

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

AGENDA REPORT

TO: AGTBID Advisory Board
FROM: Jocelyn Brennan, President/CEO, South County Chambers of Commerce
BY: Holly Leighton, Marketing & Tourism Coordinator, South County Chambers of Commerce
MEETING OF: May 18, 2020
SUBJECT: Review and Approve the 2021-2024 Strategic Plan for Visit Arroyo Grande

RECOMMENDATION

Review and approve Coraggio Group's 2021-2024 Strategic Plan for Visit Arroyo Grande.

BACKGROUND

Verdin Marketing worked with Coraggio Group to develop a strategic plan for Arroyo Grande tourism marketing which will help guide future promotions and events. This will be especially important during the recovery phase of the COVID-19 pandemic and the return of tourists to Arroyo Grande. Coraggio Group created an Insight Report in April that shows the feedback from their recent survey of Arroyo Grande stakeholders.

Coraggio Group led five online, two-hour Zoom sessions in April to facilitate the brainstorming, writing, and finalizing of the tourism strategic plan. Present on the calls were representatives from Coraggio Group, Verdin Marketing, South County Chambers of Commerce, as well as representatives from the AGTBID Board, the City of Arroyo Grande, and the Arroyo Grande business and event community. A sixth Zoom session was held May 6 with Coraggio, Verdin Marketing, and South County Chambers of Commerce to finalize the values and reputation of the Visit Arroyo Grande organization.

DISCUSSION

The strategic planning team who met during the April Zoom sessions with Coraggio Group identified and agreed upon Visit Arroyo Grande's vision, mission, position, values, and reputation as a tourism organization and destination. They identified imperatives, objectives, and initiatives to plan future tourism marketing campaigns and events. They also discussed the impacts of COVID-19 on the economy and the tourism industry. The strategic plan they developed over these sessions will serve as a guidepost for the recovery period after the economy reopens and tourism is welcomed back to Arroyo Grande.

Attachments:

1. 2021-2024 Strategic Plan for Visit Arroyo Grande

<p>Vision</p> <p>A thriving community rooted in authentic hospitality and nourished by a strong economy</p>	<p>Mission</p> <p>To market Arroyo Grande as a desirable travel destination, create memorable experiences and support a prosperous economy and community</p>	<p>Position</p> <p>Visit Arroyo Grande is the city’s primary source for destination marketing services and tourism leadership. We are:</p> <ul style="list-style-type: none"> • 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 	<p>Values</p> <ul style="list-style-type: none"> • Truth • Excellence • Teamwork • Community • Impact 	<p>Reputation</p> <ul style="list-style-type: none"> • Transparent • Forward-thinking • Reliable • Humble • Partners
<p>Imperatives</p> <p>Support the Destination in Tourism Recovery and Strengthen Organizational Capacity for Future Impact</p>	<p>Objectives</p> <ul style="list-style-type: none"> • Recover/Achieve 2019 Occupancy Rate • Increase Staffing budget 	<p>Initiatives</p> <ul style="list-style-type: none"> • 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 		
<p>Increase Brand Awareness as a Central California Destination of Choice</p>	<ul style="list-style-type: none"> • Increase share of county visitor volume • Increase use of shared brand assets 	<ul style="list-style-type: none"> • 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 		
<p>Ensure the Quality of our Brand Promise and Visitor Experience</p>	<ul style="list-style-type: none"> • Increase number of visitor hours in market • Increase length of stay 	<ul style="list-style-type: none"> • Create a framework to evaluate and promote events that generate new and repeat visitors to the destination • Encourage the availability of downtown and nightlight opportunities • Design attractive trip itineraries to drive visitation to AG’s portfolio of experiences 		
<p>Expand Stakeholder and Community Engagement to Create a Collaborative and Supportive Tourism Industry</p>	<ul style="list-style-type: none"> • Increase representation of lodging partners on the Board • Grow stakeholder participation • Increase resident approval of tourism 	<ul style="list-style-type: none"> • 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 		