

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 7/24/2012	(3) CONTACT/PHONE Nikki J. Schmidt (805) 781-5496	
(4) SUBJECT Request to approve a two year agreement in the total amount of \$752,000 with Mental Marketing Inc. and TJA Advertising to provide marketing services on behalf of the San Luis Obispo County Tourism Business Improvement District (CBID). All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board approve a two year agreement in the total amount of \$752,000 with Mental Marketing Inc. and TJA Advertising to provide marketing services on behalf of the San Luis Obispo County Tourism Business Improvement District (CBID).			
(6) FUNDING SOURCE(S) BID Assessment	(7) CURRENT YEAR FINANCIAL IMPACT \$356,000 – FY 2012-13	(8) ANNUAL FINANCIAL IMPACT \$396,000 – FY 2013-14	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(17) ADMINISTRATIVE OFFICE REVIEW			
(18) SUPERVISOR DISTRICT(S) All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 7/24/2012

SUBJECT: Request to approve a two year agreement in the total amount of \$752,000 with Mental Marketing Inc. and TJA Advertising to provide marketing services on behalf of the San Luis Obispo County Tourism Business Improvement District (CBID). All Districts.

RECOMMENDATION

It is recommended that the Board approve a two year agreement in the total amount of \$752,000 with Mental Marketing Inc. and TJA Advertising to provide marketing services on behalf of the San Luis Obispo County Tourism Business Improvement District (CBID).

DISCUSSION

The CBID released a 27 month marketing partnership request for proposal on December 2, 2011. The marketing agencies were asked to submit proposals that focused on how they would promote the CBID region. Eight (8) proposals were submitted. Those initial proposals were reviewed and ranked by the CBID Advisory Board resulting in five (5) agencies being selected to present their marketing plan tactics, success measurements and plan implementation details to the CBID Advisory Board on February 28, 2012.

At their March 7, 2012 meeting, the CBID Advisory selected Mental Marketing Inc. and TJA Advertising as the County's tourism business improvement district marketing firm for the next 27 months beginning April 1, 2012. A 3-month transitional agreement in the amount of \$48,500 was signed between Mental Marketing Inc. and TJA Advertising and the County in May. The two year agreement before the Board today is for the time frame beginning July 1, 2012 and ending June 30, 2014. The marketing plan and scope of work, included as Exhibit A of the agreement, was approved by the CBID Advisory Board at their May 23, 2012 meeting.

OTHER AGENCY INVOLVEMENT/IMPACT

The CBID Advisory Board chose Mental Marketing Inc. and TJA Advertising as the agency to develop and implement of a two year marketing plan. Administrative Office staff provides support and acts as the liaison between the County and the CBID. County Counsel reviewed the agreement for form and legal effect.

FINANCIAL CONSIDERATIONS

The CBID is funded by a 2% assessment of the rent charged per occupied room per night from lodging businesses (hotels, motels, bed and breakfasts, and vacation rentals) within the CBID. The agreement with Mental Marketing Inc. and TJA Advertising will be funded completely out of those assessments and no County General Fund dollars will be used. Over the two year agreement, Mental Marketing Inc. and TJA Advertising will be paid a total of \$752,000 (\$356,000 for FY 2012-13 and \$396,000 for FY 2013-13) to provide the services as outlined in marketing plan and scope of work attached as Exhibit of the agreement.

RESULTS

As a facilitator of a requested program, the County has not established performance criteria beyond the legal contractual obligations to expend the funds for identified purposes. The onus is on the designated contractors that are selected by the CBID Advisory to meet the expectations of the lodging business owners paying the assessment. The CBID Advisory Board will track the performance of Mental Marketing Inc. and TJA Advertising during the term of this agreement.

ATTACHMENTS

1. Mental Marketing/TJA Advertising agreement for services
2. Exhibit A - Marketing Plan and 2 year Scope of Work