

**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: July 22, 2019
SUBJECT: Discuss Coraggio Group's Proposal to Create a Strategic Plan for Visit Arroyo Grande

RECOMMENDATION

That the AGTBID Advisory Board hear a presentation and discuss Verdin's partnership with Coraggio Group to create a strategic plan for Visit Arroyo Grande.

BACKGROUND

Verdin Marketing, the contracted marketing agency to promote Visit Arroyo Grande, is recommending Coraggio Group as a consultant to create a strategic plan to further the promotion of Visit Arroyo Grande. Coraggio Group has worked with Visit SLO CAL and multiple cities in our region and are very familiar with this area. Coraggio is a Portland-based team of consultants who help their clients envision their organization's future, create exciting plans, and foster the agile teams they need.

DISCUSSION

Coraggio Group proposes a straightforward, three-phase framework in Visit Arroyo Grande's strategic plan that will help the group "Get Clear, Get Focused, and Get Moving." The Get Clear phase of work includes a 90-minute phone call immersion session, survey design, and analysis. The Get Focused phase includes a visioning session and an imperatives work session. The Get Moving phase includes initiatives and operational planning work sessions as well as documentation of the strategic plan.

Verdin Marketing recommends the AGTBID Advisory Board work with Coraggio Group to create a strategic plan for Visit Arroyo Grande and has included the projected cost of \$16,900 into their marketing budget. Coraggio Group will be calling in during the July 22, 2019 AGTBID Advisory Board meeting to answer any questions.