

**Vision**

A thriving community rooted in authentic hospitality and nourished by a strong economy

**Mission**

To market Arroyo Grande as a desirable travel destination, create memorable experiences and support a prosperous economy and community

**Position**

Visit Arroyo Grande is the city's primary source for destination marketing services and tourism leadership. We are:

- Storytellers of the Arroyo Grande tourism experience
- Providers of tourism related information and data
- Collaborators championing the value of tourism and supporting key tourism drivers
- Stewards balancing the benefits of tourism with Arroyo Grande's quality of life

**Values**

- Truth
- Excellence
- Teamwork
- Community
- Impact

**Reputation**

- Transparent
- Forward-thinking
- Reliable
- Humble
- Partners

**Imperatives**

**Support the Destination in Tourism Recovery and Strengthen Organizational Capacity for Future Impact**

**Objectives**

- Recover/Achieve 2019 Occupancy Rate
- Increase Staffing budget

**Initiatives**

- Align on and implement tiered re-opening marketing and communication plan with key partners and stakeholders
- Advocate for organizational capacity to ensure the resiliency of AG's tourism economy
- Enhance the tourism industry's position and importance in AG's economic recovery

**Increase Brand Awareness as a Central California Destination of Choice**

- Increase share of county visitor volume
- Increase use of shared brand assets

- Differentiate AG brand's position in the larger SLO CAL travel market
- Create a content library and tool kit to influence a unified brand approach
- Pursue opportunities for collaborative and aligned promotional partnerships and messaging

**Ensure the Quality of our Brand Promise and Visitor Experience**

- Increase number of visitor hours in market
- Increase length of stay

- Create a framework to evaluate and promote events that generate new and repeat visitors to the destination
- Encourage the availability of downtown and nightlife opportunities
- Design attractive trip itineraries to drive visitation to AG's portfolio of experiences

**Expand Stakeholder and Community Engagement to Create a Collaborative and Supportive Tourism Industry**

- Increase representation of lodging partners on the Board
- Grow stakeholder participation
- Increase resident approval of tourism

- Create a stakeholder engagement and outreach campaign to educate and promote the value of the TBID to lodging partners
- Collaborate with stakeholders to design and expand co-operative marketing programs
- Increase the voice of tourism with key governmental, businesses and community decision makers and leaders