



MEMORANDUM

TO: Arroyo Grande Tourism Business Improvement District Advisory Board

FROM: Sheridan Bohlken, Director of Recreation Services

SUBJECT: FY 2025-26 Co-Ops with Visit SLO CAL

DATE: April 28, 2025

RECOMMENDATION:

- 1) Review planned cooperative program opportunities with Visit SLO CAL; and
- 2) Provide direction and level of interest for each Co-Op.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The estimated investment levels range from \$500 to \$15,000 per opportunity. Total participation in all opportunities would exceed \$70,000 and is not currently budgeted. Any participation would require allocation from AGTBID's FY 2025–26 advertising funds and future formal action by the Board.

BACKGROUND:

Visit SLO CAL (VSC), the regional Destination Marketing Organization (DMO), annually offers cooperative marketing initiatives designed to amplify tourism marketing efforts through shared investment and collaborative promotion. These opportunities allow local destinations such as Arroyo Grande to leverage broader regional campaigns, access professional production resources, and benefit from market research and analytics tools.

ANALYSIS OF ISSUES:

Below is a summary of the FY 2025–26 co-op opportunities offered by Visit SLO CAL (Attachment 1):

1. Detour-ists Welcome Campaign Production & Media Rotation
 - Cost: \$10,000
 - Value: Custom video/still assets, drone footage, and inclusion in VSC's content library and media buy.
 - Advantage: High-quality content production and regional exposure.
2. Sojern Media Co-Op
 - Cost: \$5,000–\$15,000

Arroyo Grande Tourism Business Improvement District
FY 2025-26 Co-Ops with Visit SLO CAL
April 28, 2025
Page 2

- Value: Digital advertising (display/native/video) with 200% match from Sojern and VSC.
 - Advantage: Strong ROI and measurable media impact.
3. Lodging Forecast Report Co-Op (Attachment 2: FY 2024-25 Report)
- Cost: \$4,000–\$7,000
 - Value: Lodging and tourism data forecasting through 2027.
 - Advantage: Supports strategic planning for AG lodging and tourism trends.
4. Economic Impact Report Co-Op (Attachment 3: FY 2024-25 Report)
- Cost: \$6,000–\$9,000
 - Value: Annual economic report including visitation and spending trends.
 - Advantage: Quantifies the impact of tourism in Arroyo Grande.
5. Visitor Profile Study Co-Op
- Cost: \$5,000–\$8,000+
 - Value: Survey data with destination-specific questions.
 - Advantage: Understands visitor demographics, behavior, and preferences.
6. IPW 2026 Trade Show
- Cost: \$7,500
 - Value: Trade show participation in Fort Lauderdale with VSC booth.
 - Advantage: Expands Arroyo Grande’s international tourism reach.
7. HotelBeds Digital Campaign
- Cost: \$5,000–\$6,000
 - Value: Joint campaign with Hotelbeds and Visit California.
 - Advantage: Reaches international travelers via established travel networks.
8. Spartan Race Co-Op
- Cost: \$5,000
 - Value: Marketing alignment with November 2025 Spartan Race in Santa Margarita.
 - Advantage: Increased visitation and brand awareness tied to a major sporting event.
9. Sales FAM Opportunities
- Cost: \$1,500–\$2,500+
 - Value: Hosting industry professionals and travel planners.
 - Advantage: Builds destination familiarity and future bookings.
10. Media Events (Los Angeles & Phoenix)
- Cost: \$500 each (plus travel)
 - Value: Exposure to top-tier media and influencers.
 - Advantage: Targeted marketing in key fly/drive markets.

ALTERNATIVES:

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

1. Review planned cooperative program opportunities with Visit SLO CAL and provide direction and level of interest for each Co-Op;
2. Defer decision and request additional detail or presentations from Visit SLO CAL; or
3. Decline participation in FY 2025–26 co-ops and pursue alternate marketing strategies.

ADVANTAGES:

- Cost-effective access to professional-grade marketing campaigns.
- Ability to leverage Visit SLO CAL's regional influence and established media relationships.
- Access to research tools that inform strategic marketing decisions and justify budget allocations.

DISADVANTAGES:

- Financial commitment may reduce flexibility for other AGTBID initiatives.
- Some opportunities are regionally focused and may not directly target Arroyo Grande's unique offerings.
- Limited control over creative and distribution strategy compared to in-house campaigns.

ENVIRONMENTAL REVIEW:

No environmental review is required for this item.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

ATTACHMENTS:

1. Visit SLO CAL FY26 Co-Op Partner Opportunities
2. Lodging Forecast Report Co-Op FY 2024-25
3. Economic Impact Report Co-Op FY 2024-25