



## MEMORANDUM

**TO:** Arroyo Grande Tourism Business Improvement District Advisory Board (AGTBID)

**FROM:** Sheridan Bohlken, Recreation Services Director

**SUBJECT:** Consider Participation in the San Luis Obispo County Edition of the Monopoly Board Game with Visit SLO CAL

**DATE:** February 20, 2024

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### **SUMMARY OF ACTION:**

Consider participating in the San Luis Obispo County edition of the Monopoly Board Game to elevate awareness of the City of Arroyo Grande as a destination, using the Swinging Bridge as the icon for the board game.

### **IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:**

The fiscal impact of participating in this opportunity is \$3,000 over a three (3) year period. Payment for participation can be made all at once in the amount of \$3,000 or three \$1,000 installments annually over a three (3) year period.

### **RECOMMENDATION:**

Consider and approve the participation in the San Luis Obispo County edition of the Monopoly Board game, presented by Visit SLO CAL, highlighting the Swinging Bridge in the City of Arroyo Grande as an iconic landmark and destination.

### **BACKGROUND:**

Visit SLO CAL is the non-profit countywide destination marketing and management (DMMO) organization for SLO CAL® (San Luis Obispo County, California). As a destination marketing and management organization, Visit SLO CAL (VSC) is responsible for promoting the Central Coast community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, the intent of partnerships strengthens the economic position of local communities, providing opportunities for people who live and work on the Central Coast.

Working with, and on behalf of, its investors, partners, stakeholders, and the community to promote SLO CAL to both domestic and international visitors, VSC's goal is to collaborate with partners to build the SLO CAL brand through a data-driven, efficient dynamic marketing and sales program while simultaneously enhancing the resident

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quality of life. Built on research with a strategy of continuous improvement, VSC aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences.

### **ANALYSIS OF ISSUES:**

VSC works to secure partnerships and marketing opportunities to benefit local destinations. A current opportunity is presented to participate in sponsored activity, unique to the San Luis Obispo (SLO) County. The Monopoly Board game is widely popular and will feature a unique visual representation of local destinations within SLO County, which could drive more curiosity about visiting each landmark as a destination. The target audience for this opportunity is families, with a reach of 5,000-15,000 families who will purchase the game, with approximately 15-30% of those families residing outside of San Luis Obispo County. This opportunity will also extend to social media, game promotion, and word-of-mouth exposure.

The featured landmark of the Swinging Bridge will act as a visual representation of Arroyo Grande's uniqueness as a destination and aims to create curiosity among Monopoly players. Tourists, drawn by the appeal of this landmark and others featured in the game for SLO County, may choose to extend their stay in the area to explore Arroyo Grande and offerings beyond what is seen in the board game. The promotional exposure will reach a diverse audience worldwide and will increase visibility to attract individuals who were previously unaware of Arroyo Grande, and potentially lead to a rise in bookings in local hotels. In addition, this opportunity will create destination recognition, as a notable place to visit while in SLO County, encouraging travelers to include Arroyo Grande in their travel itinerary.

### **ALTERNATIVES:**

The following alternatives have been provided for the AGTBID Advisory Board's consideration:

1. Consider and approve participation in the sponsored activity of the SLO County Monopoly game;
2. Do not approve to participate in the sponsored activity of the SLO County Monopoly game;
3. Provide other direction to staff.

### **ADVANTAGES:**

Participating in the SLO County Monopoly game will provide exposure to a family audience of 5,000-15,000 families who will purchase the game. Elevating the awareness of Arroyo Grande through the landmark of the Swinging Bridge will benefit Arroyo Grande as a tourist destination.

### **DISADVANTAGES:**

No disadvantages with participation in this promotional opportunity are known at this time, as it will target families which is one of the AGTBID's identified target markets.

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**PUBLIC NOTIFICATION AND COMMENTS:**

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.