



MEMORANDUM

TO: Arroyo Grande Tourism Business Improvement District Advisory Board

FROM: Sheridan Bohlken, Recreation Services Director

SUBJECT: Consider and Approve Visit SLO CAL Co-op Opportunities Totaling \$22,750

DATE: April 16, 2024

SUMMARY OF ACTION:

Review and discuss Visit SLO CAL's Co-op Opportunities for FY 2024-25.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The items to consider will have a financial impact not to exceed \$22,750 from the Co-op line time for FY 2024-25.

RECOMMENDATION:

Consider the Visit SLO CAL's Co-op Opportunities and direct staff to pursue co-ops most beneficial to Arroyo Grande including but not limited to: House of Brands Assets (\$7,750), Sojern (3-month option for \$5,000), and the Unparking Episode (\$10,000) totaling \$22,750.

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 quality of life. Built on research with a strategy of continuous improvement, VSC aims to

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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:

Visit SLO CAL's intention for cooperative marketing is to provide unique opportunities for destination partners and tourism businesses to ride the coattails of Visit SLO CAL investment across paid, owned, and earned channels, and amplify their voices within its House of Brands programming. Visit Arroyo Grande is a proud member of Visit SLO CAL. City staff encourages the AGTBID Advisory Board to review and endorse co-op opportunities with Visit SLO CAL whenever they are available and mutually beneficial. This presentation will provide a snapshot of the co-op marketing opportunities available to the AGTBID Advisory Board looking forward to FY 2024-25.

ALTERNATIVES:

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

1. Direct staff to pursue co-ops most beneficial to Arroyo Grande including but not limited to: House of Brands Assets (\$7,750), Sojern (3-month option for \$5,000), and the Unparking Episode (\$10,000) totaling \$22,750;
2. Direct staff not to pursue the options listed above; or
3. Provide other direction to staff.

ADVANTAGES:

The broad reach and visibility that VSC provides through co-ops is positively impactful. Participating in these cooperatives leverages each dollar and can double or even triple the return through participation. Pursuing the Unparking Episode also fulfills the goal of partnering with influencers to Arroyo Grande.

DISADVANTAGES:

The only known disadvantage is the cost of the campaigns.

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. Unpacking Episode
2. Sojern
3. House of Brands
4. Spartan