San Luis Obispo Tourism Business Improvement District  
Committee Recommendation Staff Report  

October 8, 2020

<table>
<thead>
<tr>
<th>TO:</th>
<th>TBID Board</th>
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<tbody>
<tr>
<td>FROM:</td>
<td>Molly Cano, Tourism Manager via TBID Marketing Committee</td>
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<tr>
<td>PREPARED BY:</td>
<td>Chantal Burns, Tourism Coordinator</td>
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<td>SUBJECT:</td>
<td>Co-op Program Commitments: Spartan Race &amp; CCTC Digital Marketing</td>
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RECOMMENDATION

As recommended by the TBID Marketing Committee (attachment A), approve the TBID’s participation in the following two cooperative marketing (co-op) opportunities:

- Visit SLO CAL’s 2021 Spartan Race marketing co-op for $5,000; and
- CCTC’s 2020-21 CCTC Digital Marketing co-op for $1,500.

DISCUSSION

Background

In the June 10, 2020 TBID Board Meeting, the San Luis Obispo TBID Board approved the 2020-21 program budget. This action was forwarded as a recommendation to City Council which was subsequently approved for final approval at the July 7, 2020 City Council meeting. The approved 2020-21 budget included a line items of $30,000 for co-op program funding.

The TBID has seen great benefit from participating in co-op programs to increase marketing reach while using less dollars to do so. In addition to expanding overall reach, it helps the TBID align their messaging with other organization like Visit SLO CAL and the Central Coast Tourism Council (CCTC) who have the same goal of increased visitation and awareness to the destination to make a bigger impact. Due to the severe impacts of COVID-19, the TBID has experienced an overall decrease in lodging occupancy leading to a significant drop in projected revenues. To fulfill the need for additional marketing while on a decreased budget, the TBID Marketing Committee sees co-op opportunities as an essential program.

Marketing Committee Action – Spartan Race

At the October 7, 2020 Marketing Committee meeting, staff reviewed the Visit SLO CAL co-op for the Spartan Race program (attachment B). In the previous fiscal year Visit SLO CAL had secured the Spartan Race event in the county though a $50,000 investment in marketing partnership for the race. Due to COVID-19, the 2020 Spartan Race was cancelled but has been rescheduled to take place April 9-10, 2021. Visit SLO CAL’s commitment of $50,000 still remains in place for the 2021 race, however the race organizers have extended the option to promote the race from a regular season event to a US National series event for an increased cost of $25,000 – or a total of $75,000 full national sponsorship level. This co-op program is for five SLO CAL destination partners at $5,000 each to achieve the increased cost for the National Series position.
If promoted to a National Series event, the “Spartan Race SLO” as it is named, will be the second race in a US National Series (the first event is in February in Jacksonville, FL). California is the largest Spartan Race market and anticipates approximately 8,000-10,000 spectators & participants. The physical race will take place at Santa Margarita Ranch leaving participants with a need for lodging and positioned closest to the City of San Luis Obispo.

Once committed, all marketing for the national event will commence in December 2020. Beyond the national marketing placements and exposure for the promotion of the “Spartan Race SLO” with Visit SLO CAL, as a co-op destination partner the SLO TBID will receive dedicated promotion such as custom travel guide, birds eye view map marking each participating destination, social posts, pre-race communications, race day activations.

The $75,000 will be paid by Visit SLO CAL following the race and will only be due if the race happens. If the 2021 Spartan Race is cancelled due to COVID-19, then the Visit SLO CAL and the participating co-op partners will not be held responsible to pay.

The marketing committee in particular finds great benefit in this co-op because of its low financial risk and high promotional benefit. Marketing Committee members made a unanimous vote to participate in the Spartan Race co-op through Visit SLO CAL at the $5,000 investment level.

**Marketing Committee Action – CCTC Digital Marketing Package**

In addition, the Marketing Committee reviewed a new Digital Marketing Package co-op with CCTC (attachment C). The package is designed to drive business to member destinations, attractions, and businesses through four main components. These components include:

- two dedicated blogs on the CCTC website
- four social posts on CCTC’s Facebook and Instagram
- one dedicated email to the CCTC consumer database
- one header image on the CCTC website homepage for 30 days

The cost to participate in this package is $1,500 which fits well within the current co-op line item of the 2020-21 budget and has great benefit for the TBID. The Marketing Committee finds this package valuable especially during a time when a primary marketing focus is on road trips and leveraging the City of San Luis Obispo’s safety and outdoor activities. The Marketing Committee made a unanimous vote to participate in the new CCTC Digital Marketing Package co-op for $1,500.

**FISCAL IMPACT**

The TBID has allocated $30,000 of the 2020-2021 budget for co-op program funding. The total commitment to participate in the Spartan Race co-op through Visit SLO CAL ($5,000) and CCTC’s Digital Marketing Program ($1,500) is $6,500. Due to previous co-op commitments there is $24,000 currently available in the co-op program budget allocation. Following the commitment of $6,500 to these programs, remaining co-op program funding line item within the 2020-2021 budget to $17,500 for future co-op commitments.

**ATTACHMENTS**
1. Marketing Committee Minutes October 7, 2020
2. Spartan Race Information
3. CCTC Digital Marketing Package
Tourism Business Improvement District
Marketing Committee
Meeting Minutes
Wednesday, October 7, 2020 at 10:30 a.m.
Teleconference via GoToWebinar

BOARD MEMBERS PRESENT: Clint Pearce, LeBren Harris and Natalie Ward

BOARD MEMBERS ABSENT: none

STAFF PRESENT: Molly Cano, Tourism Manager and Chantal Burns, Tourism Coordinator

Call to order time: 10:37 a.m.

BUSINESS ITEMS

1. 2020-21 TBID Marketing Plan
Representatives from Noble Studios presented the 2020-21 Draft Marketing Plan for committee member review and feedback. Committee members will further review the plan and provide feedback for Noble prior to presenting the plan at the October board meeting. Additionally, Noble Studios presented the paid media budget for Q2 of 2020-21 with a proposed budget of up to $60k and three primary channels to focus on for October – December 2020. Finally, Noble Studios provided a preview of the #SLOready campaign ads. Committee members provided feedback for consideration.

ACTION: MOTION BY COMMITTEE MEMBER HARRIS, SECONDED BY COMMITTEE MEMBER WARD, CARRIED 3-0, to approve the draft 2020-21 Marketing Plan incorporating edits and feedback from the committee the Marketing Committee for recommendation to the TBID Board.

ACTION: MOTION BY COMMITTEE MEMBER PEARCE, SECONDED BY COMMITTEE MEMBER WARD, CARRIED 3-0, to approve the 2020-21 Q2 paid media budget of up to $60k spend with the recommended channels from the agency, as well as the presented ads incorporating committee feedback and edits.

2. Co-Op Consideration
Tourism Manager Cano presented two co-op opportunities for committee members to review and discuss. The first is the 2021 Spartan Race co-op with Visit SLO CAL for $5,000 participation. If the race does not happen due to COVID-19 then no dollars will be spent, but the DMO will still benefit from the marketing placed. The second co-op presented and discussed is the CCTC digital marketing package co-op for $1,500. Committee members provided feedback and agreed that both would be beneficial for the TBID. Both opportunities would be paid from the TBID’s co-op line item within the 2020-21 budget.

ACTION: MOTION BY COMMITTEE MEMBER WARD, SECONDED BY COMMITTEE MEMBER HARRIS, CARRIED 3-0, to approve the TBID’s participation in the 2021 Spartan Race co-op with Visit SLO CAL at a partner price of $5,000.

ACTION: MOTION BY COMMITTEE MEMBER PEARCE, SECONDED BY COMMITTEE MEMBER WARD, CARRIED 3-0, to approve the TBID’s participation in CCTC’S digital marketing co-op at a package price of $1,500.

3. New Business Items
   a. Committee Discussion - none
   b. Future Agenda Items- none
   c. Next Regular Meeting Date: Wednesday, November 4, 2020 at 10:30 a.m.

Meeting was adjourned at 12:22 p.m.
SLO CAL 2021 US National Series
Spartan will target our audience through storytelling and sample itinerary.

San Luis Obispo will be given the opportunity to showcase all their destination has to offer in three dedicated social posts.
Email marketing is an organic method to inspire our current database (2 million) to commit to various races in the U.S. Destination appeal is a key component of our marketing strategy.

Spartan will distribute:

- **two (2)** destination marketing focused emails to regional database
- **two (2)** email to racers registered for the event
Spartan will produce a unique travel guide, which will offer each destination the opportunity to provide 2 pages of content to share with all attendees.
LOGO PLACEMENT & EXHIBITOR SPACE

San Luis Obispo have their logo placed on:
- Event page
- Race day program
- Pre & post race emails
- Up to 8 barrier jackets (destination to provide)
- Step & repeat award backdrop

San Luis Obispo will have the opportunity to meet participants and spectators during the event at their **dedicated 10 x 10 space** in the festival.
# US NATIONAL SERIES VS REGULAR SEASON

## US NATIONAL SERIES

### Digital Exposure
- 4.5M Media Impressions
- 2.1M Digital Advertising Impressions
- 5M Social Media Reach
- 80,000 SM Engagements
- 315,000 Event Page Views

### Logo Placement
- Award Backdrop
- Medal & Lanyard
- Event T-shirt
- Barrier Jackets
- Feather Blades
- Website
- Digital Ads
- Race Day Program

### Travel & Attendance
- 17% avg increase in registration
- 24% avg increase in travel over 300 miles

### MEDIA
- Full media team onsite 4 videographers & 2 Social Media Directors
- Full event coverage and recap edited for distribution

## Regular Season Event

### Digital Exposure
- 1.5M Media Impressions
- 1.3M Digital Advertising Impressions
- 2.5M Social Media Reach
- 40,000 SM Engagements
- 200,000 Event Page Views

### Logo Placement
- Award Backdrop
- Website
- Digital Ads
- Race Day Program

### Travel & Attendance
- 17% less than USNS registration
- 24% less than USNS racers traveling over 300 miles

### MEDIA
- 1 Social Media Director
DESTINATION MARKETING OPPORTUNITIES

SOCIAL MEDIA

Spartan will offer dedicated social posts highlighting each region to include lodging, activities, and adventures.

Logo Placement
Each destination/region will have their logo placed on
- Event page
- Race day program
- Pre race emails

Travel & Attendance
Spartan will produce a unique travel guide, which will offer each destination the opportunity to provide photos, links and 2 pages of content to share with all attendees. Example can be found here.

Onsite
Each location will be given the opportunity to exhibit during the event weekend
US NATIONAL SERIES BRANDING EXAMPLES

Event Coverage 2019 Big Bear USNS Race Video Link
CCTC is launching a NEW digital marketing program - designed to drive business to our member-destinations, attractions, and businesses.

**COST: $1,500**

This new package is comprised of four components:

<table>
<thead>
<tr>
<th>2 Dedicated Blogs</th>
<th>4 Social Posts</th>
<th>1 Dedicated Email</th>
<th>1 Header Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your blogs appear on CCTC website</td>
<td>Your posts appear on CCTC’s Facebook and Instagram</td>
<td>Your email is sent to addresses from CCTC’s Consumer database</td>
<td>Your image and identifier will appear on CCTC Homepage for 30 days</td>
</tr>
<tr>
<td>Submit two blogs by June 30, 2021</td>
<td>Submit four social posts by June 30, 2021</td>
<td></td>
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</tbody>
</table>

Note: Content and Images must be appropriate and adhere to CCTC branding.

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**ONLY 12 SPOTS AVAILABLE**

**QUESTIONS? Contact:** Christine Thomas  
310.963.5414  admin@centralcoast-tourism.com

**RESERVE YOUR SPACE BY OCTOBER 30, 2020**

See Agreement, next page.
DIGITAL MARKETING PACKAGE AGREEMENT

2 Dedicated Blogs
Provide 2 BLOGS before June 30, 2021:
- 500 words maximum
- 1 high-resolution image
- URL links
If you prefer two specific posting dates, please specify*.
BLOG 1 Post Date: ______________  BLOG 2 Post Date: ______________
Otherwise, allow 5-10 working days for Blog to appear on CCTC’s website

4 Social Posts
Provide 4 SOCIAL POSTS before June 30, 2021:
- 50 words maximum
- 1 high-resolution image
- URL links
If you prefer four specific posting dates, please specify*.
POST 1 Date: ______________  POST 2 Date: ______________  POST 3 Date: ______________  POST 4 Date: ______________
Otherwise, allow 5-10 working days for Social Posts to appear on CCTC’s Facebook & Instagram

1 Dedicated Email
Provide EMAIL content before June 30, 2021:
- 500 words maximum
- 3-5 high-resolution images
- URL links
Your Email content will be formatted by CCTC, following your approval.
If you prefer a specific email month, please specify*.
EMAIL Month: ______________
Otherwise, CCTC will send Email to Consumer database, at its discretion

1 Header Image
Provide the following IMAGE:
- 1 high-resolution horizontal image (1170 x 585 pixels)
- Identifier (location or identifying name)
- URL link
If you prefer a specific 30-day time frame, please specify*.
IMAGE 30-DAY Time Frame: ______________
Otherwise, CCTC will post your image on its website home page for a 30-day time frame at its discretion

Questions? Contact Christine Thomas, Admin@CentralCoast-Tourism.com

COST: $1,500
Non-refundable fee is payable upon execution of this Agreement

Agreements are processed on a first-come basis. *CCTC does not guarantee your specific post dates, although every attempt will be made to accommodate your request.

Content and Images must be appropriate and adhere to Central Coast branding.