

VISIT ARROYO GRANDE

**RFP RESPONSE FOR MARKETING,
COMMUNICATIONS, WEBSITE
MANAGEMENT, AND SOCIAL
MEDIA SERVICES**



Cover Letter

Commune Communication is pleased to submit our proposal in response to the City of Arroyo Grande's RFP for Marketing, Communications, Website Management, and Social Media Services. We understand the scope of work to involve providing comprehensive, strategic, and innovative services that achieve the goal of attracting tourists to increase occupancy and daily room rates at key lodging properties. We are prepared to begin our services immediately upon award, leveraging our extensive experience and successful track record in similar projects. Our proposal outlines a strategic, multifaceted marketing approach that includes digital advertising research, digital media planning, campaign messaging/creative strategy, copywriting, and creative direction/design and more to achieve our goals.

Commune is the prime respondent and we're proud to be submitting alongside our partner and subcontractor, "Q1Media" who has 20 years of proven track record of achieving impressive digital media performance and visitation reporting. Their focus and expertise for analysis, optimization and driving visitation for travel, tourism, and lodging/hospitality industries brings additional capabilities and valuable experience to our submission. Together, we're confident our proposal will exceed your expectations and build a lasting partnership that will meet the project goals for years to come.

Our team's proven track record in acting as an Agency of Record that solves integrated marketing challenges, specialized expertise with BID's, City and tourism organizations, and award winning campaign chops, makes us the right choice to help Visit Arroyo Grande take its rightful place as a signature California destination.

Commune Communication, established in 2016 and headquartered in Long Beach, CA, is a forward-thinking marketing firm specializing in communications strategy, creative campaign development, website design and development, and media planning. Commune came to fruition in Southern California after a group of seasoned advertising experts left New York City to start something together on their own terms. This meant losing office politics and inefficient and costly processes for a life rooted in creativity and effectiveness on the California coast.

Heading Commune Communication are Ryan La Rosa and James Whale, co-founders who have steered the company towards becoming one of California's most sought after creative agencies. Ryan La Rosa serves as the chief operating officer and brings two decades of experience, including strategic roles at prominent agencies such as Dentsu/360i and Hill + Knowlton Strategies in NYC, where he led campaigns for high-profile clients like TOYOTA, New Orleans Tourism, and Dos Equis. James Whale, our chief executive officer, is an internationally recognized creative director with over two decades of experience shaping global brands, including small startups and giants like Lexus, Adidas and Welcome to New Zealand. Their leadership is complemented by Richardson Reigart, EVP of brand strategy. With extensive experience in branding and communications, he has been instrumental in defining and propelling brands like Mazda, Toyota, and T-Mobile. Together, and alongside a group of top-of-the-class creative

professionals based in Southern California, Commune has emerged as a force for anyone looking for creative campaigns that break ground with proven, measurable results.

Commune's client portfolio includes influential and notable partnerships throughout California, including Long Beach Transit (LBT), Los Angeles Economic Development Corporation (LAEDC), California State University, Long Beach (CSULB), Long Beach City College (LBCC), APLA Health, Long Beach Airport, Friends of the Los Angeles River, and the City of Long Beach, among others. In addition, Commune has built its reputation working for BID's of all sizes, helping them to identify their unique positioning, build their brand, and ultimately create campaigns that drive visitors and businesses alike. That list includes the Downtown Long Beach Alliance, Downtown San Mateo, The City of Huntington Beach, The Tenderloin District, Bixby Knolls Business Improvement Association, Belmont Shore Business Association and many others.

Alongside our partners at Q1 Media, we believe Commune is uniquely positioned to achieve the goals outlined in this RFP. However, beyond any virtues you'll find in our proposal or resumes, what truly sets us apart is that those virtues live alongside a passion and commitment to the region. Commune was an idea generated in soulless giant gray buildings on the East Coast and eventually came to life on the sunny California coast. Commune's founders are a California kid come home and a Kiwi from the wilds of Great Barrier Island New Zealand alongside a leadership team bombing up and down the coast in their camper vans. We know Arroyo Grande because we've visited it, camped it, clammed it, biked it, surfed it, hiked it and more. Sure, we're down the coast a little ways. But our eagerness to see Visit Arroyo Grande succeed is directly proportional to our desire to make visits for meetings and presentations a regular part of our usual coastal trips. We can promise that if you work with Commune you'll have fun, achieve your goals, and find a group that will care deeply and work as hard as they possibly can to make sure no stone is left unturned (or dune descended) until Arroyo Grande takes its rightful place as the premiere destination so many of us already know and love.

Respectfully submitted,

Ryan La Rosa,
Co-Founder & Chief Operating Officer



Commune Communication Corp

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02 - Firm Qualifications, Experience and References

Commune Communication is a full-service advertising and marketing agency based in Long Beach, California. As a firm possessing the required qualifications and relevant experience, we are committed to delivering exceptional services to Visit Arroyo Grande in line with the Scope of the Work stipulated in the RFP.

Qualification and Experience

Established in 2015, Commune Communication provides services including brand strategy, media planning and reporting, creative services (copywriting, design), social media services, website design and development, account management, content development, and more. We have a track record of successfully delivering impactful marketing campaigns across various industries, including with BID's, City Departments, and the Travel and Tourism Industry at large. Our qualifications include the following but are not limited to:

- Developing successful digital advertising and marketing campaigns for various industries.
- Data analysis and market research skills, such as proficiency in analyzing marketing data, survey results, and competitive digital landscapes. We will derive insights from this data to inform our strategic decisions and campaign optimizations.
- Capability in developing effective media buying strategies that reach diverse target audiences.
- Demonstrated ability to collaborate with multiple stakeholders to create compelling advertisements that align with brand messaging and objectives.
- Expertise in producing various multimedia content such as images, videos, and other interactive advertisements.
- Thorough understanding of BID dynamics, including how to communicate the virtues of highly specific and targeted locations, neighborhoods and regions and gain approval from stakeholders with differing agendas. .
- Technical proficiency and forefront ad-tech leader in digital media with proprietary tools and custom data to efficiently optimize live campaigns, measure and achieve successful campaign performance, and provide visitation reporting to specific areas including lodging partners.
- Transparent and effective communication channels to liaise with the client, stakeholders, and internal teams.
- Ability to manage projects efficiently, including setting timelines, deliverables, reporting on campaign performance, etc.

The following are a few key projects relevant to Visit Arroyo Grande's marketing requirements:

- **Downtown Long Beach** - Commune has worked with the Downtown Long Beach Alliance for several years to craft and implement tourism campaigns that effectively reach local and national audiences. This has included brand and media

strategies ensuring the campaigns are unique to DTLB and its virtues and then breakthrough creative executions that articulate the idea. Commune is about to launch its third tourism campaign for Downtown Long Beach and is always proud to see the work attract audiences of all types to our hometown.

- **Downtown Napa:** This on-going project is a dynamic marketing campaign across Search, Social Media (Facebook and Instagram), Connected TV (cTV) and Pre-Roll Videos. Recognizing the importance of their seasons, we strategically optimize media allocations to amplify impact during typically slower seasons, enhancing overall visitor numbers year-round. Our campaign commenced with a thorough market analysis to accurately target key audiences, maximizing media efficiency and outreach. We've achieved increased visibility and engagement by using our ad-tech for online and offline attribution methods. We have also traced visitation lifts for Downtown Napa's key attractions and businesses, providing tangible evidence of our digital media strategy's success in boosting economic activity during off-peak periods.
- **Visit Camarillo:** We executed a targeted digital media strategy for Visit Camarillo, leveraging historical location data to reconnect with past visitors - particularly those who attend high-profile events like the X Games. By analyzing patterns from these past visitors, we crafted personalized ad campaigns using Pre-Roll, Display, and Mobile Interstitials to encourage these individuals to return during the vibrant spring and summer season. This strategic use of data not only increased engagement but also significantly boosted repeat visits to Camarillo.
- **Downtown San Mateo -** The all volunteer DSMA Board reached out to Commune after seeking help with organizations who knew how to work with BIDS. Our work with DSMA included a brand refresh and website redesign that included solving for a simple and well designed solution allowing DSMA stakeholders to make regular updates.
- **City of Long Beach -** Commune works with the City of Long Beach on a variety of efforts including developing presentations and design support for Mayor Rex Richardson, developing campaign creative for the Long Beach Climate Action Plan, Homeless Awareness campaign, and many more.
- **Long Beach Transit:** As the Agency of Record for Long Beach Transit since 2017, Commune has been playing a pivotal role in enhancing the company's brand visibility and customer engagement. This long-standing partnership includes a wide range of services, such as ongoing strategy, media planning, creative services, website development, social media management, platform identification, and more. Over the years we have consistently delivered results in terms of revenue and ridership growth, contributing to the continuous growth and success of Long Beach Transit.
- **AIDS Walk Los Angeles:** APLA Health and Wellness recruited Commune through an RFP to increase the diminishing momentum and attendance as well as tackle the decrease in fundraising for their AIDS Walk 2023 event. Although AIDS Walk has existed for 40 years, the COVID-19 pandemic presented various challenges, leading to a decline in performance. We were tasked with driving attendance and exposure, which we accomplished by providing multiple services, including brand strategy, design, advertising, video production & content development, social media, media buying, paid media strategy, reporting, web design and

development. We successfully delivered the project objectives, including a massive increase in social media and website traffic and exceeded 1.3 million dollars in fundraising. Commune secured an AAF Silver advertising award for the 2023 campaign.

- **Sports Basement** - When the revered Northern California retailer made their first foray into Southern California they called Commune to help them create a campaign that would endear the brand to its new neighbors. The result was an integrated campaign that targeted regional audiences with effective media and creative solutions including social media content development, TV and radio advertising, direct mail, experiential marketing and more. Commune was awarded with an American Advertising Award for its “More than a Store” campaign in 2023.
- **Long Beach Airport** - When the Long Beach Airport was undertaking construction improvements, it needed to ensure it effectively communicated the opportunities and disruptions to the community it serves. Enter Commune, who helped build a robust program for community engagement and participation, ultimately resulting in a messaging and media strategy that helped to calm vocal detractors and inspire advocates.

In addition to these examples, Commune has worked with a variety of BIDS and Cities including Downtown Long Beach, City of San Francisco, Second Street Long Beach, Catalina Island Conservancy, Fourth Street Retro Row, Cambodia Town, Downtown San Mateo, The Tenderloin District, Bixby Knolls Business Improvement Association, Zaferia District, and more.

References

The City of Arroyo Grande can contact the following three business clients for reference:

1. **James Ahumada, Deputy CEO, Downtown Long Beach Alliance**
 - Contract Term – 2023 - Present
 - jamesa@dlba.org; 626-825-8693
2. **Blair Cohn, Executive Director, Bixby Knolls Business Improvement Association, President Long Beach Council of Business Districts**
 - Contract term: 2017 - current
 - blair@bixbyknollsinfo.com; 562-307-4178
3. **Scott Larson, Executive Director, Visit Laramie, Wyoming**
 - Contract term: 2020 - Present (via Q1Media)
 - director@visitolaramie.org; 307-745-4195

Expertise in Advertising and Marketing

The team at Commune Communication represents a collection of some of the best strategic minds and creative thinkers from across the industry, motivated by a shared passion to create groundbreaking work that transforms our clients' businesses through thoughtfully designed marketing communications. Whether their expertise is in strategy, design, creative messaging, media, web development, or data & analytics, each member of our team shares a singular focus on delivering communications that create customers.

To address the comprehensive Scope of Work (SOW) specified by Visit Arroyo Grande, Commune proposes a strategic and collaborative approach, supported by our expertise in communications strategy, media planning, creative design, copywriting, web development, and analytics. The following section outlines a clear, efficient path to establishing Arroyo Grande's rightful position as a destination of choice for visitors to the area and the hidden gem of SLO County.

Our approach begins with an in-depth analysis of the City of Arroyo Grande's brand positioning, target demographics, and current market dynamics. This foundational step ensures that all subsequent marketing strategies are aligned with the Arroyo Grande brand positioning and objectives while being tailored to meet the nuanced needs of a range of potential travelers.

Customer Challenges & Opportunities. In developing an approach to elevate perceptions and drive visitation for the City of Arroyo Grande, we confront a series of customer perception challenges head-on while also capitalizing on significant opportunities. Although California residents are aware of the City of Arroyo Grande, it may not be top of mind as a potential travel destination. Travelers from SF and LA have a wide range of travel options, often within a short drive of the city. Additionally, for those interested in traveling to the Central Coast, they may not fully understand what makes the City of Arroyo Grande distinctive from other options in SLO County, like Paso Robles, Morro Bay, Cambria, or Avila Beach. Therefore, our challenge is two-fold. We must drive greater regional volume by communicating the benefits of the broader Central Coast region, while also creating preference for the City of Arroyo Grande by highlighting our distinct advantages within the region, including our unique historic charm, range of activities, and coastal proximity. According to our mobile device data, while 19.29% of Arroyo Grande visitors over the past 12 months were from key feeder markets LA and SF, the majority of traffic to the area (57.59%) was from the surrounding areas of SLO, Santa Maria, and Santa Barbara. Therefore, it will be critical to both drive greater travel interest in the Central Coast, as well as establishing a clear, distinctive proposition for the City of Arroyo Grande for interested travelers.

Against these issues, several opportunities emerge that Commune is uniquely positioned to leverage. Strategically guided communications plans that integrate data, media, and breakthrough creative will deliver key messaging that reinforces the City of Arroyo Grande's unique blend of historic small-town charm, outdoor recreation opportunities, arts, culture, and proximity to the beautiful California coast. By employing advanced analytics tools for a granular understanding of the target audience, we intend to craft marketing initiatives that broadly establish the City of Arroyo Grande as the ideal base for exploring the wonders of the Central Coast, truly a hidden gem, combining the arts, culture, history, fine dining, wine tours, outdoor recreation, and easy access to the Pacific.

Ultimately, however, we understand that true success will be measured by increased occupancy (heads in beds) and economic activity for local City of Arroyo Grande businesses. In order to build a marketing plan that is not only effective, but efficient at driving ROI, we will employ a robust data-driven approach to guide strategy, messaging, channel selection, audience segmentation, and market prioritization.

Our initial evaluation using ad-tech for mobile device and census data reveals the following visitation insights to Arroyo Grande over the past 12 months: There were over 600k visitors to the area of which 19.29% were from LA and SF regions, while 57.59% was from the surrounding SLO areas. As we start to break that down further into audience segments, these visitors were representative of a diverse set of demographics::

- **Wide Range of Age Groups:** 60.68% between 18-64 years old, and 21.84% were under 18 years and 17.48% over 65 years old.
- **Household Income:** Median Income: \$93,275 and 42.17% over \$100k; 41.3% between \$30-99k; 16.53% below 29k
- **Education Levels:** 34.49% with Bachelor degrees or higher; 32.24% with 2 year degrees or some college; 33.27% high school or no high school degree
- **Top Ethnicities:** 50.02% White and 33.63% Hispanic

This illustrates two opportunities to address for an efficient and targeted advertising campaign to drive visitation lifts for both: 1) New visitors with various interests by age group from feeder regions of LA and SF, and a close third market, Fresno; and 2) Nurturing approach for the surrounding areas for various age groups and interests to continue to enjoy Arroyo Grande for new events, attractions, and its rich charm.

Our strategies are a balanced approach of addressing consumer challenges through targeted, data-driven engagement and seizing these opportunities to continually reinforce Arroyo Grande's position as SLO County's hidden gem. Through this dual approach, we aim to not only elevate awareness of the City of Arroyo Grande, but also showcase all that makes Arroyo Grande distinctive and special, thereby driving meaningful increases in visitation and local economic activity.

In deploying an integrated communications plan for the City of Arroyo Grande, Commune will embark on a rigorous insights development process through the lens of Commune's 4Cs: Company, Category, Consumer, and Culture. Our holistic analysis underpins our strategy to ensure our outreach resonates with potential visitors to the City of Arroyo Grande, and, in turn, drives increased visitation to local hotels and businesses.

Company: Our initial focus on the company dimension involves an even deeper understanding of the City of Arroyo Grande's unique value proposition for potential travelers. This entails aligning our marketing strategies with the City of Arroyo Grande's distinct offerings, including outdoor recreation, a charming historic downtown, cultural events, fine dining, arts and culture, local parks, wine tastings, and proximity to the Pacific Ocean. We will look to showcase all the attributes that make the City of Arroyo Grande an ideal vacation destination, as well as communicate in the brand's unique voice, tone, and design language.

Category: The category analysis delves into the local and regional travel sectors, identifying where the City of Arroyo Grande stands within the broader competitive set. Understanding the competitive landscape will allow us to further establish the white space for the City of Arroyo Grande among the many local and regional travel options. We'll seek to identify the most meaningful and distinctive attributes for potential traveler

segments, including variables like total cost, coastal proximity, cultural opportunities, recreation, events, authenticity, and accessibility.

Consumer: Central to our approach is a deep dive into the consumer, employing segment analysis tools, mobile device data, social listening, and proprietary data assets to map out a range of high propensity audience segments. We'll seek to understand which audiences are most likely to not only visit the Central Coast, but those that might be more likely to choose the City of Arroyo Grande over other available options. Our initial analysis identified groups like families, retirees, wine enthusiasts, outdoor enthusiasts, and art/culture lovers as potential opportunities. We will seek to better understand the motivations, needs, barriers, triggers, and media behaviors of each of these segments to guide our communications strategy. Our insights and test/learn messaging process will look to define the most effective channel strategies and persuasive messaging to convert these segments into visitors to the City of Arroyo Grande. This analysis ensures that our marketing efforts speak directly to the varied needs, preferences, and values of each audience segment, whether they are laid-back retirees, or outdoor adrenaline seekers.

Culture: Finally, the culture component recognizes the integral role that cultural forces play in shaping attitudes and perceptions of the tourism industry broadly and the City of Arroyo Grande specifically. It isn't enough for the City of Arroyo Grande to communicate the benefits of the city to the right audience, we must integrate our brand into the culture and make the City of Arroyo Grande a relevant destination for today's travelers. That means understanding how people are discovering new places, and the ways they are being influenced to make travel decisions. Additionally, the Culture component recognizes the integral role that cultural nuances play in shaping travel behaviors and preferences across the region. By integrating insights from local festivals, cultural events, and community centers into our outreach initiatives, we aim to build meaningful cultural connections. Engaging with communities in culturally relevant ways—whether through language, shared values, or communal experiences—allows us to weave the City of Arroyo Grande into the fabric of everyday life, transforming each interaction into an opportunity for brand advocacy.

Together, these 4Cs guide the creation and execution of an integrated communications plan that is both strategically informed and deeply rooted in the needs and concerns of our audience. By leveraging advanced analytics, personalized engagement, and specifically tailored communications, our strategy for the City of Arroyo Grande is designed to not only elevate awareness among our priority audience segments, but also translate this awareness into tangible increases in visitation, firmly establishing the City of Arroyo Grande as the hidden gem of SLO County.

Ad-Tech Leader of Emerging Media

In today's hyper-connected world, a key impact and value we bring to our Tourism clients is the significance of custom ad-tech of mobile data. For our tourism-focused clients, harnessing the power of mobile data isn't just advantageous—it's imperative for a competitive edge and meeting the evolving attention and interests of modern travelers. This impact is not only mobile content that has transformed the way travelers explore,

engage, and experience destinations, but it is also the mobile data we have for analysis of their visitors movements.

Our ad-tech for mobile data is proprietary from over 200k mobile apps with allowed permissions of location data and has ability for global visitor demographic studies, tracing visitor pathways, and influenced visitation reporting tracing mobile activity after being served an ad. Starting with the data analysis significance, we can survey past visitors of locations and their movements within a custom-drawn 3 feet polygon (going farther than geo-fencing radius) and within a 2-year look back (geo-fencing is only 90 days). Here are our custom polygons and heat maps of mobile data with one year look back for each of the seven hotel partners for Visit Arroyo Grande:

Hotel Partners within this Analysis

- (a)** Agrarian Hotel
- (b)** Aloha Inn
- (c)** Best Western
- (d)** Arroyo Village Inn
- (e)** Beachway Inn
- (f)** Prismo View Inn
- (g)** Hampton Inn

Visitation Heat Maps for each Hotel Partner



As we do our analysis and develop media planning, we compare and segment mobile data reports between county, city, specific lodging partners, and area attractions. We've started part of this analysis for Arroyo Grande with the seven lodging partners and listed a brief overview of their demographics of the last 12 months, with insights including:

- **Agrarian Hotel:** 44.35% of their visitors have HHI \$100k+
- **Aloha Inn:** 39.86% of their visitors have HHI \$100k+
- **Arroyo Village Inn:** 39.75% of their visitors have HHI \$100k+
- **Beachway Inn:** 39.66% of their visitors have HHI \$100k+
- **Best Western:** 42.10% of their visitors have HHI \$100k+
- **Hampton Inn:** 42.89% of their visitors have HHI \$100k+
- **Prismo Inn:** 39.28% of their visitors have HHI \$100k+

With this data, we can segment and create custom audience groups that go beyond the stage of analysis of visitor data as explained above. We can also implement live-targeting, in-app inventory, and track mobile data post-ad serve by monitoring which of the unique ads we served to the target and then tracing back to our separate polygons for each individual lodging partner and attraction. Location visitation reporting supports our tourism partners with precisely how many visits and visitors were influenced by our served digital ad campaign. This provides our partners with a simple "cost-per-visit" and "cost-per-visitor" metric to share with committees and government entities. An example of a Location Visitation Report can be provided upon request.

Media Mix and Digital Media Planning

We'll use a combination of our ad-tech, math, science, and art to determine the most effective and efficient media mix to reach key traveler audiences in Los Angeles, San Francisco, San Jose, and surrounding SLO California areas. With our experience in Travel and Tourism, we've seen the significance of the right media mix between traditional media (print, publications, etc) and cross-platform digital media models. We will employ a combination of first-, second-, and third-party data for audience analysis and strategic reach to key audiences.

Our media strategies aim to maximize customer reach and engagement by identifying and leveraging our ad-tech with the most relevant platforms for Visit Arroyo Grande's goals, including trade media and our proprietary resources. We have access to all media platforms such as Connected TV (cTV/OTT, Hulu, Peacock, Netflix, Amazon, etc), traditional and digital outdoor (billboards, roadside, theaters), digital video including YouTube, digital audio through major streaming platforms like Spotify, Pandora, and iHeart Radio, and social media channels, including Meta (Facebook and Instagram), TikTok, Pinterst, Snapchat, and Reddit.

Our expertise in precision targeting across traditional and all evolving digital media platforms is a point of pride as reaching the right customer at the right time at the right place is key to creating successful campaigns. Our mobile data can be broken down into audience segments to build custom targeting groups that have proven to drive increased efficiency in ad spend and performance. Our experience and cutting edge capabilities have been proven to be effective for similar tourism objectives for the City of

Long Beach, Downtown Napa, Visit Camarillo, and more.

With data in hand, and insights prepared, we'll present a comprehensive media plan in a storytelling format that provides strategy, tactics, and rationale for each element of the plan, which is likely to include:

- Platform Recommendations: Connected TV, digital outdoor, digital video, digital audio, social media, mobile including in-app, email, PR, web, etc.
- Content Recommendations: Web/social, advertising assets, email messaging, etc.
- Activations: Events and cross-promotional partnerships, etc.
- Marketing Calendars: Monthly, quarterly, and annual messaging and platform flowcharts.

By staying up to date with the emerging trends and media technologies, we ensure that our strategies remain relevant, innovative, and impactful. We continuously monitor the performance and optimizations of our media mix and campaigns, making real-time adjustments for better results and driving maximum ROI.

Creative Services

The cornerstone of our strategy is a streamlined creative development process, designed to swiftly produce and deploy a wide array of marketing materials that engage and resonate with our target audiences across the region and within our key feeder markets. In execution, this involves leveraging advanced marketing technologies and techniques. For instance, we will employ tools such as Adobe Creative Suite for the agile creation of visually striking digital ads, ensuring these materials are optimized for both performance and aesthetic appeal on platforms where our audiences are most active. Audio spots will be crafted to reflect the cultural diversity and local flavor of the Central Coast, using sound editing software like Adobe Audition to ensure high-quality production values that capture the essence of the City of Arroyo Grande experience. For print materials, we leverage geographic information system (GIS) technology, such as ArcGIS, to perform detailed market segmentation and demographic analysis. This will enable us to design localized print materials that are highly relevant and engaging for specific communities within the City of Arroyo Grande feeder markets. We will apply A/B testing methodologies, utilizing platforms like Google Optimize, to continuously evaluate the performance of our creative assets. This will allow for real-time refinement of messaging and visuals, ensuring that our campaigns are always optimized for engagement and conversion rates. By combining creative excellence with rigorous analytical processes, we aim to deliver creative services that not only capture attention but also drive measurable increases in visitation for the City of Arroyo Grande and local businesses.

Copywriting

Crafting compelling advertising and marketing copy is a crucial element in delivering effective communications campaigns. The City of Arroyo Grande has established a strong, modern brand identity and voice, and provides a wide variety of advantages and convincing proof points for why it is a compelling travel destination. The City of Arroyo Grande's accessibility, proximity to the coast, historic Victorian charm, fine dining, local recreation, and events make it a unique proposition within the Central Coast region. Our

team of skilled copywriters' job is to craft captivating headlines, attention-grabbing ad copy, informative blog posts and compelling website copy that captures attention, connects emotionally, and drives action. Be it creating ad campaigns, events, website content, or social media posts, our team of writers ensure that we convey the City of Arroyo Grande's unique market position and the specific advantages we offer to travelers from across the region.

Promotional Marketing Initiatives

To support promotional marketing initiatives, Commune adopts a strategy deeply rooted in data-driven insights to maximize the the City of Arroyo Grande's appeal to potential visitors. By conducting a detailed analysis of travel data and market trends, we intend to gain a nuanced understanding of target demographics, their preferences, and travel behaviors. This analytical groundwork will enable us to tailor our marketing campaigns with precision, ensuring that they resonate with intended audiences by showcasing the unique benefits and experiences that can be found in the City of Arroyo Grande. We'll work with the VIsit Arroyo Grande to define social marketing strategies, incentive offers, and special events that drive increased visitation and economic activity in the Arroyo Grande area.

Monitoring and Optimization

Commune and Q1 Media will continuously monitor campaign performance across all platforms and touchpoints. Utilizing many analytics tools, such as Google Analytics for web traffic analysis, Q1 Media's Dashboard for cross-platform digital media performance and optimizations across all devices (TV, desktop, tablets, and mobile) and platforms (cTV/OTT, digital outdoor, programmatic, and social), Facebook Insights for social media engagement, and Hootsuite for cross-platform organic social media management. Additionally, we employ specialized tools like SEMrush for SEO and content performance tracking, along with Hotjar for understanding user behavior on websites through heatmaps and user recordings.

Tracking cross-platform also includes unique website pixels that we'll implement into the code of the website, including Universal Pixel (cTV/OTT and streaming audio reporting), Retargeting Pixel, and a pixel from Meta.

Location Visitation Reporting (xLVR) has a ramp up and learning period similar to how travelers, as they often plan and research their trips 2-3 months* in advance. After hitting minimum impression benchmarks across digital platforms, Q1 Media supplies quarterly or monthly visitor reporting broken down by total visits to Arroyo Grande as well as details for each lodging partner or attraction. Our reports include: Overall Location Visits to Arroyo Grande, Total Visits, Total Visitors, Cost per Visit, Cost per Visitor, and segments into also the data for each location (individual attraction and lodging partner).

This data-driven approach enables us to quickly make informed adjustments to our strategies, ensuring optimal engagement and maximizing the return on investment. Performance metrics such as engagement rates, media impressions, conversion rates, and feedback from the City of Arroyo Grande and its stakeholders will guide our iterative process of campaign refinement and optimizations.

**Both Google Trends and American Automobile Association (AAA), which annually releases travel projections and data) surveyed that the majority of travelers begin planning their road trips about 2-3 months in advance.*

Web Platform Development and Management

As per the requirements of the RFP Commune, recommends the CMS (Content Management System) will be built and deployed on a current version of Wordpress 5.x. This CMS allows publishers to execute admin and publishing functions via an installed web Editing Dashboard, without specialist development experience.

CMS

Wordpress is a free, secure, well supported open source CMS platform. We develop on a framework called Divi that produces ADA standards compliant PHP, HTML & CSS markup and UX. This framework also allows our clients to be easily trained to build complex page grids with limited (or no) ongoing support via an intuitive drag-and-drop editing interface.

- Add and change text on existing pages
- Add & remove pages
- Edit, and change menu structures & text.
- Add and Remove images
- Add News and Events Posts with Social share features built in
- Embed ready built email opt-in forms onto CMS pages.
- Assign Authoring Permissions to Pages and Articles.
- Add custom Google Maps as needed.

SEO Approach

Commune Incorporates SEO considerations during early design and development, aligning copywriting and content with user intent. Conducting keyword research, integrating terms naturally into titles, headings, and body text. Prioritize mobile responsiveness, fast loading times, and intuitive navigation. We will leverage plugins like Yoast for guidance and ensure ongoing SEO optimization through regular updates and monitoring of analytics.

ADA Compliance

Commune's approach to Designing ADA-compliant web pages involves prioritizing accessibility from planning to implementation. Utilize semantic HTML, intuitive navigation, and descriptive content. Maintain sufficient color contrast and conduct thorough testing. Continuous iteration ensures legal compliance, and fostering inclusivity for all users and visitors.

Privacy Policy

To create a privacy policy Commune will outline what personal data is collected via visits to the CMS, why, and how it's used or shared. We would Include details on user consent, data security measures, and procedures for access, correction, or deletion of

data. Commune can provide support with relevant laws and provide recommendations on regularly updating your policy.

Email Capture / Opt-in features

For optimal use of email capture/opt-in forms on your CMS-based website, Commune recommends placing forms strategically on high-traffic pages, offering valuable incentives for visitor sign-ups. We will ensure forms are visually appealing, mobile-friendly, and comply with GDPR or other privacy regulations. Use double opt-in to confirm subscriptions and personalize communication for better engagement, and decrease the risk of spam.

Blog Features

WordPress offers robust blogging features, including customizable themes, categories, tags, and post formats. Users & Publishers can schedule posts, moderate comments, and integrate multimedia content effortlessly. It supports user roles for collaborative blogging, SEO optimization, and social media sharing. Plugins extend functionality for advanced features and customization options.

Hosting

We set up our WordPress sites on the industry leading LEMP tech stack utilizing high performance cloud compute VPS. We further manage DNS and performance enhancements through Cloudflare's global infrastructure.

03 - Project Organization, Personnel and Staffing

Personnel and Technical Staff Overview

The following table details key personnel Team Commune proposes to perform the work and includes personnel for major areas of program support. The table also details the person's name, current location, proposed position for this project, current assignment, level of commitment to that assignment, availability for this assignment and how long each person has been with the firm:

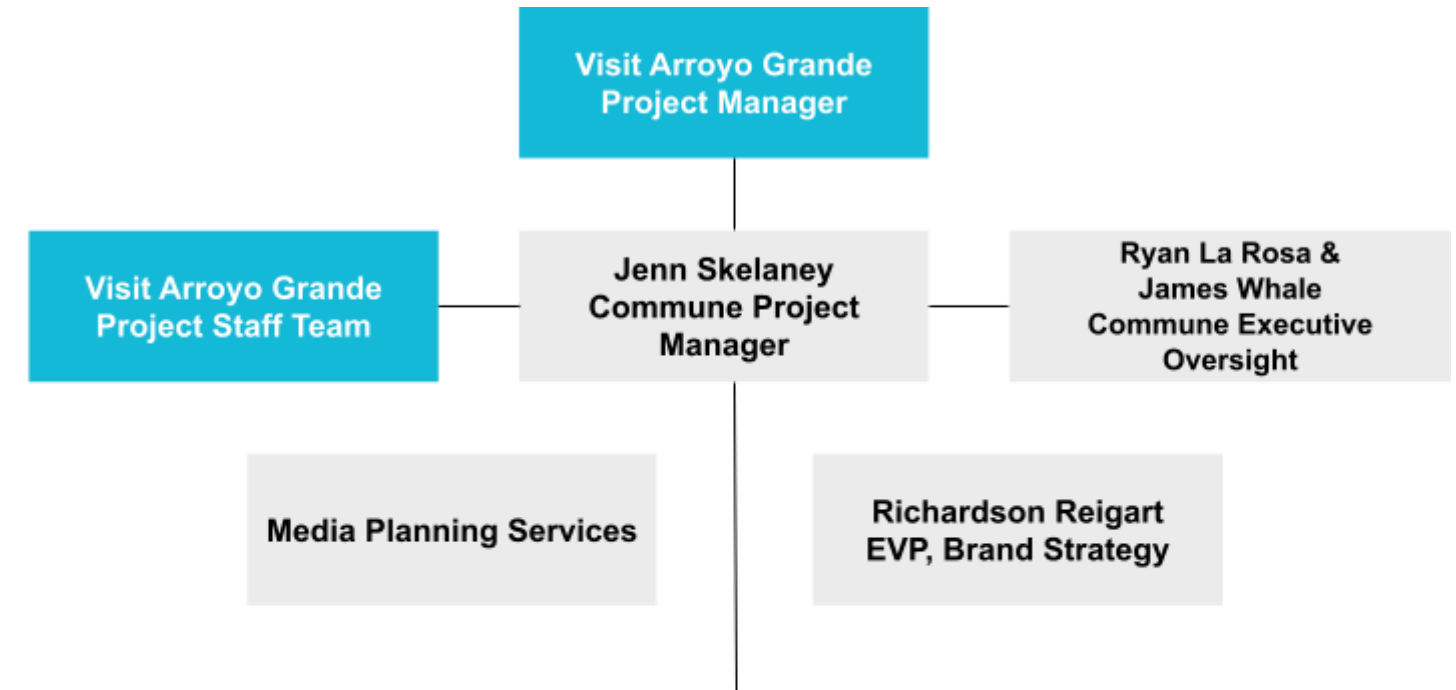
Jenn Skelaney	<p>Position: Project Manager Location: Los Angeles, CA Proposed Position: Account Manager Current Assignment: Account Manager at Commune Communication Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 3 years</p>
Ryan La Rosa	<p>Position: Executive Oversight Location: Long Beach, CA Proposed Position: Co-Founder and COO Current Assignment: Strategic planning and agency/client relationship management</p>



	<p>Level of Commitment: Full-time Availability: Available for strategic oversight Tenure at Firm: Since inception (2016) - 8 years</p>
James Whale	<p>Position: Creative Leadership Location: Long Beach, CA Proposed Position: Co-Founder and CEO Current Assignment: Creative direction and client relationship management Level of Commitment: Full-time Availability: Available for creative oversight Tenure at Firm: Since inception (2016) - 8 years</p>
Richardson Reigart	<p>Position: Brand Strategy Location: Los Angeles, CA Proposed Position: EVP, Brand Strategy Director Current Assignment: Brand and communications strategy for major brands Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 3 years</p>
Cindy Nguyen	<p>Position: Media Planning Location: Los Angeles, CA Proposed Position: EVP, Media Planning Director Current Assignment: Media strategy and planning for various brands Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: Recently joined - 2023</p>
Briton Saxton	<p>Position: Senior Copywriter Location: Long Beach, CA Proposed Position: Senior Copywriter Current Assignment: Copywriting and creative concepting for Commune clients Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 1 year</p>
Victor Heredia	<p>Position: Multilingual SME Location: Long Beach, CA Proposed Position: Support Copywriter (Spanish) Current Assignment: Writing and translating culturally relevant copy Level of Commitment: Part-time Availability: Available on an "as-needed" basis for this project Tenure at Firm: 2 years</p>
Manali Anare	<p>Position: Graphic Designer Location: Los Angeles, CA Proposed Position: Senior Graphic Designer Current Assignment: Brand and graphic design for multinational clients Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: Recently joined - 2023</p>
Aaray Amano	<p>Position: Graphic Designer</p>

	<p>Location: Long Beach, CA Proposed Position: Graphic Designer and Videographer Current Assignment: Creative services for Commune clients Level of Commitment: Full-time Availability: Available for this project Tenure at Firm: 2 years</p>
Vern Moen	<p>Position: Director - Videographer/Content Producer Location: Los Angeles, CA Proposed Position: Videographer, Photographer, Content Producer Current Assignment: Pre and Post Production services for Commune clients Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 2 years</p>
Jessica Farrell	<p>Position: Multimedia Strategist Location: Phoenix, AZ Proposed Position: Multimedia Strategist Current Assignment: Strategist & Account Executive at Q1 Media Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 8 months</p>
Ian Donahue	<p>Position: Lead Media Strategist Location: Austin, TX Proposed Position: Lead Media Strategist Current Assignment: Southwest Region Manager at Q1 Media Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 6 years</p>
Nancy Hoang	<p>Position: Multimedia Account Operations Location: Austin, TX Proposed Position: Multimedia Account Operations Current Assignment: Director of Account Operations at Q1 Media Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 6.5 years</p>

Project Organization Chart



Project Team



Project Staff and Relevant Expertise:

Ryan La Rosa: Co-Founder, Chief Operating Officer

Ryan is a California native who founded Commune alongside James Whale in 2016, after a successful advertising career in New York City as a Brand Strategist. Ryan has led the building of Commune’s reputation in California, ultimately becoming a go-to subject matter expert for many significant interests including Long Beach Transit, Long Beach Airport, the Mayor of Long Beach, Rex Richardson, and many others. Ryan will take a high-level role on this account ensuring all project management matters run smoothly while collaborating closely with all team members and client stakeholders to guarantee a great result.

James Whale: Co-Founder, Chief Executive Officer

James founded Commune alongside Ryan La Rosa in 2016, after a successful advertising career in New York City as a creative director. James has led nearly all creative efforts for Commune since its founding, including being responsible for the design systems of countless City initiatives and representatives, including California State Senator, Lena Gonzalez and United States Congressman, Robert Garcia. James has also led

development of creative production and event-day management for the current mayor's State of the City and Grow Long Beach addresses and supporting communication. James will perform a high-level role on this project, ensuring an effective and breakthrough delivery of all creative assets. He will also manage all video and photography efforts alongside our in-house production capabilities

Richardson Reigart: Executive Vice President, Strategy

Richardson is a senior-level brand strategist who came to Commune after running global brand strategy for Toyota and Mazda among others. Richardson currently oversees strategy efforts for the City of Long Beach, Downtown Long Beach, AIDS Walk, and many others. Richardson will lead the planning and strategic vision of the project, ensuring all creative decisions are strategically led and are reaching their intended targets

Jenn Skelaney: Senior Account Manager

Jenn has demonstrated her organizing and project management expertise in a variety of efforts for the City of Long Beach including Economic Blueprint 2.0, State of the City 2024, Measure A planning and website design, Elevate 28 website design and development, and more. Additionally, she currently runs project management efforts for Long Beach Transit, the Arts Council for Long Beach, APLA Health, and AIDS Walk Los Angeles. Jenn will be the lead account manager to ensure there is a central point of contact between agency and client while maintaining clear communication and effective tracking of all project deliverables and deadlines

Cindy Yang Nguyen: EVP, Media Planning

Cindy Nguyen is an EVP of media planning with a track record of executing full-funnel advertising strategies and innovative multi-channel campaigns for diverse marketing objectives, from branding and acquisition to retail experiences. With roles ranging from freelance consultant to associate media director at various reputable agencies, Cindy has demonstrated her ability to leverage strong negotiation skills and manage complex budgets across digital, social, mobile, print, and out-of-home campaigns, underlining her comprehensive expertise in media strategy and planning.

Jessica Farrell: Q1 Media - Multimedia Strategist & Account Executive

With over 10 years of experience in multimedia strategies for tourism and hospitality, Jessica has designed and managed outstanding digital media campaigns for notable clients such as Wyoming Office of Tourism, Reno Tahoe Tourism, Broadmoor Resort, Mountain Shadows Resort, and more. Her proficiency is reinforced by her attention and speed to detail, forward-thinking strategies, and commitment to delivering results.

Ian Donahue: Q1 Media - Lead Strategist & Southwest Region Manager

A native of Santa Barbara, California, Ian is Q1 Media's leader for the Southwest Region of the US with over 10 years of experience in multimedia executions specific to tourism and hospitality. His in-depth knowledge of the multimedia industry, audience-first strategies, and our custom ad-tech impacts significant results for our tourism client's lodging and business initiatives. His steadfast loyalty to achieving successful campaigns brings impressive ROI to his clients of Hard Rock Hotels & Resorts, Visit Tuolumne County, Visit Camarillo, Downtown Napa, Discover Torrance, and more.

Nancy Hoang: Q1 Media - Director of Account Operations

Nancy has over 7 years of experience in digital media executions, with extensive

knowledge in cross-platform management and multiple verticals. Her expertise is backed by Meta Media Buying Certification - a testament to her excellence in delivering and optimizing social and digital media campaigns. As a knowledgeable and detailed leader of Q1 Media's in-house operations team, she has driven great performance for hundreds of clients campaigns for tourism clients including Hard Rock Hotels & Resorts, Discover Klamath, Visit Camarillo, Greater Boston Visitor Bureau, and more.

Briton Saxton: Senior Copywriter

Briton currently runs copywriting and creative responsibilities for Downtown Long Beach Tourism, the City of Long Beach Homeless Campaign, City of Long Beach Climate Action Plan, and others. Additionally, Briton produces all copywriting and creative concepting for Long Beach Transit. Briton will be the lead copywriter on this project and an integral part of the creative team who brings with her an immense amount of travel and tourism experience.

Manali Anare: Senior Graphic Designer

With nearly a decade of experience in the design industry, Manali brings to Commune a unique blend of versatility and multi-disciplinary design expertise, along with a specific talent for creating and managing large brand and identity systems. Manali's career began with a deep exploration of the fundamentals of graphic design, and she has since honed her creative skills in print media, typography, and layout—gaining a strong foundation in the core principles of visual communication. She has seamlessly transitioned the elements of her craft into digital and web design as well. Manali will lead graphic design efforts for this project, ensuring the blend between print and digital is expertly crafted.

Aaray Amano: Graphic Designer & Content Creator

Aaray leads creative services for Long Beach Transit, City of Long Beach Economic Blueprint 2.0, the City of Long Beach Homeless Campaign, AIDS Walk Los Angeles, and more. Aaray is a talented multidisciplinary creator whose expertise include graphic design, video production, and content creation. Aaray will participate in all creative services for this project.

Josh Slone: Web Developer

Josh has a rare combination of design and development skills, meaning he can bridge communication gaps, translate creative visions into technical solutions, and deliver exceptional results that seamlessly blend aesthetics and functionality. Josh is proficient in multiple languages including HTML, CSS, JavaScript, and React.js—meaning he can seamlessly implement designs into fully-fledged web experiences. Josh has led the development of Commune's work on the Elevate 28 website for the City of Long Beach and will lead all digital efforts for this project as well.

Vern Moen: Director, Videographer and Producer

Vern has supported Commune Communication since 2021 and has 20 years experience working as a director, producer and videographer. His attention to detail, creativity, and practical dexterity have been proven on previous projects with the City of Long Beach, Long Beach Transit, and many others.

04 - Review of Capabilities

Case Study: Visit Tuolumne County

Team Commune has been supporting Visit Tuolumne County for three years and their campaigns have shown strong growth in engagement, performance, and trackable visitation lift to segmented lodging partner locations and key attractions. For our client Visit Tuolumne County, we've seen success with continuous strategic adjustments in the digital media landscape.

Their 2022 campaign focused on their primary feeder metro markets on the west coast and drove great results in terms of click-through rates (1.43 - 3.23% using our mobile device targeting for interstitials, display, and video), increase in newsletter sign ups, and on-site conversions, but we felt performance could be even further improved.

Beginning in 2023, we advised an audience re-segmentation based on the results of their efficiency market analysis weighing their prior year visitation reports versus each DMA or city population. We also implemented a strategic overhaul informed by A/B testing creative, platform-specific content and creative messaging strategies, alongside a reallocation of ad spend to the best-performing platforms as the audience evolves.

Results:

After adopting our strategic refresh in 2023, their campaign achieved a ~50% lower Cost Per Visitor, a 23% increase in website traffic YOY, and a 17% increase in conversion rate. Our Location Visitation Reports, tracing influenced visitation after being served ads, we tracked 4,365 visitors to 17 hotels and 5,522 visitors to 20 key attractions in 3 months who had seen our ads prior to visitation. Our partnership with this client demonstrates the effectiveness of our data-driven and adaptive approach leading to improved brand recognition and visitation to their region, as we improve their ROI each year.



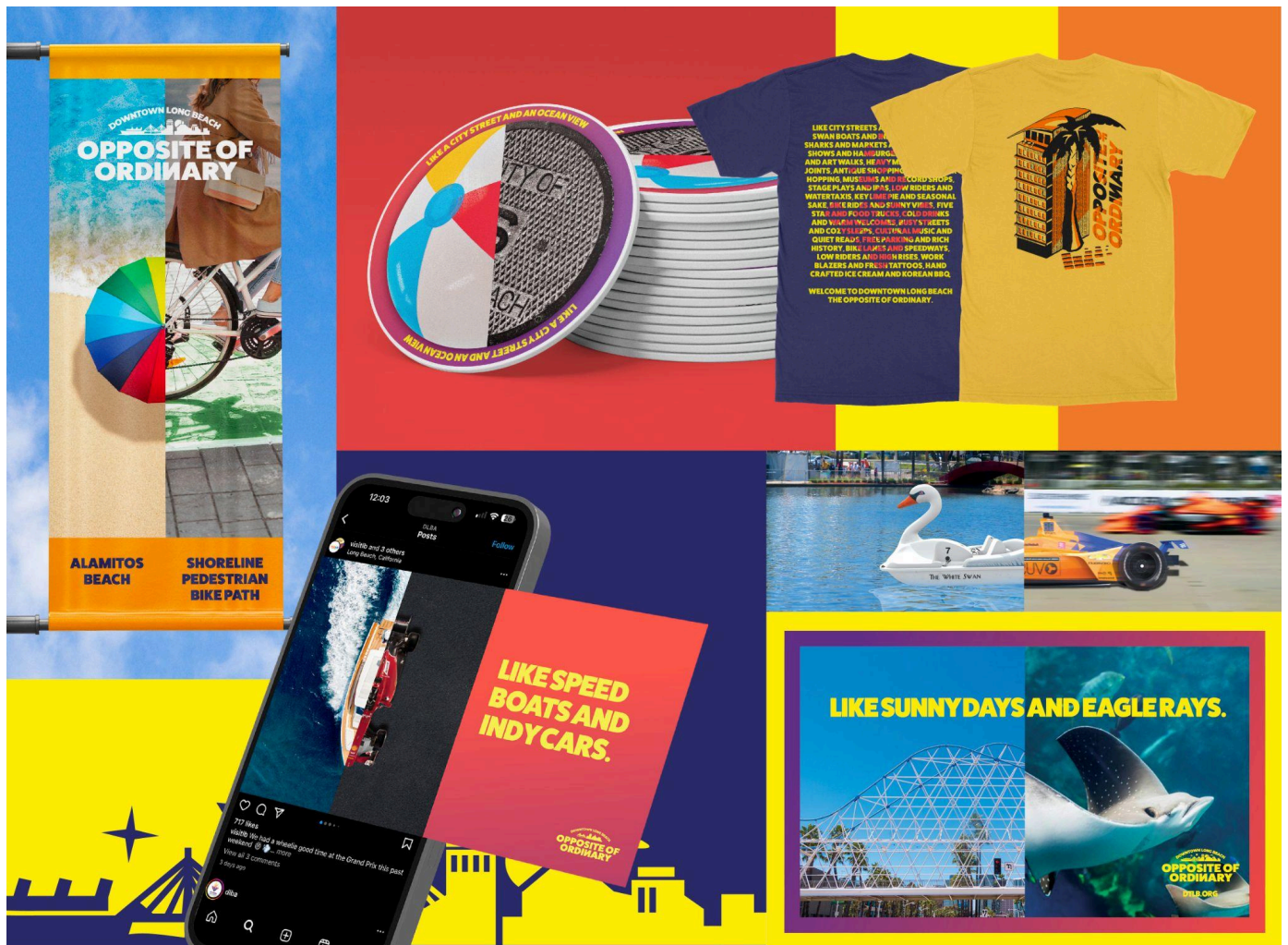
Case Study: Downtown Long Beach Tourism Campaign

Commune has been working with the Downtown Long Beach Alliance since 2018 in various capacities including helping the Business Improvement District that is one of California's largest ensure their brand, profile, and materials are always top notch. Downtown Long Beach houses over 2,000 businesses, including one of the nation's largest ports, and over 50,000 residents yet it's often lost in the shuffle between its neighbors to the north and south. The DLBA has relied on Commune for years to ensure the reputation and profile of the region is always effectively communicated to audiences including residents, visitors and current/prospective employees and business owners.

One of the earliest projects Commune worked on with the DLBA was a rebrand to build a visual identity that effectively communicated the virtues of the region, being sure to avoid common tropes associated with BID and tourism advertising. In short... NO "SHOP, DINE, PLAY" allowed! Through a rigorous Discovery Session that extrapolated insights from a variety of audiences, we developed a visual identity that worked as both a wayfinding device and an iconic mark that has stood the test of time and become a recognizable symbol for Downtown Long Beach.

Most recently, Commune was asked to develop a refreshed creative campaign for Downtown Long Beach tourism to help the organization move beyond campaigns that were established during the COVID-19 pandemic. This process included Commune facilitating focus groups with a variety of different stakeholder groups (business, residents, tourists, local leaders, and more) and preparing strategy and media recommendations that captured the essence of the unique location. With insights in hand, our creative team developed a campaign called "Opposite of Ordinary" that will be showcased throughout the area and well beyond, clearly communicating what DTLB has to offer while also inspiring curiosity to discover more on your own. Our campaign included the following steps:

- **Visual Identity/Branding Design** - Evolving the organization's existing brand into something more closely aligned with the updated creative campaign.
- **Focus Group Facilitation and Reporting** - Commune met with a number of stakeholders to facilitate and report on findings, ultimately packaging into a report that's useful for this campaign and well beyond.
- **Brand Strategy Development** - Commune developed a DTLB strategy that outlined the region's unique position in the market to clearly define the path to ensuring any media and creative decisions were wholly unique and representative of DTLB.
- **Media Planning and Reporting** - Commune developed a clear media plan based on data analysis to understand what tools to deploy to ensure our media planning was effective and efficient locally, regionally, and nationally.
- **Creative Campaign Development & Production** - Commune developed a creative campaign including copywriting, design, social media, and website updates that were consistent and breakthrough no matter the channel.



Case Study: AIDS Walk Los Angeles

APLA Health and Wellness, an organization that conducts AIDS Walk Los Angeles, has relied on Commune Communication since 2018. After winning the right to work with them through a competitive bid exercise, we helped the organization better articulate its mission and understand how to appeal to specific audiences they were struggling to reach.

Although AIDS Walk has been happening for the last 40 years, the COVID-19 pandemic presented various challenges for the organizers. In 2020 and 2021, AIDS Walk was forced to shift to digital mode due to stringent lockdowns and other protocols, and the 2022 event saw minimal attendance due to non-promotion, given the continuation of the health crisis. The event was losing momentum and attendance, and organizers struggled to meet their fundraising targets. To tackle the situation Commune was tasked specifically with increasing attendance and meeting fundraising goals for AIDS Walk 2023.

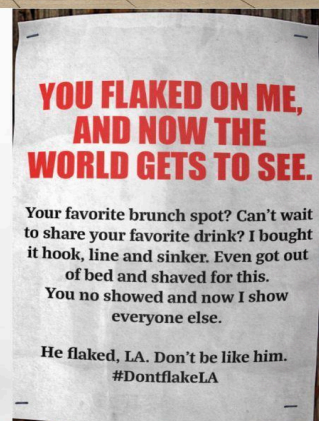
Apart from the challenges posed by the pandemic, we also had to overcome other communication and logistical challenges. This includes convincing people to prioritize AIDS Walk over other events in LA, the stigma surrounding HIV/AIDS, logistical issues like traffic congestion, budget constraints and less workforce for outreach programs,

unpredictable weather conditions, and changing demographics. To overcome the challenges and meet the project goals, we developed a dedicated plan which included the following steps:

- **Memorable and Award-Winning Campaign:** We created a disruptive, breakthrough creative campaign to capture our audience's attention by capitalizing on a shared inside joke among Los Angeles residents. "Don't Flake LA" poked fun at Angeleno's habit of skipping out on plans and served as a call-to-action to get involved and turn out to support AIDS Walk. We designed an engaging and memorable marketing campaign and event activation that resulted in record media exposure, turnout, and donations
- **Targeted Marketing and Outreach:** Tailored marketing efforts to specific demographics and communities within Los Angeles, including LGBTQ+ organizations, healthcare providers, universities, and local businesses to help increase awareness and participation.
- **Social Media and Digital Platforms:** We utilized social media platforms, email newsletters, and online advertising to reach a wider audience and engage potential participants.
- **Community Partnerships:** We collaborated with local organizations, businesses, and influencers to promote the event and expand its reach within the community. This included creating campaign-specific materials for large-scale organizations including Delta, Target, Starbucks, and others.
- **Offering Incentives and Perks:** We provided incentives such as early registration discounts, VIP access, and exclusive merchandise to attract more participation.
- **Educational Campaigns:** We conducted multiple campaigns to raise awareness about HIV/AIDS, reduce stigma, and emphasize the importance of supporting the cause in order to dispel misconceptions and encourage participation.
- **Streamlining Logistics:** We provided clear information about event logistics, transportation options, and parking arrangements to make it easier for participants to plan their attendance.

Results:

As a result of our meticulous planning and breakthrough creative, Commune exceeded all expectations. We broke a record in fundraising, which crossed 1.3 million dollars in total. Compared to the 2022 AIDS Walk, we brought about a 1328% increase in social media reach and a 526% increase in website visits. As a testament to our sustained efforts, Commune secured an AAF Silver advertising award for the 2023 AIDS Walk campaign.



Case Study: Long Beach Transit

Commune has been working on various projects for Long Beach Transit since 2017. Michael Gold, executive director/vice president of customer relations, signed a contract with us in 2017 to reverse a decade-plus trend of decreased ridership through media strategy, planning, and creative services.

For nearly a decade prior to the COVID-19 pandemic, LBT saw its ridership decline in line with public transit trends across the nation. The rise of other transportation options (rideshare, e-scooters) and a nationwide perception issue caused public transit ridership to decline broadly year over year. LBT was no different. Commune began seeing some positive results in 2019, but the COVID-19 pandemic demanded an immediate shift from ridership messaging and media to general brand building. Due to the health situation, LBT wasn't allowed to publicly promote bus ridership again until 2022.

In spring 2022, LBT asked Commune to develop a campaign to inspire ridership utilizing services including brand strategy, media strategy, media planning, creative services (copywriting, design, photography, videography), and website design and development. LBT needed to increase ridership but with a limited marketing budget. This meant we had to generate more efficiency from our media spend. Additionally, LBT did not have robust in-house tracking and reporting services, meaning we also had to develop ways to correlate advertising activities with positive results (increased revenue and ridership).

Finally, we were tasked with overcoming the cultural challenge of the market; Southern California at large, and especially Los Angeles County, is heavily focused on car culture as a means of transport. Bus ridership is often perceived as something for “the other” who aren’t fortunate enough to be able to have their own car or other transportation options. Breaking through this cultural reality required thoughtful strategy, targeting, and messaging. To overcome these challenges, Commune utilized the following tactics:

Collaboration with LBT to Define Goals and Target Audiences:

- Identified target audiences based on demographics, interests, behavior, and other relevant factors.
- Researched and selected digital advertising channels.
- Conduct research to identify platforms and plan the media buy (e.g., Google Ads, DV360, YouTube Pre-rolls, Facebook, Instagram, LinkedIn, OOH, experiential, social media) most suitable for reaching said target audiences and achieving stated goals.
- Commune considered factors such as audience demographics, platform popularity, ad formats available, and budget requirements.

Build Media Plan, Budgets, and Timeline:

- Determined how much LBT was willing to spend on the ridership campaign annually.
- Allocated budgets across selected channels and ad formats based on their effectiveness and relevance.
- Established a timeline for LBT’s campaign, including start and end dates, key milestones, and deadlines.

Developed Compelling Creative for the Campaigns:

- Created engaging ads and media that resonated with our target audiences and effectively communicated our message and calls to action (CTAs).
- Tailored content and ad format for each specific platform to maximize effectiveness.
- Collected, produced, and incorporated multimedia elements such as animations, video, and interactive features to increase engagement.

Design Landing Pages and Conversion Paths:

- Developed dedicated landing pages optimized for conversion that align with the messaging and CTAs.
- Ensured that landing pages provided a seamless user experience and made it easy for ridership to take the desired action.

Set up Tracking and Analytics:

- Implemented tracking tools such as Google Analytics and Facebook Pixel to monitor the campaign's performance.
- Defined key performance indicators (KPIs) that align with campaign objectives, such as click-through rate (CTR), conversion rate, return on ad spend (ROAS), and cost per acquisition (CPA).

Launched and Monitored the Campaign:

- Set up ads within the chosen digital advertising platforms, specifying targeting criteria, budget, bidding strategy, and other relevant settings.
- Monitored the performance of the creative in real-time and adjusted as needed to optimize effectiveness.
- Tested different ad creatives, audience segments, and messaging variations to identify what resonated best with our target audiences.

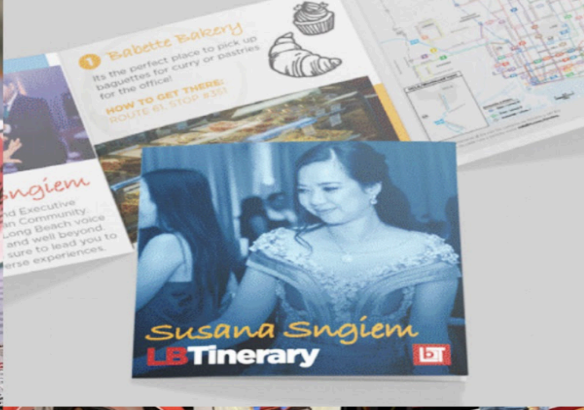
Evaluated our Results and Refined our Strategy:

- Commune then analyzed the performance data collected during the ridership campaign to assess its effectiveness against goals and KPIs.
- We identified areas for improvement and optimization, such as adjusting targeting parameters, refining ad messaging, or reallocating the budget to top-performing channels.
- Used insights gained from the campaign to inform future advertising strategies and campaigns.

Results:

Commune's strategies and tactics were responsible for the first increases in bus ridership for Long Beach Transit in over a decade, including a 15% increase in ridership and a 6% increase in revenues in the financial year 2023/2024. We witnessed a dramatic increase in impressions and reach alongside a significantly reduced CPM for all ads served. With the update to a CPM KPI in January, CPM dropped from \$11 in October 2023 to \$3 in January 2024, allowing us to build more exposure for every dollar. Additionally, Commune has become a reliable partner for LBT, and we have been included in the following processes:

- Consultation on departmental hires, including the staff interview process.
- Developing experiential installations for use at trade shows.
- Redesigning the LBT website and trip-planner technology.



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 See how to get yours at ridelbt.com/csulb

Still cruising in the mom-mobile?

Glow back to school in style

Looking for the best way to get an early start on summer?
 You're getting warmer...
 Cruise AquaLink by Long Beach Transit and enjoy the views, weather and vibes only Long Beach can provide.
 For schedules and fare info, visit ridelbt.com/aqualink. **Just \$5**

Their last date never took them on a boat
 Set sail and set the mood aboard AquaLink. Now cruising seven days a week between Downtown and Alamitos Bay.
 Check cruise times at ridelbt.com/aqualink

Reds. Whites. And the deep blue.
 Drink it all in aboard AquaLink this summer. Cruise between Downtown and Alamitos Bay and enjoy the selections at our snack bar.
 To see the full menu and boarding times, visit ridelbt.com/aqualink. **Just \$5**

New Year's Busolution: Spend less time here.

Case Study: Sports Basement:

After establishing itself as a successful and well-known Northern California outdoor retail brand with an 11 year history, Sports Basement came to Commune to launch its first ever location in Southern California in 2022.

Commune was asked to effectively introduce Sports Basement to Orange County and surrounding area residents through a personality driven, first-touch acquisition creative campaign. The campaign featured highly engaging content and effective media placements to introduce the brand to the region and gain measurable opt-ins, including targeted website click-throughs and in-store visits (campaign success with advertising and media spend to focus on website clicks and email subscribers as primary ROI).

At the outset of the project, Commune faced multiple challenges including:

- **Hyper-local preferences and trends:**
Understanding the preferences and trends of Southern California consumers was important for tailoring marketing and in-store programming efforts that resonated with our local audiences. What worked in NorCal for 10 years may not apply here. Vigorous market research and gathering feedback from local consumers was required to help key brand stakeholders (CEO, directors, VP's) better understand the needs and preferences of our local market.
- **Concept of the store was unclear - what the heck is a Sports Basement?**
Establishing brand awareness and attracting customers to not just a new store but a new brand can be challenging, as there are established competitors in Southern California such as REI, Modell's, and Dick's. Effective marketing and launch strategies were essential to overcome this challenge.
- **Commune had to rely on the customer experience delivered by a newly recruited team to ensure our own success.**
Providing a positive and memorable customer experience is crucial for building loyalty and attracting repeat business for a brand that was brand new to this region. Issues such as poor customer service, long wait times, or inventory shortages were out of our control.
- **Working with a client that had never used an outside advertising or creative agency in their 12 year history.**
Commune had to earn trust to represent their brand effectively, overcoming some past scepticism of outside consultants or groups.

To overcome the challenges and to meet the contract objectives, Commune developed a meticulous plan comprising the following steps:

Worked collaboratively with Sports Basement to define goals and target audiences:

- Identified target audiences based on demographics, interests, behavior, and other relevant factors.
- Researched and selected digital advertising channels.
- Conducted research to identify digital and Out of Home (OOH) platforms and plan the media buy (e.g. Wild Postings, Google Ads, DV360, Youtube Pre-rolls, Facebook, Instagram, LinkedIn) were most suitable for reaching said target audiences and achieving stated goals.
- Commune considered factors such as audience demographics, platform popularity, ad formats available, and budget requirements.

Build media plan, budgets and timeline:

- Determined how much Sports Basement was willing to spend on both digital advertising campaigns.
- Allocated budgets across selected channels and ad formats based on their effectiveness and relevance.
- Established a timeline for Sports Basement's store opening campaign including start and end dates, as well as key milestones and deadlines.

Developed compelling creative for the campaigns:

- Created engaging ads and media that resonated with our target audiences and effectively communicated our message and calls to action (CTAs).
- Tailored content to each specific platform and ad format to maximize effectiveness.
- Collected, produced, and incorporated multimedia elements such as animations, video, and interactive features to increase engagement.

Design landing pages and conversion paths:

- Developed dedicated landing pages optimised for conversion that aligned with the messaging and CTAs.
- Ensured that landing pages provided a seamless user experience and made it easy for both qualified drivers and ridership to take the desired action: Joining the Basementeer program, attending a programmed event at the new location, and/or making a retail purchase.

Set up tracking and analytics:

- Implemented tracking tools such as E-com Google Analytics and Facebook Pixels to monitor the performance of the campaign.
- Defined key performance indicators (KPIs) that align with the campaign objectives, such as click-through rate (CTR), conversion rate, return on ad spend (ROAS), and cost per acquisition (CPA).

Launched and monitored the campaign:

- Set up ads within digital advertising platforms, specifying targeting criteria, budget, bidding strategy, and other relevant settings.
- Deployed the OOH concepts to media buy locations near the new store geography.
- Monitored the performance of the creative in real time and made adjustments as needed to optimise effectiveness.
- Tested different ad creatives, audience segments, and messaging variations to identify what resonated best with our target audiences.

Evaluated our results and refined our strategy:

- Commune then analysed the performance data collected during the campaign to assess its effectiveness against our goals and KPIs.
- Identified areas for improvement and optimization, such as adjusting targeting parameters, refining ad messaging, or reallocating budget to top-performing channels.
- Used insights gained from the campaign to inform future digital advertising strategies and campaigns.

Results:

- 89,000,000 impressions delivered in Southern California targeted geography.
- 73,600 digital clicks on paid ads by Commune for this campaign.
- 643 online transactions tracked from digital ads for a value of \$80,566.30
- 1,810,443 video views for assets created by Commune.

- 1,659,904 video views of our creative in the target markets.
- 3X ROI + 2.9% conversion rate overall.



05 - Rates, Fees and Budget Control

If Commune is given a budget, Commune stays on budget. If Commune is given a deadline, Commune meets that deadline. It's the foundation of our shop and we're sure our references would agree. Meeting budget and schedule requirements is also the basis of a trusted partnership. Our partners must know what is going on at all times and that means complete transparency. Before Commune, we came from agencies where time spent and hours billed were often a closely held secret and we wanted to dedicate our operation to full transparency in order to eliminate cliché agency overages. Our quality control and budget control measures include:

- **An always-on project manager** - Your project manager's job is to ensure quality control. They will be responsible for managing internal and external timelines and budgets as well as reporting as regularly as needed, including weekly check-ins with specific quality control line items. We also value time spent between the project manager and client team and we look forward to our trips up the Coast to meet with the project team (and maybe even work on site whenever possible!).
- **Project timelines** - As part of our recurring check-ins, these meetings come with a detailed agenda that clearly outlines projects and their current status with next steps and deadlines. Additionally, Visit Arroyo Grande will have access to a live production timeline document, showcasing where we are in the process and what is required to advance a project to the next phase.
- **Time management reports and budget check ins** - Commune prepares detailed monthly accounting of all activities and time spent that will be sent with our monthly invoice. Additionally, we prepare quarterly and annual budget reviews to understand where we are, but also to allocate time and forecast for new ideas and opportunities.
- **Savings and cost approach** - Commune has a documented history of providing cost effective, quality solutions for a host of diverse clients across the nation. Commune starts each project by ensuring that the scope of work requested is understood and the right personnel with the right mix of competencies and skills have been selected to provide the services and products required. By selecting the proper personnel at project start and continuing to provide the appropriate resources throughout the project life cycle, Commune avoids a number of potential cost issues by ensuring several personnel actions are completed in preparation for the tasks. These actions may include the following activities:
 - **Rigorous selection of personnel:** At Commune, the project initiation phase involves selection of staff with the requisite skill set, directly influencing the efficiency and quality of task execution. Our deliberation in staff allocation minimizes downtime, reduces the need for rework, and ensures adherence to quality standards, fostering significant savings over the project lifecycle.
 - **Adherence to standardized processes:** Our commitment to standardized project management practices ensures that we deliver optimal marketing solutions on the first attempt, reducing costs and enhancing value as the project advances. Commune's project managers follow a suite of established protocols, ensuring that all project activities are executed efficiently and effectively.
 - **Strategic task management:** We employ a strategic approach to task allocation and monitoring, ensuring that the right mix of skills is deployed to meet project demands. This strategy not only maximizes the use of our team's capabilities on complex assignments but also streamlines project execution, yielding cost savings and enhancing project output.

In submitting this proposal, Commune aligns with all RFP stipulations, highlighting our eagerness to deliver exceptional service and specialized expertise. Our strategy—focusing on selecting highly qualified personnel, standardizing procedures, optimizing task management, and ensuring workforce stability—demonstrates our commitment to providing cost-effective, high-quality solutions tailored to meet Visit Arroyo Grande's needs.

Hourly Rates for Proposed Team Members:

The following table outlines Year 1 proposed rates. All future years to be negotiated or outlined in line with contract demands and based on factors including inflation.

Strategy Services	FULLY BURDENED RATES - P/H
EVP, Strategy	\$150
Media Services	P/H
EVP, Media Planning and Reporting	\$150
Account Services	P/H
Project Manager	\$150
Creative Development Services	P/H
Creative Director	\$150
Graphic Designer	\$125
Copywriter	\$125
Spanish Copywriter	\$100
Photography & Video Services	\$150 <i>(includes equipment & insurance cover)</i>
Social Media Manager	\$150
Digital Services	P/H
Director of Interactive / Web Developer	\$150

Fixed Cost Proposal:

Commune agrees to all costs within this proposal as fixed. \$225,000 (including paid media) is established as a "not to exceed" figure and all projects and costs will be estimated with this in mind. As stated in the RFP, the final terms and scope of the agreement and contract will be determined between Commune and the client upon award to ensure the most accurate, cost effective and strategic recommendations possible within the agreed upon fixed cost.

Reimbursable Expenses and Overhead

Type of Expense	Quantity	Budget Amount
Photocopying/Printing	Exact Amount TBD	Client assumes cost
Postage	Exact Amount TBD	Client assumes cost
Travel/Mileage	Exact Amount TBD	0.67 (2024 IRS rate)

o6-Proposed Project Schedule

Implementation Plan for Visit Arroyo Grande Marketing Program <i>Actual final timings to be finalized and approved with client upon contract award</i>			
Task	Objective	Activities	Timeline
Project Kickoff	Establish Project Framework	Task Owner - Project Manager Conduct a kickoff meeting with the Visit Arroyo Grande project team to clarify objectives, timelines, and communication protocols.	Week 1
Discovery	Uncover Consumer and Competitive Insights	Task Owner - Strategy Team <ul style="list-style-type: none"> Perform a deep dive into competitive market position, consumer insights, and visitation data. Hold virtual and in person Discovery Sessions with varied stakeholder groups (residents, visitors, business owners, clients). 	Weeks 2-4
Comms Planning	Outline channels and messages	Task Owner - Strategy Team Define consumer challenge, communications tasks, content approach, channel strategy, success metrics	Weeks 5-8
Media Planning	Build Targeted Media Plan	Task Owner - Media Team In tandem with the strategy team, using consumer insights and visitation data, we'll design a custom cross-platform plan incorporating key media tactics by location and audience segment. Plan is designed as a monthly structure (consideration of peak and off-seasons), by key markets (Especially LA, SF, SLO County), audience segments, and adaptive media mix.	Weeks 5-12
Creative Brief	Summarize findings and direction into concise and inspirational brief.	Task Owner - Strategy Team <ul style="list-style-type: none"> Outline communications objectives, a key consumer insight, and a creative strategy that addresses the core consumer challenge Outline clear deliverables and timing 	Weeks 13-15
Creative Development	Writing, Design, Capture, and Development of all required campaign assets.	Task Owner - Creative Team Commune team gets to work putting pen to paper on all of the creative requirements outlined in the planning phase. Each will be tailored to maximize the effectiveness of the channel and designed to effectively speak to and inspire specific target audience segments.	Weeks 15 - 25
Campaign Launch	Assets go live	Task Owner - Full Team Launch of all assets, appropriately targeted and flighted to meet campaign objectives.	TBD
Reporting and Optimization		Task Owner - Media Team Complete media reports including metrics, insights, and recommended monthly optimizations are provided for committee meetings. For digital media monitoring reports, we have a Client Dashboard for 24 hour updates for on-going performance metrics and analysis.	TBD

07-Appendix: Resumés of all Personnel

Key Personnel resumes are provided in the sections below. Please note that some positions contain multiple personnel:

Position - Project Manager

Jenn Skelaney	Account Manager of Commune Communication
<p>Jenn has demonstrated her organizing and project management expertise for a variety of City efforts including Economic Blueprint 2.0, State of the City 2024, Measure A planning and website design, Elevate 28 website design and development and more. Additionally, she currently runs account management efforts for Long Beach Transit, the Arts Council for Long Beach, APLA Health, and AIDS Walk Los Angeles. Jenn will be the lead account manager to ensure there is a central point of contact between the agency and project team while maintaining clear communication and effective tracking of all project deliverables and deadlines. Jenn has been with Commune for 3 years & will focus on keeping the deliverables on time and within scope.</p>	
<p>Experience</p>	
<p>Commune Communication Account Manager, 2020-Present Long Beach, CA <i>Clients Include:</i> Long Beach Transit, AIDS Project Los Angeles, GMV Transit, Sport Kilt, Arts Council of Long Beach, City of Long Beach, CSULB, AIDS Walk Los Angeles, Keesal, Young & Logan</p> <p>Smog City Brewing Co. Taproom Manager, 2016-2020 Torrance, CA</p> <p>Public School 310 Corporate Trainer, 2013-2016 Culver City, CA</p>	
<p>Education</p>	<p>B.S. Sociology (2010) Florida State University, Tallahassee, FL</p>

Position - Executive Oversight

Ryan La Rosa	Co-Founder and Chief Operating Officer of Commune Communication
<p>Ryan is a Long Beach native who founded Commune alongside James Whale in 2016, after a successful advertising career in New York City as a brand strategist. Ryan has led nearly all strategy efforts for Commune since its founding, including successfully working with nearly every BID in Long Beach to uncover their unique selling point, many Council candidates and our current Mayor, Rex Richardson. Ryan will take a high-level role on this account ensuring all project management matters run smoothly while collaborating</p>	

closely with all team members and client stakeholders to guarantee a great result.

Experience

Commune Communication

Co-Founder, COO, 2015 - Present
Long Beach, CA

Clients Include: Long Beach Transit, City of Long Beach, CSULB, APLA Health & Wellness, AIDS Walk Los Angeles, Friends of the Los Angeles River, Courtyard Marriott, Downtown Long Beach Alliance, Keesal, Young & Logan, Long Beach Museum of Art, Sport Kilt, The Guidance Center, Mental Health America, Long Beach City Clerk, Mayor rex Richardson, Fourth Street Retro Row, Bixby Knolls Business Improvement Association, Algalita Marine Research, First District Long Beach, State Senator Lena Gonzalez.

360i

Strategy Director, 2011 - 2015
New York, NY

Clients Include: Toyota, Odwalla, Checkers/Rally's, New Orleans Tourism Commision.

Hill & Knowlton

Strategic Planning & Creative Director, 2010 - 2012
New York, NY

Clients Include: Dos Equis, Adidas, PGA Tour, North Face, Campbell's, Target.

Euro RSCG

Account Supervisor, 2009 - 2010 New York, NY
Clients Include: Sears, KMart.

Park&Co

Word of Mouth Marketing Manager, 2006 - 2009 Phoenix, AZ
Clients Include: Goodwill, Phoenix Sky Harbor Airport.

Moses

Account Manager, 2005 - 2006
Phoenix, AZ

Clients include: World Wildlife Fund, TASER Axon

Education

B.A. Walter Cronkite School of Journalism (2006) Arizona State University, Tempe, AZ

James Whale

Co-Founder and CEO of Commune Communication

James founded Commune alongside Ryan La Rosa in 2016, after a successful advertising career in New York City as a creative director. James has led nearly all creative efforts for Commune since its founding, including being responsible for the design systems of countless BID, City, and City representatives. James has also led development of creative production and event day management for the current Mayor's State of the City and Grow Long Beach addresses and supporting communication. James will perform a high-level role on this project, ensuring an effective and breakthrough delivery of all creative assets. He will also manage all video and photography efforts alongside our in-house production capabilities.

Experience

Commune Communication

Co Founder & Creative Director, 2015 – Present
Long Beach, CA

Clients Include: Long Beach Transit, Friends of the Los Angeles River, Courtyard Marriott, Downtown Long Beach Alliance, Keesal, Young & Logan, Long Beach Museum of Art, Sport Kilt, The Guidance Center, Mental Health America, Long Beach City Clerk, Mayor Robert Garcia, Fourth Street Retro Row, Bixby Knolls Business Improvement Association, Algalita Marine Research, First District Long Beach, Councilwoman Lena Gonzalez, APLA Health, Gateway for Cancer Research, LiveMetta, The Moore Institute, Aids Walk Los Angeles

Manifesto Design

NY Creative Director & Principal, 2009 – 2015
Brooklyn New York

Clients Include: FEED / Lauren Bush, Robin Hood Foundation, Blue Ridge Foundation, Lexus, Blue Engine, PGA, Bonobos, Monica + Andy, Manicube.

Kings & Queens

Associate Creative Director, 2007 – 2008
Berlin, Germany

de-Studio

Associate Art Director, 2006 – 2007
Abu Dhabi, UAE

Flip Media Group

Account Director - Digital, 2006
Dubai, UAE

DNA Design

Account Director - Digital, 2005 - 2006
Auckland, NZ

Education

B.A. Communication (2005) Victoria University, Wellington, NZ

Richardson Reigart

EVP, Brand Strategy Director at Commune Communication

Richardson Reigart is responsible for all brand and communications strategy and planning. Richardson has extensive experience managing brand strategy, connections planning, creative development, and media strategy for major global brands, including Mazda, Toyota, T-Mobile, and FOX Broadcasting Network.

Experience

Commune Communication

EVP, Strategy, 2023 - present
Long Beach, CA

Lead brand and communications strategy for EV startup, Electra Meccanica, including the establishment of the company's first ever brand strategy, along with all GTM

planning, social strategy, and creative strategy for their flagship SOLO vehicle

Garage Team Mazda

SVP, Group Brand Strategy Director, 2022 – 2023

Costa Mesa, CA

Lead brand strategy, integrated communications planning, and creative strategy for all Mazda North America marketing efforts. Established the positioning and launch strategy for CX-90, the brand's first entry into the luxury SUV market, as well as the creative strategy for the re-launch of the CX-50 outdoor adventure vehicle.

Publicis Media / Blue449, Spark Foundry

SVP, Strategy, 2018 - 2019

Seattle, WA

Led integrated media strategy for T-Mobile account, including communications planning, investment strategy, and activation of all above-the-line channels, representing over \$700MM in total media billings. Day-to-day management and resourcing for a large team of over 50 media strategists.

360i

VP, Strategy Director, 2012-2018

New York, NY and Los Angeles, CA

Led the 360i strategy team in Los Angeles overseeing brand strategy, communications planning, and activation strategy for FOX Broadcasting Corporation, FOX Sports, Kashi, and 7-ELEVEN Digital Marketing. Led integrated communications strategy for several of FOX's most successful recent show launches, including "The Mick" #kidsaredicks campaign and "The Orville" cryogenic-inspired "Future in The Future" activation.

Strategy Director

Developed the "Seize & Ignite" culture-hacking content strategy that led to Oreo's award-winning "Blackout Tweet" during the 2013 Super Bowl. Led communications planning, brand positioning, and content strategy for Toyota North America, including breakthrough CSR initiatives like Meals per Hour, the Toyota Effect, and The Toyota Mobility Foundation.

HUGE

Senior Digital Planner, 2012 - 2012

Brooklyn, NY

Led digital account planning for Pepsi, identifying core insights, driving strategic direction, briefing creative teams, and providing brand stewardship for projects ranging from Pepsi Sound Off, the Pepsi Refresh Project, and the Pepsi Deals Facebook tab. Worked with Founder Garrett Camp and senior management of StumbleUpon to develop a new brand strategy for the digital service, developing a brand bible, and new brand identity.

PHD

Digital Strategy Director, 2007 - 2011

New York, NY

Directed all digital marketing efforts for Elizabeth Arden, including custom content development, social media strategy, and media planning/buying for celebrity fragrances from Mariah Carey, Britney Spears, as well as a range of flagship skincare products. Led digital marketing strategy for Travel Channel, guiding a new brand positioning, segmentation approach, and socially-driven strategy for fan engagement, resulting in year-over-year ratings growth and the highest rated premiere in the

network's history for "Man v Food".

MVBMS / FUEL North America / EuroRSCG 4D

Interactive Media Director / Director of Strategic Development, 2000-2005
New York, NY

Supervised all interactive marketing for MCI business markets globally in US, Europe, and APAC, growing the business from a \$300k to a \$12 million dollar account during tenure.

Education

B.A. Communication (2005) Victoria University, Wellington, NZ

Cindy Nguyen

EVP, Media Planning Director at Commune Communication

Cindy Nguyen is an EVP, media planning director with a track record of executing full-funnel advertising strategies and innovative multi-channel campaigns for diverse marketing objectives, from branding and acquisition to retail experiences. With roles ranging from freelance consultant to associate media director at various reputable agencies, Cindy has demonstrated her ability to leverage strong negotiation skills and manage complex budgets across digital, social, mobile, print, and out-of-home campaigns, underlining her comprehensive expertise in media strategy and planning.

Experience

FREELANCE CONSULTANT

- Provide full-funnel advertising strategies and campaigns for various marketing objectives – branding, acquisition (pre-orders) and experience/retail.
- Execute innovative and effective multi-channel campaigns in digital, social, mobile, print and out-of-home with set goals and KPIs.
- Utilize strong negotiation skills to secure favorable media contracts while managing budgets to stay on track of goals and objectives.

XD Agency – Media Strategist

06/2019 – Present

- New Business, Porsche (Atlanta), onePULSE, RingCentral

RPA – Associate Media Director

01/2022 – 02/2023

- SoCal Edison

Horizon Media - Associate Media Director

06/2021 – 03/2022

- Constellation Group, Little Caesars

FORME Life – Director of Media

05/2019 – 12/2020

- Smart home gym system for fitness and strength workouts

Health-Ade Kombucha – Director of Advertising

05/2017 – 04/2019

- Responsible for launching the first ever national advertising campaign (digital, social, OOH).
- Developed test-and-learn scenarios to continue to innovate and meet goals and

media performance.

AVP Pro Beach Volleyball Tour – Director of Media

04/2016 – 04/2018

- Planned and purchased digital and traditional advertising for eight tour stops nationwide.
- Worked directly with the CEO and stakeholders on all marketing/advertising decisions.
- Created benchmarks for each market and surpassed them while implementing measurement plans.

RPA | Freelance Consultant

03/2016 – 5/2016

Client: La-Z-Boy, New Business

- Worked directly with team leads on all aspects of media strategies and planning.

Nucleus Worldwide | VP/Group Media Director | Full Time

05/2012 – 12/2015

Clients: AVP, Barefoot Wines, Ole Smoky Moonshine, Suzuki Automotive, 3-Day Blinds

- Responsible for all agency media accounts and developed integrated media strategies and plans.
- Worked with multiple agencies, planners and account managers to meet client objectives.
- Led and built the media department from the ground up.

Mendelsohn Zien | Group Media Director

03/2011 – 05/2012

Clients: Qantas Airways, Famer John, ABC7, Oilily Shop

- Agency lead on strategies, planning and buying for all clients.

Education

BA, Psychology UC, Irvine

Position - Copywriter

Briton Saxton

Senior Copywriter

Briton is a CSULB grad who currently runs copywriting and creative responsibilities for the Downtown Long Beach Alliance, the City of Long Beach Homeless Campaign, City of Long Beach Climate Action Plan, and others. Additionally, Briton produces all copywriting and creative concepting for Long Beach Transit. Briton will be the lead copywriter on this project and an integral part of the creative team who is solving for how the Brochure and Marketplace Profiles come to life.

Experience

Senior Copywriter | Western Glove Works (Silver Jeans Co. & Jag Jeans) Irvine, CA

September 2022 to October 2023

Evolve the voice for two unique brands under the same parent company. Responsible for strategy and execution of seasonal B2C and B2B marketing. Craft copy that blends content and commerce across brand channels—web, email, social, retail, and more—striking a balance to gain brand affinity and sell products.

Senior Copywriter | prAna | Carlsbad, CA—April 2019 to September 2022

Produced a four-part video series inspiring and educating customers on Fair Trade. Revamped the brand blog to be SEO-rich and customer-centric. Increased partnership opportunities with brands that had joined prAna's Responsible Packaging Movement. Managed all freelance copywriters. Responsible for communicating with audience through email, web, catalog, digital, and more.

Copywriter | Greenhaus | San Diego, CA—August 2016 to April 2019

Lead writer for over nine unique clients. Managed the agency blog for consistency, tone, and SEO value. Developed the company's new-hire on-boarding process. Managed all copywriting interns. Led a cross-functional team to implement a new agency-wide project-management process.

Global Account Executive | MeringCarson | San Diego, CA—October 2015 to August 2016

Used competitive analysis and knowledge of my client's needs, strengths, and audience to guide campaigns in China, Brazil, and Mexico. Led my team through kickoff meetings and strategy sessions. Managed the relationship between agency and client. Kept projects on track to hit internal and external deadlines.

Film Commissioner | Visit Huntington Beach | Huntington Beach, CA—January 2010 to October 2015

Increased filming by 38% within the first 18 months. Founded the Huntington Beach Film Commission by crafting and executing on a robust business plan. Provided regular updates to the company board of directors and city officials. Positioned the city as a welcoming place to bring film productions.

General Manager | 22 West Media | Long Beach, CA—October 2008 to December 2009

Oversaw radio station staff and volunteers, training them in the procedures and standards required for live audio. Helped launch the process of becoming an HD radio station. Worked with new DJs to create content strategies for their show.

Education

BA in Film & Electronic Arts, California State University, Long Beach

Victor Heredia

Freelance Spanish Copywriter, of Commune Communication

Victor is a bilingual copywriter and marketing translator who's collaborated with Commune for over two years. He'll write and translate copy that is culturally relevant to the hispanic community.

Experience

Commune Communication

Freelance Spanish Copywriter, 2021 – Present Long Beach, CA
Clients Include: Long Beach Transit

Barrows Global

Freelance Spanish Copywriter, 2022 – Present New York, NY
Clients Include: Michelob ULTRA, BEES, Airborne

GA Creative

Freelance Spanish Copywriter, 2023 – Present
 Bellevue, WA
Clients Include: Department of Revenue Washington State

Entidad

Freelance Bilingual Copywriter, 2021 – Present Los Angeles, CA
 Clients Include: United Farm Workers Foundation

Position - Graphic Designers

Manali Anare

Senior Graphic Designer of Commune Communication

Manali Anare is a seasoned Senior Graphic Designer with extensive experience in brand and packaging design, having led projects for multinational clients and significantly contributed to their market research and branding strategies, complemented by a Master of Fine Arts in Graphic Design from Otis College of Art & Design.

Experience

Encept Brand Design | Senior Graphic Designer

Aug 2020 – May 2022

- Lead designer on product lines for multinational clients like Britannia, Olam International, Zydus Wellness, IFFCO, and Glenmark. I drove packaging and brand identity design efforts from conception to rollout.
- Conducted consumer research studies in international markets such as Australia, UAE, and African nations; and in the process, helped Encept establish a stronger presence in those markets.
- Helped improve liaison processes between account management and design teams, speeding up the iteration time for our clients by 15%.

Bizongo | Senior Graphic Designer

2019 – 2020

- Revamped the packaging for global pharmaceutical giant Abbott Healthcare, designing 57 private labels and delivering around 2100 SKUs over a period of 8 months.
- Facilitated client facing communications, helping consistently attain over 75% CSAT over a period of three quarters.
- Organized design meetups and workshops sponsored by Bizongo, featuring renowned industry speakers. Conducted presentations on subjects including Pantone Color Systems and print finishes.

Foley Designs | Graphic Designer

2015 – 2019

- Designed and developed complete visual systems for 15+ brands; creating logos, stationary, marketing materials and collateral such as social media templates, mailers, navigation markers, etc.
- Produced solution-driven packaging and graphics catering to different specialties ranging from apparel, space and interiors, surface decals, print and web.
- Led the packaging graphic revamp for Himalaya's Baby Care range which hit a widely successful global launch across 27 countries.
- Collaborated with fashion and product designers from an apparel brand for MotoGP's entry into the Indian market, leading the graphic design for the

complete range.

- Built the brand language for Titan Industries for their corporate brand collateral and communications

Education	Master of Fine Arts- Graphic Design (2022 —2023) Otis College Of Art & Design
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Aaray Amano	Graphic Designer of Commune Communication
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Aaray has been with Commune since his senior year of college. Since graduating in 2022, Aaray has introduced new perspectives on client branding, helped lead creative solutions, and increased output of rich media advertising.

Experience

Commune Communication

Graphic Designer, 2022-Present
Long Beach, CA

Clients Include: AIDS Walk LA, Long Beach Transit, Laurie's Pie Bar, Sport Kilt, City of Long Beach, Sports Basement.

Education	B.F.A. Graphic Design (2022) CSU Long Beach, Long Beach, CA
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Vern Moen	Director, Videographer and Content Producer
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Vern is an award winning, documentary filmmaker and producer specializing in high-end adventure, music, and environmental films. Wearer of many hats. Vern is a versatile director & content specialist with an expertise in crafting and managing creative and engaging, on-trend media. Vern has been with Commune since 202 and is responsible for the planning, execution, and editing of content that has led to proven client outcomes and industry award recognition.

Experience

Commune Communication

Videographer and Content Producer, 2021-Present
Long Beach, CA

Clients Include: AIDS Walk LA, Long Beach Transit, City of Long Beach, Sports Basement.

Long Beach Film Co.

2015-Present
Founder, Director and Producer
Clients and credits below:

DOCUMENTARY FILMS/ SERIES

"The Shaman of Oaxaca" - Director | Cinematographer | Editor | Producer
"The Chess Players of New York" - Director | Cinematographer | Editor | Producer
"The Haenyeo of Jeju" - Director | Cinematographer | Editor | Producer

"Becoming Led Zeppelin" - Cinematographer
 "The Great Excuse" - Director | Cinematographer | Editor | Producer
 "MemoryWell" (Not Impossible Awards) Director | Cinematographer | Editor | Producer
 "Wallows: Live from Henson Studios" - Director | Cinematographer | Producer
 "A Shepherd" - Director | Producer
 "American Epic" - Cinematographer
 "The Kills: Under The Gun" - Director | Cinematographer | Editor
 "Broken Bells: Live at the Orpheum" - Director | Producer | Editor
 "Rag & Bone: Fall 2014" - Director/Cinematographer/Editor
 "The Material Of The Future" - Director | Cinematographer | Producer
 "Plastiki and The Material of the Future" - Director | Cinematographer | Producer "Foo
 Fighters: Garage Tour" - Director | Cinematographer | Editor
 "Off Main St." (Thundercat, Glass Animals, Midlake) - Director | Cinematographer | Editor
 "From The Basement: Radiohead - King Of Limbs" - Director | Editor

MUSIC

ROBERT PLANT+ ALISON KRAUSS - "Trouble With My Lover"(Jimmy Kimmel) ROBERT
 PLANT+ ALISON KRAUSS - "Can't Let Go" (Live from Sound Emporium Studios)
 ROBERT PLANT+ ALISON KRAUSS - Tiny Desk Concert
 TEARS FOR FEARS - "Everybody Wants To Rule The World" (Colbert)
 TEARS FOR FEARS - "KCRW Live from The Village Studios"
 TEARS FOR FEARS - "No Small Thing"
 THE DEADWEATHER - "Cut Like A Buffalo" - Cinematographer
 WALLOWES - "virtual Aerobics + Are You Bored Yet" (Kimmel)
 NOEL GALLAGHER'S HIGH FLYING BIRDS - "Lock All The Doors"
 LEON BRIDGES - "Smooth Sailing"
 LEON BRIDGES - "Better Man"
 BIG WILD - "Aftergold"
 MIKE SNOW - "Pretender"
 FOSTER THE PEOPLE - "Coming Of Age"
 SCISSOR SISTERS - "Let's Have A Kiki"
 COLD WAR KIDS - "Miracle Mile"
 COLD WAR KIDS - "I've Seen Enough"
 COLD WAR KIDS - "Audience Of One"

COMMERCIAL/ MISCELLANEOUS

Long Beach Film Company - Owner/ Executive Producer
 Voice For Nature - Creative Director (2022-Present)
 NotImpossible - Creative Director (2020-2022)
 Wilderness Collective- Social Media, Multiple
 Mutiny Dive Co - "Lobster Night" - Commercial
 Aclima - "Live Aware" - Commercial, Long Form

Education

B.A., Colorado Mesa University, Grand Junction CO

All project costs to be completed within the project budget outlined in the RFP - \$225,000.

Commune does not estimate any project costs beyond this figure. Any costs that would be beyond this figure would be presented to Arroyo Grande for approval and amendment.

Services to be completed as part of this project are outlined below. Potential activities have been outlined for each section. However, Commune + Visit Arroyo Grande to confirm needs upon signed contract and throughout project stages to ensure the most effective use of time and resources. As such, activities and figures below can and will change (but will remain within project budget).

TOTAL ANNUAL PROJECT BUDGET (per Visit Arroyo Grande) - \$225,000

TOTAL ESTIMATED COMMUNE BUDGET - \$210,000 - \$225,000

Account/Project Management	\$10,000
Client correspondence, timeline and budget management.	
Print and Vendor Management	
Strategic Planning Services	\$20,000
Market and Audience Research	
Company, Category, Competitive and Culture Analysis	
Development of Arroyo Grande brand strategy and creative brief	
Media and Social Media Planning Services	\$20,000
Paid Media Planning and Audience Targeting	
Paid and Organic Social Media Planning & Execution	
Media Asset Trafficking (throughout life of campaign)	
Ongoing Media Optimization and Reporting (throughout life of campaign)	
Media/Advertising Spend	\$70,000
Actual funds spent on advertising to fulfill approved media plans.	
Creative Development Services	\$70,000
Creative Concept Development	
Copywriting	
Graphic Design	
Content Creation	
Photography and Videography	
Print Production and Collateral Cost	
Website Design, Development and Ongoing Management Services	\$20,000
Current Website Audit	
Website Design	
Website Development	
Ongoing Website Maintenance and Management (throughout life of campaign)	

OUTSIDE OF PROJECT COST EXPENSES

The following fees are projected as possible outside of scope expenses. No expenses will be charged without prior approval by Visit Arroyo Grande stakeholders as part of contract.

Travel Expenses	
Mileage reimbursable - 0.67/mile (2024 IRS rate)	
Lodging Reimbursable. Current Commune contracts state that client requested or agreed to travel is covered by the client in full. Should Commune need to pay directly for client requested travel, cost will be billed and claimed as an expense at the end of the billing period.	

****Commune preferred payment schedule is monthly. Invoices are all issued on 30 day terms and payments can be made either by direct deposit, or check.***