

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

**AGENDA REPORT**

**TO:** AGTBID Advisory Board  
**FROM:** Nicole Moore, Chamber Board Chair of 2022  
**BY:** Holly Leighton, Marketing & Tourism Coordinator, South  
County Chambers of Commerce  
**MEETING OF:** January 24, 2022  
**SUBJECT:** Discuss New Website Cost Estimates for Visit Arroyo Grande

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**RECOMMENDATION**

Discuss new website cost estimates for Visit Arroyo Grande.

**BACKGROUND**

The website for Visit Arroyo Grande has been previously discussed in terms of the improvements needed, but there has not been an allocated budget to achieve these goals. To plan for the next fiscal year budget, the AGTBID Board needs to discuss and agree on the function and purpose of the website for Visit Arroyo Grande.

**DISCUSSION**

Once it is determined how the website should perform for the destination, accurate quotes for improvements can be gathered. According to Verdin Marketing, websites can be \$3K to \$100K depending on what you want to achieve.