

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

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 1/5/2016	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve a nine (9) month agreement in the total amount of up to \$70,000 with Verdin Marketing Ink to provide marketing services on behalf of the Cayucos Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID). District 2.			
(5) RECOMMENDED ACTION It is recommended that your Board approve the agreement with Verdin Marketing Ink to provide marketing services on behalf of the Cayucos Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).			
(6) FUNDING SOURCE(S) Business Improvement District assessments	(7) CURRENT YEAR FINANCIAL IMPACT \$70,000.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(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 type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input type="checkbox"/> N/A Date: <u>1-7-14</u>	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) District 2			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 1/5/2016

SUBJECT: Request to approve a nine (9) month agreement in the total amount of up to \$70,000 with Verdin Marketing Ink to provide marketing services on behalf of the Cayucos Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID). District 2.

RECOMMENDATION

It is recommended that your Board approve the agreement with Verdin Marketing Ink to provide marketing services on behalf of the Cayucos Local Area of the San Luis Obispo County Tourism Business Improvement District (CBID).

DISCUSSION

On January 7, 2014, the County approved a twenty (20) month agreement with Verdin Marketing Ink to provide marketing services for the Cayucos local area of the County's Business Improvement District. The Cayucos Local Area Advisory Board on September 17, 2015 determined that the marketing agency had satisfactorily carried out the 2014-15 agreement scope and voted to recommend that Verdin Marketing Ink continue as their marketing agency. The Advisory Board approved a term of nine (9) months beginning October 1, 2015 and ending June 30, 2016 in an amount not to exceed \$70,000. A recap of the services and results for the current contract are included as an attachment to this staff report. The CBID Advisory Board, on September 23, 2015, voted to recommend to the County the continued use of Cayucos local area funds for this agreement.

OTHER AGENCY INVOLVEMENT/IMPACT

The Cayucos Local Area Advisory Board chose Verdin Marketing Ink. 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 Verdin Marketing Ink will be funded completely out of assessments specifically collected from the Cayucos local area and no County General Fund dollars will be used. Over the nine (9) month agreement, Verdin Marketing Ink will be paid a total of \$70,000 to provide the services as outlined in marketing plan and scope of work attached as Exhibit A 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 Cayucos Local Area Advisory to meet the expectations of the lodging business owners paying the assessment. The Cayucos Local Advisory Board will track the performance of Verdin Marketing Ink.

ATTACHMENTS

1. Verdin Marking Ink marketing agreement
2. Cayucos Local Area September 17, 2015 meeting minutes
3. End of Contract results