

ATTACHMENT 2

Arroyo Grande

CALIFORNIA

Annual Report | 2023–2024





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Overview & Goals

The Arroyo Grande Tourism Business Improvement District (AGTBID) has a plan in motion to reach travelers whose interests and behaviors align with the genuine experiences found in our area. These travelers are ready to discover the magic of Arroyo Grande—a town differentiated by its charming atmosphere, striking scenery, and access to some of the Central Coast’s most sought-after experiences.

The AGTBID Advisory Board is made up of representatives from the local community, lodging, or hospitality-related businesses in Arroyo Grande appointed by the City Council. The TBID helps to promote Arroyo Grande as a travel destination and is funded by a 2% assessment charged by hotels for this purpose.

Marketing Goals:

Position Arroyo Grande as a travel destination

Increase overnight stays in Arroyo Grande

Introduce new visitors to Arroyo Grande



2021–2024 Strategic Plan

In August 2020, AGTBID finalized their three-year strategic plan defining key imperatives, objectives to measure and initiatives to execute. This plan will guide all future marketing efforts and direct the organization through the end of fiscal year 2024.

Vision	Mission	Position
A thriving community rooted in authentic hospitality and nourished by a strong economy	To market Arroyo Grande as a desirable travel destination, create memorable experiences and support a prosperous economy and community	Visit Arroyo Grande is the city’s primary source for destination marketing services and tourism leadership. We are: <ul style="list-style-type: none"> • Storytellers of the Arroyo Grande tourism experience • Providers of tourism related information and data • Collaborators championing the value of tourism and supporting key tourism drivers • Stewards balancing the benefits of tourism with Arroyo Grande’s quality of life
Values	Reputation	
<ul style="list-style-type: none"> • Truth • Excellence • Teamwork • Community • Impact 	<ul style="list-style-type: none"> • Transparent • Forward-thinking • Reliable • Humble • Partners 	
Imperatives	Objectives	Initiatives
Support the Destination in Tourism Recovery and Strengthen Organizational Capacity for Future Impact	<ul style="list-style-type: none"> • Recover/Achieve 2019 Occupancy Rate • Increase Staffing budget 	<ul style="list-style-type: none"> • Align on and implement tiered re-opening marketing and communication plan with key partners and stakeholders • Advocate for organizational capacity to ensure the resiliency of AG’s tourism economy • Enhance the tourism industry’s position and importance in AG’s economic recovery
Increase Brand Awareness as a Central California Destination of Choice	<ul style="list-style-type: none"> • Increase share of county visitor volume • Increase use of shared brand assets 	<ul style="list-style-type: none"> • Differentiate AG brand’s position in the larger SLO CAL travel market • Create a content library and tool kit to influence a unified brand approach • Pursue opportunities for collaborative and aligned promotional partnerships and messaging
Ensure the Quality of our Brand Promise and Visitor Experience	<ul style="list-style-type: none"> • Increase number of visitor hours in market • Increase length of stay 	<ul style="list-style-type: none"> • Create a framework to evaluate and promote events that generate new and repeat visitors to the destination • Encourage the availability of downtown and nightlife opportunities • Design attractive trip itineraries to drive visitation to AG’s portfolio of experiences
Expand Stakeholder and Community Engagement to Create a Collaborative and Supportive Tourism Industry	<ul style="list-style-type: none"> • Increase representation of lodging partners on the Board • Grow stakeholder participation • Increase resident approval of tourism 	<ul style="list-style-type: none"> • Create a stakeholder engagement and outreach campaign to educate and promote the value of the TBID to lodging partners • Collaborate with stakeholders to design and expand co-operative marketing programs • Increase the voice of tourism with key governmental, businesses and community decision makers and leaders

Completed Initiatives

Brand Photo Shoot

Local photographers, Acacia Productions, were commissioned for a brand photo shoot in April 2023. The purpose was to gather fresh visual content, both photos and videos, to enhance Visit Arroyo Grande's presence across multiple platforms, including the newly developed website, social media channels and paid advertising campaigns. The selected locations for the shoot included Andreini Cafe, Best Western Casa Grande Inn, the Farmer's Market, Laetitia Winery, Mason Bar & Kitchen, Neighbors, and hiking at the James Way trail. The use of multi-generational and diverse models aligned with AGTBID's commitment to inclusivity and authenticity.

California 101 Travelers Guide Co-Op

In collaboration with the Arroyo Grande Village Business Association, Visit Arroyo Grande sponsored a full-page advertisement featured in the California 101 Travelers Guide (2023 Fall Issue) highlighting the destination as a hidden gem and shopping destination. With 25,000 copies delivered each quarter, this guide exclusively promotes Ventura, Santa Barbara, and SLO Counties, featuring only Travel, Tourism and Real Estate ads. Its high-quality glossy format ensures premium visibility, with distribution to 350 key locations spanning from Los Angeles to Paso Robles.

Website Redesign— MarCom Awards

Visit Arroyo Grande launched its redesigned website on April 11, 2023, providing a new look and feel that aligns with brand colors and themes. The new website displays high-quality imagery, updated content including new blogs to increase SEO, refreshed layouts, and an improved navigation and browsing experience across the site for users. In October, the website redesign was awarded an honorable mention at the 2023 MarCom Awards which honor excellence in marketing and communication while recognizing the creativity, hard work, and generosity of industry professionals.





Target Audiences

Visit Arroyo Grande will align with Visit SLO CAL's audience approach for the year ahead, evolving from specific personas to target "The Purposeful Traveler," as well as a secondary audience "Families."

Who is this audience? Purposeful Travelers live vividly and value simplicity, keeping life and the mind as uncluttered as possible. Authenticity and being true to oneself while maintaining strong personal relationships with family and friends is important. Curious and creative, they are open-minded, want to explore and learn about new things, and seek stimulating experiences. They are in tune with nature and themselves, doing activities they enjoy.

Of the total Purposeful Traveler target audience, one-quarter travel with children. These families are younger, more diverse, have a higher household income and are more likely to be married. They spend 30% more per trip than those traveling without children given a larger party size.

The Purposeful Traveler: Demographics

46% male **54%** female

54% married **32%** single

37% children in household

41% graduated college

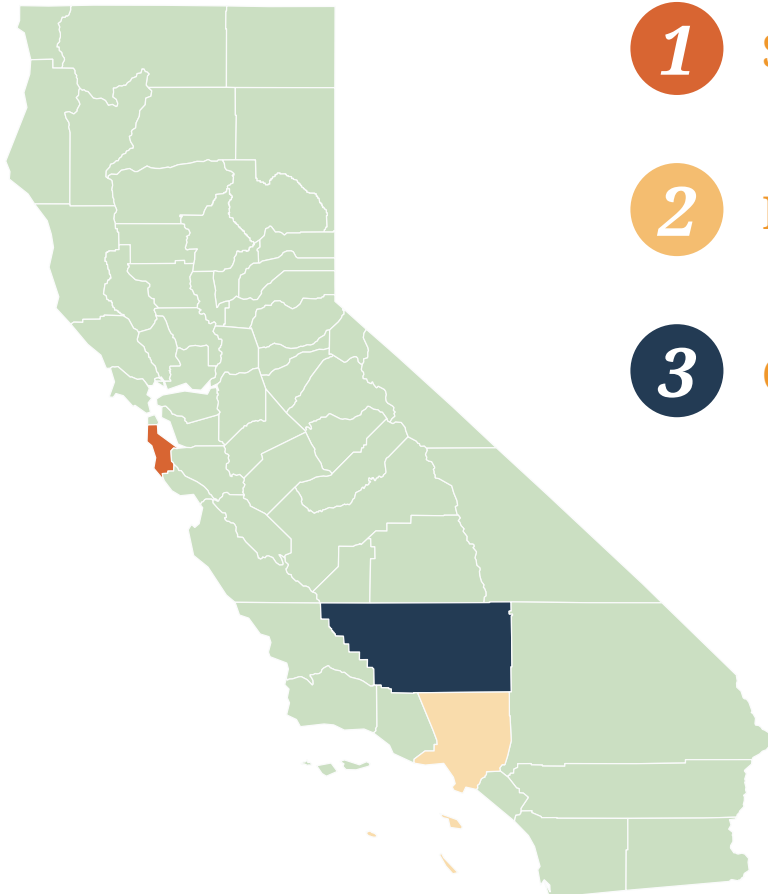
\$142.3K household income

45.5 average age



Geographic Markets

AGTBID will continue to focus on shorter drive markets throughout California, including the San Francisco Bay Area, Los Angeles and the Central Valley to generate overnight stays.



- 1 San Francisco Bay Area
- 2 Los Angeles
- 3 Central Valley

Why Tourism Matters in SLO County



Travel Spending

\$2.15B

\$5.9M
a day

\$248K
an hour

\$4.1K
a minute

\$68
a second

Tourism puts
22,480
people
to work each day

Tourism contributes
\$62.7M
in transient
occupancy tax
revenue
(6.3% YOY Increase)

Without state and local
tax revenue generated
by travel and tourism,
each SLO CAL household
would pay an additional
\$20,152 in taxes



Travel spending created **\$116M** in local tax
revenue which would cover the expenses for

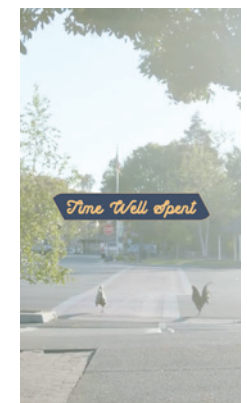
1,136 police officers' salaries or....

1,757 firefighters salaries or....

1,487 teachers salaries or....

186 miles of 2-lane resurfaced roads

Destination Campaigns



“No Weekend Needed”

Visit Arroyo Grande launched its “No Weekend Needed” midweek advertising campaign in September 2022 to promote off-season overnight stays in the destination Monday to Wednesday. The campaign continued into the 2023–24 fiscal year targeting millennials and retirees in key California drive markets. Example messaging highlights cost savings as the biggest benefit of mid-week stays along with uncrowded access to dining and activities. Other components of the campaign include:

- Central Coast Tourism Council co-op buy (running December 2023 through March 2024) using the mid-week campaign creative set.
- Blog and social media content highlighting the benefits to travelers to book midweek hotel stays

Time Well Spent

Visit Arroyo Grande’s “Time Well Spent” tagline launched in September 2021 as a submark of the Arroyo Grande brand. The tagline draws attention to the idea of passing time, encouraging the audience to consider how they intend to spend their time while on vacation. Visit Arroyo Grande has plans to build out the Time Well Spent tagline into a more robust campaign that will include new assets. Three 15-sec. programmatic digital ads ran throughout the year that clicked thru to existing outdoor adventure, family fun and culinary itineraries on the website.

Results at a Glance

March–January YOY



65% increase
in website visits (sessions)

72% decrease
in time on site

3% increase
in pageviews

Facebook:

23,835 engagements
0.1% decrease YOY

Instagram:

13,763 engagements
23% increase YOY

Reached 5,224,916
through paid media

53,068
clicks from paid media

Transient Occupancy Tax (TOT)

July–June Totals

2023–2024: \$771,431*	2022–2023: \$1,519,395	2021–2022: \$1,472,554	2020–2021: \$1,016,301	2019–2020: \$926,026
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*Data represents July to December 2023



Email Marketing

Email marketing keeps Arroyo Grande top of mind for potential travelers and highlights the destination's unique offerings. The monthly newsletter is sent out to an opt-in subscriber database through Mailchimp with featured content covering the following:

- Specific themes from Arroyo Grande's key messaging points
- Promotion of events, new happenings and local businesses that support tourism
- Blogs, itineraries, activities, restaurants, accommodations and more that build interest in planning an Arroyo Grande getaway, with URLs that link to the website

E-newsletter Results:

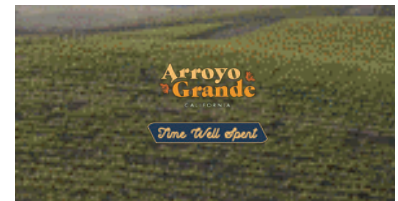
1,384
email subscribers
12% increase YOY

11
distributed newsletters

46%
average open rate
5% increase YOY

4.05%
average click rate
18% increase YOY

Industry benchmarks show an average open rate of 20.4% and click rate of 2.25%. Source: Mailchimp



Take a Timeout in Arroyo Grande

Game Day, Valentine's Day, Presidents Day weekend and more are on our doorstep! Come spend your precious moments in a place where "quality time" really means something - Arroyo Grande. We're taking reservations now!

[Book Now!](#)



Your Galentine's Day Itinerary

As Leslie Knope once said on the show Parks and Recreation, Galentine's Day is all about "ladies celebrating ladies!" Here's our itinerary for a fantastic girls' day in Arroyo Grande, whether you celebrate it on Galentine's Day or any day:

- **First, coffee.** Did you know Arroyo Grande has a really great scene of independent coffee shops? Fuel up for your day with something delicious.
- **Next, a little shopping.** Hit up shops in the Village like Neighbors General Store, Monarch Books and Brisco's Village Gifts. Support local businesses!
- **Then lunch in the Village.** There are lots of fun local restaurants to choose from! Try Branch Street Deli for patio seating and yummy sandwiches, Rooster Creek for upscale pub food or sidewalk cafe for amazing salads and wraps.
- **Wine or beer.** Savor the flavor of the Central Coast at one of our scenic local wineries, open for tastings, tours and special events.

[More Things to Do](#)



Photo Credit: Blast 625 Brewery

Where to Watch the Big Game

Big Game Sunday is Feb. 11, and if you're looking for the perfect viewing spot, it's gotta be Blast 625 Brewery. This fairly trendy sports bar has lots of local craft beer on tap, fantastic food and plenty of screens for all your football fans out there. We recommend the cantitas nachos and the jumbo chicken wings!

[Learn More](#)



Plan Now, Enjoy Later

This time of year has us dreaming of vacations and Googling hotel rates! How about you? There's some great stuff coming up in Arroyo Grande this year, so make your reservations now for these occasions:

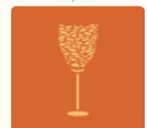
- Valentine's Day, Feb. 14
- Presidents Day Weekend, Feb. 17-19
- Spring Break
- Easter Egg Hunt & Festival, March 31
- Mother's Day, May 12
- Memorial Day Weekend, May 25-27

[Book Now!](#)

Stay With Us
[Click for more](#)



Don't Miss Our Events
[Click for more](#)



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Blogs

A significant milestone for AGTBID was the introduction of blogs as a pivotal component of the marketing strategy. With the launch of the new website, original content was created to enhance online presence and engagement. Throughout the year, AGTBID crafted insightful blogs about the destination, infused with targeted keywords to optimize search engine visibility and drive organic traffic. These blogs served as dynamic tools, disseminated across our owned channels, including the website, e-newsletters and social media platforms. Content themes supported current campaigns and trending topics including:

- Top Springtime Activities
- Date Night Spots
- Wine Down in Arroyo Grande
- Dogs (and Their Humans) Welcome in Arroyo Grande
- 5 Tips for Traveling Sustainably in Arroyo Grande
- Peek into A.G.'s History at Local Museums
- 5 Fun Things to Do with Mom in Arroyo Grande
- A Small Town Summer in Arroyo Grande
- Explore Coastal Charms: Beaches Near Arroyo Grande
- A Coastal Grandmother Roadtrip to Arroyo Grande
- What's the Buzz in AG?
- Spotlight on The Agrarian Hotel (Q&A's in collaboration with the front desk manager and general manager)
- Meet Local Winemaker Bob Lindquist (a Q&A in collaboration with the winemaker)
- Top 7 Reasons to Visit Arroyo Grande in the Fall
- The Ultimate Holiday Shopping Guide in Arroyo Grande
- Star in Your Own Hallmark Movie with the Perfect Winter Day in Arroyo Grande
- 7 Independent Coffee Shops in Arroyo Grande

Blog Results:

12,279 total views



Social Media

Visit Arroyo Grande developed engaging content on its owned social media channels (Facebook, Instagram, Twitter, Pinterest and TikTok) with the goal to strengthen its brand identity and create awareness of the destination.

- Used new video/photo assets in posts, Instagram stories/Reels and on TikTok
- Supported local wineries during California Wine Month in September with a four-day Instagram Giveaway collaborating with five local wineries (Laetitia, Peacock Cellars, Talley, Verdad & Lindquist Family Wines, and Timbre), organically gaining **32** new Instagram followers, over **5K** impressions and **346** engagements
- Developed original content geared towards targeted personas around local favorites including businesses, history, people and artisans, etc. that highlighted the friendly and historic character of the destination
- Incorporated “Time Well Spent” and “No Weekend Needed” campaign messaging
- Shared user-generated content to build audience and to show authentic experiences
- Created four Localhood stories
- Added short-form video content to YouTube
- Reactivated Pinterest account in August 2023 to reach travelers in the inspiration phase and continue to add content

Social Media Results:

Facebook:

7,107 followers

6% increase YOY

23,835 engagements

0.1% decrease YOY

536,256 impressions

24% decrease YOY

Instagram:

4,620 followers

18% increase YOY

13,763 engagements

23% increase YOY

672,879 impressions

33% decrease YOY

TikTok:

227 followers

609% increase YOY

306 engagements

646% increase YOY

15,843 impressions

655% increase YOY

Localhood:

243 story views

51.4% interaction rate

2.06% story CTR

30.4% completion rate

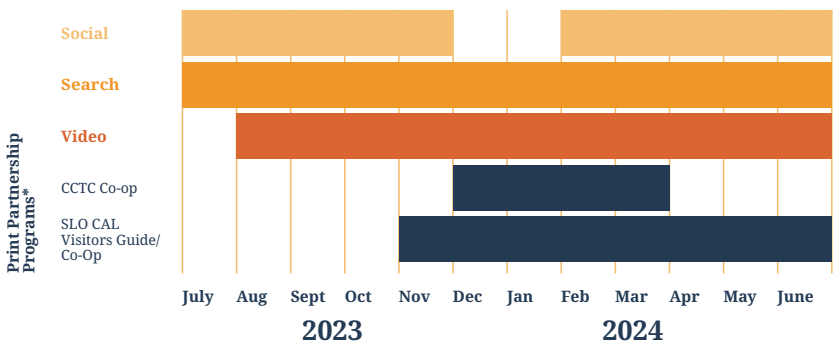


Paid Media

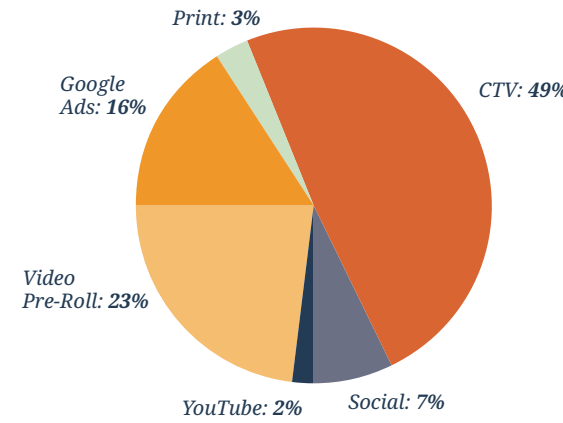
March 2023 through January 2024 paid media tactics included programmatic OTT/CTV, programmatic video pre-roll, Google Paid Search, YouTube, Google Performance Max and social media channels including Facebook, Instagram, and TikTok. This multi-channel approach aimed at growing awareness for Arroyo Grande and driving traffic to the Arroyo Grande website. For the year, Programmatic CTV/OTT had over **640,000** impressions and a high completion rate at **99%**. Programmatic video pre-roll had **805,316** impressions and nearly **2,000** clicks. Google Paid Search ran for a short time and resulted in **61,153** impressions and

4,572 clicks. YouTube resulted in almost **191,000** impressions and **260** clicks. YouTube and Search tactics shifted to Google Performance Max which delivered **2,435,237** impressions, **27,247** clicks and over **23,000** conversions. TikTok was tested for a short flight and resulted in **451,301** impressions and **4,380** clicks. The social campaigns on Instagram and Facebook delivered **640,873** impressions and **14,710** clicks. Overall paid media brought in a combined total of **5,224,916** impressions and a total of **53,068** clicks to the Arroyo Grande website.

FY 2023 Media Timeline



Arroyo Grande Media Breakout



*Arroyo Grande TBID leverages its regional partnerships with Central Coast Tourism Council and Visit SLO CAL for industry research and participates in reactive co-op print/digital advertising opportunities throughout the fiscal year.

Public Relations & Partnerships

In an effort to differentiate the brand's position in the larger travel market Visit Arroyo Grande leveraged its existing tourism partnerships with Visit California, Visit SLO CAL and Central Coast Tourism Council.

Partnerships:



Visit California is the state marketing agency that partners with the state's travel industry to keep California top-of-mind as a premier travel destination.

- Visit Arroyo Grande submitted story pitches and content for the following marketing topics:
 - Summer Thrills & Spills
 - California Tourism Month
 - Summer Fairs and Festivals
 - Autumn Awe
 - Coffee Culture
 - World Environment Day
 - Accessibility Travel
 - Romantic Getaways
- Utilized California Now Travel Story Platform (known as Localhood), to create Instagram Reels/Facebook Stories that when posted on Visit Arroyo Grande's social channels, automatically appear in Google searches as visual stories. Select stories are also featured on Visit California's homepage. Short-form videos were themed around:
 - Nightlife in Arroyo Grande
 - 7 Ways to Wine Down in Arroyo Grande
 - Top 7 Reasons to Visit Arroyo Grande in the Fall
 - The Ultimate Shopping Guide



Visit SLO CAL is the non-profit county-wide destination marketing and management organization for San Luis Obispo County. They are responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Visit Arroyo Grande partnered with them on the following initiatives:

- Submitted content for use in media pitching and story lead generation
- Attended SLO CAL Destination Summit (October 2023)
- SLO CAL 2024 Visitors Guide half-page ad
- A matching funds co-op with Sojern (a travel marketing platform) and Visit SLO CAL, running a three month digital advertising campaign (Jan. to March 2024) that leverages video assets from SLO CAL's "The Land of" house of brands campaign targeted to Arroyo Grande drive markets.



The Central Coast Tourism Council is a marketing organization that promotes the Central Coast of California. Visit Arroyo Grande leveraged marketing efforts by participating in the following programs:

- Event promotion and content submissions
- Digital media co-op with "always-on" Pinterest ads and Youtube ads (running December 19, 2023 through March 19, 2024) promoting midweek stays



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