

TO: City Council
FROM: James L. App, City Manager
SUBJECT: **Economic Strategy – Positioning:
Marketing Plan**
DATE: November 6, 2007

NEEDS: For the City Council to consider a tourism marketing plan.

FACTS:

1. Developing and marketing the unique assets, heritage and character of the community is a key strategy of the 2006 Economic Strategy.
2. The City Council established a Promotion Coordinating Committee (PCC) to work with City staff to develop a marketing plan.

3. The PCC members are:

M. Gibson	C.E.O. P.R. Chamber of Commerce
S. Jacob	Ex. Dir. P.R. Wine Country Alliance
M. Johnson	Dir. of Operations Martin Resorts
P. Lyon	Dir. of Hospitality Services Estrella Associates, Inc.
M. Masia	Owner Adelaide Inn
N. Moye	Ex. Dir. P.R. Main Street Association
V. Robertson	C.E.O. P.R. Events Center

4. The PCC unanimously recommends adoption of the attached marketing plan.

ANALYSIS &

CONCLUSION: The marketing plan is focused on three objectives:

- Strengthen Paso Robles name recognition
- Position Paso Robles as a year-round culinary destination
- Build demand for week-long events, seminars and meetings

It includes key strategies to accomplish these objectives:

- Create a distinct image
- Showcase assets/unique attractions
- Tell the story with/through all partners
- Build acclaim through 3rd party endorsements

The Plan provides specific implementation actions for the eight month period to July 1, 2008. And, while it references budget amounts, the PCC is not yet recommending budget allocations pending more study. Part of their continuing study is consideration of the costs to develop a tourism web site and contractor proposals for brand development and/or public relations. They do, however, recommend authorizing establishment of a budget for, and hiring of, a City staff member to support tourism efforts.

POLICY

REFERENCE: 2003 General Plan; 2006 Economic Strategy; FY 2008-11 Budget/Financial Plan.

FISCAL

IMPACT: Approximately \$60,000 annually for Tourism Coordinator – included in the adopted FY 08-11 Budget/Financial Plan.

OPTIONS:

A. City Council:

- Adopt the Proposed Marketing Plan; and
- Establish a Tourism Position at the Administrative Assistant II Level.

B. Amend, Modify or Reject the Option Above.

Exhibits: A – Marketing Plan

Paso Robles Tourism Mission:

The mission of tourism promotion is to realize the full economic potential of an integrated approach to brand Paso Robles as a premier Central Coast destination. Paso Robles can attract visitors by positioning the place, its assets and unique attractions.

Objectives:

- Strengthen name recognition and long-term visibility of the Paso Robles brand
- Position Paso Robles as a year around culinary tourism destination
- Build demand for week-long events/corporate retreats and seminars

Strategies:

- Create an image/logo for the Paso Robles destination and a tool for the audience to utilize
- Tell the story – speak with a unified voice between all tourism partners
- Showcase the unique attractions of the region
 - California’s fastest growing premium wine region
 - California’s premier place for equestrian activities
 - The Central Coast’s culinary tourism destination
 - Fine dining restaurants
 - World-class wine
 - Premium Olive Oils
 - Sustainable/Organic Farms/Farmer’s Markets
 - Local events/attractions that demonstrate the community spirit
- Bring gatekeepers to experience the unique attractions of Paso Robles and build acclaim through third-party endorsement
- Measure overall return on investment (ROI)

Audience:

- Media — travel writers, lifestyle writers, food writers, women’s publications, niche publications (equestrian, aviation, etc.)
 - Target regional travel newspaper writers
 - Target national travel and lifestyle publications
 - Target online travel sources, blogs, pod casts, etc.
- Meeting planners — corporate retreats, seminars, week-long events
 - Target corporate businesses in the South Bay Area and Southern California
 - Target organizers of week-long events
 - Target new markets
- Cultural event coordinators
 - Art associations
 - Equestrian groups
 - Music groups
 - Culinary groups
 - Film producers
 - Writers/journalist organizations

Goals – October - June 2008

- Create a look and feel/logo for the destination
- Increase transient occupancy tax from X to X
- Host 4-6 writers
- Host 4-6 meeting planners
- Secure 2-4 regional story placements
- Secure 1-2 corporate retreats, seminars, week-long events
- Activate a Paso Robles destination Web Site

Action Plan/Timeline

October 2007 – January 2008

Brand Development/Tool Kit/Advertising

- An image/logo as well as a look and feel of the Paso Robles destination needs to be developed to provide the audience a visual for the brand that is to be created. This design will be integrated throughout all branding tools developed (i.e., letterhead, business cards, Web site, brochures, press kit, etc.).
- Solicit a design contractor to assess the look and feel of all the unique attractions in Paso Robles and determine a brand image that can encompass them creating a unified brand for the Paso Robles destination. Keep in mind how tourism partners may utilize this brand and encourage them to use the tools to extend overall reach. (i.e., partners using image on web sites, brochures, etc.)
- Create a Paso Robles destination Web site that encompasses all unique attractions, tourism partners (i.e., hotels, transportation companies, restaurants, etc.) and is the information source for the audience visiting and learning more about Paso Robles.
Features to include:
 - Driving directions and flight options (map of the region)
 - Travel itineraries for 1-day; 3-days; 5-day stays
 - Paso Robles Wine Country
 - Paso Robles Downtown
 - Paso Robles Event Center
 - Community Calendar featuring all local events
 - Museums, recreation (i.e., golf, water slides), hot springs and retail
 - Itineraries for seniors and special packages
 - Paso Robles Blog for visitors to share their stories (monitored to maintain positive image)
 - Media Room
 - Section for all press releases
 - Downloadable images
 - Links to local resources (i.e., Main Street, Chamber, Wine Alliance, etc.)
- Tool Kit Deliverables:
 - Logo
 - Letterhead
 - Business Cards
 - Web site
 - Press kit
 - Image Advertisement

- Web site design
- Web site copy (most likely is a separate contractor)
- Advertising/promotions – The budget restricts the PCC from an aggressive advertising campaign, but there will be times that the Paso Robles destination needs to be part of a greater message. A small amount of advertising/promotional dollars should be used to promote the Paso Robles destination. This may be used through traditional advertising channels or through event marketing.
- Budget -- \$85,000
 - Brand Development Contractor - \$40,000 for tool kit deliverables
 - Printing – letterhead, business cards, press kit - \$10,000
 - Advertising/event marketing - \$35,000

October 2007 – June 2008

Public Relations

- Establishing a year around public relations campaign keeps a consistent flow of news proactively going out about the Paso Robles community and positions the PCC as the contact for all tourism related activities for press contacts. Proactively pitching unique stories about the Paso Robles area to media contacts will create interest among writers to visit the area. Hosting writers in Paso Robles is important to selling in story ideas. Generating media coverage for the region creates third-party credibility from trustworthy sources consumers rely upon.
- Solicit a public relations contractor to create a public relations campaign and serve as point for press contacts. Contractor will work with all tourism partners to fulfill priority items – key message development, news bureau, tiered media list, execute culinary press tour and ongoing media hosting.
- Key Message Development – All tourism partners should speak with a unified voice to tell the story of Paso Robles. Focusing on key messages ensures the audience has a clear understanding of the area and the focus for the region’s public relations campaign.
 - The Paso Robles destination is centrally located halfway between San Francisco and Los Angeles and is the conduit to the Pacific Ocean for the Central Valley.
 - Paso Robles is California’s fastest growing premium wine region with more than 170 wineries and 26,000 vineyard acres.
 - Paso Robles is the Central Coast’s culinary destination featuring sustainable grown olive oil, cheese, organic farms, grass fed beef and fine dining to compliment locally grown foods.
 - Paso Robles hosts many of the region’s top equestrian events at its quality Mid State Event Center facilities.
 - The community spirit of Paso Robles is its foundation embracing the quality of life families and individuals choose to live, work and play in this special place.

