

Scope of Work Exhibit A



WineCoastCountry.com[™]
SAN LUIS OBISPO COUNTY

Marketing Plan & CMF Scope of Work Mental Marketing and TJA Advertising (CMF)

Approved by Advisory Board
6-27-12

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Introduction

San Luis Obispo County is one of the most attractive and affordable destinations in the state, and with several metropolitan travel hubs within easy drive times, it offers easy access to the nation and the world. Marketing the accessibility, affordability of our region, and the many enriching experiences one will find here, puts Wine Coast Country in a powerful position to capture new visitors to its unique areas.

After creating Winecoastcountry.com, the San Luis Obispo County BID (CBID) is in a position to fully market all the assets of its ten regions by delivering compelling reasons and benefits for visitors to make this their vacation getaway choice. The Wine Coast Country Marketing Plan has been developed to fulfill the mission statement and meet the Strategic Goals of the CBID – within the resources available by the assessment.

The marketing effort within this plan involves a turnkey, multi-layered approach that will not only drive response and bookings, but will also cement the Wine Coast Country brand for its ability to capture the imagination of visitors, stimulate incremental visitation, and add value to the economic and environmental well-being of San Luis Obispo County.

Competition

The competition for WineCoastCountry resides outside San Luis Obispo County where the tourism emphasis is focused on attracting the target markets above. The strategies deployed will be largely measured by the ability to compete with:

- Santa Barbara County
- Monterey County
- Southern California Coastal Resort Areas
- Napa and Sonoma County
- Northern California Coastal areas

Our Mission

The mission of the San Luis Obispo County Tourism Business Improvement District (CBID) is to promote the economic well being of our constituents (motels, hotels, Bed & Breakfast properties and vacations rentals) within the regions.

Strategic Goals

Economic

Effectively promote tourism in a way that optimizes recreation, agriculture and history; and contributes to increased occupancy, overall economic prosperity, and increased employment and for the unincorporated area of the county, while supporting the rural small-town attributes.

Consumer

To attract visitors through the development of an unincorporated area of San Luis Obispo County brand and education by specifically developing an appreciation of the scenic qualities, geography, history, recreation, attractions and ambiance, i.e., the key benefits and attributes the unincorporated areas of the county and regions offer.

Environment and Natural Resources

To protect and preserve the aesthetic, historical, agricultural and cultural foundations of San Luis Obispo County.

Additional Goals

To support the CBID mission and update the five year strategic plan, the Core Marketing Firm (CMF) recognizes goals that help shape financial, operational, branding and marketing decision-making of the organization and its partners:

1. Establish reliable evaluation criteria to understand the lodging inventory available, inventory sold, revenue collected and estimated resources needed to accomplish the strategic goals. This information is used to estimate, test and refine marketing activities over time.
2. Prioritize all marketing and promotions intended to result in incremental overnight stays.
3. Ensure CBID remains an indispensable marketing partner for the local funds, constituents and area stakeholders.

Target Market

The CMF will prioritize branding and marketing to gain maximum value from engaging the audiences most predisposed to visiting WineCoastCountry.

- **Travelers originating within 3-6 hour drive markets** - Los Angeles, Orange County, Inland Empire, San Diego, San Jose/Bay Area, Fresno, Bakersfield, Santa Barbara, Ventura, Monterey, Carmel, Salinas. Secondary markets of the nearby western states with emphasis on Arizona.
- **Empty nesters** - travelling mid-week and in the shoulder season
- **Young working couples and singles** - travelling in the shoulder season
- **Families searching for value** - travelling in the shoulder season
- **Upscale wine, food and event attendees** - visiting the county for multiple nights
- **Leisure traveler groups profiled for specific interests** – seeking outdoor adventures and activities including active outdoor, equestrian, cultural, educational, environmental interpretive and participatory stewardship travel.

Research conducted by National Geographic and *visitcalifornia.com* influence the marketing strategy for WineCoastCountry. The actionable trends guiding the brand marketing include:

California is seen as having attractive rural experiences because of its diverse geography, and there is significant interest in visiting these areas.

Not only do travelers feel that California's varied geography offers a spectrum of rural-associated experiences, but these experiences are often expected to be truly unique or world-class. Many of these experiences are perceived to be accessible from one another.

Travelers are seeking profound emotional benefits from rural travel

Spending time in nature, surrounded by unique scenic beauty, is a key benefit. Peace, rejuvenation and learning are also important benefits.

An outdoor, thematic approach to travel planning is especially appealing.

Travelers understand "outdoor experiences" to include a wide range of activities, from picnicking in a bucolic field to golf adventures to kayaking to hiking trail preservation.

Caring for the destination is increasingly important.

61% Americans believe their experience is better when their destination preserves its natural, historic, and cultural sites. 54 million Americans are inclined to select travel companies that strive to protect and preserve the local environment of the destination. One-third of all travelers are influenced by a travel company's actions to preserve the environment and/or history and culture of destinations.

Rural destinations must be marketed well immediately, or interest will dissipate.

Travelers actively search for information on rural California experiences and expect thorough information to shape their plans. In addition to strong imagery, travelers want: what is unique to the area that they can't experience elsewhere, how they can access the destination, and what scenic beauty is offered.

Marketing Strategy

The focus of the marketing effort is to generate incremental awareness and response using cost-effective content that helps targeted audiences value *winecoastcountry.com* and use for their shoulder season vacation planning.

The primary strategies deployed by the Core Marketing Firm (CMF) are to:

- Position WineCoastCountry as a valuable resource for embracing our 10 rich wine, agricultural and aqua-cultural regions. Promote branded tour itineraries and packages that directly support the diverse lodging entities in *winecoastcountry.com*.
- Distinguish WineCoastCountry as a unifying provider of 10 diverse regions. This is accomplished through a 101-mile **WineCoastCountry Discovery Route** that travelers will recognize, value and use. This route provides a convenient platform for incorporating shorter localized travelers' journeys.
- Develop and launch a comprehensive branded *Stewardship Traveler Program* that will inspire visitors to: deepen their SLO county experiences, learn more, and to help care for the region's natural and cultural heritage.
- Enhance the online and mobile experience to efficiently connect lodging offerings with local events, tours, signature attractions, outdoor excursions and niche offerings that all invite mid-week and shoulder season visitation.
- Deliver frequent and enriching branded content to inspire past and future visitors to stay longer, visit more frequently and share their experiences with others.
- Leverage the low cost and influence of public relations to efficiently market the region's unique natural beauty and pastoral settings plus the abundance of events, outdoor activities, attractions and itineraries that the diverse regions offer.
- Establish reliable evaluation criteria to refine marketing priorities and activities over time.

The brand messaging, creative and multi-layered marketing approach will each contain strategies and tactics to address this focus.

Brand Marketing

A brand is a promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors. It is all about what makes you more unique than the competition as it relates to what the consumer is looking for. The visual representation of the brand begins with the WineCoastCountry logo and the standards displayed on *winecoastcountry.com*.

Prospective audiences do not understand WineCoastCountry as a valuable consumer travel planning resource for our region. Many who visit *winecoastcountry.com* are confused by the geography and purpose. The travel media also do not have strong key messaging to identify WineCoastCountry as an important reference source to the regions.

As consumers are taking an experiential approach to travel planning—rather than a literal geographical one—WineCoastCountry brand messaging is updated to clarify what is truly unique about the unifying organization, and answer: *“what I can’t see, do or get anywhere else.”*

Primary Unique Selling Points

- 10 Diverse Regions – accessible in one
- Plentiful Adventures - attributed to wine, coast, and country
- Natural Beauty/Open Spaces - preserved

Approved Tagline

The tagline recommended by the CBID Marketing Subcommittee cements the key attributes of WineCoastCountry and its regions at first glance.

10 Destinations, 1 Fantastic Vacation.

Supporting Creative Campaigns

Brand messaging, including advertising, promotions, public relations and customer communications all provide creative platforms for selling the brand. Below are examples of messaging executions supporting the approved brand tagline.

WineCoastCountry.com
10 Destinations, 1 Fantastic Vacation

Headline 1: Decisions. Decisions. Decisions. Decisions. Decisions. Decisions. Decisions.
Decisions. Decisions. Decisions.

Headline 2: If you can only take one vacation this year, here are the 10 to take.

Headline 3: Let your vacation change as easily as your mood.
<banner menu refreshes with new moods/matching locations)

The Wine Coast Country Master Route

Previously identified by the Advisory Board as the HWY 1 Loop or Traveler's Journey, the approved drive route map requires a clear and compelling geographic and experiential moniker. The Advisory Board approved the following:

Wine Coast Country Discovery Route

Local *Travelers' Journeys* – will be named according to local fund development
- North Coast Journey

Advertising Promotions

The integrated advertising strategy supports the key WineCoastCountry brand by creatively emphasizing the many unique experiences available in the 10 regions – that span 101 miles. Thematic, activity-based advertising will raise awareness and bookings in the shoulder season and mid-week.

The media placements will use strong calls- to- action, including contests proven to generate response and raise awareness to explore WineCoastCountry. To enter the “*WineCoastCountry.com Discovery Getaways*,” the visitor will need to sign up for the newsletter and tell us about their interests. Once on the web site, the section of the grand prize offering will be strategically designed to introduce each visitor to each region. Getaway contests will be offered both in the fall and spring, with the prizes listed below to be awarded and redeemed in winter and late spring. These will be amplified by targeted public relations and social media channels throughout the fall, winter, and spring.

Discovery Getaway Sample Grand Prizes

- Two-night stay in Avila Beach with Avila/Edna Valley wine tasting, tour of Lighthouse, and dining in Avila Beach.
- Two-night stay in Cayucos, Brown Butter Cookie Company class, surfing lesson and other activities, and dining in Cayucos.
- Two-night stay in Cambria, wine tasting, art tour, activities, and dining.
- Two-night stay in San Simeon, special tour of Hearst Castle, wine tasting at Hearst Ranch tasting room, and dining in San Simeon. Additionally two other prizes will be offered as well during the promotion
- One week stay in a vacation rental in the north region
- One week stay in a vacation rental in the south region

In addition to the grand prize, several first prizes, which include a stay in one of the above destinations and or other regions within the CBID not mentioned above for each winner. This will help to further showcase each region and offer more chances for the visitors to win different types of lodging experiences. To stimulate campaign public relations and social media opportunities, we recommend having all the winners come to the central coast at the same time to redeem their prize and meet during their stay for one major outing and a joint press opportunity.

Most of the campaigns will be Internet driven, using video clips, and animated banners. Targeted, regional print, with offers directing the visitor to *WineCoastCountry.com* and specific landing pages, will also be placed.

The following pages reflect the strategy that prioritizes media placements with the outlets proven to drive awareness, response and bookings from our core drive markets to the WineCoastCountry.com destinations. Additional placements should be made based on available assessment funds and co-op participation.

Internet Advertising

Advertising on targeted travel media websites, and on regional print and broadcast media sites will be the cornerstone of the paid advertising efforts for WineCoastCountry. In some cases, these will be negotiated as value-added from our print placement efforts. Pay- per- click, geographical and behavioral targeting through Google, Yahoo, travel ad networks, and search marketing will be included in our advertising budget as appropriate.

The Los Angeles Times.com, San Jose Mercury News.com, and Sunset Magazine will focus on online and limited print to cover the target markets of Northern & Southern California with emphasis on Los Angeles, San Jose and Orange County. The remaining paid advertising budget will be utilizing on-line advertising tactics with Google TV, Ad Words, YouTube and Facebook.

San Jose Mercury News.com:

Website Advertising

- Mix of 1 million Rectangle, Leaderboard & Skyscraper ROS impressions across BANGi
- Mix of 800,000 Rectangle, Leaderboard & Skyscraper impressions. Channel Targeting: Travel, Entertainment, News & Lifestyles across BANGi
- MercuryNews.com Homepage Sliding Billboard & Wallpaper Sponsorship with estimated 180,000 impressions. This is the most prominent and highest impact ad unit
- ContraCostaTimes.com Homepage Sliding Billboard & Wallpaper Sponsorship with impressions estimated to be 300,000
- MercuryNews.com Entertainment Channel front Sliding Billboard & Wallpaper Sponsorship. Estimated impressions of 3,300
- MercuryNews.com Living Channel front Sliding Billboard & Wallpaper, Sponsorship. Estimated impressions 2,400

Email Marketing:

- 4 Great Escapes (Travel-Partner Offer Deals) 100% SOV stand-alone email blast to a total of 77,200 travel category subscribers.
- 1 Events & Dinning Deals Deals)100% SOV stand alone email blast to total of 15,600 Events & Dinning category subscribers.
- Value Added Display Advertising: Mix of 70,000 Rectangle, Leaderboard ROS impressions on MercuryNews.com

Value Added Email Marketing:

- 1 Events & Dinning Deals Deals) 100% SOV stand-alone email blast to a total of 15,600 Events & Dinning category subscribers.
 - 4 Travel Newsletter Sponsorships on MercuryNews.com & ContraCostaTimes.com to 31,600 opt in subscribers.
 - 4 Food & Wine Newsletter Sponsorships on MercuryNews.com & ContraCostaTimes.com to 56,000 opt in subscribers.
- Total Impression Count: 4,081,700

TOTAL SAN JOSE MERCURY.COM \$46,000

Sunset Magazine & VisitCalifornia.com:

- 1/3 page ad full run California Sunset Magazine Insertion TBD
- 685,000 impressions on Sunset.com Fall & Winter
- Sponsorship of two Sunset.com travel newsletters 171,000 subscribers
- 1/4 page ad California Road Trips over one million copies September
- Visit California.com on-line campaign 100,000 guaranteed impressions targeted to central coast visitor Fall and Spring
- Two sponsorship newsletter Visit California deals page 350,000 subscribers
- Free Full page ad in Sunset's 2013 Summer Road Trips circulation of 140,000 newsstand

TOTAL SUNSET MAGZINE AND VISIT CALIFORNIA.COM
\$36,000

Los Angeles Times.com:

- Travel Pass Admails that includes subscribers requesting travel related content, emailed to 25,838 each send date (Dates TBD)
- 7 Getaway News Letter sponsorships. Getaway LA summarizes the region's best travel deals. This product has 16,072 subscribers
- Send dates (10/3, 11/28, 12/9, 1/09/13, 2/6/13, 3/6/13 and 4/10/13)
- Travel ROC. 535,031 Banners running in the LA Times Travel Section geo targeted to a 4-hour driving radius of the WineCoastCountry Discovery Route during Fall and Winter
- Travel-Daily Deals Blogs, banners running in the Travel Deals Blog section geo targeted to a 4 hour driving radius of CBID regions.
- Behavioral Targeted Banners: 416,668 Banners specifically targeting Travel Enthusiasts, Travel Heavy User, Affluent Shopper, High End Travel
- Mobile (WAP). 394,968 Run of Site Banners displayed on various Mobile devices
- Mobile- SMS Texting campaign to promote various Events and festivals. 3 months Fall and Spring CBID was priced at our Tier 3 Level, which represents a 22% discount on the CPM for the Display Banners.

TOTAL LAT.COM \$46,000

Online Ad Words—Google, Facebook, YouTube:

This effort will involve the use of geographic & behaviorally targeted Google Ad Words, YouTube and Facebook paid ads. The mix of these and execution dates will be determined within the proposed budget in fall, winter and spring.

TOTAL ADWORDS \$22,000

GRAND TOTAL PAID MEDIA BUDGET: \$150,000

Advertising Tracking

Use of detailed tracking through promotional codes and the website to look at the top referring sites during each campaign. Special landing pages will also be created for response to specific offers and tactics which will further our tracking capabilities.

Promotions and Events

Well-planned events can help increase room occupancy for the region. The county already has a strong list of quality events and promotion of these events will be a part of the overall marketing efforts as will the creation of new events. Here are some specific strategies related to events that will be employed.

- Support events, which will directly result in more overnight stays.
- Rather than simply supplying a dollar donation to an event, it is much more effective to have the marketing firm place the ads with the approval of the board on behalf of the event or organization. This will ensure the dollars are spent wisely and support a lodging promotion centered on the event. We keep control of the dollars spent by the CBID and make sure that WineCoastCountry.com benefits.
- Target interest groups via email in our target markets and invite them to attend the events that relate to their organization or interest. Lodging packages be provided for each county calendar event.
- Acquire specific, and when appropriate, ancillary potential client lists to appeal to event-specific candidates in the defined geographical areas.
- Create event incentives specifically designed to entice those specific target market constituents to attend, generating (at least) a two-night stay.

Advertising Tracking

We would use tracking through promotional codes and the website to look at the top referring sites during each event/promotional campaign.

Public Relations

The CMF public relations team will focus on securing travel features from targeted media sources that raise awareness cost-effectively.

Overall PR Goals:

- Position *WineCoastCounty.com* as an important experiential travel source for targeted audiences.
- Increase awareness of 10 regions as a unique and accessible destination by highlighting all of its unique attractions, experiences and offerings.
- Provide clarity, context and depth to the key branding messages.
- Increase visitation from California feeder markets (LA, San Francisco, San Jose, Sacramento, Kern County, San Diego, etc.).
- Generate exposure in primary domestic markets outside of California (Arizona, Pacific Northwest, Colorado, Texas, Nevada, Utah etc.).
- Launch and gain exposure for the Discovery Route and local journeys.
- Generate exposure from primary international feeder markets to California (Canada, UK, Australia, Germany, Scandinavia, Mexico).
- Support all marketing programs including lodging packages and special promotions offered by WCC members.
- Build on current relationships and increase collaboration with tourism partners, i.e. regional constituent groups, VCB, SLOWine, PasoWine, CCTC, Visit California.
- Integrate and grow the social media following on Facebook, Twitter, Pinterest, etc.

Key Messages

Overall Description

Wine Coast Country features 10 ten distinct destinations in 100 miles of California splendor

Wine Coast Country Discovery Route:

Boasting 101 miles of stunning California coastline, vast wildlife, artisan villages and vineyards, The Wine Coast Country Discovery Route is a journey of 10 diverse regions spanning from the bucolic beach town of Oceano in the south to iconic Hearst Castle in the north. The Route is where visitors Discover...

*nature
history
lifestyle
stewardship
and
play along the way....*

Easy access – The WineCoastCountry Discovery Route is the ideal way to explore the best of California in one easily navigable map.

Variety – The Wine Coast Country Discovery Route consists of 10 unique regions each with its own offerings such as the culture and history of Hearst Castle, the vast outdoors of Montana de Oro, miles of sandy beaches and historic towns filled with hidden treasures. The journey offers something for everyone.

Adventure In Every Sense – The Wine Coast County Discovery Route takes visitors on a California adventure through historic towns, pristine coastline, sandy beaches and an iconic castle. Along the 101 mile journey, there are countless ways to learn and become involved in the regions.

Location:

Perfectly situated along the California coast, midway between Los Angeles and San Francisco, Wine Coast Country is centrally located and easily accessible for those seeking the ideal California getaway

Diversity of Area:

Towns - Wine Coast Country encompasses a gold mine of diverse artisan towns and seaside villages rich in character and history

Outdoors - With 101 miles of prime Pacific coastline, Wine Coast Country is a vast outdoor playground where nature provides unlimited entertainment year round including hiking trails, surfing, state parks, elephant seals, and even an abalone farm

Coast - Wine Coast Country boasts 100 miles of stunning vistas, coastline cliffs, and relaxing sandy beaches just waiting to be discovered

Wine – Wine Coast Country is home to a burgeoning and sophisticated wine region yet more approachable, friendly and relaxed than other destinations

Nostalgia – *What once was, still is.* Visitors to Wine Coast Country will feel as if they've stepped back to a time where they can truly unwind while creating new memories.

Something for everyone:

Wine Coast Country offers the best of California all in one place – perfect climate, award-winning wine, waves, wildlife and the splendor and history of Hearst castle.

With a plethora of lodging options, plus an abundance of restaurants and recreational activities, visitors can plan their own unique and detailed itinerary, based on their specific tastes and preferences

Core Public Relations Tactics, Scope:

The backbone of any durable press program is creating strong key messages, providing a regular stream of newsworthy materials for the media and building and maintaining solid media relationships.

1. Create Media-Friendly Press Materials & Streamlined Calendar of Projects
 - Create a user-friendly press kit to include a 10 region area fact sheet, WCC Discovery Route, Stewardship Travel attractions, annual calendar of events sample tour itineraries, descriptions of each region, round-ups such as dog-friendly, wedding/bridal, outdoor activities, etc.
 - Create boilerplate to incorporate into all press materials
 - Create a monthly outline of all scheduled public relations activities and campaigns for advisory board reviews, revisions and approvals
2. Promoting the area's unique differentiators
 - Prepare and distribute "honor roll" of awards; honors and superlatives attached to the area and its businesses
 - Prepare and distribute advisories regarding the area's natural resources and sporting offerings
 - Send feature backgrounders and photo wrap-ups of events and seasonal draws
Create awareness about the development and the offerings of the Wine Coast Country 101
 - Stewardship Traveler activities, attractions and itineraries
3. Drive coverage of market offerings by:
 - Interviews with key local experts as it pertains to the visitor experience
 - Draft and distribute newsworthy campaign releases
 - Aggressive follow-up to generate coverage across all media platforms.
 - Integrated messaging in social media campaign (blog postings, video sites, etc.)
4. Create market & media excitement for promotional events and seasonal offerings
 - Event news releases
 - Selected pre-event exclusives with key target media
 - Key media/blogger invitations for event coverage and exclusives
 - Informational outreach to California and key media calendar editors (Sunset, West ways, etc.)
 - Organize and host visits from key media representatives
Pre and post-event media pitching & photo/video distribution
5. Launch the *Stewardship Traveler Program* and position CBID as the leader of this initiative
 - Press releases explaining and outlining the program, activities, itineraries
 - Ongoing profiles of the heroes (person or group)
 - Pro-active media pitching of newsworthy ST activities
 - Hosting media for specific activities, attractions and itineraries

6. Create additional opportunities by collaborating with tourism partners, i.e. regional constituent groups, VCB, SLOWine, PasoWine, CCTC, Visit California.
 - Collaboration on visiting journalists and media pitching
 - Participation in Visit California media tradeshows
 - Providing information on the WineCoastCountry to partners who can reinforce our messaging while engaging the press

7. Reinforce WineCoastCountry as key player in SAVOR the Central Coast
 - Issue press release highlighting the Hearst Castle as part of Wine Coast Country with description of all there is do in the area on the Wine Coast Country 100
 - Personally inviting select media to attend Hearst Castle event – providing VCB
 - Provide top attractions from WCC regions for Gayot.com and other VCB media

8. Launch and create awareness of the WineCoastCountry Route
 - A press release explaining and outlining the major highlights of route
 - Pro-active media pitching
 - Hosting qualified media to personally experience the route

9. Create a Series of On-going Themed Press Releases & Pitches
 - Draft and disseminate mid-week getaways press releases including hotel packages and travel discounts to travel media, CA dailies, blogs, calendar listings, and baby boomer publications.

10. Pitch WineCoastCountry to coastal, food, and wine magazines for travel features in upcoming winter, spring and summer issues. Include pitch letter to include a creative overview of outdoor adventures, attractions, fine dining scene, Hearst Castle, wine country tours and tasting, novelty farm tours for organically grown products and goods.

11. Pitch WCC as a year round romantic wedding and honeymoon destination to local, regional, national bridal outlets, including print, online and blogs for spring features.

12. Pitch WineCoastCountry as an affordable family-friendly getaway to travel and family focused media outlets and blogs for winter and spring.

Ongoing Tactics:

- Refine WineCoastCountry key messages by special interest and experience.
- Have regular phone and email contact with journalists and editors.
- Respond to all media inquires.
- Draft and distribute regular stream of press releases such as *What's New* roundup
- Update and maintain media target lists.
- Invite travel media; draft and coordinate visiting journalists travel itineraries.
- Record and track media coverage in a comprehensive database.
- Notify board members of recent and relevant media coverage.

Social Media Strategy and Tactics

The Social Media efforts provided by the Core Marketing Firm team will use frequent, branded messaging throughout the most effective channels in order to:

- Enhance relationships with fan base
- Garner valuable feedback about the interests of winecoastcountry.com visitors
- Build enthusiasm for the unique attributes of the 10 regions
- Reinforce PR and marketing campaigns
- Promote Events
- Support Lodging Promotions
- Increase natural SEO for winecoastcountry.com

Main CMF Activities and Scope

- Weekly Travel Blogging
- Strategy & Research to Optimize Social Media Sites
- Monthly Consumer eNewsletters
- Editorial Calendar Preparation and Updating

WineCoastCountry Weekly Travel Blog

The weekly CBID Travel Blog will be a focal point of content generation due to its ability to impact SEO and provide a topical platform for all other social media engagement. Blog posts will automatically be translated into e-Newsletter updates for partners and fans. Through increased reach and frequency, the Travel Blog will connect all 10 regions, the main Discovery Routes, individual Travelers' Journeys and all property types.

Blog postings will enable readers to live vicariously through our bloggers highlighting all of the choices and unique places to stay, things to see and experiences to be had and will include:

- What's happening in region
- Lodging packaging specifics
- Subscriber comments – for readers' personal experiences
- Guest blogger posts (edited) to include: hoteliers, chefs, celebrity visits, mommy bloggers, travel writers, etc., spanning all 10 regions
- Coverage of all PLAY activities, including more features on the hidden gems, activities, and experiences found within each member area and searchable by consumer interests such as golf, locavore cuisine, kayak adventures, whale watching, fishing, etc.
- Stewardship Travel – *Voluntourism*, Coastal Trail expansion, beach cleanup, Sea Life Center exhibits, etc.
- Quarterly Food Video Feature – Covering the Locavore of WineCoastCountry sources and thematic recipes. (Also featuring winemakers, craftsman, ranchers, farmers, and artists, etc.) A short, 10-minute recipe segment will be captured as well.
- Who? What? Where? Wine.... of WineCoastCountry.

Blog Posting Intro Examples

Wine: "No Passport? No Problem at the International Wine Awards". Having children has not only put a little hitch in my "travel" giddy-up, but my "wine" giddy-up and my "gourmet food" giddy-up has also taken a hit. The thought of herding two small children onto a plane and then being trapped with them for twelve hours over the Atlantic, has not been worth the sweet scent of Provencal lavender, the crunch of a fresh baguette, farm-fresh creamy epaisse or even the promise of a cool glass of rose; in fact, it was enough to render me an agoraphobic. Then I discovered that I have this unique, beautiful, cultural experience just three hours away...

Coast: "Is Cass House the Next French Laundry?" Last August while I planned a trip to Napa to attend a wine conference in November, I thought getting a reservation at the famed French Laundry was a slam dunk – I was planning ahead. Right? Well, not exactly the case...

Country: "Hello, Alfalfa Breath, It's Been A Long Time." When I was little girl growing up just 30 miles east of Los Angeles, my daddy used to take me to ride horses every Sunday. I can still recall that tangy scent of alfalfa on their muzzles, laying my cheek against those velvet coats, climbing up on the back of that glorious creature and feeling like a boat floating on a gentle sea as we road away from the barn out through the orange groves. On our way home, we used to stop and buy freshly picked strawberries....

Daily Postings on Social Media Sites

Facebook: One per day features a region of WineCoastCountry. Showcases events, fan photos, favorites, questions and/or polls. Posts will send fans to the relevant tab of website. Sample postings:

- *Wine: "Come celebrate autumn with SLO Vintners Rockin' Harvest Festival. Purchase your tickets and book your stay in one easy step. Winecoastcountry.com"*
- *Coast: "Experience Indian Summer first hand. Enjoy warm days and balmy nights when you stay in one of our breathtaking seaside escapes."*
- *Country: "Late September is a glorious season for locavores. Visit See Canyon in Avila Valley and discover apple varieties you didn't know existed!"*
- Fan "Favorites" questions will be posed one time per week to ask fans to name their favorite things, e.g. regions, restaurants, shops, activities, etc. *Wine: "Who's got the most comfortable tasting room in WCC?" Coast: "What's your favorite beach to stroll at sunset?" Country: "Who serves your favorite comfort food?"*
- Trivia questions will be posed one time per week regarding different aspects of WCC. *Wine: "What is the most common grape varietal grown throughout WineCoastCountry?" Answer: "Chardonnay" Coast: "Which region is home to the famous elephant seals?" Answer: "San Simeon" Country: "How did Oso-Flaco get its name?"*
- Existing Facebook Fan recognition program will be continued as well as tagging the fan

to create recognition, engagement and referrals.

- Revise existing Facebook Photo Albums for better organization and uniformity by creating one album per region and ongoing maintenance.
- Use thematic “polls” application to engage fans by asking their favorite city, restaurant, hotel, etc. Polls will be conducted one time per week.

Wine: “If you wanted to plan your dream vineyard party, which one would you choose?”

Coast: “What resort has the best ocean view?”

Country: “Is locally grown produce important to you?”

Facebook Quarterly Promotions & Contests

Using the EZ Promo feature, we will run quarterly contests with meaningful prizes that will encourage fans to come visit WineCoastCountry (overnight stays at various hotels, restaurant vouchers, tickets to events, free tastings at a winery, etc.). Contests will be based on photography, lodging giveaway prizes or sweepstakes, guest blogger contests, WCC Discovery Route Contest Journaling, best locavore recipe, etc.

Flickr: Revise existing albums so that each region is represented equally. Flickr will be loaded with photos downloaded from regional sites or press sections and then, updated weekly as photos are made available with ongoing maintenance.

Pinterests: Create boards to represent the regions showcasing discovery routes, events, properties, activities. Pinterest is the latest social media site that is quickly becoming one of the most popular social media destinations. The value of Pinterest is that it efficiently takes the person directly to the website. Pinterest will be updated once per day.

YouTube minutes: Post videos from quarterly video blog and other related videos as they are made available to us, such as SAVOR promotions or regional pieces with ongoing maintenance.

Monthly Subscriber Eblasts

Monthly Consumer Newsletter Approach

Frequency: Version One = Monthly/Two = Quarterly

Distribution: 15,000

Transmission: Mail Chimp

Version One Title – *WineCoastCountry Travel Monthly*

Subject line: *WineCoastCountry.com Travel News and Savings*

1. Connect subscribers with WineCoastCountry.com in meaningful, valuable way
2. Inspire subscribers to Participate in WCC tours, events and packages
3. Provide low cost research and measurement of our audiences
4. Establish WCC Stewardship Traveler programs
4. Enable CBID and constituency to share content and ideas
5. Generate measurable response

Monthly Sections

- Discovery Tour: Video thumbnail to play. Links to portions of the Discovery Route
- Wine: Photo, caption of winery, release, pairing or wine event
- Coast: photo, caption of location, attraction <readmore>
- Country: Photo, caption and <readmore>
- Deals: Check out hot deals for all types of lodging on winecoastcountry.com/stay

Quarterly version two Title– *WineCoastCountry.com Travel Deals*

Subject line ex: *10 Amazing Central Coast Adventures – how to save on them!*

1. Connect subscribers with the WineCoastCountry blog post (which is the intro paragraph)
2. Promote lodging packages by region, type, season, event or theme
4. Build CBID image as an indispensable marketing channel resource
5. Generate measurable revenue

Quarterly Inclusions

Blog Post: An Intro paragraph of the most recent blog post

Deal Section Intro – check out the most interesting packages and deals posted on winecoastcountry.com

- Vacation Rental Deals
- List name, description, package, price
- Hotel, Motel, B&B Deals
- Property, description, package, price

WineCoastCountry Social Media Editorial Calendar

The purpose of the CBID Editorial Calendar is to ensure that all CBID members and their properties are represented equally and regularly in all Social Media and marketing outreaches including newsletters, EBlasts and blogging throughout the year in an effort to increase occupancy during the shoulder season. The schedule in which CBID members will appear will be organized categorically, geographically, promotionally, and alphabetically.

The Editorial Calendar will facilitate continual rotation of properties as well as maintain a record of each property's appearance giving CBID members a total of 2,112 opportunities per year for social media outreach not including blog posts.

The Editorial Calendar will be in one comprehensive spreadsheet and regularly updated to provide a clear, concise and accessible record of all Social Media outreach and public relations efforts by documenting the placement of articles and blog posts on the web.

Property:

Property Type:

Region: Coast

Date of Post:

Site: Facebook

Promo:

Copy:

Link: winecoastcountry.com/property

The WineCoastCountry *Stewardship Traveler* Program

Wine Coast Country's Stewardship Traveler Program is a key differentiating strategy that aims to attract and retain visitors in SLO County. The program serves to benefit our natural surroundings, our economy, and local communities. This program will inspire visitors and residents alike to; deepen their SLO county experiences, learn more, and to help care for the region's natural and cultural heritage. For WineCoastCountry, the Stewardship Traveler program offers a unique platform to enhance brand identity and awareness and provide leadership for the local funds.

Program Benefits

- Attracts and engages an emerging, high profile visitor who will help care for the region
- Differentiates WineCoastCountry and SLO County from other destination choices
- Delivers cost-effective media attention, with feature-coverage likely
- Builds off-season and extended stay opportunities throughout 10 regions
- Providing one path towards long term countywide economic and resource sustainability

Targeted Audiences

The program serves to engage segments of core visitors who seek meaningful, enriching, and authentic travel experiences.

- Active Adults 30 to 64+
- Household Income \$100K+
- Known discretionary spending for travel, charitable giving and niche select criteria
- Ability to travel mid-week and shoulder-season
- Educational groups/interpretive programs

Criteria – What Makes a *Stewardship Traveler* Itinerary, Attraction or Activity?

- CONNECTION: Value opportunities for authentic and “real” connection to place, people, natural surroundings, and cultural heritage.
- LEARNING: Value opportunities for natural/cultural history interpretation, skill development, personal/family enrichment.
- CARING: Opportunities for visitors to express some form of care for nature and/or the local culture/history ... experiential (doing) and/or financial (donation opportunities).

Examples of Stewardship Traveler Attractions-Being Developed

- Public participation clean-ups and restoration activities beach, stream, lake, trail, meadow, campground, parks.
- Providing visitor information on how and where to donate to “make a difference” in the area that the visitor just enjoyed and connected with.
- Celebrating culture and history through events, tours, trips, printed materials
- Natural history focused events, tours, trips
- Luxury Stewardship Vacations: *Wine, Coast, Country Experiences with Meaning*
- Sample Activities:
 - Holiday Bird & Bluff Walks – Cayucos Land Conservancy*
 - International Beach Cleanup Day Sept. 15*
 - Oceano Dunes ATV/Cleanup – Gives to Friends of Oceano Dunes*
 - SLO County – Hiking Biking Vacation – Gives to SLOpost.org*

Stewardship Traveler Marketing Strategies and Support

Once the Stewardship Traveler strategic plan is complete, the CMF will update the marketing plan, five-year plan and marketing scope of work. The interim efforts assume the following:

- Assisting the assigned CBID Stewardship Traveler Program team to prioritize the Stewardship Traveler itineraries within the WineCoastCountry destinations.
- Completing key messaging to be used in all marketing communications
- Fully integrate all Stewardship Traveler information, itineraries and activities in WineCoastCountry press materials and visitor-focused travel tools
- Assist the CBID team with gaining local support and participation with CBID local funds
- Creatively developing enriching stories for the ST activities and the contributing personalities (Heroes) making a difference
- Coordinating cooperative marketing efforts with local tourism, tour groups, the personnel administering the ST activities for story development.
- Delivering the stories through public relations and all WineCoastCountry branded content channels.
- Launching the Stewardship Tourism program through the public relations efforts previously described.

Interactive

Goals for WineCoastCountry.com

- The primary brand for the 10 region organization... we are winecoastcountry.com
- Generate more UVP from critical sources (paid and natural)
- Increase site traffic to regional pages
- Increase site traffic to lodging sections

Shoulder Season Website Priorities

1. Launch the WineCoastCountry Discovery Route: The 100 mile, 10 region trip
SAVOR the Central Coast: 4 day weekend – to launch the route and sell lodging packages.
2. Launch the Branding Campaign

Support

- Reconstruct Post Categories to reflect SEO goals
- Tag all of the existing posts to reflect SEO goals.
- Re-title posts to reflect SEO goals
- Consider re-moving date stamps on posts if cannot post consistently
- Create posting topic categories
- Activate and use SEO plugins
- Consider updating to latest Wordpress version
- Activate Wordpress database backup
- Create Regional Blog pages/sections
- Add newsletter sign up in side bar
- Use Facebook widget in side bar
- Activate other appropriate widgets in sidebar

Site Maintenance Items

- Home Page: new slogan and intro copy on home page prompt visitor July
- Replace with new Getaway Giveaway and sign up form (new copy due June 30)
- Link new google Analytics to new AdWords account
- Change Title Tags of Home page and main nav menu pages to reflect SEO of keyphrases
 - Region
 - Stay
 - Play
 - Events
 - Eat
- Place Itinerary link where blog link is for now
- Create META description tag for home page & main menu pages that reflect “Wine Country” SEO goals
- Examine the three links under the Temperature
- Change “Welcome Video” to “Featured Video”
- Change Slide Show text to reflect WineCoastCountry SEO goals

Changes: November – Jan 2012

- Booking link on Regional Pages
- Complete Mobile-Responsive site strategic plan
- Change “Wineries & Vineyards” to “Visit Wine Country”
- Change “ Photo Gallery” to something that is a more visited home page link
- Consider removing “search” box in upper right corner of header for lack of use and poor results returned.
- Consider the viability of the links in the Traveler Profile, Help Me and Show Me sections in the bottom left corner of the home page
- To Be Determined - Local Fund Linkage

Constituent Communications

As the WineCoastCountry.com content management system offers opportunities for member communication updates, we will reach out to encourage the constituency to use the tools available for their marketing benefit.

Monthly Newsletter: *INsights*

What we will accomplish:

1. Inform constituency of CBID goals, programs and progress toward our goals
2. Inspire members to participate in CBID shared programs
3. Enable CBID and CMF to more effectively promote lodging packages
4. Enable CBID and constituency to share content and ideas
5. Drive members to functional content on member website

Standing Sections Each Month

Welcome: Short message from the CBID board

Features 1-2 Short mid columns on important items with flexibility of topics (SAVOR)

Toolkit: Prompted links for information on using CBID effectively

In the News: Newsbite/example of press coverage/VCB Link

By the Numbers: Quick numerical report: TOT, followers, web stats, etc.

Lodging Promotion: View the next 90 days of lodging promotions for “specials”

Trends: Lodging and Tourism Trend

Marketing Regions and Co-op Programs

As part of our overall marketing strategy support for the individual marketing regions it will be a part of our overall marketing strategy throughout the 24-month effort. This support will be developed in the following ways:

- Keep the local boards and constitutes apprised of the current marketing tactics preformed by the CBID board. This will be done through the constitute newsletters and updates from the CBID Administrator at their monthly meetings. This assistance will help the regions complement their marketing efforts along with the CBID to take advantage of reduced media rates negotiated and secured on their behalf by the core-marketing firm.
- Offer style sheet suggestions, logos and creative elements for the individual marketing regions so their advertising carries out the branding message of the entire Wine Coast Country region as a whole.
- Offer advertising, social media and public relations co-op opportunities from the CBID as well as the County VCB to growth each region's marketing budgets.

Determination of Results

There will be several benchmarks in determining the success of this marketing plan over the 24-month period:

- Increase in TOT for the County and by each region
- Increase in overnight stays among those being assessed in each region
- Major increase in fans on the WineCoastCountry social media sites
- Increase in the database for the email newsletters
- Increase in website visits to winecoastcountry.com
- Increase in bookings derived from winecoastcountry.com
- Increased cooperation among the marketing regions of the CBID and use of the individual marketing funds to participate in WineCoastCountry branded activities

Addendum
CMF Budget

	7/1/12 – 6/31/12	7/1-6/31/14
Account Mgmt /Supervision	\$ 18,000	\$ 18,000
Creative Services	\$ 20,000	\$ 20,000
Public Relations	\$ 64,000	\$ 64,000
Promotions and Events	\$ 32,000	\$ 32,000
Social Media	\$ 38,000	\$ 39,000
Email Distribution	\$ 12,000	\$ 12,000
Advertising/Media Placement	\$150,000	\$175,000
Website Maintenance & SEO	\$ 40,000	\$ 50,000
Total Estimated Budget	\$356,000	\$396,000

Annual Contingency:

An additional \$100,000 marketing contingency has been approved for marketing, advertising, promotional and co-operative campaigns throughout the term of this Plan and Scope of Work. Such fund allocation is to be presented and approved in advance by the Advisory Board.