

Proposed 2022–2023 Fiscal Year Budget for Marketing Services – REVISED

Below is a revised budget and scope based on the approved budget of \$225,000. This proposed budget is based on Verdin's blended hourly rate of \$150 per hour. Please note: the scope is based on the current strategy, but some activities may change based on client needs. The scope will be specifically tailored to goals and budget limitations to continue to deliver the best results.

• Consultant Services:	\$100,000
○ Marketing Plan <i>Update Marketing Plan template with upcoming year's strategies, tactics and metrics</i>	\$5,500
○ Planning/Meetings/Reporting <i>Includes budget and timeline management, meetings, monthly reporting and ongoing client communications</i>	\$14,000–\$16,000
○ Creative Development <i>Includes campaign and ad development and other creative identified in Marketing Plan; also includes updating Annual Report template with fiscal year 2022–2023 campaigns and performance</i>	\$23,000–\$25,000
○ Public Relations <i>Includes leveraging existing tourism partnerships with Visit California, Visit SLO CAL and Central Coast Tourism Council, including actively pitching the destination and hosting press trips</i>	\$3,400
○ E-newsletter <i>Monthly e-newsletter development and deployment</i>	\$11,000
○ Social Media Management <i>Monthly development of social media content calendar in Visit Arroyo Grande's multiple existing channels including 4–5 posts a week; active management of comments and direct messages; also includes possible development of Tik Tok campaign for specific shoulder season promotion</i>	\$18,000–\$22,000
○ Monthly Blog <i>Development and execution of a monthly blog to live on the website and promoted through the e-newsletter and social channels</i>	\$5,000
○ Web Content (for redevelopment) & Ongoing Updates <i>Strategy, design and content for new Visit Arroyo Grande website, as well as monthly updates to events and information as needed on website (before and after new website development)</i>	\$4,100–\$16,100
• Photo Video Assets <i>Planning, coordination and execution of one full campaign video shoot to produce fresh assets</i>	\$15,000
• Advertising Hard Costs <i>Media management, strategy and media costs</i>	\$85,000
• New Website Development <i>Development of a new website that is consistent with the brand, goals and user experience to support audience interaction and support goals. Note: Final pricing will be determined based on defined scope to best meet Visit Arroyo Grande's needs. To be competitive with content and functionality of websites for comparable destinations, a higher budget is recommended.</i>	<u>\$25,000</u>

Total: \$225,000