



MEMORANDUM

TO: Arroyo Grande Tourism Business Improvement District Advisory Board

FROM: Sheridan Bohlken, Recreation Services Director

SUBJECT: Receive and Provide Feedback on Current Marketing Updates and Q3 Summary Report from Verdin and Provide Direction for Merchandise

DATE: April 16, 2024

SUMMARY OF ACTION:

Receive and provide feedback on marketing efforts and paid co-op opportunities along with the Q3 Status Report by Verdin Marketing and provide direction on merchandise items.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The FY 2023-24 Budget includes \$5,000 specifically for merchandise that has not yet been expended. Funding also remains available for co-op advertising in the amount of \$5,400.

RECOMMENDATION:

- 1) Receive and provide feedback on the marketing updates on paid and owned media performance including digital ads, email marketing, social media channels, co-op opportunities with CCTC and website analytics;
- 2) Receive Q3 Status Report and provide feedback as appropriate; and
- 3) Provide direction on swag items up to an amount of \$5,000 as allocated in the FY 2023-24 budget as merchandise.

BACKGROUND:

In June 2018, the City Council approved an Agreement with Verdin Marketing for tourism marketing services. Since that time, a tourism website, rebranding of Visit Arroyo Grande, a monthly e-newsletter, advertising campaigns, a tourism strategic plan, and other marketing efforts have been developed and implemented. 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 January 23, 2023, Verdin Marketing's contract was renewed for an additional year and the company continues to build on strategic goals and assets.

City Council

Receive and Provide Feedback on Current Marketing Updates and Q3 Summary Report from Verdin and Provide Direction for Merchandise

April 16, 2024

Page 2

ANALYSIS OF ISSUES:

Verdin Marketing will provide an update on activity, assets, promotions, and other marketing efforts per contract. The AGTBID background, website, and status of the marketing plan will also be briefly reviewed. Receive data from Q3 and provide feedback on paid, owned, and earned efforts. A paid advertising co-op opportunity with CCTC in the amount of up to \$3,000 for the Board's consideration (Attachment 2).

Following the Board's budget direction for FY 2023-24, Verdin has created options for merchandise to use as swag advertising Visit Arroyo Grande. While the intent of the merchandise has not been a priority, this option is being presented to the Board for consideration and action (Attachment 3).

ALTERNATIVES:

The following alternatives are provided for the Advisory Board's consideration:

1. Provide feedback on marketing efforts and approve purchase of merchandise items in an amount not to exceed \$5,000; and approve the opportunity to participate in a co-op with CCTC in an amount not to exceed \$5,400;
2. Provide feedback on marketing efforts and do not approve purchase of merchandise and do not participate in the co-op offered through CCTC; or
3. Provide other direction to staff.

ADVANTAGES:

Providing feedback on the marketing efforts helps guide the marketing efforts of AGTBID. Participating in co-op opportunities allows for additional marketing at lower costs. Merchandise to advertise Visit Arroyo Grande can be beneficial to the marketing efforts and potentially can help establish lasting memories for visitors.

DISADVANTAGES:

There are no known disadvantages at this time.

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.

Attachments:

1. Q3 Summary Report
2. Co-op Opportunity with CCTC
3. Merchandise Options