

**AMENDMENT NO. 3 TO THE  
AGREEMENT FOR SERVICES**

San Luis Obispo County (hereinafter "County"), and TJA Advertising and Public Relations (hereinafter "Marketing Agency" or "TJA") hereby amend the Agreement for Services, dated August 6, 2013 ("Agreement"), as follows:

**RECITALS**

**WHEREAS**, on August 6, 2013, the County of San Luis Obispo Board of Supervisors entered into the Agreement wherein Marketing Agency agreed to perform specialized marketing services for Avila Beach Local Area of the San Luis Obispo Business Improvement District ("CBID"); and

**WHEREAS**, on April 16, 2014, the Avila Beach Local Area Advisory Board recommended that the Agreement with Marketing Agency be extended an additional twelve (12) months to April 30, 2015 to provide advertising and public relations services; and

**WHEREAS**, on April 30, 2014, the San Luis Obispo County Business Improvement District (CBID) approved a recommendation that the Avila Beach local area funds be used for this purpose; and

**WHEREAS**, on July 8, 2014, the Board of Supervisors approved Amendment No. 1 to the Agreement for Services with TJA Advertising and Public Relations; and

**WHEREAS**, July 7, 2015, the Board of Supervisors approved Amendment No. 2 to the Agreement for Services with TJA Advertising and Public Relations; and

**WHEREAS**, Marketing Agency has satisfactorily performed said services pursuant to the Agreement; and

**WHEREAS**, on April 13, 2016, the Avila Beach Advisory Board recommended that the Agreement with Marketing Agency be extended an additional twelve months; and

**WHEREAS**, on April 22, 2016, the (CBID) approved a recommendation that the Avila Beach local area funds be used for this purpose

**NOW THEREFORE**, in consideration of the mutual covenants contained herein, the parties agree to amend the Agreement as follows:

A. **Section 1.1 TJA Advertising and Public Relations Specified Services:**

Exhibit A referred to in Section 1.1 is hereby deleted in its entirety and replaced by new Exhibit A, attached hereto. All other provisions of this Section 1.1 shall remain unchanged.

B. **Section 2 Payment is hereby amended as follows:**

The second sentence is hereby deleted in its entirety and replaced with the following: "Total cost of services outlined in the Exhibit A shall not exceed One Hundred Sixty Nine Thousand

and Six Hundred Dollars (\$169,600)." All other provisions of this Section 2 shall remain unchanged.

C. Section 3 Term of Agreement is hereby amended as follows:

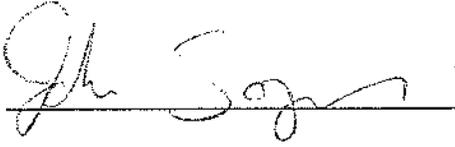
The term of the Agreement is extended to April 30, 2017. All other provisions of this Section 3 shall remain unchanged.

D. All provisions of the Agreement not affected by this Amendment No. 3 shall remain unchanged and in full force and effect.

**IN WITNESS WHEREOF**, the parties hereto have executed this Amendment No. 3 to the Agreement as set forth below.

TJA ADVERTISING AND PUBLIC RELATIONS

COUNTY OF SAN LUIS OBISPO

By: 

By: \_\_\_\_\_

Title: OWNER TJA

AUTHORIZED BY BOARD ACTION

Dated: 5/15/2016

\_\_\_\_\_, 2016

ATTEST

By: \_\_\_\_\_  
Clerk of the Board of Supervisors

DATED: \_\_\_\_\_

APPROVED AS TO FORM AND LEGAL EFFECT:

RITA L. NEAL  
County Counsel

By:   
Chief Deputy County Counsel

DATED: 5/20/16

**TJA**  
**ADVERTISING**  
**& PUBLIC RELATIONS**

**Marketing and Media Plan for 2016-2017**

Prepared By:  
TJA Advertising and Public Relations  
3.2.16

## Introduction and Goals

The marketing effort within this plan involves a turnkey, multi-layered approach that will differentiate Avila Beach, build a sustainable brand message, and drive increased responses to the tourism website VisitAvilaBeach.com managed by TJA Advertising & Public Relations. The effort will increase overnight stays within Avila Beach and build an effective collaboration throughout the local and regional constituency of hospitality operators, area attractions, retailers and tourism partners. The brand marketing, website management and social media efforts will capture the imagination of visitors, stimulate incremental visitation, and add value to the economic and environmental well being of Avila Beach.

The strategic marketing plan, will be executed by TJA Advertising and the Avila Beach Tourism Alliance for a full year starting in May 2016 running through May 2017 and includes result-oriented marketing communications that will position Avila Beach as an enriching and relaxing retreat for visitors to learn, play, explore, stay, and return.

### **Unified Goals**

- Build and manage an effective and efficient local marketing process
- Position the destination as a distinctive coastal and valley retreat
- Increase awareness and usage of all local attractions and activities
- Generate incremental overnight stays, particularly during the off-season and mid-week
- Maximize effectiveness of all fulfillment tools (website, social media, collateral, public relations)
- Maximize effectiveness and collaboration of local strategic marketing partners

A solid Avila Beach brand is only as good as the media plan, public relations, market research, and social media program. The same philosophy holds true for the brand toolkit, most importantly an effective online/mobile presence and reliable website. If these fulfillment channels are not managed properly or supported by consistent marketing communications, they will not effectively convert awareness efforts into incremental lodging revenues.

## Target Markets

For capturing incremental overnight stays, the primary geographic target markets of people who can be directly engaged to stay in Avila Beach are primarily within a 3 to 5 hour drive-time radius, including Central Valley, Northern California and Southern California.

TJA will prioritize marketing resources to engaging the audiences most inclined to visiting and staying in Avila Beach.

- Travelers originating within core drive markets – Central Valley, Los Angeles, Orange County, San Diego, Santa Barbara, Ventura, Monterey, Carmel, Salinas and Bay Area.
- International travelers & groups originating from Northern and Southern California.
- 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 mid week in the summer and shoulder season.
- Upscale wine, food and event attendees - visiting the county for multiple nights
- Leisure traveler groups profiled for specific interests – fraternal, active, coastal activities, eco-tours, cultural, educational, environmental travel experiences, including interpretive programs and stewardship activities
- Associations, meeting and event planners serving small and mid-size groups.

### **Marketing Approach**

Destination branding will creatively showcase the unique assets to all audiences. To do so, the following programs and activities will be implemented:

- Enhance the visibility and functionality of VisitAvilaBeach.com to connect more visitors to the Avila Beach message, assets, nearby attractions and lodging promotions. Optimization for searching lodging deals, wine tours, beaches, agritourism, weddings, outdoor adventures, family fun, activities and more. Integrate the social media effort with frequent, enriching custom content and offerings that will shape the decision making of visitors.
- Leveraging our relationships with the San Luis Obispo County Visitor's and Conference Bureau, the SLO CBID, and other local organizations to increase the reach, impact and results of an integrated tourism marketing outreach.
- Use a third-party endorsement of public relations to actively market the region's beauty and pastoral settings, plus the abundance of events and outdoor activities in Avila Beach and Avila Valley.
- Embrace our rich aqua-cultural and wine region. Tour packages that start and end at the lodging entities may be available for the constituency to promote on VisitAvilaBeach.com and social media.
- Market local events as one component to attract regional and national travelers. The Agency will present event opportunities with contests and promotions that showcase the assets and increase mid-week and off-season demand.

### **Interactive Strategy & Toolkit**

TJA Advertising has completed a full redesign of the VisitAvilaBeach.com website. The current website is performing very well compared to other destination sites.

The first priority is to maintain a high quality visitor website to be used as the central fulfillment tool for all marketing, social media and PR efforts for the hospitality constituency. We have established VisitAvilaBeach.com as the official destination site to fully support the constituent lodging needs.

**Work to be performed after implementation (on-going)**

1. Work with hospitality constituency to share content and linkages.
2. Add lodging listings as separate pages for SEO purposes.
3. Add lodging out-bound link tracking for referral reports.
4. Implement Google AdWords monitoring spending and producing click reports.
5. Develop useful, complete and compelling content to engage visitors.
6. Track outbound lodging links to determine return on investment (ROI).
7. Recognize mobile users and address their interactive needs.
8. Completely manage and maintain the website on a daily basis. All tourism related events will be updated and posted; all activities, lodging properties, wine tours and tastings, culinary and other information must be kept current and complete at all times.
9. Linkage arrangements and shared footers will be set up with key area attractions and will help mutual search rankings and visibility.

**Public Relations**

Avila Beach offers tremendous appeal for the media covering family travel, wine travel, weddings, seasonal lifestyle, social, military, religious, fraternal group travel, agritourism, sports, pet-friendly, coastal and outdoor adventures as well as art, and historical and cultural activities. By securing feature coverage from regional, short lead print and online publications, broadcast media and influential travel blogs, Avila Beach will generate cost effective awareness while building image through the credibility of third-party endorsements.

Manage all contacts with journalists and editors and their reporting structure

- Respond to all media inquires, target lists
- Create journalist itineraries and manage hosting accommodations
- Record and track media coverage in a comprehensive database

**Social Media**

Thanks to an expanding online travel space, mobile marketing, social marketing, and corporate channels, travelers have more options for researching, planning and booking travel than ever before. They're consuming vast quantities of photography and video as they shop for travel on multiple devices. Ninety-two percent of travelers trust opinions of people they know more than advertising – making social media more important in the

marketing mix. These trends require Avila Beach and the constituency to engage visitors in ways they value.

The social media efforts will use frequent, branded content throughout the most effective channels in order to:

- Enhance relationships with Avila's fan base
- Garner valuable feedback about the interests of guests
- Build enthusiasm for the unique attributes of the area
- Reinforce PR and marketing campaigns
- Promote Events
- Support Lodging Promotions
- Increase natural SEO for VisitAvilaBeach.com
- Social Channels:
  - *Twitter*
  - *Facebook*
  - *TripAdvisor*
  - *Pinterest*
  - *Local Blog with integration into website*
  - *YouTube*
  - *Flickr*
- Research and update key conversations and participants in the social web.
- Identify keywords in SEO campaign for social media optimization in press use, blog tagging, and news announcement optimization.
- Monitor social media dialogue blogs and related sites for content
- Invite visitors to post their videos and photos sharing their experiences. Search social media channels for positive contributions that can be shared across our partners
- Link, Follow, Like: for potential visitors, and representatives of tourism groups
- Use of software to "translate" blog posts into e-Newsletter updates for partners and fans
- Ongoing video promotion: showcase series of visitors featuring activities and events to promote lodging, dining, shopping, galleries, and businesses
- Continuous wall postings and updates on events pages with event details and links
- Engage Facebook visitors with questions, comments and suggestions
- Semi-annual Facebook contests to encourage fan interaction
- Social media icons are added to all City print ads, brochures, newsletters, and emails
- Monitor audience activity and conversations
- Analyze Social Media Insights as a resource to improve fan interaction, engagements, and fan base.

**Marketing, Website Updating, Public Relations and Social Media Agency Retainer-account service, public relations and social media**

TJA will fully administer all aspects of tourism marketing and public relations tactics for Avila Beach

- TJA will completely manage and maintain the VisitAvilaBeach.com website on a daily basis. All events will be updated and posted; all activities, lodging properties, dining and other information will be kept current and complete at all times.
- The agency will also prepare a monthly Google Analytics report that tracks visits to the site, top referring sites, area demographics, referrals to the lodging page and more.
- TJA will handle and administrate all social media activities for the Avila Beach destination and will post statuses weekly including creating events and managing polls and contests on the Visit Avila Beach Facebook, which TJA developed at no charge for Avila. Our goal is to grow the Visit Avila Beach Facebook in a similar fashion, as we have with Visit Pismo Beach, which now has almost 165,000 fans. Our postings will encompass the entire Avila Beach destination, with emphasis on lodging, but also covering events, dining, activities, wine tasting, golf and more.
- TJA will attend all monthly ABTA marketing meetings, all sub committee meetings which include website subcommittee, public relations subcommittee, and event subcommittee. TJA will attend all appropriate County meetings and be present to offer promotional support if needed for events taking place in Avila Beach.
- TJA will work directly with all of the lodging properties in Avila Beach to develop overnight packages for the shoulder season to bring in more overnight stays to the area. TJA will work with our local wine industry (San Luis Obispo Wine Country and Avila wineries & tasting rooms) and attend meetings to continue the branding efforts and the staging of events in Avila Beach as it relates to the wine and food industry.
- TJA will be the contact to assist travel writers who are coming to Avila to write an article. We will help coordinate their stay and assure that they have all the information needed to produce a positive story. We will also discern and qualify the media requesting comp or media rates to assure they have a worthy audience for Avila Beach.
- TJA will be active in promoting and performing media outreach for the promotion of events such as the seasonal Avila Beach Farmers Market, Catch of the Central Coast, Harvest on the Coast, Central Coast Wine Classic, concerts, golfing events, and more.
- TJA publishes the Avila and Pismo Beach Community News. We continue to produce articles about the community and are currently expanding and developing a high quality Lifestyle Section for Food and Wine & Travel that will be of interest to both locals and tourists. This newspaper is circulated throughout

- establishments in Avila Beach, Shell Beach and Pismo Beach. It's also online, which will help increase the out of the area market for advertisers and those featured in the various articles.
- TJA will work with the Administrator with tourism fulfillments for the ABTA, which includes answering email questions coming from VisitAvilaBeach.com. TJA will also notify appropriate businesses as it relates to requests for lodging information, dining, weddings, etc.
  - TJA will fully administer all aspects of work for the ABTA.

Cost: \$1800 per month total for May 2016-2017 = \$21,600 up from \$1,500/mo

### Promotions and events

Well-planned events can help increase business and room occupancy for the city. While the city already has a strong list of quality events, the agency and partners will help promote events and consult on the creation of events showing the potential to draw out of market visitation.

Here are some specific strategies, as it relates to events, we would employ.

- Directly support events, which will result in more overnight stays and out of market media coverage.
- Rather than simply supplying a dollar donation to an event, we believe 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 Avila Beach Tourism Alliance and make sure it gets strong return on investment.

**Cost for 2016-2017 event development, marketing and coordination \$20,000**

To stretch Avila Beach's advertising media budget, placements will focus on key tourism organization's guides and websites. In addition, targeted media co-op opportunities with San Luis Obispo County VCB, SLO CBID and other partners will offer increased exposure at reduced costs. And, to react quickly to the most opportunistic media price offerings, an advertising contingency fund should be established for the Agency.

### **Print Guide Placements**

- San Luis Obispo Visitor and Conference Annual Guide full page
- Touring and Tasting

**Total \$15,000**

**Co-op placements:** San Luis Obispo County VCB as well as opportunities with Visit California. Also co-op with the Coastal Discovery Route, 805 Living, Diablo and others  
**Total \$35,000**

**Branding and Marketing Outdoor Enthusiasts:** Avila Beach as a bike, swim, and run friendly destinations to those outdoor enthusiast, this would include, logo development, marketing, public relations, and targeted blogs  
**Total \$15,000**

### Internet Advertising

We recommend advertising on targeted travel websites using pay per click, geographical and behavioral targeting through Google, Facebook and YouTube. To maximize effectiveness of online advertising, we will create compelling online offers and calls to action.

#### **YouTube Advertisements:**

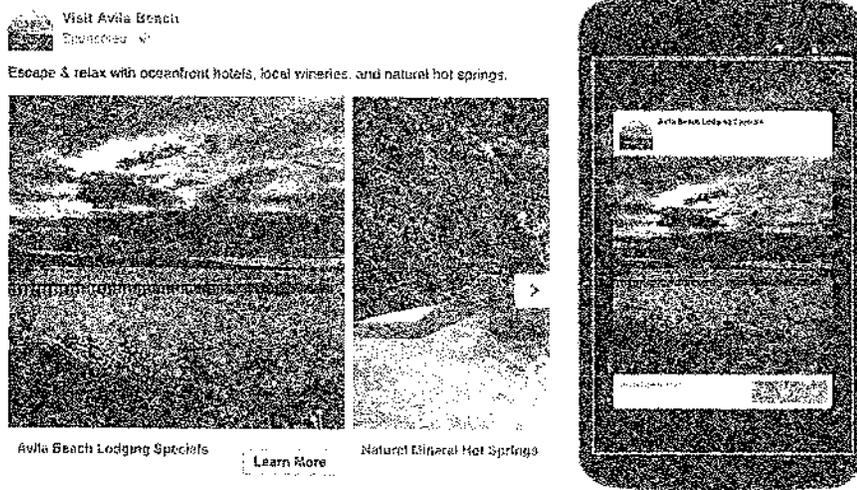
- Type of Advertisement: Promoted Video Ads. YouTube promoted video ads can show up on search, browse, watch, or homepages and are served via Google AdWords. All Promoted Video campaigns are based through a cost-per-click (CPC) model, which we will set up a daily budget for.
- A defined set of keywords will be used to place our videos on relevant content across search, browse, and watch pages based on specific and defined keywords.
- Videos will include a “call-to-action overlay” on the campaign which will link to VisitAvilaBeach.com. The overlay appears at the 10-second mark and remains for 15 seconds. Example of an overlay: “Book your stay in Avila Beach today at VisitAvilaBeach.com!”

#### **Facebook Advertisements:**

- More than 1.4 billion people use Facebook to connect with what matters to them, and more than 900 million visit every day. When we run a Facebook Ad, we are able to choose the audiences that by location, age, interests and more. With Facebook Ads, we are in control of the type of people we want to reach and deliver Avila Beach ads to. This makes our ads more relevant for the people who see them and brings you real results.
- As we manage social media activity and experiment with different strategies and promotions, we’ll be able to see which tactics work. For example, what types of posts are generating the most engagement? Or which Facebook campaign has the most buzz? Analytics and metrics are core to developing an understanding of which activities and advertisements are driving your business forward best.
- Examples of types of ads:
  - Instagram advertising (which is placed through Facebook)
  - Avila Beach area events – placing ads and promoted posts for our main events that we sponsor such as the Harvest on the Coast, SLO GanFondo,

etc.

- Promoted posts to generate buzz and build page engagement
- Lodging links/URLs to promote overnight stays
- Video Ads on Facebook (repurposing YouTube videos for these placements)
- Promotion of the Avila Beach Travel Blog to further build traffic and SEO



**Cost breakdown (running in the shoulder season only not running (July, August and September))**

**Facebook: nine months @\$2000 per month totally \$18,000**

**YouTube: nine months @\$2000 per month totally \$18,000**

Summary of contract costs with TJA

Agency monthly marketing retainer	\$21,600
Branding to the sports enthusiast	\$15,000
Event development and funding	\$20,000
Print advertising	\$15,000
Co-op Placements	\$35,000
Facebook	\$18,000
YouTube Advertising	\$18,000
Artwork and Design	\$2000
Contingency budget for 2016-2017	\$25,000
<b>Grand Total</b>	<b>\$169,600</b>

What will be unspent is  
the current budget ~ \$80,000  
2015/ budget \$150,000  
2016