



MEMORANDUM

TO: CITY COUNCIL

FROM: JAMES A. BERGMAN, CITY MANAGER

SUBJECT: UPDATE ON TOURISM BUSINESS IMPROVEMENT DISTRICT

DATE: AUGUST 22, 2017

RECOMMENDATION:

Receive and file a presentation on marketing activities of the Tourism Business Improvement District.

SUMMARY OF ACTION:

As directed by the Council, receive a three month update on the marketing activities of the Tourism Business Improvement District.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

No fiscal impact of the presentation.

BACKGROUND:

The Tourism Business Improvement District (TBID) was formed in July 2013 with the intent to provide revenue to defray the costs of services, activities and programs promoting lodging businesses in the City through the promotion of scenic, recreational, cultural and other attractions. Municipal Code Chapter 3.46 guides the activities of the District. The FY 2017-18 budget allocates \$251,000 for the District with 94% going to marketing activities or the development of marketing activities.

ANALYSIS OF ISSUES:

On June 27, 2017, the Council directed staff to present an update of the TBID's activities three months after the Council's review and approval of the TBID's Annual Report, which occurred in May 2017, and again at nine months. These presentations would give the Council a better understanding of the activities undertaken for the District during the year. This presentation will satisfy the three month review. Staff will return in February 2018 with another update, prior to presentation in May 2018 of the next Annual Report, proposed Marketing Plan and budget.

This presentation will include current activities such as:

- Overview of the VisitArroyoGrande.org website;
- Updates to the "Stay" page and the newly expanded section for vacation rentals;

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- New videos highlighting outdoor activities and restaurants, which will be added to the website and placed on Facebook and YouTube;
- Wine month promotion and giveaway in August;
- Beer Feast Festival promotion and ticket giveaway running on different social media platforms;
- Promotion for visiting Arroyo Grande over Labor Day weekend;
- Distribution of a newsletter to subscribers promoting the Harvest Festival and Beer Feast;
- Gathering pricing for “wish list” items; and
- Sponsoring the Jazz Jubilee event that will provide a shuttle to hotels, venue sites, and into the village and musicians performing in the Village during the weekend.

ALTERNATIVES:

The following alternatives are provided for the Council's consideration:

1. Receive and file a presentation on marketing activities of the Tourism Business Improvement District; and/or
2. Provide other direction to staff.

ADVANTAGES:

The presentation will help to keep the Council and the public updated on the activities of the Tourism Business Improvement District.

DISADVANTAGES:

No disadvantages identified.

ENVIRONMENTAL REVIEW:

No environmental review is required for this item.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.