

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

(1) DEPARTMENT Administrative Office		(2) MEETING DATE 2/7/2012		(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request to approve an agreement, in the amount of \$365,854, with the San Luis Obispo County Visitors and Conference Bureau (VCB) to provide various tourism promotion activities, including the promotion of County's Parks, Golf Courses, and Airports, and to carry out the Uniquely SLO Cluster of the Economic Strategy.					
(5) RECOMMENDED ACTION It is recommended that the Board approve the agreement with the San Luis Obispo County Visitors and Conference Bureau for grant funds in the amount of \$365,854 from Fund Center 106 - Contributions to Other Agencies.					
(6) FUNDING SOURCE(S) FC 106 - Contributions to Other Agencies		(7) CURRENT YEAR FINANCIAL IMPACT \$365,854.00		(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 checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			(12) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A		
(13) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A			(14) W-9 <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		
(15) LOCATION MAP N/A		(16) BUSINESS IMPACT STATEMENT? No		(17) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(18) ADMINISTRATIVE OFFICE REVIEW					
(19) SUPERVISOR DISTRICT(S) All Districts					

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 2/7/2012

SUBJECT: Request to approve an agreement, in the amount of \$365,854, with the San Luis Obispo County Visitors and Conference Bureau (VCB) to provide various tourism promotion activities, including the promotion of County's Parks, Golf Courses, and Airports, and to carry out the Uniquely SLO Cluster of the Economic Strategy.

## **RECOMMENDATION**

It is recommended that the Board approve the agreement with the San Luis Obispo County Visitors and Conference Bureau for grant funds in the amount of \$365,854 from Fund Center 106 - Contributions to Other Agencies.

## **DISCUSSION**

During the 2011-12 Budget Hearings, your Board approved grant funding for a variety of organizations in Fund Center 106 – Contribution to Other Agencies. The San Luis Obispo County Visitors and Conference Bureau were approved for grant funding in the total amount of \$365,854. The majority of the funding, \$275,854 is designated for the tourism promotion activities carried out by the VCB on an annual basis.

A portion of the funds, \$40,000, are to be used for the specific promotion of the County's Parks, Airports and Golf Courses. Staff from Parks met with VCB staff to develop a promotional strategy which included Parks and Golf Course participation at Savor the Central Coast and advertising in the VCB's 2012 Visitors Guide. A portion of these funds will be used by the VCB to develop and implement marketing campaign to get non-stop flight service to Denver for the Airports.

The VCB has been designated as the lead agency to create and implement the Uniquely SLO Cluster of the Economic Strategy. A total of \$50,000 of this grant is set aside for this purpose. The Uniquely SLO Cluster sets out specific priority outcomes that the VCB's performance will be measured by.

## **OTHER AGENCY INVOLVEMENT/IMPACT**

Various non-profit organizations are included in the list of grant recipients that were approved by the Board in June 2011. County Counsel has reviewed and signed the agreement. Staffs from the VCB and the County were involved in the development of the promotional activities for Parks/Golf Courses and Airports. The Economic Strategy, of which the Uniquely SLO cluster is a part of, was developed through the work of various agencies which not only included staff from the VCB but the Board of Supervisors and the Economic Vitality Corporation among others.

## **FINANCIAL CONSIDERATIONS**

During the budget process, your Board approved a total of \$1.9 million in grant funding for the Fund Center's various grant programs (district community projects, community based organizations, preventive health and other agencies grants). The agreement before the Board is for \$365,854.

## **RESULTS**

This grant will enable the VCB to carry out its core function of promoting the County which will increase tourism and subsequently, increase revenue for the County. The scopes of work for the activities noted above are included as Attachment #2 - Exhibit A/Scope of Work with the exception of the marketing activities for Parks and Golf Courses.

Staff from Parks met with VCB staff to develop a promotional strategy which included Parks and Golf Course participation at Savor the Central Coast and advertising in the VCB's 2012 Visitors Guide. Results for these programs will not be known for another 8-12 months as Parks surveys users as to how they heard about the programs. In the meantime, participation in Savor's main event on Saturday and Sunday enabled Parks to add 500 new email addresses for their monthly e-mail newsletter as well as introducing their programs to the approximate 8,800 attendees (with 49.3% being from out of the County). Parks and Golf Courses will also be placing an ad in the VCB's 2012 Visitor Guide. In FY 2010-11, 40,000 guides were distributed plus an additional 3,916 were downloaded electronically. The intent is to make more people aware of the Parks and Golf Course programs with the goal of increasing the use of these facilities which in turn produces increased revenue.

As noted earlier, the VCB has been designated as the lead agency to create and implement the Uniquely SLO Cluster of the Economic Development Strategy. The Economic Strategy contains an action plan for this cluster that sets out a list of priority outcomes the VCB will be targeting as they implement the plan. An update of the Economic Strategy was presented to the Board on June 7, 2011 and can be accessed at the following link:

[http://slocounty.granicus.com/MetaViewer.php?view\\_id=2&clip\\_id=1107&meta\\_id=217104](http://slocounty.granicus.com/MetaViewer.php?view_id=2&clip_id=1107&meta_id=217104).

The results for funding granted to the VCB in FY 2010-11 are detailed in Attachment #3. Additional results were reported to the Board of Supervisors in the presentation (item #13) the VCB made on November 22, 2011. The staff report can be assessed at the following link:

[http://slocounty.granicus.com/MetaViewer.php?view\\_id=2&clip\\_id=1193&meta\\_id=233665](http://slocounty.granicus.com/MetaViewer.php?view_id=2&clip_id=1193&meta_id=233665).

## **ATTACHMENTS**

1. SLO VCB grant agreement FY 2011-12
2. Exhibit A Scope of Work
3. FY 2010-11 year end results