

**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: October 24, 2022
SUBJECT: Receive and File Quarterly Statistics Summary Report from Verdin Marketing for First Quarter of FY 2022-2023

RECOMMENDATION

Receive and file quarterly statistics summary report from Verdin Marketing for first quarter of FY 2022-2023.

DISCUSSION

Verdin Marketing staff will provide an update on July 2022, August 2022, and September 2022 (first quarter of fiscal year 2022-2023) paid and owned media performance including digital ads, email marketing, social media channels, and website analytics.

Verdin Marketing will share detailed quarterly reports at the TBID meetings in January, April, August, and October of each calendar year for the previous quarter.

Attachment:

1. AGTBID Stat Summary Report — Quarter 1
2. Marketing Plan 2022-2023
3. Strategic Plan 2021-2024