

**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: Receive and File Quarterly Statistics Summary Report from Verdin Marketing

RECOMMENDATION:

Receive and file the quarterly statistics summary report from Verdin Marketing.

DISCUSSION:

Verdin Marketing staff will provide an update on the paid and owned media performance for the fourth quarter of fiscal year 2021-2022. The update will include digital ads, email marketing, social media channels, and website analytics for the months of April 2022, May 2022, and June 2022.

Verdin Marketing is to share detailed quarterly reports at the AGTBID regular meetings in the months of January, April, August, and October.

Attachments:

1. 2022 Quarter 4 AGTBID Stat Summary Report