



MEMORANDUM

TO: Arroyo Grande Tourism Business Improvement District Advisory Board

FROM: Sheridan Bohlken, Recreation Services Director

SUBJECT: Consider Approval of Campaign Creative by Verdin Marketing for Time Well Spent 2.0

DATE: February 20, 2024

SUMMARY OF ACTION:

Consider and approve a campaign refresh on the Time Well Spent 2.0 creative by Verdin Marketing that was presented at the January 30, 2024, meeting.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The contract with Verdin Marketing includes payment of up to, but not to exceed, \$225,000 for the Fiscal Year 2023-24 (Attachment 1). Because the current scope and budget provided by Verdin Marketing for the FY 2023-24 (Attachment 2) is itemized and totals \$200,000, the additional use of \$8,000 for additional asset development is less than the approved total of \$225,000, funding is available to accommodate this request.

RECOMMENDATION:

Consider and approve the campaign refresh that was presented by Verdin Marketing at the January 30, 2024, Arroyo Grande Tourism Business Improvement District's Special Meeting, which will include obtaining additional photo assets and brand creative.

BACKGROUND:

Since 2018, the City Council has contracted with Verdin Marketing to establish and manage a tourism website, rebrand the Visit Arroyo Grande, create a monthly e-newsletter, advertise campaigns, craft a tourism strategic plan, and other marketing efforts to develop. On June 14, 2022, City Council approved a new Agreement with Verdin Marketing to continue their work with Visit Arroyo Grande and the AGTBID. On February 14, 2023, Verdin Marketing's contract was renewed for an additional year and the company continues to build on strategic goals and assets.

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ANALYSIS OF ISSUES:

At the January 30, 2024, AGTBID Special Meeting, Verdin Marketing provided an update on activities, assets, promotions, and other marketing efforts per contract. The AGTBID website and layout of the marketing plan were also reviewed and data from Q2 summaries and earned efforts were received. As a follow-up to the recommendation for the refresh of the Time Well Spent 2.0 campaign, funding in the amount of \$8,000 was requested to provide funding for additional assets, including a local photo shoot and creative design for the update.

At the time that this item was presented, it was unclear if AGTBID Board approval was required to utilize \$8,000 above the \$200,000 that Verdin Marketing had outlined in their proposed budget. Because the contract for Verdin Marketing states that fees may be paid up to, but not to exceed \$225,000, Board approval is not required to utilize \$8,000 towards this effort. However, at this time, it is requested that the AGTBID Advisory Board approve the update to the Time Well Spent 2.0 creative so that Verdin Marketing may move forward with the proposed refresh of this campaign.

ALTERNATIVES

1. Consider and approve refreshing the campaign creative for Time Well Spent 2.0 which will include obtaining additional photo assets and creatives to further market Arroyo Grande as a destination;
2. Do not approve the proposed campaign creative refresh by Verdin Marketing for the Time Well Spent 2.0; or
3. Provide other direction to staff.

ADVANTAGES

The advantages of the campaign creative refresh for Time Well Spent 2.0 will allow the campaign to grow by using new photos and creative content to continue to gain traction while still promoting the same message, ultimately saving money, and increasing awareness.

DISADVANTAGES

There are no known disadvantages to obtaining additional assets and creatives to bolster the Time Well Spent 2.0 campaign.

Attachments:

1. Current Agreement with Verdin Marketing
2. Verdin Marketing Budget for FY 2023-24