

May 13, 2022

City of Arroyo Grande

Proposal for Marketing, Communications, Website Management & Social Media Services



We are

Obsessed with integrity

We are devoted to our work and maintain a high level of transparency with our clients

Passionate about strategy

We are dedicated to understanding your goals, reaching your audiences and delivering the best marketing support

Building our brand for 18 years

We have cultivated a stellar reputation through years of service

A tight-knit team

We are small but mighty—we have the agility to completely focus on you and your needs

Table of Contents

Executive Summary	3
Let's Talk About You	4
Proposed Scope of Work & Budget	11
Our Work	15
Our Team	23

Finding new opportunities to expand awareness of Arroyo Grande as a destination for quality time, genuine character and Central Coast exploration.

It has been a pleasure to partner with Visit Arroyo Grande to develop a brand that represents the personality and special touches of the destination.

Roaming roosters. The historic swinging bridge. Welcoming faces at every corner. All these things and more align to tell the story of the authentically friendly AG. This connection is near and dear to us; two of our principals reside in this one-of-a-kind town, and the opportunity to personify the brand identity has been extremely fulfilling.

After doing a deep dive on our current strategy, we are perfectly poised to leverage our previous work to evolve the Visit Arroyo Grande brand with new and exciting opportunities.

Our team is deeply rooted in the California destination marketing ecosystem while keeping our fingers on the pulse of national and global trends. We are actively involved with SLO CAL, the Central Coast Tourism Council and Visit California. Our award-winning, metric-driven work for Visit Arroyo Grande and other destinations includes cities, counties and regions. We are especially skilled at working with lesser known areas and pulling out the special qualities that drive visitors.

At Verdin, it's always personal and hands-on. We strive to introduce fresh concepts and actively manage owned, earned and paid channels. Staying at the forefront of technology and emerging media to ensure we are offering our the best solutions to our clients is important to us.

Our mission is to help build strong communities through strategy, consensus and storytelling. We look forward to the opportunity to continue to put that mission to work for Visit Arroyo Grande.



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Opportunities

Let's Talk About You

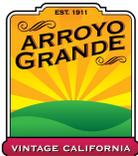


What we have accomplished together

Where we started

Since 2018, Verdin has worked alongside the Visit Arroyo Grande team to paint the picture of this Central Coast town steeped in California history and teeming with unique experiences for visitors and locals alike. With the goals of positioning AG as a travel destination, reaching new visitors and increasing overnight stays, our team began by building a strategic plan and creating a warm, charming and inviting brand identity.

Before



Arroyo
Grande
CALIFORNIA

“The professionalism, enthusiasm, and attention to detail of the Verdin is amazing!”

Jocelyn Brennen
Former President | CEO,
South County Chambers of
Commerce
Jocelyn@thehrmcorp.com