

Visit Arroyo Grande 6 Month Review (Nov, 2024 - April), 2025





Reviewing The Past ←
to Map the Future →

CURRENT CONTRACT TERMS ADJUSTMENT

FY '24-25 Contract Review and Adjustment:



RFP REQUIREMENTS:

RFP is for full-service, integrated marketing, advertising, communications, social media, and website maintenance services for Visit Arroyo Grande.

The goal of the marketing program is to attract tourists to the area to increase occupancy and average daily room rates at Arroyo Grande lodging properties.

Develop a comprehensive strategic marketing and advertising plan that addresses

- ✓ Propose new or expand current marketing programs to promote the District and submit timelines for development/implementation. Campaign may include but not be limited to, digital, print, video, radio, outdoor, online media, and direct marketing;
- ✓ Identify strategies that increase overnight stays, especially during off-peak seasons;
- ✓ Propose creative tactics such as advertising campaigns and events and packages; and
- ✓ Develop and propose a system of measurable results and outcomes.

Online Strategy

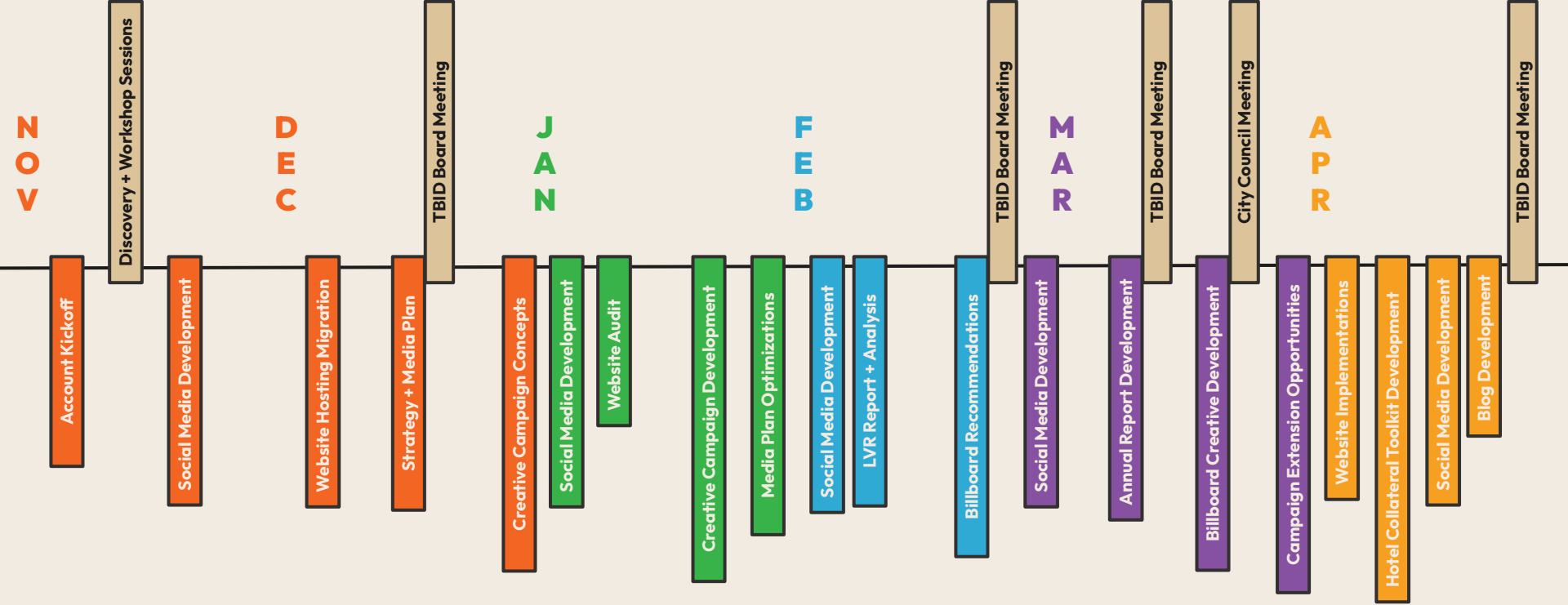
- ✓ Complete reports to coincide with monthly meetings of the committee - show metrics and report implications and suggested adjustments and report monthly to lodging operators, AGTBID and Arroyo Grande City Council;
- ✓ Generate all images/creative assets to be paired with posts. Photographs and branding guidelines will be provided by Visit Arroyo Grande from internal marketing database.

Website:

The firm will take responsibility for all aspects of the Visit Arroyo Grande website, content management system (CMS), and related hosting. The scope of services should include, but is not limited to, all software, hardware, administrator and end-user training, hosting, SEO programming, and other services required to implement and support the website and should:

- ✓ Be consistent with current and future Americans with Disabilities Act accessibility guidelines and any other applicable state and federal accessibility requirements;
- ✓ Include a privacy policy;
- ✓ Be capable of capturing email addresses; and
- ✓ Include a blog.

CALENDAR VIEW - 6 MONTHS



NOV & DEC 2024

Meeting the stated Arroyo Grande mandate for a change in approach that emphasized measurable ROI starts with building a new foundation to maximize budget efficiency.

NOVEMBER, 2024

COMPLETED ITEMS IN NOVEMBER 2024

- Hosted 9 stakeholder interviews and collaborative work sessions with local hoteliers and tourism partners to align on priorities and opportunities
- Conducted data analysis and market research to identify high-potential visitor segments
- Tourism Economics data forecast 1 recommendation
- Delivered strategic itinerary recommendations for a visiting journalist from Family-Friendly Magazine
- Executed an immersive asset capture visit to gather authentic visual storytelling content (landscapes, landmarks, hospitality vignettes)
- Initiated campaign concept development, grounded in Arroyo Grande's unique positioning as a "hidden gem"
- Launched cross-channel paid media campaigns with Meta and TikTok, featuring A/B testing of 4 distinct messaging frameworks to gauge resonance with target audiences
- Produced 10+ tailored ad formats, including high-impact interstitials and responsive display banners, optimized for platform-specific engagement
- Built out SEM strategy with hyperlocal keyword targeting and retargeting infrastructure via 3 custom pixels on visitarroyogrande.org
- Completed a comprehensive visual audit to streamline user experience
- Migrated hosting to GoDaddy for improved site performance and security
- Identified and posted social events 10 across Facebook + Instagram
- Curated 1 holiday sale promotion social post for Facebook + Instagram
- Provided Visit SLO CAL with a curated pitch deck for 'What's New in 2025'

REFRAMING OUR MINDSET

Commune approached the RFP response to bring clear, measurable results to TBID efforts. Our approach is to shift the TBID budget to **prioritize responsible spending tied to measurable ROI** , and away from metrics that have no evidence or measurable impact on generating tourism revenue.

REFRAMING OUR MINDSET

Commune approached the RFP response to bring clear, measurable results to TBID efforts. Our approach is to shift the TBID budget to **prioritize responsible spending tied to measurable ROI**, and away from metrics that have no evidence or measurable impact on generating tourism revenue.



FROM:

I believe it is important to market Arroyo Grande to potential visitors, but I'm not really sure how impactful it is or what tactics are most effective.

TO:

I can clearly see the role marketing plays in driving visitation and which tactics are most effective.

DEFINING OBJECTIVES

BUSINESS OBJECTIVE

We will

**Increase YOY TOT revenue for
the City of Arroyo Grande**

by

MARKETING OBJECTIVES

**Attracting new visitors from top
feeder markets**

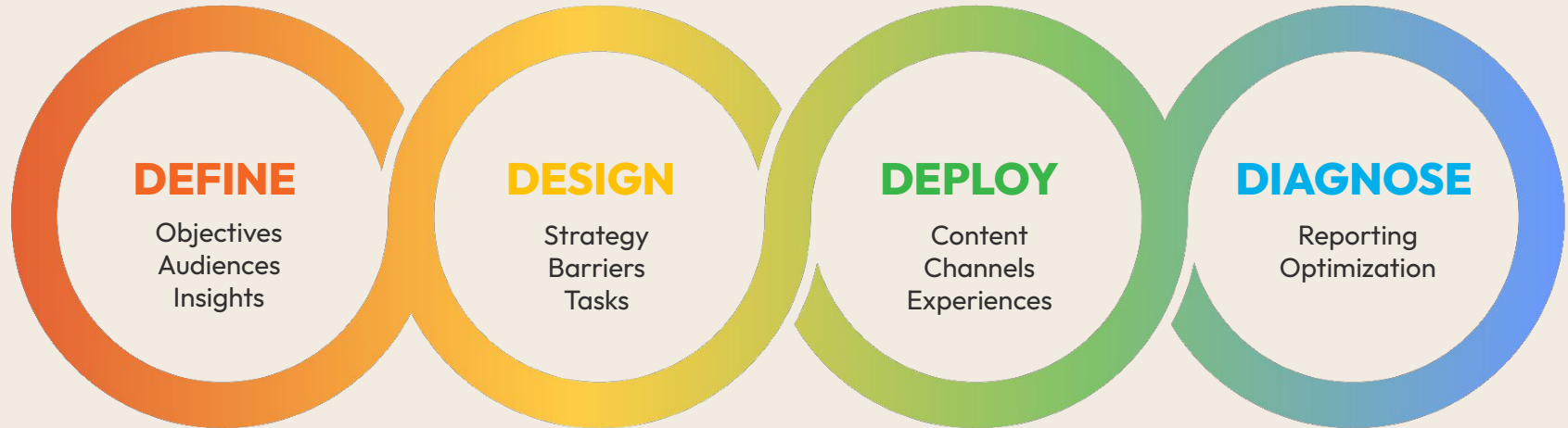
and

**Increasing our share of overnight
stays among visitors to the 5 cities
and SLO County**

MINDSET SHIFT LEADS TO UPDATED STRATEGIC APPROACH

November, 2024 approval on the updated approach means building a new strategy that ensured our strategies and recommended tactics met our mandate to effectively measure ROI.

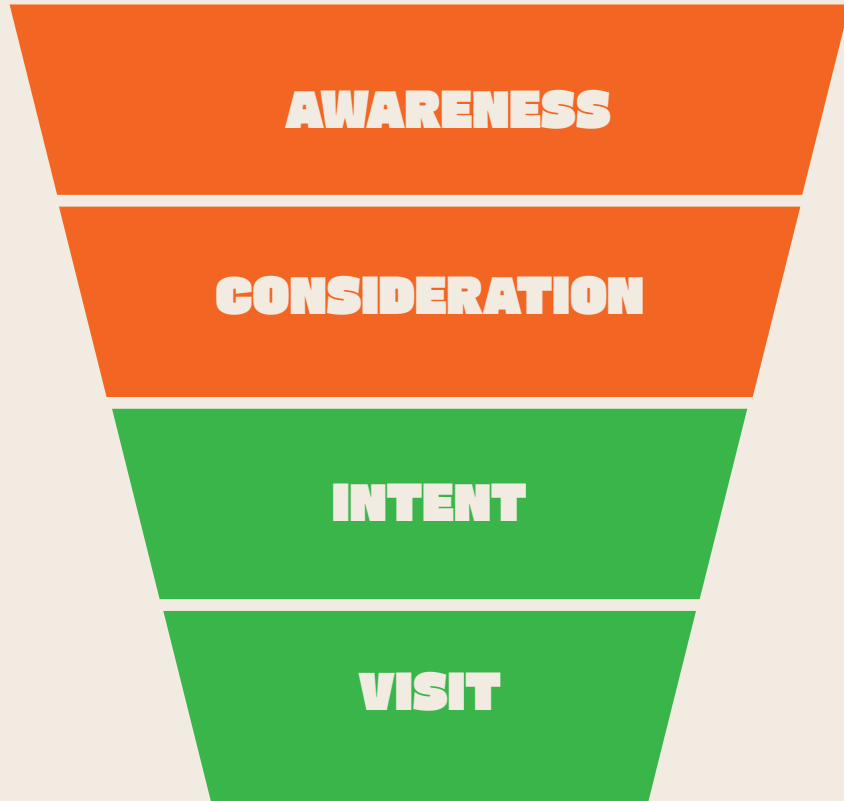
We got to work immediately on a process that included comprehensive research, developing a new communications strategy and media plan so we could build the foundation of a long term sustainable, cost effective, and measurable series of actions.



**This is what you were optimizing for
before Commune...**

CO  UNE

Measurement Approach - Evolution



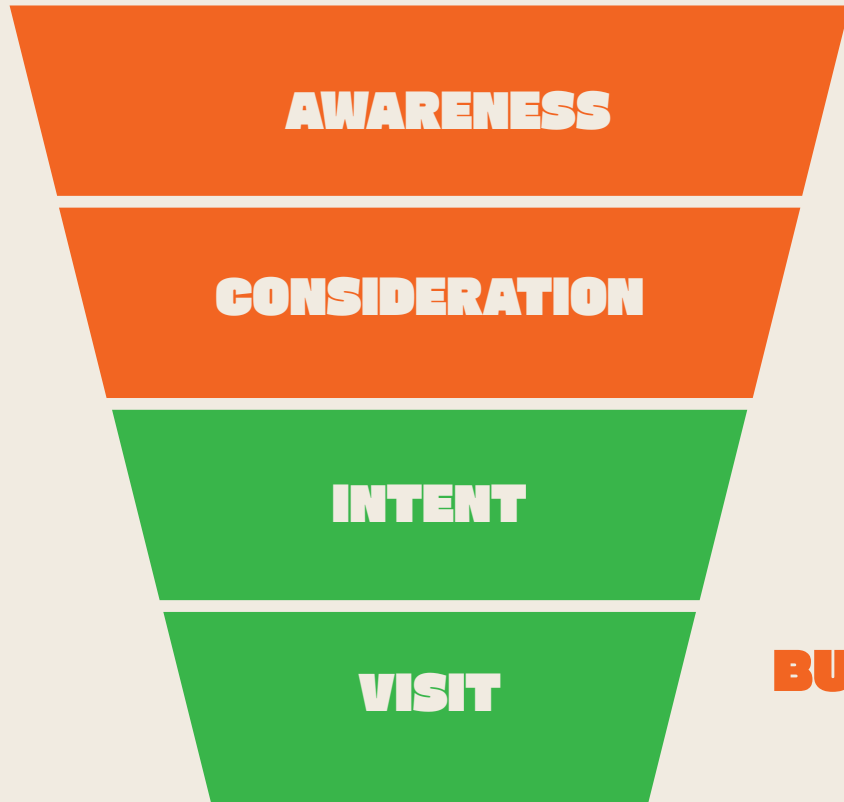
Impressions

Clicks

CTR

Website Actions

Measurement Approach - Evolution



Impressions

Clicks

CTR

Website Actions

**BUT WHAT ABOUT ACTUAL PEOPLE
VISITING ACTUAL PLACES?**

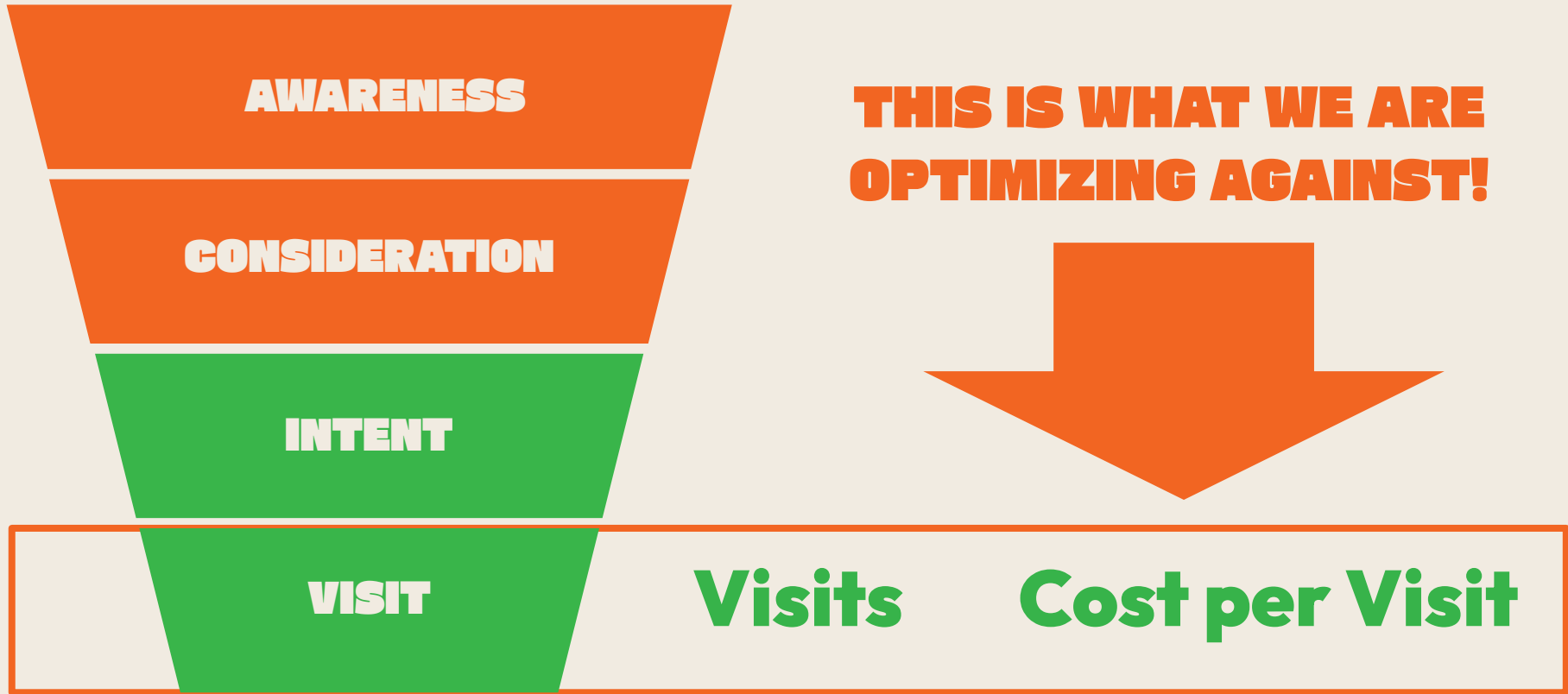
**This is what you are optimizing for
AFTER Commune...**

CO  UNE

Measurement Approach - Evolution



Measurement Approach - Evolution



FUN FACT: There is often little correlation between click rate and conversion...

**TRANSLATION: If you're optimizing
to click rate, you may be losing
potential customers!**

BOTTOM LINE: Arroyo Grande is benefitting from some of the most sophisticated, data-driven, physical location-based media analytics currently available in the marketplace and it is empowering smarter media investment decisions!

THE ROLE OF LVR REPORTING

OBJECTIVE	TAX REVENUE AND OCCUPANCY	REACH AND ENGAGEMENT	SITE TRAFFIC AND ENGAGEMENT	INCREMENTAL VISITATION
HOW IS IT MEASURED?	Tourism Economics Report via Visit SloCal	Digital and Social media performance dashboards	Web Analytics	Location Visitation Reporting
WHAT IS MEASURED?	TOT Occupancy Rates Room Revenue	Impressions Clicks CTR Follower Growth Likes, Comments, Shares Engagement Rate	Site visits Time spent Hotel page visits Book now clicks	Total exposed visits Total exposed unique visitors Cost per exposed visit Cost per exposed unique visitor Visits to specific properties Visits by source location
WHAT QUESTIONS DOES IT ANSWER?	How much revenue is being generated via tax? What % occupancy are we hitting?	How effective are our marketing efforts at generating reach and response?	How engaging is the site content? How effective is the website at connecting visitors with booking opportunities?	What is marketing's contribution to incremental visits? Where are people going? Where are people coming from? Which marketing tactics are most effective?

KEEPING THE LIGHTS ON

While we worked through our Discovery and Planning Phase in November and December, Commune quickly moved to take the following actions to ensure advertising didn't stop and we improved the existing media plan.

Launched cross-channel paid media campaigns with Meta and TikTok, featuring A/B testing distinct messaging frameworks to gauge resonance with target audiences

Produced tailored ad formats, including high-impact interstitials and responsive display banners, optimized for platform-specific engagement

Built out SEM strategy with hyperlocal keyword targeting and retargeting infrastructure via custom pixels on visitarroygrande.org

*** Organic social media, blog content, and e-newsletters were shifted to Q2 2025 planning to prioritize tactics that contribute to TOT revenue.*

These tactics were pushed back to ensure they could be rebuilt more effectively and with refreshed content.

*While important for brand building purposes, this was a strategic decision to ensure we were prioritizing communication that pushed TOT revenue in the off season and for midweek hotel bookings.***

Discovery + Workshop Sessions

NOV

Channels	11/4	11/11	11/18	11/25		
Define	Kick Off 11/1		Research + Audience Analysis	Strategy Development		
Design		Ads Tailoring to Platform Spec		Content Capture		Creative Concept Development
Deploy			Paid Media Launch			Organic Content Creation
Diagnose			Tagging, Dashboard Development, Platform Integration			

DECEMBER, 2024

COMPLETED ITEMS IN DECEMBER 2024

- Hosted 1:1 debrief with journalist Lisa Gipson from Family-Friendly Magazine
- Led strategic board meeting presentation synthesizing competitive insights, target audience segmentation, and identifying a unique positioning for Arroyo Grande to differentiate the city from neighboring destinations
- Finalized channel mix recommendations prioritizing high-ROI platforms [CTV/OTT and programmatic display]
- Designed a versatile 1:1 ratio logo for cross-platform use, ensuring consistency across platforms
- Developed campaign-defining creative brief anchored in Arroyo Grande as a destination you need to experience yourself to truly appreciate, balancing storytelling with actionable CTAs
- Developed 3 unique campaign concepts for development approval
- Optimized SEM campaigns to prioritize high-intent keywords
- Finalized data-driven fiscal media budget, allocating spend to channels demonstrating the strongest conversion intent
- Implemented SEO enhancements targeting specific search terms
- Completed report for website analytics and configured dashboard with event tracking
- Resolved critical Instagram feed integration issues on the homepage
- Published 18+ organic social posts (feed + stories) including features for Arroyo Grande's holiday magic [parade + tree lighting]
- Delivered merchandising strategy with 5 hat designs reflecting local iconography and trends
- Collaborated on opportunities for placements with Pismo Beach Outlet on an activation discovery call
- Attended in-person Lunch + Learn with Visit SLO CAL for regional collaboration
- Curated content for the Visit California - 'CA Calendar' pitch deck
- Curated content for the Visit SLO CAL - 'New Year's Eve Celebrations' pitch deck

**Developed Arroyo Grande specific
Brand Strategy focused on proven
insights and measurable ROI so we can
ensure positioning and tactics are non
subjective and correct.**

WHERE WILL GROWTH COME FROM?

GROW

- **High volume markets with lower per-capita visitation, suggesting opportunity for growth**
 - Los Angeles
 - San Francisco
 - Sacramento
 - San Diego

NURTURE

- **Low / Mid volume markets with high per-capita visitation, suggesting a high conversion opportunity**
 - Fresno
 - Monterey / Salinas
 - Bakersfield



THE COMPETITION



STIMULATION



CULTURE

OUTDOOR ADVENTURE



RELAXATION



THE CONSUMER

INSIGHTS

Social media and friends & family are the primary source of travel inspiration

Travel is an expression of personal identity

Seeking the joy of discovery

Driven by passion

IMPLICATIONS

Use social and influencers to inspire while also creating share-worthy experiences for visitors

Align communications with travelers' values and cultural roots

Position AG as a hidden gem for those "in-the-know"

Tap into niche passions like specific music genres, coffee culture, arts & crafts, etc.

FINALIZING A NEW STRATEGY

December, 2024 saw the completion and presentation of a new AG strategic position, fully reviewed and approved by the TBID Board.

This included thorough research that led to a competitive analysis, category assessment, consumer/audience profiles, and a cultural analysis, ultimately eliminating the guesswork to understand exactly who we're targeting and what messages will move them.

Ultimately, travel is not just about experiences, it is about creating lasting memories.

And these days, those memories only matter if they're shared.

There's Just Something in the Air

There are plenty of places to shop, dine, and play on the Central Coast, but there is something different about Arroyo Grande. Whether it's the charm of the historic downtown, the cozy neighborhood feel, the best weather in the region, or the locals' passion for their community, AG has a unique, indefinable character that must be experienced to be truly understood. Arroyo Grande is SLO for those in the know.

With the strategy in hand, the creative team develops and presents multiple campaign options that will ultimately come to represent tourism focused messaging for Arroyo Grande.

Arroyo

Arroyo (as Arroyo Brand)

Arroyo is a California-based chain of personal collection stores in a market with over 100 competitors. Arroyo's success is due to its focus on high-quality, high-margin products and its commitment to customer service.

Arroyo's Unique Value Proposition

Arroyo's unique value proposition is its focus on high-quality, high-margin products and its commitment to customer service. This is achieved through its focus on high-quality, high-margin products and its commitment to customer service.

Arroyo's Business Model

Arroyo's business model is based on a combination of retail and wholesale sales. This is achieved through its focus on high-quality, high-margin products and its commitment to customer service.

Arroyo's Marketing Strategy

Arroyo's marketing strategy is based on a combination of traditional and digital marketing. This is achieved through its focus on high-quality, high-margin products and its commitment to customer service.

Arroyo's Financial Performance

Arroyo's financial performance is strong, with a focus on high-quality, high-margin products and its commitment to customer service. This is achieved through its focus on high-quality, high-margin products and its commitment to customer service.

The Place Starts

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Option 1 - Instant Local

Target: Home

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Option 2 - Size DOES Matter

Learning is the fact that the size of Arroyo Diaries is small but this is actually a GOOD thing! You can experience so much in such a small amount of distance. Discovered for middle aged white people here!

Smallest road trip

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Option 3 - 1

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STRATEGIC INSIGHT

Travelers are increasingly finding travel inspiration on their film and television screens in a trend known as **Set-Jetting**, attending locations where these films are shot.

CONCEPT

So, we “make” a film.

We position Arroyo Grande as a set for an upcoming film, building intrigue around the town while also inspiring future Set-Jetters to come visit.

The twist? We use “behind the scenes” content to grab people’s attention, as they follow along with the story of a mysterious movie being made in a place called Arroyo Grande.

As we film, more and more of the town’s charm will naturally reveal itself in the ultimate show-not-tell scenarios.



~Stay Awhile~

ROOST

FILMED IN ARROYO GRANDE
BASED ON THE URBAN LEGEND

Arroyo
Grande
CALIFORNIA

PARAMOUNT PICTURES AND SKYDANCE PRODUCTIONS PRESENT A BAD ROBOT PRODUCTION A J. J. ZACHARY QUINTO ZOE SALDANA KARL URBAN PETER WELLER ANTON YELCHIN
PRODUCTION DESIGNER SCOTT CHAMBLISS DIRECTOR OF PHOTOGRAPHY DAN MINDEL, ASC, BSC EXECUTIVE PRODUCERS JEFFREY CHERNOV
VISUAL EFF AND ANIMATE

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STRATEGIC INSIGHT

Increasingly, younger travelers are deciding where to travel, not based on the destination, but because it **aligns with their passions.**

77% of Gen Zers and millennials choose travel destinations based on their passion points.

CONCEPT

Inspired by the plethora of niche activities and open community we saw during our visit, we position Arroyo Grande as the place to go practice all your passions; especially if they seem out of place in your big city (where our advertising will be primarily directed).



Arroyo
Grande
CALIFORNIA

Hooked →
on a
Feeling?

Get a Room
in Arroyo Grande.



STRATEGIC INSIGHT

84% of Gen Zers and Millennials are looking for **the excitement of discovery** and finding something unique and personal.

JOMO (Joy of Mission Out): Large cities are impossible to get through in one weekend, maybe even a week, but AG is truly fun sized—allowing visitors to partake in a mix of experiences at a pace that let's them actually enjoy them.

CONCEPT

Nearly everywhere we went in Arroyo Grande, locals were quick to welcome us into their world like family—even though we were there for the first time. As visitors from big California cities, this felt a bit...*odd*.

At the same time, Arroyo Grande offers an experience that's *familiar*, with farm-to-table fare, outdoor adventure, artisan shopping and cultural events, all packaged with the friendly spirit of a small town.

It all made us think, *Have we been here before?*

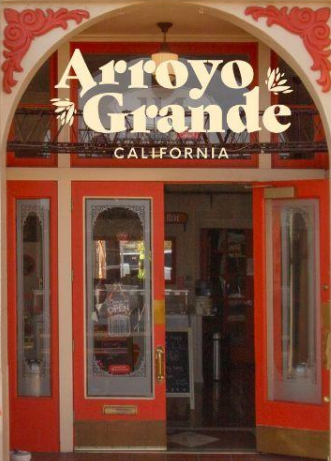


RORI'S ARTISANAL CREAMERY

Start exploring

Arroyo
Grande
CALIFORNIA

like a local.



TBID Board Meeting
 Strategy + Media Plan
 Presentation

DEC

Channels	12/2	12/9	12/16	12/23
Define	Strategy Development			
Design	Creative Concept Development			Concept Selection + Feedback
Deploy	Media Plan Development			
Diagnose	Website Hosting Migration		SEM Keyword Optimization	Reporting Cadence + Structure Setup

JAN 2025

Deploying a new ROI focused media plan and optimizing the website to fix outdated problems that were impeding conversions.

COMPLETED ITEMS IN JANUARY 2024

- Provided strategic recommendation for the CCTC Central Coast Map Ad placement
- Dialed in the new creative advertising concept with robust pre-production planning and finalized creative production rollout plan
- Refined campaigns using performance analytics and reallocated budget based on engagement metrics
- Website infrastructure improvement recommendations based on audit results
- Confirmed monthly media spend + channels
- Produced December cross-channel performance report
- Introduced recurring event card template design
- Solidified protocol for posting web-submitted collateral
- Completed concept and development for new video at the Visit California Welcome Center video update
- Identified and posted social events 7 on Instagram
- Provided strategic recommendation for Pismo Beach Outlets Activation recommendation
- Curated social post in response to LA Fire response social post
- Solidified protocol for community event promotion

**Developed, presented and launched
new Paid Media Plan in January
focusing on new strategies and
platforms that emphasize measuring
location visits directly attributed to
advertising spend.**

DIGITAL MEDIA - MONTHLY BUDGETS AND TIMELINE

	NOV 2024 (11/4 - 12/3)	DEC 2024 (12/4 - 1/6/25)	JAN 2025 (1/14 - 2/14/25)
Media Channels	Budget: \$11,500	Budget: \$11,500	Budget: \$7,000
Paid Search	\$2,500	\$1,500	\$1,500
CTV/OTT (LVR)	\$4,000	\$2,500	\$2,500
Standard Display Banners (LVR)	\$3,000	\$1,500	\$1,500
High Impact Interstitials (LVR)	\$1,000	\$500	\$500
Pre-Roll (LVR)	\$1,000	\$1,000	\$1,000
Meta	\$0	\$2,250**	\$0
TikTok	\$0	\$2,250**	\$0
Actuals/Invoices	\$9,144.29* (11/4 - 11/30)	\$11,626.72 (12/1 - 12/31)	TBD

* Nov 2024 Media - started 2nd week of the months and had to turn off media during website issues & re-ramp impressions, so spend was lower than planned.

** Dec 2024 Paid Media - Social Media started mid-month (12/16) and all media ran until 1/6/25.

Jan 2025 Media - Restarted on 1/14/25 for main, baseline channels building towards LVR and Search efforts.



**Completed a comprehensive web audit
to diagnose needs and made
improvements that better connected
consumer actions to TOT goals.**

WEBSITE AUDIT

- UI/UX fixes to bookings and event content areas.
- Moved visitarroyogrande.com to Commune's high performance infrastructure to fix existing speed issues.
- Prepared google tags for paid media to monitor performance.
- Completed SEO optimization and added basic SEO best practice Meta data.
- Fixed the events plugin (information did not match submissions).
- Fixed instagram feed issue due to outdated plugins.
- Setup SMTP for reliable delivery of event submissions and forms.
- Track tags attached to bookings and event pages.
- Updated critically outdated plugins affecting only security and basic functionality related to bookings or events.

	JAN				
Channels	1/6	1/13	1/20	1/27	1/6
Define				Strategic Activation + Placement Recommendations	
Design		Campaign Creative Development			
Deploy				Optimizations Based on Data + Insights	
Diagnose		Website Audit	Reporting Pull + Data Analysis	Website Audit Action Implementation	

FEB 2025

Launching a new signature AG creative campaign and beginning paid media reporting and optimizing.

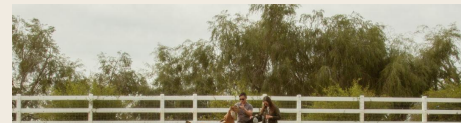
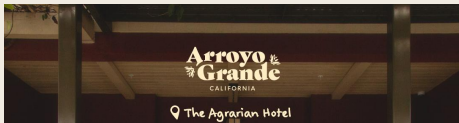
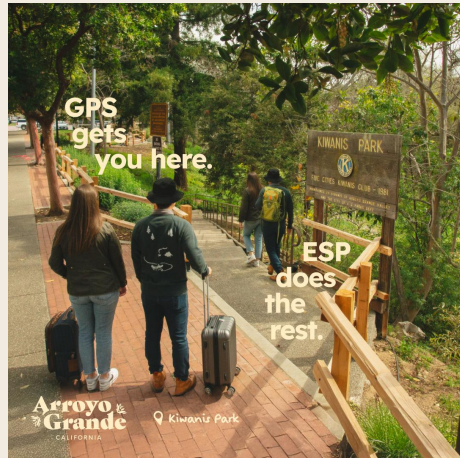
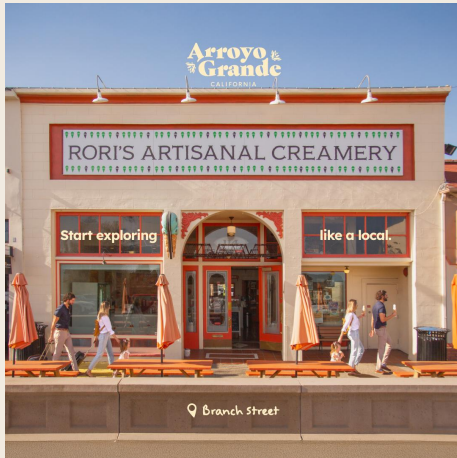
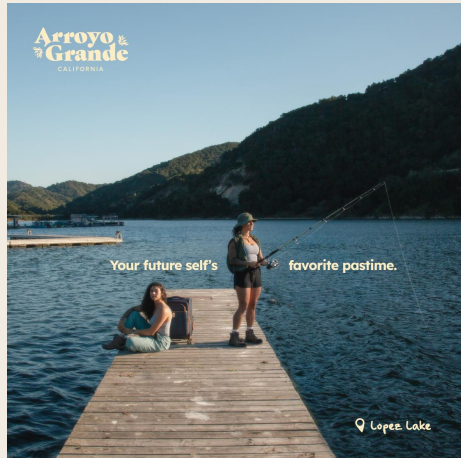
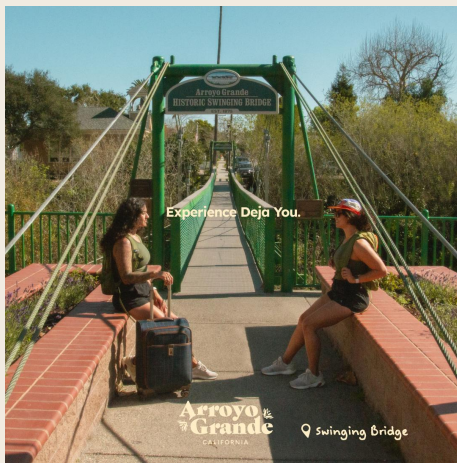
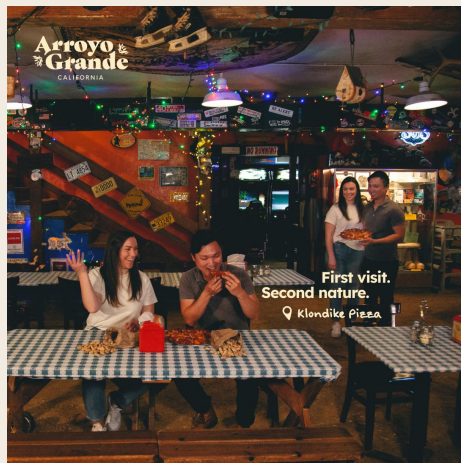
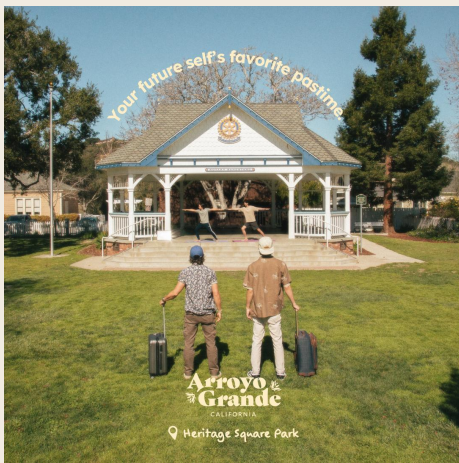
COMPLETED ITEMS IN JANUARY 2024

- Recommendation for billboard placement strategy for Highway 101 corridors, leveraging psychographic data for visitors
- Initiated preparations for annual report data collection
- Provided strategic recommendation for the SCCC Ad placement
- Video and photo pre-production for campaign development and asset launch
- Initiated casting call for talent with development of call sheet to source local ambassadors, fostering community-driven content for campaign rollouts
- Developed a digital talent waiver
- Optimized media based on performance results
- Initiated data collection for Location Visitation Reporting across 7 hotel partners and The Village
- Developed Location Visitation Reporting (LVR) insights to map visitor dwell times and conversions on ad spend
- Confirmed monthly media spend + channels
- Updated lodging partnerships, replacing Pismo View Inn with Days Inn by Wyndham
- Troubleshoot /events plugin for accuracy of date display as submitted through form
- Event submission checks
- Launched Call for Talent social post campaign to initiate local talent search
- Identified and posted 4 on Instagram

**Presented and deployed a new AG
owned creative campaign that aligned
with the strategy and media
objectives.**

CAMPAIGN OBJECTIVE

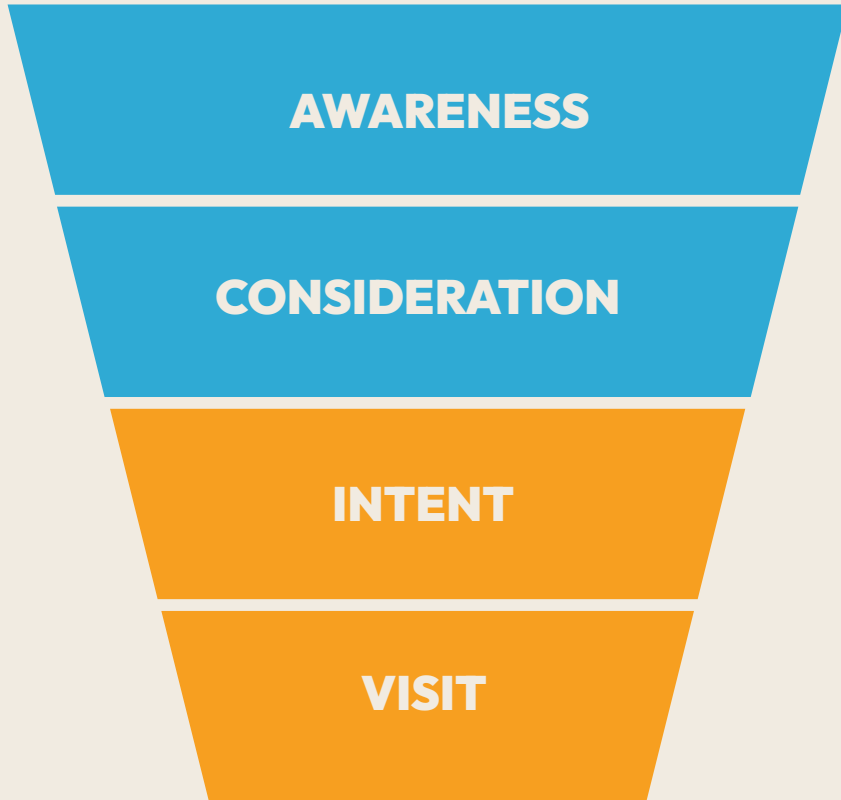
We need to **ignite a spark** that makes people want to visit our area, while giving them a clear reason **to choose Arroyo Grande** over all the other options available.



Showcased our first media performance reporting focusing on Location Visitation Reporting - how advertising is affecting visits, identifying the most effective channels, and direct correlations to TOT revenue.

SALES FUNNEL

REPORTING
REFLECTS NOV 10 -
FEB 9



1.91 M+

Total Digital Impressions

21,340

Total Clicks across all digital platforms

1.12%

Total Average Overall CTR across all digital platforms

40

Hotel Page Visits

79

Book Now Clicks

.56%

“Soft” Conversion Rate

297

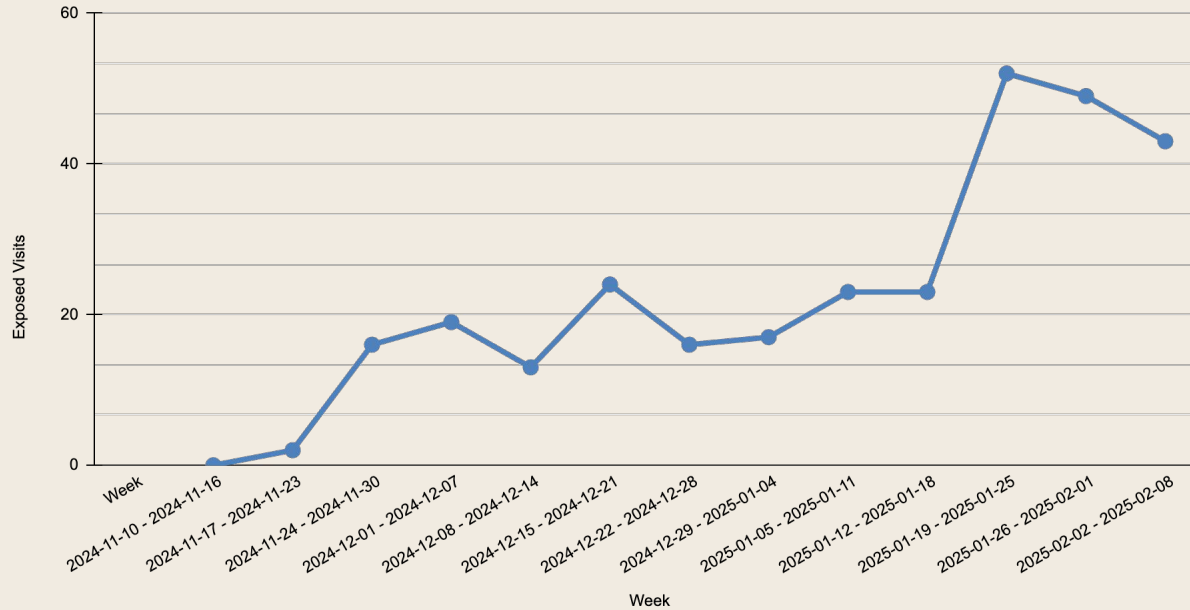
Total Exposed Visits

\$67.34

Cost Per Exposed Visit

LOCATION VISITATION REPORT

REPORTING
REFLECTS NOV 10 -
FEB 8



TRENDS: VISITATION PER WEEK

Tourism industry average customer journey is 30 days from first ad exposure to tracked visitation - February visitation is thru 2.8.25.

				TBID Board Meeting LVR Report Presentation
	FEB			
Channels	2/3	2/10	2/17	2/24
Define			Billboard Placement Recommendations	
Design	Campaign Creative Development			Campaign Production Shoot
Deploy			Optimizations Based on Data + Insights	
Diagnose			LVR Reporting Pull + Data Analysis	

MAR 2025

Demonstrating ROI, optimizing efficiency of budgets, and folding in tactics that bolster the AG brand.

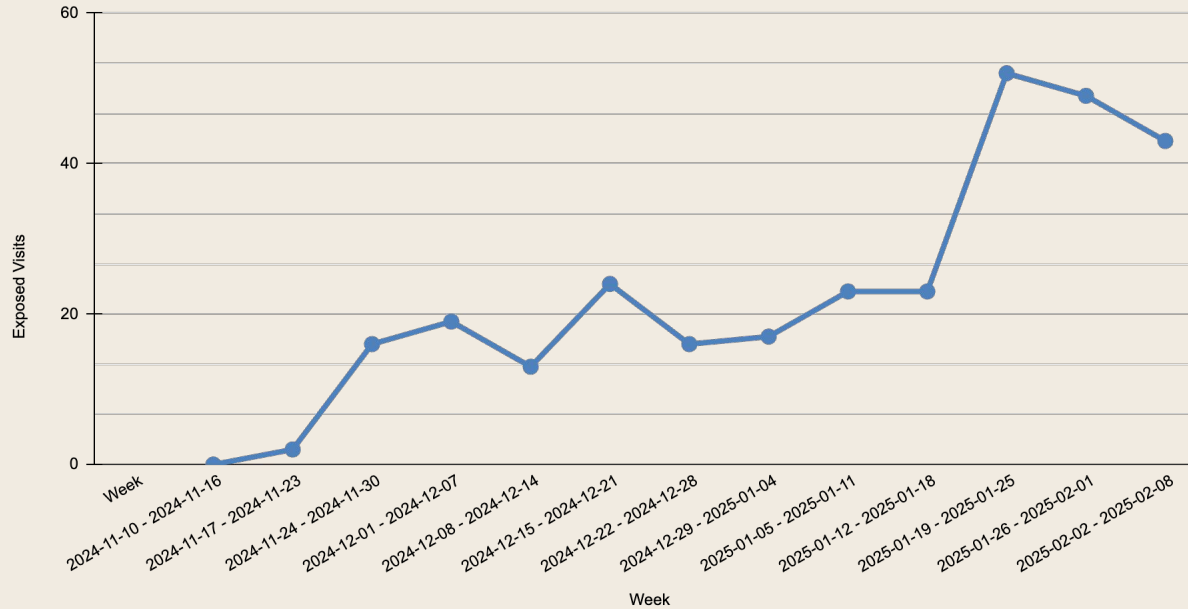
COMPLETED ITEMS IN MARCH 2024

- City Manager 1-pager communications document
- Produced comprehensive annual report for 2023-2024 TBID activities and results
- Campaign assets were developed to fulfill the approved media plan and placements across platforms
- Billboard creative trafficked to vendor for go live.
- Provided recommendations for placements in SLO Airport kiosk and Tesla supercharging stations
- Recommendation for partner SLO CAL's team Unpacking trip to Arroyo Grande
- Coordinated with billboard vendor to hold renewal spots for billboards for board consideration
- Event submission check and add 3 to the /events page
- Vacation rentals 13 added to /stay page
- Implemented email solution for rental properties without booking links
- Recommended plugin solution for dynamic events population
- Historical Tourist Display activation recommendation to increase exploration throughout the town and sharing experiences and photo opportunities for tourists and visitors
- Curated topics and content for organic social media posts across Instagram and Facebook

**Media Optimizations and learnings
take hold to reallocate funds to more
efficient channels - saving money and
driving increased ROI.**

LOCATION VISITATION REPORT

REPORTING
REFLECTS NOV 10 -
MARCH

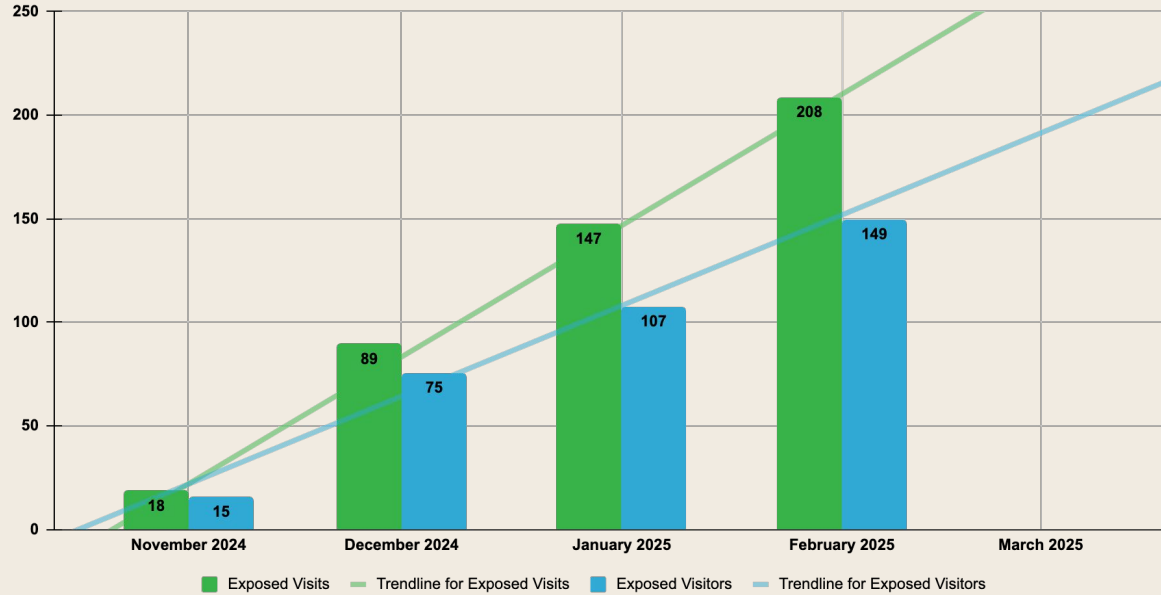


TRENDS: VISITATION PER WEEK

Tourism industry average customer journey is 30 days from first ad exposure to tracked visitation - February visitation is thru 2.8.25.

LOCATION VISITATION REPORT

REPORTING
REFLECTS NOV 10 -
MAR 11



MONTHLY TRENDS: VISITS VS VISITORS

Tourism industry average customer journey is 30 days from first ad exposure to tracked visitation thru 3.11.25 - March visitation will be in the next LVR in April 2025

BENCHMARKS

REPORTING
REFLECTS NOV 10 -
MAY 11

Metric	Benchmark	Current	% +/- Benchmark
CTR	1.12%	1.17%	+4.5%
Soft Conversion Rate	.56%	1.43%	+155.36%
Cost per Exposed Unique Visitor	\$125.78	\$105.53	-16.1%
Cost per Exposed Visit	\$67.34	\$40.57	-39.75%
Hotels as % of Total Visits	21%	19.81%	-5.67%

LOCATION VISITATION REPORT

REPORTING
REFLECTS NOV 10 -
MAR 11

	Total Exposed Visits: 530	Total Exposed Unique Visitors: 199	Total Impressions	Total Exposed Visits Per 1K Impressions
Ad Tactic				
CTV/OTT	390	124	279,333	1.51
Pre-Roll Video	3	3	160,270	0.02
High Impact Interstitials	17	12	134,261	0.13
Standard Display Banners	120	60	910,043	0.18

VISITATION PER AD TACTIC

DIGITAL + OOH BILLBOARD MEDIA - FISCAL OUTLOOK

CURRENT & RUNNING

(From 11.8.24 to 3.31.25)

REMAINING FISCAL

(3.17 - 6.30.25)

Media Channels	Budget: \$31,500	Budget Remaining: \$34,000
Paid Search	\$8,000 (Running Now to 3.31)	\$6,000 (4.1 - 6.30)
CTV/OTT (LVR)	\$12,500 (Running Now to 3.31)	\$5,000 (4.1 - 5.31)
Display Banners (LVR)	\$6,000 (Paused)	\$7,850 (3.17 - 6.30)
High Impact Interstitials (LVR)	\$2,000 (Paused)	\$2,000 (3.17 - 6.30)
Pre-Roll (LVR)	\$3,000 (Paused)	\$0 (3.17 - 6.30)
Paid Social	\$4,500 (Paused)	\$3,000 (3.17 - 6.30)
Print OOH Billboards	\$0 (Not Started)	\$10,150 (3.17 - 6.30)

**Folding in brand building activities
and non-paid organic content to
supplement tourist recruitment
efforts.**

BRAND BUILDING WITH ORGANIC CONTENT



ARROYO GRANDE BILLBOARDS

Initial Flight Creative Proposal

#1



OUTFRONT/

#2



OUTFRONT/

#3



OUTFRONT/

Flight Dates Jun 9 - Aug 3 (8 weeks)

Apr 14 - Jun 15 (9 weeks)

Location 101-S 45 Mins North of Exit 187B

101-S 40 Mins North of Exit 187B

Total Cost \$9,450





**ARROYO
GRANDE**
IS COMING UP...

EXIT 187B

TBID Board Meeting
 FY 24 Annual Report
 +
 Billboards

City Council Meeting
 FY 24 Annual Report

MAR

Channels	3/3	3/10	3/17	3/24	3/31
Define	FY Annual Report Content Development		Campaign Extension Opportunities		
Design	Billboard Creative Development		FY Annual Report Development	Organic Content Development	
Deploy			Optimizations Based on Data + Insights		
Diagnose	LVR Reporting Pull + Data Analysis	Strategic Media Reallocations + Optimizations			

April, 2025

Expanding the campaign to create advocates and continued reporting to showcase media efficiency and ROI.

COMPLETED ITEMS IN APRIL 2024

- Created content for 9 social media posts for Instagram and Facebook based on approved content and strategy.
- Curated 10 social media post topics for future content development, ensuring alignment with the overall social media strategy.
- Curated 7 blog topics to attract visitors and promote local businesses, aligning with the content calendar and target audience.
- Wrote and edited 1 blog post about Arroyo Grande's climate, incorporating relevant keywords and SEO best practices.
- Prepared and submitted the Sunset Magazine Award application for April 2025, highlighting Arroyo Grande's unique qualities and attractions.
- Ad Placement Opportunity Recommendation: Provided a recommendation on whether to participate in the CCC Phoenix Magazine Summer Getaway ad placement opportunity, considering potential reach and ROI.
- Organized the scheduling for collaboration between Visit SLO CAL's film campaign initiative and Visit Arroyo Grande, including the development of a discussion guide.
- Organized the post cadence and curated captions for collaboration posts with Visit SLO CAL for Episode 3 of the Unpacking series, utilizing assets for their toolkit.
- Provided recommendation to participate in the upcoming Central Coast Original Road Trip Pass.
- Coordinated with media vendors to confirm the non-renewal of billboard advertising.

COMPLETED ITEMS IN APRIL 2024

- Collaborated within the agency to develop creative concepts for video content, brainstorming ideas and providing feedback.
- Implemented a plugin to dynamically populate events on the website, streamlining the process and improving user experience.
- Implemented corrections based on the VisitArroyoGrande.org Consistency Audit, ensuring accuracy and consistency across the website as indicated.
- Updated the homepage of visitarroyogrande.org to align with the current campaign creative, maintaining a cohesive brand identity.
- Added custom email popup windows for "Book Now" buttons on Kessler Victorian and Central Coast Dream listings that currently lack active booking links, providing an alternative way for users to inquire about bookings.
- Corrected the address and booking link for The Grand Escape vacation rental listing, ensuring accurate information for potential guests.
- Provided ad placement content options for review and selection for placement in the PHOENIX Magazine co-op ad.
- Collaborated with the new business owners to add a listing for Luca's Deli & Wine in the Village to the /eat-drink page.
- Initiated sitewide audit and corrections to ensure accuracy and consistency across the website as indicated.
- Conducted a check of event submissions on the website, ensuring accuracy, completeness of information and deleting spam entries.
- Updated the homepage of visitarroyogrande.org to rotate imagery in the hero section and include additional highlights to entice visitors to discover the city.
-

**Creating advocates and supporting
local businesses to help spread the
word and bolster tourism
recruitment.**

CREATING LOCAL ADVOCATES

CASTING CALL

visitarroyogrande.org

Represent Arroyo.

Are you a resident or an Arroyo Grande local? Take this opportunity to show your spirit by appearing in a campaign directed towards increasing tourism.

No professional experience required.

Photography only. No Acting or speaking roles.

Pay Rate \$100 / 2-3 hours

Looking for...

- 1 "Solo Traveler" Male, Mid 30's
- 1 "Family" Mom, Dad, 2 Kids (4-14)
- 1 "Friends", Male & Female Early-Mid 20's
- 1 "Couple", Male & Female Age 50-60

You will need to be available...

In the City of Arroyo Grande
Wed. Feb 26 or Thurs. Feb 27.

For 2-3 hours on your assigned day.

(More details later)

You will be asked to...

Participate in a relaxed photo-shoot for tourism campaign.

Once casted, you will be provided...

Exact location/time.

Wardrobe recommendation.

Any other preparation information.

Questions?

DM @VisitArroyoGrande on Instagram,
or email jenn@comunecommunication.com



Example Output



Campaign Concept Pivot

The following concepts have been produced based on feedback received to ensure the campaign reflects the sensibilities of the community.

Each of these proposed directions has been vetted to ensure it achieves that goal, while remaining accountable to the previously approved strategic direction.

Production of media ready assets will begin immediately once a new direction is chosen and approved.

Strategic Set Up

December, 2024 saw the completion and presentation of a new AG strategic position, fully reviewed and approved by the TBID Board

This included thorough research that eliminated guesswork through:

- ✓ Competitive analysis that clearly articulated AG's ownable position in the marketplace.
- ✓ Category assessment that identified growth opportunities.
- ✓ Consumer and audience profiles that showcased the messages and media that will move target audience groups.
- ✓ Cultural analysis that showcased relevant trends and opportunities.

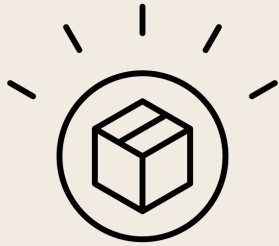
Approved Strategic Position:

There's Just Something in the Air

There are plenty of places to shop, dine, and play on the Central Coast, but there is something different about Arroyo Grande. Whether it's the charm of the historic downtown, the cozy neighborhood feel, the best weather in the region, or the locals' passion for their community, AG has a unique, indefinable character that must be experienced to be truly understood. Arroyo Grande is SLO for those in the know.

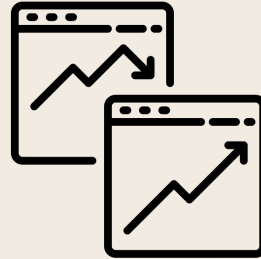
In-Market Testing

In addition to local feedback, Commune plans to use data to assess which of the following campaign directions best resonate with target audiences in service of RFP Goals - Increased ToT revenue.



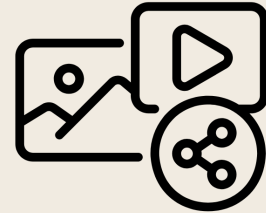
Prototype

Develop a sample set of assets for each campaign direction



Test

Deploy assets at equal distribution within existing campaign



Launch


Report on test results and agree to launch approved campaign after consultation with the AGTBID board

Hidden Right Here

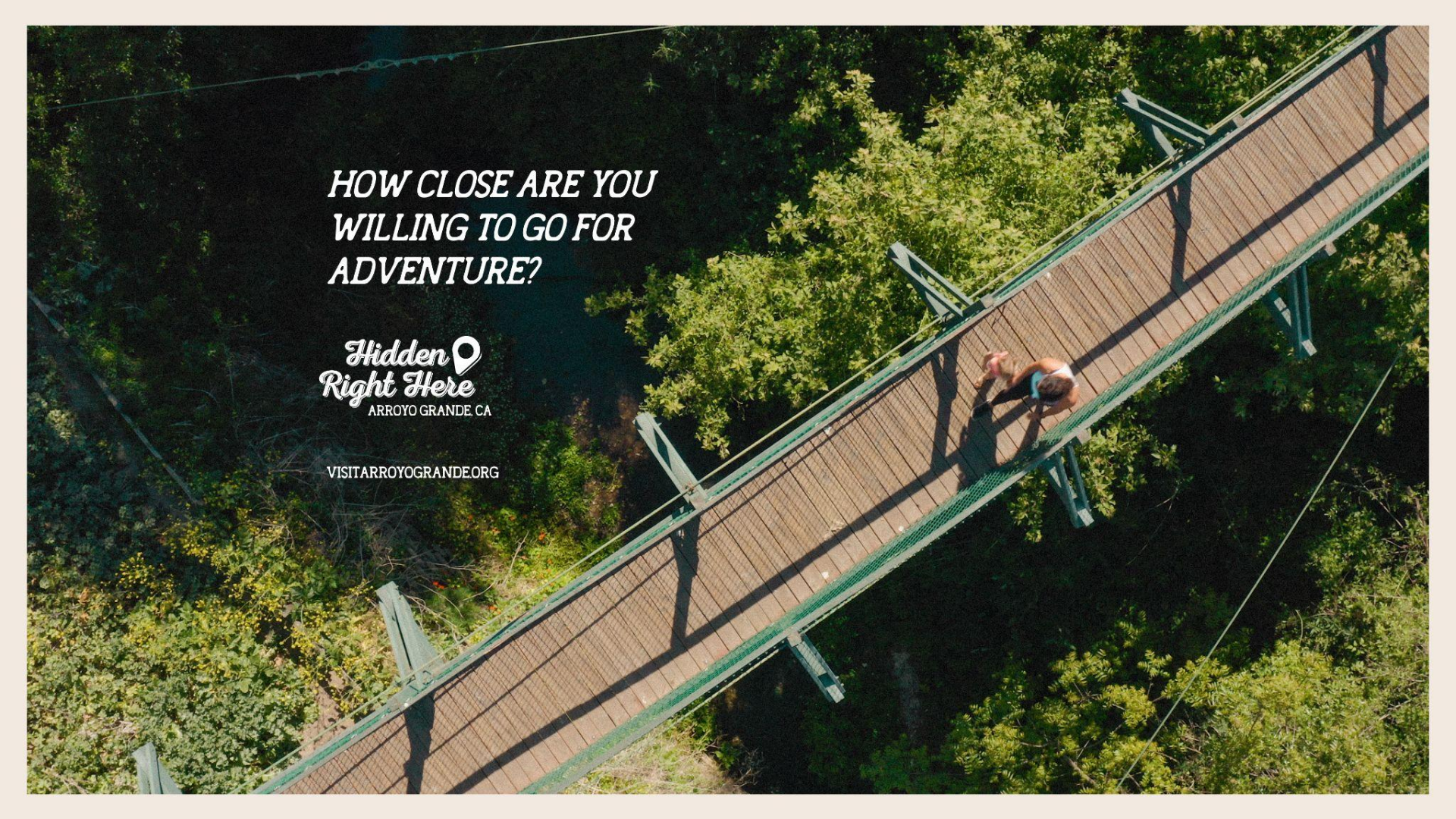
Arroyo Grande isn't off the grid. It just feels that way. It's a small town with big hidden gem energy, but the map reveals a surprising secret: it's right off Highway 1 in the heart of SLO County. Charming streets, winding trails, intimate wineries, world-class dining and beaches ten minutes away—Arroyo Grande lays it all out for you in plain sight. Just take the turn and enjoy the kind of place that feels like a discovery, even when it's easy to find.



*EASY TO FIND.
IMPOSSIBLE TO FORGET.*

Hidden 
Right Here
ARROYO GRANDE, CA

VISITARROYOGRANDE.ORG

An aerial photograph of a suspension bridge with a wooden deck and green metal railings, stretching across a dense green forest. A person is walking on the bridge. The text is overlaid on the left side of the image.

*HOW CLOSE ARE YOU
WILLING TO GO FOR
ADVENTURE?*

Hidden
Right Here
ARROYO GRANDE, CA

VISITARROYOGRANDE.ORG

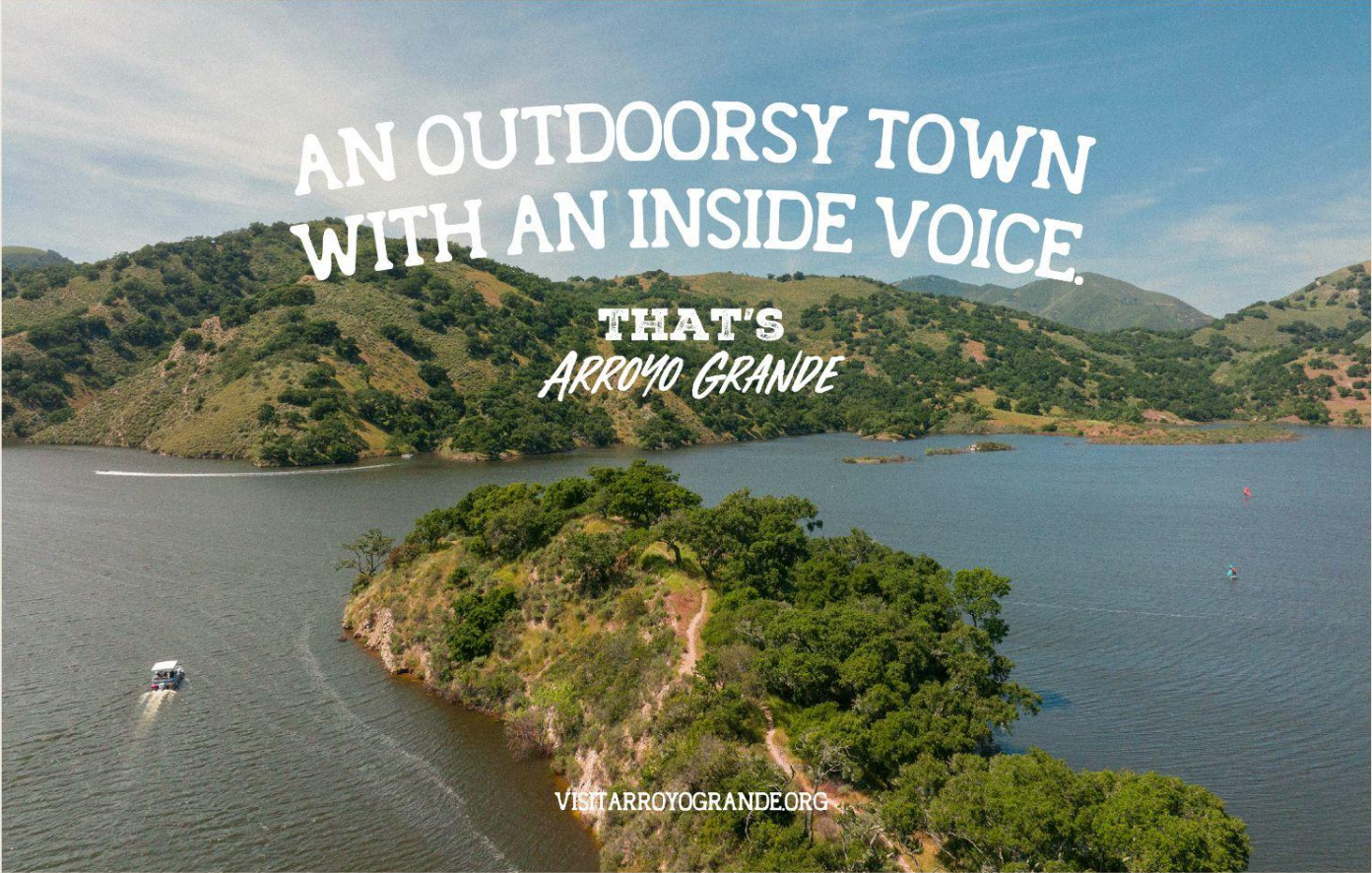
That's Arroyo Grande

How do you define Arroyo Grande?

Is it by our walkable downtown full of historic charm? The trails that wind through majestic oaks, just minutes from the ocean? The wineries that look like they're straight from Central Coast casting? The way you're greeted and treated like a local from the second you arrive? The budget-friendly adventures for families and solo travelers? The world-famous shrimp tacos from chef-curated menus? The peanut shells on the floor of a pizza dive? The locally-owned shops that offer thrifting by day, punk shows by night? The stars you can only gaze at in our unfiltered night sky?

Yes.

That's Arroyo Grande.



AN OUTDOORSY TOWN
WITH AN INSIDE VOICE.

THAT'S
ARROYO GRANDE

VISITARROYOGRANDE.ORG



A GREAT PLACE TO GET OUT
AND STRETCH YOUR DOLLAR

THAT'S
ARROYO GRANDE

VISITARROYOGRANDE.ORG



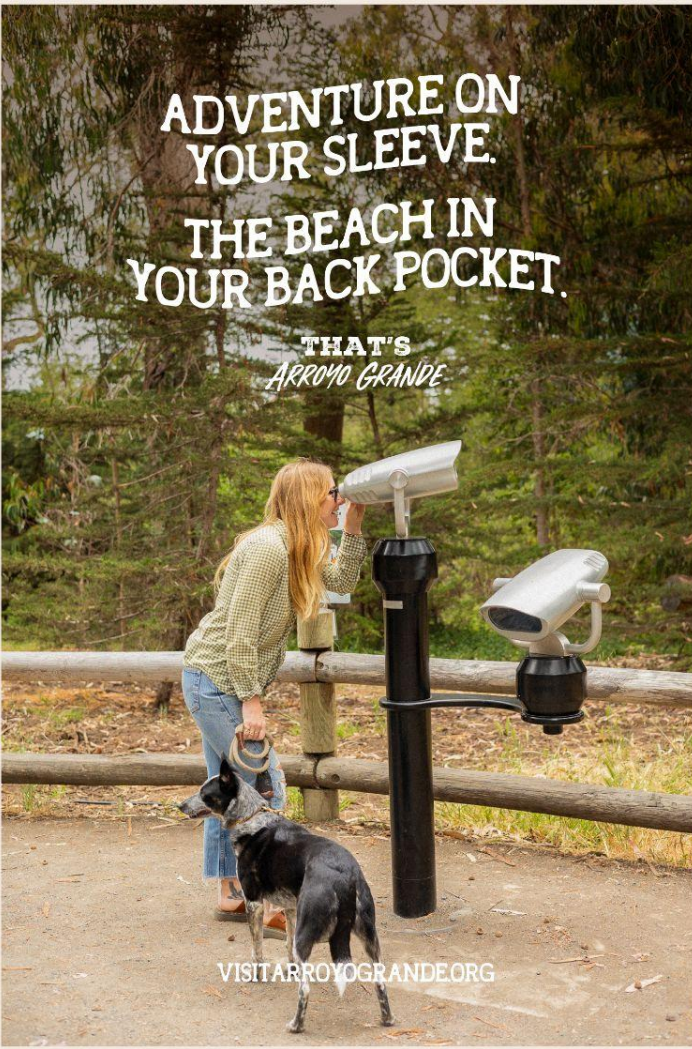
WHERE FARM TO TABLE
MEETS SHELL TO FLOOR.

THAT'S
ARROYO GRANDE

VISITARROYOGRANDE.ORG

ADVENTURE ON
YOUR SLEEVE.
THE BEACH IN
YOUR BACK POCKET.

THAT'S
ARROYO GRANDE



VISITARROYOGRANDE.ORG

Go To Plan A-G

When you visit Arroyo Grande, you come with a plan. Maybe it's a pastry, a hike, or a summer concert in the park. But this town has a funny way of rewriting your itinerary. In Arroyo Grande, Plan B isn't a fallback, it's the start of something exciting. And when you're open to it, you find yourself even further beyond, at Plan C, Plan D—all the way to Plan G, a place you never saw coming, but makes perfect sense when you follow each step.

Plan A might be shopping for kids' pajamas at a local boutique. Plan G? Thrashing at an underground punk show in the same venue. Plan A is a peaceful morning hike. One moment leads to another and Plan G is cliff jumping into Lopez Lake with strangers-turned-friends celebrating a 40th high school reunion.

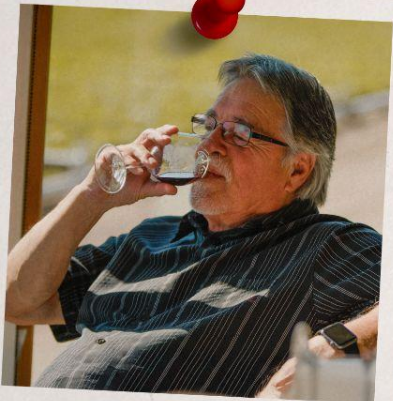
Every twist and detour in your day here is the entire point, and all you have to do is follow what feels good. In Arroyo Grande, the most memorable times await when you Go to Plan A-G.

Plan C



**YOU NEVER
KNOW WHERE
THE WIND WILL
TAKE YOU.**

visitarroyogrande.org



Plan A



Plan G





Plan A



**ONE THING
ALWAYS
LEADS TO
ANOTHER**

visitarroyogrande.org



Plan G

**A review of the current Visitation
Reporting and media campaign
performance.**

Campaign Reporting for Paid Digital Media Actions

2.74 M+

Total Digital Impressions

1.19%

Total Average Overall CTR
across all digital platforms

32,559

Total Clicks across all
digital platforms

1.04 M+

Total Video Impressions
across all platforms

719 k+

Total Paid Social Media
Impressions

**DIGITAL CAMPAIGN
PERFORMANCE REPORT**

Topline view of total campaign metrics
from 11.10.24 thru 4.18.25

**REPORTING
REFLECTS NOV 10 -
APR 18**

Arroyo Grande: Location Visitation Report

2M+

Total LVR Tactics Exposed Impressions

12,656

Total LVR Tactics Clicks

0.63%

Overall LVR Tactics Click-Thru Rate (CTR)

898

Total Exposed Visits

427

Total Exposed Unique Visitors

\$71.06

Overall Cost Per Unique Visitor

\$30.3k

Total Digital LVR Impressions Spend to End of April 2025
(CTV, Pre-Roll, Display, & Interstitials)

LOCATION VISITATION REPORT

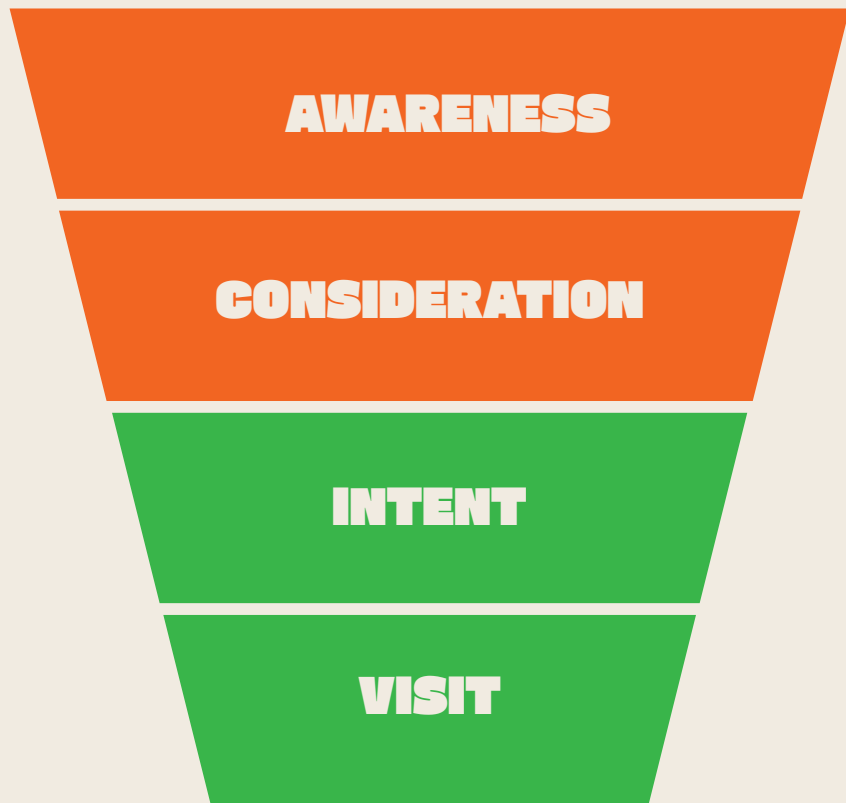
Campaign metrics from 11.10.24 thru 4.18.25

\$33.67

Overall Cost Per Exposed Visit

REPORTING REFLECTS NOV 10 - APR 18

Sales Funnel



2.74 M+

Total Digital Impressions

32,559

Total Clicks across all digital platforms

1.19%

Total Average Overall CTR across all digital platforms

138

Hotel Page Visits

159

Book Now Clicks

.91%

“Soft” Conversion Rate

898

Total Exposed Visits

\$33.67

Cost Per Exposed Visit

REPORTING
REFLECTS NOV 10 -
APR 19

REPORTING
REFLECTS NOV 10 -
APR 18

LOCATION VISITATION REPORT

Total Exposed
Visits:
898

Total Exposed Unique
Visitors: 427

Website - Soft
Conversions - Hotel Page

Website - Soft
Conversions - Book Now

Locations	Total across all Hotels: 186 (64 by 3.11)	Total across all Hotels: 95 (29 by 3.11)	Total across all Hotels: 138	Total across all Hotels: 159
The Village - Arroyo Grande	712	332		
Best Western Casa Grande	57	35	31	39
Days Inn (was Pismo)	41	23	23	10
Hampton Inn & Suites	29	14	23	34
The Agrarian Hotel	24	7	33	33
Beachway Inn	12	7	6	6
Aloha Inn	15	6	15	23
Arroyo Village Inn	8	3	7	14

VISITATION PER
LOCATION

REPORTING
REFLECTS NOV 10 -
APR 18

LOCATION VISITATION REPORT

	Total Exposed Visits: 898	Total Exposed Unique Visitors: 427	Population
All Markets			
Growth Markets	601	307	13,175,753
Nurture Markets	297	120	1,247,217
Growth Markets			
All Bay Area	240	108	1,335,372
All So Cal Area	361	199	4,639,394

VISITATION BY MARKET OVERVIEW

Audience from 11.10.24 thru 4.18.25

**REPORTING
REFLECTS NOV 10 -
APR 18**

Total Exposed Visits: 898

Total Exposed Unique Visitors: 427

Population

Growth Cities	Growth Visits: 601	Growth Unique Visitors: 307	
Los Angeles, CA	114	48	3,820,914
San Francisco, CA	49	23	808,988
Stockton, CA	41	19	319,543
Sacramento, CA	37	17	526,384
Oakland, CA	30	14	436,504
North Hollywood, CA	29	15	64,587
Hayward, CA	28	13	155,675
Anaheim, CA	23	9	340,512
Riverside, CA	21	6	318,858
Oxnard, CA	19	8	198,488
Mission Viejo, CA	16	6	90,624
San Jose, CA	14	8	969,655
Berkeley, CA	12	4	115,466

**TOP VISITATION PER GROWTH
CITY**



REPORTING
REFLECTS NOV 10 -
APR 18

LOCATION VISITATION REPORT

**Total Exposed
Visits: 898**

**Total Exposed
Unique Visitors: 427**

Population

Nurture Cities

Nurture Visits: 297

Nurture Unique Visitors: 120

Bakersfield, CA	77	26	413,381
Salinas, CA	72	20	163,542
Fresno, CA	27	10	545,716
Monterey, CA	14	8	29,116
Hollister, CA	10	4	44,658
Porterville, CA	9	4	62,876
Tulare, CA	7	4	71,092
San Luis Obispo, CA	7	2	49,244
Paso Robles, CA	5	5	31,134

**TOP VISITATION PER NURTURE
CITY**

Audience from 11.10.24 thru 4.18.25

REPORTING
REFLECTS NOV 10 -
APR 18

LOCATION VISITATION REPORT

	Total Exposed Visits: 898	Total Exposed Unique Visitors: 427	Total Impressions	Total Exposed Visits Per 1K Impressions
Ad Tactic				
CTV/OTT	598	294	339,068	1.76
Pre-Roll Video *	3	3	160,270	0.02
High Impact Interstitials	53	28	185,368	0.28
Standard Display Banners	177	102	1,281,705	0.14

VISITATION PER AD TACTIC

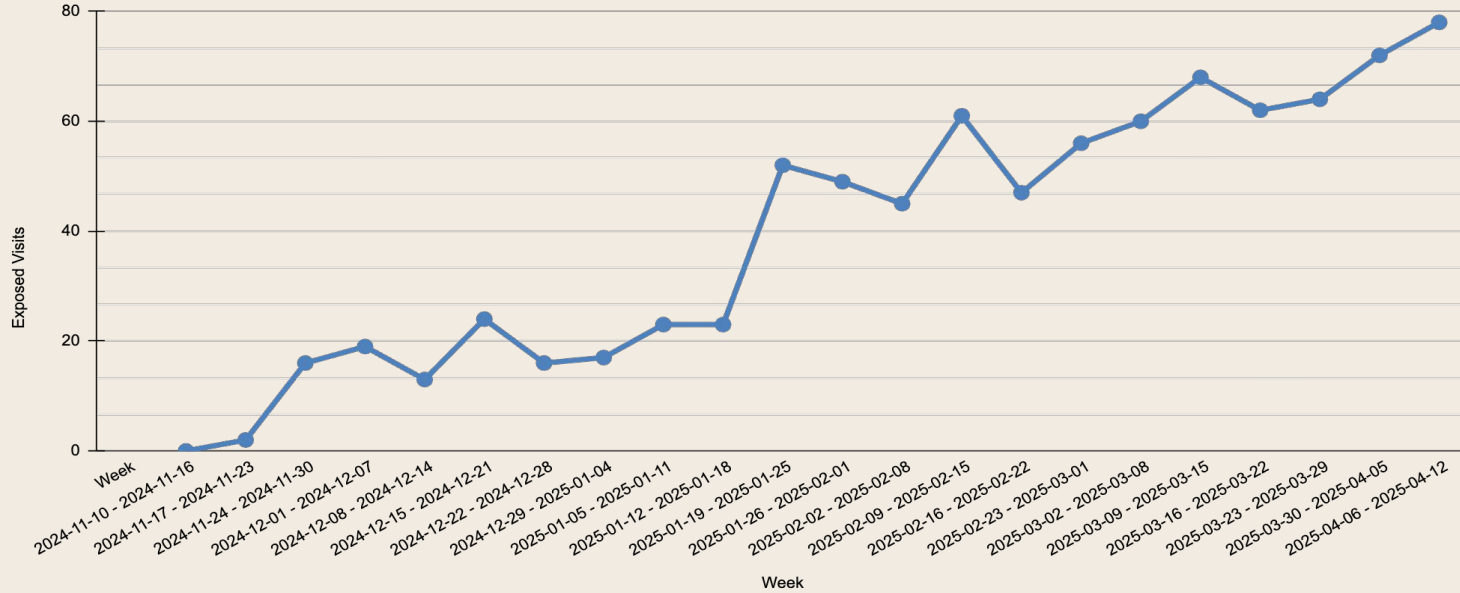
Performance from 11.10.24 thru 4.18.25

* Only tactic no longer running is Pre-Roll Videos, Prior Reporting up to 3.11.25

REPORTING
REFLECTS NOV 10 -
APR 18

LOCATION VISITATION REPORT

Exposed Visits vs. Week



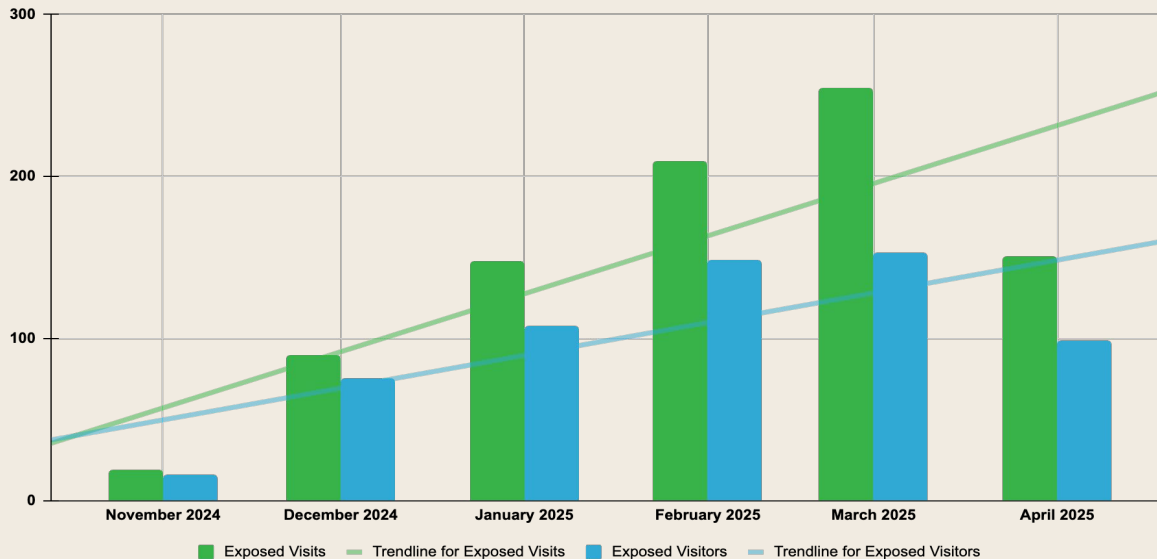
VISITATIONS PER WEEK

Tourism industry average customer journey is 30 days from first ad exposure to tracked visitation - April visitation is thru 4.12.25.

REPORTING
REFLECTS NOV 10 -
APR 18

LOCATION VISITATION REPORT

Exposed Visits and Exposed Visitors



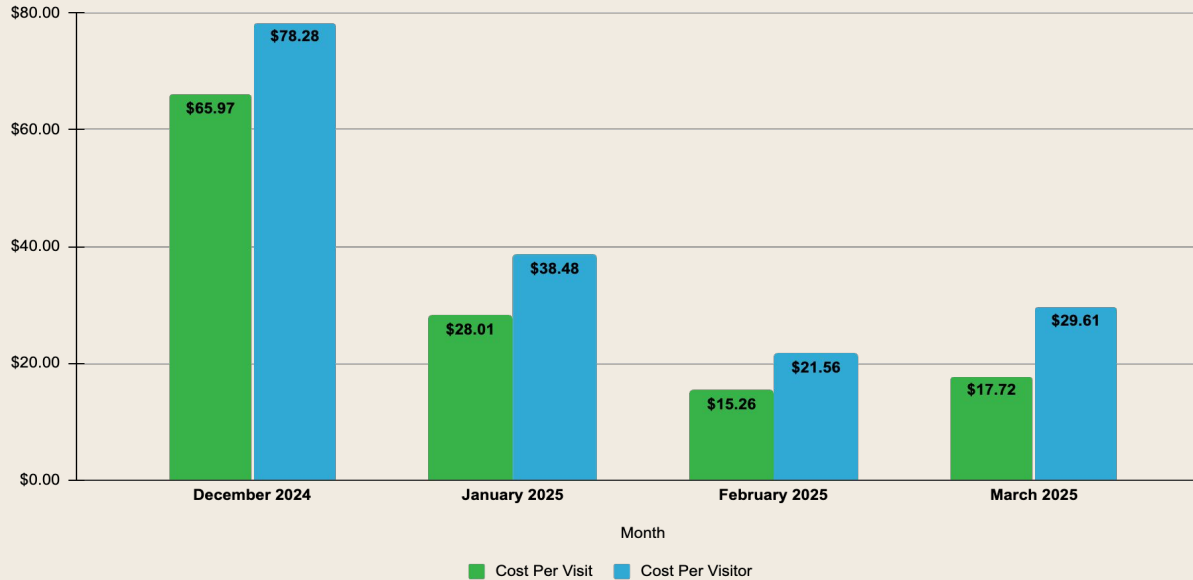
VISITS VS VISITORS

Tourism industry average customer journey is 30 days from first ad exposure to tracked visitation thru 4.18.25 - Full April visitation will be in the next LVR in May 2025

REPORTING
REFLECTS NOV 10 -
APR 18

LOCATION VISITATION REPORT

Cost Per Visit and Cost Per Visitor



COSTS PER VISITS VS VISITORS

Tourism industry average customer journey is 30 days from first ad exposure to tracked visitation thru 4.18.25. Feb less media ran until March new ad creative launched. Full April visitation will be in the next LVR in May 2025

Insights and Actions

INSIGHTS	ACTIONS
All key visitation metrics have improved month over month as campaign continues to scale	Continue to optimize campaign to maximize effectiveness
Cost-per-visit and cost per unique visit demonstrate a positive return on marketing investment, with a \$71 cost per unique visitor overall and <\$30 cost per visitor over the past two months	Continue to monitor performance and look for added efficiency as the new campaigns launches, re-targeting scales up, and seasonal booking increases
Nurture markets continue to exceed Growth markets in per capita visitation	Look to increase reach and exposure in Growth Markets, exploring tactics like additional paid social, influencer marketing, heavy-up in CTV/OTT, and recently launched OOH billboard
CTV/OTT is the most effective tactic at driving visitation	Increase investment in CTV/OTT and scale back Pre-Roll until performance improves
While marketing has lead to significant incremental visitation to the Village, converting visitors to overnight stays at properties could be improved	Explore media opportunities and events that encourage new visitors to stay the night

BENCHMARKS

REPORTING
REFLECTS NOV 10 -
APR 19

Metric	Benchmark	Current	% +/- Benchmark
CTR	1.12%	1.19%	+6.25%
Soft Conversion Rate	.56%	.91%	+62.5%
Cost per Exposed Unique Visitor	\$125.78	\$71.06	-43.5%
Cost per Exposed Visit	\$67.34	\$33.67	-50%
Hotels as % of Total Visits	21%	20.71%	-1.38%

TBID Board Meeting
6-Month Report Update

APR

Channels

4/7

4/14

4/21

4/28

Define

6-Month Report
Development

Design

Bespoke Hotel Collateral Toolkit Template Development

Bespoke Hotel Collateral
Toolkit Asset Development

Deploy

Website Design Update +
Additional BOOK NOW
Button on Homepage

Diagnose

Website Consistency Audit +
Action Implementation

LVR Reporting Pull + Data
Analysis

Strategic Media Reallocations
+ Optimizations



Marching into the high season and FY 25/26

THINGS TO COME IN FY 25/26

The following activities are scheduled to begin soon...

- VisitArroyoGrande.org WordPress website rebuild & development
- Hotel-specific paid media assets added to our media mix for promotions
 - Campaign Video Production
 - Campaign Creative asset optimizations
 - Summer concert series promotions

Final 6 Month Thoughts

Commune is incredibly proud to be working with the City of Arroyo Grande and the AG TBID. We've made significant progress in just six months ensuring the city's money is effectively and efficiently spent leading to measurable ROI. The data proves this out.

But what the data doesn't prove is that in just six months we've built relationships and friendships that reinforce why we really started this business - authenticity, effectiveness, and human connections that transcend a contract. Thank you for helping us live up to our mission and we can't wait to see even bigger and better results to come,

Your Commune team,

Ryan Fasa James White Rick Anderson

LSky Jordan Nancy Amaro

Brian Sartor Carl Long Ian Donahue

Jessica Farrell Venkat X.H.

Nancy Hoang David Ciesiak Josh Stone

COMMUNE