



## MEMORANDUM

**TO:** Arroyo Grande Tourism Business Improvement District Advisory Board

**FROM:** Sheridan Bohlken, Recreation Services Director

**SUBJECT:** Marketing Update from Verdin Marketing

**DATE:** September 19, 2023

---

### **SUMMARY OF ACTION:**

Receive and file a marketing update for the Arroyo Grande Tourism and Business Improvement District from Verdin Marketing.

### **RECOMMENDATION:**

Receive and file updates on paid and owned media performance including digital ads, email marketing, social media channels, and website analytics.

### **BACKGROUND:**

In June 2018, the City Council approved an Agreement with Verdin Marketing for tourism marketing services. Since that time, a tourism website, rebranding of Visit Arroyo Grande, a monthly e-newsletter, advertising campaigns, a tourism strategic plan, and other marketing efforts have been developed and implemented. On June 14, 2022, City Council approved a new Agreement with Verdin Marketing to continue their work with Visit Arroyo Grande and the AGTBID (Attachment 2). On January 23, 2023, Verdin Marketing's contract was renewed for an additional year and the company continues to build on strategic goals and assets (Attachment 3).

### **DISCUSSION:**

With a newly appointed Board, Verdin Marketing will provide an update on activity, assets, promotions, and other marketing efforts (Attachment 1).

### Attachments:

1. AGTBID Marketing Report by Verdin Marketing
2. [June 14, 2022 City Council Staff Report - Proposals for Tourism Marketing Services, Selection of a Marketing Firm, and Approval of An Agreement for Consultant Services](#)
3. [January 23, 2023 AGTBID Staff report - Discussion of Verdin Marketing Agreement](#)