/Sponsorships				
Memberships				
CCTC	850.00			
Chamber	235.00			
Total Memberships	1,085.00			
Sponsorships / Events				
Event Focus/Matching Funds	5,000.00			
VSLOC/VisitCA co-op	54,607.00	70,000.00	-15,393.00	78.01%
Total Sponsorships / Events	59,607.00	70,000.00	-10,393.00	85.15%
Total Memberships/Sponsorships	60,692.00	70,000.00	-9,308.00	86.7%
Project Management				
Project Management	12,000.00	24,000.00	-12,000.00	50.0%
Strategy	1,375.00	16,000.00	-14,625.00	8.59%
Total Project Management	13,375.00	40,000.00	-26,625.00	33.44%
Promotions	6,456.25	38,000.00	-31,543.75	16.99%
Public Relations				
Individual FAM Trips	9,000.02	26,000.00	-16,999.98	34.62%
Public Relations - Other	38,261.26	72,000.00	-33,738.74	53.14%
Total Public Relations	47,261.28	98,000.00	-50,738.72	48.23%
Research	7,500.00	20,000.00	-12,500.00	37.5%
Social Media				
Facebook, Blogging, etc.	31,721.56	72,000.00	-40,278.44	44.06%
Monthly E-Newsletter	4,585.65	28,000.00	-23,414.35	16.38%
Total Social Media	36,307.21	100,000.00	-63,692.79	36.31%
Stewardship/Sustainability				
Positive Futures Expenses				
CMT	15,983.82	27,000.00	-11,016.18	59.2%
Miscellaneous	1,434.82	5,000.00	-3,565.18	28.7%
Positive Futures	14,581.00	25,000.00	-10,419.00	58.32%
Total Stewardship/Sustainability	32,444.05	57,000.00	-24,555.95	56.92%
Web Development				
Content Management	6,458.94	18,000.00	-11,541.06	35.88%
Hosting & Maintenance	10,228.35	16,000.00	-5,771.65	63.93%
SEO/Content/Links	34,604.04	48,000.00	-13,395.96	72.09%
Total Web Development	51,291.33	82,000.00	-30,708.67	62.55%
Contingency				

SLOCTBID
Profit & Loss Budget vs. Actual - General Fund
 July 2016 through January 2017

	Jul '16 - Jan 17	Budget	\$ Over Budget	% of Budget
Strategy	375.00	3,825.00	-3,450.00	9.8%
Promotions	8,841.29	7,199.00	1,642.29	122.81%
Certified Folder	14,287.98	14,360.00	-72.02	99.5%
BrandUSA Outdoors	2,365.35	4,000.00	-1,634.65	59.13%
BlendFest	0.00	5,000.00	-5,000.00	0.0%
CD&S FAM	0.00	13,000.00	-13,000.00	0.0%
Coraggio Group	13,000.00	35,000.00	-22,000.00	37.14%
Destination Photo Shoot	7,077.68	7,398.80	-321.12	95.66%
Whale Tail Template	13,000.00			
Contingency - Other	0.00	148,617.99	-148,617.99	0.0%
Total Contingency	58,947.30	238,400.79	-179,453.49	24.73%
Total Expense	550,065.29	1,300,800.79	-750,735.50	42.29%
Net Income	112,484.79	0.00	112,484.79	100.0%

Note> This excludes the Janaury invoice from Mental Marketing

MONTHLY SLOCTBID RECONCILIATION
FISCAL YEAR 2016-2017
Month Ending: January 31, 2017

PREPARED BY :
Megan Schotborgh

APPROVED BY :

DATE February 8, 2017

DATE : _____

SLOCTBID-Undistributed						
Account 3100500003-2601852 Balance :		2,043,328.58				
Adj for January 2017 Activity Deposited in February 2017		9,060.60				
Adj for 15/16 Activity Deposited in 16/17		(19,946.55)				
Subtotal:		2,032,442.63				
Prior FY Undistributed		(1,757,404.58)				
Prior Periods Undistributed		(353,402.58)				
Current Period Distributed		204,416.31				
Adjusted SAP Balance		126,051.78				
HdL TOT/BID System						
Monthly Cash Receipt Listing		126,051.78				
<table border="1" style="width: 100%; height: 50px;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%;"></td> </tr> </table>						
Difference		\$ -				
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Total:						
HdL TOT/BID System						
Area Report	Total BID	2% Admin Fee	Dist to Vendor	Dist to TC	Interest Pd	Undistributed
Jul 2016	192,903.26	3,858.07	82,475.83	3,566.01		106,861.42
Aug 2016	277,451.19	5,549.02	191,923.60	3,858.07		81,669.52
Sep 2016	241,891.26	4,837.83	140,114.21	5,549.02		96,228.03
Oct 2016	168,831.61	3,376.63	185,631.60	4,837.83		(21,637.82)
Nov 2016	174,728.70	3,494.57	108,297.48	3,376.63		63,054.59
Dec 2016	143,242.13	2,864.84	112,520.72	3,494.57		27,226.84
Jan 2017	126,051.78	2,521.04	201,551.47	2,864.84		(78,364.53)
Feb 2017		0.00				0.00
Mar 2017		0.00				0.00
Apr 2017		0.00				0.00
May 2017		0.00				0.00
Jun 2017		0.00				0.00
Totals	1,325,099.93	26,502.00	1,022,514.91	27,546.97		275,038.05
Diff SAP Bal less Undist						\$ -



Administrator's Highlights February 2017

BID Infrastructure

Organization strategic planning process with Coraggio Group (6 meetings; 20+ hours of team mtgs)
Marketing RFP
Begin planning for 2016 2017 Stewardship program
All Agency and Quarterly Admin meetings

Collaborations

Tourism Stakeholders: Coastal Discovery & Stewardship Whale Trail Dedication Event
SLO CAL: exploring possible video co-op in Spring; share PR details on what is coming up
Wine Industry: BlendFest sponsorship follow-up

Local Areas/Constituent Outreach

Worked with Oceano/Nipomo and AB to create month-long RRT Destination content and promo effort
CAO Serving as EV AGV local fund admin until replacement is found
Local applications: 384 processed to date totaling over \$4.3 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

CDS Celebration FAM
CDS campaign (runs through end of Feb)
Winter/Spring campaign (runs through May)

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, Event and Collaboration 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

VSLOC Marketing Committee Meeting Key Takeaways

Tuesday, February 14, 2017

UPDATES:

Board Action Update

- Board approved Visit SLO CAL's FY2016/17 budget re-forecast as presented

Sales Update

- Michael Wambolt attended VCA's Mexico Sales Mission in January. He noted the ease of flight access and a high opportunity for this market. He encountered a lack of awareness of SLO County, but a strong interest in learning more.
- **Upcoming Trade Show Co-op Opportunities:**
 - MPI Northern California Tradeshow (3/9/17) – Deadline: 2/22, Cost: \$250
 - MPI Sacramento Sierra Nevada Tradeshow (3/21/17) – Deadline: 2/27, Cost: \$250
 - IPW 2017 (6/4-6/8/17) – Deadline: April 30, Cost: \$4700
 - **Reach out to Michael if you would like to participate.**

Advertising Update

- **Brand Awareness Study:** Visit SLO CAL will be distributing the full research deck from the first wave of our Brand Lift Study.
- **Performance:** Working to increase engagement and conversion, and implementing additional pixels to see how visitors are engaging with content on the new SLOCAL.com landing page.
- **Advertorial Co-op (Alaska's *Beyond Magazine*):** Currently accepting participants
 - Full page: \$6,020, Half page: \$3,211
 - Space Deadline: 3/3/17
 - Materials Deadline: 3/10/17
 - **Reach out to BCF or Brooke to secure your spot.**

Seattle Flight Promotion Update

- **SAVOR:**
 - **Seattle Wine & Food Experience (2/26):** All partners have been confirmed
 - **Taste Washington (2/25-26):** Visit SLO CAL considering activation here, though cannot pour wine or alcohol tastings.
- **Seattle Flight Launch**
 - Visit SLO CAL is conducting media outreach and contracting Seattle PR support
 - Airport Celebrations (pending Alaska feedback):
 - SEA-TAC gate presence
 - Celebration in SLO CAL to include gift bags (SLO CAL Vacation Kit) for first flight
 - **If you have non-collateral items to include, please contact Brooke.**

FY2017/18 Strategic Marketing Planning

- **Strategic Marketing Plan Retreat:** March 14, 8:30am-2:30pm (Avila Beach Golf Resort)
 - Purpose: outline and collaborate on ideas for Visit SLO CAL's marketing, including media, co-op opportunities, promotional, travel trade and PR
 - BCF will report on campaign progress/data, present ideas for future marketing, and hear thoughts from community partners.

- Discussion will guide FY17/18 Marketing Plan Update to be presented for Board approval in May 2017, so active and broad engagement from Committee will be critical.
- **If you have not done so, please send your RSVP, including any time periods you may be absent, to Brendan so we can plan the agenda accordingly.**

Marketing Update

- New Website: Began build and CRM
- **Content Calendar: If you have ideas for content/posts, please reach out to Jordan Carson (Jordan@SLOCAL.com).**

DISCUSSION:

Marketing Discussion

- **Wines Fly Free Promotion:**
 - Will have banners and wall clings in the airport, and are looking to design table tents, window stickers, email/web banner and/or bottle hangers to promote the program
 - Visit SLO CAL will provide the graphics for the Wines Fly Free program, as well as information for partner/front-line education and FAQ
 - **Please send all additional ideas/feedback to Brooke.**
- **New Website:**
 - Will include interactive map, social media aggregation, dynamic content and tiered listings (including free listings) for non-lodging members.
 - Additional functionality to explore: event calendar API and trail system information
 - **Additional ideas for the features, functionality, and style of the new website should be sent to Brooke**
- **Public Relations:**
 - Ideas on PR Collaboration: We are looking to prevent duplication and to expand our efforts.
 - Options discussed: Vetting journalists, assisting in FAM trips, making referrals, attending in-market media events and tracking FAM/pitch calendars
 - **Please send us any current/future plans, pitch schedules, etc. to help avoid duplication and identify additional opportunities for collaboration.**



**Governance Committee
February 9, 2017**

2:00pm – 3:00pm at Cayucos Visitor Center
Committee Members: Laila Kollmann, Lori Keller
Others: Cheryl Cuming

Strategic Planning

- Feedback from 2/1 and 2/2 Planning Team meeting
- Any additional preparation for 2/15 (12 – 3pm) and 2/16 (8am – 12p)
 - Local fund investment in admin and marketing
 - CBID Structure graphic
- Location for 3/8 (8am – 1p) and 3/9 (8am – 12pm) – confirmed at ALS

Local Fund Guidelines and Application

- Review final guidelines and draft application
- Determine need for BIG application (separate from Event application)
- Determine next steps

Local Fund New Member Packet

- Organizational structure
- Packet materials to include:
 - CBID Structure
 - Ordinance
 - By Laws (CBID and local fund if applicable)
 - Brown Act (mention training requirement) and Roberts Rules of Order (meeting conduct)
 - Review roles (Chair, Vice Chair, Secretary, CAO, admin)
 - 5-year vision
 - Strategic Plan (to be developed by April)
 - Year End Report
 - Minutes from last 3 CBID Advisory Board meetings
 - CBID Financials
 - Members site and other resources including destination page on H1DR site
 - Funding guidelines and application (including BIG)
 - Summarize next steps with local fund admin: Roster/meeting dates/committee structure/minutes from last 3 local fund meetings/local website/tools

Marketing RFP

- Discuss process for MSC meeting

Upcoming board meeting

- Agenda review
- RFP presentations
- Office discussion preparation

Next Meeting: date TBD

Future topics:

Ethics training for local fund board members (inquiry with Nikki)

Unincorporated CBID

DMO MEASUREMENT RESEARCH

SMG Destination Measurement System™

Presented by:



Solutions for your competitive world.

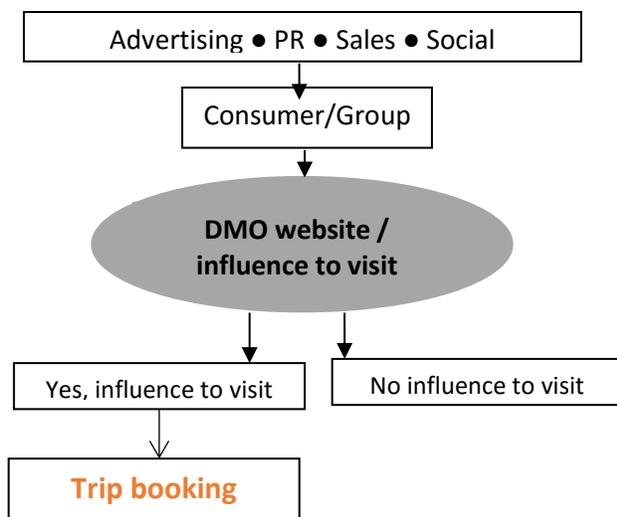
Overview

One of the biggest challenges for destination marketing organizations (DMOs) is the issue of measurement. While many DMOs are able to measure their effectiveness at the program level, including such measurements as website visits, email newsletter opens, and Facebook post engagement, a bigger challenge remains. **Namely how to measure the organization’s effectiveness through the number of room nights generated, the amount of revenue generated, and the return on the invested capital.**

To that end SMG believes that many of the challenges stem from the failure to understand the DMOs’ responsibilities. Are they responsible for generating transactions for room nights? Are they responsible for branding and advertising awareness? Often times the issue of accountability is not clearly understood or discussed. As a result many DMOs fall back on using broad measurements like occupancy, or average daily rate data generated by the local jurisdiction, or data from an outside provider like Smith Travel.

At SMG we believe there is a comprehensive approach to macro level DMO measurement. This approach is based on the core premise that **the primary duty of the DMO is to influence prospective visitors to visit the destination.** Once a DMO has accomplished that, the consumer is free to book a trip with any number of sources, including property direct or an online travel agent.

The key is to understand **how a DMO measures its influence on potential visitors to the destination.** To that end we believe it is the role of the DMO to use the appropriate marketing mix to drive as many people to its website in an effort to present the destination in such a way that consumers are influenced to visit the area. The figure below illustrates this concept.



The objective of the SMG DMO measurement system is **to understand the effectiveness of the DMO in influencing potential visitors to visit the destination.**

Measurement Goals & Objectives

Project Goal

To assist the Unincorporated CBID in effectively measuring its efforts to **generate a return on investment metric that effectively identifies the travel spending generated within the destination.**

Project Objectives

- ▶ Determine the **influence of DMO marketing efforts** on the consumer decision making process to visit the area.
- ▶ Estimate the **economic impact and return on investment of website users.**
- ▶ Estimate the **travel spending impact of group sales** efforts.
- ▶ Identify **key visitor segment characteristics.**
- ▶ Identify the **effectiveness and efficiency of Unincorporated CBID marketing programs** in generating unique visitors to their website.
- ▶ Utilize the results of the information to modify strategies and continually improve the effectiveness and efficiency of DMO marketing programs, thus improving invested capital return on investment.

Project Scope & Methodology

Project Scope

In an effort to achieve the project goal and objectives SMG proposes the following project scope:



Methodology

Phase 1 – Information Collection

SMG has developed the following proprietary methodology that includes multiple surveys to assess the influence of a DMO website and obtain the information required to evaluate the return on invested capital.



Timeline

	Month 1	Month 2	Month 3	Month 4
Participation Survey Development				
Participation Survey Implementation				
Email Collection				
Trip Survey Implementation				
Data Tabulation				
Data Analysis				
Financial Model Building				
Return On Analysis				
Final Report				

Project Fees

I. Unincorporated CBID Website

Year 1 Inclusive

- Overall project designs
- Pop up survey development/implementation and reporting
- Trip survey development/implementation and reporting
- Economic/financial modeling
- ROI analysis
- Final report \$8,000

Year 2 Inclusive

- Model recalibration
- Final Report \$2,500

(Includes updating financial models using previous base year influence/conversion rates)

Year 3 Inclusive

- Model recalibration
- Final Report \$2,500

(Includes updating financial models using year 1 influence/conversion rates)

Does not include travel expenses to Unincorporated CBID which will be billed separately and at cost.

Our standard payment program to be mutually agreed upon is one-third payment upon project agreement, one third payment upon data collections and final payment upon delivery of the final products/ reports.

Thanks again for your consideration of SMG for this important project.

This project comes with the Strategic Marketing Group guarantee for your total satisfaction.



Local Fund Applications for January 2017 – December 2017 (updated 2/14/2017)

Total Funds Requested: \$4,294,219

Total Projects Funded: 384

Cambria:

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

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

Avila Beach:

Constituent mixer (\$1,500)

Cayucos:

Chamber Visitor Center (\$8,500)

Big Big SLO Pocket Planner (\$1600)

San Simeon:

Solterra Strategies Media/PR additional expenses (\$1,500)

Los Osos/Baywood/uninc. MB:

Stewardship clean up kits partnership with Grocery Outlet (NTE \$3,000)

Big Big SLO MailChimp annual account (\$800)

Oceano/Nipomo:

Edna Valley/AG:

San Luis Obispo County Tourism Business Improvement District (CBID)
LOCAL AREA FUND APPLICATION

Project Title: Wine Festival Dinner Gala

Timeline: Evening, 1/28/17, Cambria Pub

Amount of funding requested: \$3500/\$4000 Overall Project budget: \$8500

1. Organization Information:

Requesting Local Area: Cambria Sunset Rotary, Cambria, CA

Submitted by: Dick Mellinger Phone #: 574-532-1291 E-mail: dick.mellinger@gmail.com

Organization receiving funds: Cambria Sunset Rotary

Mailing Address: Po Box 1123, Cambria, CA 93428

Contact Person: Dick Mellinger Phone #: 574-532-1291

2. Fund Allocation Description:

\$500 incentive for an overnight stay for the first 5 veterans who sign up.
\$3500 costs for the dinner itself See second page for more detailed analysis

3. Out of County areas your project will effect and/or your event will draw from:

Fresno, CA Bakersfield, CA Arroyo Grande, CA Monterey, CA Los Angeles, CA
San Jose, CA Pismo Beach, CA Santa Barbara, CA

4. Describe how this project or event will meet the mission of the CBID (to improve tourism). Provide details on expected outcomes that directly impact overnight stays and specify how these outcomes will be reported. Keep in

mind that an outcome report must be provided within 45 days of the funded project or event:

The Sunset Gala expects to sell 80 tickets resulting in 64 heads in beds. This is the same formula used by the Cambria Chamber of Commerce relating to last years results. This Gala event is totally independent of the chamber event; there is no financial relationship between the Cambria Chamber of Commerce and Rotary. 100% of net profit goes to scholarships for graduating Coast Union High School

5. Lodging Participation:

64 heds in beds for the night of
January 28th

Seniors with any remaining amount going to Paws for a Cause. Paws for a Cause is a non profit 501(c)3 organization dedicated to fundraising to facillitate the purchase and training of service dogs for veterans suffering with PTSD.

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by myself on behalf of Cambria Sunset Rotary proposing a contractual project to the San Luis Obispo County Tourism Business Improvement District (CBID). I understand that the contract which the CBID will enter into with the organization requires that the organization be responsible for any damage claims or other liabilities arising out of the performance of the contract. Applicant is able to provide proof of insurance to the CBID, with the CBID named as an additional insured on the policy for the project. Additionally, the applicant understands that he/she is entering into a contract with the CBID for a specific program/project and/or event and the CBID is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at,
Morro Bay, California, on this 30 day of December, 2016.

By (Signature): *Dick Mellinger* Print Name: Dick Mellinger

Title: Rotary Foundation Board President

Cambria Tourism Board Chair Approval

Food Costs	\$3500
Veteran Incentive	\$500
Items listed below	<u>\$4500</u>
Total Cost	\$8500

Passed Hors' devours

Buffet Dinner

Dessert Selection

Beverages

 Craft Beer

 Select Local Wines

 Non Alcoholic

 Coffee, etc

Wait Staff

Set up/Clean Up

Live Entertainment

Facility Space

Tax

Gratuity

San Luis Obispo County Tourism Business Improvement District (CBID)

Local Fund Support Guidelines & Application

Updated: February 2017

We appreciate your interest in partnering with our local fund board for support for your organization's project or event. We are pleased to receive your application for review, and look forward to learning more about your event and/or project, and how it will bring tourists to our area, which is the primary mission of each local board.

The local fund boards support events and projects that are directly related to an increase in lodging (increased overnight stays and increased length of stay) within the CBID regions:

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

As a public entity, we must adhere to certain standards as we consider each request. If the local fund 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 push to the full board for approval. Any amount over \$4,999 will be reviewed and approved at the next available CBID Advisory Board meeting.

Funding applications must be **submitted to local fund board a minimum of 120 days prior** to the event 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/promotional materials
- **Location:** Takes place within a 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 local fund boards: Included with the application submission and supporting documents provided by the requesting organization, the local fund board minutes must clearly outline why the local fund 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 local fund's 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 (required for all funding requests that exceed \$4,999)

Visibility of lodging messaging: Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the local fund 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 from attendees, with the agreement that these emails will be shared for inclusion in the local fund email database.

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

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

We pledge our marketing support

The local fund board, and the CBID, will promote your event within our existing marketing assets, including an event profile, Facebooks posts and inclusion on our linkable annual event listing overview.

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

Local Area Fund: Application

Event Title or Project Name: _____

Event Dates: _____ (emphasis will be placed on events that occur in the off-season October - June)

Amount of funding requested: _____ Overall budget: _____

Organization Information:

Local Area: _____

Submitted by: _____ Phone: _____ E-mail: _____

Organization receiving funds: _____

Mailing Address: _____

Contact Person: _____ Phone: _____

Event or Project description, including website link:

Event Details

Last Year

Current Year (projected)

Total Revenue

Total Expenditures

Attendees

Percent of out of area Attendees

Room Nights

Room night calculation: Grant funding \$_____/ \$100 (average ADR) = \$_____ (number of room nights that must be secured in order for event sponsorship investment to break-even)

Describe how this event or project will meet the mission to support overnight stays.

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

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.

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.

For event sponsorship funding requests above \$4,999, please acknowledge that the following will be provided by initialing each:

_____ **Visibility of lodging messaging:** Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the local fund 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 must be implemented to gather email addresses from attendees, with the agreement that these emails will be shared for inclusion in the local fund email database.

_____ **Tickets for promotional purposes:** Ticketed events are required to provide 4 tickets to be used by the tourism board for promotional purposes.

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

If you did not initial the sponsorship criteria above, please provide an explanation of why this criterion is unable to be met:

Before signing the statement below, please confirm that each of the following is included within your submission:

- _____ **Completed & signed Application**
- _____ **Financials**
- _____ **Marketing Plan**
- _____ **Prior year Follow-Up Report (if local fund monies have been provided in the past)**
- _____ **Submitting 120 days prior to event date**

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by _____ proposing a contractual project to the San Luis Obispo County Tourism Business Improvement District (CBID). I understand that the contract which the CBID will enter into with the organization requires that the organization be responsible for any damage claims or other liabilities arising out of the performance of the contract. Applicant is able to provide proof of insurance to the CBID, with the CBID named as an additional insured on the policy for the project. Additionally, the applicant understands that he/she is entering into a contract with the CBID for a specific program/project and/or event and the CBID is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at, _____, California, on this _____ day of _____, 20_____.

By (Signature): _____ Print Name: _____

Title: _____

Post Event Follow-up Report

Organization: _____

Event/Project: _____

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



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

Office Space Overview
February 22, 2017

Current situation:

After over 5 years of providing office space free of charge, Martin Resorts expanded and needed the office space occupied by the current CAO.

Ordinance:

It was confirmed with Nikki Schmidt that under the current ordinance, administrative expenses are allowable.

3.09.130. DESIGNATED CONTRACTOR. The initial contractor will be selected in compliance with approval County contracting procedures. A contract will be entered into with the designated contractor for the expenditure of such funds by the designated contractor for the services, activities and programs authorized for the District.

Research:

Several commercial options were explored, including contacting Downtown Association, SLO Chamber and several individual property owners.

Costs range from \$650 - \$1,000/month for a private office space

County was asked about an office and no space is available

VSLOC/SLO CAL has 3 open desks and 3 open positions so no space is available

John King was exploring alternate options

Usage:

CAO utilized past office space as a home base:

- due to its proximity to the County Building

- between meetings in SLO and South County and the North Coast

- meeting with CMT, admins, stakeholders and others

- quiet area to conduct conference calls

- availability of printer, copier, etc.

Possible Options:

Roost Co-Working space (located at Pacific and Garden): \$200 - \$300/month

Jen 805-550-1419