

**ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT
(AGTBID) ADVISORY BOARD**

AGENDA REPORT

TO: AGTBID Advisory Board
FROM: Nicole Moore, Chamber Interim CEO
BY: Holly Leighton, Chamber Marketing & Tourism Coordinator
MEETING OF: June 27, 2022
SUBJECT: Discuss Planning Process for Fiscal Year 2022-2023 with Verdin Marketing

RECOMMENDATION

Discuss the planning process with Verdin Marketing for fiscal year 2022-2023 with the AGTBID Advisory Board.

BACKGROUND

Verdin Marketing's agreement for tourism marketing services began July 1, 2018 as a one-year contract and was extended in May 2019, and again in May 2020 per the agreement and upon mutual consent. The current contract is set to expire on June 30, 2022.

The Arroyo Grande City Council approved the renewal of the current contract with Verdin Marketing for tourism marketing services at the June 14, 2022 regular meeting. The tourism marketing agreement with Verdin Marketing will continue into fiscal year 2022-2023.

The renewed agreement for consultant services is not to exceed \$225,000, which is an increase from the fiscal year 2021-2022 last agreement of \$166,500. The increased budget includes \$25,000 to improve the Visit Arroyo Grande website.

DISCUSSION

Since fiscal year 2022-2023 starts on July 1, 2022, the AGTBID Board will need to discuss the marketing plans for the coming year with the new budget of \$225,000.

Attachments:

1. Proposed 2022-2023 Fiscal Year Budget for Marketing Services from Verdin Marketing
2. Approved AGTBID budget for Fiscal Year 2022-2023