

# Marketing & Communications Proposal

Attract tourists and increase lodging and  
daily average room rates

May 15, 2022



## Prepared For:

The City of Arroyo Grande  
Tourism Business Improvement District

## From:

Madison Strategies, LLC  
Kassandra Maher Marketing

333 Five Cities Drive  
Pismo Beach, CA 93449



# About Us

As millennial Cal Poly alumni, we are deeply connected to SLO County, and our education background affords us highly specific training, experience, and relationships. Our experienced team will inject vitality and vibrancy into the City of Arroyo Grande's marketing and communications, bringing new tourists to stay for the very first time, and welcoming returning guests home.

South County Chambers of Commerce  
Attn: Nicole Moore  
PO Box 672  
Arroyo Grande, CA 93421

RE: RFP AGTBID

May 12, 2022

Dear Ms. Moore,

Thank you for your Request for Proposals for the City of Arroyo Grande's marketing, communications, website management, and social media services. We are Corinne Madison and Cassandra Maher, partnering together for your project from Madison Strategies, LLC and Cassandra Maher Marketing.

As millennial Cal Poly alumni, we are deeply connected to SLO County, and our education background affords us highly specific training, experience, and relationships. Our team will inject vitality and vibrancy into the City of Arroyo Grande's marketing and communications, bringing new tourists to stay for the very first time, and welcoming home returning guests.

Corinne and Cassandra both studied at Cal Poly in communications fields. We are passionate alumni, and extremely vocal evangelists for the beauty, serenity, fun, and magic of the Central Coast. Each of us have made many return trips to SLO County over the years with friends, family, partners, and for professional events. We are personally familiar with seeking a hotel and rental properties in the area for various occasions.

As owners of boutique marketing agencies, we will be deeply and personally involved in all aspects of your project. We bring a strategic eye that is backed by years of formal training and relevant work experience. Corinne and Cassandra have each worked in directly related fields for 7+ years, and continue to stay up-to-date on the latest trends and marketing concepts.. You can be confident that we are on the forefront of current and future technologies, and we never get bogged down with old-fashioned, stale ideas. We have a vast network that we lean on to find the best possible talent for each project, including locally subcontracted agents in the SLO area.

We believe the City of Arroyo Grande will be best served by choosing us as your marketing team because we offer a fresh eye from the perspective of a small, young agency. Corinne and Cassandra are extremely comfortable with proven marketing methods, but our true advantage is that we are bold, early adopters, confidently pushing the envelope when it comes to new opportunities and creative solutions.

There are emerging technologies and demographics that we can leverage to drive new interest to the city and increase tourism. Our team will explore these opportunities to revitalize the City of Arroyo Grande's marketing strategy on all fronts, resulting in increased tourism and occupancy at your 61+ lodging properties.

Thank you for your time. We look forward to hearing from you!

All the best,

Corinne Madison  
Madison Strategies, LLC

Cassandra Maher  
Cassandra Maher Marketing



# Executive Summary

## Madison Strategies, LLC & Kassandra Maher Marketing for the City of Arroyo Grande

It's no secret that the City of Arroyo Grande is a beautiful place to visit on the California Central Coast, full of character and charm. As your city and your needs continue to grow, the need for a better approach to your tourism marketing and communications strategy has become clear. Madison Strategies & Kassandra Maher Marketing empower your team to attract more tourists to the area in order to increase occupancy and average daily room rates.

### **Madison Strategies & Kassandra Maher Marketing deliver:**

**Comprehensive Roadmap** - Detailed action plans focused on specific strategies to increase tourism and occupancy at the City of Arroyo Grande's 61+ lodging properties, with the result of higher room rates and tourism profit

**Trackable Metrics** - Monthly reports with analysis of progress and suggested adjustments to reach targets and goals

**Customer-Centered Design** - Innovative, aesthetic design and functional, user-friendly interfaces that encourage and enable guests to book travel easily

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### **In partnering with Madison Strategies & Kassandra Maher Marketing, the City of Arroyo Grande can expect:**

- Dedicated customer service, open availability, and personal commitment
- A fresh perspective on marketing and advertising ideas that are sure to make the City stand out
- Strong familiarity with current technologies and experience capitalizing on future innovations and opportunities
- Personal knowledge and appreciation of the County, with a broad network of local creative professionals that can capture the unique flavor of Arroyo Grande

We look forward to the opportunity to serve you and grow our partnership in the future.

### **Division of Work and Responsibilities**

As a team of two, we will divide the management of the City's project between us partners. While we have many talents between the two of us, we recognize when it's time to bring in the big guns and hire subcontractors for additional work. Therefore, we may work with other independent contractors such as videographers and photographers to provide the City with the highest quality of work. Per our conversation with Ms. Moore, the City will be notified and must approve beforehand of any subcontracting agreements.

For detailed information on our experiences, our resumes below and previous work experience have been included in this package. The budget and breakdown of project schedule and deliverables encompasses more details on estimated time required to complete the project and the disclosure of billable rates for each task.

# Firm Experience

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Madison Strategies, LLC has worked with several small businesses and organizations in both California and Washington. Our work has focused primarily on developing creative marketing strategies so they can grow their followings and sales.

The Cow Path Bakery in Othello, Washington is a current client that recently opened up a brick-and-mortar location on the city's Main Street. The bakery began working with Madison Strategies in January 2021 while selling delicious baked goods at various "pop-up" locations and through online orders and social media. Our firm provides website management, search engine optimization (SEO), email marketing, general marketing, and social media management services to the client. Since 2021, our firm has achieved the following:

- Redesigned the bakery website for easier ordering and a better customer experience
- Average open rate of marketing emails of 46.4%, well above the standard open rate of 21%
- Generate sales using email marketing when business did not have a storefront or pop-up location

Additionally, Madison Strategies planned the Grand Opening of the bakery's new storefront, which included a ribbon cutting ceremony, remarks from both the Mayor and the Chamber of Commerce, and media coverage from at least three local outlets. During the two-week period encompassing the bakery's soft opening and grand opening, the bakery's social media platforms grew exponentially:

- Organic Facebook page reach increased by 374%
- Facebook page likes increased 485%
- Organic Instagram page reach increased 337%
- Instagram page likes increased 115%

