

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

AGENDA REPORT

TO: AGTBID Advisory Board
FROM: Nicole Moore, Chamber Board Chair for 2022
BY: Holly Leighton, Chamber Marketing & Tourism Coordinator
MEETING OF: January 24, 2022
SUBJECT: Receive Monthly Marketing Update from Verdin Marketing

RECOMMENDATION

Receive the monthly marketing update from Verdin Marketing.

DISCUSSION

Verdin Marketing staff will provide an update on October 2021, November 2021, and December 2021 marketing efforts and the statistics for the Visit Arroyo Grande website and social media channels.

Attachments:

1. October 2021 Stat Summary
2. October 2021 Social Media Calendar
3. November 2021 Stat Summary
4. November 2021 Social Media Calendar
5. December 2021 Stat Summary
6. December 2021 Social Media Calendar