



MEMORANDUM

TO: City Council

FROM: Jessica Matson, Legislative & Information Services Director/City Clerk

SUBJECT: Supplemental Information
Agenda Item 11.a. – Consideration of Proposals for Tourism Marketing Services for the Arroyo Grande Tourism Business Improvement District, Selection of a Marketing Firm, and Approval of an Agreement for Consultant Services

DATE: June 14, 2022

Attached is correspondence received before 4 p.m. for the above referenced item.

cc: City Manager
Assistant City Manager/Public Works Director
City Attorney
City Clerk
City Website (or public review binder)

From: "Eagles, Yvette" [REDACTED] >

Date: June 13, 2022 at 9:13:41 PM PDT

To: Caren Ray Russom <crayrussom@arroyogrande.org>, Jimmy Paulding <jpaulding@arroyogrande.org>, Lan George <lgeorge@arroyogrande.org>, Keith Storton <kstorton@arroyogrande.org>, Kristen Barneich <kbarneich@arroyogrande.org>

Subject: AGTBID Marketing Consultant Selection

Good evening,

As you may know, the AGTBID Board was split in votes between the two marketing consulting agencies, Verdin and Madison & Maher Marketing. As one of the Board members, I thought it was important to convey the hours of time I personally and gladly invested to review the proposals, historical reports and competencies. With their combined experience and the opportunity to be their largest client, I have come to the conclusion of highly recommending Madison Strategies, LLC and Cassandra Maher Marketing.

Please know, whichever consultant is selected by the City Council, I highly recommend a session be conducted to review setting goals for marketing tactics, reporting, key performance indicators, budgeting and the new website.

Sincerely,

Yvette Eagles

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From: April Schirmer [REDACTED] >

Date: June 14, 2022 at 3:44:04 PM PDT

To: Caren Ray Russom <crayrussom@arroyogrande.org>, Lan George <lgeorge@arroyogrande.org>, Keith Storton <kstorton@arroyogrande.org>, Kristen Barneich <kbarneich@arroyogrande.org>, Jimmy Paulding <jpaulding@arroyogrande.org>

Subject: Tonight's vote for AGTBID marketing firm

Dear City Council Members & Mayor Russom,

Thank you in advance for reading this letter in consideration of tonight's vote to appoint an agency to handle the Tourism Marketing Services for our community.

I currently serve on the AGTBID Board and, as you know, last month we were unable to reach a conclusive vote to award an agency the account of our tourism marketing services.

In addition to being a partner & the Marketing Director for Mustang Waterpark and Vista Lago Adventure Park at Lopez Lake, I am the sole owner of AdVerb Marketing Group. My team & I provide advertising & marketing services for local & regional clients. This profession has been my career for 33 years. I offer that background so that you understand my knowledge of marketing, which is the basis of my recommendation in favor of Madison Strategies & Cassandra Maher Marketing.

Verdin Marketing has done a good job for the TBID thus far. However, it's been an interesting time with the pandemic and the growth in visitors we've seen to the area is common nationwide and not necessarily due solely to the marketing plan. When comparing the proposals and energy of the two firms, I see a vast difference.

Please don't be dissuaded to stay with the one firm just because they are "local". Verdin outsources a good amount of work to

another agency outside of this area.

Madison & Maher could also be considered local, as all Cal Poly alumni consider this area a place they will always call home. The perspective both women have as a local *and* a visitor to the area gives them a unique view. The energy level and admittance that AGTBID would be their biggest client will undoubtedly give us the "big fish" attention that will take us to the next level of growth. In my experience, you don't get a big client and not work hard to keep them with you for years to come. I don't believe we will lose any ramp up time by choosing to make a change. All assets and reports are owned by AGTBID and can be easily transferred. I am confident Madison & Maher will go above & beyond our expectations to set and exceed goals, entrench themselves in the tourism industry, and put to use their stellar expertise.

Thank you.

April Schirmer
AdVerb Marketing Group, LLC



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u=http://www.adverbgroup.com/](https://link.edgepilot.com/s/7e551cf6/w6kOPm8sA0ClGdtqFrT24g?u=http://www.adverbgroup.com/)



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