



**Unincorporated San Luis Obispo County
Tourism Business Improvement District Advisory Board (CBID)
Agenda
Wednesday, December 13, 2017, 12pm – 2pm
County Building, Administration offices, 4th Floor conference room**

Call to Order

Public Comment (limited to 3 minutes per speaker)

Administrative Items

- A-1**
 - Roll Call
 - Consent Agenda - Minutes
 - Financials|Balance Sheet, Administrator Report, and Partner Updates
 - BOS and SLO CAL cannabis update
 - Carryforward
 - Upcoming Events/deadlines
 - Board Meetings: January 24th and February 28th

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

B-1, B-2 Jen Porter, BlendFest (Event Focus Funds)

Discussion Items

- Strategy/Topic Discussion
 - Marketing Audit
- C-1**
 - Core Marketing Team and Stewardship Program
 - Committee Reports & Recommendations
- C-2**
 - Marketing
- C-3**
 - Strategic Plan: Strategic Marketing Plan discussion
- C-4**
 - Governance: RFP process and timing

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

- VisitWidget
 - Strategic Marketing Plan
- D-1**
 - Funding Applications
 - BlendFest (San Simeon, Cambria and CBID)

Future Agenda Items

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

Closing Comments

Adjournment



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

Board Meeting Minutes

November 15, 2017

12:00 p.m.

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

DRAFT UNTIL APPROVED

SLO CBID Members Present:

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

County Liaison: Nikki Schmidt; CAO Cheryl Cuming

Absent: none

Guests: John Sorgenfrei, Kaci Knighton, Bill Stansfield

Call to Order

At 12:03 p.m.

Public Comment

None

Administrative Items

- Roll Call

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

- Consent Agenda

A motion was made by John King, seconded by Mike Hanchett, to approve the October 25 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board.

- Financials

CAO Cuming reviewed the financials including a contingency amount of \$109,403. A discussion of investing the contingency, and Lori Keller responded that SLO CAL has FDIC max of \$25,000; CAO Cuming noted that the money resides at the County.

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

CAO Cuming reviewed Admin highlights, including that Certified Folder will distribute 300,000 Highway 1 brochures in partnership with VisitCA. Lori Keller provided a SLO CAL update.

Mike Hanchett provided an update on Highway 1 including that recent waves have created issues with erosion and slowed work. Laila Kollmann noted that she attended the CTB meeting and that Beautify Cambria again requested funding for median maintenance. Bram Winter commented that deadline issues on the application are still a concern. It needs to be **defined what is "visitor serving"**. Bram noted that the CBID Advisory Board would not **decline an application solely because it doesn't meet** the 120-day or 60-day submission timelines.

- Upcoming Events

Next board meetings will be December 13, 2017 and January 24, 2018. Chair Laila Kollmann reminded everyone to complete their ethics training by the end of November.

Presentations

None

Discussion Items

- **Core Marketing Team & STP**

John Sorgenfrei noted that TripAdvisor voted Avila Beach and Cambria in top 20 beaches.

Kaci Knighton shared Coastal Discovery & Stewardship Celebration flyer and video, including details of the CDSC promo plan. CAO Cuming reviewed support from LFAs around bucket list Rural Road Trip promo with Cambria RRT generating over 19 million PR impressions and almost 5,000 new email subscribers. Cayucos RRT will conclude on 11/30.

VisitWidget map app details shared using geo-fencing technology and push notifications, as well as email segmentation. The MSC will review in detail and, if supported, this platform will be placed on December CBID agenda for funding consideration.

Kaci also touched on the email segmentation project and provided highlights from the dashboard, including a high of 108,000 video views in October for bucket list RRT video.

John Sorgenfrei noted that they are looping back with the SMG research and will provide recommendations on how to move forward.

- **Strategy/Topic Discussion**

Board position on cannabis legislation: John King said that he's not sure if SLO CAL will take a position that would contradict the state. Lori noted that SLO CAL would possibly take an educational stance. John is unsure why the Board of Supervisors feels rushed to make a decision and Nikki Schmidt noted that as the state moves toward 1/2018 legalization that the Board really needs to look at land-use issues. It was questioned how Kern County was able to turn down completely. John King feels that dispensaries **shouldn't be encouraged** and wants to see the Board of Supervisors move more cautiously on this issue. Nikki noted that the CBID can comment in terms of how cannabis legalization impacts lodging but the dispensaries are a land-use issue. John said that one supervisor openly states that cannabis approval would help tourism. Shirley Lyon said that the board should provide guidance on how it can help lodging better understand how to address. Matt Masia said that property owners can decide since it is private property. Laila suggested waiting to see what position Visit CA, Board of Supervisors and SLO CAL take on the matter. The next BOS meeting is November 27; Nikki noted that the board would need to detail in a letter how it impacts lodging and she will get more details about dispensaries. John King stated that he had already submitted a letter personally. Bram asked if John thought it would hurt the industry **and John said he feels it won't help. Nikki noted that the November 27 meeting will address** prohibiting store-front dispensaries.

Nikki said that John Peschong went to the Boulder County with the SLO Chamber and they did see increased incidents. Shirley said that the absence of structure is the biggest concern. John said that he called hotels in the county and that none of those he spoke with endorsed the legalization. Laila asked the board if they would support writing a letter to the BOS and there was not support to pursue. The discussion will continue next month.

John King congratulated Wade Horton on his appointment. Nikki noted that Wade Horton started November 15 as new CAO of the county and laid out his vision, which the BOS supported in a vote of 5-0.

Committee Reports & Recommendations:

CAO Cuming summarized the marketing committee report.

Strategic Plan: CAO Cuming reviewed the operational plan Gantt chart showing initiatives, tactical executions and timing. Matt Masia noted that the board wants to be a voice for the

ten communities and have SLO CAL connect directly with the LFAs. Shirley Lyon noted a need to restructure the bylaws. Overall the board supports moving forward with the operational plan as presented.

Action Items

Vingage Consulting Proposal: CAO Cuming addressed the overall importance of objective analysis of current results. Mike Hanchett shared that the governance meeting aligned with focus on finding ways to continue improving. Matt Masia asked if this would help improve the RFP process. Laila Kollmann said that it feels like a minimal investment to find out what **the board doesn't know**.

A motion was made by Matt Masia, and seconded by Shirley Lyon, to engage with Vingage Consulting for an amount not to exceed \$10,000. Bram asked if marketing recommendations would be useable. The goal of the analysis will be to validate what is trying to be accomplished and emphasize areas where the CBID needs to improve. Mike Hanchett noted that the outcome will be analytics driven with actionable outcomes. Lori Keller said that lodging websites can see all the way to revenue, and Vingage will provide a barometer to allow us to get there as well. With no further discussion, the motion was approved by a voice vote of the advisory board.

Local Fund and Matching Fund Applications

Los Osos marketing plan: Nikki Schmidt wants to confirm the overall selection of marketing firm in Los Osos, including who presented and who was contacted. CAO Cuming will provide these details.

A motion was made by Mike Hanchett, and seconded by Bram Winter, to approve the Solve contract totaling \$16,150. With no further discussion, the motion was approved by a voice vote of the advisory board.

Future Agenda Items

SLO CAL's position on cannabis

Structure of CBID vs. LFA vs. SLO CAL (organization and brand)

- Continuing discussion on local fund operations/duplication of effort

VisitWidget map functionality funding

Closing Comments

None

Adjournment

The meeting was adjourned at 2:13 p.m.



SAN LUIS OBISPO COUNTY BUSINESS IMPROVEMENT DISTRICT

EVENT FOCUS FUND POLICY

- 1) The primary goal of the San Luis Obispo County Tourism Business Improvement District (CBID) is to increase occupancy and room nights across all lodging types (motel, hotels, bed and breakfast, vacation rentals) that pay the business improvement assessment (BID) within the SLO CBID region while placing particular emphasis on programs that positively impact the slower lodging periods (shoulder seasons) and/or expand the impact of the higher occupancy times.
- 2) The Local Areas of the CBID have been designated as:
 - Avila Beach
 - Arroyo Grande unincorporated/San Luis Obispo Unincorporated
 - Cambria
 - Cayucos
 - Los Osos/Baywood/Morro Bay Unincorporated
 - Nipomo/Oceano
 - San Simeon/Ragged Point
- 3) The CBID Event Focus Fund has been created to support the following benefits:
 - a. Impact on multiple CBID regions
 - b. Opportunity for future visitation growth, keeping in mind our focus is to protect and maintain our County assets (focus on sustainability and stewardship)
 - c. Opportunity to extend our brand – *the H1DR logo will need to be included on event promotional materials.*
- 4) Events supported shall effectively promote tourism in a way that optimizes the scenic qualities, geography, history, recreation, attractions and ambiance of the unincorporated areas within the CBID. Event funding will be provided based on the following criteria:
 - a. Must be within the 10 unincorporated areas (listed above)
 - b. A regional (more than 1 region) or countywide focus with special consideration taken if the event has the possibilities of impacting multiple regions
 - c. Contribute to increasing room nights by providing measureable results
 - d. Funds must specifically be used for marketing out of area to draw more overnight stays
- 5) Proposals will be evaluated based on the following:
 - a. Delivering tangible benefits associated with the partnership
 - b. Opportunity to create long-term value with a sustainable event
 - c. Ability to reach targeted audiences
 - d. Positive exposure for the brand
 - f. Potential to be leveraged with additional resource investment
- 6) The organization requesting the Event Focus Funds must submit a media plan, including a definition of the core target audience, as well as a PR plan on how they will generate publicity outside of the county. The organization must also agree to provide access to the email list, so that a retargeting effort can be implemented by the CBID following the event.
- 7) Within 45 days of the close of the event that received event funds, you will be required to provide measurable data that shows that your event did support our mission of bringing more overnight visitors to the CBID region.

PASO ROBLES

WINE COUNTRY ALLIANCE

4th Annual Paso BlendFest on the Coast February 9 - 11, 2018

The Paso Robles Wine Country Alliance (PRWCA), a 501C6 trade organization representing nearly 500 wineries, winegrape growers, hospitality partners and associated business, would again like to partner with the Cambria Tourism Board, San Simeon Tourism Board and CBID for the 4th Annual Paso Wine BlendFest on the Coast. Working towards creating a long-term, sustainable event, in 2018, BlendFest will return to its most successful location at the Hearst Warehouse in Old San Simeon Village.

Goal: collectively market our region and its diverse offerings, encouraging off-season visitation to Cambria and San Simeon and extending average length of stay.

The 3rd year event in 2017 continued to attract new visitors to the BlendFest event.

- 69% of ticket buyers from outside of San Luis Obispo County
 - At least 100 rooms booked, by location (not including SLO Co. residents staying at home)
- 333 ticket holders (421 in 2016, 275 in 2015)
- 32 wineries
- Dedicated ad campaign drove over 656K branded impressions and 4,920 total clicks
- Other marketing support: pasowine.com, social media (31 total Facebook posts), press releases, seven eblasts to 17K database, AGM radio, 40+ calendar postings, etc.

2018 Event Weekend Proposed Schedule

FRIDAY, FEBRUARY 9

Winemaker Dinner at TBD (Cambria)

Time: 7 – 9PM

Attendance: 50 est.

Participating Wineries: TBD

Ticket Price: \$100 inclusive

SATURDAY, FEBRUARY 10

Grand Tasting at Hearst Warehouse, Old San Simeon Village

General Session

1 – 3 PM (12:30 PM for lodging guests)

200 guests

30 Wineries

Sunset Session (Sunset 5:14 PM)

4:30 – 6:30 PM (4 PM for lodging guests)

200 guests

30 Wineries

SUNDAY, FEBRUARY 11

Blending Seminar

Venue: TBD

Time: Morning

Food: Higgle's World BBQ TBC

Attendance: 40 est.

Ticket Price: TBD to cover costs

Advertising

\$5K of the event budget is dedicated for out-of-county advertising with Yahoo targeting wine enthusiasts age 35-64 with HHI \$150K. Target geographies: Central California, Bakersfield, Fresno, The Bay Area, and Los Angeles. See attached media plan.

PRWCA Marketing Tools

In addition to paid-for advertising, the PRWCA has robust marketing tools available:

- Pasowine.com – 48K+ monthly visits
- At minimum five dedicated e-blasts to 12.5K+ database
- Press release
- Social Media promotion
 - Facebook: 64K+ Likes
 - Twitter: 18.3K+

San Luis Obispo County Tourism Business Improvement District responsibilities:

- \$5,000 sponsorship fee
 - Additional \$5K each from Cambria (voting 12/12) and San Simeon (approved 11/21)
- Outreach and promotion of the event thru websites, e-blasts, newsletters, and/or social media

Paso Robles Wine Country Alliance responsibilities, in addition to the above marketing:

- Coordination and marketing of the entire event weekend
 - Secure alcohol license for the events
 - Secure winery participation
 - Secure Certificate of Liability Waiver from each participating winery
- Partnership and marketing of all events
 - Custom out-of-county media plan for the event, planned and executed by T1 Media
 - Promotion on pasowine.com, dedicated e-blasts and social media
 - Press release regarding the event
 - Mention on all radio advertising (trade partnership with American General Media)
- BlendFest digital creative- new creative in development
- Secure co-branded wine glasses for Grand Tasting ticket buyers
- Ticket sales via Universe
 - Payment of all convenience charges, credit card processing, sales tax
- H1DR logo on all event e-blasts
- H1DR logo and link on event website pages: Home page, BlendFest pages and Event calendar
- Post on more than 40 online calendar boards
- 4 tickets to each Grand Tasting session for promotional or personal use
- Provide email list of ticket buyers for retargeting
- Recap report detailing number of tickets sold, demographics and geography of ticket buyer, and number of rooms (source: ticket buyer checkout survey)



PASO ROBLES WINE COUNTRY ALLIANCE 2017 BLENDFEST RECOMMENDATION



December 5, 2017

BLENDFEST PLANNING PLATFORM

- **Media Budget: \$5,000, inclusive of \$500 fee**
- **Timing: 1/2 – 2/11, event dates** Feb 9-11.
- **Audience:** A35-64; \$150K+ HHI; Wine Enthusiasts
- **Markets:** LA, OC, San Diego, Bay Area, Bakersfield, Fresno
- **Selection Criteria:**
 - Consolidate spending into one key partner **to maximize the minimums and meet contractual minimum obligations**
 - Ability to deliver **key target segments within geographic footprint** in order to build awareness
 - Ability to deliver **high composition of core audience** to maximize reach and scale
 - Ability to drive **contextually relevant message exposure in quality editorial environments**
 - **Efficient costs** as measured by CPM and Cost-Per-Visit
 - **Proven track record of strong performance (CTR/CPC)**

DIGITAL PARTNER PERFORMANCE

While the overall tactical mix yielded exceptional results in 2017, Yahoo proved to be the top partner across the year. **Yahoo was a top source of impressions, clicks and paid site visits.** While the CTR was on the lower range of other partners, it was offset by the highly efficient CPM. In fact, Yahoo generated the most efficient partner both in terms of CPM and CPC. The Native ad placements for the fall brand campaign delivered the lowest CPC at \$0.16 for any placement in all of 2017.

Yahoo delivers reach of the core audience - it is #1 lifestyle site ranked for the target audience as ranked by comScore. As a stand alone partner, it allows for comprehensive delivery by offering native in-stream executions and standard display banners as well as coverage across all devices.

PARTNER	IMPS	CLICKS	CTR	SPEND	CPM	CPC
CBS	2,001,197	20,206	1.01%	\$27,140	\$13.56	\$1.34
CBX	9,127,690	77,837	0.85%	\$39,650	\$4.34	\$0.51
CDSP (Live Intent)	6,227,263	10,163	0.16%	\$26,171	\$4.20	\$2.58
Facebook	4,414,072	52,614	1.19%	\$66,841	\$15.14	\$1.27
Pandora	4,158,137	18,768	0.45%	\$39,000	\$9.38	\$2.08
Tribune	1,007,623	5,748	0.57%	\$6,424	\$6.38	\$1.12
Trion*	2,581,223	79,841	3.09%	\$25,895	\$10.03	\$0.32
Yahoo	26,146,006	65,533	0.25%	\$47,587	\$1.82	\$0.73

Trion: Spring results were inflated due to a tracking issues, clicks and CTR were both overstated and the CPC was understated. The fall campaign yielded a 1% CTR and a CPC of \$0.95.

BLENDFEST RECOMMENDATION

- **Facebook:** It commands a minimum monthly spend of \$5k for paid support. Across the span of the Blendfest flight, required spending would exceed the initiative budget. While it is a top partner, Facebook can be supported by non-paid posts specifically given the growth in followers over the previous year.
- **Yahoo:** The plan includes a mix of standard display and native offerings, both top performers from 2017. The Native ads are purchased on a Dynamic CPC basis and are expected to be more efficient than projections. Additionally, banner ads also yielded more efficient CPMs in 2017 due to added value. When the campaign is actualized it is also expected to yield lower CPMs.

PARTNER	PLACEMENT	UNIT	IMPRESSIONS	CPM	Clicks	CPC	SPENDING
Yahoo.com							
Yahoo.com	Brand_Managed Performance_(Y! & 3rd Party \$150k+ HHI, Wine Enthusiasts)_A25-64_GEO_LA, OC, San Diego, San Francisco, Bakersfield, Fresno-Visalia	300x250, 728x90, 300x50, 300x600, 160x600, 320x50	381,356	\$5.90			\$2,250.00
Yahoo.com	Brand_Native_(Y! \$150k+ HHI, Wine Enthusiasts)_A25-64_GEO_LA, OC, San Diego, San Francisco, Bakersfield, Fresno-Visalia	1200x627, 627x627			1,552	\$1.45	\$2,250.40
							\$4,500.40

**Paso Robles Wine Country Alliance
BlendFest on the Coast- Grand Tasting
2018**

	TOTAL		
	<u>2018 Budget</u>	<u>2018 Actual</u>	<u>Diff vs. Budget</u>
Income			
Early Bird Admission (Early)- \$35	\$1,225	\$0	\$1,225
General Admission Early)- \$45	\$13,825	\$0	\$13,825
Early Bird Admission (Sunset)- \$55	\$1,375	\$0	\$1,375
General Admission (Sunset)- \$65	\$11,375	\$0	\$11,375
Total Income	\$27,800	\$0	\$27,800
Expense			
Salaries	\$13,300	\$0	\$13,300
Graphic Design	\$10,000	\$10,000	\$0
Credit Card Processing	\$1,390	\$0	\$1,390
Equipment Rental			
Rentals	\$1,811	\$0	\$1,811
Facility Rental			\$0
Charity TBD	\$1,650	\$0	\$1,650
Food (Catering)			\$0
Cheese	\$200	\$0	\$200
Pairing Knife	\$5,540	\$0	\$5,540
Wine Glasses, Food Trays, etc	\$1,375	\$0	\$1,375
Security	\$690	\$0	\$690
Signage	\$200	\$0	\$200
water	\$12	\$0	\$12
Advertising expenses	\$5,000	\$0	\$5,000
Supplies	\$350	\$0	\$350
Sales taxes	\$2,151	\$0	\$2,151
Taxes & Licenses	\$75	\$0	\$75
Lodging	\$800	\$0	\$800
Meals: Staff	\$450	\$0	\$450
Travel & Mileage: Staff	\$200	\$0	\$200
Total Expense	\$45,194	\$10,000	\$35,194



**Highway 1 Discovery Route: Coastal Discovery and Stewardship Celebration
(January 13 – February 28, 2018)
STAY. PLAY. CONNECT. CARE**

For the fifth year running, the unincorporated County Tourism BID (CBID) will host the Coastal Discovery and Stewardship Celebration along the Highway 1 Discovery Route (January 13 – February 28, 2018). Our goal is to provide additional marketing support to bring visitors to your area during the shoulder season months of January through March.

This 7-week celebration offers your guests almost 40 Coastal Discovery events and Stewardship activities to enjoy, including our 4th annual BlendFest on the Coast, Elephant Seal Docent-Led Educational Walks, Central Coast Aquarium Sharks After Dark, and many others.

Enclosed please find and distribute printed flyers announcing a **FREE showing of the DisneyNature film *Oceans***, scheduled for Saturday evenings at 6pm from January 13th through February 24th at the Hearst Castle Theater. *Oceans* is a spectacular story about remarkable creatures under the sea - stunning images await viewers as they journey into the depths of a wonderland filled with mystery, beauty and power. It's an unprecedented look at deep-water creatures through their own eyes. Incredible state-of-the-art underwater filmmaking will take your breath away as you migrate with whales, swim alongside a great white shark and race with dolphins at play. Filled with adventure, comedy and drama, *Oceans* is a fascinating and thought-provoking experience viewers will not soon forget.

The success of this marketing program relies on your participation! We have created a toolkit to help you promote to past guests, encouraging them to schedule a return visit during this celebration. The tools available on the members site, <http://highway1discoveryroute.com/member>, include:

- Downloadable, printable informational flyer
- Banner ads you can place on your site and include in your social media
- Sample social media posts
- Blog content
- Wildlife and Stewardship photos from <https://www.flickr.com/photos/highway1discoveryroute/albums/72157674180522846>
- Press release for the media
- Email template you can personalize and send to past guests
- 15-second promotional video you can share on Facebook
- Website landing page that you can link to from your site at: <http://highway1discoveryroute.com/coastal-discovery-stewardship/>

Thank you for your participation!

Cheryl Cuming
info@Highway1DiscoveryRoute.com



Marketing Subcommittee Recap December 2017

Meeting: December 7 10am – 11:30am at Martin Resorts

Committee Members: Shirley Lyon, Laila Kollmann, Lori Keller

Others: John Sorgenfrei, Kaci Knighton, Bill Stansfield, Cheryl Cuming

Core Marketing Team

- Recommended next steps based on SMG Influence Survey results
- Email marketing and database management
 - Master list management using groups; confirm current list size
 - Increase open rate by resending to un-opens
 - Use of the RT e-blast with our database
- Website and Creative
 - VisitWidget proposal for funding approval at board meeting
- Co-op
 - Rural Road Trip
 - RoadTripper Influencer
 - RRT results for Cayucos
- Reporting
 - Dashboard
 - Press Clips

Stewardship Travel Program

- Coastal Discovery & Stewardship Celebration
 - Launch: tool kit and delivery to lodging properties
 - Specials landing page
- Kind Traveler promo

Updates

- Strategic Planning: Status with Vingage Consulting audit

Topic Discussion

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

Collaborations

- Visit SLO County Marketing Committee Update
 - Obtain recent lodging photos for use on H1DR site

Local Areas/Constituent Outreach

- Local summary: Southern CA Outlook conference info, VRMC conference, RRT results, Budget Travel article

Next Meeting:

Meeting date: TH 1/11/18 (location TBD)

- Meeting topics:

Future topics:

Expanded Nav idea for LFA marketing partners, and how can CBID help support
Evolved strategies: SEO, digital media, content, email marketing, Influencers PR strategy
Optimize blog posts for SEO (evolve tags and link usage)



Strategic Planning Subcommittee Recap December 2017

Meeting: Friday December 8 3:00pm – 4:30pm at Sea Pines

Committee Members: Gary Setting, Matt Masia

Others: Cheryl Cuming

Operational Plan Priorities

Current focus: November | December

- Enhance the board's partnership with SLO CAL, including marketing plan alignment, advocacy and infrastructure (Cheryl)
 - Planned quarterly meeting with SLO CAL: confirming Jan/April/July dates
 - Need to confirm 2018 discussion agenda
 - a. January: Adopt/align EPV, Cannabis advocacy, VR advocacy
 - b. April: Share Strategic Marketing Plan
- Clarify current roles and scope for CBID and LFAs (Cheryl with Governance Committee)
 - Develop organizational chart and role descriptions with LFAs and CBID
 - Catalog existing bylaws and process for updating them
- Develop impactful marketing plans informed by strategic planning (Cheryl w/ MSC)
 - Identify potential partners/contractors
 - Marketing Audit with Vingage Consulting: results shared at 12/13 board mtg
 - Strategic Marketing Plan proposal from Coraggio Group

What's next: January | February | March

- Enhance the board's partnership with SLO CAL, including marketing plan alignment, advocacy and infrastructure (Cheryl)
 - Adopt/align EPV
 - Communicate with SLO as marketing plan developed – how do we align
- Clarify current roles and scope for CBID and LFAs (Cheryl with Governance Committee)
 - Form joint committee of LFA and CBID members to make recommended actions
 - Build understanding and support for changes with BOS, CBID Board and LFA boards
- Identify optimal brand architecture for CBID (Cheryl with MSC)
 - Conduct a benchmark study to identify best practices for similar settings
 - Assess existing visitor research and determine if additional research is needed
- Develop impactful marketing plans informed by strategic planning (Cheryl w/ MSC)
 - Layout process for board approval
 - Evaluate July – December performance
 - Develop tool to gather LFA and all agency input
 - Develop FY18|19 strategic marketing plan



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

**Governance Committee Agenda
December 7, 9:30am – 10am
Martin Resorts Conference Room**

I. Agenda Review

- a. BlendFest presentation
- b. Vingage Audit

II. Strategic Operational Plan progress

- a. Strategic Committee meeting on 12/8
- b. Strategic Marketing Plan process
 - i. RFP process and timing
 - ii. discuss prep for Board meeting
- c. Confirm Op Plan next steps with Governance Committee
 - i. Organizational chart & roles descriptions for LFAs and CBID (need to involve LFA admins)
 - ii. Catalog existing bylaws and process for updating
- d. Quarterly progress meeting in January 2018 with Coraggio Group (need 2 hours)
 - i. Monday 1/8 (11am – 1pm)
 - ii. Wednesday 1/17 (9a – 4p)
 - iii. Thursday 1/18 (1p – 4p)

III. Funding Decision Appeal Process

IV. Conference options



Local Fund Applications for January 2017 – December 2017 (updated 12/6/2017)

Total Funds Requested: \$5,527,385

Total Projects Funded: 445

Cambria:

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

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

Chamber Olallieberry Festival sponsorship (\$2,000)

Matching Fund request for \$1,000

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

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

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

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

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

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

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

Cambria Magazine ad (\$650)

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

Historical Society Holiday in the Pines tree lights (\$3,080 scope change to \$900)

Avila Beach:

Constituent mixer (\$1,500)

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

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

BubblyFest sponsorship (\$9,000)

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

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

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

Harvest on the Coast getaway (\$500)

TJA annual marketing contract (\$140,000)

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

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

Constituent mixer (\$1,200)

Cayucos:

Chamber Visitor Center (\$8,500)

Big Big SLO Pocket Planner (\$1600)

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

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

Additional expenses for rest stop \$624.71

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

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

Sea Glass Festival sponsorship (\$7,000)

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

San Simeon:

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

Los Osos/Baywood/uninc. MB:

Stewardship clean up kits partnership with Grocery Outlet (\$3,000+\$2,500)
Big Big SLO MailChimp annual account (\$800)
Administrative Assistant 2-year contract renewal (\$6,000)
Los Osos Red Barn beautification (\$2,648)
Solve 9-month marketing plan (\$16,150)
Big Big SLO monthly event calendar and website content maintenance (\$2,700)
Big Big SLO destination pocket planner (\$3,200)

Oceano/Nipomo:

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

Edna Valley/AG:

Local administrator (10 hours/month at \$250X12months = \$3,000)
SLO Chamber VC membership (\$260)
SLO Chamber Visitor Guide ad (\$1,200)
FreshBuzz additional marketing & promotions (\$4,000)
Solve annual marketing contract (\$10,800)
SLOWine annual sponsorship (\$4,000)
Solve 20 – 40 iconic EV AGV photos (\$1,500)