FIRST AMENDMENT TO CONSULTANT SERVICES AGREEMENT

This First Amendment ("First Amendment") to Consultant Services Agreement ("CSA") by and between the **CITY OF ARROYO GRANDE** ("City") and **VERDIN MARKETING** ("Consultant") is made and entered into this 12th day of May 2020.

WHEREAS, the parties entered into a CSA dated June 12, 2018, for tourism marketing services for the Arroyo Grande Tourism Business Improvement District (AGTBID); and

WHEREAS, on May 29, 2019, pursuant to Section 1 of the CSA, the City extended the term of the CSA for one (1) additional year; and

WHEREAS, the current CSA expires on June 30, 2020; and

WHEREAS, the parties desire to modify the CSA as set forth herein.

NOW THEREFORE, for valuable consideration the receipt and sufficiency of which is acknowledged, the parties agree as follows:

1. Section 1 ("TERM") of the Agreement shall be modified in its entirety to read as follows:

   This Agreement shall be extended and remain and continue in effect until June 30, 2022, unless sooner terminated pursuant to the provisions of this Agreement.

2. Section 5 ("PAYMENT") of the Agreement shall be modified in its entirety to read as follows:

   Consultant shall be paid for actual work performed in accordance with Consultant's Proposal. However, the total compensation paid to Consultant shall not exceed $166,500 per year.

   Consultant will invoice City no more than monthly. Invoice shall be sent to the Chamber of Commerce Executive Director. Each invoice will reference job orders, components, specific services, media costs, production costs, fees and material expense and sales tax where applicable. City shall mail payment to Consultant for the net amount of uncontested invoices no later than thirty (30) days after receipt of each invoice by the City. Any past due balances under this Agreement shall bear interest at the rate of 1.5 percent per month (18.0 percentage rate) on unpaid balances.

3. Except as modified herein, all other terms and conditions set forth in the CSA, as amended, shall remain unchanged.

IN WITNESS WHEREOF, CITY and **CONSULTANT** have executed this First Amendment the day and year first above written.

CITY OF ARROYO GRANDE:

CAREN RAY RUSSOM, MAYOR

VERDIN MARKETING:

MARY VERDIN, PRESIDENT

ATTEST:

KELLY WETMORE, CITY CLERK

APPROVED AS TO FORM:

TIMOTHY J. CARMEL, CITY ATTORNEY

CITY OF
ARROYO GRANDE
CALIFORNIA

May 29, 2019

Mary Verdin
Verdin Marketing
3580 Sacramento Dr., Suite 110
San Luis Obispo, CA 93401

Re: Mutual Consent to Extend Agreement Term

Dear Mary,

In follow-up to our correspondence regarding the Agreement for Contractor Services between Verdin Marketing and the City of Arroyo Grande, entered into as of June 12, 2018 and effective July 1, 2018, this serves to confirm that the parties mutually agree to extend the term of the Agreement for one (1) year, pursuant to Section 1 of the Agreement. Except to the extent necessary to give effect to the extension, the Agreement will otherwise remain unchanged and in full force and effect.

Sincerely,

Jessica Matson
Deputy City Clerk

ACKNOWLEDGEMENT:

CITY OF ARROYO GRANDE:

James A. Bergman, City Manager

VERDIN MARKETING:

Mary Verdin, President

AGREEMENT FOR CONSULTANT SERVICES

THIS AGREEMENT, is made and effective as of June 12, 2018, between Verdin Marketing ("Consultant"), and the **CITY OF ARROYO GRANDE**, a Municipal Corporation ("City"). In consideration of the mutual covenants and conditions set forth herein, the parties agree as follows:

1. TERM

This Agreement shall commence on July 1, 2018 and shall remain and continue in effect until June 30, 2019, unless sooner terminated pursuant to the provisions of this Agreement. The City shall have the sole option to extend this Agreement for one (1) one (1) year option. If the City elects to exercise this option, it shall give written notice not later than three (3) months prior to the initial termination date. The terms and conditions of this Agreement shall be applicable during said extension option unless the parties mutually agree in writing upon any changes.

2. SERVICES

Consultant shall perform the tasks described and comply with all terms and provisions set forth in Exhibit "A", attached hereto and incorporated herein by this reference.

3. PERFORMANCE

Consultant shall at all times faithfully, competently and to the best of his/her ability, experience and talent, perform all tasks described herein. Consultant shall employ, at a minimum generally accepted standards and practices utilized by persons engaged in providing similar services as are required of Consultant hereunder in meeting its obligations under this Agreement.

4. AGREEMENT ADMINISTRATION

City Manager shall represent City in all matters pertaining to the administration of this Agreement. Mary Verdin, Verdin President, shall represent Consultant in all matters pertaining to the administration of this Agreement.

5. PAYMENT

The City agrees to pay the Consultant in accordance with the payment rates and terms set forth in Exhibit "B", attached hereto and incorporated herein by this reference.

6. SUSPENSION OR TERMINATION OF AGREEMENT WITHOUT CAUSE

(a) The City may at any time, for any reason, with or without cause, suspend or terminate this Agreement, or any portion hereof, by serving upon the Consultant at least ten (10) days prior written notice. Upon receipt of said notice, the Consultant shall immediately cease all work under this Agreement, unless the notice provides otherwise. If the City suspends or terminates a portion of this Agreement such suspension or termination shall not make void or invalidate the remainder of this Agreement.

(b) In the event this Agreement is terminated pursuant to this Section, the City shall pay to Consultant the actual value of the work performed up to the time of termination, provided that the work performed is of value to the City. Upon termination of the Agreement pursuant to this Section, the Consultant will submit an invoice to the City pursuant to Section 5.

7. TERMINATION ON OCCURRENCE OF STATED EVENTS

This Agreement shall terminate automatically on the occurrence of any of the following events:

(a) Bankruptcy or insolvency of any party;
(b) Sale of Consultant's business; or
(c) Assignment of this Agreement by Consultant without the consent of City.
(d) End of the Agreement term specified in Section 1.

8. DEFAULT OF CONSULTANT

(a) The Consultant's failure to comply with the provisions of this Agreement shall constitute a default. In the event that Consultant is in default for cause under the terms of this Agreement, City shall have no obligation or duty to continue compensating Consultant for any work performed after the date of default and can terminate this Agreement immediately by written notice to the Consultant. If such failure by the Consultant to make progress in the performance of work hereunder arises out of causes beyond the Consultant's control, and without fault or negligence of the Consultant, it shall not be considered a default.

(b) If the City Manager or his/her delegate determines that the Consultant is in default in the performance of any of the terms or conditions of this Agreement, he/she shall cause to be served upon the Consultant a written notice of the default. The Consultant shall have ten (10) days after service upon it of said notice in which to cure the default by rendering a satisfactory performance. In the event that the Consultant fails to cure its default within such period of time, the City shall have the right, notwithstanding any other provision of this Agreement to terminate this Agreement without further notice and without prejudice to any other remedy to which it may be entitled at law, in equity or under this Agreement.

9. **LAWS TO BE OBSERVED**. Consultant shall:

(a) Procure all permits and licenses, pay all charges and fees, and give all notices which may be necessary and incidental to the due and lawful prosecution of the services to be performed by Consultant under this Agreement;

(b) Keep itself fully informed of all existing and proposed federal, state and local laws, ordinances, regulations, orders, and decrees which may affect those engaged or employed under this Agreement, any materials used in Consultant's performance under this Agreement, or the conduct of the services under this Agreement;

(c) At all times observe and comply with, and cause all of its employees to observe and comply with all of said laws, ordinances, regulations, orders, and decrees mentioned above;

(d) Immediately report to the City's Contract Manager in writing any discrepancy or inconsistency it discovers in said laws, ordinances, regulations, orders, and decrees mentioned above in relation to any plans, drawings, specifications, or provisions of this Agreement.

(e) The City, and its officers, agents and employees, shall not be liable at law or in equity occasioned by failure of the Consultant to comply with this Section.

10. **OWNERSHIP OF DOCUMENTS**

(a) Consultant shall maintain complete and accurate records with respect to sales, costs, expenses, receipts, and other such information required by City that relate to the performance of services under this Agreement. Consultant shall maintain adequate records of services provided in sufficient detail to permit an evaluation of services. All such records shall be maintained in accordance with generally accepted accounting principles and shall be clearly identified and readily accessible. Consultant shall provide free access to the representatives of City or its designees at reasonable times to such books and records; shall give City the right to examine and audit said books and records; shall permit City to make transcripts therefrom as necessary; and shall allow inspection of all work, data, documents, proceedings, and activities related to this Agreement. Such records, together with supporting documents, shall be maintained for a period of three (3) years after receipt of final payment.

(b) Upon completion of, or in the event of termination or suspension of this Agreement, all original documents, designs, drawings, maps, models, computer files, surveys, notes, and other documents prepared in the course of providing the services to be performed pursuant to this Agreement shall become the sole property of the City and may be used, reused, or otherwise disposed of by the City without the permission of the Consultant. With respect to computer files, Consultant shall make available to the City, at the Consultant's office and upon reasonable written request by the City, the necessary

computer software and hardware for purposes of accessing, compiling, transferring, and printing computer files.

11. INDEMNIFICATION

(a) Indemnification for Professional Liability. When the law establishes a professional standard of care for Consultant's Services, to the fullest extent permitted by law, Consultant shall indemnify, protect, defend and hold harmless City and any and all of its officials, employees and agents ("Indemnified Parties") from and against any and all losses, liabilities, damages, costs and expenses, including attorney's fees and costs to the extent same are caused in whole or in part by any negligent or wrongful act, error or omission of Consultant, its officers, agents, employees or subContractors or any entity or individual that Consultant shall bear the legal liability thereof) in the performance of professional services under this agreement.

(b) Indemnification for Other Than Professional Liability. Other than in the performance of professional services and to the full extent permitted by law, Consultant shall indemnify, defend and hold harmless City, and any and all of its employees, officials and agents from and against any liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, whether actual, alleged or threatened, including attorneys fees and costs, court costs, interest, defense costs, and expert witness fees), where the same arise out of, are a consequence of, or are in any way attributable to, in whole or in part, the performance of this Agreement by Consultant or by any individual or entity for which Consultant is legally liable, including but not limited to officers, agents, employees or subContractors of Consultant.

(c) General Indemnification Provisions. Consultant agrees to obtain executed indemnity agreements with provisions identical to those set forth here in this section from each and every subContractor or any other person or entity involved by, for, with or on behalf of Consultant in the performance of this agreement. In the event Consultant fails to obtain such indemnity obligations from others as required here, Consultant agrees to be fully responsible according to the terms of this section. Failure of City to monitor compliance with these requirements imposes no additional obligations on City and will in no way act as a waiver of any rights hereunder. This obligation to indemnify and defend City as set forth here is binding on the successors, assigns or heirs of Consultant and shall survive the termination of this agreement or this section.

12. INSURANCE

Consultant shall maintain prior to the beginning of and for the duration of this Agreement insurance coverage as specified in Exhibit "C" attached hereto and incorporated herein as though set forth in full.

13. INDEPENDENT CONSULTANT

(a) Consultant is and shall at all times remain as to the City a wholly independent Consultant. The personnel performing the services under this Agreement on behalf of Consultant shall at all times be under Consultant's exclusive direction and control. Neither City nor any of its officers, employees, or agents shall have control over the conduct of Consultant or any of Consultant's officers, employees, or agents, except as set forth in this Agreement. Consultant shall not at any time or in any manner represent that it or any of its officers, employees, or agents are in any manner officers, employees, or agents of the City. Consultant shall not incur or have the power to incur any debt, obligation, or liability whatever against City, or bind City in any manner.

(b) No employee benefits shall be available to Consultant in connection with performance of this Agreement. Except for the fees paid to Consultant as provided in the Agreement, City shall not pay salaries, wages, or other compensation to Consultant for performing services hereunder for City. City shall not be liable for compensation or indemnification to Consultant for injury or sickness arising out of performing services hereunder.

14. UNDUE INFLUENCE

Consultant declares and warrants that no undue influence or pressure was or is used against or in concert with any officer or employee of the City of Arroyo Grande in connection with the award, terms or implementation of this Agreement, including any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of the City of Arroyo Grande will receive compensation, directly or indirectly, from Consultant, or from any officer, employee or agent of Consultant, in connection with the award of this Agreement or any work to be conducted as a result of this Agreement. Violation of this Section shall be a material breach of this Agreement entitling the City to any and all remedies at law or in equity.

15. NO BENEFIT TO ARISE TO LOCAL EMPLOYEES

No member, officer, or employee of City, or their designees or agents, and no public official who exercises authority over or responsibilities with respect to the project during his/her tenure or for one year thereafter, shall have any interest, direct or indirect, in any agreement or sub-agreement, or the proceeds thereof, for work to be performed in connection with the project performed under this Agreement.

16. RELEASE OF INFORMATION/CONFLICTS OF INTEREST

(a) All information gained by Consultant in performance of this Agreement shall be considered confidential and shall not be released by Consultant without City's prior written authorization. Consultant, its officers, employees, agents, or subContractors, shall not without written authorization from the City Manager or unless requested by the City

Attorney, voluntarily provide declarations, letters of support, testimony at depositions, response to interrogatories, or other information concerning the work performed under this Agreement or relating to any project or property located within the City. Response to a subpoena or court order shall not be considered "voluntary" provided Consultant gives City notice of such court order or subpoena.

(b) Consultant shall promptly notify City should Consultant, its officers, employees, agents, or subContractors be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions, or other discovery request, court order, or subpoena from any person or party regarding this Agreement and the work performed thereunder or with respect to any project or property located within the City. City retains the right, but has no obligation, to represent Consultant and/or be present at any deposition, hearing, or similar proceeding. Consultant agrees to cooperate fully with City and to provide the opportunity to review any response to discovery requests provided by Consultant. However, City's right to review any such response does not imply or mean the right by City to control, direct, or rewrite said response.

17. NOTICES

Any notice which either party may desire to give to the other party under this Agreement must be in writing and may be given either by (i) personal service, (ii) delivery by a reputable document delivery service, such as but not limited to, Federal Express, which provides a receipt showing date and time of delivery, or (iii) mailing in the United States Mail, certified mail, postage prepaid, return receipt requested, addressed to the address of the party as set forth below or at any other address as that party may later designate by notice:

To City:	City of Arroyo Grande Jim Bergman 300 E. Branch Street Arroyo Grande, CA 93420
To Consultant:	Verdin Marketing Mary Verdin 3580 Sacramento Dr., Suite 110 San Luis Obispo, CA 93401

18. ASSIGNMENT

The Consultant shall not assign the performance of this Agreement, nor any part thereof, without the prior written consent of the City.

19. GOVERNING LAW

The City and Consultant understand and agree that the laws of the State of California shall govern the rights, obligations, duties, and liabilities of the parties to this Agreement and also govern the interpretation of this Agreement. Any litigation concerning this Agreement shall take place in the superior or federal district court with jurisdiction over the City of Arroyo Grande.

20. ENTIRE AGREEMENT

This Agreement contains the entire understanding between the parties relating to the obligations of the parties described in this Agreement. All prior or contemporaneous agreements, understandings, representations, and statements, or written, are merged into this Agreement and shall be of no further force or effect. Each party is entering into this Agreement based solely upon the representations set forth herein and upon each party's own independent investigation of any and all facts such party deems material.

21. TIME

City and Consultant agree that time is of the essence in this Agreement.

22. CONTENTS OF REQUEST FOR PROPOSAL AND PROPOSAL

Consultant is bound by the contents of the City's Request for Proposal, Exhibit "D", attached hereto and incorporated herein by this reference, and the contents of the proposal submitted by the Consultant, Exhibit "A", attached hereto and incorporated herein by this reference. In the event of conflict, the requirements of City's Request for Proposals and this Agreement shall take precedence over those contained in the Consultant's proposals.

23. CONSTRUCTION

The parties agree that each has had an opportunity to have their counsel review this Agreement and that any rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not apply in the interpretation of this Agreement or any amendments or exhibits thereto. The captions of the sections are for convenience and reference only, and are not intended to be construed to define or limit the provisions to which they relate.

24. AMENDMENTS

Amendments to this Agreement shall be in writing and shall be made only with the mutual written consent of all of the parties to this Agreement.

25. AUTHORITY TO EXECUTE THIS AGREEMENT

The person or persons executing this Agreement on behalf of Consultant warrants and represents that he/she has the authority to execute this Agreement on behalf of the Consultant and has the authority to bind Consultant to the performance of its obligations hereunder.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed the day and year first above written.

CITY OF ARROYO GRANDE

By:_____
James A. Bergman, City Manager

Attest:

_____
Kelly Wetmore, City Clerk

Approved As To Form:

_____
Heather K. Whitham, City Attorney

CONSULTANT

By:_____ Mangs. Verdin

Its: President
(Title)

EXHIBIT A

CONSULTANT'S PROPOSAL

PROPOSAL FOR MARKETING, COMMUNICATIONS, WEBSITE MANAGEMENT AND SOCIAL MEDIA

PRESENTED TO THE CITY OF ARROYO GRANDE, CA

April 30, 2018

EST. 1911 ARROYO GRANDE VINTAGE CALIFORNIA | VERDIN

HELLO

WE ARE A BAND OF SPIRITED STORYTELLERS IN SEARCH OF BRANDS WITH PERSONALITY AND POTENTIAL.

We'd love to work with you.

TABLE OF CONTENTS

Intro Letter	3
Let's Talk About You	4
Proposed Budget	13
What We Do	15
Our Process	19
Case Studies	23
Work Samples	28
Who We Are	38

COOKIE CUTTER STRATEGIES DON'T DIFFERENTIATE DESTINATIONS.

Destination marketing is all about the right message to the right person at the right time. And that happens through customized strategy and dedicated effort.

At Verdin, we thrive on the challenge of identifying the unique and essential elements of a destination, and sharing them in a way that meets the desires of its target audiences.

Based on the Central Coast of California, Verdin is a full-service marketing agency established in 2003 that has grown to a national-award winning firm of 14 employees with clients throughout the state of California. As founder and president of the firm, I personally have more than 27 years' experience in marketing and communications.

We're a crackerjack team that's dedicated to elevating clients to the next level. Verdin is active with Visit California, Central Coast Tourism Council, Visit San Luis Obispo County, the Public Relations Society of America and the American Institute of Graphic Arts. We value the process of learning and exploring new ideas, and of giving back however we can. We're also DBE (Disadvantaged Business Enterprise) certified through the Department of Transportation.

Tourism is one of our two key industries, and we love tracking the twists, turns and trends of destination marketing. On page 22, you'll find the proprietary approach that helps us develop tailored strategies for our destination clients.

We would love to be your branding partner, working with you to tell the unique story of Arroyo Grande. Thank you for this opportunity.

Sincerely,

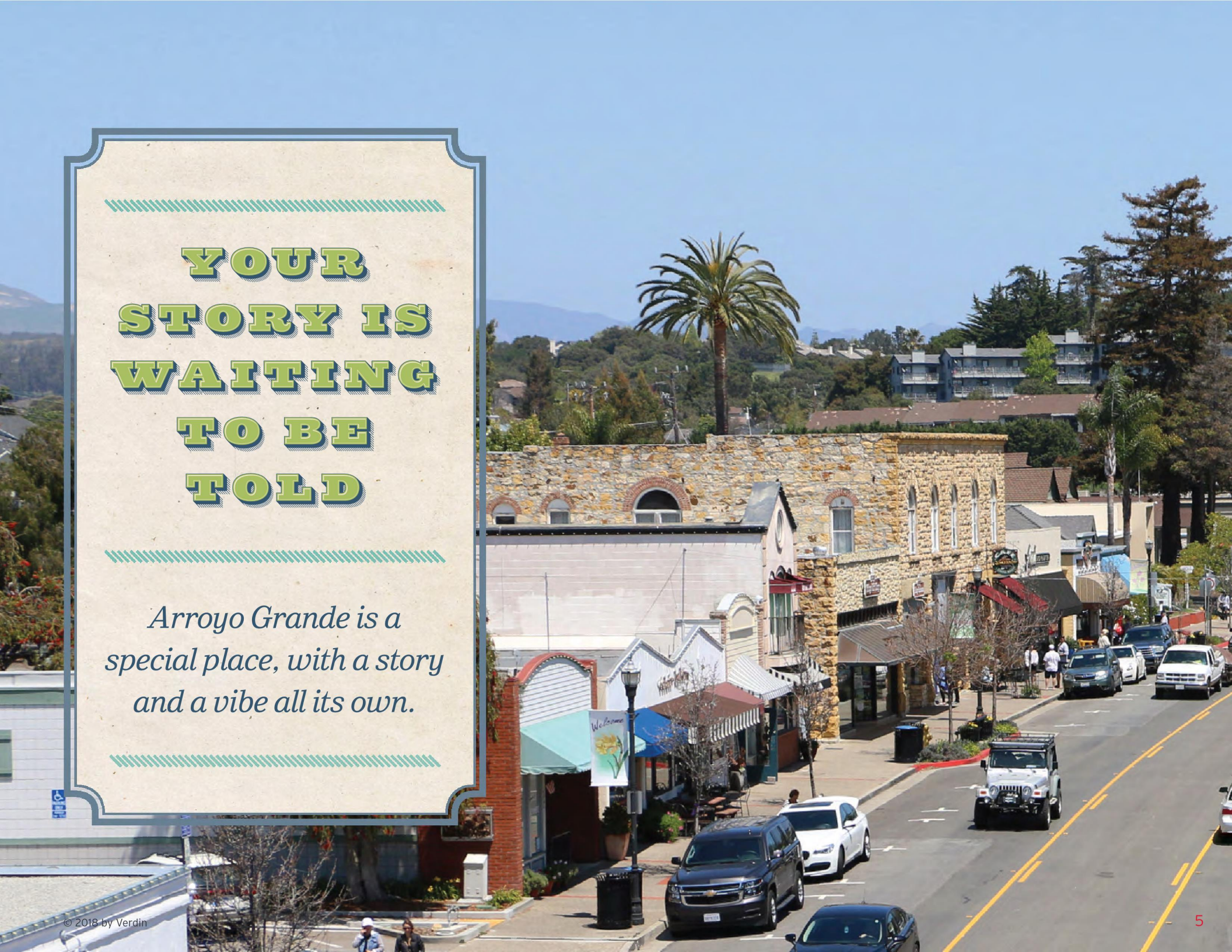
Mary Verdin
President & Chief Strategy Officer
mary@verdinmarketing.com

Verdin Marketing Ink Co.
DBE Firm No. 42625
3580 Sacramento Dr. #110
San Luis Obispo, CA 93401
(805) 541-9005

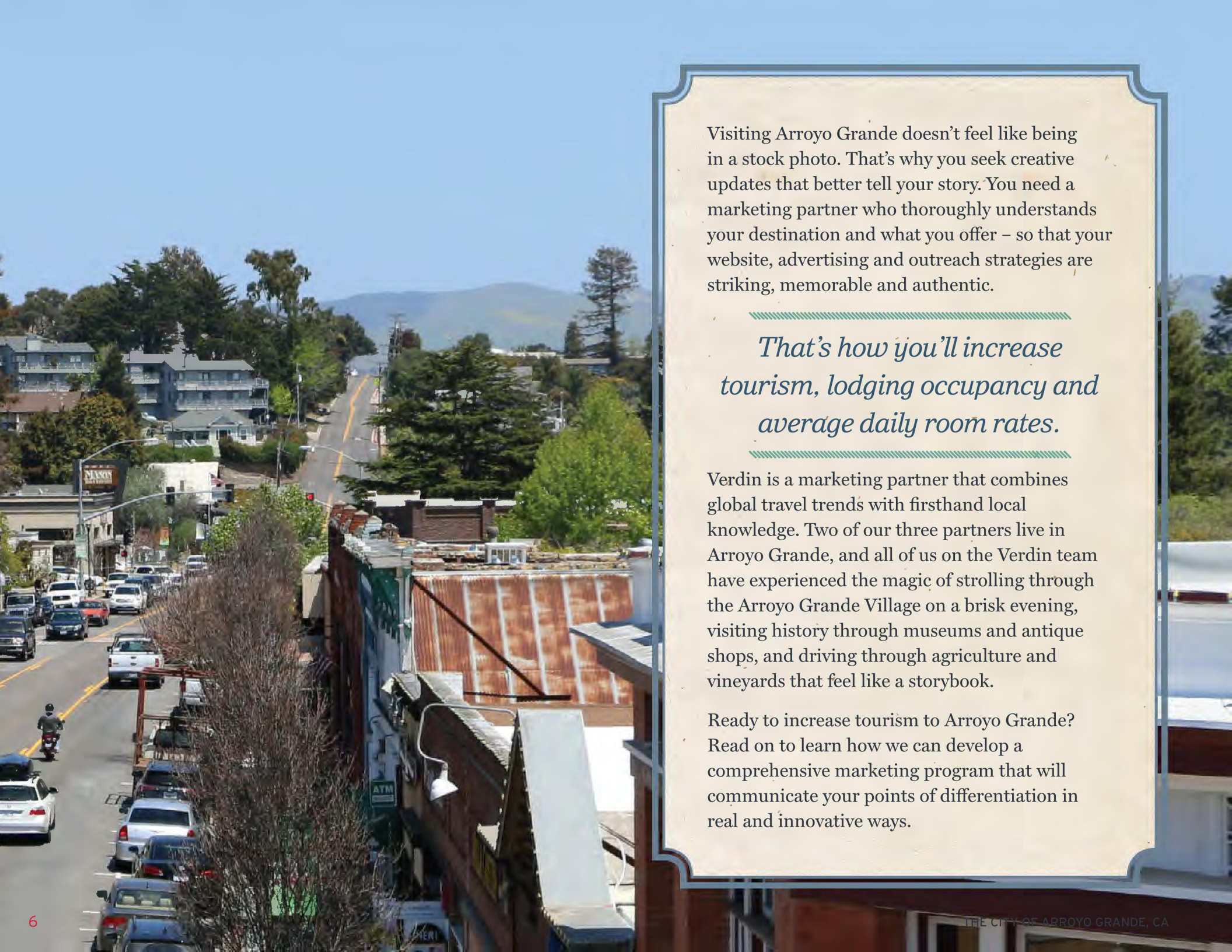
LET'S TALK ABOUT YOU

YOUR STORY IS WAITING TO BE TOLD

Arroyo Grande is a special place, with a story and a vibe all its own.



© 2018 by Verdin



Visiting Arroyo Grande doesn't feel like being in a stock photo. That's why you seek creative updates that better tell your story. You need a marketing partner who thoroughly understands your destination and what you offer – so that your website, advertising and outreach strategies are striking, memorable and authentic.

That's how you'll increase tourism, lodging occupancy and average daily room rates.

Verdin is a marketing partner that combines global travel trends with firsthand local knowledge. Two of our three partners live in Arroyo Grande, and all of us on the Verdin team have experienced the magic of strolling through the Arroyo Grande Village on a brisk evening, visiting history through museums and antique shops, and driving through agriculture and vineyards that feel like a storybook.

Ready to increase tourism to Arroyo Grande? Read on to learn how we can develop a comprehensive marketing program that will communicate your points of differentiation in real and innovative ways.

PUBLIC RELATIONS OPPORTUNITIES

Effective public relations is an integral part of any successful marketing mission. However, as news and information consumption shifts from the page to the pocket, the power of influence has shifted from large, established media organizations to savvy individuals and micro-media outlets. While traditional media outlets maintain their sway over segments within the key 35- to 54-year-old demographic, younger and more urban audiences of all ages now cite social media and digital tastemakers as strongly impacting decisions on what to buy, wear, say and do.

Using an integrative approach to public relations, we can maximize client visibility by creating a cohesive brand messaging across its traditional media relations efforts and its ever-evolving digital strategies.

INITIAL OPPORTUNITIES FOR ARROYO GRANDE

- **Identify traditional media and digital influencers** from both local, drive markets and regional target markets covering topics that align with your personas' interests and behaviors.
- **Look for opportunities with Visit California, CCTC and Visit SLO CAL** for opportunities to collaborate on pitches to national travel outlets.
- **Engage in proactive media relations** by distributing press releases and pitches with creative and strategic story angles that differentiate the Arroyo Grande experience.
- **Coordinate both individual media visits and group familiarization tours** (FAMs) to introduce travel writers to the unique offerings of Arroyo Grande through personalized itineraries.
- **Invite target bloggers and local media** to attend and experience events for live coverage. Provide Facebook Live feeds and video footage for those unable to attend to expand coverage.
- **Be prepared with a strong reactive media relations plan** so that you can evaluate incoming media requests and respond to partner opportunities.

© 2018 by Verdin

SOCIAL MEDIA OPPORTUNITIES

A robust social media strategy adds a dimension of authenticity to your marketing campaigns.

Our social media strategy will complement and support the overall marketing strategy and will be built upon a thorough understanding of your brand and its strengths, weaknesses, pain points, audiences and goals. This strategy will help you connect and engage with your audience on each platform to build valuable relationships, create brand ambassadors and tell the story of your unique destination.

INITIAL OPPORTUNITIES FOR ARROYO GRANDE

- **Tell stories with testimonials** from the perspective of the locals and visitors who have to tell the unique story and clearly state the vision of Arroyo Grande.
- **Use video to tell the stories.** Because video shared emotion so well, use it frequently. Film in locations in Arroyo Grande that are lesser known to show the unique personality that separates it from neighboring communities as well as the better known spots like the downtown shops and the Strawberry Festival to keep things familiar.
- **Share local stories** on the blog that relate to the welcoming and historical side of Arroyo Grande.
- **Share local news coverage** when media covers Arroyo Grande, its residents and locally owned businesses.
- **Create custom memes with quotes** and surprising historical facts.
- **Expand on tagline** with hashtags on Instagram.
- **Use contests and giveaways** to promote events, grow the brand and gather photos assets.
- **Select two social media platforms** and execute them well.
- **Shows faces of a diverse group of people** who are represent the target audience you want to reach.

AND WHILE WE'RE AT IT – HERE ARE OUR RECOMMENDATIONS FOR ENHANCING YOUR EMAIL MARKETING.

- **Integrate e-blasts and e-newsletters with your website and blog.**
- **Send triggered emails,** which are sent out based on audience behaviors.
- **Separate and manage lists for targeting** so that you can hand-pick which audiences receive which information from you.
- **Provide special access to deals and offers via email.** Make people glad they signed up!
- **Enable registration for events and tours,** so that people can easily navigate to sign up straight from the email they receive.
- **Promote activities based on interests.**

ADVERTISING & MEDIA BUYING OPPORTUNITIES

DIGITAL RESEARCH & CAPABILITIES

Verdin meets with the media on a regular basis, and our clients reap the benefits of this relationship and knowledge. We evaluate media options based on objective data and research, and can assess reach, frequency and gross rating points to determine the best value for our clients' budgets.

As the digital advertising world expands, Verdin keeps on top of all channels and can determine which technologies are best to meet a client's goals. Regular research, study, conferences and collaboration with technology partners gives our clients access to the most sophisticated digital strategies available. Our knowledge allows us to quickly assess options and make strategic recommendations.

Additionally, Verdin is proud to offer clients in-house digital media buying. Lower costs, enhanced supervision, pinpointed strategies and improved results are just a few of the many benefits of bringing this capability in house. Our complete array of digital buying services includes display and video advertising, retargeting, behavioral targeting, geo fencing, SEO, native and social advertising.

NEGOTIATING AND PLACEMENT EXPERIENCE

Verdin brings media buying power to clients. Cumulatively, we represent large media spending and are able to negotiate discounts and added-value based on agency volume. We are educated buyers who understand the media platforms' specifics and will provide strategic creative to most successfully enhance each platform. Most clients who have purchased media directly find they get more exposure and better results for the same budget using our services.

Many clients appreciate that Verdin's media buying service includes reconciliation of media invoices. Each month, all media invoices are reviewed and compared to what was ordered to ensure accuracy. When inconsistencies are found, Verdin will contact the media and secure the appropriate solution, by either an adjustment on the invoice or "makegoods" on the advertising that was missed or ran incorrectly.

BEYOND TARGET AUDIENCES

The Internet's ability to gather research on consumers has evolved the way we think about target audiences. At Verdin, we create personas, which are in-depth composites of key segments of the potential visitor market. Lifestyles, behaviors and passions are key common denominators in persona groups. Research shows that these common denominators are more dependable rather than simple age ranges, as behaviors and passions stay with individuals regardless of where they fall in more traditional age groups.

We keep these personas at the forefront of all efforts as we strategize campaign ideas and work with our clients to roll out integrated advertising campaigns.

© 2018 by Verdin

INITIAL OPPORTUNITIES FOR ARROYO GRANDE

Compliment traditional media platforms with digital and social media. As the media landscape becomes highly personalized and continually fragmented, an understanding of the intricacies of media buying and research is required to effectively reach the highest percentage of potential customers. The most successful advertising campaigns have significant crossover of media types and platforms, using digital and social media to complement traditional media.

Determine media mix percentages. Traditional media continues to demand a higher percentage of budgets than digital media to meet the same number of impressions. Based on customer feedback, a robust media plan should prioritize the most desirable target personas and match the media placement to their hobbies and lifestyles. Generally, tourism and tourism-related industries use approximately 60% of the total yearly budget on traditional media and 40% on digital, but this can vary dramatically if significantly older or younger customers are desired. With more information gathered through meeting with you and understanding your goals, we will recommend a strategic mix for Arroyo Grande.

Leverage partnerships. Verdin has well-established partnerships with media throughout California, as well key players in the national and international market, and see this as a potential opportunity for Arroyo Grande. We have had tremendous success integrating strategies with partners such as the Central Coast Tourism Council, Visit California and Brand USA. We are always on the lookout for opportunities for our clients to create strategic partnerships with vendors.

WEBSITE OPPORTUNITIES

These are exciting times! Through a beautiful and effective website to support outreach efforts, Arroyo Grande has the potential to reach more travelers than ever before.

Your ultimate goal is to increase lodging occupancy in Arroyo Grande, and that hinges on the strength of your website. Digital communications sends visitors to your site, which then has tremendous opportunity to confirm the desire to visit. Specific website features and content strongly influence this decision-making process. After an initial review of your site, here are a few important features we recommend.

INITIAL OPPORTUNITIES FOR ARROYO GRANDE

DESIGN AND CONTENT

- **Make it visually compelling.** The first few seconds are critically important during a website visit. Initially, a visitor just scans the site, so only a good design can grab attention and lead him or her to important information on the website.
- **Provide focused content.** People visit websites for information, so provide content that is well-organized and focused on what your users are looking for.
- **Update frequently.** Continually refresh content on your site to keep users returning and to stay relevant in search engine results. We see you're interested in adding a blog, which is an excellent way to keep fresh content coming.
- **Add an email signup,** just like you suggested in your RFP.

© 2018 by Verdin

INITIAL OPPORTUNITIES FOR ARROYO GRANDE

PHOTOS, VIDEOS AND MAPS

- **Show, don't tell.** Video and photos can quickly tell a complete story of what a traveler can expect when visiting your destination. Remember that people are looking for experiences, both emotional and experiential, when planning travel.
- **Make it mobile and tablet friendly.** More and more, people are relying on mobile devices to access the internet. Make sure your website appearance and loading times accommodate the limitations of mobile devices.
- **Include weather updates or live video streaming on homepage** to highlight the key selling point of your beautiful year-round weather.
- **Interactive maps** are also a welcome addition as a lot of people will be interested in them.

WEB ANALYTICS AND SEARCH ENGINE RESULTS

- Currently, your site ranks seventh when using the exact search terms "visit Arroyo Grande" in Google, and doesn't even make the first page in a search for "Arroyo Grande California."
- **Measure your website and website traffic performance** using one of many available tools. Information from these tools will give great insights which you can use to optimize your website, web traffic and ultimately your tourism business lead generation.
- **Implement a strong SEO strategy.** Search engines like Google use an algorithm to calculate how useful your site is to visitors for the specific search terms they enter. Good SEO can repeatedly bring visitors to your site. When set up correctly, SEO provides the best return on investment and is the most cost effective action you can take to bring traffic to your site.

PROPOSED BUDGET

PHASE I: *Explore & Envision* **$6,500**

In these discovery and planning phases, Verdin will explore what makes Arroyo Grande a special destination for visitors, along with ensuring we understand your current challenges and goals to create an effective marketing strategy.

These phases will last one month, depending on schedules and meetings, and are proposed to include the following:

- An intake session with the key stakeholders to gain insight and perspectives
- Creative brief development
- Marketing and communications plan development, including:
    - Development of personas to represent target audiences
    - Positioning statement
    - Brand map
    - Key message points and strategy
    - PR strategy and calendar
    - Social media strategy and initial content calendar
    - Advertising strategy and campaign concept development

Billable hourly rates that this budget is based on:

Principal/Strategic:	$168
VP/Account Supervision:	$145
Art Direction:	$145
Account Management:	$138
PR Strategy:	$138
Social Media Strategy:	$128
Copywriting:	$128
Graphic Design:	$128
Account Support/Production:	$118
Clerical:	$95
Travel:	$68

© 2018 by Verdin

PHASE II: *Execute & Enhance* — $188,500

In these phases, the implementation of the Marketing and Communications Plan will take place. Please note that the scope of this phase will need to be clearly defined following the approval of the Marketing Strategy. The scope can be specially tailored to budget limitations to deliver the best results.

These phases could include the following, anticipating a 11-month period (to follow Explore and Envision Phases):

• Ongoing account management, meetings and reporting	$18,000
• Creative development, including:	$28,000
· Reactive creative	$4,000
· Photo or video asset development	$2,500
• Public relations management and coordination	$15,000
• Website updates	$3,000
• E-Newsletter management	$6,600
• Social media management	$18,400
• Contest prize coordination	$2,000
• Media planning	$6,000
• Advertising costs of $80,000	$80,000
• Contingency budget for co-op possibilities with Visit SLO CAL and the Central Coast Tourism Council	$5,000
TOTAL	**$195,000**

WHAT WE DO

VERDIN BY THE NUMBERS

- 14 years in business
- 14 person team (and occasionally a dog or two)
- 3¼ gallons of coffee consumed per day (plus an un-quantified amount of cold brew from our fridge)
- 2 Key Industries: Tourism and Nonprofits
- 3 Core Values: *Relationships Matter; Passion & Purpose; Integrity. Period.*

OUR SERVICES

MARKETING & BRAND MANAGEMENT

- Marketing Plans
- Strategic Planning
- Strategic Communications
- Corporate Identity & Branding
- Image Perception Assessment
- Customer Relationship Management

ADVERTISING

- Print, Broadcast and Digital Creative Development
- Media Strategies
- Media Buying

PUBLIC RELATIONS SERVICES

- Public Relations Strategies & Programs
- Press Release & Story Generation
- Online Release Distribution
- White Paper Development & Publication
- Cause-related Marketing
- Internal Communications
- Trade Show Booth Management
- Crisis Communications

WEBSITE DEVELOPMENT

- Site Plan
- Writing, Design & Programming
- Search Engine Optimization
- Ongoing Maintenance

SOCIAL MEDIA & ONLINE MARKETING

- Social Media Strategies & Management
- Search Engine Marketing
- Blogging & Podcasts
- Mobile Marketing

PUBLIC RELATIONS

You know the impact of good PR.

In today's over-saturated media landscape, stories often struggle to break though. At Verdin, we provide a strategic and comprehensive branding and media relations program with creative and proactive story development that's as unique as you are. Our team delivers results at the local and national level, built from our trusted relationships with members of the media. We look forward to the possibility of working with you to achieve the results you seek.

Our PR Services that could support the City of Arroyo Grande:

- Compelling brand storylines
- Creative press release writing
- Targeted and optimized press release distribution
- Traditional media outreach
- Event media coordination
- Ongoing media visibility
- Press tours
- Reputation management and crisis communications
- Media monitoring and reporting

PRSA AWARDS

ADDY AWARDS

© 2018 by Verdin

SOCIAL MEDIA

Verdin harnesses the power of social media to help clients reach their specific businesses goals. Our social media marketing encompasses strategic communications and innovative approaches to help increase message awareness, loyalty, supporter base and behavior change.

We offer a range of services from content recommendations to overall strategy and complete management and monitoring of your organization's pages. Verdin's customized social strategies help clients reach their goals and maximize their online presence.

Our Social Media Services that could support the City of Arroyo Grande:

- Social media audit
- Competitive analysis
- Custom social media marketing strategies
- Tailored social media content calendars
- Online brand management and monitoring
- Implementation guidelines
- Online video marketing campaigns
- Social account design and development
- One-on-one consultations
- In-house training
- Reporting and analysis

ADDY AWARDS

PRSA AWARDS

MARCOM AWARDS

MEDIA BUYING SERVICES

As the media landscape becomes highly personalized and fragmented, an understanding of the intricacies of media buying and research is required to reach the highest percentage of community engagement. The most successful campaigns have significant crossover of media types and platforms, using digital and social media to complement traditional media.

We are an objective third party that does not benefit from the purchase of one medium over another, so our client's best interest is always driving decisions, and we have the big picture of all media being placed. We assign and monitor metrics and create client reports to measure success based on these metrics.

Our Advertising and Media Services that could support the City of Arroyo Grande:

- Campaign concepting and strategy
- Creative development of digital print and video advertising
- Custom strategic media plans
- Negotiation of competitive ad rates
- Ad placement
- Reconciliation of media invoices
- Analysis of metrics and result reports
- Research into ongoing new media opportunities

OUR PROCESS

360 COMMUNICATIONS PROCESS

The Verdin 360 is our proprietary process for withdrawing the qualities that create communication success for a destination. It's a tried and true approach, but the results looks different for every client. For example, see pages 37–38 to see examples of creative developed for beach towns 15 minutes apart that reached different audiences in very different ways.

1. Explore

DISCOVER WHERE YOU ARE NOW.

We research and analyze the current perception of your brand, competitors' brands, and the overall industry landscape. We identify the benefits that make you stand out.

2. Envision

PLAN WHERE YOU WANT TO BE AND HOW TO GET THERE.

We set goals and define metrics to forge a path forward. Through the information gathered in the Explore phase, we develop a campaign customized to your goals.

3. Execute

BRING THE PLAN TO LIFE.

We implement the campaign and give your brand a consistent voice through visuals and messaging. All communications will be created within your brand guidelines.

4. Evaluate

MEASURE PERFORMANCE AND ADJUST AS NEEDED.

We perform ongoing monitoring to track metrics and make adjustments to reach goals.

5. Enhance

RECOGNIZE SUCCESS AND LEVERAGE FOR GROWTH.

We analyze campaign results, assess goals, and adapt the plan as needed. We constantly refine our strategies to stay on top of current trends.

BRAND MAP

Verdin's Brand Map guides all communication efforts moving forward to ensure a consistent, effective brand and message. Our Brand Map will incorporate and evolve the brand elements already established for Arroyo Grande, guiding the development of assets that will work together to support your destination's position as a whole.

BRAND EXPLANATION (INTERNAL STRATEGIC CHOICES)

Brand Attributes

What are your unique physical characteristics?

Functional Benefits

What do these characteristics do for the target audience?

Emotional Benefits

How will the target audience feel when they interact with visit Arroyo Grande brand?

BRAND POSITIONING STATEMENT

A concise statement that captures the uniqueness of the brand in the hearts and minds of the target audience, used for internal guidance of all marketing efforts.

Brand Reputation

Current reputation and perception of your brand among consumers.

Brand Promise

The emotional component of your brand; its promise!

BRAND EXPERIENCE (EXTERNAL CONSUMER COMMUNICATIONS)

Bring your brand to life through different elements that make up the brand experience (visuals, sounds, scents, etc.). Determine what we want our audiences to do/feel/say after exposure to our messages.

© 2018 by Verdin

SAMPLE REPORTING

Regular research, study, conferences and collaboration with technology partners keeps Verdin on the forefront of technology and emerging media. Our in-house digital media buying capabilities mean our clients have access to the most sophisticated digital strategies available, and we have constant access to metrics that tell us how the work is performing. Our Media & Research Strategist tracks the performance of all online media in a live portal that enables us to assess campaign performance, provide detailed reports to clients, and make recommendations and adjustments on a day-by-day basis if needed.

During the execute and enhance phase, monthly reporting is essential to ensure that our efforts are effective. Below is a sample report.

SAMPLE STAT SUMMARY REPORT

CLIENT

Date

This report would begin with a summary of the results including explanations and notations of trends and other details. Below are sample channels, platforms and stats for reference.

DIGITAL

CHANNEL	CREATIVE	IMPRESSIONS	VIEWS	CLICKS	CTR
Facebook	:15 sec - General	398,052	17,823 @ 50%	8,316	2.73%
Digital Video	:15 sec - Brand	128,955	46% comp. rate	138	0.11%
AdWords	N/A	54,730	N/A	1,911	3.49%
Travel Spike	Brand video and Native	168,795	3,667	954	0.58%
Trip Advisor	Millennial video & static	289,389	N/A	627	0.15%

TOTAL LEISURE DIGITAL - IMPRESSIONS: 1,039,921 CLICKS: 11,946 AVG CTR: 1.41%

PRINT & OUTDOOR

PUB / PLATFORM	READERSHIP / REACH	LEADS
Airport Billboard	300,000	N/A
Travel 50 & Beyond Winter	115,900	227
Yosemite National Park	Previous Print	105

TOTAL PRINT/OUTDOOR - IMPRESSIONS: 315,900 LEADS: 332

GRAND TOTAL

IMPRESSIONS: 1,355,821 CLICKS TO WEBSITE: 11,946 LEADS: 332

WEB ANALYTICS 2018 v. 2017

SUMMARY

This section would summarize the monthly results from a destination's website including explanations and notations of trends and other details. Below are sample stats and demographics for reference.

WEBSITE TRAFFIC

Users: 14,792 v. 7,059
New Users: 14,268 v. 6,928
Sessions: 16,792 v. 7,859
Mobile Views: 13,554
Desktop Views: 1,300
PPV (Page Per Visit): 2.22 (+20%)
TOS (Time on Site): 0:30 (-61.43)

GEOGRAPHIC REFERRALS

Los Angeles: 6,065
Riverside: 372
San Diego: 370
Santa Ana: 352
Rancho Cucamonga: 253

TOP REFERRING URLS

Facebook: 6,059
justjared.com: 32
visitcalifornia.com: 27
centralcoast-tourism.com: 25
track.stumblemail.net: 20

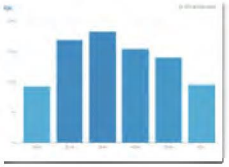
ACQUISITION

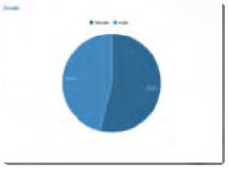
Social: 6,095 v. 1,180
Direct: 4,473 v. 2,971
Organic: 2,339 v. 1,516
Other: 1,348 v. 883
Referral: 538 v. 527

PAGE VIEWS

Homepage: 25,163
Places to Stay: 1,618
Events: 1,207
Things to do: 967

DEMOGRAPHICS





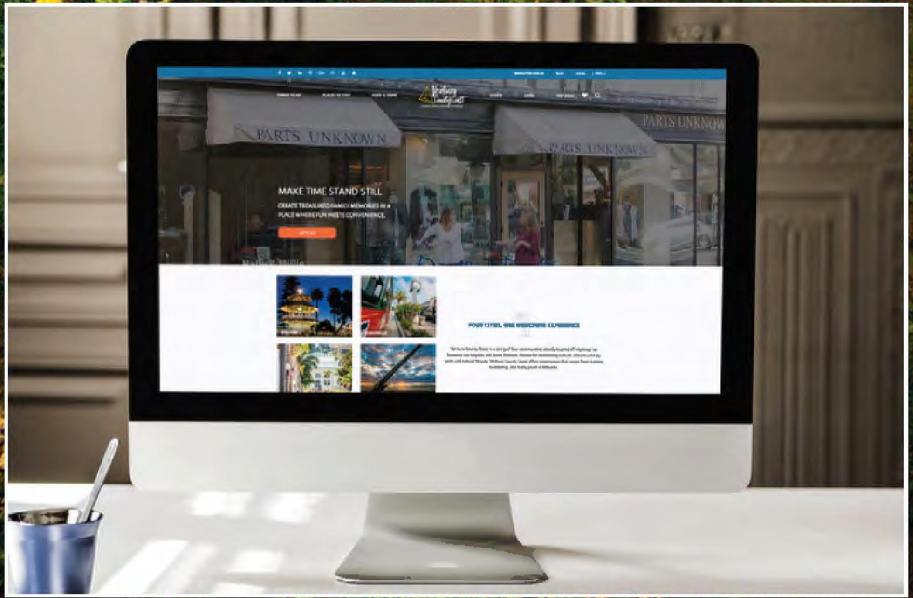
VERDIN

t (805) 541-9005 f (805) 541-9007
3580 Sacramento Drive #110, San Luis Obispo, CA 93401
VERDINMARKETING.COM

CASE STUDIES

VENTURA COUNTY COAST

Brian Tucker | btucker@visitvvcoast.com | (805) 644-2500



How do you market four diverse locations as one experience? Conversely, how do you give equal attention to all participating locations in a collaborative tourism effort? Ventura County Coast was lacking nothing in regards to natural beauty and desirability, but was in need of careful strategy to position the right balance of diversity and cohesiveness. Our branding and messaging showcases this location as the treasure that it is, while communicating that its four distinct communities complement one another to create one enriching experience.

Goal: to increase visitors to Ventura, Oxnard, Camarillo and Port Hueneme.

OBJECTIVES

- Create a new brand to position Ventura County Coast as a desirable, adventurous, and affordable travel destination.
- Equally represent the four cities that compromise the association.

APPROACH

- Worked with VCLA's public relations agency to develop a cohesive strategy for all marketing communications.
- Developed a new logo balancing all that Ventura County Coast represents.
- Created brand guidelines and a color palette that reflects the region's experience.
- Crafted a new positioning statement that clearly and succinctly presents the area.
- Implemented the new brand in all marketing touch points, including a brand new website.
- Created marketing messaging for both a leisure audience and B2B audience in "The Whole Point" ad campaign.
- Developed library of new photography and video reflective of three identified target personas.

RESULTS

- Marcom Platinum award for the new Ventura County Coast brand (highest honor in competition) and American Advertising silver award for first advertising campaign.
- Incredible success in digital advertising for both leisure and meeting campaigns since launching. Numbers from a recent report:
    - Facebook video ads garnered 377,837 impressions and saw a CTR of 3.00%, which is far above the industry standard. Actions on video (including shares, clicks and comments) totaled 51,906.
    - Digital video ads saw 3,915,329 impressions with 5,766 website clicks. 45% of viewers watched the spot to the end.
    - Travel Spike and Trip Advisor advertising had a combined total of 995,717 impressions and an average CTR of 0.56%.

© 2018 by Verdin

ATASCADERO TOURISM

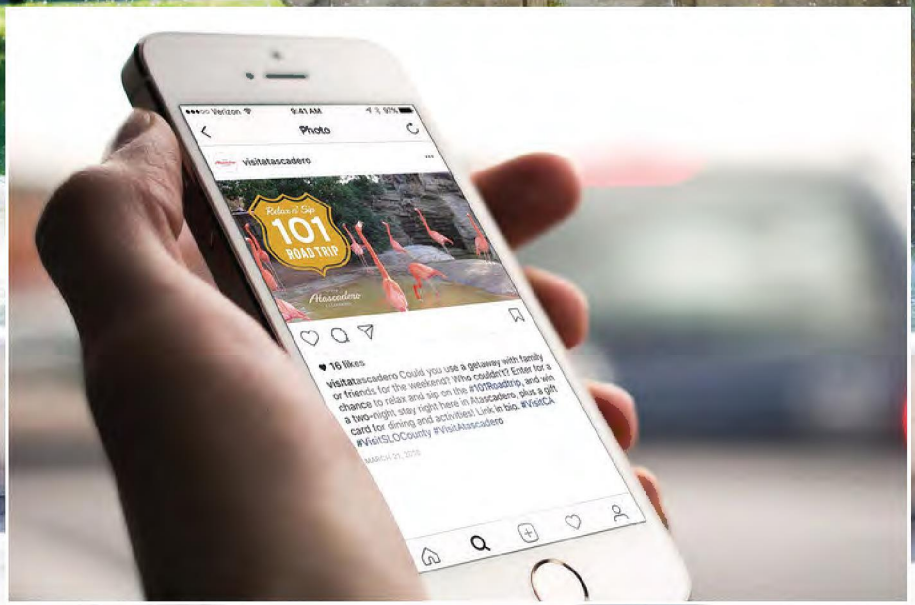
Amar Sohi | asohi@hieatascadero.org | (805) 462-0200

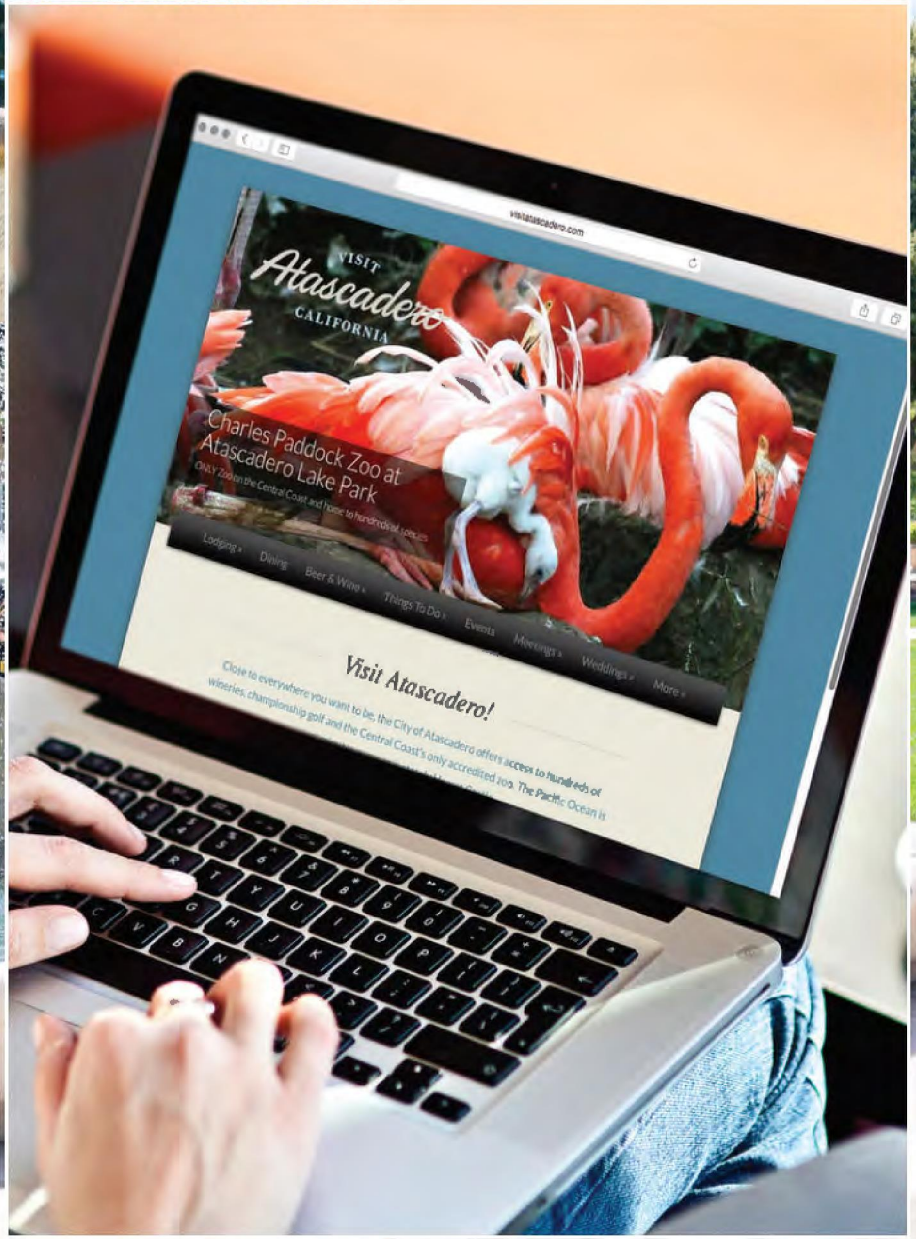
VISIT

Atascadero

SIMPLY GENUINE

ADDY
BRONZE





When people think San Luis Obispo County, they think rolling vineyards and crashing waves. They don't think "Atascadero." This inland town was struggling to obtain "top of mind" space in comparison to its neighboring communities of San Luis Obispo, Paso Robles and Morro Bay. Our branding and advertising sheds light on the rural beauty, genuine hospitality and sweet simplicity that make Atascadero an integral part of any San Luis Obispo County getaway.

Goal: to increase overnight stays for hotel and motel accommodations.

OBJECTIVES

- Create and implement a new brand and marketing strategy to position Atascadero, CA as a desirable destination on the Central Coast.
- Build Atascadero brand awareness and target new visitors to engage in programs and increase awareness.

APPROACH

- Developed new branding which included a new logo, brand guidelines, and clear messaging.
- Worked with Coraggio Group and assembled a marketing strategy that identified geographic and behavioral markets of millennials, families, boomers, couples and "bleisure" (business/leisure) travelers.
- Rolled out the new brand through advertising, social media, public relations, and e-marketing.
- Created and launched four marketing campaigns, including "California As It Used To Be," "The Un-Vacation," and "The 101 Road Trip" contest.
- Began updating the visitatascadero.com website in July 2015, including a full website assessment, SEO and content enhancements, implementation of new branding and colors, updated restaurant listings, and a landing page for the Road Trip 101 contest.

RESULTS

- 38% total TOT increase from 2015 Fiscal Year to 2016 Fiscal Year (the first year we worked with this client).
- In the first year of taking on the website, we saw 98,737 visits to the site, a 176% increase from the same period in time from 2014–2015.
- Marcom Gold Award for Visit Atascadero brochure and Bronze Addy Award for Visit Atascadero logo design.
- 61% increase in Facebook fans (3,398 to 5,471).
- Facebook advertising in first year led to 1,837,460 total impressions and a 2.96% CTR.
- Pandora and Trip Advisor advertising in first year led to a combined total of 2,518,919 total impressions and an average 0.34% CTR.

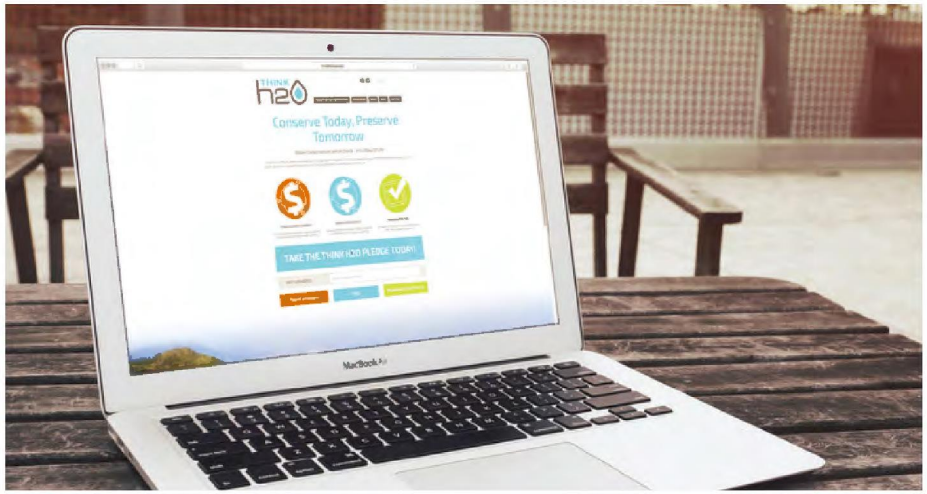
© 2018 by Verdin

WORK SAMPLES

THINK H2O CAMPAIGN

TERESA McCLISH | TMCCLISH@ARROYOGRANDE.ORG | (805) 473-5420

WATER CONSERVATION CAMPAIGN FOR CITIES OF ARROYO GRANDE AND PISMO BEACH



41%
reduction in water consumption in Arroyo Grande

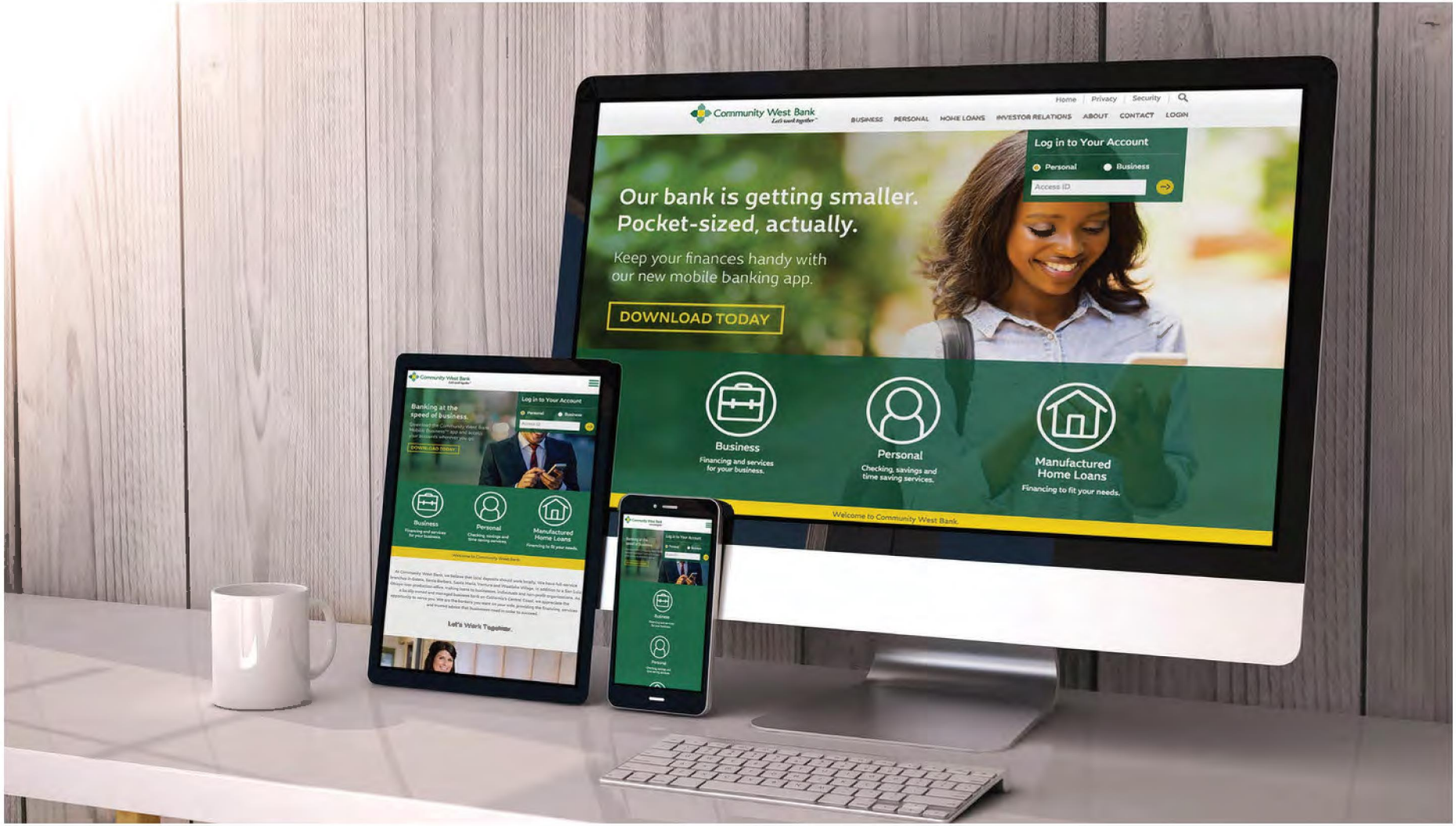
29%
reduction in water consumption in Pismo Beach

We worked with the Cities of Arroyo Grande and Pismo Beach to encourage residents to unite in water conservation efforts.

© 2018 by Verdin

COMMUNITY WEST BANK WEBSITE

KEVIN MOON | KMOON@COMMUNITYWESTBANK.COM | (805) 692-4379



Community West Bank's website helps them stand apart as a community bank that understands and truly cares about its local environment. This website is ADA compliant and offers helpful information for both individuals and businesses.

VENTURA COUNTY COAST WEBSITE

HTTPS://VENTURACOUNTYCOAST.COM/

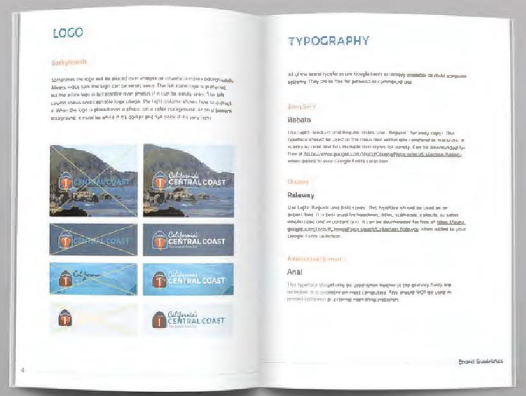
Verdin managed the development of Ventura County Coast's website and supplied copy that channels the region's welcoming coastal vibe. (Plus, click to the home page to watch the branding video we coordinated and are using in current advertising!)

© 2018 by Verdin

CENTRAL COAST TOURISM COUNCIL

CHRISTINE THOMAS | CHRISTINE@WORKWITHCT.COM | (310) 963-5414

California's CENTRAL COAST
The Original Road Trip



Verdin supports the Central Coast Tourism Council through the development of branded collateral that helps them achieve their initiatives.

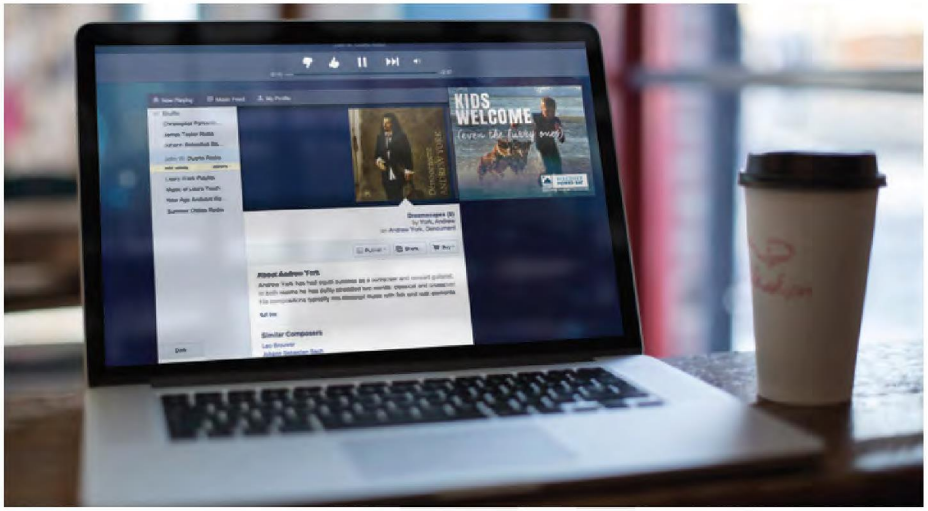
VENTURA COUNTY COAST ADVERTISING

With messaging tailored to the needs and preferences of each ad's target audience, designed elements work together with vibrant copy to create the feeling of a Ventura County Coast experience.

© 2018 by Verdin

MORRO BAY TOURISM BUREAU

BRENT HAUGEN | BRENT@BHAUGENAGENCY.COM | (612) 281-9730



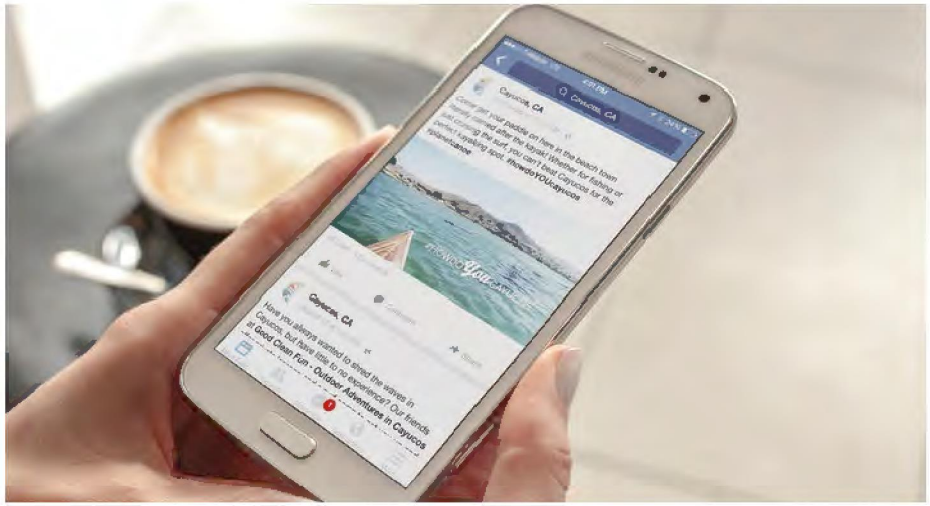
Through cohesive and engaging marketing campaigns, Verdin and Morro Bay channeled the laid back vibe of "The Morro Bay Way" to elevate the number of tourists, with a 14% increase in TOT as a result of more visitors.

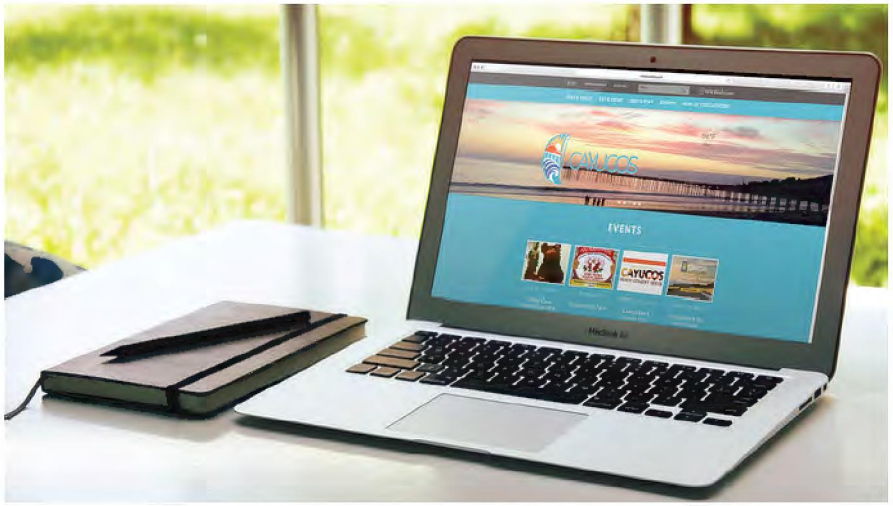
VISITOR ALLIANCE OF CAYUCOS

STEVE HENNIGH | STEVE@GOODCLEANFUNUSA.COM | (805) 995-1993

CAYUCOS

ADDY
BRONZE





How do YOU Cayucos? Verdin worked with the Visitor Alliance of Cayucos to create a vibrant and far-reaching new brand that captures the big and bright personality of a small beach town.

© 2018 by Verdin

NAMES VERDIN STANDS BEHIND

Dignity Health

THINK H2O

SLOCOG

CITY OF ROSEVILLE CALIFORNIA

VISIT Atascadero CALIFORNIA

UCSB

Ventura County Coast

SOLANO COUNTY SHERIFF'S OFFICE

DISCOVER MORRO BAY

JACK'S HELPING HAND

rideshare.com

san luis obispo council of governments

SAN LUIS OBISPO COUNTY SHERIFF'S OFFICE

CAYUCOS

CITY OF EL PASO DE ROBLES

CITY OF SAN LUIS OBISPO

goodwill central coast

Donate Stuff. Create Jobs.

California's CENTRAL COAST

The Original Road Trip

CUESTA COLLEGE

CAL POLY

SAN LUIS OBISPO

L.O.V.R.

TRAFFIC RELIEF PROJECT

MISSION STATEMENT

TO CREATE SUCCESS AND INSPIRE, THROUGH THE POWER OF OUR WORK.

WHO WE ARE

ARROYO GRANDE COMMUNICATION TEAM

ASHLEE AKERS

Account Lead

DUTIES: Participates in strategic planning meetings, oversees and reviews marketing campaigns and strategies. Serves as primary point of contact, manages client projects, and keeps track of budgets

Ashlee leads Verdin's account staff with zest and zeal. Like any good leader, she knows how to bring the best out of her team. She is the master of meeting and surpassing client needs with a devotion to achieving stellar results for all accounts.

EXPERIENCE:

- 10+ years in marketing and advertising with a focus on destination marketing and tourism
- Regularly attends travel and tourism conferences to keep up-to-date on strategies and trends
- Serves on Central Coast Tourism Council Board of Directors
- Serves on marketing and branding committee for Visit SLO County
- Experience in a wide-range of campaign strategies and stakeholder education
- Cal Poly, San Luis Obispo: Agriculture Science/ Agricultural Business

STEPHANIE SAWYER

Social Media Specialist

DUTIES: Participates in strategic planning, develops and implements social media strategies for the City of Arroyo Grande.

Our world traveler, Stephanie brings experience working with large corporations, small businesses, and nonprofits on multiple continents. Stephanie has an exceptional ability to listen to clients' needs and deliver efficient, thoughtful and creative results. Her knowledge of the digital space guides clients to make meaningful connections through email marketing and social media.

EXPERIENCE:

- Eight years of marketing experience
- Has provided marketing and volunteer services to organizations in Central and South America
- Oversees Verdin's clients' social media strategies
- Baylor University: Business Communications

ERIKA SCHUETZE

Public Relations Specialist (Subconsultant)

DUTIES: Participates in strategic planning, develops and implements public relations strategies for the City of Arroyo Grande.

Erika has two decades of experience working with companies and organizations on public relations and strategic communications. She spent years representing leading high-technology companies in Silicon Valley as an account executive in public relations agencies and as an independent consultant. Erika now lives in San Luis Obispo and is passionate about bringing big ideas to causes and companies that improve quality of life here on the Central Coast.

EXPERIENCE:

- 20 years managing PR and cause-marketing campaigns in the education, nonprofit, healthcare and government sectors
- Clients ranging from pre-IPO startups to Fortune 100 companies
- Serves on the Board of Directors for Spokes
- PTA President for Los Ranchos Elementary School
- Bachelor of Science degree in Public Relations and a Master of Arts degree in Counselor Education from San Jose State University

© 2018 by Verdin

MEGAN CONDICT

Art Director

DUTIES: Participates in creative planning meetings, develops campaign and ad concepts, oversees and reviews all creative produced for Arroyo Grande.

Megan is the helm that steers Verdin's design in the right direction. Her keen eye and strategic mind lead Verdin to produce work that is strikingly distinct. Each design approach masterfully accomplishes the goals of our clients.

EXPERIENCE:

- 10+ years of design experience in a variety of industries, including technology, outdoor sporting goods, retail, agriculture, nonprofits and tourism
- Experience working on creative for nationwide and international campaign efforts to reach target markets in Sweden and Japan
- Notable accounts: Walmart, Tupperware and Sonim Industries
- Serves on advisory board for Restorative Partners
- Brooks Institute of Photography: Visual Communications

LISA CAMPOLMI

Media & Research Strategist

DUTIES: Creates and negotiates individualized, multi-platform comprehensive media strategies, provides the research that is essential for effective strategy development.

Lisa is committed to applying the most current trends, technologies and research to each client's media strategy. Her fascination with the way people consume media keeps her devoted to uncovering the latest research and finding the best ways to maximize a media budget.

EXPERIENCE:

- Sales at some of the largest radio stations in the Los Angeles area (including KFI-AM News Talk and 103.5 Coast FM)
- Media sales, management and marketing in the San Luis Obispo market since 1999

AMY DONALD

Copywriter

DUTIES: Participates in creative planning meetings, develops campaign and ad concepts, creates written content for projects.

With a communications background and a natural love for writing, Amy is a thoughtful listener who creates strategic messaging through written content. She's a wordsmithing wizard who believes in the power of writing to tell stories and achieve behavior change.

EXPERIENCE:

- Experience writing content for social media, PR outreach, advertising, blogs, white papers and annual reports
- Serves on advisory board for Literacy for Life
- Cal Poly San Luis Obispo: Communication Studies/ Media Arts & Technologies

ARROYO GRANDE SUPPORT TEAM

MARY VERDIN
President & Chief Strategy Officer

Mary has more than 27 years of marketing experience with an energy that keeps ideas fresh and strategic. An innate problem solver and natural leader, she continues to grow the firm with a gusto for finding ways to give back to the community.

ADAM VERDIN
Principal

In addition to his business acumen, Adam is a pilot. He is well-accustomed to a bird's eye view and uses this big picture mentality to keep the firm strategically focused on our foundations.

MICHELLE STARNES
Partner & Operations Manager

The cog that keeps us running, Michelle navigates behind the scenes with style and ease. Her oversight of office operations keeps the firm striding forward as a strong partner for clients and an incubator for innovative ideas.

ADAM MORGAN
Marketing Specialist

Adam developed extensive marketing intel as a former director in the nonprofit sector. He thrives in client relationships and his attention to detail ensures every project is done to its very best.

CASEY PAGE
Account Coordinator

Casey converts big ideas into practical possibilities, organizing projects into manageable steps and keeps deliverables on track. Her optimistic outlook and attention to detail move tasks along with positivity and precision.

KATIE PEDERSEN
Graphic Designer

Katie supports our design team with a propensity for perfection, moving design projects forward with adaptability, thoughtfulness and care.

REBECCA SCOTT
Administrative/Account Assistant

Becca's hard work and dedication ensures that the office runs smoothly, and her friendly personality sets the tone for a welcoming client experience.

PAM RIORDIAN
Bookkeeper

Pam brings enthusiasm and competence to Verdin's accounting activities. Her organization and knack for numbers ensures accurate billing and timely payments.

© 2018 by Verdin

WE'RE READY TO
INCREASE VISITORS
TO ARROYO GRANDE.
ARE YOU?
VERDIN +
EST. 1911
ARROYO
GRANDE
VINTAGE CALIFORNIA

© 2018 by Verdin Marketing. All Rights Reserved. This work is the property of Verdin Marketing and no part of it can be reproduced or transmitted in any form or by any information storage or retrieval system, without the written permission of Verdin Marketing, except where permitted by law.

EXHIBIT B

PAYMENT SCHEDULE

Consultant shall be paid for actual work performed in accordance with Consultant's Proposal. However, the total compensation paid to Consultant shall not exceed $165,000.

Consultant will invoice City no more than monthly. Invoices shall be sent to the Chamber of Commerce Executive Director. Each invoice will reference job orders, components, specific services, media costs, production costs, fees and material expense and sales tax where applicable. City shall mail payment to Consultant for the net amount of uncontested invoices no later than thirty (30) days after receipt of each invoice by the City. Any past due balances under this Agreement shall bear interest at the rate of 1.5 percent per month (18.0 annual percentage rate) on unpaid balances.

EXHIBIT D

CITY'S REQUEST FOR PROPOSAL

Request for Proposals
Marketing, Communications, Website Management, and Social Media

Proposal Submittal Deadline: April 30, 2018

Introduction

In 2011, the City of Arroyo Grande formed a Tourism Business Improvement District (TBID). The TBID Board of Directors operates as a destination marketing organization under the name of Visit Arroyo Grande.

Spearheaded by Arroyo Grande lodging businesses, Visit Arroyo Grande is comprised of ten (10) hotels and twenty-eight (28) vacation rental/home stays. It is governed by a Board of Directors representing the diverse make-up of the Arroyo Grande hospitality industry. The purpose of the TBID is to promote scenic, recreational, cultural and other attractions in the district (the City of Arroyo Grande) as a tourist destination for the benefit of lodging operators.

The City is seeking professional full-service integrated marketing, digital marketing, communications, and online media, website, and website maintenance services for www.visitarroyogrande.org and is requesting proposals from qualified firms.

Firms should have the capability and experience needed to provide comprehensive, strategic and innovative services on designated projects. The intended end result of the marketing program is to increase tourism to the area which in turn will increase lodging occupancy and average daily room rates.

The City's brand (e.g. logo, color palette, tagline, graphics, etc.) are already in place. The

City wishes to build upon this identity in its future marketing effort with the selected firm.

Qualified firms shall make recommendations for the coming fiscal year (July 1, 2018 to June 30, 2019); the contract will be for one year with the option to extend for a second year.

Proposal guidelines

Firms are expected to prepare beyond the one year mark (July 1, 2018 to June 30, 2019) to implement certain projects; however, projects beyond June 30, 2019 are dependent on the annual approved budget.

The successful firm will coordinate all services under an Agreement with the City of Arroyo Grande or their designee(s). Firms may provide additional creative/innovative suggestions for deliverables identified in the proposal as "optional deliverables."

Firms may submit proposals for one or more components of this Scope of Work.

Budget

Overall TBID estimated annual budget: $188,000 - $195,000
Marketing agency contract including media buys: not to exceed $165,000

Term

This RFP is for a one year agreement with the option to extend for a second year.

Marketing and Communications

Develop and implement a variety of promotional, publicity and advertising programs, and informational materials consistent with specifications provided.

Develop a comprehensive strategic marketing and advertising plan that addresses the following:

- Propose new, or expand current marketing programs to promote the District (City of Arroyo Grande) and submit time lines 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, TBID and Arroyo Grande City Council;
- Explain what tools your agency has available for online media monitoring, reporting and analysis, and Brand/reputation monitoring; and
- 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.

Firms should also provide the following information:

- Examples of copy created for online platforms;
- Examples of graphic content to be paired with editorial copy;
- Sample of monitoring report format;
- Best practices report, example of online data analysis and action items; and
- A description of how agency stays at the forefront of technology and emerging media.

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

City/Chamber Involvement

The City and Arroyo Grande-Grover Beach (AGGB) Chamber of Commerce will make every effort to provide demographics information, photos, existing information on economic development tools, pamphlets, resident guides, reports, etc. The firm should strive to be self-sufficient to the extent possible.

Consideration/Meeting Requirements

The qualified firm should be prepared to meet directly or confer over the phone as needed. The firm will be required to attend monthly TBID meetings, Arroyo Grande City Council Meetings, as needed, prepare an Annual Report, and to make annual presentations.

Agreement

The project agreement will be based on the final scope of work that is mutually agreed upon between the City and firm(s). The agreement will be negotiated for the project for the extent of services to be rendered and for the method of compensation. Firm(s) are requested to submit a line-item cost estimate that is realistic for the proposed approach. The budget should cover all costs including fees, mileage and production costs. Firm(s) shall not perform any work on the project prior to execution of a written agreement by both the City and the Firm(s), and furnishing of the required insurance certificate and business license by the Firm(s). The City requires a minimum insurance limit of $1,000,000 each for general liability, automobile, and errors and omissions. The draft Consultant Services Agreement is attached hereto as Exhibit A and should be reviewed prior to the RFP submittal.

Key Dates

<u>March 28, 2018</u>
Release of RFP

<u>April 30, 2018</u>
Deadline for submittal

<u>June 2018</u>
Award of agreement

July 1, 2018
Commencement of agreement

Questions

All questions regarding this RFP shall be submitted in writing to Jocelyn Brennan, AGGB Chamber of Commerce, 800A W. Branch St., Arroyo Grande, CA 93420, or via email: jocelyn@aggbchamber.com. Questions with their answers will be posted on the City's Website.

Proposal Requirements

The document should be standard (8½" x 11") letter-sized paper.

The name and resume of the responsible person who would be in charge of the project, information on team members by role, an estimate of the time required to complete the project; disclosure of billable rate for each task.
An executive summary of the proposal being submitted.

The proposed fees are to be broken down by task demonstrating how the fee was calculated. Cost proposal shall provide a specific fixed cost estimate and a "not to exceed" cost ceiling. The proposal shall address all hourly wage rates, including all reimbursable expenses and overhead.

Describe the Firm's experience, especially as related to completing similar projects as being discussed in this RFP.

Identify and provide resumes of any sub-consultants who will be utilized on this project.

A proposed project schedule for the fiscal year shall be included in the proposal with verifiable references.

Selection Process

The AGGB Chamber of Commerce will review responses to the Request for Proposal based on the evaluation criteria below, and make a recommendation to the TBID Board of Directors which will then forward their recommendation to the City Council for final approval of an agreement.

Qualified firms will be invited to make an oral presentation on their proposal, at the discretion of the TBID Board of Directors.

The City reserves the right to reject any and all proposals and to award contract(s) for any, all, or none of the aspects of the Scope of Work.

Evaluation Criteria

A. Suitability of the Proposal – the proposed solution meets the needs and criteria presented in the RFP.
B. Expertise in recommending and communicating appropriate technical and aesthetic solutions as demonstrated by the proposal and references.
C. Aesthetic Capabilities – Prior work reflects artistic and innovative, user friendly interfaces that engage communities and viewers.
D. Proposal Presentation – The information is communicated in a clear, logical manner and is well organized.

General Information

A. The City reserves the right to request additional information from any or all of the respondents.
B. The City reserves the right to reject any or all of the proposals. Late or incomplete proposals may not be considered. The City shall have sole discretion in determining the completeness of each proposal.
C. The City shall reserve the right to contact past clients for references.
D. The terms and scope of the agreement will be determined on the basis of professional negotiations between the City and the prospective Firm. If the City and the prospective Firm fail to reach a contractual agreement, the City may negotiate with any other highly ranked consultant.
E. The City reserves the right to waive minor discrepancies and to reject any and all proposals for any reason.

Proposal Submittal Requirements

Quantity - Four (4) copies (three bound and one unbound), plus one electronic copy in Adobe Acrobat (PDF) format.

Deadline for Submittal - The filing deadline for submittal of the above proposal is 5:00 p.m. on Monday, April 30, 2018. The City reserves the right to extend the deadline date. All documents should be sent in a sealed package, clearly marked "RFP AGTBID" to

Jocelyn Brennan, AGGB Chamber of Commerce, 800A W. Branch St., Arroyo Grande, CA 93420.

Specific Deliverables

The consultant shall develop a comprehensive portfolio that addresses, at a minimum, the following:

1. Develop strategy to quantify success on marketing campaign through initiatives that measure return on investment;
2. Next phase brand identity that includes but is not limited to advertising campaigns;
3. Develop tourism incentives that include package deals for hotels;
4. Enhance social media presence in Facebook, Twitter, Instagram, Pinterest, YouTube and other social media outlets as they arise. Integrate social media with visitarroyogrande.org and create other strategies to boost internet traffic visibility;
5. Build a feeder market strategy to increase traffic from cities LA and SF;
6. Respond to TripAdvisor, Travelzoo, and other internet-based tourism sites; and
7. Collaborate with major attractions and special events.

Firms may provide additional creative/innovative suggestions for deliverables identified in the proposal as "optional deliverables".

EXHIBIT C

INSURANCE REQUIREMENTS

Prior to the beginning of and throughout the duration of the Work, Consultant will maintain insurance in conformance with the requirements set forth below. Consultant will use existing coverage to comply with these requirements. If that existing coverage does not meet the requirements set forth here, Consultant agrees to amend, supplement or endorse the existing coverage to do so. Consultant acknowledges that the insurance coverage and policy limits set forth in this section constitute the minimum amount of coverage required. Any insurance proceeds available to City in excess of the limits and coverage required in this agreement and which is applicable to a given loss, will be available to City.

Consultant shall provide the following types and amounts of insurance:

Commercial General Liability Insurance using Insurance Services Office "Commercial General Liability" policy from CG 00 01 or the exact equivalent. Defense costs must be paid in addition to limits. There shall be no cross liability exclusion for claims or suits by one insured against another. Limits are subject to review but in no event less than $1,000,000 per occurrence.

Business Auto Coverage on ISO Business Auto Coverage from CA 00 01 including symbol 1 (Any Auto) or the exact equivalent. Limits are subject to review, but in no event to be less than $1,000,000 per accident. If Consultant owns no vehicles, this requirement may be satisfied by a non-owned auto endorsement to the general liability policy described above. If Consultant or Consultant's employees will use personal autos in any way on this project, Consultant shall provide evidence of personal auto liability coverage for each such person.

Workers Compensation on a state-approved policy form providing statutory benefits as required by law with employer's liability limits no less than $1,000,000 per accident or disease.

Professional Liability or Errors and Omissions Insurance as appropriate shall be written on a policy form coverage specifically designated to protect against acts, errors or omissions of the Consultant and "Covered Professional Services" as designated in the policy must specifically include work performed under this agreement. The policy limit shall be no less than $1,000,000 per claim and in the aggregate. The policy must "pay on behalf of" the insured and must include a provision establishing the insurer's duty to defend. The policy retroactive date shall be on or before the effective date of this agreement.

Insurance procured pursuant to these requirements shall be written by insurer that are admitted carriers in the state California and with an A.M. Bests rating of A- or better and a minimum financial size VII.

General conditions pertaining to provision of insurance coverage by Consultant. Consultant and City agree to the following with respect to insurance provided by Consultant:

1. Consultant agrees to have its insurer endorse the third party general liability coverage required herein to include as additional insureds City, its officials employees and agents, using standard ISO endorsement No. CG 2010 with an edition prior to 1992. Consultant also agrees to require all Consultants, and subContractors to do likewise.

2. No liability insurance coverage provided to comply with this Agreement shall prohibit Consultant, or Consultant's employees, or agents, from waiving the right of subrogation prior to a loss. Consultant agrees to waive subrogation rights against City regardless of the applicability of any insurance proceeds, and to require all Consultants and subContractors to do likewise.

3. All insurance coverage and limits provided by Consultant and available or applicable to this agreement are intended to apply to the full extent of the policies. Nothing contained in this Agreement or any other agreement relating to the City or its operations limits the application of such insurance coverage.

4. None of the coverages required herein will be in compliance with these requirements if they include any limiting endorsement of any kind that has not been first submitted to City and approved of in writing.

5. No liability policy shall contain any provision or definition that would serve to eliminate so-called "third party action over" claims, including any exclusion for bodily injury to an employee of the insured or of any Consultant or subcontractor.

6. All coverage types and limits required are subject to approval, modification and additional requirements by the City, as the need arises. Consultant shall not make any reductions in scope of coverage (e.g. elimination of contractual liability or reduction of discovery period) that may affect City's protection without City's prior written consent.

7. Proof of compliance with these insurance requirements, consisting of certificates of insurance evidencing all of the coverages required and an additional insured endorsement to Consultant's general liability policy, shall be delivered to City at or prior to the execution of this Agreement. In the event such proof of any insurance is not delivered as required, or in the event such insurance is canceled at any time and no replacement coverage is provided, City has the right, but not the duty, to obtain any insurance it deems necessary to protect its interests under this or any other agreement and to pay the premium. Any premium so paid by City shall be charged to and promptly paid by Consultant or deducted from sums due Consultant, at City option.

8. Certificate(s) are to reflect that the insurer will provide 30 days notice to City of any cancellation of coverage. Consultant agrees to require its insurer to modify such certificates to delete any exculpatory wording stating that failure of the insurer to mail written notice of cancellation imposes no obligation, or that any party will “endeavor” (as opposed to being required) to comply with the requirements of the certificate.

9. It is acknowledged by the parties of this agreement that all insurance coverage required to be provided by Consultant or any subContractor, is intended to apply first and on a primary, noncontributing basis in relation to any other insurance or self insurance available to City.

10. Consultant agrees to ensure that subContractors, and any other party involved with the project who is brought onto or involved in the project by Consultant, provide the same minimum insurance coverage required of Consultant. Consultant agrees to monitor and review all such coverage and assumes all responsibility for ensuring that such coverage is provided in conformity with the requirements of this section. Consultant agrees that upon request, all agreements with subContractors and others engaged in the project will be submitted to City for review.

11. Consultant agrees not to self-insure or to use any self-insured retentions or deductibles on any portion of the insurance required herein and further agrees that it will not allow any Consultant, subContractor, Architect, Engineer or other entity or person in any way involved in the performance of work on the project contemplated by this agreement to self-insure its obligations to City. If Consultant’s existing coverage includes a deductible or self-insured retention, the deductible or self-insured retention must be declared to the City. At the time the City shall review options with the Consultant, which may include reduction or elimination of the deductible or self-insured retention, substitution of other coverage, or other solutions.

12. The City reserves the right at any time during the term of the contract to change the amounts and types of insurance required by giving the Consultant ninety (90) days advance written notice of such change. If such change results in substantial additional cost to the Consultant, the City will negotiate additional compensation proportional to the increase benefit to City.

13. For purposes of applying insurance coverage only, this Agreement will be deemed to have been executed immediately upon any party hereto taking any steps that can be deemed to be in furtherance of or towards performance of this Agreement.

14. Consultant acknowledges and agrees that any actual or alleged failure on the part of City to inform Consultant of non-compliance with any insurance requirements in no way imposes any additional obligations on City nor does it waive any rights hereunder in this or any other regard.

15. Consultant will renew the required coverage annually as long as City, or its employees or agents face an exposure from operations of any type pursuant to this agreement. This obligation applies whether or not the agreement is canceled or terminated for any reason. Termination of this obligation is not effective until City executes a written statement to that effect.

16. Consultant shall provide proof that policies of insurance required herein expiring during the term of this Agreement have been renewed or replaced with other policies providing at least the same coverage. Proof that such coverage has been ordered shall be submitted prior to expiration. A coverage binder or letter from Consultant's insurance agent to this effect is acceptable. A certificate of insurance and/or additional insured endorsement as required in these specifications applicable to the renewing or new coverage must be provided to City within five days of the expiration of the coverages.

17. The provisions of any workers' compensation or similar act will not limit the obligations of Consultant under this agreement. Consultant expressly agrees not to use any statutory immunity defenses under such laws with respect to City, its employees, officials and agents.

18. Requirements of specific coverage features or limits contained in this section are not intended as limitations on coverage, limits or other requirements nor as a waiver of any coverage normally provided by any given policy. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue, and is not intended by any party or insured to be limiting or all-inclusive.

19. These insurance requirements are intended to be separate and distinct from any other provision in this agreement and are intended by the parties here to be interpreted as such.

20. The requirements in this Section supersede all other sections and provisions of this Agreement to the extent that any other section or provision conflicts with or impairs the provisions of this Section.

21. Consultant agrees to be responsible for ensuring that no contract used by any party involved in any way with the project reserves the right to charge City or Consultant for the cost of additional insurance coverage required by this agreement. Any such provisions are to be deleted with reference to City. It is not the intent of City to reimburse any third party for the cost of complying with these requirements. There shall be no recourse against City for payment of premiums or other amounts with respect thereto.

22. Consultant agrees to provide immediate notice to City of any claim or loss against Consultant arising out of the work performed under this agreement. City assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve City.