



## MEMORANDUM

**TO:** Arroyo Grande Tourism Business Improvement District

**FROM:** Sheridan Bohlken, Director of Recreation Services

**SUBJECT:** Receive and File First Quarter Marketing Updates and Summary Report from Verdin Marketing

**DATE:** October 15, 2024

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### **RECOMMENDATION:**

Receive and file First Quarter (Q1) marketing efforts and summary report by Verdin Marketing.

### **IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:**

The Arroyo Grande Tourism Business Improvement District (AGTBID) has budgeted funds for FY 2024-25 in the amount of \$250,000 specifically for marketing efforts to increase overnight stays in Arroyo Grande.

### **BACKGROUND:**

In [June 2018<sup>1</sup>](#), the City Council approved an agreement with Verdin Marketing to provide tourism marketing services. Since then, Verdin has developed and implemented a tourism website, rebranding for Visit Arroyo Grande, a monthly e-newsletter, advertising campaigns, a tourism strategic plan, and other marketing initiatives. Most recently, the contract has been extended through October 31, 2024, enabling Verdin to continue their efforts in supporting the City's tourism objectives until tourism marketing services transition to a new partner.

### **ANALYSIS OF ISSUES:**

Verdin Marketing will provide an update on activity, assets, promotions, and other marketing efforts for Q1 of the FY 2024-25 on paid, owned, and earned efforts.

### **ATTACHMENTS:**

1. AGTBID Stat Summary Q1
2. AGTBID Marketing Report

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<sup>1</sup> <https://ca-arroyogrande.civicplus.com/AgendaCenter/ViewFile/Item/7210?fileID=13141>