

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

AGENDA REPORT

TO: AGTBID Advisory Board
FROM: Kathy McCorry, Chamber CEO
BY: Holly Leighton, Chamber Marketing & Tourism Coordinator
MEETING OF: August 22, 2022
SUBJECT: Approval of Marketing Plan/Tone Sheet and Media Plan from Verdin Marketing and Website Design Update from Destination Innovate

RECOMMENDATION

Approve the Marketing Plan/Tone Sheet and Media Plan from Verdin Marketing, and the Website Design Update from Destination Innovate.

BACKGROUND

At the AGTBID Board regular meeting on June 27, 2022, Verdin Marketing staff introduced a “tone check” session, a brand personality survey to find key words that describe Arroyo Grande. The AGTBID Board members present at the meeting scanned a QR code provided by Verdin Marketing and took a 35-question survey. Board members’ responses were narrowed down to six words to define the personality of Arroyo Grande. Verdin Marketing Creative Director Megan Condict reviewed the survey results and said the six unanimous words chosen by the AGTBID Board to describe Arroyo Grande are artistic, emotional, organic, laid back, relatable, and welcoming. Board member April Schirmer suggested adding “adventurous” to the list. Mayor Caren Ray Russom recommended combining “welcoming” and “relatable” to “inclusive” to allow the word “adventurous” to be the sixth word.

Verdin Marketing President/Chief Strategy Officer Mary Verdin introduced Destination Innovate Founder Jennifer Barbee (attending via Zoom) whose expertise includes knowledge in the tourism realm. Destination Innovate is a full-service tourism marketing partner for nonprofit tourism destination marketing organizations. Jennifer Barbee stated the Visit Arroyo Grande website needs to be built for engagement not just for information. She suggested a swiping feature to ask site visitors what they would like to do (personality test) so an itinerary can be matched. A link to the personality test can also be shared on social media to collect email addresses. Jennifer recommended the “stay” list on the website not be all inclusive, so the Arroyo Grande destination does not look so small. She also recommended a wedding section, or social event section, would be great to add to the website.

Verdin Marketing also prepared a media plan for fiscal year 2022-2023 that will need to be reviewed and approved by the AGTBID Board.

DISCUSSION

Verdin Marketing developed a tone sheet for Visit Arroyo Grande to use for future messaging and content development. A media plan was also created for the new fiscal year 2022-23. Destination Innovate has prepared an update for the redesign of the Visit

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Arroyo Grande website. The marketing plan/tone sheet, media plan, and website design update will need to be reviewed and approved by the AGTBID Board.