



AGENDA

TOURISM ADVISORY COMMITTEE

3:30 PM THURSDAY, APRIL 6, 2023 –REGULAR MEETING

VIRTUAL & IN COUNCIL CHAMBER, 1644 OAK STREET, SOLVANG, CA 93463

Committee Members:

Vashti Wilson – Chair
Alexander Grenier – Vice Chair
Tracy Beard
John Jakubek
Kim Jensen
John Martino
Louise Smith

AGENDA AND SUPPORTING MATERIALS – Available for viewing 8:00a.m.-5:00p.m. at City Hall, 1644 Oak Street, Solvang, and on the City’s website <https://www.cityofsolvang.com/agendacenter>. Additional writings that are distributed to a majority of the Committee after the posting of the agenda will be made available at City Hall and on the City’s website.

AGENDA POSTING NOTIFICATION - Subscribe to receive email or text message notifications when agendas are posted online through “Notify Me” at: <https://www.cityofsolvang.com/List.aspx>

PUBLIC COMMENT - The public is encouraged to address the Committee in-person, virtually, or in-writing on agenda and non-agenda items. If provided in writing, comments must be submitted to the City Clerk at cityclerk@cityofsolvang.com by 3:00 p.m. on the Monday before the meeting to be considered. Your comment will be recorded and distributed appropriately. Comments on agenda items will be heard at the time each item is considered, including non-agenda items. In-person speakers will be invited to make public comments first. Virtual speakers will follow.

AMERICANS WITH DISABILITIES ACT - If, as a participant of this meeting, you need special assistance the City will attempt to accommodate you in every reasonable manner. Please contact the City Clerk at either (805) 688-5575 x206 or cityclerk@cityofsolvang.com. 72- hours’ notice is requested.

PARTICIPATING IN THE MEETING - Pursuant to California Assembly Bill 361, Committee meetings will be conducted by video/teleconferencing through Zoom. Meetings will also be broadcast live on Channel 23 and streamed on the City’s website, Vimeo, and YouTube.

- To join by Zoom, visit <https://zoom.us/j/3066529195>. If you wish to speak, please use the “raised hand” symbol.
- To join by phone, call **(888) 788-0099** and enter Meeting ID: **306 652 9195#**. The phone line will be open starting at 3 p.m.

3:30 PM – REGULAR MEETING

1. CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

2. CONSENT ITEMS

Items on Consent are typically routine and will be approved in one motion. The Chair will call on anyone wishing

to address the Committee on any Consent item on the agenda, which has not been pulled by the Committee for discussion. Each speaker will be permitted to speak only once and comments will be limited to a total of three minutes.

- a. Approve order of Agenda as presented.
- b. Approve Minutes of February 2, 2023, Regular Meeting.
- c. Approve Minutes of March 2, 2023, Regular Meeting
- d. Approve Minutes of the March 15, 2023, Special Meeting

3. PUBLIC COMMUNICATIONS – NON- AGENDA

This section is intended to provide members of the public with the opportunity to address the Committee on items not on the Agenda. This section is limited to 30 minutes. Each speaker will be afforded three minutes, and may speak only once. State law does not allow the Committee to discuss or take action on issues not on the agenda, except to briefly respond or to ask Staff to follow up on such items.

4. DISCUSSION ITEMS

- a. Discussion to receive a presentation from Zartico.
- b. Discussion to review marketing proposal from previous Marketing Request for Proposals
- c. Discussion to review additional Marketing/PR proposals
- d. Discussion on recommendation to the City Council on legal action regarding The Abbi Agency’s invoicing
- e. Discussion regarding the Marketing & Events Manager position

COMMITTEE MEMBER COMMENTS:

CITY STAFF COMMENTS:

ADJOURNMENT:

AFFIDAVIT OF POSTING

I, Annamarie Porter, City Clerk for the City of Solvang, California, DO HEREBY CERTIFY under penalty of perjury under the laws of the State of California, that the foregoing notice was posted at the City of Solvang City Hall bulletin board at 1644 Oak Street, Solvang, CA and on the City of Solvang website not less than 72 hours prior to the meeting, per Government Code 54954.2.

Dated this 3rd Day of April 2023



**MINUTES
TOURISM ADVISORY COMMITTEE
REGULAR MEETING**

February 2, 2023
Thursday
3:30 p.m

3:30 PM – REGULAR MEETING

1. CALL TO ORDER

The meeting was called to order at 3:30 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Committee Members: Tracy Beard, Alexander Grenier, John Jakubek, Kim Jensen, John Martino, Louise Smith, Vashti Wilson

Staff: Marketing Manager Cheryl Shallanberger, City Clerk Annamarie Porter

PLEDGE OF ALLEGIANCE

Staff Shallanberger led in the Pledge of Allegiance.

2. CONSENT ITEMS

- a. **Approve order of Agenda as presented**
- b. **Approve Minutes of December 1, 2022, Regular Meeting**

Motion by Committee Member Grenier, to approve the Consent Calendar, as presented, seconded by Committee Member Wilson, and carried, 7-0.

3. PUBLIC COMMUNICATIONS – NON-AGENDA - None

4. DISCUSSION ITEMS

- a. **Discussion to select Tourism Advisory Committee Chair and Vice Chair**

Staff Shallanberger reported the need to elect a Chair and Vice Chair for the TAC.

Committee Member Grenier nominated himself for Chair and listed his experience and qualifications.

Committee Member Jensen nominated himself for Chair.

Committee Member Beard nominated Member Wilson for Chair. Committee Member Wilson seconded the nomination and listed her experience and qualifications.

Committee Member Wilson nominated Member Grenier for Vice Chair.

Motion by Committee Member Beard, to approve elect Committee Member Wilson as Chair of the TAC, seconded by Committee Member Wilson, and carried, 5-2, with Committee Members Jensen and Martino, abstaining.

Motion by Committee Member Wilson, to approve elect Committee Member Grenier as Vice Chair of the TAC, seconded by Committee Member Smith and carried, 6-1, with Committee Member Beard, abstaining.

b. Discussion to receive The Abbi Agency's Report.

Connie Anderson, The Abbi Agency, narrated a PowerPoint presentation about the agency and with an overview of the services they provide.

Discussion followed regarding costs per click, comparisons with industry rates, goals and objectives, monitoring lodging data, opportunities to work with a partner such as a cellphone tracking data partner and get more sophistication in reporting, creation and launch of a landing page for the City's website. There was questions of the number of posts for restaurants and Restaurant Week, a missing linktree in the City's Instagram page and posting on Instagram about the new Solvang USA Facebook page. Discussion regarding all efforts to access the existing Solvang USA page have been executed and why the new Solvang USA facebook page was created and ensuring there will be no access issues with the new Facebook page.

Discussion continued regarding challenges in reporting related to the TAC meeting schedule and the importance of The Abbi Agency being ready with appropriate information during TAC meetings.

Public comments were invited on this item.

Esther Jacobsen Bates, Executive Director, Elverhøj Museum of History and Art, spoke about the Museum's contract with the City to provide historical content and information to support the City's roots, the City's tourism efforts and work with journalists and promoters; reported she works with the Danish Embassy in Washington D.C.; noted the importance of collaborating; expressed concern about the competitive nature of advertising (i.e., "We're only sweeter than Denmark"); spoke about continuing to see the uniqueness that is Solvang and using historical and cultural identities to bring visitors to the City; discussed being a safe, welcoming and modern City; asked the TAC to consider the approach when promoting the community and commented on Bakersfield and the Bay Area as target audiences. She spoke favorably regarding the goal of updating the website.

There were no other public comments on this item.

Discussion followed regarding The Abbi Agency's partnership with VSYV, working with them on the upcoming midweek promotion, collaboration with Visit California, being part of the Westways Co-Op and whether it is the best use of City money, emphasizing diversity and having compelling imagery as well as using stock photos.

Committee Member Beard offered access to the Chamber's professional photos.

c. Discussion to receive a 2022 Julefest Marketing and Public Relations Report.

Connie Anderson, The Abbi Agency, narrated a PowerPoint presentation with details of the 2022 Julefest Marketing and Public Relations Report.

Discussion followed regarding engagement and impressions and having the ability to correct incorrect information, quickly.

There were no public comments on this item.

d. Discussion to receive a report from Solvang Hygge Huset/Visitor Center operations.

Susan Lee, Solvang Hygge Huset/Visitor Center, introduced herself and provided a report on Visitor Center operations.

Chair Wilson suggested creating “Solvang bucks” for children/visitors to exchange for real dollars during the Julefest scavenger hunt.

Committee Member Martino spoke favorably about the Christmas Tree Lighting and the decorations on the gazebo.

There were no public comments on this item.

e. Discussion regarding Solvang USA website

Staff Shallenberger presented a report regarding the need for a new Solvang USA website; addressed budget requirements and asked the TAC to consider making a recommendation, as such, to City Council.

Discussion followed regarding the ability to go through an RFP process.

Public comments were invited on this item.

Brenda Ball spoke about her career in IT and her experience managing websites; discussed writing the previous RFP and the vendor selection process for a new Solvang USA website; noted the website has been unmanaged since 2019 but still benefits from the digital marketing efforts and felt the website is ready to be handled skillfully and updated.

There were no other public comments.

Motion by Chair Wilson, to recommend that City Council approve development of a new Solvang USA website, direct staff to proceed with an RFP and bring responses to the RFP to the TAC for review, seconded by Committee Member Jensen, and carried, 7-0.

COMMITTEE MEMBER COMMENTS

Motion by Chair Wilson, to direct staff to present a review of the budget in terms of evaluating The Abbi Agency and the possibility of bringing those services, in-house, at the next regularly-scheduled TAC meeting, seconded by Committee Member Jensen, and carried, 7-0.

Motion by Member Beard, to direct staff to present an audit of The Abbi Agency , in-house, at the next regularly-scheduled TAC meeting, seconded by Chair Wilson, and carried, 7-0.

Motion by Member Beard, to direct staff to provide TOT information, broken down from weekends to Sunday through Thursday at the next TAC meeting, seconded by Member Smith, and carried, 7-0.

Motion by Chair Wilson, to request that The Abbi Agency provide a presentation addressing the issues of concern discussed today, seconded by Committee Member Jensen, and carried, 7-0.

Motion by Chair Wilson, to direct staff to add consideration of continuing to retain The Abbi Agency as a marketing company, in the future, to the next agenda, seconded by Member Beard, and carried, 7-0.

Chair Wilson commented on the operation of the Solvang Visitor Center and The Abbi Agency.

CITY STAFF COMMENTS

Staff Shallenberger spoke about an upcoming media mission hosted by Visit California, in May and mentioned the photographer hired by The Abbi Agency for March.

ADJOURNMENT

The meeting was adjourned at 6:19 p.m.

Respectfully submitted:

Cheryl Shallenberger, Marketing Manager



**MINUTES
SOLVANG TOURISM ADVISORY COMMITTEE
REGULAR MEETING**

March 2, 2023
Thursday
3:30 p.m.

3:30 PM – REGULAR MEETING

1. CALL TO ORDER

Chair Wilson called the meeting to order at 3:30 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Committee Members: Tracy Beard, John Jakubek, Kim Jensen, John Martino, Louise Smith, Vice Chair Alexander Grenier, Chair Vashti Wilson

Staff: Marketing Manager Cheryl Shallanberger, City Attorney David Fleishman, City Clerk Annamarie Porter

PLEDGE OF ALLEGIANCE

Chair Wilson led in the Salute to the Flag.

2. CONSENT ITEMS

- a. **Approve order of the Agenda, as presented**
- b. **Approve Minutes of February 2, 2023, Regular Meeting**

Kief Adler suggested changing the order of the agenda and moving the Brown Act Training to the end item. The committee did not support without the recording in place.

Motion by Chair Wilson, not to approve the minutes as presented and keep the order of the agenda, second by Member Beard, and carried 7-0.

3. PUBLIC COMMUNICATIONS ON NON-AGENDA ITEMS

There were no public comments on this item.

4. DISCUSSION ITEMS

- a. **Discussion to receive training on Brown Act/Political Reform Act/Public Records Act training from City Attorney**

City Attorney Fleishman narrated a PowerPoint presentation addressing the Brown Act, the Political Reform Act, Parliamentary Procedure Basics, Conflicts of Interest and the Public Records Act.

Brief discussion followed regarding being able to use electronic devices to access meeting agendas.

- b. **Discussion to review TOT Numbers**

Marketing Manager Shallanberger reported the City gets monthly TOT numbers from hotels and

displayed the most recent data for the present fiscal year.

Discussion followed regarding TOT and adding 2019 data as a baseline, taking inflation into consideration and industry standards for normalizing data. It was suggested to add another column on TOT to show the numbers based on inflation. Discussion that there are other factors, such as rooms being removed from inventory due to remodel that can change the TOT.

Direction to staff to research best industry practices on creating baseline measurements moving forward.

There were no public comments on this item.

c. Discussion to review the next steps with the marketing agency's resignation

Marketing Manager Shallenberger reported The Abbi Agency's last day of service will be March 15, 2023 and recently had an off-boarding call with the agency. They will be providing all digital assets to the city, a final report, and a billing statement with the remainder media buy reconciled on the bill.

Questions regarding Solvang USA's Facebook page and discussion that Chair Vashti was able to gain full administrative access.

Discussion followed if there were deficiencies in deliverables in the number of social media postings from The Abbi Agency and additional considerations in the closeout of The Abbi Agency contract. Marketing Manager Shallenberger to work with the City Attorney's office regarding moving forward with The Abbi Agency contract closeout.

Discussion continued regarding the invoice audit agenda item was approved at the previous TAC meeting, but was not include on this agenda.

Marketing Manager Shallenberger continued with the report; suggested establishing an ad hoc subcommittee to review responses to proposals and discussed next steps.

Chair Wilson invited public comments.

Charles Warner spoke about the contract with The Abbi Agency.

Brenda Ball spoke about the Solvang USA Website.

Denise El Amin spoke regarding wasting taxpayer money.

Motion by Committee Member Jensen, to direct staff to do a line item analysis of what items can be recovered from The Abbi Agency, and provide a recommendation to the City Council to recover such items as can be recovered, seconded by Committee Member Martino, and carried, 7-0.

Chair Wilson and Committee Member Smith volunteered to work with staff to reconcile The Abbi Agency accounting.

Discussion followed regarding directing the Marketing Manager to work on a Marketing Plan and goals and provide to the TAC.

Marketing Manager Shallenberger offered to bring proposals she has received for the TAC to review at its next meeting.

d. Discussion regarding Solvang USA website RFP process

Marketing Manager Shallenberger reported that City Council gave direction to slow down on the

www.SolvangUSA.com website RFP process and provide more information.

Discussion followed regarding the current server environment making it difficult to manage the website, reviewing other City websites for best practices and establishing a subcommittee to help with the related tasks.

The TAC was advised to send all communications regarding website examples to staff.

Chair Wilson invited public comments.

Mayor Infanti spoke about the existing www.SolvangUSA.com website and felt it seems to be functioning well.

Marketing Manager Shallenberger noted the content is very outdated.

There were no other public comments on this item.

e. Discussion to receive the January Report from The Abbi Agency

Marketing Manager Shallenberger noted the January Report from The Abbi Agency was included in the TAC's agenda packet.

There was no public comment on this item.

f. Verbal discussion on Solvang USA Facebook status

Chair Wilson presented an update on the status of the Solvang USA Facebook page; discussed ownership of and access to the page; noted she gave rights to Marketing Manager Shallenberger; addressed postings by The Abbi Agency and stated ownership will be transferred to the City.

Chair Wilson invited public comments.

Brenda Ball spoke regarding the City's Facebook page.

City Attorney Fleishman reported there was a significant amount of work done at the staff level on the City's Facebook page and commented on giving ownership of the Facebook page to a designated officer versus staff.

There were no other public comments.

Chair Wilson stressed that ownership of the Solvang USA Facebook page should not be given to any City employee but to the City through a generic City account and offered to transfer ownership to the City Manager, the Mayor or the City Attorney.

g. Verbal discussion to provide TAC update to City Council

Chair Wilson talked about providing regular updates to the City Council on the status of TAC issues.

Committee Member Beard discussed needing to wait another month or so to present a report to City Council and suggested placing the item on Council's agenda for the second Monday in April.

There were no public comments on this item.

COMMITTEE MEMBER COMMENTS

Committee Member Beard presented examples of flyers by the CVB; suggested that the Marketing

Manager develop similar flyers, spoke about cruise ships returning to Santa Barbara; asked about her suggestion regarding a \$ 100-midweek promotion stay in connection with VSYV and about representation at the upcoming Visit California event in Sacramento.

Chair Wilson reported receiving an email from a data tracking company; suggested having them make a presentation to the TAC and requested placing the item on the TAC's next meeting agenda. There was a consensus to place a presentation by a data tracking company Zartico on the TAC's next meeting agenda.

Committee Member Jensen spoke about addressing tourism; expressed concerns about overburdening the Marketing Manager and of not progressing and noted the need to address past issues quickly and move forward.

Committee Member Martino spoke about giving the Marketing Manager the tools to do her job.

Chair Wilson spoke about the need to build a foundation and to do due diligence and listed issues that need to be addressed in building the foundation, including developing a marketing plan and goals.

Committee Member Jensen noted the TAC is not an oversight committee and suggested focusing on tourism and letting the City Attorney's office handle potential litigation.

Chair Wilson referred to the TAC's duties and responsibilities.

Committee Member Beard requested adding a review of alternative contracts for marketing services to the TAC's next meeting agenda and spoke about needing to move forward.

The TAC directed staff to arrange a special meeting of TAC in two weeks to discuss proposals from the three other agencies for marketing services.

CITY STAFF COMMENTS - None

ADJOURNMENT

The meeting was adjourned at 5:48 p.m.

Respectfully submitted:

Cheryl Shalanberger, Marketing Manager



**MINUTES
SOLVANG TOURISM ADVISORY COMMITTEE
SPECIAL MEETING**

March 15, 2023.
Wednesday
3:00 p.m.

3:00 PM – SPECIAL MEETING

1. CALL TO ORDER

Chair Wilson called the meeting to order at 3:03 p.m. in the City Hall Council Chamber, 1644 Oak Street, Solvang, California.

ROLL CALL

Present: Committee Members: Tracy Beard (arrived at 3:25 p.m.), Kim Jensen, John Martino, Louise Smith, Chair Vashti Wilson

Absent: Committee Members: John Jakubek, Vice Chair Alexander Grenier

Staff: Interim City Manager Bradley Vidro, City Clerk Annamarie Porter

PLEDGE OF ALLEGIANCE

Committee Member Martino led in the Salute to the Flag.

2. CONSENT ITEMS

a. Approve order of the Agenda, as presented

Chair Wilson asked to remove Item No. 4.b. from the agenda as there is no overall marketing plan or Marketing Manager at this time and more information is needed.

Committee Member Jensen recommended proceeding to move the item forward.

Committee Member Smith spoke about discussions during the last TAC meeting to schedule this special meeting to review Abbi Agency invoices and to form a subcommittee to review them, but none of the information needed is available.

Chair Wilson reported that copies of invoices were not provided; noted the vendor audited their own invoices and stated that Ms. Shallenberger was supposed to attend this meeting but is not in attendance.

Motion by Chair Wilson, to approve the order of the agenda, as amended, removing Item No. 4.b. and placing it on the next agenda, seconded by Committee Member Martino, and carried, 3-1, with Member Jensen, opposed and Members Beard, Jakubek, Grenier, absent.

3. PUBLIC COMMUNICATIONS ON NON-AGENDA ITEMS

Denise El Amin commented on the need to control spending in the City.

Mark Infanti suggested that the TAC make a recommendation for City Council to consider a short-term marketing contract.

Christina Ciaccio stated she submitted a proposal.

There were no further public comments.

4. DISCUSSION ITEMS

a. Discussion to review Abbi Agency Invoice Audit

Interim City Manager Vidro reported he is willing to meet with members of the TAC to review and audit Abbi Agency invoices.

Chair Wilson noted directions to staff during the February TAC meeting to present an audit of The Abbi Agency invoices, the rationale for paying the invoices in question, the repeated requests to review invoices being continued. She added that part of the TAC's duties is to review contract efficacies and provide oversight.

Committee Member Martino did not believe the TAC's duties included invoice/contract audits.

Interim City Manager Vidro listed the six duties and responsibilities of the Tourism Advisory Committee.

Motion by Committee Member Jensen, to continue this matter, seconded by Committee Member Martino, and carried, 3/1, with Member Beard abstaining, members Jakubek, Grenier, absent.

b. Discussion to review Marketing Proposals from previous RFP and new scopes of work.

4.b moved to a future meeting.

COMMITTEE MEMBER COMMENTS

Committee Member Smith provided a timeline of TAC's consideration and actions; stated she never received any communication regarding The Abbi Agency invoices, their self-audit; the paying of the outstanding invoices, Ms. Shallenberger's resignation, the posting of the Marketing Manager position and who made decisions without consulting the TAC, and the actions lacked transparency.

Committee Member Beard spoke about the prior Marketing Contractor, and believed the City is not overseeing their Marketing Department correctly.

Committee Member Jensen expressed concerns that oversight issues are not allowing the TAC to move forward.

Chair Wilson spoke about her experience and qualifications; noted she offered her services to help fix existing problems; noted that contract non-compliance was so egregious that she had to address it; discussed the City's spending on marketing functions; addressed ownership of the City's Facebook page and the need to transfer it and felt that she has been disregarded and disrespected.

CITY STAFF COMMENTS - None

ADJOURNMENT

The meeting was adjourned at 3:49 p.m.

Respectfully submitted:

Brad Vidro, Interim City Manager



AGENDA ITEM 4a

Meeting Date: April 6, 2023

SUBJECT: Discussion to receive a presentation from Zartico

PREPARED BY: Cheryl Shallenberger, Marketing Manager
Brad Vidro, Interim City Manager

DISCUSSION:

At the March 2 Tourism Advisory Committee meeting, it was recommended by Chair Wilson and supported by the members, to have a representative from Zartico present at the next TAC meeting. Zartico, currently used by Visit Santa Ynez Valley, provides data collected from cell phone tracking and provides visitor information insight.

Attached is a presentation that will be given to the Tourism Advisory Committee, it will also include a live demo of the platform with some examples.

FISCAL IMPACT:

Packages and costs vary on what information is desired. The basic package has a \$25,000 annual cost.

ATTACHMENTS:

- A. Presentation from Zartico



ZARTICO

Company Overview

OUR MISSION:
**PROVIDE
THE
CLEAREST
VIEW**

An aerial photograph of a beach scene. The top half shows a sandy beach with several colorful umbrellas (blue, white, pink) and lounge chairs. The bottom half shows the turquoise ocean with two people kayaking. The text is overlaid on the image.

**OF THE
VISITOR
ECONOMY**

An aerial photograph of a city at dusk, with mountains in the background. Overlaid on the city is a complex network of glowing blue and orange lines connecting numerous yellow nodes, suggesting a digital or data network.

FUNDAMENTALLY NEW MEASURES OF SUCCESS

Livelihood & Well-being
of the Community

BUILD A SMART DESTINATION



The Zartico Destination Operating System®, will efficiently and effectively guide the organization to steward powerful, data-led decision making, resulting in a better visitor experience and resident quality of life.

- Focus on **strategic outcomes** guiding their actions, activities, and decisions necessary for the success of their community.
- Intrinsicly linked to the community with **shared responsibility** for the well-being of your residents, resources, and economy.
- Recognize and **embrace data** as a powerful solution to modern challenges.
- Follow the **Five Foundations of a Contemporary Destination Organization** to build a Smart Destination.

5 Foundations of a Contemporary Destination Organization

The Five Foundations of a Contemporary Destination Organization **measure** and aim to help destinations **understand** the **true impact** of the visitor economy beyond the antiquated marketing-focused KPI.



Demand Generation



Visitor Distribution



Economic Opportunity



Accountability



Stability

ZARTICO'S LICENSED DATA SETS

Geolocation

19 Trillion Location Observations:
Largest Commercially Available

Daily Visibility
Of Both Visitors & Residents

1.6 Billion
Global Devices in 180+ Countries

Historical Data from **January 1, 2021***

Spend Data

90 Million
Cards

10 Billion
Transactions Annually

4 Brands
Credit & Debit Cards

Historical Data from **January 1, 2021***

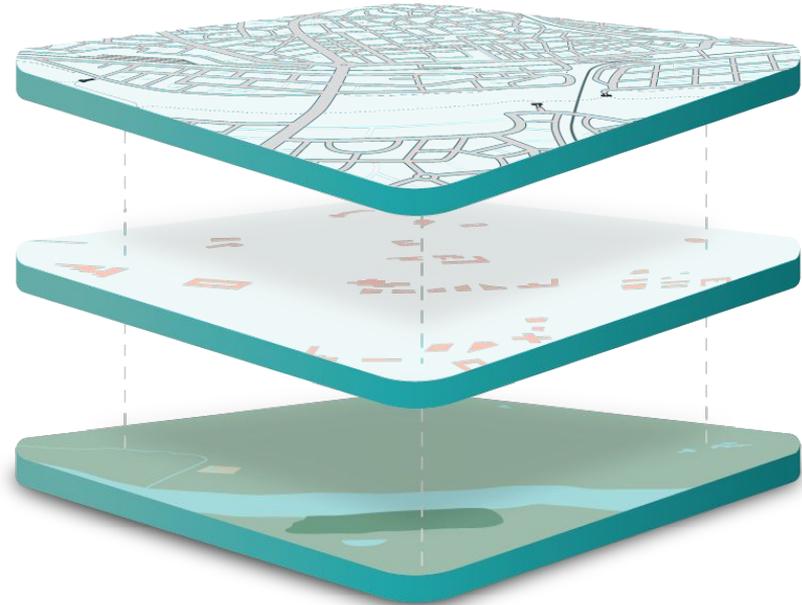
Event Data

300+
Global Event Sources

40+ Million
Events Worldwide

12 Month
Look Into the Future

Historical Data from **January 1, 2021***



**Historical back to Jan 1, 2019 archived for specific analysis*

INTEGRATED DATA MODEL™

Only Zartico Data:

**High-Frequency,
High-Resolution
Licensed Data Set**

- Geolocation
- Event
- Spend

Your Data:

- Instagram
- Facebook
- Taxes
- Short-Term Rental Subscriptions
- CRM Platform
- Google Analytics
- STR Reports
- Visa Destination Insights

Public Data:

- Jobs
- Weather
- Exchange Rates



ZDOS®: ZARTICO DESTINATION OPERATING SYSTEM



Destination Application
Refreshed Every 24 Hours

Partner Engagement
Strategic Advisors
Destination Advocacy

**Education Training
& Support**
Zarticoach
White Papers
Webinars
Knowledge Base
Clicktorials

**Dynamic
Visualizations**



Intelligence Briefs

**Insights,
Benchmarks &
Indices**
To be shared
with your community

**CREATE
OUTCOMES
& CHANGE
FOR YOUR
COMMUNITY**

Answer and Share Your FAQs Daily through the ZDOS®

Simple

- Where are they from?
- Where are they going?
- How much are they spending?
- How are they being influenced?
- What is my Visitor Resident Ratio today?
- How does Weather affect Demand?

Complex

- What is my average visitor to resident ratio and how does it change over time?
- How is my YOY visitation pacing and what is the forecast?
- How does my website content directly contribute to visitation?
- What is the ratio and composition of overnight vs day trip visitors?



INVESTED IN YOUR SUCCESS

Your toolkit for continued growth

Training and Education	Videos and Webinars
White Papers	Zarticoach Sessions
Case Studies	Advocacy
Five Foundations Playbooks	Automated Alerts



WE ARE YOUR STRATEGIC ADVISORS



Nicole Brownell
VP of Strategic
Advisors



Katie Cook
Director of Strategic
Advisors



Katie Stadius
Senior Strategic
Advisor



Lauren Wegmann
Senior Strategic
Advisor



Steven Clenney
Strategic Advisor



Katie Barnes
Senior Strategic
Advisor



Andi Thoreson
Strategic Advisor



Aaron Mullins
Senior Strategic
Advisor



Danielle Ackerman
Senior Strategic
Advisor

Strategy + Insights

Analysis + Briefings

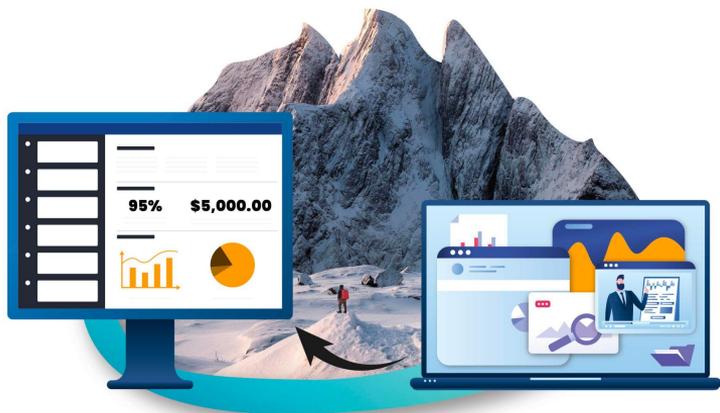
Recommended
Actions

Help tell your story
in a sharable way

Planning,
Benchmarking,
Trends

ZDOS[®] 3.0

IS HERE



*We've kept the best,
and innovated the rest.*

BASELINES

Illuminate your historical performance so you can see how you're pacing in comparison to previous years.

INDICES

Fueled by disruptive data science giving destinations the power to know how they are performing against themselves.

- Market Index
- Visitor Economy Index

BENCHMARKS

Reveal how your destination is performing against anonymized peer performance nationally.

- % Organic Traffic
- Visitor to Resident Ratio
- Ratio of Overnight to Day Trips
- Average Spend per Visitor
- Cost Per Click - Paid Search
- Ratio of Seated Restaurants to Fast Food Restaurants
- Retention Rate - Paid and Organic Search

VISITOR DEMOGRAPHICS

Connect the behavioral dots like never before, giving you an even clearer view of the visitor economy than basic census level demographic data has traditionally provided.

QUESTIONS?

 ZARTICO	3.0 Basic		3.0 Standard		3.0 Enterprise	
	1	2	1	2	1	2
Package						
Visitor + Resident Population	<1M	1M+	3M+	10M+	25M+	50M+
Base Package Amount	\$25,000	\$35,000	\$65,000	\$95,000	\$150,000	\$200,000
Includes: Geo, Event & Credit card expanded view	✓	✓	✓	✓	✓	✓
Includes: Set up, Warehousing and Maintenance	✓	✓	✓	✓	✓	✓
Website Contribution	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
3.0 Enhancements						
Zartico Benchmarks	✓	✓	✓	✓	✓	✓
Zartico Indices	✓	✓	✓	✓	✓	✓
Destination Performance (census, jobs, taxes, weather)						
CEO Module	✓	✓	✓	✓	✓	✓
Employment	✓	✓	✓	✓	✓	✓
Weather	✓	✓	✓	✓	✓	✓
Tax	\$2,500	\$2,500	✓	✓	✓	✓
Normalized Geolocation Data						
Geolocation data provided by Zartico with 24 hour refresh	✓	✓	✓	✓	✓	✓
- High-definition visibility into origin market, visitor and resident flow and cr	✓	✓	✓	✓	✓	✓
- Length of stay segmentation	✓	✓	✓	✓	✓	✓
Short Trip	✓	✓	✓	✓	✓	✓
Day Trip	✓	✓	✓	✓	✓	✓
Long Day Trip	✓	✓	✓	✓	✓	✓
Overnight Stay	✓	✓	✓	✓	✓	✓
Historical Look Back: January 1, 2019 thru Present	Included in all packages					
Primary Places of Impact (Drivers, Attractions)	Zartico Place- Based Strategy (within funding boundary)					
Contextual Places of Impact (Hotels, Restaurants, Retail)	Zartico Place- Based Strategy (within funding boundary)					
Regions	✓	✓	✓	✓	✓	✓
Legislative Districts (States Only)			\$15,000	\$15,000	✓	✓
Out of Boundary POIs (Outside of geographic boundary)	1	3	5	8	10	10
Dynamic Visualizations (additional \$5000)	2	4	6	10	15	20
Visitor Value (Credit + Debit card data provided through Zartico)						
Visitor Spend: January 1, 2019 thru Present	✓	✓	✓	✓	✓	✓
Events, Convention & Sales Performance (Event data provided through Zartico)						
Events View: January 1, 2019 thru 12 months in the Future	✓	✓	✓	✓	✓	✓
CRM: (Simpleview or iDSS)			✓	✓	✓	✓
Education & Advisor Support						
Playbooks	✓	✓	✓	✓	✓	✓
Remote Training	✓	✓	✓	✓	✓	✓
Annual In-person Training					✓	✓
Intelligence briefings	Quarterly		Monthly		Bi- Weekly	
Analytic Designer Function			✓	✓	✓	✓
Destination Occupancy, Hotel and Short Term Rentals (Data provided by DMO: STR, AirDNA, Key Data, Transparent)						
Data before 2019 available at \$5000/year	Data includes January 2019 to present					
Marketing Performance (data provided by DMO: Google Analytics, Google Campaign Manager, Facebook, Twitter, Instagram)						
Website + Content Performance	✓	✓	✓	✓	✓	✓
Organic Social Performance	✓	✓	✓	✓	✓	✓
Strategic Media Planning	✓	✓	✓	✓	✓	✓
Paid Social Facebook & Paid Google Search	✓	✓	✓	✓	✓	✓
Paid Media (ad server required and fees additional)			✓	✓	✓	✓
Stakeholder Management						
Stakeholder Embedded Application					✓	✓
					Employment	Employment
					Visitor Flow	Visitor Flow
					Events	Events
					Marketing Performance Summary (one module with top metrics)	Marketing Performance Summary (one module with top metrics)
Additional Features						
Each Adjacent County Outside of Funding Boundary	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Custom Data Sets that connect with LDM	\$15,000 to \$25,000	\$15,000 to \$25,000	\$15,000 to \$25,000	\$15,000 to \$25,000	1 comp	1 comp
CSV Uploader			\$5,000	\$5,000	✓	✓
New Products					✓	✓



SUBJECT: Discussion to review Marketing Proposal from previous RFP

PREPARED BY: Cheryl Shallenberger, Marketing Manager
Brad Vidro, Interim City Manager

DISCUSSION:

As background, the City of Solvang issued a Request for Proposals (RFP) for Tourism Marketing Managed Services on April 1, 2022 (Attachment A). Eleven proposals were received and presented to the Tourism Advisory Committee (TAC) for evaluation at a Special meeting on May 26, 2022. Four candidate firms were selected for interviews with the Tourism Advisory Committee on June 2, 2022. The Tourism Advisory Committee at that time selected The Abbi Agency as the top recommended consultant for the Solvang City Council’s consideration and approval. At the June 13, 2022, City Council meeting, the City Manager was authorized to negotiate a two-year contract with The Abbi Agency, which was executed with a total cost of \$600,000. The Abbi Agency provided marketing services based on that agreement for seven months. On February 15, The Abbi Agency provided a letter of resignation for March 15th, 2023, as their last day of service.

At the March 2, TAC meeting, it was unanimously supported to hold a special meeting to review those three proposals. Due to only five of seven members being present at the special meeting it was tabled and moved to the regular meeting scheduled for April 6, 2023.

The three other agencies that were originally interviewed by the TAC were: Charrette from Virginia Beach, Virginia, TJA Advertising out of Pismo Beach and Verdin out of San Luis Obispo. The Marketing Manager reached out to the three agencies to gauge their interest in providing services to Solvang. Verdin declined to revisit. TJA Advertising expressed interest in working with Solvang. Charette did not respond. Attached is the original Proposal from TJA Advertising. They have indicated that they would be interested in working with Solvang.

ALTERNATIVES:

1. The TAC could recommend to the City Council that they direct staff to enter into negotiations with TJA Advertising for Marketing Services.
2. Recommend a new RFP be developed to secure marketing services.

FISCAL IMPACT:

There is no fiscal impact with making the recommendation to the City Council. The ultimate impact would be dependent on the scope of services approved by the City Council. The City of Solvang’s contract with The Abbi Agency included \$300,000 per year for Fiscal Years 2022/23 & 2023/24.

ATTACHMENTS:

- A. Request for Proposals for Tourism Marketing Management Services
- B. TJA Advertising Proposal Response



**REQUEST FOR PROPOSALS
Professional Services**

**TOURISM MARKETING
MANAGED SERVICES**



RFP Issued.....	April 1, 2022
All questions must be received by 5:00 p.m.....	April 15, 2022
Proposal Due by 5:00 p.m.....	May 6, 2022
Evaluation Period Concludes.....	May 18, 2022
Award Contract.....	June 2022
Contract Period Commences.....	June / July 2022

PUBLIC NOTICE
REQUEST FOR PROPOSALS
PROFESSIONAL SERVICES

CITY OF SOLVANG
**TOURISM MARKETING
MANAGED SERVICES**

The City of Solvang (“City”) is inviting qualified firms to submit proposals for Professional Services to provide Tourism Marketing Managed Services to the City. We are seeking a full-service experienced tourism marketing / public relations consultants who can provide professional guidance and oversight, implementation and analysis regarding marketing and communications programs designed to attract tourists to our city. It is desired that the proposal be thorough with examples of work. The proposal contents, goals, and objectives should be clear in the attachments.

The current Marketing/Media Plan for the Solvang marketing tourism contract ends July 31, 2022. The upcoming budget plan is for two years, with the opportunity to extend the contract another two years if desired by both parties. A contract will be provided by the City attached to the RFP.

All proposals will be compared on the basis of understanding the scope of work to be performed, methods and procedures to be used, management, personnel and experience, and consultation and coordination with the City of Solvang.

If your firm is interested and qualified, please submit seven (7) hard copies and one (1) electronic copy of your Proposal on or before **May 6, 2022**, by **5:00 p.m.** to:

City of Solvang
Attn: Xenia Bradford,
City Manager
1644 Oak St.
Solvang, CA 93463
CityHall@CityofSolvang.com

Proposal shall be clearly labeled “Proposal for Professional Services–Tourism Marketing Managed Services.” Any changes, additions, or deletions to this Request for Proposal will be in the form of written addenda issued by the City. Addenda will be posted on the City website, along with the RFP. Prospective proposers must check the website for addenda or other relevant new information during the response period. The City is not responsible for the failure of any prospective proposer to receive such addenda. All addenda so issued shall become a part of this Request for Proposal. In addition, any questions submitted shall be posted with answers on the website as well.

ATTACHMENTS:

- A SAMPLE City of Solvang Professional Services Agreement**
- B Insurance Requirements**

REQUEST FOR PROPOSALS

Information Technology Managed Services

1) CITY PROFILE

Solvang, meaning “Sunny Field,” was founded in 1911 by a group of Danish educators from the Midwest who were in search of a site for a Danish-type folk school. They envisioned the location of the potential town, nestled between the Santa Ynez and San Rafael mountain ranges, as an ideal place to launch the school and where settlers could develop a Danish Colony that we now know as Solvang. The City is located inland along the Central Coast, some 45 miles north of Santa Barbara, in the historic Santa Ynez Valley. The City of Solvang provides a full range of municipal services, including contracted police services, the construction and maintenance of City streets, storm drains, bridges and similar infrastructure type assets, park maintenance and community recreation activities. Water, wastewater and transit services are provided through the use of an enterprise fund or business- type fund structure. The City was incorporated on May 1, 1985. It subsequently transitioned from a General Law City to a Charter City in November 2006.

Although Solvang has since developed into one of California’s main tourist attractions, its many Danish-American residents continue to perpetuate their Danish heritage as seen by the architectural style in the downtown tourist area. With a residential population of 6,126, the City is host to approximately 1.5 million tourists per year. Tourist Occupancy Tax (TOT) is 50% of the General Fund revenues. With this emphasis on tourism as a strong tradition and a core contributor to the economic health of the City, the importance of the unique architectural feel of the City is part of the Solvang ‘brand.’



2) PROJECT OBJECTIVES

The City of Solvang is requesting proposals from qualified firms interested in providing comprehensive tourism marketing managed services for the City. The goal is to find an experienced tourism marketing firm that can provide professional guidance, oversight, and implement marketing and communications programs designed to attract tourists to the City of Solvang.

Overview:

Under Direction of the City Manager and Marketing Tourism & Events Coordinator, the Tourism Marketing/ Media Proposal (TMMP) administers the City's efforts to promote tourism to Solvang, thereby enhancing the City's General Fund revenue through Transient Occupancy Tax receipts and, to a lesser but significant extent, through Sales Tax receipts. The mission is to increase overnight visitorship, and visitor expenditures, with emphasis on mid-week and off-season tourism.

The TMMP is responsible for traditional and electronic media advertising in core market regions and new market areas, participation in consumer and industry trade shows, and development and maintenance of ongoing relationships with travel writers and other media representatives.

Accounting. The Marketing Agency agrees to account for all funding provided and to keep complete books and records thereof and to make available and to submit to audit by the City of Solvang all the Marketing Agency books (in regard to this contract), records, and financial statements upon the city of Solvang's request with 30-day reasonable prior notice. The books with receipt of all paid vendors will be shown on request with 1099 IRS forms attached for all monies spent on this contract not to exceed 10% overhead to the marketing firms and sub-contractors with marketing responsibilities to the City of Solvang.

3) SCOPE OF WORK

The Marketing Agency team manages a number of responsibilities including (but not limited to):

- Setting marketing strategy that supports strategic imperatives and goals
- Managing budgets
- Integrating all aspects of marketing communication including advertising, digital, PR, branded content, social media, group sales, sponsorships, etc.
- Liaising with Solvang TMMP tourism stakeholders including board leadership, committees, and other stakeholders
- Guiding marketing activities designed to showcase Solvang city wide range of tourism experiences
- Targeting local, regional, national, niche and industry market segments
- Tracking and reporting out on measurable outcomes from marketing communication activities

Agency teams will be required to collaborate to form strategic recommendations and efficiently execute the Solvang marketing program, including research and information sharing, planning, optimization, analytics, and reporting. Solvang is seeking not simply an “ad agency,” but a long-term partner that will be integral in these efforts and share a dedication to success.

The General Scope of Work includes the following:

Strategy: Working closely with our team, collaborate on strategy to develop, execute, and track results against an annual marketing plan that supports the strategies set forth by the Solvang Tourism Advisory Committee (TAC). This includes strategic direction, creative strategy, brand development, media plan, and cooperative plan.

Creative & Production: Produce creative and provide strong yet attainable recommendations for consideration and manage the process of working with subcontractors as needed. Bring to final form the approved advertising materials to run/air on behalf of the city of Solvang.

Creative materials may include but are not limited to:

- print advertising
- website design
- broadcast (TV/CTV, radio, video) assets
- digital banners
- signage, collateral, sales materials, etc.

Content Planning: Work with Solvang Events & Marketing Coordinator to develop a comprehensive, marketing plan that uses market intelligence to shape strategy and includes goals specific to the agency’s scope; defined target markets, audiences, and opportunities; strategies/tactics to achieve success; specific action steps that guide and track workload; and measurable outcomes.

Promotion: *Promote the city of Solvang through targeted advertising and other promotional programs*

Contractor will promote the destination and tourism business of the city of Solvang through targeted media campaigns that focus on needed periods of tourism these include Danish days, Julefest, Fall harvest scarecrow campaign, music in the park series, contractor will also conduct additional campaigns that focus on lodging segments specifically contractor will measure add media campaigns effectively as well as any return-on-investment results. These campaigns will be a fully integrated strategy that will be used in many different advertisements including digital banners digital radio online mobile video, CTV video, in home video retargeted media, behavior targeting, as well as search engine marketing.

Public Relations: *Public relations outreach campaigns to promote Solvang*

Contractor will partner with credible news organizations and media experts and writers to execute multiple stories, media, both print and digital, output that focus on various parts of Solvang for both leisure and group travel. This may be conducted by in-house staff position or contracted relationship with public relations firm agencies/ staff. This may include hosting a media destination, hosting media events and working with local, regional, and national agencies for the promotion of Solvang.

Social Media: *Paid and organic social media postings and campaigns*

Through daily postings of organic content and media, contractor will provide a robust and continuing social media program that focuses and highlights the various parts of Solvang and the businesses within it. Additionally, paid campaigns will focus on promoting specific segments of Solvang to draw awareness and attraction to these areas. This may include lodging activities, events, restaurants dining, group meetings, outdoor shopping and more.

SEO Marketing: *Year-round digital advertisement search engine marketing campaigns*

Through the digital mediums of search engine advertising and search engine displays, contractor will study, analyze and execute complex keywords the top search inquiries to provide website traffic sponsorship results and awareness to SolvangUSA.com for many different parts of Solvang and its businesses.

Media Planning & Buying: Develop and prepare media plans for each target market, primarily leisure and group, possibly some international. Utilize research and market insights to develop strategic recommendations for budget allocation and market prioritization. Leverage paid media partnerships and placements as a means to effectively distribute and amplify owned and earned content. Provide Solvang with insights on emerging trends and new media to continually evolve and reach the target audience.

Work with the Solvang Event & Marketing Coordinator to develop cooperative marketing programs to amplify the efforts of our members and stakeholder businesses.

Reporting & Analytics: Regular monthly reporting on campaign and brand continuity program performance utilizing expertise, agency tools, data, partnerships, and other resources to manage program efficiency and performance. End of campaign wrap up reports, including screenshots of all assets, dashboard of goal performance and executive summary of key takeaways that include qualitative and quantitative results mapping to larger objectives. Annual strategic marketing and operation plan that outlines the proposed use of City marketing funds to accomplish promoting tourism and travel to Solvang.

Research: Using data platforms and additional research studies, contractor will perform and provide all partners data that relates to Solvang and travel intent. This can include targeted GPS data results and study points of interest as well as third party vendor studies Participate as needed in customer insight, creative testing, and segmentation research. Provide data, creative assets and/or insights as requested for Solvang Market Intelligence research and reporting. Connect with research partners including SMARI and SLOCAL as needed.

Firm will work with the TAC, City Manager, and the Events & Marketing Coordinator to provide guidance in all aspects of tourism marketing, including both paid and non-paid advertising.

Compensation

Design and production of all advertising will be billed based on a compensation model proposed by the contractor. The compensation model proposed by the contractor may be considered if in the best interests of the city. Please state in your proposal your fees for performing the Scope of Work, i.e., production of print, broadcast, collateral project work, account service, media buying, public relations and attending monthly Board Meetings. Any additional projects (if any) outside the scope of work will be billed based on the agreed upon compensation model and will be determined by the City. The City Manager will authorize any additional scope of work and will obtain any necessary authorizations based on the City's policies and procedures. Please advise if you would be willing to work on a monthly retainer, and the proposed cost. The successful firm will be required to enter into a written agreement with the city in substantially the form attached to this RFP. Please specifically identify any contractual terms that your firm proposes to change in a final contract. Such proposals may or may not be accepted at the City's sole discretion. Failure to include such contractual changes shall be deemed to signify the firm's acceptance of the form of agreement.

4) GENERAL CONDITIONS

Limitations

This Request for Proposals (RFP) does not commit the City to award a contract, to pay any costs incurred in the preparation of the proposal in response to this request, or to procure or contract for services or supplies. The City expressly reserves the right to reject any and all proposals or to waive any irregularity or information in any proposal or in the RFP procedure and to be the sole judge of the responsibility of any proposer and of the suitability of the materials and/or services to be rendered. The City reserves the right to withdraw this RFP at any time without prior notice. Further, the City reserves the right to modify the RFP schedule described above.

Award

The City may ask RFP finalists to present oral presentations regarding their firms and any special expertise in the necessary areas. All finalists may be required to participate in negotiations and submit such price, technical, or other revisions of their proposals as may result from negotiations. The City also reserves the right to award the contract without discussion or interviews, based upon the initial proposals. Selection will be based upon demonstrated competence and professional qualifications necessary for the satisfactory performance of the services required. Following the initial qualifications-based selection, the price proposal provided will be the basis for negotiations to ensure the City receives a fair and reasonable price.

Inquiries and Responses

All questions pertaining to this RFP shall be submitted in writing to Xenia Bradford at CityHall@CityofSolvang.com. The question and its response will be forwarded via email to all potential proposers and/or posted on the RFP webpage.

Bidders are specifically directed not to contact any other City personnel for meetings, conferences, or technical discussions related to this Request for Proposals. Failure to adhere to this policy may be grounds for rejection of proposal.

The City of Solvang will not be responsible for oral interpretations given by any City employee, representative, or others. Bidders are cautioned that any statements made that materially change any portion of the proposal documents shall not be relied upon unless subsequently ratified by a formal written amendment to the proposal document. The issuance of a written addendum is the only official method whereby interpretation, clarification, or additional information can be given. Any changes, additions, or deletions to this Request for Proposal will be in the form of written addenda issued by the City. Prospective proposers must check the website for addenda or other relevant new information during the response period. The City is not responsible for the failure of any prospective proposer to receive such addenda. All addenda so issued shall become a part of this Request for Proposal.

Pre-contractual Expense

Pre-contractual expenses are defined as expenses incurred by proposers and selected contractor in:

1. Preparing proposals in response to this RFP;
2. Submitting proposals to City;
3. Negotiations with City on any matter related to proposals; and
4. Other expenses incurred by a contractor or proposer prior to the date of award of any agreement.

In any event, the City shall not be liable for any pre-contractual expenses incurred by any proposer or selected contractor. Proposers shall not include any such expenses as part of the price proposed in response to this RFP. The City shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

Proprietary Information

The proposals received shall become the property of the City of Solvang and are subject to public disclosure. Proposers are to indicate any restrictions on the use of data contained in their responses. Those parts of a proposal which are defined by the bidder as business or trade secrets, as that term is defined in California Government Code, Section 6254.7, and are reasonably marked as "Trade Secrets", "Confidential" or "Proprietary" shall only be disclosed to the public if such disclosure is required or permitted under the California Public Records Act or otherwise by law. Proposers who indiscriminately and without justification identify most or all, of their proposal as exempt from disclosure may be deemed non-responsive.

Contract Requirements

The selected consultant must enter into a Professional Services Agreement with the City for provisions related to compensation, conflict of interest, indemnification, insurance, etc. The scope, budget and schedule to complete the study will be incorporated into the professional services agreement. See RFP Attachment B – SAMPLE City of Solvang Professional Services Agreement and Attachment C – Insurance Requirements.

The Consultant has total responsibility for the accuracy and completeness of all data, plans, and estimates prepared for this project, and shall check all such material accordingly. While the City may review for quality, completeness and conformity, the responsibility for accuracy and completeness of such items remains solely that of the Consultant.

Method of Payment

For all services rendered as described in the Scope of Work (including all labor, equipment, materials, and expenses) the Consultant shall be compensated on a “time and material, not-to-exceed basis” by task for work completed. Each invoice submitted for payment shall contain a brief description of the work billed on that invoice, total billed to date, total paid to date and amount remaining.

5) PROPOSAL CONTENT AND ORGANIZATION

The Proposal, consisting of seven (7) hard copies and one (1) electronic copy must be received by mail, recognized carrier, or hand delivered no later than **5:00 p.m. on May 6, 2022**. Late Proposals will not be considered and will be returned, unopened.

Proposal shall be addressed to:

City of Solvang
Attn: Xenia Bradford
1644 Oak Street
Solvang, CA 93463
CityHall@CityofSolvang.com

All proposals received prior to the date and time specified above for receipt may be withdrawn or modified by written request of the proposer. To be considered, the modification must be received in writing, and in the same number of copies as the original proposal, prior to the date and time specified for receipt of proposals.

Until award of the contract, the proposals shall be held in confidence and shall not be available for public review. Upon award of a contract to the successful proposer, all proposals shall be public records. No proposal shall be returned after the date and time set for opening thereof. Following execution of the contract between the City and the consultant, a project kick-off meeting will be held to finalize the project scope and begin the project.

Qualifications

- Minimum of three years' experience in tourism advertising/marketing for a destination with extensive experience in local, regional, and national media placement as well as other tourism related applications. These applications include both traditional and non-traditional forms of advertising, promotion, and public relations
- Extensive knowledge and experience of all aspects of tourism marketing including digital, print, radio, television, email campaigns, and social media approaches
- Firm should be ready, able, and qualified to perform the public relations functions
- The ability to perform project management duties including, but not limited to, account services, client meetings, strategic planning, billing, tracking, and other account management duties
- Organize and attend special events that will market the destination
- Firm should have background working with other City and County organizations, particularly in tourism areas. Past management of coastal or major tourism destination if possible
- Knowledge of the City of Solvang and its target markets
- Firm should be able to offer excellent customer service

Proposal Contents

- The proposal must be concise, well organized, and demonstrate the consultant’s qualifications. The proposals shall also include the information listed below:
- Qualifications as it relates to those requested by the city
- Statement of objectives and general approach toward the marketing effort – your philosophy
- Specific breakdown of your hourly fees or other compensation models and costs to perform other projects outside the scope of work
- Résumé of tourism marketing experience and samples of previous work
- List three past campaigns and their success
- Example marketing plan and campaign for 2022-2023
- Identification of the account team assigned to the account in addition to sub- contractors on the account team. Statement of assurance of primary account manager. Include a detailed organizational chart for your entire organization, and an organizational chart for the management and personnel that will be assigned to this account, if applicable.
- Résumés of account team and team leader
- Contact information from three current clients
- Contact information from three current media references
- Proof of familiarity with Solvang, SYV, CAL and target markets
- Statement as to why you are a good fit for us
- Identify all proposed subcontractors for the scope of work and document which portions of service will be performed by subcontractors and their ability to perform the work. Additionally, proposer should submit signed letters of commitment for all such proposed subcontractors and resumes/biographies of proposed subcontractor’s key personnel, including those conducting day-to-day activities

6) PROPOSAL EVALUATION and CONSULTANT SELECTION

Evaluation Criteria

The City will select a firm based on the demonstrated competence and on the professional qualifications necessary for satisfactory performance of the services required. When selecting the firm, the skill and ability of the entity or person performing the services is a key component of the selection criteria. Cost will be only one factor in determining the selection. The contract may not be awarded to the lowest bidder.

Proposals will be evaluated based on the following:

- Recent experience in successfully performing similar services
- Understanding of the work required by the city
- Quality, clarity, and responsiveness of the proposal
- Proposed approach in completing the work
- Programs that support the benefits of tourism to our local residents
- Approach to maximize visitors to stay off season, midweek, and multiple nights
- Campaign results measurement and monthly reporting to lodging, board members and city council
- Background and related experience of the specific individuals to be assigned to this project, with special emphasis placed on the team leader
- Proposed compensation for other project work (hourly fees for services) or other compensation models.

As reflected above, the contract award will not be based solely on price, but on a combination of factors as determined to be in the best interest of the City.

The contract award period is for two years, Aug 1, 2022, through June 30, 2024, with the option to extend the contract for two years after the two-year term if desired by both parties.

The City may decide to award the contract for services based on the written proposal but reserves the right to conduct interviews with finalists if necessary to determine the awarding firm.

All proposals submitted shall become the property of the City and shall not be returned to the proposer. The City reserves the right to:

- Reject any and all proposals
- Waive any or all mandatory requirements, if no proposers meet one (1) or more of those requirements
- Cancel this RFP
- Revise the amount of funds available under this RFP
- Amend this RFP as needed
- Not select a vendor or award a contract from this RFP

The City will undertake the following evaluation process:

1. The City will review and evaluate all submitted documents received per this RFP.
2. Submittals will be evaluated on a combination of responsiveness, organization and clarity of proposal related to the scope of work, agreement to meet the City's general terms and conditions, fees, experience, qualifications and experience of assigned personnel, and responses of references.
3. Once the evaluation team has completed their review and determined the proposal with the highest overall points, the City will contact the successful Proposer on or by December 14, 2021.
4. After the submittals are evaluated and ranked, the City, at its sole discretion, may elect to interview one or more finalist respondents. Note, respondents may be asked to submit additional documentation. Additionally, the City reserves the right to select a proposal without conducting interviews.
5. If a commitment is made, it will be to the most qualified respondent with whom City is able to successfully negotiate the compensation and terms and conditions of any and all agreements.
6. Final selection of a firm, terms and conditions of any and all agreements, and authority to proceed with these services, shall be at the sole discretion of the City.
7. If the City is unable to negotiate a satisfactory agreement, with terms and conditions the City determines to be fair and reasonable, the City may then commence negotiations with the next most qualified firm in sequence, until an agreement is reached, or determination is made to reject all submittals.

Attachment A:

SAMPLE - CITY OF SOLVANG
PROFESSIONAL SERVICES AGREEMENT

This agreement is made upon the date of execution, as set forth below, by and between _____ (“Consultant”), and the City of Solvang (“City”). The parties hereto, in consideration of the mutual covenants contained herein, hereby agree to the following terms and conditions:

1.0 GENERAL PROVISIONS

1.01 **Term:** This agreement will become effective on the date of execution set forth below, and will continue in effect until terminated as provided herein.

1.02 **Services:** Consultant shall perform the **scope of work (tasks)** described and set forth in **Exhibit A**, attached hereto and incorporated herein as though set forth in full. Consultant shall complete the tasks according to the **project schedule** which is also set forth in **Exhibit A**.

Consultant shall determine the method, details and means of performing the above-referenced services.

Consultant may, at their own expense, employ such assistants and subconsultants, as Consultant deems necessary to perform the services required of Consultant by this agreement. However, Consultant may not assign this agreement to any other person or entity in the performance of required project-related services, and the City may not control, direct or supervise Consultant’s assistants or employees in the performance of those services.

1.03 **Standard of Performance:** Consultant’s services shall be performed in accordance with generally accepted professional practices and principles and in a manner consistent with the level of care and skill ordinarily exercised by members of Consultant’s profession currently practicing under similar conditions. Whenever the scope of work requires or permits approval by the City, it is understood to be approval solely for the purposes of conforming to the requirements of the scope of work and not acceptance of any professional or other responsibility for the work. Such approval does not relieve the Consultant of responsibility for complying with the standard of performance or laws, regulations, industry standards, or from liability for damages caused by negligent acts, errors, omissions, noncompliance with industry standards, or the willful misconduct of Consultant or its subcontractors. By delivery of completed work, Consultant certifies that the work conforms to the requirements of this contract and all applicable federal, state and local laws. If Consultant is retained to perform services requiring a license, certification, registration or other similar requirement under California law, Consultant shall maintain that license, certification, registration or other similar requirement throughout the term of this Contract.

1.04 **Compensation:** In consideration for the services to be performed by Consultant, City agrees to pay Consultant monetary consideration for professional services in accordance with the **fee schedule** set forth in **Exhibit A**. The parties agree that total compensation for fees and costs for the services detailed in **Exhibit A** shall not exceed the sum of \$ _____, unless and until this Agreement is amended as provided herein.

1.05 **Billing/Payment Terms.** All charges for Consultant's services and authorized related reimbursable expenses shall be billed monthly, and all undisputed charges will be paid by City within 30 (thirty) days of receipt. The bills shall list all tasks under this Agreement, the task budget, project total budget, percentage completed for each task for that month, associated percentage billing against each task, and total billing for that month. In the event the Agreement is based on time & materials billing up to a not-to-exceed amount, the bill shall itemize by date all services and expenses provided during the invoice period (under this Agreement) including a brief description of the nature of work performed, the person or vendor performing them, the applicable billing rate, and the time expended. All Consultant service invoices must be approved by either the Public Works Director or the City Manager prior to payment.

2.0 OBLIGATIONS OF CONTRACTOR

2.01 **Contract Management and Service Performance:** Consultant Principal shall serve as the project manager and will personally prepare, or direct and supervise the preparation of, all work product called for by this agreement. Consultant represents that it has the qualifications, experience and facilities to properly perform all services hereunder in a thorough, competent, timely, and professional manner and shall, at all times during the term of this Agreement, have in full force and effect all licenses required of it by law. Consultant agrees to devote the hours and the human resources necessary to timely perform the services set forth in this agreement in an efficient, professional, and effective manner.

2.02 Avoidance of Conflict of Interest.

(a) Consultant may represent, perform services for, and be employed by additional individuals or entities, in Consultant's sole discretion, as long as the performance of these extra-contractual services does not interfere with or present a conflict with City's business or interfere with the timely performance and completion of Consultant's services under this Agreement.

(b) Consultant shall comply with all conflict of interest laws and regulations including, without limitation, the City's Conflict of Interest Code (on file in the City Clerk's Office). All officers, employees and/or agents of Consultant who will be working on behalf of the City pursuant to this Agreement may be required to file Statements of Economic Interest. Therefore, it is incumbent upon the Consultant to notify the City of any staff changes relating to this Agreement.

(c) In accomplishing the scope of services of this Agreement, all officers, employees and/or agents of the Consultant unless as indicated in Subsection (d), will be performing

a very limited and closely supervised function, and therefore, unlikely to have a conflict of interest arise. No disclosures are required for any officers, employees, and/or agents of Consultant, except as indicated in Subsection (d). _____ (*Initials*).

(d) In accomplishing the scope of services of this Agreement, Consultant will be performing a specialized or general service for the City, and there is substantial likelihood that the Consultant's work product will be presented, either written or orally for the purpose of influencing a governmental decision. As a result, the following persons shall be subject to the City's Conflict of Interest Code.

2.03 **Tools and Instrumentalities:** Consultant shall provide all tools and instrumentalities to perform the services under this agreement.

2.04 **Workers' Compensation and Other Employee Benefits:** City and Consultant intend and agree that Consultant is an independent contractor of City and agree that Consultant and Consultant's employees and agents have no right to Workers' Compensation and other City-sponsored employee benefits. Consultant agrees to provide Workers' Compensation and other employee benefits, where required by law, for Consultant's employees and agents. Consultant agrees to hold harmless and indemnify City for any and all claims arising out of any claim for injury, disability, or death of Consultant and any of Consultant's employees or agents.

2.05 **Indemnification**

(a) **Non-design, non-construction Professional Services:** To the fullest extent permitted by law (including, but not limited to California Civil Code Sections 2782 and 2782.8), Consultant shall indemnify, defend, and hold harmless the City, and its elected officials, officers, employees, volunteers, and agents ("City Indemnitees"), from and against any and all causes of action, claims, liabilities, obligations, judgments, or damages, including reasonable legal counsels' fees and costs of litigation ("claims"), arising out of the Consultant's performance or Consultant's failure to perform its obligations under this Agreement or out of the operations conducted by Consultant, including the City's active or passive negligence, except for such loss or damage arising from the sole negligence or willful misconduct of the City. In the event the City Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from Consultant's performance of this Agreement, the Consultant shall provide a defense to the City Indemnitees or at the City's option, reimburse the City Indemnitees their costs of defense, including reasonable legal fees, incurred in defense of such claims.

(b) **Non-design, construction Professional Services:** To the extent the Scope of Services involve a "construction contract" as that phrase is used in Civil Code Section 2783, this paragraph shall apply in place of paragraph (a). To the fullest extent permitted by law (including, but not limited to California Civil Code Sections 2782 and 2782.8),

Consultant shall indemnify, defend, and hold harmless the City, and its elected officials, officers, employees, volunteers, and agents (“City Indemnitees”), from and against any and all causes of action, claims, liabilities, obligations, judgments, or damages, including reasonable legal counsels’ fees and costs of litigation (“claims”), arising out of the Consultant’s performance or Consultant’s failure to perform its obligations under this Agreement or out of the operations conducted by Consultant, except for such loss or damage arising from the active negligence, sole negligence or willful misconduct of the City. In the event the City Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from Consultant’s performance of this Agreement, the Consultant shall provide a defense to the City Indemnitees or at the City’s option, reimburse the City Indemnitees their costs of defense, including reasonable legal fees, incurred in defense of such claims.

(c) Design Professional Services: In the event Consultant is a “design professional”, and the Scope of Services require Consultant to provide “design professional services” as those phrases are used in Civil Code Section 2782.8, this paragraph shall apply in place of paragraphs (a) or (b). To the fullest extent permitted by law (including, but not limited to California Civil Code Sections 2782 and 2782.8) Consultant shall indemnify, defend and hold harmless the City and its elected officials, officers, employees, volunteers and agents (“City Indemnitees”), from and against all claims, damages, injuries, losses, and expenses including costs, attorney fees, expert consultant and expert witness fees arising out of, pertaining to or relating to, the negligence, recklessness or willful misconduct of Consultant, except to the extent caused by the sole negligence, active negligence or willful misconduct of the City. Negligence, recklessness or willful misconduct of any subcontractor employed by Consultant shall be conclusively deemed to be the negligence, recklessness or willful misconduct of Consultant unless adequately corrected by Consultant. In the event the City Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from Consultant’s performance of this Agreement, the Consultant shall provide a defense to the City Indemnitees or at the City’s option, reimburse the City Indemnitees their costs of defense, including reasonable legal fees, incurred in defense of such claims. In no event shall the cost to defend charged to Consultant under this paragraph exceed Consultant’s proportionate percentage of fault. However, notwithstanding the previous sentence, in the event one or more defendants is unable to pay its share of defense costs due to bankruptcy or dissolution of the business, Consultant shall meet and confer with other parties regarding unpaid defense costs.

(d) Payment by City is not a condition precedent to enforcement of the indemnities in paragraph (a), (b), or (c). In the event of any dispute between Consultant and City, as to whether liability arises from the active negligence, sole negligence or willful misconduct of the City or its officers, employees, or agents, Consultant will be obligated to pay for City’s defense until such time as a final judgment has been entered adjudicating the City as having been actively negligent, solely negligent or as having engaged in willful misconduct. Except as otherwise required by Civil Code Section 2782.8, Consultant will not be entitled in the absence of such a determination to any reimbursement of defense costs including but not limited to attorney’s fees, expert fees and costs of litigation. The provisions of this Section 2.05 shall survive completion of Consultant’s services or the termination of this Agreement.

2.06 **Insurance:** Consultant shall maintain prior to the beginning of and for the duration of this Agreement insurance coverage as specified in Exhibit B attached to and part of this agreement.

3.0 OBLIGATIONS OF CITY

3.01 **Cooperation:** City agrees to comply with all reasonable requests of Consultant necessary to the performance of Consultant's duties under this agreement. City employees, agents and officers of the City agree to disclose all information relevant to this project to Consultant. Consultant shall be entitled to reasonably rely upon the accuracy and completeness of information furnished by City, provided that Consultant shall give City prompt written notice of any known defects in such information.

4.0 TERMINATION OF AGREEMENT

4.01 **Termination Notice:** Notwithstanding any other provision of this agreement, any party hereto may terminate this agreement, at any time, without cause, by giving at least 30 (thirty) days' prior written notice to the other parties to this agreement.

4.02 **Termination on Occurrence of Stated Events:** This agreement shall terminate automatically on the occurrence of any of the following events:

- a. Sale of the business of any party;
- b. The end of the 30 (thirty) days as set forth in section 4.01;
- c. End of the contract to which Consultant's services were necessary; or
- d. Assignment of this agreement by Consultant without the consent of City.
- e. Death of any party.

4.03 **Termination by any Party for Default:** Should any party default in the performance of this agreement or materially breach any of its provisions, the non-breaching party, at its option, may terminate this agreement, immediately, by giving written notice of termination to the breaching party.

4.04 **Termination:** This agreement shall terminate on _____, 20____, unless earlier extended as set forth in this Section. The City, with the agreement of Consultant, is authorized to extend the term of this agreement beyond the termination date, as needed, under the same terms and conditions as set forth in this agreement. Any such extension shall be in writing and be an amendment to this agreement.

5.0 SPECIAL PROVISIONS

5.01 **Additional Tasks as May Be Assigned by Public Works Director or the City Manager:** Prior to initiating any Consultant work on matters relating to the purposes of this Agreement, but outside the Scope of Services for this Agreement, it shall be the responsibility of Consultant to obtain written approval of the Public Works Director, or the City Manager, prior to initiation of such tasks.

5.02 **Time Schedule:** Consultant is to begin work upon receipt and execution of City contract. It is contemplated that most of the services hereunder will be completed on or before _____. **TIME IS OF THE ESSENCE OF THIS CONTRACT.** Consultant agrees to engage its best efforts to adhere strictly to the schedule set forth in **Exhibit A** and incorporated herein.

5.03 **Work Outside Contract Scope:** No payment for changed or additional work shall be made unless the changed or additional work has first been approved in writing by the City Manager and the parties have agreed upon the appropriate adjustment, if any, to the payment schedule and maximum payment amount for the changed or additional work. The Contract Manger may order changes or additions to the scope of work. Whether a change or addition to the scope of work is proposed by the Consultant or ordered by the City Manager, the parties shall in good faith negotiate an appropriate adjustment, if any, to the payment schedule and maximum payment for the changed or additional work. An approved change or addition, along with the payment adjustment, if any, will be effective upon an amendment to this contract executed by both parties. The amendment shall not render ineffective or invalidate unaffected portions of this contract.

5.04 **Confidentiality:**

- (a) Confidential Nature of Information. Consultant shall treat all information obtained from the City in the performance of this contract as confidential and proprietary to the City. Consultant shall treat all records and work product prepared or maintained by Consultant in the performance of this contract as confidential.
- (b) Limitation on use and disclosure. Consultant agrees that it will not use any information obtained as a consequence of the performance of work for any purpose other than fulfillment of Consultant's scope of work. Consultant will not disclose any information prepared for the City, or obtained from the City or obtained as a consequence of the performance of work to any person other than the City, or its own employees, agents or subcontractors who have a need for the information for the performance of work under this contract unless such disclosure is specifically authorized in writing by the City.
- (c) Security plan. If requested by the City Manager, Consultant shall prepare a security plan to assure that information obtained from the City or as a consequence of the performance of work is not used for any unauthorized purpose or disclosed to

unauthorized persons. Consultant shall advise the City of any request for disclosure of information or of any actual or potential disclosure of information.

(d) Survival. Consultant's obligations under this paragraph shall survive the termination of this contract.

6.0 MISCELLANEOUS

6.01 **Notices:** Except as otherwise expressly provided by law, any and all notices or other communications required or permitted by this agreement or by law to be served on or given to any party to this agreement shall be in writing and delivered or, in lieu of such personal service, when deposited in the United States mail, first class postage prepaid, to the following address for each respective party:

PARTY	ADDRESS
TO: City OF SOLVANG	City of Solvang 1644 Oak Street Solvang, CA 93463 Attention: City Clerk
	Copy to: Dave Fleishman City Attorney Richards, Watson & Gershon 847 Monterey Street, Suite 206 San Luis Obispo, CA 93401
TO CONSULTANT:	_____ _____ _____ _____

6.02 **Governing Law:** This agreement and all matters relating to this agreement shall be governed by the laws of the State of California in force at the time, should any need for interpretation of this agreement or any decision or holding concerning this agreement arise.

6.03 **Binding Effect:** This agreement shall be binding on and shall inure to the benefit of the heirs, executors, administrators, successors and assigns of the parties hereto, but nothing in this Section shall be construed as consent by City to any assignment of this agreement or any interest in the agreement.

6.04 **Remedies**: The remedies set forth in this agreement shall not be exclusive, but shall be cumulative with, and in addition to, all remedies now or hereafter allowed by law or equity.

6.05 **Due Authority**: The parties hereby represent that the individuals executing this agreement are expressly authorized to do so on and in behalf of the parties.

6.06 **Ownership of Work Product**: Upon delivery, the work product, including without limitation, all original reports, writings, recordings, drawings, files, and detailed calculations developed under this contract are the property of the City. Consultant agrees that all copyrights, which arise from creation of the work pursuant to this contract, shall be vested in the City and waives and relinquishes all claims to copyright or other intellectual property rights in favor of the City. City acknowledges that its use of the work product is limited to the purposes contemplated by the scope of work and that the Consultant makes no representation of the suitability of the work product for use in or application to circumstances not contemplated by the scope of work.

6.07. **Integration and Modification**: This contract represents the entire understanding and agreement of the City and Consultant as to those matters contained herein. This agreement correctly sets forth the obligations of the parties hereto to each other as of the date of this agreement. All agreements or representations respecting the subject matter of this agreement not expressly set forth or referred to in this agreement are null and void. No prior oral or written understanding shall be of any force or effect with respect to those matters covered hereunder. This contract may not be modified, amended, or altered except in writing signed by the City and Consultant.

6.08. **Advice of Counsel**: The parties agree that they are aware that they have the right to be advised by counsel with respect to the negotiations, terms, and conditions of this contract, and that the decision of whether or not to seek the advice of counsel with respect to this contract is a decision which is the sole responsibility of each of the parties hereto. This contract shall not be construed in favor or against either party by reason of the extent to which each party participated in the drafting of the contract.

6.09. **Independent Review**: Each party hereto declares and represents that in entering this contract it has relied and is relying solely upon its own judgment, belief and knowledge of the nature, extent, effect and consequence relating thereto. Each party further declares and represents that this contract is being made without reliance upon any statement or representation not contained herein of any other party, or any representative, agent, or attorney of any other party.

6.10. **Attorney Fees**: In the event of any controversy, claim or dispute between the parties hereto, arising out of or relating to this agreement, or the breach hereof, the prevailing party shall be entitled, in addition to other such relief as may be granted, to a reasonable sum as and for attorney fees.

6.11 **No waiver:** The waiver of any breach by any party of any provision of this agreement shall not constitute a continuing waiver or a waiver of any subsequent breach of this agreement.

6.12. **Assignment:** This agreement is specifically not assignable by Consultant to any person or entity. Any assignment or attempt to assign by Consultant whether it be voluntary or involuntary, by operation of law or otherwise, is void and is a material breach of this agreement, giving rise to a right to terminate as set forth in Section 4.03.

6.13. **Time for Performance:** Except as otherwise expressly provided for in this agreement, should the performance of any act required by this agreement to be performed by either party be prevented or delayed by reason by any act of God, strike, lockout, labor trouble, inability to secure materials, epidemics, pandemics, or any other cause, except financial inability, which is the fault of the party required to perform the act, the time for performance of the act will be extended for a period of time equivalent to the period of delay and performance of the act during the period of delay will be excused: provided, however, that nothing contained in this Section shall exclude the prompt payment by either party as required by this agreement of the performance of any act rendered difficult or impossible solely because of the financial condition of the party required to perform the act.

6.14 **Severability:** Should any provision of this agreement be held by a court of competent jurisdiction or by a legislative or rulemaking act to be either invalid, void or unenforceable, the remaining provisions of this agreement shall remain in full force and effect, unimpaired by the holding, legislation or rule.

6.15. **Construction:** The parties agree that each has had an opportunity to have their counsel review this agreement and that any rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not apply in the interpretation of this agreement or any amendments or exhibits thereto. The captions of the sections are for convenience and reference only, and are not intended to be construed to define or limit the provision to which they relate.

6.16. **Amendments:** Amendments to this agreement shall be in writing and shall be made only with the mutual written consent of all the parties to this agreement.

6.17. **Signatures:** The individuals executing this contract represent and warrant that they have the legal capacity and authority to do so on behalf of their respective legal entities.

IN WITNESS WHEREOF, the parties have executed this contract on the following date.

Consultant:

Date: _____

By: _____
President

City of Solvang:

Date: _____

By: _____
Xenia Bradford
City Manager

APPROVED AS TO FORM:

City Attorney:

Richards, Watson & Gershon

Date: _____

By: _____
Dave Fleishman
City Attorney

ATTEST:

Annamarie Porter
City Clerk

ATTACHMENT B:

INSURANCE REQUIREMENTS

Prior to the beginning of and throughout the duration of the Work, Consultant will maintain insurance in conformance with the requirements set forth below. Consultant will use existing coverage to comply with these requirements. If that existing coverage does not meet the requirements set forth here, Consultant agrees to amend, supplement or endorse the existing coverage to do so. Consultant acknowledges that the insurance coverage and policy limits set forth in this section constitute the minimum amount of coverage required. Any insurance proceeds available to City in excess of the limits and coverage required in this agreement and which is applicable to a given loss, will be available to City.

Consultant shall provide the following types and amounts of insurance:

Commercial General Liability Insurance using Insurance Services Office “Commercial General Liability” policy form CG 00 01, or a City approved equivalent. Defense costs must be paid in addition to limits. There shall be no cross liability exclusion for claims or suits by one insured against another. Limits are subject to review but in no event less than \$1,000,000 per occurrence and in the aggregate.

Business Auto Coverage on ISO Business Auto Coverage form CA 00 01 including symbol 1 (Any Auto) or the equivalent. Limits are subject to review, but in no event to be less than \$1,000,000 per accident. If Consultant owns no vehicles, this requirement may be satisfied by a non-owned auto endorsement to the general liability policy described above. If Consultant or Consultant’s employees will use personal autos in any way on this project, Consultant shall provide evidence of personal auto liability coverage for each such person.

Workers Compensation on a state-approved policy form providing statutory benefits as required by law with employer’s liability limits no less than \$1,000,000 per accident or disease.

Professional Liability or Errors and Omissions Insurance as appropriate shall be written on a policy form coverage specifically designed to protect against acts, errors or omissions of the consultant and “Covered Professional Services” as designated in the policy must specifically include work performed under this agreement. The policy limit shall be no less than \$1,000,000 per claim and in the aggregate. The policy must “pay on behalf of” the insured and must include a provision establishing the insurer’s duty to defend. The policy retroactive date shall be on or before the effective date of this agreement.

Insurance procured pursuant to these requirements shall be written by insurers that are admitted carriers in the state of California and with an A.M. Bests rating of A- or better and a minimum financial size VII.

General conditions pertaining to provision of insurance coverage by Consultant. Consultant and City agree to the following with respect to insurance provided by Consultant:

1. Consultant agrees to have its insurer endorse the third party general liability coverage required herein to include as additional insureds City, its officials, employees and agents, using standard ISO endorsement No. CG 2010 with an edition prior to 1992, or a City approved equivalent. Consultant also agrees to require all contractors, and subcontractors to do likewise.

2. No liability insurance coverage provided to comply with this Agreement shall prohibit Consultant, or Consultant's employees, or agents, from waiving the right of subrogation prior to a loss. Consultant agrees to waive subrogation rights against City regardless of the applicability of any insurance proceeds, and to require all contractors and subcontractors to do likewise.
3. All insurance coverage and limits provided by Consultant and available or applicable to this agreement are intended to apply to the full extent of the policies. Nothing contained in this Agreement or any other agreement relating to the City or its operations limits the application of such insurance coverage.
4. None of the coverages required herein will be in compliance with these requirements if they include any limiting endorsement of any kind that has not been first submitted to City and approved of in writing.
5. Consultant's general liability policy shall not contain any provision or definition that would serve to eliminate so-called "third party action over" claims, including any exclusion for bodily injury to an employee of the insured or of any contractor or subcontractor.
6. All coverage types and limits required are subject to approval, reasonable modification and reasonable additional requirements by the City, as the need arises. Consultant shall not make any reductions in scope of coverage (e.g. elimination of contractual liability or reduction of discovery period) that may affect City's protection without City's prior written consent.
7. Proof of compliance with these insurance requirements, consisting of certificates of insurance evidencing all of the coverages required and an additional insured endorsement to Consultant's general liability policy, shall be delivered to City at or prior to the execution of this Agreement. In the event such proof of any insurance is not delivered as required, or in the event such insurance is canceled at any time and no replacement coverage is provided, City has the right, but not the duty, to obtain any insurance it deems necessary to protect its interests under this or any other agreement and to pay the premium. Any premium so paid by City shall be charged to and promptly paid by Consultant or deducted from sums due Consultant, at City option.
8. Certificate(s) are to reflect that the insurer will provide 30 days notice to City of any cancellation of coverage by the carrier.
9. It is acknowledged by the parties of this agreement that all insurance coverage required to be provided by Consultant or any subcontractor, is intended to apply first and on a primary, non-contributing basis in relation to any other insurance or self insurance available to City.
10. Consultant agrees to require that subcontractors, and any other party involved with the project who is brought onto or involved in the project by Consultant, provide the same minimum insurance coverage required of Consultant. Consultant agrees to monitor and review all such coverage and assumes responsibility for ensuring that such coverage is provided in conformity with the requirements of this section. Consultant agrees that upon request, all agreements with subcontractors and others engaged in the project will be submitted to City for review.

11. If Consultant's existing coverage includes a deductible or self-insured retention, the deductible or self-insured retention must be declared to the City. At that time the City shall review options with the Consultant, which may include reduction or elimination of the deductible or self-insured retention, substitution of other coverage, or other solutions. Consultant shall be responsible for paying any deductibles or self-insured retentions on its policies.
12. The City reserves the right at any time during the term of the contract to change the amounts and types of insurance required by giving the Consultant ninety (90) days advance written notice of such change. If such change results in substantial additional cost to the Consultant, the City will negotiate additional compensation proportional to the increased benefit to City.
13. For purposes of applying insurance coverage only, this Agreement will be deemed to have been executed immediately upon any party hereto taking any steps that can be deemed to be in furtherance of or towards performance of this Agreement.
14. Consultant acknowledges and agrees that any actual or alleged failure on the part of City to inform Consultant of non-compliance with any insurance requirement in no way imposes any additional obligations on City nor does it waive any rights hereunder in this or any other regard.
15. Consultant will renew the required coverage annually as long as City, or its employees or agents face an exposure from operations of any type pursuant to this agreement. This obligation applies whether or not the agreement is canceled or terminated for any reason. Termination of this obligation is not effective until City executes a written statement to that effect.
16. Consultant shall provide proof that policies of insurance required herein expiring during the term of this Agreement have been renewed or replaced with other policies providing at least the same coverage. Proof that such coverage has been ordered shall be submitted prior to expiration. A coverage binder or letter from Consultant's insurance agent to this effect is acceptable. A certificate of insurance and/or additional insured endorsement as required in these specifications applicable to the renewing or new coverage must be provided to City within five days of the expiration of the coverages.
17. The provisions of any workers' compensation or similar act will not limit the obligations of Consultant under this agreement. Consultant expressly agrees not to use any statutory immunity defenses under such laws with respect to City, its employees, officials and agents.
18. Requirements of specific coverage features or limits contained in this section are not intended as limitations on coverage, limits or other requirements nor as a waiver of any coverage normally provided by any given policy. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue, and is not intended by any party or insured to be limiting or all-inclusive.
19. These insurance requirements are intended to be separate and distinct from any other provision in this agreement and are intended by the parties here to be interpreted as such.

20. The requirements in this Section supersede all other sections and provisions of this Agreement to the extent that any other section or provision conflicts with or impairs the provisions of this Section.
21. Consultant agrees to be responsible for ensuring that no contract used between itself and its sub-consultants reserves the right to charge City or Consultant for the cost of additional insurance coverage required by this agreement. Any such provisions are to be deleted with reference to City. It is not the intent of City to reimburse any third party for the cost of complying with these requirements. There shall be no recourse against City for payment of premiums or other amounts with respect thereto.
22. Consultant agrees to provide immediate notice to City of any claim or loss against Consultant arising out of the work performed under this agreement. City assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve City.

**ADDENDUM ACKNOWLEDGEMENT FORM
RFP 2022-01 – ADDENDUM #1**

CITY OF SOLVANG
1644 OAK STREET
SOLVANG, CA 93463
805-688-5575

Proposal No: RFP 2022-01
Proposal Title: TOURISM MARKETING MANAGED SERVICES
Proposal Due Date: May 6, 2022 @ 5:00 p.m. PST

ADDENDUM NO: 1 Date: April 22, 2022

PLEASE BE ADVISED THAT THE FOLLOWING CHANGES ARE APPLICABLE TO THE ORIGINAL SPECIFICATIONS OF THE ABOVE REFERENCED RFP:

This addendum includes the following:

1. Written Responses to Written Inquiries

THIS ADDENDUM NOW BECOMES A PART OF THE ORIGINAL RFP.

THE ADDENDUM ACKNOWLEDGMENT FORM SHALL BE SIGNED BY AN AUTHORIZED COMPANY REPRESENTATIVE, DATED AND RETURNED WITH THE RESPONSE.

RESPONDENT: _____ BY: _____

ADDRESS: _____ PHONE: _____

CITY, STATE: _____ DATE: _____

AUTHORIZED SIGNATURE: _____

PRINTED NAME: _____ TITLE: _____

Question #1.

The RFP separately says "June/July 2022" and "Aug 1" as the expected start date of the contract. Which would it be?

Answer #1

The City anticipates award of contract in June and a start date in July.

Question #2

Under Scope -> Promotion -> Placements - "In-Home Video Retargeting" is listed. How is "in-home" being determined in this context? Does this refer to IP address targeting, CTV devices, or is it a general term for all programmatic video ad retargeting?

Answer #2

This is a general term.

Question # 3.

A requirement is to "attend monthly board meetings" -> is in-person attendance a requirement for these meetings, or is virtual attendance acceptable?

Answer #3

Virtual attendance is acceptable.

Question #4.

Under Proposal Contents, you request an example marketing plan and campaign for 2022-2023. Can you provide more specifics as to the nature of what you are hoping to see in the submission? Are you hoping to see a detailed 2 year plan with spec creative work, or a sample of a past marketing plan and campaign the proposer has executed in the past for a similar destination (i.e. a successful plan and case study)?

Answer #4

A detailed 2-year plan.

Question #5.

Under Evaluation, list "Programs that support the benefits of tourism to our local residents" - can you clarify what this means? For example, does this refer to the production of educational materials and campaigns for residents to help them appreciate how tourism revenue improves their quality of life?

Answer #5

Yes, and also being thoughtful in your approaches of impact to residents when developing marketing strategies etc.

Question #6.

Budgeting - Can you provide a ballpark budget and expected allocation for the contract? Is it expected to be similar to last year's budget?

Answer #6

The budget for Marketing services specifically is approximately \$300,000 for each year.

Question #7.

We looked up [last year's budget](#), and had the following Question questions:

- PR (Press Releases): \$20,000
 - Does this amount cover all-in PR services, or just software, copywriting, and distribution costs related to press releases?

Answer: All PR releases.

- Marketing: Min \$300k, capped at 12% TOT, total \$435,915

Answer: The budget is \$300,000 per year

- What all is included in this budget? Does the sum include the operational costs associated with events?

Answer: No

- Are printing costs associated with printed materials included in this budget, or is that a separate budget?
-

Answer: Yes

Question #8.

It looks like your incumbent marketing firm is IDK Events, who specialize primarily in events, though operation of events are not explicitly listed as a service in the scope of this project. Are you looking for a separate firm to collaborate with IDK Events, or are you looking for a firm that will execute events as well as the listed marketing services in the scope of work?

Answer #8

The City will be contracting for events management separately from the marketing scope of work.

Question #9.

Why is the contract going to RFP? Is it just on account of the existing contract reaching its expiration date?

Answer #9

This is the first time the City is issuing an RFP for Marketing Services. The City is interested in receiving competitive proposals to best serve the City's needs.

Question #10.

Who is the incumbent for this particular contract (is it IDK Events, or is that for a separate contract? Solvang CVB, or is that structured separately by the city?), and will they be bidding?

Answer #10

Currently, it is Cogs & Marvel who took over from IDK Events.

Question #11.

Can you provide a list of destinations you consider immediate competitors, especially in the driveable market?

Answer #11

Santa Barbara, Santa Ynez.

Question #12.

Are there any destination marketing programs you aspire to be more like?

Answer #12

This Question has not been explored.

Question #13.

Can you share historical ad spend, results, and allocation?

Answer #13

Please review Tourism Advisory Committee (TAC) agenda items and information on past budgets. Ad spend has varied widely over the past several years.

Question #14.

Can you share past year's marketing reports? The most recent report we were able to locate was from [2018](#).

Answer #14

Please visit CityofSolvang.com/AgendaCenter and review Tourism Advisory Committee (TAC) Agendas and Minutes.

Question #15.

What is the relationship of the CVB to the City? Would the CVB be managing this contract, or would prospective bidders be competing directly with the CVB?

Answer #15

SCVB no longer exists.

Question #16.

Are there any recent revenue reports or economic development reports that break down city revenue by business? By Group Sales vs. Individual?

Answer #16

No

Question #17.

Can you provide any qualitative or anecdotal information regarding the impact of COVID-19 on the visitor experience?

Answer #17

While the City experienced complete shut-down due to State's restrictions during COVID-19, the City has enjoyed a strong recovery once the restrictions were lifted.

Question #18.

What would the relationship of the selected firm be with the CVB website administrators? How would responsibilities overlap between the selected firm and the CVB when it comes to web content and administration?

Answer #18

SCVB no longer exists.

Question #19.

Can you list the different organizations involved in tourism marketing for Solvang, and how their roles & responsibilities intersect?

Answer #19

The Marketing contractor would work closely with local Marketing Coordinator. The Marketing contractor will also be expected to collaborate with Visit SYV TBID organization and the Chamber of Commerce.

Question #20.

What are the challenges you have seen pre-COVID? What are the challenges you are seeing now, coming out of COVID?

Answer #20

Tourism and quality of life are an ever-balancing act. We are continuing to experience similar issues.

Question #21.

Do you have existing audience personas/profiles you can share? If so, when were these profiles developed?

Answer #21

No

Question #22.

What is the total available annual budget for the work?

- In December 10, 2021 meeting minutes, item II., it indicated in the contract extension with the previous vendor that the annual marketing contract was valued at \$600,000 - is that still the case?

Answer: The Marketing contract used to include events management and coordination of marketing with City appointed Committee (Tourism Advisory Committee). The organization is planned to be changed to segregate events management and hire a local Marketing Coordinator. Thus, the budget for Marketing per this contract is reduced to \$300,000.

- And with the actual total budget for this year – confirming that this budget number is inclusive of advertising and hard costs? If not, what percentage of the total budget is expected to be allocated toward advertising and hard costs?

Answer: Depends on proposal.

Question #23.

On page 1 of the proposal - header indicates REQUESTION UEST FOR PROPOSALS Information Technology Managed Services

- Is this project considered IT-managed services? If so, can you please expand?

Answer #23

This is an error and should state Tourism Marketing Managed Services.

Question #24.

Based on previous market research/strategies, what do you consider to be your peak and off-seasons?

Answer #24

Summer-time is peak. Slowest months are October, November, January, and February.

Question #25.

“Participation in consumer and industry trade shows” - can you expand on this? What role would you be looking for an agency to play in these? How many trade shows are expected annually and what is the desired outcome?

Answer #25

There is no set number.

Question #26.

Is the new website live at www.solvangusa.com? Or is a new website still in progress?

- Would the selected marketing agency be able to recommend a redesigned website to align with the campaign and branding? Would web management and updates be anticipated in the scope of work?

Answer #26

Yes!

Question #27.

How much is the vendor able to leverage the [current creative approach developed by Cogs and Marvel](#)? Is there desire to move away from current creative campaign/branding/positioning, or can the marketing agency work off of it?

Answer: The City is open to creative ideas.

- How many assets (video, photo, designed elements) do you have around the current creative?

Answer: 7 short videos.

Question #28.

By “promotion” in the scope (listed on page 4 of the RFP), can you confirm that this means paid media/advertising?

Answer #28

The RFP refers to paid ads vs. social media.

Question #29.

What were some of the things your previous agency really excelled at? Where are the opportunities for improvement?

Answer #29

The City is looking for a fresh look and creative ideas to be presented through the RFP process.

Question #30.

Can you clarify that “compensation model” means retainer model, project-based, hourly basis, etc.? For context, has the City had any concerns/issues with previous compensation models? (pg 5)

Answer #30

The City is looking for a contract with precise deliverables.

Question #31.

Who are the day-to-day contacts at the City that the marketing agency would work and communicate with, and what are their roles?

Answer #31

The City is looking to hire a local Marketing Coordinator to manage the contract and interface with Tourism Advisory Committee.

Question #32.

Proposal Contents (page 9)

- “Example marketing plan and campaign for 2022-23” - confirming you are looking for one for Solvang? Not an “example” from our other clients/past work?
 - Marketing plan - if so, would this be a strategic plan, calendar, comprehensive? Can you clarify how extensive of a plan you are looking for?

Answer: One for Solvang.

- For team resumes - can you confirm how extensive you’d like these to be? Are there particular pieces of info you’re looking for? Is there a format/template you’d like us to adhere to?

Answer: No set guidelines.

- “Contact info from three current media references” - can you clarify that you are expecting journalist contacts exclusively?

Answer: Yes

- Can you confirm if there is a length limitation on the RFP - limit on number of pages for entire document or certain sections?

Answer: No

- Do the proposal contents need to stay in the identical order as listed on page 9 of the RFP or can they be ordered/grouped as the agency sees fit?

Answer: Can be ordered as agency sees fit.

- Pg 11 - #3 “on or by December 14, 2021” - this seems to be old/from a previous document, can you provide the date for this round?

Answer: This is an error from a previous document. The date should state: June 15, 2022.

Question #33.

What is the City of Solvang’s core target audience and DMA for this campaign?

Answer #33

The City would like the Marketing Consultant to advise on this.

Question #34.

What message does the City of Solvang hope to convey during this campaign? Is this effort a re-brand of current tourism marketing services currently taking place?

Answer #34

The City has undergone through much change over the last three years. The City is looking for Marketing consultant to learn the community and develop the marketing strategy to complement.

Question #35.

What is the current percentage of marketing and/or advertising budget devoted to traditional (physical) marketing assets and campaigns (i.e. signage, collateral, sales materials, etc.)?

Answer #35

Not much.

Question #36.

Are there any partnership arrangements (ex: Visit California, Trade Assn's/Chamber/Conv. Center) that we should consider in our proposal?

Answer #36

Currently, there are no such partnerships.

Question #37.

Can you please provide an example (for clarification) of this sentence in Section 2.

Project Objectives – Overview:

The books with receipt of all paid vendors will be shown on request with 1099 IRS forms attached for all monies spent on this contract not to exceed 10% overhead to the marketing firms and sub-contractors with marketing responsibilities to the City of Solvang”.

Answer #37

This only applies to sub-contractors.

Question #38.

Must the selected partner marketing agency's fees not exceed the 10% of budget threshold or is this requirement exclusive to subcontractors and vendors?

Answer #38

Subcontractors.

Question #39.

Are you able to share the existing strategies set forth by the Solvang Tourism Advisory Committee (TAC)?

Answer #39

Please view CityofSolvang.com/AgendaCenter and review Tourism Advisory Committee (TAC) Agendas and Minutes.

Question #40.

Who will be the agencies single point of contact with the city?

Answer #40

Marketing Coordinator

Question #41.

Please list current research, events, marketing, and communications partners whose contracts may be part of future plans and what role each will play in the cities promotional efforts over the next two years.

Answer #41

None

Question #42.

How important is in-house Public Relations Services to your decision as well? We have a number of PR contracting resources we partner with when necessary, but we do not have in-house PR.

Answer #42

We have a local PR firm that the City and contractor can partner with.

Question #43.

Can you please share a past example of budget allocations by category as outlined in your scope of work?

Answer #43

Please visit www.CityofSolvang.com Agendas under Tourism Advisory Committee.

Question #44.

Can you please share a past media plan?

Answer #44

N/A

Question #45.

Is the previous agency planning to submit a response to this RFP?

Answer #45

Unknown

Question #46.

Once an agency is chosen, who will be the primary point of contact for regular communication regarding this scope of work?

Answer #46

Marketing Coordinator

Question #47.

What is the process of approval for programs, budgets and materials? Is there City Council involvement or is City staff empowered to make all decisions?

Answer #47

City Council

Question #48.

In the past it appears the City has included special events in the tourism marketing budget, yet that is not called out as part of the scope outlined in this RFP. Is that now to be managed under a separate program and budget?

Answer #48

It will be a separate task.

Question #49.

Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?

Answer #49

Yes

Question #50.

Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across North America?

Answer #50

Yes

Question #51.

As we are a member of various organizations like the GDC and RGD, could we ask that "Example marketing plan and campaign for 2022-2023" for the proposal be removed as a requirement in line with the No!Spec guidelines at <https://www.nospec.com/>

Answer #51

The requirement will not be removed.

Question #52.

With respect to compensation models, would a rate card and/or blended rate model be ideal for our engagement and your receipt within the proposal?

Answer #52

Please expand on this Question.

Question #53.

There are a few mentions of supporting partners through these programs - do you have promotional commitments to partners/businesses that need to be fulfilled through social media or advertising programs?

Answer #53

No

Question #54

Do you currently subscribe to research tools like Arrivalist or other tourism/attraction-based studies? Are you requesting a complete marketing plan and creative campaign as part of this RFP process or simply looking for some insights and thought starters.

Answer #54

No

Question #55.

What percentage of your 1.5 million visitors are from California? West Coast? What are your top 5 markets? What's the average length of stay?

Answer #55

Majority of our visitors are from California. The City desires to extend length of stay.

Question #56.

What type of group business have you been focused on in the past?

Answer #56

N/A

Question #57.

Who do you consider your top three (3) competitive destinations?

Answer #57

Europe and local neighbors such as Santa Ynez and Santa Barbara.

Question #58.

Has there been any recent research with current and potential visitors to VS? If so, is that available for review?

Answer #58

No

Question #59.

What are your most important objectives for your 2022-2023 marketing effort?

Answer #59

Be creative.

Question #60.

What is your biggest pain point in achieving these objectives?

Answer #60

Recently, COVID-19 and state restrictions have posed a significant challenge in achieving marketing objectives.

Question #61.

Are there new audiences you would like to reach? If so, who are they?

Answer #61

The City would like the Marketing Consultant to advise on this.

Question #62.

Are you searching for an overall firm to conduct all of the marketing activities or are you seeking them on an individual basis?

Answer #62

We are looking for a Marketing firm to handle the entire scope of work as presented. The proposal shall address the stated objectives in the RFP.

Question #63.

I have a tourism PR firm and wanted to submit for the PR portion of the RFP if that is permissible? If so, is there a budget outlined for PR?

Answer #63

Yes

Response to RFP Tourism Marketing

Solvang RFP

May 6, 2022



Prepared for **Solvang**
Prepared by **TJA Advertising**

TJAAdvertising.com



Dear RFP Selection Committee:

Thank you for the opportunity to present our response and plans to the City of Solvang's Request for Proposal to provide Tourism Marketing Managed Services. Our TJA Advertising & Public Relations team is excited for the opportunity to work with the City of Solvang in their efforts to increase overnight stays, build TOT, and increase occupancy and RevPAR, as well as rejuvenation of business and restaurant patronage.

TJA Advertising & Public Relations orchestrates an ongoing strategy that coordinates all marketing communications whereby these components work together at predictable intervals for maximum efficacy. The City's brand is only as good as the media plan, public relations, market research, social media management, and, most importantly, their expert account service team.

As domestic travel continues to bounce back from the recent pandemic, we understand the immense challenges the City has gone through and its need for a true expert partnership to energize and expand its lodging and business growth. Solvang offers a very unique brand. It offers a distinct taste of Europe, which is complemented by a local, well respected California wine region, diverse outdoor activities, historical points of interest, and a celebrated neighboring Chumash community.

Our extensive experience in tourism marketing, combined with our intimate knowledge of the City of Solvang and the surrounding areas, enable us to assume responsibility for this account without wasting costly start up time. We look forward to a close working relationship with the City of Solvang and its stakeholders to support the key initiatives within the marketing plan that we develop with you. The partnership between The City of Solvang and TJA will include a complete turnkey, multi-layered approach that drives response from our marketing efforts to increase lodging occupancy and business and restaurant patronage. Together, these marketing efforts will reinforce and revitalize the City's brand, inevitably increasing its economic growth.

Thank you again for this wonderful opportunity to present our Response to the City of Solvang's RFP.

Sincerely,

John Sorgenfrei

President and Owner, TJA Advertising
john@tjaadvertising.com

A handwritten signature in blue ink, appearing to read 'John Sorgenfrei', written in a cursive style.

Content

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Proposal submitted by

TJA Advertising & Public Relations, Inc.
S Corporation

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Management Team Pismo Beach

John Sorgenfrei | Account Supervisor
Claudia Torkelson | Social Media Director
Quint Stevens | Creative Director
Rick Turton | Website/On-line Director
Georgina Stassi | Director of Public Relations
Eileen Morris | Content Creator and Director of Stewardship
& Educational Outreach
Melissa Hageman | Finance Manager

History

For more than 42 years, TJA has been on the leading edge of advertising and public relations in San Luis Obispo County. Today, we are one of the longest established full-service advertising agencies on the Central Coast.

Our full-service agency offers clients a complete menu of communications services provided by a staff of professionals with unparalleled skills and abilities in this market.

General Capabilities

- Account Management
- Creative Services
- Social Media
- Public Relations
- Government Relations
- Budget Planning
- Media Planning/Buying
- Radio and Print Production
- Television & Web Video Production
- Web Site Design and Management
- Native Advertising Creation
- Digital Marketing
- Sales/Informational Brochures
- Co-op Coordination
- Video Presentations
- Market Research
- Non-Traditional Media
- Branding Campaigns
- Influencer Management



Past Campaigns and Successes

Tourism and destination promotions have been a cornerstone of our business since our inception 42 years ago, and we have a long history in the area of tourism marketing. We have produced advertising and marketing campaigns for a wide variety of tourism-related accounts. Many of these campaigns involved media placement, creative design, social media, web site development/design, digital marketing, public relations, branding, market research, broadcast television, radio, Internet advertising, email newsletters, event development/promotion, and a wide array of collateral production. One of our long-established clients is Pismo Beach.

Pismo Beach CVB and LBID

TJA has worked with the Conference & Visitors Bureau of Pismo Beach, LBID, PBHA, and the City Council to re-brand and re-position the City of Pismo Beach to a more affluent visitor over the years. The goal was to increase TOT from visitors spending more money and staying longer. The media was re-directed, the image and theme of all the advertising was changed, and this resulted in a much higher TOT and larger general fund growth rate. The lodging properties also enjoyed more visitors coming to Pismo Beach from Orange County, Los Angeles, San Francisco, and other target markets, with less dependency on Central Valley visitors. Pismo Beach continues to enjoy a higher room rate and increased city revenues each year. While there are many factors, which contribute to the City's success, we feel our firm has played a significant role in this positive outcome. We continue to have more visitors than any other city or BID in the County and beyond, and our TOT has experienced solid growth over the years. This growth and other milestones will be discussed later in this proposal.



Avila Beach

TJA assisted Avila Beach business and lodging owners in securing tourism mitigation funding from Unocal for losses incurred because of the Avila Beach oil spill. Unocal agreed to provide funding (\$400,000), but it would not release these funds until a marketing and branding plan was developed and approved by them. TJA developed the marketing plan, which included the use of market research and data retrieval, to demonstrate the best use of future media and public relations efforts. TJA produced outdoor advertising, designed the website visitavilabeach.com, wrote and produced a short video for tourism outreach, and worked with the lodging and business community to develop the first ever Avila Fish and Farmers' Market event, which brought thousands of new people into Avila Beach. TJA worked with the business and lodging community of Avila Beach, making the small beachside community a valued tourist destination once again. Today, TJA continues to work with Avila Beach on growing its tourism, including participating in many co-op and shared events with Pismo Beach.



Highway 1 Discovery Route

TJA Advertising has been proudly managing the social media accounts for the Highway 1 Discovery Route since 2016. Additionally, TJA is responsible for the day-to-day content creation, community management, and reporting on all social media platforms. During CBID meetings, Highway 1 Discovery Route's other Local Fund Areas look to TJA for guidance on their social media content. For example, TJA created a social media toolkit as a guide for the LFAs to use during the Hidden Secrets campaign.

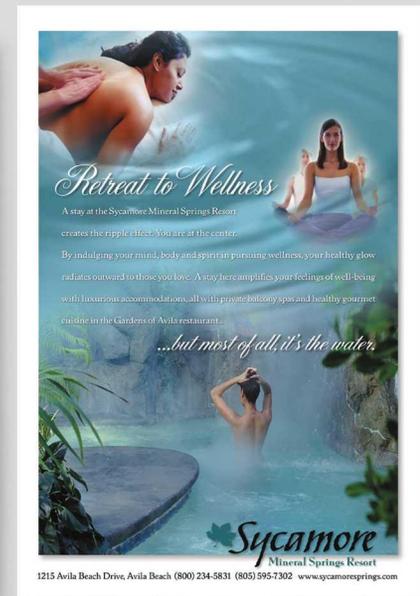
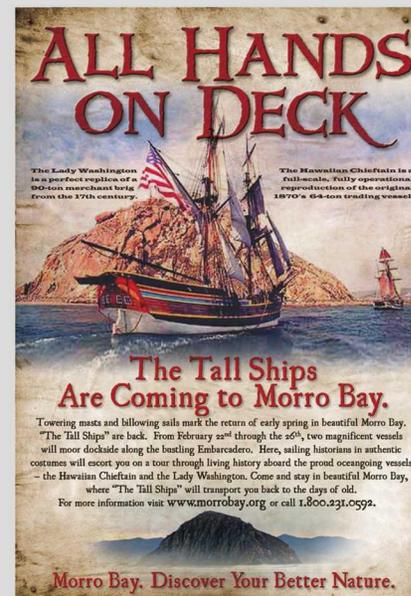


Marketing Campaigns and Successes

Present and Past Marketing Experience

TJA Advertising has a great deal of experience working with many DMOs, lodging properties, events, and other related tourism accounts. Our depth of experience in tourism goes back over 20 years.

- **City of Pismo Beach** (Agency of Record for over 20 years)
- **City of Morro Bay** (Agency of Record for over 20 years)
- **Moonstone Hotel Chain** (Branding campaign for all 10 properties)
- **Sycamore Mineral Springs** (Agency for over 10 years)
- **Dolphin Bay Resort** (Marketing the opening of hotel)
- **City of Solvang** (Marketing support 2 years)
- **San Luis Obispo County Airport** (Logo design and served on the Marketing Committee)
- **Merced Airport** (Marketing grant for small airport development)
- **Santa Maria Airport** (Agency for over 8 years, promoted new Allegiant Air Service. Public Relations, advertising, logo design and collateral)
- **San Luis Obispo County Tourism** (Developed co-op campaigns prior to the formation of BID)



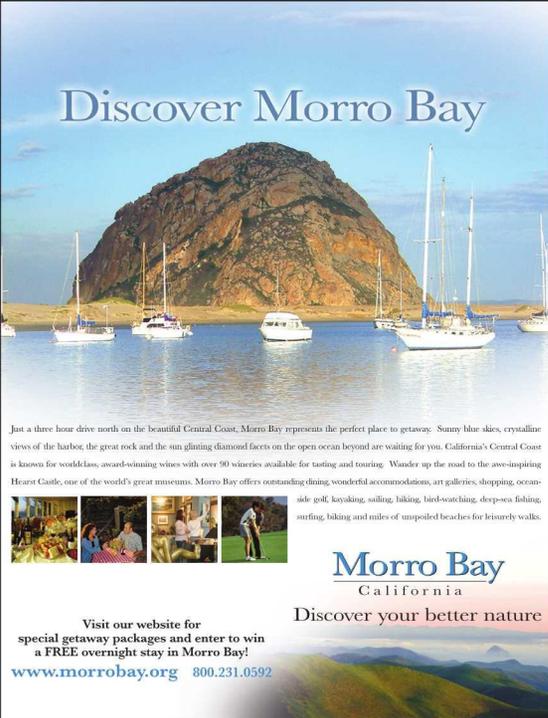
Present and Past Tourism Event Marketing Experience

TJA Advertising has handled all of the marketing of these events, which involved public relations, advertising, logistics, video production, website insertions, collateral and more.

- Wine, Waves & Beyond
- Chardonnay Symposium
- Taste of Pismo
- Jazz Jubilee
- WSA Surfing Championships
- Pismo Beach ISA World Para Surfing Championships
- Pismo Beach Clam Festival
- Pumpkins in the Park
- Wine Walks
- Classic California Christmas
- Chapman House Swingin' by the Sea
- Pismo Classic Car Show
- Holiday Harmony & Tree Lighting Ceremony
- 4th of July Fireworks Celebration
- Pacific Breeze Concerts
- Avila Farmers Market
- Morro Bay Harvest Festiva
- Morro Bay Winter Bird Festival (started by TJA)
- Morro Bay Tall Ships
- Morro Bay Car Show
- Morro Bay Margarita and Avocado Festival
- SLO Film Festival



Current and Past Creative Work



Discover Morro Bay

Just a three hour drive north on the beautiful Central Coast, Morro Bay represents the perfect place to getaway. Sunny blue skies, crystalline views of the harbor, the great rock and the sun glinting diamond facets on the open ocean beyond are waiting for you. California's Central Coast is known for world-class, award-winning wines with over 90 wineries available for tasting and touring. Wander up the road to the awe-inspiring Hearst Castle, one of the world's great museums. Morro Bay offers outstanding dining, wonderful accommodations, art galleries, shopping, ocean-side golf, kayaking, sailing, hiking, bird-watching, deep-sea fishing, surfing, biking and miles of unspoiled beaches for leisurely walks.



Morro Bay
California

Discover your better nature

Visit our website for special getaway packages and enter to win a FREE overnight stay in Morro Bay!

www.morrobay.org 800.231.0592



AVILA BEACH.

PICK YOUR PERFECT PARADISE.

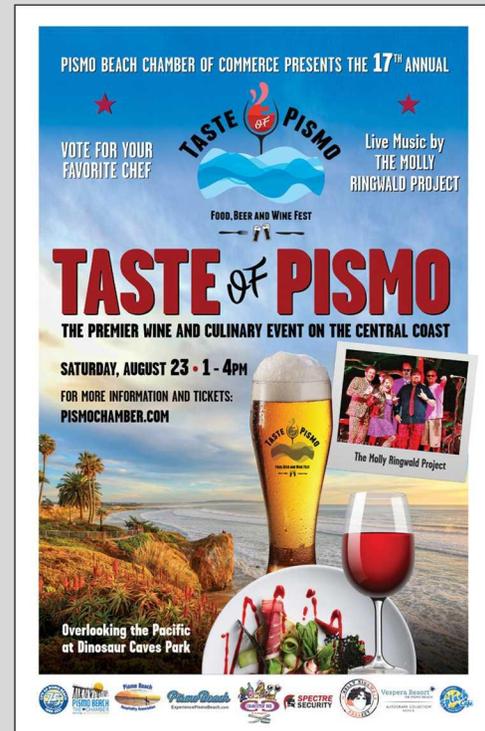
You'll find beautiful Avila Beach just off Highway One on California's Central Coast and a beautiful road that takes you through lush valleys with oak studded green hills. Journey just a little further and the welcoming paradise of Avila Beach appears.

With its own uniquely sunny, warm microclimate, Avila Beach is a breath of fresh salt air, with amenity-laden hotels, charming oceanfront restaurants, magnificent local wines, shopping and activities for all to enjoy.

Start planning your next vacation, and count on being enchanted in unforgettable Avila Beach.



AVILA BEACH
Pick Your Perfect Paradise
VisitAvilaBeach.com



PISMO BEACH CHAMBER OF COMMERCE PRESENTS THE 17TH ANNUAL

VOTE FOR YOUR FAVORITE CHEF

TASTE OF PISMO

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FOOD, BEER AND WINE FEST

TASTE OF PISMO

THE PREMIER WINE AND CULINARY EVENT ON THE CENTRAL COAST

SATURDAY, AUGUST 23 • 1 - 4PM

FOR MORE INFORMATION AND TICKETS: PISMOCHAMBER.COM

Overlooking the Pacific at Dinosaur Caves Park



Find it all in Pismo Beach!

Come visit us at the LA Magazine Food and Wine Event on October 24th and sample the wines from the Central Coast and Edna Valley.

Toast to the distinct character of this lively seaside community, located only a short distance from some of California's finest wineries. Book your stay today and make Pismo Beach your Wine and Waves destination.

Pismo Beach
ExperiencePismoBeach.com

Savor the flavor of California's favorite beach town.

Pismo Beach

Toast to the distinct character of this lively seaside community, located only a short distance from some of California's finest wineries.

Pismo Beach
ExperiencePismoBeach.com

Explore. Exhale. Experience.

#MyPismoBeach

Pismo Beach is located half way between Los Angeles and the Bay Area and is famous for its miles of beautiful white sand beaches, great accommodations and a rich wine region, only minutes away. Come visit Pismo Beach and try surfing, kayaking, exploring the dunes and our wonderful dining opportunities.

Pismo Beach
ExperiencePismoBeach.com

Objectives and Strategies

Objectives

1. Increase shoulder season growth and mid-week travel to aid the lodging properties when occupancy slows.
2. Continue to market to areas of Southern California and Bay Area and target a higher demographic spender providing more revenue.
3. Explore new markets of Sacramento and San Diego to increase overnight stays.
4. Market to the wine enthusiast with cooperative work with the various wine organizations and Visit Santa Ynez group.
5. Increase visitors to solvangusa.com.
6. Support Social Media, Advertising and Public Relations efforts with partnerships with regional magazines, such as, LA Magazine, Orange Coast Magazine, Sunset, Westways AAA, 805 Living, and other targeted publications and digital platforms.
7. Work with CCTC, Visit California, Visit Santa Ynez, and other supporting organizations.

Strategies

1. Targeting and research to increase effectiveness at reaching various markets with a trackable call to action.
2. Promote and maximize the potential of local events that encourage visitors to stay longer via a variety of activities.
3. All banners, marketing materials, brochures, and social media posts/videos will have a call to action with Lodging Specials.
4. Develop and explore co-op and marketing opportunities with various organizations.
5. Foster relationships with strategic partners of the lodging and Solvang business community.
6. Increase communication with local businesses and the hospitality industry on efforts and upcoming events.
7. Work closely with Visit Santa Ynez Valley to explore co-op opportunities and to avoid duplication of efforts whenever possible.
8. Attend Summits and Board Meetings.
9. Distribute a monthly newsletter that is beneficial and informative for all partners.
10. Identify quality Social Media Influencers and have them support the Social Media tactics with followers as well as gaining photography and video to add to the creative library for Solvang.
11. Develop more video content to support branding and marketing.
12. Develop more native content to support brands.
13. Sponsor events and activities that align with and further develop brands.
14. Continue to report impressions and referrals to the website lodging page after each advertising campaign on the website.
15. Produce cooperative marketing opportunities with related entities
16. Provide fulfillment collateral for advertising responses and press inquiries
17. Create marketing and communications tools for the various lodging properties to co-promote events and activities.

Measurements

1. Monitor TOT, RevPAR, and occupancy, as well as followers on Instagram and fans on Facebook, and report each month to the Board and place on the new portal.
2. Measure success of advertised events by attendance and ticket sales.
3. Continue to measure Newsletter open rates and subscription growth.
4. Continue to report website stats and growth.
5. Create a new marketing portal on the website to house current marketing and media plans, press releases, photography, videos, campaigns, and results. This portal will be password protected and will grant access to all lodging properties in Solvang, as well as the City Council, City Staff, Tourism Board, and other lodging.
6. Increase RevPAR and TOT Growth.
7. Calculate how many group tours came through Solvang.
8. Obtain surveys from event organizers showing out of the area attendee data.
9. Track visitors to solvangusa.com.
10. Grow Social Media each year 2022-2025 across all platforms.



New Marketing Plan for 2022-2023

How we will work with you

TJA offers the team, experience, tools, and approach to efficiently implement a results-oriented, measurable marketing plan and effective programs that will achieve the City of Solvang's objectives. We are fully prepared to provide all requested services, including:

- Research and Analysis
 - Destination Brand Assessment and Evolution
 - Marketing Plan Development
 - Strategy Implementation
 - Advertising Plan, Research, Planning, and Implementation
 - Public Relations Plan Research, Planning, and Implementation
 - Promotional and Events Strategies
 - Constituent (internal) Communication
 - Stakeholder Strategy, Communications, and Implementation
 - Website Enhancements
 - Website Updating and Maintenance
- Increase resident communication via direct messaging as well through social media channels using the comments sections to build positive relationships and mitigate complaints so that residents feel their voices are being heard. Place paid social media advertising with positive messages solely targeting the residents of Solvang.
 - Educate the residents on what tourism actually "does for them," as it leads to the collection of TOT and increases the General Fund.
 - Create messaging on social media that attracts visitors for longer stays by featuring more sustainably minded content. Lean into itineraries featuring hotels, restaurants, and businesses to keep people in town for extended periods.
 - Work with the new TAC Board and City staff to provide marketing direction and support to bring Solvang tourism to new high levels of growth, which contribute to increased TOT, Sales Tax, RevPAR, and attendance of events, as well as increasing patronage of the restaurants and retail stores in the City.

- Work with the Solvang Chamber of Commerce to develop promotions and ideas that will increase local business growth and profitability to that of 2019 and beyond.
- Develop and implement a Stewardship Program tailored to the City of Solvang and adjacent environs focusing on the preservation of the City's history and culture.

Social Media Objectives and Recommendations

- Develop and execute a demographically targeted Social Media paid advertising campaign on Facebook and Instagram targeting specific geo-locations based on drive markets and niche interests.
- Implement improved and more frequent blog postings highlighting all that the town and the surrounding area has to offer. This will also help with SEO goals and objectives for the website.
- Publish high-quality email newsletters.
- Focus more heavily on the wine region, golf, and outdoor adventure on Social Media.
- Link back to the website on all Facebook and Instagram posts.
- Increase lodging specials and accommodations options enticing visitors to stay longer and spend more money.
- Improve website pages with CrowdRiff galleries and stories embedded throughout to boost SEO.
- Refresh Pinterest board using content from Facebook, Instagram, Travel Blogs, and Email communications.
- Refresh Instagram highlights to include more resources.
- Increase production of high-quality professional videos and photos.
- Partner with influencers to stay, photograph, and create content that we can utilize for our marketing efforts, thereby, saving the City costs on future production.
- Generate monthly reports outlining growth of Instagram, Facebook, YouTube, and all other social media platforms being utilized. Also report on top posts, blog results, and results of paid social media ads.

Website Objectives and Recommendations

Current Website:

Gain access to Google Analytics to build a baseline for future improvements. The main focus will be on lodging referrals.

- Gain access to the backend of solvangusa.com website to become familiar with how the site is constructed and to see in greater detail traffic sources.
- Update website information:
 - Danish Days - 2019 info update to present.
 - Julefest - 2021 info update to present.
 - Blog Post - 01/19/2020 (most recent) update to present.
- Add content to Home Page to improve SEO.
- Propose future updates to refresh the current website.
- Determine status of current Booking Engine (<https://solvangusa.hotelplanner.com/>) by Lexyl Travel Technologies:
 - Is there a contract?
 - Is it a true OTA?
 - What percent is being charged for a reservation?
 - Are there any objections to replacing the current OTA?
- Explore lodging listings on the website that are outside of Solvang to improve TOT collection.

Possible New Website Design:

- It is critical to locate the latest spreadsheet (CMS file) that was used to upload the listings to the current website. This file makes a new website design more efficient as it reduces both hours and the amount of budget required.
- An updated or new website would focus on increasing TOT from lodging members:
 - Included on the new lodging detail page would be lodging links to their websites, their reservation pages, and their specials/packages pages.

- Encourage lodging members to include specials/packages on their websites so we can link to them.
- Monthly website metric reports would include Lodging Outbound Referral Reports from the three sources: websites, reservation pages, and specials/packages pages.
- TJA is very experienced in the lodging metrics of Occupancy, ADR, and RevPAR.
- The new website would also include an improved events calendar (see visitavilabeach.com).
- A new home page would focus on lodging, events, and things to do, as well as the existing CrowdRiff gallery. TJA staff is very familiar with the CrowdRiff program and currently uses it with other tourism clients.
- The new website would maintain much of the existing content but would be checked for relevance and offer an enhanced user experience by organizing access to content from the main navigation menu.
- An Internal Use Reporting Portal/Dashboard, modeled after PismoBeachDashboard.com, will be created:
- Include Social Media Reports and Tactics, Website Metrics,
 - Advertising Creative and Campaigns, Revenue Monthly Reports and archive, TOT, RevPAR, Occupancy, and Sales Tax data. This creates a very convenient tool for all the stakeholders, City staff, and City Council to stay current on all campaigns, research, financial reports, and budgets regarding the marketing programs and their measurements for success. This would be housed on the website but would be password protected to serve this group only.
 - Website maintenance, SEO monthly work, content updates, reports, outbound link, and website monthly reports will showcase visits to the site, referral sources to the website, and referrals from the website to each lodging property in Solvang.
 - Portal updates and presentations will be provided to the Board each month.

Creative Strategies, Objectives, and Recommendations

Creative Recommendations

- Promote the rich Danish heritage, charming architectural style of the town, and the unique experience of a trip to Denmark without getting on a plane.
- TJA recommends keeping the tagline “The Danish Capital of America” as well as the current logo design. This is an iconic brand, which the City has invested much time and marketing dollars to promote. We see no reason to change this effective branding and messaging.
- Using “The Danish Capital of the World” brand, we can place a greater emphasis on what the surrounding area offers visitors, including the world-famous wine regions of Santa Barbara County, the nearby Santa Ynez Valley, and the other local wineries.
- Promote golfing, horseback riding, hiking, the Chumash Casino, the soon to open Chumash Museum and Cultural Center, Lake Cachuma, historical points of interest, and other activities, as well as the beautiful outdoor scenery, to visitors.
- Develop itineraries for two, three, and four day stays to encourage longer term visits in Solvang.
- Have a strong call to action in all paid advertising with “Check out our Lodging Specials” with a link to take the visitor to a dedicated landing page housed on the Solvang website, which will include all the various lodging specials from the Solvang properties that support TOT.
- Pay homage to the 1911 Danish founders by incorporating “Sunny Field” into the new marketing and advertising: “There is so much to do in our Sunny Field!”

Media Plan and Strategies and Key Target Demographics

Empty Nesters-Adults 50 plus

Those who can travel in the off season and mid-week. TJA recommends that we target upscale visitors who can stay longer and spend more.

Multigenerational Travelers

Those who wish to share experiences and build memories with their children and grandparents. These groups tend to plan around milestone life events and take multiple rooms or vacation rentals and more overnight stays.

Next Gen Travelers

Younger couples and singles, feel good travelers, who use the latest travel technology to plan and book trips. This group gravitates towards the outdoor experiences and beautiful scenery as well as the nearby wine region.

Target Markets

Major emphasis on the three-to-six-hour drive markets to grow overnight stays and longer stays in the off season. Marketing to both Southern and Northern California as well Santa Barbara and Ventura counties and possibly Sacramento with print and digital advertising. TJA would like to explore further research to determine possible new markets with potential for future travel and gaining more overnight stays.

Media Tactics

- Develop new digital and native advertising campaigns with proven top media outlets with targeted email, social media, and retargeting. Some of those media partners include Los Angeles Times, SF Gate, Bay Area News Group, Google, Facebook, and Instagram targeted ads.
- Work with Tripadvisor on targeted digital campaigns and retargeting as well as continuing with your own dedicated Tripadvisor destination page that we manage the content on. Campaigns will utilize standard display banners, native stories, and outstream videos.
- Promote Solvang events, with the creation of posters, ad creative, ad placement, public relations, and social media with posting and targeted paid ads and creation of landing pages on solvangusa.com to provide ticket sales and visitors to the site. These events include Danish Days, Julefest, Solvang Stomp, and more.
- Take advantage of several co-op opportunities with visitsyv.com, CCTC, Visit California, and the Chamber of Commerce of Solvang.
- Utilize quality targeted Influencers by using an innovative marketing platform that simplifies the process of developing and distributing authentic brand stories for our clients. This platform provides us with the data and transparency needed to run successful content marketing and Influencer campaigns. Data includes:
 - Location of Influencers and their followers
 - Fraud & Audience Authenticity
 - Real-Time Access to TikTok, Instagram, Facebook, Twitter, and Pinterest Influencers
 - Passion Points of Influencers and their audiences
 - The production of high quality videos for future branding and social media use

Solvang: Experiencing Historical & Cultural Stewardship

A Stewardship program for Solvang residents and visitors will create opportunities to practice Stewardship in and around Solvang in the care and management of Solvang's rich history, diverse culture, lush agriculture, and fascinating natural world. It will educate them on how their personal involvement can impact, sustain, and preserve Solvang for generations to come. It can consist of tree planting and pruning, community gardening, Chumash appreciation, Danish heritage, removal of litter or invasive species, creation of green spaces, water conservation, as well as activities that help conserve, improve, or address land, water, or air quality issues.

TJA Advertising's Stewardship Department is led by team member Eileen Morris, our Director of Stewardship & Educational Outreach. Eileen enjoyed over 23 years in education. She has extensive business training, and holds a Master's Degree in Educational Administration.

Solvang's program will be available to all and can be accessed in person and/or virtually through the Solvang website, including its Blog, and social media channels.

Historical and Cultural Stewardship & Educational Opportunities

We believe a strong Stewardship Program promotes responsible tourism, empowers residents, and educates everyone involved by creating a sense of belonging and a voice in preserving this cherished community.

Educational activities and information: We will provide quarterly outreach and engaging lessons to local school districts, as well as educators and parents.





Agency Compensation and Budget

It has always been our goal to ensure most of our clients' budgets are spent on media and advertising related tactics such as social media, public relations, website development and creative design, rather than on compensation for agency time such as mailings, phone calls, meetings, and every time we interact with you. Our agency offers all outside purchases, such as printings and mailings, with the standard agency markup of only 15%. However, upon clarification, we will consider 10% on 3rd party uses as identified by the City in the RFP. Each time the City of Solvang receives a monthly statement from our agency, all vendor invoices, and hours for various tactics, such as social media, website work, graphic design, and public relations, will be included for your review.

In our approach to the City of Solvang account, our goal will be to spend the vast majority of the allocated dollars on growing TOT and increases in sales in the City. TJA will take the standard 15% agency commission on all media. If the media is not commissionable, the agency will mark it up only by 15%.

This framework provides the agency the freedom to recommend all media, whether it offers a commission or not. Those areas that are non-media or not compensated by the 15% arrangement such as public relations, social media, website and art and design, will be billed on an hourly basis of \$95.00 per hour. This rate is well below many other competitors' rates.

TJA is very flexible and will work with the TAC Board and Director to find the most cost-effective form of payment you prefer. If a retainer for some services other than account management is requested by the City, TJA will work to establish that form of compensation in the future. Finally, accountability is about fiscal responsibility. We promise cost-efficiency and transparency.

TJA will provide the City of Solvang with stronger creative, more media know-how, enhanced advertising clout, and more strategic alliances that will culminate in a greater impact per ad dollar spent.

Agency Hourly Fee Rates:

Accounting, media checking, budgeting, and billing (covered by 15% media commissions)

Management Services billed monthly at \$1500 per month retainer

\$95 per hour Creative design

\$95 Broadcast and Video Production

\$95 Influencer Management and Development

\$95 per hour Website design, coordination, reporting and maintenance

\$95 per hour social media marketing for Facebook, Instagram,

YouTube, TikTok Pinterest, planning and postings, ad creation, content development, and stat reporting

\$95 per hour public relations coordination

*Extensive campaigns beyond the scope of work for public relations, digital and social media would be quoted and approved in advance. Hourly charges are not to exceed approved budget amounts for each category without Executive Director approval.

2022-2023 Budget Solvang TAC:

*Advertising and Media, Digital, print, broadcast, streaming	\$ 120,000
Management Services	\$ 18,000
*YouTube, Facebook, Instagram Advertising	\$ 24,000
Branding Graphic Design	\$ 10,000
Public Relations and Stewardship	\$ 10,000
*Contingency Advertising	\$ 10,000
*Cooperative Media	\$ 8,000
Social Media Execution and Management	\$ 30,000
Influencer/Content Development	\$ 20,000
Website Design and Maintenance	\$ 30,000
Video Production for Social Media, Events, Web site	\$ 20,000
Grand Total	\$ 300,000

*Total 15% TJA commissions (already included in the above total for media placement)
 Account Supervisor Management includes attending TAC meetings monthly and other meetings as needed with the City staff and/or possible presentations made to the City Council. Management of event marketing, as well as attendance of key events, media planning and buying, supervision of account teams, as well as supervision of art and video production, is also included in Account Supervisor Management.



WHY TJA Advertising and Public Relations?

Our agency takes a “hands-on” approach. We like to consider ourselves an extension of each client’s business and we work as if we are partners. We are keenly aware that the City of Solvang is not looking for just a vendor, but a true long-term partner in their efforts. TJA is ready to be that partner.

Our staff brings decades of tourism marketing and advertising experience. This talented group has the ability to think out of the box with unparalleled creative concepts. We are rewarded when our clients are successful and continually search out new innovative approaches to achieve those successes.

TJA has both the industry knowledge and necessary experience to effectively handle the City of Solvang’s marketing efforts. We are extremely enthusiastic about working with you and will be happy to provide any additional information that may be necessary.

It is our sincere hope that upon review of our qualifications, and judging by our recommendations and ideas, the committee will come to the conclusion that TJA Advertising and Public Relations is the right choice to help The City of Solvang reach its goals and objectives in the years ahead.

As your communications partner, TJA is committed:

- We treat your marketing and advertising dollars as if they are our own money. We spend selectively, thoughtfully, and with an eye fixed on results.
- We listen! Your needs become our agenda. We pride ourselves on being completely responsive as well as creative.
- We contribute. TJA will become a partner with you working side by side to get you the most exposure at the lowest costs.



Meet Our Team



John Sorgenfrei is President and Owner of TJA Advertising. John, a graduate of the University of Southern California in advertising. He has worked with major agencies throughout California and supervised art, traffic, production, and account service teams, as well as successfully managed clients' advertising and public relations. Among John's clients are Pismo Beach Conference and Visitors Bureau, Avila Beach Tourism Alliance, Oceano and Nipomo Tourism Board, High One Discovery Route (social media), The Central Coast Commission for Senior Citizens, and Michael's Optical of San Luis Obispo. Some of his former clients include Morro Bay Tourism, Highway 1 Discovery Route, Avila Beach Sea Life Center, Dolphin Bay Resort and Spa, Ford Motor Company, Johnson & Johnson, JBL Sound, ASICS sportswear, and the U.S. Navy. John lived in Pismo Beach for over two decades and enjoys being a member of the Pismo Beach Community. He is also a longtime member of the Avila Beach Yacht Club. John enjoys his participation in many philanthropic events, such as the Pismo Beach ISA World Para Surfing World Championships sponsored by AmpSurf, and Wine Wave & Beyond. He served on the Board of the Avila Beach Sea Life Center. Additionally, John served on the Planning Commission for the City of Pismo Beach for many years. His knowledge of and passion for Pismo Beach and the California Central Coast are unrivaled.



Claudia Torkelson is the Social Media Director for TJA. After graduating from Cal Poly SLO with a major in English and a minor in Integrated Marketing Communications, she applied her knowledge and experience from working at the Cal Poly Corporation to fast-paced agency work post-grad. Eventually, she found her niche in working with tourism bureaus up in the Napa Valley. Claudia runs the social media accounts for various local clients and enjoys being a team player. By analyzing the ever-changing landscape of digital marketing insights and trends, she continues to create inspiring content.



Georgina Stassi is Public Relations Director for TJA Advertising & Public Relations since 2010. She strives to bring greater awareness and appreciation of the Central Coast of California to travelers of all kinds on the beauty, culture, and experiences here. Georgina is Former Contributing Editor of the Avila Community News, and she has written for publications, including Santa Barbara Home Food Magazine, Santa Barbara Seasons, Wine Country Today, and Tasting Panel Magazine. She studied Cultural Anthropology and Spanish at the University of California Los Angeles and holds a WSET Level II Certification (Wine & Spirit Education Trust), which she completed in Avignon, France. "Nothing brings me greater pleasure than sharing a beautiful day on the Central Coast with my friends and family".



Quint Stevens is a forward-thinking award-winning creative with extensive experience in strategy and full-service design with a career that led him to some of the largest agencies in the US and Europe, including Saatchi & Saatchi International, BSSP, Patagonia and others. Demonstrated ability to achieve client goals across multiple disciplines, including campaign strategy, branding, graphic design, account management and new business development. Dynamic team leader with a positive and collaborative style.



Melissa Hageman is the Finance Manager at TJA, where she works hand in hand with John in facilitating a smooth billing process for their clients as well as manages the administrative accounting practices for the company. Being a graduate of Cal Poly SLO and with over 16 years of finance and accounting experience, Melissa truly enjoys being focused on a company's growth, sustainability, and financial health. "I have always loved being a part of the driving force behind a company's success, especially if it impacts our local communities directly. It is such a privilege to be a part of the TJA team, representing some of the very best our Central Coast has to offer!"



Eileen Morris, our newest team member, is our Content Creator and Consultant, as well as Director of Stewardship & Educational Outreach. She worked for many years as a legal assistant in Downtown Los Angeles and Orange County, California, and enjoyed years of educating children in the Los Angeles Unified School District. Eileen has extensive business training and holds a Master's Degree in Educational Administration. Her absolute love, curiosity, and respect for the Central Coast and its history guides her creative ideas to educate, inspire, and excite community members, visitors, educators, and students about this area, which is like no other on Earth.



Rick Turton has been designing, building, and maintaining websites for over 25 years, the vast majority of which in the travel and tourism sector. He has created websites for hotels and motels, many for Best Western Hotels, as well as tourism associations, and conference and visitors bureaus. Rick is an expert in website development, search engine optimization, and web strategy. He continually redesigns and maintains existing websites to increase sales, drive leads, and beat the competition.

The TJA Organization

The talented members of our team not only bring extensive experience across a wide range of marketing and design disciplines, but we are committed to providing comprehensive, efficient, and seamlessly coordinated communication and support for our clients.



References

Media References

Los Angeles Times The state of what's next.

Claire Armbruster

 (818) 859-6439

 claire.armbruster@latimes.com

 **Tripadvisor.**

Todd Skelton

 (408) 757-5160

 tskelton@tripadvisor.com

 **HEARST** San Francisco Chronicle
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Athena Knight

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Client References

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SUBJECT: Discussion to review additional Marketing/PR proposals

PREPARED BY: Cheryl Shallenberger, Marketing Manager
Brad Vidro, Interim City Manager

DISCUSSION:

At the June 13, 2022, City Council meeting, the City Manager was authorized to negotiate a two-year contract with The Abbi Agency, which was executed with a total cost of \$600,000. The Abbi Agency provided marketing services based on that agreement for the last seven months. On February 15, The Abbi Agency provided a resignation for March 15th, 2023, as last day of their services.

The absence of a marketing agency provides an opportunity for discussion to gather input on what is needed in the short-term and longer-term tourism marketing efforts for the city of Solvang. Included in the marketing services contract approved by the City Council were several categories in the scope of work including:

- Marketing
- Strategy & Brand Management
- Public Relations including Familiarization Trip Management
- Creative Development
- Media Buy
- Digital Content/Social media
- Digital Experience/Website

With the resignation of The Abbi Agency, the Marketing Manager reached out to local companies and individuals for short term marketing-related proposals. A comparative summary of those received is Attachment A. The individual proposals are attached and include:

Stiletto Marketing

Scope: Public Relation Focus

Cost: \$2,800/month

- Each month provide writing, editing, and distributing on press releases, brief media alerts or pitches.
- Releases/pitches would be pushed out to local, regional, and far-regional outlets and national outlets
- General media pitching, not tied to specific press releases
- Field and respond to inbound media/PR requests
- Assist with any media FAM/press trips
- Initial review of editorial calendar and strategies pitches
- Provide brief monthly wrap-up report with status of editorial coverage + media clip statistics

- Regular meetings with City Staff. Weekly or bi-weekly
- Coordination of photo/video shoots if necessary
- Provided a proposed timeline

ilslett agency

Scope: Social media focus

Cost: \$3,500/month

- Three dedicated media experts
- Monthly form outlining upcoming events
- Bi-weekly editorial calendar with one round of revisions
- custom social media marketing strategy
- 30-minute weekly strategy and touch base session with the team
- weekly + monthly reporting with key takeaways
- Inbound community management (engage with comments, tags, geotagged, respond to direct messages)
- 15 posts/month and repost tagged IG stories
- Offered additional packages to pair with the social media package that include photography (\$3,000/visit), videography (\$3,200/visit), email marketing (\$250/email), social media advertising (\$2,200 retainer plus as spend), Youtube shorts (\$250/month), and Pinterest video syndication (\$300/month).

Julie Mathews

Scope: Social media focus

Cost: \$2,300/month

- 3-4 posts /week repurposed on Instagram, Facebook and Twitter
- User-Generated Content (UGC) and existing assets
- reposting on Instagram Stories
- Responding to IG, FB and Twitter
- Engagement will be performed within 24 hours Mon-Thurs
- Boostings to include: the target audience for the posts, working within a budget and performing boost on desired platforms
- Monthly reporting and recommendations on ways to improve the content strategy to optimize

The Ciaccio Agency

Scope: Social Media focus

Cost: \$6,000/month

- Conduct interviews with local businesses/behind the scene videos, events
- Posting on Facebook and Instagram 7 days a week
- At minimum 3 video reels per week
- Unlimited social media content designs including event flyers
- Unlimited photography and unlimited video including interviews
- Reporting weekly and monthly
- 1-2 hour strategy weekly meeting
- Social media engagement

Leanne Elliot

Scope: Public Relations

Cost: \$6,000/month

- Develop digital and print content for brochures, pamphlets and marketing materials with innovative ideas to capture the attention of enthusiastic travelers
- Content writing services for feature articles and press publications
- Advertising Campaign Development, including those that capture visitors with a variety of excursions, entertainment and reasons to stay and play for extended stays
- Press Releases & Media Relations (as needed) for special event promotion
- Develop and update press kits for easy & accurate distribution of information

Leanne Elliot

Scope: Website

Cost: \$3,600/month

- Complete update and refresh of current SolvangUSA.com website
- Research qualified designers and developers to attain cost estimates, scope of work and all of the current security and software updates needed
- Work closely with approved contractors to develop a fresh and compelling website that contains current programming, easy navigation and highlights the best that SYV has to offer
- Includes full content rewrite, image refresh, and new features to modernize and make the website pop as a tool for visitor and tourism development

Evieinc Marketing Agency

Scope: Strategic Plan

Cost: \$12,000

- Strategic Vision Statement
- Situation Assessment (Market Influences, Opportunities, Threats) of Solvang as a Destination

- MDP (Market Development & Promotion) Strategies
 - Target Markets - Local, Regional, National, International
 - Communications Strategy
 - Promotions Strategy
 - Public Relations Strategy
 - Website Strategy
 - Solvang Businesses Strategy
 - Collaboration
 - Products & Services Strategy
- Tactics & Implementation
 - Promotional Tactics
 - Short-Term (Actionable NOW) Promotional Priorities
 - Long-Term Promotional Priorities
 - Public Relations Tactics
 - Short-Term (Actionable NOW) Public Relations Priorities
 - Long-Term Public Relations Priorities
- Team Member Position Recommendations for Execution
- 5-Year Tiered Budget for Execution

Merley Greenidge

Scope: Event Planning

Cost: \$5,000-\$7,500/monthly

- Event Planning

The City Council at its February 27, 2023 City Council meeting directed City staff to work on finding someone to work on social media, finding someone to work on the website, the need to develop an overall strategy of the City's needs and wants, review of the matter by the next TAC meeting. A recommendation by the TAC to accept one of these proposals would meet the social media portion of that direction by the City Council. Because the contract value is within that allowed by the Interim City Manager's authority and advertising funds are in the approved budget a contract for social media services could be implemented quickly in the short-term if recommended by the TAC.

FISCAL IMPACT:

The fiscal impact on the attached proposals runs from \$2,300/month to \$6,000/month.

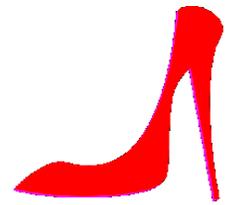
ATTACHMENTS:

- A. Proposal Overview
- B. Stiletto Marketing
- C. Islett Agency Proposal
- D. Julia Mathews Proposal
- E. Ciaccio Marketing Proposal
- F. Leanne Elliott Proposal
- G. Evieinc Marketing Agency Proposal
- H. Merley Greenidge

Who	Where	Contract	Costs	Overview of services	Notes
Stiletto Marketing	Solvang	Monthly	\$2,800	Public Relations Focus: <ul style="list-style-type: none"> • Each month provide writing, editing, and distributing on press releases, brief media alerts or pitches. • Releases/pitches would be pushed out to local, regional, and far-regional outlets and national outlets • General media pitching, not tied to specific press releases • Field and respond to inbound media/PR requests • Assist with any media FAM/press trips • Initial review of editorial calendar and strategies pitches • Provide brief monthly wrap-up report with status of editorial coverage + media clip statistics • Regular meetings with City Staff. Weekly or bi-weekly • Coordination of photo/video shoots if necessary 	Has worked with City of Solvang, was subcontractor for PR efforts for Solvang
islett agency	Long Beach, CA	Monthly	\$3,500	Social media focus (Instagram, Facebook and TikTok: <ul style="list-style-type: none"> • Three dedicated media experts • Monthly form outlining upcoming events • Bi-weekly editorial calendar with one round of revisions • custom social media marketing strategy • 30-minute weekly strategy and touch base session with the team • weekly + monthly reporting with key takeaways • Inbound community management (engage with comments, tags, geotagged, respond to direct messages) • 15 posts/month and repost tagged IG stories • Offered additional packages that include photography, videography, email marketing, social media advertising and more 	Has worked as a subcontractor for Solvang and included report of their work from Feb 2022

Julia Mathews	Solvang	Monthly	\$2,300	<p>Social Media focus:</p> <ul style="list-style-type: none"> • 3-4 posts /week repurposed on Insta,FB and Twitter • User-Generated Content (UGC) and existing assets • reposting on IG Stories • Responding to IG, FB and Twitter • Engagement will be performed within 24 hours Mon-Thurs •Boostings to include: the target audience for the posts, working within a budget and performing boost on desired platforms • Monthly reporting and recommendations on ways to improve the content strategy to optimize 	Was referred by Buellton Visitors Center Social Media
The Ciaccio Agency	Solvang	Monthly	\$6,000	<p>Social Media focus (can offer Public Relations efforts for additional costs):</p> <ul style="list-style-type: none"> • Conduct interviews with local businesses/behind the scene videos, events • Posting on Facebook and Instagram 7 days a week • At min 3 video reels per week • Unlimited social media content designs including event flyers • Unlimited photography and unlimited video including interviews • Reporting weekly and monthly 	Was on the TAC end of 2022
Eveinc Marketing Agency	Solvang		\$12,000	<p>Strategic Vision Plan</p> <ul style="list-style-type: none"> • Strategic Vision Statement • Situation Assessment (Market Influences, Opportunities, Threats) of Solvang as a Destination • MDP (Market Development & Promotion) Strategies <ul style="list-style-type: none"> <input type="checkbox"/> Target Markets - Local, Regional, National, International <input type="checkbox"/> Communications Strategy <input type="checkbox"/> Promotions Strategy <input type="checkbox"/> Public Relations Strategy <input type="checkbox"/> Website Strategy <input type="checkbox"/> Solvang Businesses Strategy <input type="checkbox"/> Collaboration <input type="checkbox"/> Products & Services Strategy • Tactics & Implementation <ul style="list-style-type: none"> <input type="checkbox"/> Promotional Tactics <input type="checkbox"/> Short-Term (Actionable NOW) Promotional Priorities <input type="checkbox"/> Long-Term Promotional Priorities <input type="checkbox"/> Public Relations Tactics <input type="checkbox"/> Short-Term (Actionable NOW) Public Relations Priorities <input type="checkbox"/> Long-Term Public Relations Priorities • Team Member Position Recommendations for Execution • 5-Year Tiered Budget for Execution 	

Leanne Elliott	Santa Ynez	Monthly	\$3,600	<p>Website:</p> <ul style="list-style-type: none"> • Complete update and refresh of current SolvangUSA.com website • Research qualified designers and developers to attain cost estimates, scope of work and all of the current security and software updates needed • Work closely with approved contractors to develop a fresh and compelling website that contains current programming, easy navigation and highlights the best that SYV has to offer • Includes full content rewrite, image refresh, and new features to modernize and make the website pop as a tool for visitor and tourism development
Leanne Elliott	Santa Ynez	Monthly	\$6,000	<p>Public Relations:</p> <ul style="list-style-type: none"> • Develop digital and print content for brochures, pamphlets and marketing materials with innovative ideas to capture the attention of enthusiastic travelers • Content writing services for feature articles and press publications • Advertising Campaign Development, including those that capture visitors with a variety of excursions, entertainment and reasons to stay and play for extended stays • Press Releases & Media Relations (as needed) for special event promotion • Develop and update press kits for easy & accurate distribution of information
Merley Greenidge	Conejo Valley	Monthly	\$5,000-\$7,500	<p>Event Planner & Facilitator:</p> <ul style="list-style-type: none"> • Plan and facilitate corporate and private events • Works with individuals and local organizations and non-profits



Anna Ferguson-Sparks //
Stiletto Marketing // March 2023

About Me:

- Resident of Solvang since moving here in the spring of 2012.
- Marketing career since 1998 comprising both corporate and freelance work, which has included:
 - PR and publicity
 - Traditional and direct marketing, digital marketing and social media
 - Investor relations and communications
 - Advertising placement
 - Marketing data analysis
 - Trade show and conference planning
 - VIP client appreciation events and other event planning
- Numerous clients in varied industries with a weighted emphasis on:
 - Food, beverage, hospitality, and tourism
 - Current projects include about one dozen food & beverage and hospitality endeavors scattered between Los Angeles and the Santa Ynez Valley, with the majority of those businesses *IN* the SYV.
- As a result of my pitching and producing editorial itineraries for the SYV as a whole, specific SYV towns, causes, events, and/or organizations, in the past number of years I have secured hundreds of pieces of media coverage in/on local, regional, and national publications or platforms.



Work with Solvang and the Santa Ynez Valley:



- Joined the Solvang 3rd Wednesday (former **Solvang Chamber of Commerce** initiative) committee in the first half of 2012.

- Helped the Solvang Chamber with the Solvang / SYV Scarecrow Fest for 11 years.



- Worked with the **Solvang Danish Days Foundation** since 2015 on all marketing and other assorted tasks for the annual Solvang Danish Days event. (*Event is held each September.*)



- Worked as part of a team to produce and market both the 2015 and 2016 "Taste of Solvang" events, on behalf of the then-Solvang Conference & Visitors Bureau.

- Worked with the Santa Barbara County "**Women Winemakers Celebration**" since 2017 to market and aid in production of their annual March events.



- Also marketed Los Alamos Old Days (2019), and handled past PR for multiple annual events in Los Olivos (past Olde Fashioned Christmas and Day in the Country events).



Solvang (and the Valley), continued:



- Oct 2019-Jan 2020: Worked with IDK Events on **Solvang Julefest** event production (PR for the refreshed annual event)
- Feb 2020-May 2022: Started as **Solvang Tourism Marketing** PR consultant as a subcontractor for IDK Events / Cogs & Marvel
- Feb 2020-Spring 2022: Worked directly with the **City of Solvang** to aid in community-facing PR efforts and delivery of messaging originating from the City



- Past-member of the Buellton Chamber of Commerce, past member of the PR Committee for the **Central Coast Tourism Council** during 2021-2022, representing Solvang on that Committee
- Attend monthly Visit the Santa Ynez Valley Board Meetings as a member of the public, to track efforts and Valley-wide developments.



- Freelance writer, having contributed numerous articles to **Santa Barbara Magazine / C Magazine** as well as to the local trio of SYV papers (*Santa Ynez Valley News, Lompoc Record, Santa Maria Times*).



Scope of Work – SolvangUSA:

On a rolling basis, these are examples of some of the areas which would be covered:

- Writing, editing and distributing any press announcements which might need to go out during a particular month, either full length press releases, brief media alerts, or pitches.
 - Releases or pitches would be pushed out to local, near-regional, far-regional outlets, as well as appropriate national / industry publications, outlets, and contacts.
 - Work would include creating and/or editing and distributing the press release(s) or pitch(es), as well as any necessary correspondence with press/media/writers surrounding the announcement(s).
 - * ***Coordination of any media visit requests falls within this work.***
- General media pitching and media outreach which is not necessarily tied to a specific press release or announcement; this would entail ongoing outreach to various editors, writers, outlets, and so forth.
- Field and respond to inbound media/PR requests for further information, photos, or possible media visits.
- * Schedule, compile, and run through any one-off media itineraries and associated visits, or group / FAM tours of the destination and surrounding area.



Scope of Work – SolvangUSA (continued):

- Regular HARO review and pitching in response to any appropriate media queries, and journalist follow-up.
- Initial review of appropriate editorial calendars to determine a more precise pitching schedule for the upcoming months.
- Pitching, planning and coordination of press / media / influencer stays or property visits, and/or any media preview events for new initiatives. *(also mentioned on previous slide)*
- Regular meetings with Solvang Marketing Manager and/or appropriate City staff or Committees to keep up-to-date on Solvang happenings, brainstorming, upcoming media visit briefing, etc.
- Coordination of photo / video shoots, if necessary, for editorial or social media use.
*Professional-quality, high-resolution photos are **required** to submit along with any and all associated press releases, media alerts, or pitches.*



Scope of Work – SolvangUSA (*continued*):

- Brief, monthly wrap-up report with status of editorial coverage; new ideas discussed during prior month and any existing implementation game-plan; reminders about upcoming/impending media visits.
- Act as the media/PR liaison with other regional and statewide DMOs including Visit SYV, SLO County, CA Central Coast, Visit Santa Barbara, and Visit CA, as well as local Chambers of Commerce, to align Solvang efforts with peers and to alert them to Solvang initiatives for potential media pitching opportunities.
- Work closely with SolvangUSA social media team(s) to offer links to news coverage, copy that has been created, or other ideas for use in posts.
- Track Solvang's paid advertising efforts – either print or digital advertising – for any possible ties to, or potential overlap in, editorial coverage.



Scope of Work – SolvangUSA (*continued*):

- Proposed / Potential Timeline for 2023 Press Releases, and Associated Topics
 - **April 2023** – Summer Travel stories and Events (*May through September*)
 - SYV Pride Week/end (June 2023)
 - Solvang Danish Days (September 2023)
 - Other events or milestones, anniversaries, museum exhibits, openings, etc.
 - **Consumer-facing email blast through SolvangUSA, timed to April / May press efforts**
 - **July 2023** – Solvang Julefest (*preliminary press release for Nov/Dec/Jan event*)
 - **Consumer-facing email blast through SolvangUSA, timed to July / Julefest press blast**
 - **August 2023** – Fall Travel stories and Events (*Sept/Oct through Nov/Dec/Jan*)
 - Solvang Danish Days (*September event reminder*)
 - SYV Scarecrow Fest, Solvang Farmer Pumpkin Patch, Haunted House
 - Solvang Julefest (*reminder and follow-up / any new event details*)
 - **Consumer-facing email blast through SolvangUSA, to launch right after Labor Day (and tied to the August press efforts)**



Scope of Work – SolvangUSA (continued):

- Proposed / Potential Timeline for 2023 Press Releases, and Associated Topics
 - **October 2023** – Solvang Julefest (*follow-up press release for Nov/Dec/Jan event*)
 - **Consumer-facing email blast through SolvangUSA, to launch around Halloween (and tied to the October press efforts)**
 - **November into December 2023** – Solvang Julefest (*any necessary follow-up press releases for Nov/Dec/Jan event*)
 - **Consumer-facing email blast through SolvangUSA, to launch in early December (Julefest reminder + January 2024 event wrap-up details)**
- **SOLVANG TOURISM MONTHLY RETAINER FEE:**
\$2,800.00 (*to include use of specific CISION components for media tasks*)



Scope of Work – City of Solvang:

Proposed marketing administrative services to the City of Solvang, are as follows:

HOURS: Stiletto Marketing monthly retainer includes a maximum of twenty-eight (28) hours per month.

SERVICES – Monthly retainer covers:

- Writing, editing and manually distributing any CITY-related press announcements which might need to go out during a particular month, either full length press releases or brief press “blasts.”
- Fielding in-bound CITY-related news and media inquiries or interview requests, or requests for information which is made available to the public.
- Attending or watching Regular Meetings of the Solvang City Council and handling post-Council Meeting information distribution to the media, as is requested or necessary.
- Regular meetings with Solvang Marketing Manager, City Manager, and/or appropriate City staff and contractors to keep up-to-date on City developments or initiatives, brainstorming, briefing on upcoming media efforts, etc.
- Brief, monthly wrap-up report with status of editorial coverage and any associated PR/media statistics.
- **SOLVANG CITY MONTHLY RETAINER FEE: \$2,450.00** *(to include use of specific CISION components for media tasks)*



Scope of Work – SolvangUSA Website Copy:

Proposed marketing copy services surrounding revised SolvangUSA website project:

HOURS: Stiletto Marketing maximum, monthly project hours TBD based on copy needs.

SERVICES – *Monthly retainer covers:*

- Aiding Solvang Marketing Manager with website overhaul project as needed, in terms of laying out site flow and determining necessary web pages.
- Writing new and/or editing existing SolvangUSA.com website copy for new or existing website pages.
- Regular meetings with Solvang Marketing Manager and/or appropriate City staff and contractors to discuss website overhaul project and to determine copy task list(s).
- **SOLVANG WEBSITE COPY MONTHLY RETAINER FEE: TBD** (*upon start of project*)



Examples of past Solvang media coverage...



“What to do in Solvang, California's Danish delight”
Posted (online): January 13, 2023 // *in print* in Spring 2023 issue of AAA’s Westways



“The Best Dishes Eater LA Editors Ate This Year, Mapped”
Posted: December 19, 2022 // *included Marinated mushroom sandwich at peasants DELI*



“10 Weekend Getaways Within 5 Hours of LA That Are Perfect for Fall”
Posted: October 17, 2022 // *re-spin of 2021 article*



“What’s New in California's Santa Ynez Valley, From New Hotels to Must-Eat Restaurants”
Posted: September 25, 2022



“So much to see in Solvang with return of Danish Days”
Posted: August 27, 2022 // *also appeared in print in Bakersfield Life Magazine*

Examples of past Solvang media coverage...

The logo for TimeOut, featuring the word "TimeOut" in a white, rounded, sans-serif font with a black outline, set against a solid black rectangular background.

“Why this touristy California town should be your next food getaway”

Posted: July 26, 2022

The logo for PureWow, featuring the word "PureWow" in a black, cursive script font.

“11 Easy One-Tank U.S. Road Trips Because Gas is Expensive and Airports Are Chaos” Posted: July 21, 2022

The logo for PureWow, featuring the word "PureWow" in a black, cursive script font.

“17 Amazing Weekend Trips From Los Angeles”

Posted: March 18, 2022

The logo for Napa Valley Life Magazine, featuring the words "NAPA VALLEY" in a black, sans-serif font above the word "life" in a red, cursive script font, with the word "MAGAZINE" in a small, black, sans-serif font below "life".

“The Vinous Wonders of the Santa Ynez Valley”

Posted (online): February 9, 2022 // *in print* in December 2021 issue of Napa Valley Life

The logo for thrillist, featuring the word "thrillist" in a bold, red, rounded, sans-serif font with a white outline.

“This Storybook Town Will Transport You Straight to Europe”

Posted: September 21, 2021



Examples of past Solvang media coverage...

Bloomberg

“California’s Best-Kept Wine Secret Is Just a Short Drive From L.A.”

Posted: August 12, 2021

the Montecito JOURNAL

“Two Days Tucked Away in Heavenly Santa Ynez Valley”

Posted: August 12, 2021

Fodor’s Travel

“10 Better-Than-Europe Experiences You Can Have in the U.S.”

Posted: August 2, 2021



“Three Days in the Santa Ynez Valley”

Posted: August 2, 2021

Forbes

“Experience Denmark Treats and Culture Without An International Flight In Solvang, California” + “Elegant Cuisine Meets Farm-To-Table Dining At Solvang’s New Sear Steakhouse”

BOTH posted: June 2021



Examples of past Solvang media coverage...

Summer 2021 Issue

805 LIVING

June 2021 Issue



Fresh From the Farm

■ Bringing the best to the Solvang dining scene is the new **SEAR STEAKHOUSE** (searsteakhouse.com) restaurant and bar. Co-owned by Demetri ("Jimmy") and Karen Lotzides

(shown below their bone-in tomahawk steak, right), the husband and wife team behind Santa Ynez's Maverick Saloon and K'Syrach Catering and Events, and partner Alberto Battaglini, who serves as general manager and mixologist, the dinner venue is open Wednesday through Sunday. Executive chef Erik Dandoe turns out a menu of upland land-and-sea-derived steakhouse dishes, and Battaglini's craft cocktails are made with ingredients sourced from the Lotzides family's Santa Ynez Valley organic farm.

"The vision for the menu comes from being able to utilize fantastic products, not only from our farm, but also from local farmers and winemakers in the Valley," says Dandoe, who brings about 20 years of culinary experience to the venture. "Knowing that we start the menu development process with a very high-quality product makes it easier to create really good, approachable food. It's exciting to be able to know the future produce and herbs coming from the farm to plan our seasonal changes to the menu."



Santa Barbara MAGAZINE



cuisine. Bone-in tomahawks and lobster-whipped potatoes shine at Solvang's **SEAR STEAKHOUSE** (SEARSTEAKHOUSE.COM), where the restaurant's proprietary farm-sourced ingredients include components for Alberto Battaglini's delicious cocktails. On weekends the one-year-old **PEASANTS FEAST** (PEASANTSFEAST.COM) has been featuring limited-edition cake creations from the Central Coast's Golden Opal Baking; stunning, multilayered confections crafted with local produce, often adorned with locally sourced, edible flowers. Alessio Carnevale—of S.Y. Kitchen and Nella Kitchen & Bar front-of-house fame—opens his first brick-and-mortar Italian gelato shop, **VIA GELATERIA** (VIAGELATERIA.COM), in Solvang this summer. Celebrated chefs Anthony Carron, Lincoln Carson, and Steven Fretz partnered with Hillary Calhoun and wine-world rock star Rajat Parr on Solvang's **COAST RANGE & VAQUERO BAR** (COASTRANGE.RESTAURANT), now offering elevated all-day dining and bar menus, sophisticated evening steakhouse fare, and classic drinks from general manager and mixologist Joseph Sabato. Refresh with summery sips at Solvang's

V LOUNGE (VINLANDHOTELANDLOUNGE.COM), which overlooks the Vinland Hotel's outdoor pool. The bar's seasonally appropriate craft cocktails include the likes of a "Sunshine Valley," "Lemonade Stand," and "Blackberry Smash." In Santa Ynez



Examples of past Solvang media coverage...

Los Angeles
MAGAZINE

“Add This New Restaurant to Your List of Reasons to Visit Solvang”
+ “Other Can’t-Miss Spots in the Santa Ynez Valley”

Posted: May 27, 2021 // also appeared *in print*

PALM SPRINGS LIFE

“Hit the Highway: You're vaccinated and ready for a getaway. This is where to set your GPS.” (included Solvang and Los Olivos)

Posted: May 27, 2021 // also appeared *in print*, June 2021 Issue

San Diego
MAGAZINE

“The Road Trips Issue / Small Town Vibes” (included Solvang)

Posted: January 2021 // also appeared *in print*

**tinybeans &
RED TRICYCLE**

“California's Best Winter Road Trips to Take with the Kids”

Posted: February 2021

LOCALE

“We've Planned Your Next Weekend Getaway to This Storybook Town in California”

Posted (online): September 2020 // also appeared *in print* in the San Diego, Orange County, Palm Springs and Los Angeles markets in March 2021



Examples of past Solvang media coverage...



“Southern California Life Magazine :: Fall Travel Issue”
(included Solvang)

Posted / published: Fall 2020 // also appeared *in print*

JustLuxe

“The Sumptuous Side of Solvang, CA”

Posted: October 2020



“Solvang Sparkles Anew”

Posted / published: September 2020 // also appeared *in print*



“Where to find outdoor dining in Southern California”
(included Solvang)

Posted: August 2020



“Could California's Central Coast Lead the Way For the Future of Local Food Tourism?” (included IDK Events, Solvang)

Posted: May 2020



Monthly Cost Estimates (for either a 6-month or 9-month contract):

SOLVANG TOURISM

\$2,800

(to include use of specific CISION components)

SOLVANG CITY

\$2,450

(to include use of specific CISION components)

Contact:

StilettoAnna@gmail.com

516.902.0090 (cell/text)

 [@stilettoanna](https://www.instagram.com/stilettoanna)

 [facebook.com/StilettoAnna](https://www.facebook.com/StilettoAnna)

 [linkedin.com/in/StilettoAnna](https://www.linkedin.com/in/StilettoAnna)





social media proposal prepared by



A VOICE FOR YOUR VISION

We are a full-service social media marketing agency based in Long Beach, CA with distinguished clientele across the country since 2015.

Trusted by international luxury fashion brands, one of the 2023 Inc Magazine fastest growing companies, entire cities, Michelin-rated and James Beard-nominated chefs and everything in between, our team works collaboratively with businesses like yours to create the consistent and focused messaging needed to amplify your brand's unique purpose, personality, and vision. At islett agency, we understand your brand's need to stay ahead of the social media curve, and we also know what it takes.

Social media marketing is about storytelling; it's about communication and relationship building. It's about expressing your core values with creativity and poise; it's about elevating awareness, inspiring connections, and boosting your bottom line. Our goal is to develop a simple, scalable strategy that lends itself to the healthy growth and mindful management of your online presence.

Informed by current trends and depth of social media and digital marketing experience, we work with distinguished clientele in dining, hospitality, and fashion, offering a full suite of digital marketing services.

MEET YOUR TEAM



LIANA CABRERA
Founder



JAMIE WEEKS
Managing Director

ACCOUNT MANAGERS



VALERIE CASTANEDA
Sr. Account Manager



KAYLEE DAVIS
Sr. Account Manager

SPECIALISTS



JUSTINE GONZALEZ
Content Creator/Designer



STERLING REED
Photographer



BRANDON MATIS
Klaviyo Specialist



IMRAN MAZUMDER
Paid Social Specialist



LUIS ZAVALA
Videographer/Editor

SOCIAL MEDIA PACKAGE

Monthly Investment \$3,500

DELIVERABLES

EXECUTION:

- a team of three [3] dedicated social media experts
- monthly form outlining upcoming holidays and marketing initiatives
- optimize social media platforms
- bi-weekly editorial calendars with one [1] round of revisions
- custom hashtag development

STRATEGY:

- custom social media marketing strategy, including recommendations on Instagram account refresh, translating the brand aesthetic and voice to social media
- 30-minute weekly strategy and touch base session with your islett team of experts

REPORTING:

- weekly + monthly report with key takeaways

INBOUND COMMUNITY MANAGEMENT:

- engage with comments on posts
- engage with tagged posts
- engage with geotagged posts
- respond to direct messages

PLATFORMS [syndicated]:

- Instagram
- Facebook
- TikTok

FREQUENCY:

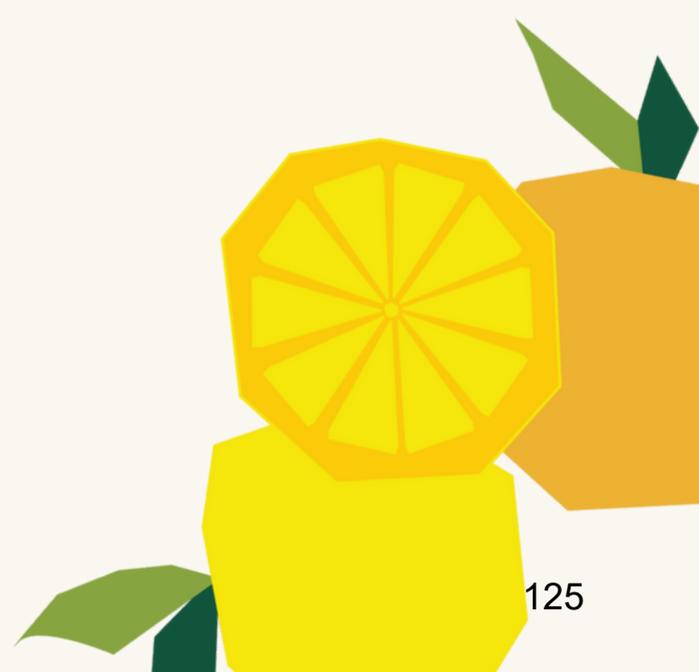
- 15 posts/month
- repost tagged Instagram Stories [M-F]

WITH CONTENT PACKAGE:

- 1-2 original videos/week
- 1-2 original photos/week
- source and curate visitor posts
- source and curate Solvang business content

WITHOUT CONTENT PACKAGE:

- source and curate visitor posts
- source and curate Solvang business content



CONTENT PACKAGES

recommended to pair with the social media package

PHOTOGRAPHY CONTENT PACKAGE

\$3,000/per visit

PROPOSED FREQUENCY:

- full-day in Solvang [eight hours] = 6 months of social media content

DELIVERABLES:

- 90 final edited images
- production assistance from islett agency
- two-year limited license for Print (Editorial), Print (Advertising), Digital Media (Corporate/Promotional Websites), Digital Media (Email Marketing), Digital Media (Social Media), Digital Media (Digital Advertisement). Usage rights for Paid Digital Advertising are included in this license.

*INCLUDES travel expenses

VIDEOGRAPHY CONTENT PACKAGE

\$3,200/per visit

PROPOSED FREQUENCY:

- full-day in Solvang [eight hours] = 6 months of social media content

DELIVERABLES:

- 40-45 final edited social media video [vertical] for Instagram Reels + TikTok
- storyboard & concept development for each video
- music & sound selection
- short form video trend monitoring
- production assistance from islett agency
- two-year limited license for Digital Media (Corporate/Promotional Websites), Digital Media (Email Marketing), Digital Media (Social Media), Digital Media (Digital Advertisement). Usage rights for Paid Digital Advertising are included in this license.

*INCLUDES travel expenses

ADDITIONAL SERVICES

EMAIL MARKETING

\$350/email

Design, write and distribute a single branded email campaign with 1 round of revisions

SOCIAL MEDIA ADVERTISING

Reach your specific target audience through social media advertising campaigns.

DELIVERABLES:

- develop custom social media advertising campaigns funnels- including creative, copywriting, and conversion tracking
- drive traffic to your website, target new followers, increase engagement or other specified objectives
- retarget existing customers
- amplify brand awareness
- create custom targeted audiences

RETAINER
\$2,200

+

AD SPEND

YOUTUBE SHORTS

\$250/mo

FREQUENCY: syndication of original videos posts per month to YouTube Shorts

DELIVERABLES:

- YouTube Profile Optimization/Channel Maintenance
- Custom Hashtag Strategy
- Community Management

PINTEREST VIDEO SYNDICATION

\$300/mo

FREQUENCY: syndication of original videos posts per month to Pinterest

DELIVERABLES:

- Story Pins
- Standard Pins
- Website Linking/Product Tagging
- Optimized Keywording

CLIENT TESTIMONIALS

"I've worked with Islett under Liana's direction for roughly a decade now- from startups with zero social media following to large companies with an already existing robust following (300k+). I have brought her agency into the fold to manage a few clients as well as enthusiastically recommended Islett to others because I trust that Liana understands how to scale and provide more than adequate service no matter how large their client roster may be- or the variety of each client's industry category.

In each scenario, Liana's team has provided a quick and seamless, all hands-on deck onboarding process as well as dramatically enhanced each project's creative output quality and growth performance. Liana and her team of dedicated account managers are able to nimbly digest and translate each client/ project's unique brand language into gorgeous and effective content that considers existing customers and inspires new audiences alike.

I am both grateful and relieved to lean on Islett for everything from: trend research, strategy, concept production, best (syndicated) posting practices, community management and robust reporting. Our latest partnership on Lettuce Grow has already benefited tremendously in just the few 4 months we have been partnering on this project together - our audience is already quickly growing and more enthusiastic to engage with our content.

Most importantly, Lettuce Grow has seen a huge uptick in traffic to the website which resulted in especially impactful sales attribution during the recent holiday season. If you work with Islett on your next social media project, I have no doubt that you will be extremely satisfied as well as grateful to have some extra time back in your work days to focus on other goals. "

-Alexis Sepkovic
Creative Director, Lettuce Grow

"We are confident without reservation that the Islett team would be an excellent choice to partner with for any social media and/or marketing needs you have."

John Steinberg & Cameron Patrick
Co-Founders of liina



Solvang Social Media Report - February 2022

AWARENESS | REACH, IMPRESSIONS, GROWTH

February 2022

Instagram

Instagram Impressions Impressions **203 K**



Instagram Reach Reach **111 K**



Facebook

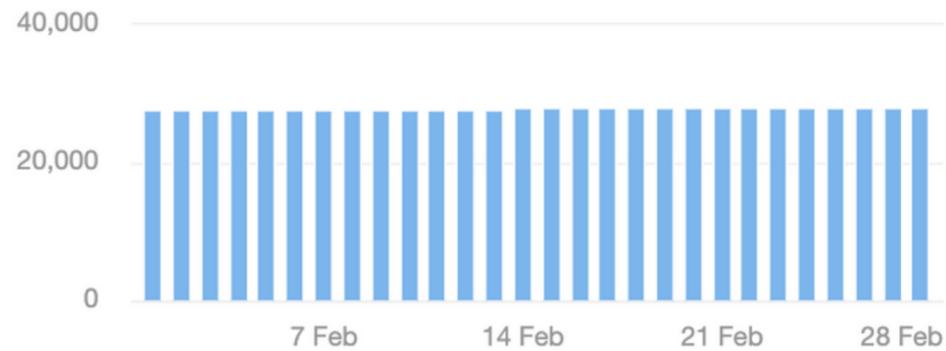
Facebook Total Reach Total Reach **40,930**



Facebook Engagement Engagement **2,256**



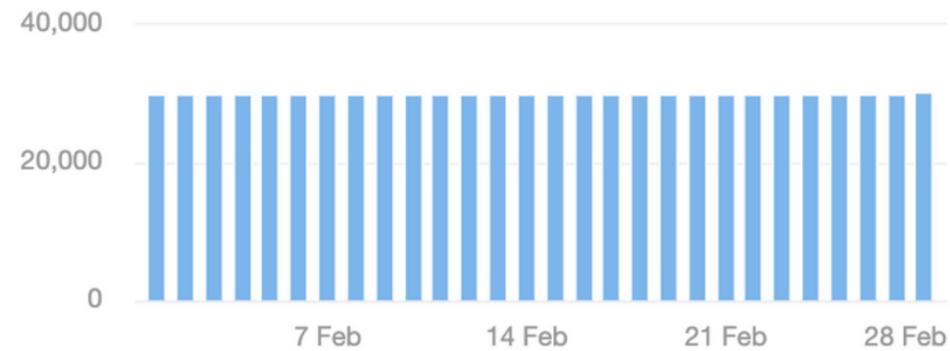
Instagram Followers Followers **28,188**



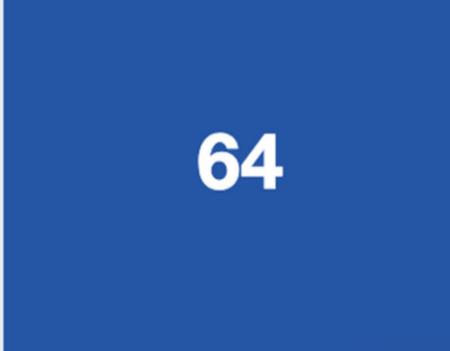
Instagram New Followers New Followers **587**



Facebook Total Likes Total Likes **30,280**



Facebook Audience Growth Audience Growth **64**



CONSIDERATION | ENGAGEMENT

February 2022

Instagram

Top performers: Reach

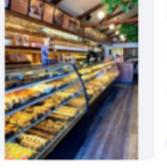


POV you're in line to...
Reach ⓘ
13.3K
Instagram post

Recent content ↕	Type	↕ Reach ⓘ	↓ Likes and reactions ⓘ	↕ Comments ⓘ
 POV you're in line to order your la... Wed Feb 23, 12:15pm	Post	13.3K	1.4K	31
 It's like stepping into your own fai... Tue Feb 15, 12:30pm	Post	10.7K	976	28
 Love is the air... and in our pastrie... Fri Feb 11, 10:05am	Post	10.7K	914	15
 Are you spending your extra day ... Mon Feb 21, 9:32am	Post	10.5K	870	20
 Returning this Saturday, February... Thu Feb 17, 1:12pm	Post	9.5K	825	9
 SAVE for a budget-friendly itinera... Wed Feb 9, 3:01pm	Post	10.2K	816	12

Facebook

Top performers: Reach

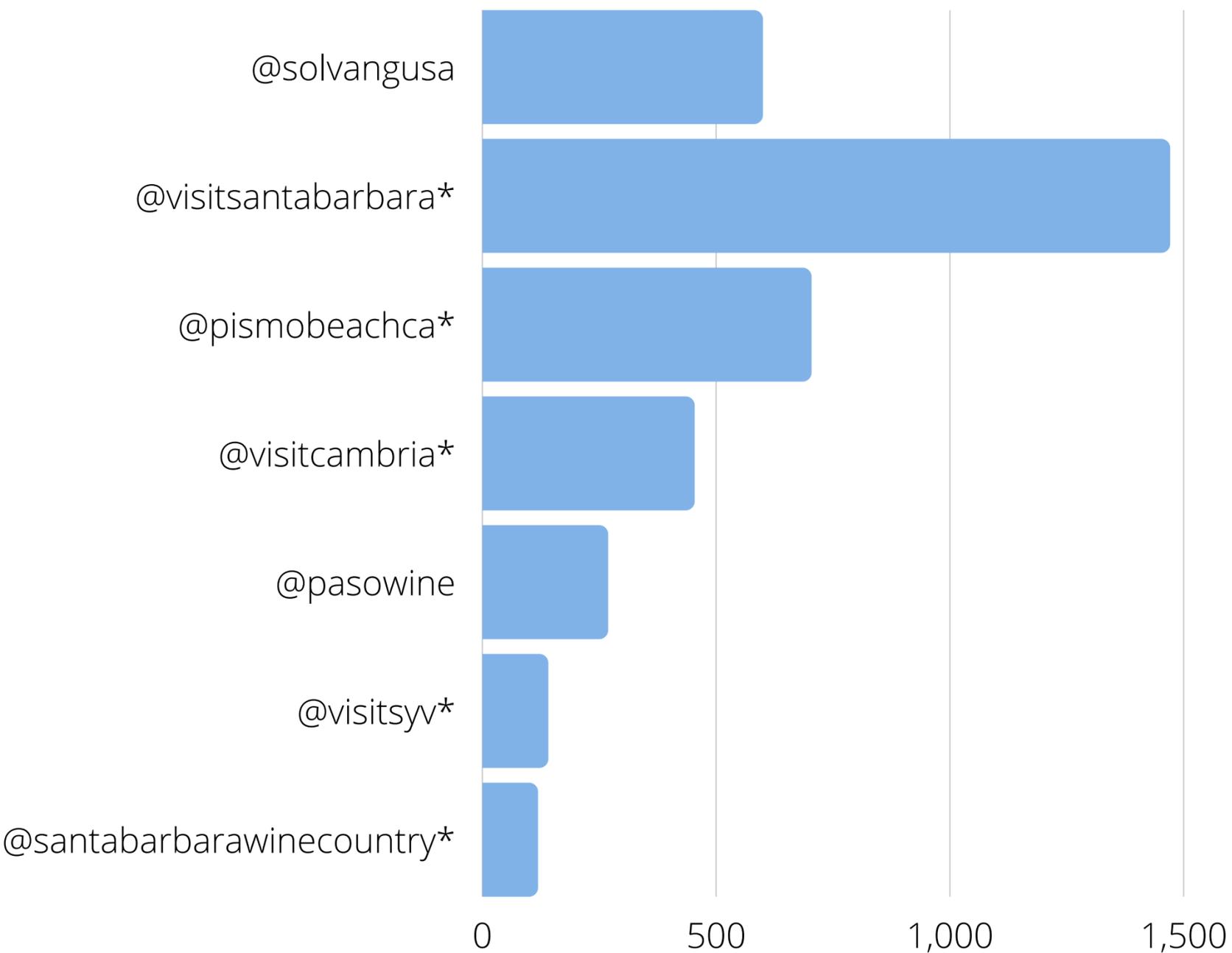


POV you're in line to...
Reach ⓘ
7.1K
Facebook post

Recent content ↕	Type	↕ Reach ⓘ	↓ Likes and reactions ⓘ	↕ Comments ⓘ
 POV you're in line to order your la... Wed Feb 23, 12:15pm	Post Boost post	7.1K	268	54
 Are you spending your extra day ... Mon Feb 21, 9:25am	Post Boost post	3.5K	235	39
 Love is the air... and in our pastrie... Fri Feb 11, 10:05am	Post Boost post	4.6K	135	15
 Have you ever wanted to step int... Mon Feb 7, 12:00pm	Post Boost post	3.3K	124	5
 SAVE for a budget-friendly itinera... Wed Feb 9, 3:00pm	Post Boost post	2.2K	112	6
 Tickets are now available! Solvan... Thu Feb 3, 12:05pm	Post Boost post	2.3K	109	1

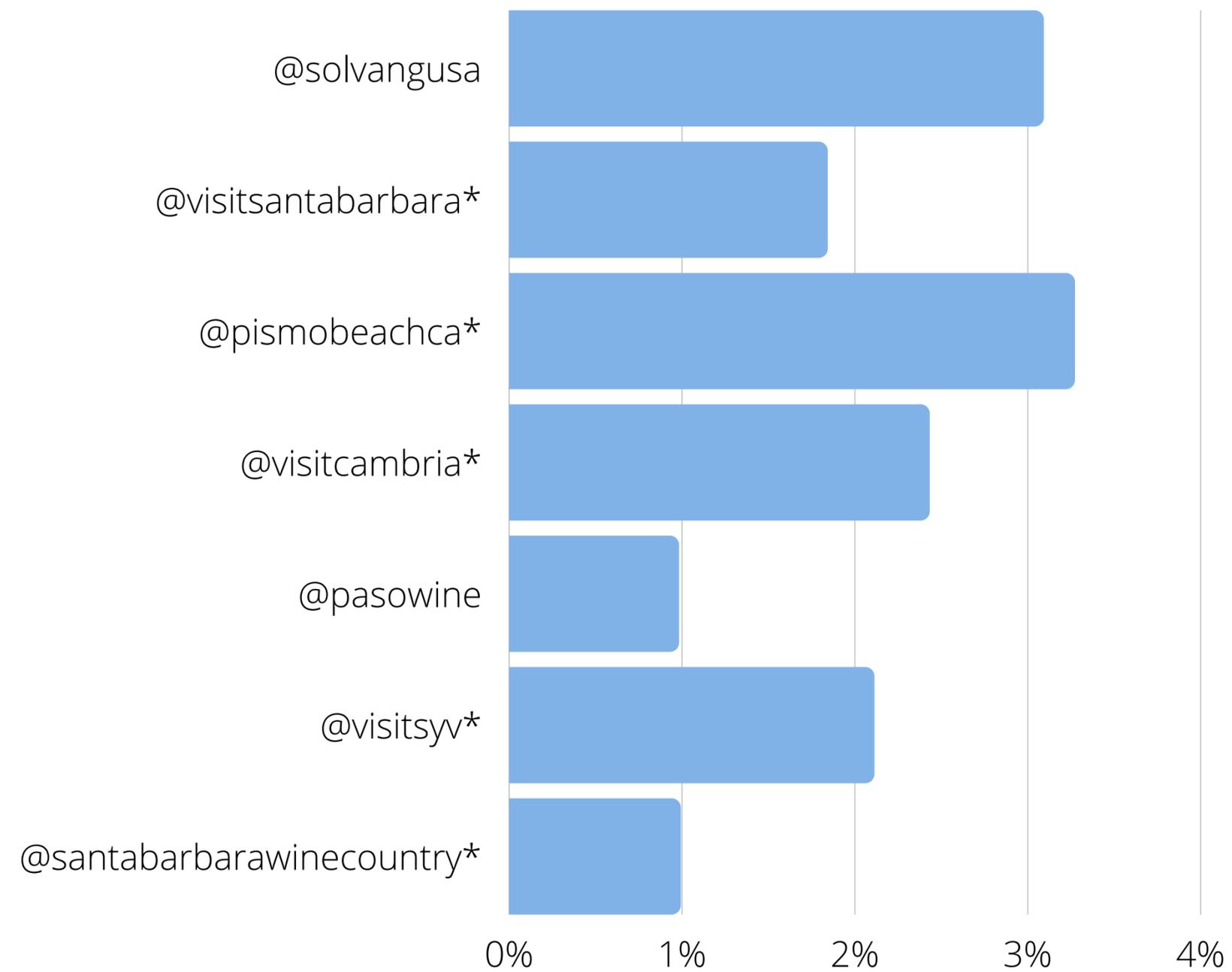
FOLLOWER GROWTH

[LAST 30 DAYS]



ENGAGEMENT RATE

[LAST 30 DAYS]



*Accounts with an asterik are currently running paid social media ads.



@solvangusa

Social Media Proposal

PREPARED BY

Julia Mathews
juliamathews.biz@gmail.com

ISSUED TO

Cheryl Shallenberger
cshallenberger@cityofsolvang.com

Goals

I will be creating social media content to promote Solvang as a tourist destination.

I will use my experience achieving a sold out and highly successful fundraiser for Santa Ynez Valley Community Outreach to bring in significant wins for the City of Solvang, specifically raising awareness of the unique attractions that Solvang has to offer, thus bringing in more business to the area.

Scope of Work for @solvangusa

Deliverable #1:

Content creation

Includes:

- 3-4 posts/ week, repurposed for IG, FB, Twitter
- UGC/ original content using existing assets
- Reposting IG stories

Measured Results:

This content will continue to position Solvang as a unique and desirable tourist destination.

Deliverable #2: Social Media Engagement

Includes:

- Responding to comments on IG, FB, Twitter
- Engagement will be performed within 24 hours Monday-Thursday. All comments made on the weekend will be addressed on the following Monday or the first day of return from OOO

Measured Results:

Engagement will help to boost social media reach and performance. It is also an opportunity to track what our audience is saying to glean insights on what types of content they would like to see.

Deliverable #3: Boosting

Includes:

- Evaluation of target audience for the post
- Proposal for how much to spend on the post, working within a budget to be defined by the City of Solvang.
- Performing the boost on the desired platform(s)

Measured Results:

Boosting certain posts, particularly for events, can make the post much more effective in raising awareness and boosting ticket sales and attendance.

Deliverable #4:

Monthly report & optimization

Includes:

- Monthly report of social media analytics for IG, FB, and Twitter.
- Suggestions on how to improve the content strategy based on the past month's results.

Measured Results:

Reporting is essential to understand how social media content is performing. Regular analysis and reporting leads to more effective content over time.

Overview of Projects

Deliverable #1: Content Creation	\$780
Deliverable #2: Social Media Engagement	\$1,300
Deliverable #3: Boosting	\$65
Deliverable #4: Monthly Report	\$130

.....

Total Monthly Retainer: \$2,300

Why Me?

As someone who was both raised in Solvang and experienced international travel, I have a unique perspective on this very special place. I am intimately aware of the heart and soul of this town, and also have the experience to understand its desirability as a tourist attraction. I will use this lens to show Solvang in its best light and promote it as a must-see for potential travellers. In addition, my professional experience at a global advertising agency has made me a polished creative who can deliver world-class work in a professional manner.

Julia Mathews
— CREATIVE —

Work Samples

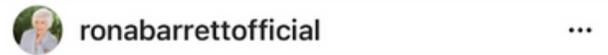


Liked by solvangchamber and 22 others

syvcommunityoutreach Fresh produce 🍏🍎

Our farmer's market serves 1,500 people each week, and is open to anyone in need ❤️ Thank you to everyone in our community for your support, so we can continue this program!

#buelltonseniorcenter #nonprofitorg #foodsecurity #buellton #santaynezvalley



Liked by tatum__oneal and 13 others

ronabarrettofficial There's no stopping change 🌀 and that means we must learn to adapt. Especially during the golden years, which are filled with change, as we all know.

This week on Rona Barrett's Gray Matters Podcast 🎙️ 🎧, I give my perspective on adjusting to life's changes.

🔗 Link is in my bio to listen to episode 55 now.

#RonaBarrettPodcast #podcastsofinstagram #podcastshow #lifechanges #changequotes #changeishard #changeisinevitable #seniors #seniorcitizens #aging #growingolder #growingoldergracefully #caregiver #caregiversupport #seniorcaregiver #nonprofit

Work Samples



ronabarrettfoundation Some words to live by as we welcome in a new year 💜

We are proud to help seniors live their golden years surrounded by community and support.

#RonaBarrettFoundation #seniorcitizensrock #aging #growingolder #growingoldergracefully #seniorcaregiving #seniorcaregivers #nonprofit

2w



goldeneartharomatherapy



Liked by michael_tamura and 6 others

goldeneartharomatherapy If you answered "no" to any of these questions, don't worry! Now you know which chakra oil can support you in your daily life ✨

Link in bio to shop our chakra oil set. Made in California from 100% pure essential oils, infused with crystals and lots of love 💜

#chakrahealing #chakrabalancing #rootchakra #sacralchakra #solarplexuschakra #heartchakra #throatchakra #thirdeyechakra #crownchakra #essentialoils #essentialoilblends #essentialoilsforhealing #pureessentialoils #essentialoilrollers #essentialoilskincare #aromatherapyoil #aromatherapyblends #aromatherapylovers #cleanbeauty #nontoxicsskincare

MARKETING PROPOSAL

THE CIACCIO AGENCY



Prepared for :
The City of Solvang

805-325-8212
info@ciaccio.agency

Solvang, CA
www.ciaccio.agency

Welcome to The Ciaccio Agency.

My name is Christina Ciaccio and I am the President of the Ciaccio Agency. I appreciate your time and this opportunity to submit this proposal.

A little about me.

I am a resident of Solvang and a mother of two daughters who are students at Solvang Elementary. I was involved in several city council campaigns last year which has given me a lot of insight into what the residents and members of the city council and the TAC are looking for in the marketing of Solvang.

I am passionate about our city and feel I can bring that passion into the city's marketing. If the marketing agency isn't excited about this town it instantly shows in the message they are delivering.

It's time to bring the experience of our city to the world in a way that highlights the history and the small business owners efforts in our community.

Let's begin this journey of truly showcasing the food, spirit, culture, and of course the great people we have in this town.

Take a trip with me through Solvang and let's get the world excited to come and share what we have to offer.



IMMEDIATE OBJECTIVES

Engaging Content



Our goal is to take the City of Solvang into an interactive space on social media.

We want to bring our targeted audience into the charm and uniqueness of Solvang not only through captivating photos but with engaging video.

CONTENT GOALS

ENGAGEMENT through EXPERIENCE

1) Interviews with local business. Behind the scenes video of their products/services.

Ex) -Bakery footage of preparing delicious Danish desserts.

-Concerts in the Park (interview locals and tourists)

-Showing the inside of the restaurants, pubs, bars, etc.

Meeting the owners and talking about their history here in Solvang.

-Alisal Ranch- taking a video tour of the ranch. Going on a ride with a helmet cam to show the full experience.

PR

What new and uncharted territory is meant for the City of Solvang?

Every challenge is an opportunity and together we can focus on more International exposure for the city.



STEP ONE

THE STRATEGY

Our agency works with a few specialized PR professionals to ensure proper connections. What is the image the City of Solvang wants to show the world?

Let's define exactly what that is and spread the word in publications with a high reach to our target audience.

Initiating connections with television, docu- series, travel channels, and publications in these areas will be key.

SOLVANG EVENTS

Consistently promoting annual events in a creative and engaging way is the priority, The best way is through PR combined with running ads on social.



OUTLINE OF COSTS/SERVICES

Harmony Steam

Per Month- \$6,000 plus ad spend

Posting on Facebook and Instagram 7 days/week

At min. 3 videos/reels per week

Unlimited Social Media Content Designs

including event fliers

Unlimited Photography

Unlimited Video including interviews

Reporting- Weekly and monthly reporting

1-2 hour strategy meeting weekly

Includes social media engagement

PR- Price varies on ad spend for publications

PR firm fee- Also varies on need.

Will need a meeting to fully discuss the vision for Solvang

Thank you so much for your time. Our packages are flexible as our goal is to do what's best for you.

I am available to discuss your marketing strategy in further detail.

Christina Ciaccio
The Ciaccio Agency
Solvang, CA

805-325-8212
info@ciaccio.agency



EVIE TUBBS SWEENEY

MARKET DEVELOPMENT STRATEGIC PLAN PROPOSAL

PREPARED FOR :
City of Solvang

2023

ABOUT EVIE

From 2004–2007 I worked as a Marketing Manager of a Denver non-profit to manage and execute a \$5M Market Development Plan. The organization's mission was two-fold:

- 1.) To support its existing members/clients; and
- 2.) To reach outside current client markets and bring newcomers into the fold.

From 2007 to present, I have run a successful full-service marketing agency specializing in digital and social media and marketing strategy.



In January 2008, I moved to the Santa Ynez Valley. I've lived in Solvang since 2015.

My husband and I are both self-employed.

My husband's business is focused on tourism in both Santa Barbara & Santa Ynez Valley. Our family is extremely invested in this Valley as a tourism-centric community.

It is my sincere desire to see Solvang – the hub of tourism in the Santa Ynez Valley – thrive, and am anxious to do my part in ensuring that happens.

ADOPTING A UNIVERSAL MARKET DEVELOPMENT STRATEGIC PLAN: A VITAL STEP FOR THE CITY OF SOLVANG

To keep everyone on the same page and focused, it is crucial for the City of Solvang to establish a universal Market Development Strategic Plan. This plan should be followed by all team members, regardless of whether they are independent contractors, in-house marketing managers, or other marketing agencies. By adopting an official strategic plan, the City can ensure that its marketing goals stay on track, no resources are wasted, and costs are locked in.

The Strategic Plan will be comprised of two parts:

- **Part 1: Short-Term Plan** - To address the immediate needs of this peak season, it's crucial to develop an interim marketing plan that can be put into action immediately.
- **Part 2: Long-Term Plan** - At the same time, it's also essential to create a strategic five-year plan that will help develop markets and increase feeder traffic to Solvang as a destination. This plan should naturally complement the interim marketing plan.

STRATEGIC PLAN DELIVERABLES & COST

I've provided a comprehensive overview of the plan's critical aspects below. Each item will be fully developed, creating a comprehensive growth plan that can be adopted by all professionals entrusted to execute its strategies.

- Strategic Vision Statement
- Situation Assessment (Market Influences, Opportunities, Threats) of Solvang as a Destination
- MDP (Market Development & Promotion) Strategies
 - Target Markets - Local, Regional, National, International
 - Communications Strategy
 - Promotions Strategy
 - Public Relations Strategy
 - Website Strategy
 - Solvang Businesses Strategy
 - Collaboration
 - Products & Services Strategy
- Tactics & Implementation
 - Promotional Tactics
 - Short-Term (Actionable NOW) Promotional Priorities
 - Long-Term Promotional Priorities
 - Public Relations Tactics
 - Short-Term (Actionable NOW) Public Relations Priorities
 - Long-Term Public Relations Priorities
- Team Member Position Recommendations for Execution
- 5-Year Tiered Budget for Execution

(Branding & creative strategy can be outsourced simultaneously for inclusion within this Strategic plan.)

\$12,000 - TOTAL COST

EVIE TUBBS SWEENEY

STRATEGIC PLAN TIMELINE

30 Days from Approval to Proceed - First draft will be submitted to TAC (or whomever) for approval & edits, at which point TAC (or whomever) will agree to work with Evie within the following 30 days thereafter for all changes toward final document.

60 Days from Approval to Proceed - In fair assumption that TAC (or whomever) upholds its 30 days for changes to document, final MDP Strategic Plan will be submitted to Solvang Chamber Board for approval and immediate implementation.

FACT: ASK 15 MARKETING PROFESSIONALS FOR AN OPINION AND EACH WILL TELL YOU A DIFFERENT ANSWER. THE FACT IS, THERE IS NO ONE CORRECT ANSWER. THE KEY IS NOT TO OVERCOMPLICATE THE TOPIC AND KEEP MOVING.

MY APPROACH: I will not fancify lingo or overcomplicate objectives. My only interest is in delivering a tool that will help the City preserve its resources, protect its growth plan, and leverage an action plan that can be implemented immediately with fast short-term results as well as long-term sustainability. My passion is arming small business owners with tools to support their success. I believe that this plan should encompass a team-oriented approach that, in part, actively includes Solvang businesses in this effort.

EVIE TUBBS SWEENEY



LET'S CONNECT

It is my pleasure to submit this proposal for your consideration. Please do not hesitate to reach out with any questions. I look forward to connecting soon.

2770 Quail Valley Road Solvang, CA	+260-348-1492
evie@evieinc.net	www.evieinc.net



March 29, 2023

Tourism Advisory Committee
City of Solvang
1644 Oak Street, Solvang CA

Dear Advisory Committee,

As a long-time Santa Ynez Valley resident, my history and affection for our beautiful valley runs deep. In light of that, I was intrigued and excited about the prospect of an interim position with the city where my copywriting and brand development experience would be put to good use as you seek a permanent solution to your Marketing and Public Relations needs.

I bring a long history of copy and content writing, brand marketing and special event planning experience to the table and would be honored to come alongside you to bring a fresh take on campaigns, press kits and marketing resources in print, digital and on the web.

Please find enclosed two proposals for my interim services, one for copywriting and marketing services and one for website redesign and development, with an availability to begin April of this year. I'm glad to discuss the scope and timing of the items included and adjust where needed to meet your most pressing needs.

I look forward to continued discussion and hope my experience will serve as a welcome support during this transitional time.

Most sincerely,

Leanne Elliott

P.O. Box 1622
Santa Ynez, CA 93460

LKCelliott@gmail.com
805-455-1071



INTERIM MARKETING CONSULTANT

CITY OF SOLVANG TOURISM ADVISORY COMMITTEE
SPRING-SUMMER 2023

The objective of the Marketing Consultant position is to further develop and carry forward the marketing, branding and advertising needs of the Solvang Tourism Board while it seeks a permanent solution to the public relation needs of the city at large. As a marketing and branding professional, I will effectively develop a consistent and compelling message that carries Solvang’s charm, lively community events and pinnacle central coast experiences to audiences and travelers in the surrounding markets.

Proposal #1

Services Include:

- Develop digital and print content for brochures, pamphlets and marketing materials with innovative ideas to capture the attention of enthusiastic travelers
- Content writing services for feature articles and press publications
- Advertising Campaign Development, including those that capture visitors with a variety of excursions, entertainment and reasons to stay and play for extended stays
- Press Releases & Media Relations (as needed) for special event promotion
- Develop and update press kits for easy & accurate distribution of information

Length of Term: 6 months

Monthly Compensation: \$6,000

Work flow and deadline agreements based on 100 hours of work per month

Additional work not scoped in the contract would be on a proposed basis and worked into the flow as possible. Alternatively, compensation may be increased during certain periods to accommodate more time dedicated to a project.

Not included is website programming, professional graphic design, materials, printing or costs associated with advertising.

Leanne Elliott
P.O. Box 1622
Santa Ynez, CA 93460

LKCelliott@gmail.com
805-455-1071



INTERIM MARKETING CONSULTANT

CITY OF SOLVANG TOURISM ADVISORY COMMITTEE
SPRING-SUMMER 2023

Proposal #2

Services Include:

- Complete update and refresh of current City of Solvang Tourism website (<https://www.solvangusa.com/>)
- Research qualified designers and developers to attain cost estimates, scope of work and all of the current security and software updates needed
- Work closely with approved contractors to develop a fresh and compelling website that contains current programming, easy navigation and highlights the best that SYV has to offer
- Includes full content rewrite, image refresh, and new features to modernize and make the website pop as a tool for visitor and tourism development

Length of Term: 2 months

Monthly Compensation: \$3,600

Work flow and deadline agreements based on 60 hours of work per month

Additional work not scoped in the contract would be on a proposed basis and worked into the flow as possible.

Not included is website programming, professional graphic design, materials, printing or costs associated with advertising.

Leanne Elliott
P.O. Box 1622
Santa Ynez, CA 93460

LKCelliott@gmail.com
805-455-1071



Leanne Elliott

LEANNE ELLIOTT

Copywriter & Marketing Strategist

Marketing and brand strategy is at its best when the brand delivers compelling information, inspires engagement and then delivers an authentic and memorable consumer experience. The best branding in the world doesn't matter if the consumer doesn't know what to do with it. Content matters. Relatable and compelling content is everything. In a noisy, commercial marketplace my greatest skill as a copywriter, creative, and marketing professional is to engage, draw in and invite people to come along on a journey to discover something new. Let's discover something new together.

CONTACT

✉ lkcellriott@gmail.com

☎ 805-455-1071

📍 P.O. Box 1622
Santa Ynez, CA 93406

EXPERTISE

- Copywriting
- Content & Feature Articles
- Product Development
- Marketing Strategy
- Branding
- SEO

REFERENCES

Callie Gleason
DTC | Gleason Family Vineyards
+404-406-9052

Cori Lassahn
Business Owner + Friend
+805-259-8559

Evie Sweeney
Social Media Strategist
+206-348-1492

RELEVANT WORK EXPERIENCE

- Generate weekly digital press releases, web content and marketing copy for high-profile clients including Colman's Mustard, Chef Cat Cora, and the U.S. division of PG Tips tea brand, among many others
- Develop marketing and brand copy for website and print material
- Produce styled shoots for image galleries used in market placement
- Content Writer and photo journalist for local newspaper
- Streamline marketing budget and market placement
- Adapt, make quick decisions and maintain composure under pressure
- Maintain strong client relationships via high-touch, personalized service
- Spanish language proficiency

EMPLOYMENT HISTORY

LEAD CREATIVE AND STRATEGIST

Leanne Elliott Communications July 2022-Current

DIRECTOR OF MARKETING AND EVENTS

Gleason Family Vineyards May 2019 - July 2022

SOLEPROPRIETOR AND LEAD PLANNER

Soleil Events January 2007 - July 2019

COPYWRITER AND BRAND DEVELOPER

Christie Communication April 2008 - March 2011

CONTENT WRITER AND PHOTOGRAPHER

Santa Ynez Valley Journal February 2007 - February 2008

EDUCATION

SEATTLE PACIFIC UNIVERSITY, SEATTLE, WA 1989 - 1993
Bachelor of Arts, Business Communication

ACADEMIA DE LAS FUENTES, ANTIGUA GUATEMALA 1998 - 1999
Certificate of Language Proficiency



March 29, 2023

Tourism Advisory Committee
City of Solvang
644 Oak Street,
Solvang, CA 93463

Dear Advisory Committee,

Please find attached my proposal for the interim Event Planner & Facilitator position for the City of Solvang.. Solvang is one of my favorite places to visit in the 805 and I never miss the opportunity to bring visitors to the beautiful city.

I have had the opportunity to plan and facilitate corporate and private events for individuals and local organizations in the Conejo Valley with the goal to always create unforgettable experiences for attendees. More specifically, I have the ability to manage large scale events across a variety of business entities from corporate to non-profit organizations.

I'm currently available and would be happy to discuss your specific needs to lend my expertise during this interim phase. For reference our monthly engagement fee ranges from \$5000-\$7500+ depending on the project.

Merley

Life is Sweet, Celebrate Everything!



MERLEY GREENIDGE

EVENT PLANNING & FACILITATION
EXPERT

📞 805-300-7928

✉️ merley@celebratesweetly.com

🌐 www.celebratesweetly.com

📷 @celebratesweetlygifts



References

Steve Ortmann
General Manager, Palm Garden Hotel
805-716-4200

Diane Boyd
Bridal Premiere
805-341-2538

Dr. Robert Bland
CEO, Conejo Compassions Coalition
805-300-2218

Natalia Staneva
CEO, New West Symphony
805-497-5800

Megan Glynn
Chief Development Officer
Southeast Valley YMCA
805-497-3081

Caitlin Pieh
Social Life Magazine
831-917-6648









AGENDA ITEM 4d

Meeting Date: April 6, 2023

SUBJECT: Discussion to review Abbi Agency Invoices and make recommendation to City Council

PREPARED BY: Brad Vidro, Interim City Manager

DISCUSSION:

At the March 2, 2023 TAC meeting, the committee requested staff return with a line item analysis of what items can be recovered from The Abbi Agency and provide a recommendation to the City Council to recover such items as can be recovered

Additionally at the March 2, TAC meeting, a sub-committee was created to conduct an audit on The Abbi Agency invoicing, consisting of Chair Wilson and Member Smith. Staff was not involved in any meetings of the sub-committee.

The line-item analysis, prepared by the Marketing & Events Manager, is attachment A. There were eight billing categories for the marketing contract. What follows is a brief description of fees paid to Th Abbi Agency. The Professional Services Agreement with the proposed billing is Attachment B.

Project Management- This item is a monthly payment for account management and strategy. Connie Anderson of the Abbi Agency acted as the dedicated account manager. It is in the agreement at \$2,250 monthly and has been paid for seven months.

Deliverables: Consistent email communication, attendance of status calls, virtual attendance at monthly TAC meetings, reporting including monthly analytics and quarterly performance reports.

Public Relations- This item has a monthly payment of \$3,750 as a public relations retainer. Additionally \$6,000 was allocated for 2 FAM trips. Three press releases were completed (agreement indicates up to five annually), 346 pitches sent and crisis communications were created for January storms. The retainer has been paid for 7 months. No FAM costs have been compensated. Vogue was here in the middle of March and Pop Sugar will be in town the first week of April. These were coordinated by the Marketing Manager.

Creative Development- "Like Denmark" campaign was created; 16 static ads, 4 videos ,and 5 HTML animated ads created. Per agreement \$15,000 was paid. A Powerpoint was created for the City , Chamber Business Guide, VSYV ad and LA weekly ads also created. The \$9,000 allocated for Brand development was moved to Alternative Planning Allowance.

Digital Content- includes a Social Media Boosting monthly \$300 allocation and a Social Media Retainer of \$3,750 per month.This billing item had a deliverable of 9-12 posts per week per platform (Facebook, Instagram, and Twitter). This would result in 36-48 total posts. Actual posts were:

July	16
August	20
September	28
October	32
November	33
December	18

January	26
February	18

Additionally this included social care including commenting, liking, and answering. While there was no metric for this it appears they weren't fully delivering this item per the contract.

Marketing- Includes an immersion trip one time payment of \$4,800 which was completed; research (2 \$5,000 payments) included 18 page audit report, TAC survey, community survey distribution; and creation of a marketing plan (\$5,000) which was completed and present to the TAC and City Council; and Julefest marketing support (\$10,000) which was completed.

Digital Experience-This includes a website audit which was included in the overall marketing audit report (\$12,000). Monthly fee of \$1,000 paid for website hosting for 6 months.

Media Buy- One time Plan Development fee of \$2,000 when delivered in August. Management of Media buy monthly fee of \$1,122 paid 5 times, dashboard created for monthly reporting. Media buy costs of \$1,536 October, \$3,617 in November, \$27,182.43 in January for the first quarter.

Hard Costs- Technology fee of \$200 monthly paid for 7 months. Travel costs budget of \$2,500 paid for immersion trip.

Additional website management fees- \$1,500 were paid for working with Tempest on website transfer issues.

Invoice format- The initial format of the invoices for October, November, December, January and February did not meet the format that was required in the contract. They were to list all tasks, task budget, project total budget, percentage completed, associated percentage billing against all task and total billing for that month. Abbi Agency was contacted and they provided revised bills in that format.

Approval process-The Marketing and Events Manager job description as approved by the City Council indicates that the position includes marketing contract management. This role would include review and approval of invoices submitted by the marketing agency for payment. The dollar values in the City's Purchasing Policy for department head approval are for contracts have not been approved by the City Council. The marketing agency professional services agreement was approved by the City Manager on July 7, 2022 based on the City Council's authority to negotiate it given to her at the June 13, 2022 City Council meeting and funding for the agreement was included in the Solvang Fiscal Year 2022/23 Financial Plan. In the case of the Abbi Agency invoices, they were submitted monthly but sent to an incorrect Accounts Payable email addressed resulting in five monthly billings and two media buy invoices being approved at one time, for a total payment of \$129,160.36. The City processes invoices once a month for all accounts payables. All payments by ACH or check are approved by the City Manager. This payment was approved, and the check was signed by the Interim City Manager.

ATTACHMENTS:

- A. Scope of Work vs Deliverables
- B. Professional Services Agreement

Invoice #	#9346 July	Notes	#9419 August	#9502 Sept	#1099 Oct - Media	#1032 Oct	#1178 New Media	#1136 November	#1246 Dec.	#1280 Jan/Invoce	#1264 Oct Media Buy	Total Spent	Total Budget	Budget Left to Spend	Notes				
Account Management	\$ 2,250.00	Per the Contract On Boarding Presentation Attended the TAC in person	\$ 2,250.00	Per the Contract	\$ 2,250.00	Per the Contract	\$2,250.00	Per the contract	\$ 2,250.00	Per the Contract	\$ 2,250.00	Per the Contract	\$ 2,250.00	Per the Contract	\$ 15,750.00	\$ 27,000.00	\$ 11,250.00		
PR Retainer	\$ 3,750.00	Per the Contract	\$ 3,750.00	Per the Contract	\$ 3,750.00	Per the Contract: Results in Month Report	\$3,750	Per the Contract Results in Monthly report	\$ 3,750.00	Per the Contract: Results in Month Report	\$ 3,750.00	Per the Contract: Results in Monthly Report	\$ 3,750.00	Per the Contract Results in Monthly Report	\$ 26,250.00	\$ 45,000.00	\$ 18,750.00	2 Press releases, additional Fall releases, 348 photos sent, Crisis Comm for Jan storms	
FAM Planning & Management Brand Refresh & Campaign Guidelines Creative Development & Prod					\$ 15,000.00	Created 16 static ads, 4 videos, Like Denmark campaign, 1 HTML animated ads								\$ -	\$ 4,000.00	\$ 4,000.00		This moved to All Planning Allowance Created Powerpoint for City, Chamber Biz Guide, BYV ad, LA weekly ad as at no charge	
Social Media	\$ 3,750.00	FB: 3 IG: 6, Tw: 7 Total: 16 Didn't have access to FB first part of the month	\$ 3,750.00	FB: 2 IG: 7, Tw: 11 Total: 20 Lost access to FB	\$ 3,750.00	FB: 0 IG: 14, Tw: 14 Total: 28	\$3,750.00	IG: 20, Tw: 12, FB: 0 = 22	\$ 3,750.00	IG: 20, Tw: 13, FB: 0 = 33	\$ 3,750.00	FB: 0 IG: 10, Tw: 8 = 18	\$ 3,750.00	FB: 3 New Page, IG: 8, Tw: 15 = 26	\$ 26,250.00	\$ 45,000.00	\$ 18,750.00	Additionally 333 IG Stories, reels and blogs, responded to 174 messages.	
Contention Curator Trip Social Media Bootcamp Immersion Trip	\$ 300.00	Per the contract	\$ 300.00	Per the Contract Conducted in August, 3 people for 2 days	\$ 4,800.00		\$300.00	Per the Contract	\$ 300.00	Per the Contract	\$300.00	Per the Contract	\$300.00	Per the Contract	\$ -	\$ 10,000.00	\$ 10,000.00		
Research	\$ 5,000.00	* 18-page Audit Report * TAC Survey and Results * Community Survey Distribution	\$ 5,000.00												\$ 10,000.00	\$ 10,000.00	\$ -		
Strategy Marketing Plan			\$ 5,000.00	* Marketing Plan 49 pages											\$ 5,000.00	\$ 5,000.00	\$ -		
Jukefest Marketing					\$ 10,000.00	Press Release, 24 media placements, social giveaways, created logo, updated website, social media cases									\$ 10,000.00	\$ 10,000.00	\$ -		
Media Buy Plan Development Media Buy Management & Opt			\$ 2,000.00	* Media Plan		\$ 2,244.00	Per the contract	\$ 1,122.00	Per the Contract	\$1,122.00	Per the Contract	\$1,122.00	Per the Contract	\$ 2,000.00	\$ 2,000.00	\$ -		Reporting Dashboard	
Media Buy					\$ 782.80		\$ 1,636.12	\$ 78.00				\$ 6,487.74	\$ 8,906.46	\$ 2,418.72	\$ 13,220.00	\$ 14,738.78	\$ 1,518.78		
Search Ads							\$ 78.00					\$ 7,091.25	\$ 7,091.25	\$ -	\$ 7,091.25	\$ 7,091.25	\$ -		
Display Ads												\$ 3,600.00	\$ 3,600.00	\$ -	\$ 3,600.00	\$ 3,600.00	\$ -		
Facebook/Insta												\$ 2,400.00	\$ 2,400.00	\$ -	\$ 2,400.00	\$ 2,400.00	\$ -		
Tik Tok												\$ 3,350.56	\$ 4,580.86	\$ 1,230.30	\$ 4,580.86	\$ 4,580.86	\$ -		
Pinterest					\$ 382.76		\$ 847.54	\$ 1,025.64				\$ 5,357.98	\$ 5,357.98	\$ -	\$ 5,357.98	\$ 5,357.98	\$ -		
YouTube					\$ 370.83		\$ 1,025.64					\$ 4,331.51	\$ 4,331.51	\$ -	\$ 4,331.51	\$ 4,331.51	\$ -		
Website Audit and Implementation			\$ 3,000.00	In Audit Report and was working on implementing such as 404 errors	\$ 3,000.00	In Audit Report and was working on implementing such as 404 errors	\$ 3,000.00	In Audit Report and was working on implementing such as 404 errors				\$ 9,000.00	\$ 12,000.00	\$ 3,000.00	\$ 9,000.00	\$ 12,000.00	\$ 3,000.00	Removed the need for Tempest and DCS website 10 years old software and no doc for development exists. Created forms, updated events until Cheryl Starbuck created new home base design	
Website Hosting	\$ 200.00	Per the contract	\$ 1,000.00	Per the contract	\$ 1,000.00	Per the Contract	\$ 1,000.00	Per the Contract	\$ 1,000.00	Per the Contract	\$1,000.00	Per the Contract	\$1,000.00	Per the Contract	\$ 6,000.00	\$ 11,000.00	\$ 5,000.00		
Technology Plan			\$ 200.00	Per the contract	\$ 200.00	Per the Contract	\$ 200.00	Per the Contract	\$ 200.00	Per the Contract	\$200.00	Per the Contract	\$200.00	Per the Contract	\$ 1,400.00	\$ 2,400.00	\$ 1,000.00		
Hosting Domain Registrar			\$ 2,500.00	Per the contract								\$ -	\$ 650.00	\$ 650.00	\$ -	\$ 650.00	\$ 650.00		
Travel Costs Immission												\$ -	\$ 2,500.00	\$ 2,500.00	\$ -	\$ 2,500.00	\$ 2,500.00		
Tempest Web Transfer									\$500.00	Per the Contract	\$500.00	Per the Contract	\$500.00	Per the Contract	\$ 500.00	\$ 500.00	\$ -	Tempest was leaving the rights of Allowed everything to be hosted with ABE	
Website Transfer Time									\$500.00	Per the Contract	\$500.00	Per the Contract	\$500.00	Per the Contract	\$ 500.00	\$ 500.00	\$ -	Tempest was leaving the rights of Allowed everything to be hosted with ABE	
LA Weekly Jukefest Ad Cost									\$500.00	Per the Contract	\$500.00	Per the Contract	\$500.00	Per the Contract	\$ 500.00	\$ 500.00	\$ -	Out of the scope of wor	
FAM Hard Costs								\$4,000.00	Additional requests for printed materials			\$4,000.00	\$4,000.00	\$ -	\$ 2,000.00	\$ 2,000.00	\$ -		
Alternative Planning Costs												\$ 4,000.00	\$ 4,000.00	\$ -	\$ 4,000.00	\$ 4,000.00	\$ -	Jukefest	
TOTAL	\$ 15,250.00		\$ 33,550.00		\$ 29,250.00		\$ 1,536.19	\$26,494.00		\$ 3,617.93	\$ 16,372.00		\$ 13,872.00		\$ 27,182.43	\$ 179,486.65	\$ 277,360.00	\$ 88,483.45	

Dec-March



CITY OF SOLVANG
PROFESSIONAL SERVICES AGREEMENT

PARTIES AND DATE. This Agreement is made and entered into this **1** day of **July, 2022** (“Effective Date”) by and between the **CITY OF SOLVANG**, a Municipal Corporation and Charter City organized under the Constitution and laws of the State of California with its principal place of business at 1644 Oak Street, Solvang, CA 93463 (“City”) and The Abbi Agency, a Nevada corporation, with its principal place of business at **1385 Haskell Street, Reno, NV 89509** (“Consultant”). City and Consultant are sometimes individually referred to as “Party” and collectively as “Parties” in this Agreement. The parties hereto, in consideration of the mutual covenants contained herein, hereby agree to the following terms and conditions:

1.0 GENERAL PROVISIONS

1.01 **Term:** This agreement will become affective on the date of execution set forth below, and will continue in effect until **June 30, 2024**, and will continue in effect until terminated as provided herein.

1.02 **Services:** Consultant shall perform the **scope of work (tasks)** described and set forth in **Exhibit A**, attached hereto and incorporated herein as though set forth in full. Consultant shall complete the tasks according to the **project schedule** which is also set forth in **Exhibit A**. Scope of work will be reviewed and updated annually.

Consultant shall determine the method, details and means of performing the above-referenced services.

Consultant may, at their own expense, employ such assistants and subconsultants, as Consultant deems necessary to perform the services required of Consultant by this agreement. However, Consultant may not assign this agreement to any other person or entity in the performance of required project-related services, and the City may not control, direct or supervise Consultant’s assistants or employees in the performance of those services.

1.03 **Standard of Performance:** Consultant’s services shall be performed in accordance with generally accepted professional practices and principles and in a manner consistent with the level of care and skill ordinarily exercised by members of Consultant’s profession currently practicing under similar conditions. Whenever the scope of work requires or permits approval by the City, it is understood to be approval solely for the purposes of conforming to the requirements of the scope of work and not acceptance of any professional or other responsibility for the work. Such approval does not relieve the Consultant of responsibility for complying with the standard of performance or laws, regulations, industry standards, or from liability for damages caused by negligent acts, errors, omissions, noncompliance with industry standards, or the willful misconduct of Consultant or its subcontractors. By delivery of completed work, Consultant certifies that the work conforms to the requirements of this contract and all applicable federal, state and local laws. If Consultant is retained to perform services requiring a license, certification, registration or other similar requirement under California law, Consultant shall maintain that license, certification, registration or other similar requirement throughout the term of this Contract.

1.04 **Compensation:** In consideration for the services to be performed by Consultant, City agrees to pay Consultant monetary consideration for professional services in accordance with the **fee schedule** set forth in **Exhibit A**. The parties agree that total compensation for fees and

2.03 **Tools and Instrumentalities**: Consultant shall provide all tools and instrumentalities to perform the services under this agreement.

2.04 **Workers' Compensation and Other Employee Benefits**: City and Consultant intend and agree that Consultant is an independent contractor of City and agree that Consultant and Consultant's employees and agents have no right to Workers' Compensation and other City-sponsored employee benefits. Consultant agrees to provide Workers' Compensation and other employee benefits, where required by law, for Consultant's employees and agents. Consultant agrees to hold harmless and indemnify City for any and all claims arising out of any claim for injury, disability, or death of Consultant and any of Consultant's employees or agents.

2.05 **Indemnification**

(a) **Non-design, non-construction Professional Services**: To the fullest extent permitted by law (including, but not limited to California Civil Code Sections 2782 and 2782.8), Consultant shall indemnify, defend, and hold harmless the City, and its elected officials, officers, employees, volunteers, and agents ("City Indemnitees"), from and against any and all causes of action, claims, liabilities, obligations, judgments, or damages, including reasonable legal counsels' fees and costs of litigation ("claims"), arising out of the Consultant's performance or Consultant's failure to perform its obligations under this Agreement or out of the operations conducted by Consultant, including the City's active or passive negligence, except for such loss or damage arising from the sole negligence or willful misconduct of the City. In the event the City Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from Consultant's performance of this Agreement, the Consultant shall provide a defense to the City Indemnitees or at the City's option, reimburse the City Indemnitees their costs of defense, including reasonable legal fees, incurred in defense of such claims.

(b) **Non-design, construction Professional Services**: To the extent the Scope of Services involve a "construction contract" as that phrase is used in Civil Code Section 2783, this paragraph shall apply in place of paragraph (a). To the fullest extent permitted by law (including, but not limited to California Civil Code Sections 2782 and 2782.8), Consultant shall indemnify, defend, and hold harmless the City, and its elected officials, officers, employees, volunteers, and agents ("City Indemnitees"), from and against any and all causes of action, claims, liabilities, obligations, judgments, or damages, including reasonable legal counsels' fees and costs of litigation ("claims"), arising out of the Consultant's performance or Consultant's failure to perform its obligations under this Agreement or out of the operations conducted by Consultant, except for such loss or damage arising from the active negligence, sole negligence or willful misconduct of the City. In the event the City Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from Consultant's performance of this Agreement, the Consultant shall provide a defense to the City Indemnitees or at the City's option, reimburse the City Indemnitees their costs of defense, including reasonable legal fees, incurred in defense of such claims.

(c) **Design Professional Services**: In the event Consultant is a "design professional", and the Scope of Services require Consultant to provide "design professional services" as those phrases are used in Civil Code Section 2782.8, this paragraph shall apply in place of paragraphs (a) or (b). To the fullest extent permitted by law (including, but not limited to California Civil Code Sections 2782 and 2782.8) Consultant shall indemnify, defend and hold harmless the City and its elected officials, officers, employees, volunteers and agents ("City Indemnitees"), from and against all claims, damages, injuries, losses, and expenses including costs, attorney fees, expert consultant and expert witness fees arising out of, pertaining to or relating to, the negligence, recklessness or willful misconduct of Consultant, except to the extent caused by the sole negligence, active negligence or willful misconduct of the City. Negligence,

recklessness or willful misconduct of any subcontractor employed by Consultant shall be conclusively deemed to be the negligence, recklessness or willful misconduct of Consultant unless adequately corrected by Consultant. In the event the City Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from Consultant's performance of this Agreement, the Consultant shall provide a defense to the City Indemnitees or at the City's option, reimburse the City Indemnitees their costs of defense, including reasonable legal fees, incurred in defense of such claims. In no event shall the cost to defend charged to Consultant under this paragraph exceed Consultant's proportionate percentage of fault. However, notwithstanding the previous sentence, in the event one or more defendants is unable to pay its share of defense costs due to bankruptcy or dissolution of the business, Consultant shall meet and confer with other parties regarding unpaid defense costs.

(d) Payment by City is not a condition precedent to enforcement of the indemnities in paragraph (a), (b), or (c). In the event of any dispute between Consultant and City, as to whether liability arises from the active negligence, sole negligence or willful misconduct of the City or its officers, employees, or agents, Consultant will be obligated to pay for City's defense until such time as a final judgment has been entered adjudicating the City as having been actively negligent, solely negligent or as having engaged in willful misconduct. Except as otherwise required by Civil Code Section 2782.8, Consultant will not be entitled in the absence of such a determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees and costs of litigation. The provisions of this Section 2.05 shall survive completion of Consultant's services or the termination of this Agreement.

2.06 **Insurance:** Consultant shall maintain prior to the beginning of and for the duration of this Agreement insurance coverage as specified in Exhibit B attached to and part of this agreement.

3.0 OBLIGATIONS OF CITY

3.01 **Cooperation:** City agrees to comply with all reasonable requests of Consultant necessary to the performance of Consultant's duties under this agreement. City employees, agents and officers of the City agree to disclose all information relevant to this project to Consultant. Consultant shall be entitled to reasonably rely upon the accuracy and completeness of information furnished by City, provided that Consultant shall give City prompt written notice of any known defects in such information.

4.0 TERMINATION OF AGREEMENT

4.01 **Termination Notice:** Notwithstanding any other provision of this agreement, any party hereto may terminate this agreement, at any time, without cause, by giving at least 30 (thirty) days' prior written notice to the other parties to this agreement.

4.02 **Termination on Occurrence of Stated Events:** This agreement shall terminate automatically on the occurrence of any of the following events:

- a. Sale of the business of any party;
- b. The end of the 30 (thirty) days as set forth in section 4.01;
- c. End of the contract to which Consultant's services were necessary; or
- d. Assignment of this agreement by Consultant without the consent of City.
- e. Death of any party.

4.03 **Termination by any Party for Default:** Should any party default in the performance of this agreement or materially breach any of its provisions, the non-breaching party, at its option, may terminate this agreement, immediately, by giving written notice of termination to the breaching party.

4.04 **Termination:** This agreement shall terminate on June 30, 2024, unless earlier extended as set forth in this Section. The City, with the agreement of Consultant, is authorized to extend the term of this agreement beyond the termination date, as needed, under the same terms and conditions as set forth in this agreement. Any such extension shall be in writing and be an amendment to this agreement.

5.0 SPECIAL PROVISIONS

5.01 **Additional Tasks as May Be Assigned by the City Manager:** Prior to initiating any Consultant work on matters relating to the purposes of this Agreement, but outside the Scope of Services for this Agreement, it shall be the responsibility of Consultant to obtain written approval of the City Manager, prior to initiation of such tasks.

5.02 **Time Schedule:** Consultant is to begin work upon receipt and execution of City contract. It is contemplated that most of the services hereunder will be completed on or before June 30, 2024. **TIME IS OF THE ESSENCE OF THIS CONTRACT.** Consultant agrees to engage its best efforts to adhere strictly to the schedule set forth in **Exhibit A** and incorporated herein.

5.03 **Work Outside Contract Scope:** No payment for changed or additional work shall be made unless the changed or additional work has first been approved in writing by the City Manager and the parties have agreed upon the appropriate adjustment, if any, to the payment schedule and maximum payment amount for the changed or additional work. The Contract Manger may order changes or additions to the scope of work. Whether a change or addition to the scope of work is proposed by the Consultant or ordered by the City Manager, the parties shall in good faith negotiate an appropriate adjustment, if any, to the payment schedule and maximum payment for the changed or additional work. An approved change or addition, along with the payment adjustment, if any, will be effective upon an amendment to this contract executed by both parties. The amendment shall not render ineffective or invalidate unaffected portions of this contract.

5.04 **Confidentiality:**

- (a) Confidential Nature of Information. Consultant shall treat all information obtained from the City in the performance of this contract as confidential and proprietary to the City. Consultant shall treat all records and work product prepared or maintained by Consultant in the performance of this contract as confidential.
- (b) Limitation on use and disclosure. Consultant agrees that it will not use any information obtained as a consequence of the performance of work for any purpose other than fulfillment of Consultant's scope of work. Consultant will not disclose any information prepared for the City, or obtained from the City or obtained as a consequence of the performance of work to any person other than the City, or its own employees, agents or subcontractors who have a need for the information for the performance of work under this contract unless such disclosure is specifically authorized in writing by the City.

- (c) Security plan. If requested by the City Manager, Consultant shall prepare a security plan to assure that information obtained from the City or as a consequence of the performance of work is not used for any unauthorized purpose or disclosed to unauthorized persons. Consultant shall advise the City of any request for disclosure of information or of any actual or potential disclosure of information.
- (d) Survival. Consultant's obligations under this paragraph shall survive the termination of this contract.

6.0 MISCELLANEOUS

6.01 **Notices:** Except as otherwise expressly provided by law, any and all notices or other communications required or permitted by this agreement or by law to be served on or given to any party to this agreement shall be in writing and delivered or, in lieu of such personal service, when deposited in the United States mail, first class postage prepaid, to the following address for each respective party:

PARTY	ADDRESS
TO: CITY OF SOLVANG	City of Solvang 1644 Oak Street Solvang, CA 93463 Attention: City Clerk

Copy to:	Dave Fleishman City Attorney Richards, Watson & Gershon 847 Monterey Street, Suite 206 San Luis Obispo, CA 93401
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TO CONSULTANT:	The Abbi Agency Attn: Ty Whitaker 1385 Haskell Street Reno, NV 89509
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6.02 **Governing Law:** This agreement and all matters relating to this agreement shall be governed by the laws of the State of California in force at the time, should any need for interpretation of this agreement or any decision or holding concerning this agreement arise.

6.03 **Binding Effect:** This agreement shall be binding on and shall inure to the benefit of the heirs, executors, administrators, successors and assigns of the parties hereto, but nothing in this Section shall be construed as consent by City to any assignment of this agreement or any interest in the agreement.

6.04 **Remedies:** The remedies set forth in this agreement shall not be exclusive, but shall be cumulative with, and in addition to, all remedies now or hereafter allowed by law or equity.

6.05 **Due Authority:** The parties hereby represent that the individuals executing this agreement are expressly authorized to do so on and in behalf of the parties.

6.06 **Ownership of Work Product:** Upon delivery, the work product, including without limitation, all original reports, writings, recordings, drawings, files, and detailed calculations

developed under this contract are the property of the City. Consultant agrees that all copyrights, which arise from creation of the work pursuant to this contract, shall be vested in the City and waives and relinquishes all claims to copyright or other intellectual property rights in favor of the City. City acknowledges that its use of the work product is limited to the purposes contemplated by the scope of work and that the Consultant makes no representation of the suitability of the work product for use in or application to circumstances not contemplated by the scope of work.

6.07. **Integration and Modification:** This contract represents the entire understanding and agreement of the City and Consultant as to those matters contained herein. This agreement correctly sets forth the obligations of the parties hereto to each other as of the date of this agreement. All agreements or representations respecting the subject matter of this agreement not expressly set forth or referred to in this agreement are null and void. No prior oral or written understanding shall be of any force or effect with respect to those matters covered hereunder. This contract may not be modified, amended, or altered except in writing signed by the City and Consultant.

6.08. **Advice of Counsel:** The parties agree that they are aware that they have the right to be advised by counsel with respect to the negotiations, terms, and conditions of this contract, and that the decision of whether or not to seek the advice of counsel with respect to this contract is a decision which is the sole responsibility of each of the parties hereto. This contract shall not be construed in favor or against either party by reason of the extent to which each party participated in the drafting of the contract.

6.09. **Independent Review:** Each party hereto declares and represents that in entering this contract it has relied and is relying solely upon its own judgment, belief and knowledge of the nature, extent, effect and consequence relating thereto. Each party further declares and represents that this contract is being made without reliance upon any statement or representation not contained herein of any other party, or any representative, agent, or attorney of any other party.

6.10. **Attorney Fees:** In the event of any controversy, claim or dispute between the parties hereto, arising out of or relating to this agreement, or the breach hereof, the prevailing party shall be entitled, in addition to other such relief as may be granted, to a reasonable sum as and for attorney fees.

6.11 **No waiver:** The waiver of any breach by any party of any provision of this agreement shall not constitute a continuing waiver or a waiver of any subsequent breach of this agreement.

6.12. **Assignment:** This agreement is specifically not assignable by Consultant to any person or entity. Any assignment or attempt to assign by Consultant whether it be voluntary or involuntary, by operation of law or otherwise, is void and is a material breach of this agreement, giving rise to a right to terminate as set forth in Section 4.03.

6.13. **Time for Performance:** Except as otherwise expressly provided for in this agreement, should the performance of any act required by this agreement to be performed by either party be prevented or delayed by reason by any act of God, strike, lockout, labor trouble, inability to secure materials, epidemics, pandemics, or any other cause, except financial inability, which is the fault of the party required to perform the act, the time for performance of the act will be extended for a period of time equivalent to the period of delay and performance of the act during the period of delay will be excused: provided, however, that nothing contained in this Section shall exclude the prompt payment by either party as required by this agreement of the performance of any act rendered difficult or impossible solely because of the financial condition of the party required to perform the act.

6.14 **Severability:** Should any provision of this agreement be held by a court of competent jurisdiction or by a legislative or rulemaking act to be either invalid, void or unenforceable, the remaining provisions of this agreement shall remain in full force and effect, unimpaired by the holding, legislation or rule.

6.15. **Construction:** The parties agree that each has had an opportunity to have their counsel review this agreement and that any rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not apply in the interpretation of this agreement or any amendments or exhibits thereto. The captions of the sections are for convenience and reference only, and are not intended to be construed to define or limit the provision to which they relate.

6.16. **Amendments:** Amendments to this agreement shall be in writing and shall be made only with the mutual written consent of all the parties to this agreement.

6.17. **Signatures:** The individuals executing this contract represent and warrant that they have the legal capacity and authority to do so on behalf of their respective legal entities.

IN WITNESS WHEREOF, the parties have executed this contract on the following date.

CITY OF SOLVANG

**CONTRACTOR
The Abbi Agency**

By:  DocuSigned by:
82667AF69DB64C4...
Xenia Bradford, City Manager

By:  DocuSigned by:
00DF6056E6C204DD...
Patrick Ty Whitaker, CEO

Date: 7/7/2022

Date: 7/6/2022

**APPROVED AS TO FORM
Richards, Watson & Gershon**

By:  DocuSigned by:
8CACE76DAD12485...
Dave Fleishman, City Attorney

Date: 7/6/2022

ATTEST:

 DocuSigned by:
2FEC6CE62C12406...
Annamarie Porter, City Clerk

EXHIBIT A

SCOPE OF WORK,

FEE SCHEDULE

&

PROJECT SCHEDULE

EXHIBIT B

INSURANCE REQUIREMENTS

Prior to the beginning of and throughout the duration of the Work, Consultant will maintain insurance in conformance with the requirements set forth below. Consultant will use existing coverage to comply with these requirements. If that existing coverage does not meet the requirements set forth here, Consultant agrees to amend, supplement or endorse the existing coverage to do so. Consultant acknowledges that the insurance coverage and policy limits set forth in this section constitute the minimum amount of coverage required. Any insurance proceeds available to City in excess of the limits and coverage required in this agreement and which is applicable to a given loss, will be available to City.

Consultant shall provide the following types and amounts of insurance:

Commercial General Liability Insurance using Insurance Services Office "Commercial General Liability" policy form CG 00 01, or a City approved equivalent. Defense costs must be paid in addition to limits. There shall be no cross liability exclusion for claims or suits by one insured against another. Limits are subject to review but in no event less than \$1,000,000 per occurrence and in the aggregate.

Business Auto Coverage on ISO Business Auto Coverage form CA 00 01 including symbol 1 (Any Auto) or the equivalent. Limits are subject to review, but in no event to be less than \$1,000,000 per accident. If Consultant owns no vehicles, this requirement may be satisfied by a non-owned auto endorsement to the general liability policy described above. If Consultant or Consultant's employees will use personal autos in any way on this project, Consultant shall provide evidence of personal auto liability coverage for each such person.

Workers Compensation on a state-approved policy form providing statutory benefits as required by law with employer's liability limits no less than \$1,000,000 per accident or disease.

Professional Liability or Errors and Omissions Insurance as appropriate shall be written on a policy form coverage specifically designed to protect against acts, errors or omissions of the consultant and "Covered Professional Services" as designated in the policy must specifically include work performed under this agreement. The policy limit shall be no less than \$1,000,000 per claim and in the aggregate. The policy must "pay on behalf of" the insured and must include a provision establishing the insurer's duty to defend. The policy retroactive date shall be on or before the effective date of this agreement.

Insurance procured pursuant to these requirements shall be written by insurers that are admitted carriers in the state of California and with an A.M. Bests rating of A- or better and a minimum financial size VII.

General conditions pertaining to provision of insurance coverage by Consultant. Consultant and City agree to the following with respect to insurance provided by Consultant:

1. Consultant agrees to have its insurer endorse the third party general liability coverage required herein to include as additional insureds City, its officials, employees and agents, using standard ISO endorsement No. CG 2010 with an edition prior to 1992, or a City approved equivalent. Consultant also agrees to require all contractors, and subcontractors to do likewise.
2. No liability insurance coverage provided to comply with this Agreement shall prohibit Consultant, or Consultant's employees, or agents, from waiving the right of subrogation prior to a loss. Consultant agrees to waive subrogation rights against City regardless of the applicability of any insurance proceeds, and to require all contractors and subcontractors to do likewise.

3. All insurance coverage and limits provided by Consultant and available or applicable to this agreement are intended to apply to the full extent of the policies. Nothing contained in this Agreement or any other agreement relating to the City or its operations limits the application of such insurance coverage.
4. None of the coverages required herein will be in compliance with these requirements if they include any limiting endorsement of any kind that has not been first submitted to City and approved of in writing.
5. Consultant's general liability policy shall not contain any provision or definition that would serve to eliminate so-called "third party action over" claims, including any exclusion for bodily injury to an employee of the insured or of any contractor or subcontractor.
6. All coverage types and limits required are subject to approval, reasonable modification and reasonable additional requirements by the City, as the need arises. Consultant shall not make any reductions in scope of coverage (e.g. elimination of contractual liability or reduction of discovery period) that may affect City's protection without City's prior written consent.
7. Proof of compliance with these insurance requirements, consisting of certificates of insurance evidencing all of the coverages required and an additional insured endorsement to Consultant's general liability policy, shall be delivered to City at or prior to the execution of this Agreement. In the event such proof of any insurance is not delivered as required, or in the event such insurance is canceled at any time and no replacement coverage is provided, City has the right, but not the duty, to obtain any insurance it deems necessary to protect its interests under this or any other agreement and to pay the premium. Any premium so paid by City shall be charged to and promptly paid by Consultant or deducted from sums due Consultant, at City option.
8. Certificate(s) are to reflect that the insurer will provide 30 days notice to City of any cancellation of coverage by the carrier.
9. It is acknowledged by the parties of this agreement that all insurance coverage required to be provided by Consultant or any subcontractor, is intended to apply first and on a primary, non-contributing basis in relation to any other insurance or self insurance available to City.
10. Consultant agrees to require that subcontractors, and any other party involved with the project who is brought onto or involved in the project by Consultant, provide the same minimum insurance coverage required of Consultant. Consultant agrees to monitor and review all such coverage and assumes responsibility for ensuring that such coverage is provided in conformity with the requirements of this section. Consultant agrees that upon request, all agreements with subcontractors and others engaged in the project will be submitted to City for review.
11. If Consultant's existing coverage includes a deductible or self-insured retention, the deductible or self-insured retention must be declared to the City. At that time the City shall review options with the Consultant, which may include reduction or elimination of the deductible or self-insured retention, substitution of other coverage, or other solutions. Consultant shall be responsible for paying any deductibles or self-insured retentions on its policies.
12. The City reserves the right at any time during the term of the contract to change the amounts and types of insurance required by giving the Consultant ninety (90) days advance written notice of such change. If such change results in substantial additional cost to the Consultant, the City will negotiate additional compensation proportional to the increased benefit to City.
13. For purposes of applying insurance coverage only, this Agreement will be deemed to have been executed immediately upon any party hereto taking any steps that can be deemed to be in furtherance of or towards performance of this Agreement.

14. Consultant acknowledges and agrees that any actual or alleged failure on the part of City to inform Consultant of non-compliance with any insurance requirement in no way imposes any additional obligations on City nor does it waive any rights hereunder in this or any other regard.
15. Consultant will renew the required coverage annually as long as City, or its employees or agents face an exposure from operations of any type pursuant to this agreement. This obligation applies whether or not the agreement is canceled or terminated for any reason. Termination of this obligation is not effective until City executes a written statement to that effect.
16. Consultant shall provide proof that policies of insurance required herein expiring during the term of this Agreement have been renewed or replaced with other policies providing at least the same coverage. Proof that such coverage has been ordered shall be submitted prior to expiration. A coverage binder or letter from Consultant's insurance agent to this effect is acceptable. A certificate of insurance and/or additional insured endorsement as required in these specifications applicable to the renewing or new coverage must be provided to City within five days of the expiration of the coverages.
17. The provisions of any workers' compensation or similar act will not limit the obligations of Consultant under this agreement. Consultant expressly agrees not to use any statutory immunity defenses under such laws with respect to City, its employees, officials and agents.
18. Requirements of specific coverage features or limits contained in this section are not intended as limitations on coverage, limits or other requirements nor as a waiver of any coverage normally provided by any given policy. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue, and is not intended by any party or insured to be limiting or all-inclusive.
19. These insurance requirements are intended to be separate and distinct from any other provision in this agreement and are intended by the parties here to be interpreted as such.
20. The requirements in this Section supersede all other sections and provisions of this Agreement to the extent that any other section or provision conflicts with or impairs the provisions of this Section.
21. Consultant agrees to be responsible for ensuring that no contract used between itself and its sub-consultants reserves the right to charge City or Consultant for the cost of additional insurance coverage required by this agreement. Any such provisions are to be deleted with reference to City. It is not the intent of City to reimburse any third party for the cost of complying with these requirements. There shall be no recourse against City for payment of premiums or other amounts with respect thereto.
22. Consultant agrees to provide immediate notice to City of any claim or loss against Consultant arising out of the work performed under this agreement. City assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve City.



Point of Contact: Xenia Bradford, City Manager

Project Name: Tourism Marketing Managed Services

Services: Marketing Research, Campaign and Creative Development, Public Relations, Media Planning and Management, Digital Experience, Social Media, Content and Account Management

Timeline: July 1, 2022 - June 30, 2023

Note: Contract extends until June 30, 2024, but the Scope of Work will be reviewed and revised each year.

Completed by: Connie Anderson, Chief Strategy Officer

BACKGROUND

SITUATION ANALYSIS

Many destinations in California suffer from getting stuck in the “Sea of Sameness.” With similar destination assets and experiences like outdoor recreation, beautiful scenery, indulgent food and beverage, it can be challenging to stand out. But not here – Solvang offers an authentically unique experience to visitors, and “Danish America” truly cannot be experienced anywhere else.

Destinations are facing a changing travel landscape post-pandemic. Travelers have shown pent up demand and returned to travel quickly, but uncertain economic future and rising gas prices pose a challenge for destinations that rely on visitors to drive in to the destination.

The Abbi Agency will work with Solvang to address these challenges, better understand Solvang’s positioning, and create a long-lasting, memorable brand through integrated marketing efforts that mirror the memorability of the destination itself.

GOAL

Position Solvang as the best destination for travelers who appreciate a trip focused on history, culture, and food & beverage.

OBJECTIVES

The Abbi Agency will use a number of specific metrics to measure the success of this goal. These begin with overarching research and an assessment of data analytics, then later will be measured by campaign-level metrics (advertising impressions, click-through rates, traffic to website) and end with conversion rates. The Abbi Agency will work with Solvang to develop and continue to refine for optimization and future success. Additionally, the below outline depicts the roadmap for successful implementation of this project:

- Marketing, Awareness, Perceptions & Knowledge
 - Overall increase in: Website Impressions, Earned Media Impressions, Earned Media Message Pull-Through, Organic Social Media Engagement, Paid Media Impressions, and Click-Through Rates.

The Abbi Agency and Solvang will work collaboratively with lodging partners to quantify and assess increases in visitation. These specific tourism objectives that will be assessed are below:

- Increase in visitation during shoulder season
- Increase in visitation during midweek



TARGET AUDIENCES

The Abbi Agency has identified the following target audiences for Solvang's branding, public relations, marketing and social media efforts:

- **Primary Audiences:** Drive Market from Southern California, Fly & Drive market from the Bay Area
- **Secondary Audiences:** Non-stop flight markets from Santa Barbara Airport (Las Vegas, Denver, Phoenix)

During the first phase of work, target audiences, including personas, will be revisited and finalized to work cohesively with the City of Solvang's overarching strategic plan.

PROJECT OVERVIEWS

MARKETING

Research & Marketing Plan Development

To immerse ourselves in the destination, The Abbi Agency will use data platforms and additional research studies, and partner data to review and understand the relationship between Solvang and travel intent. Possible data sources include: This can include targeted GPS data results and study points of interest as well as third party vendor studies (provided by Solvang).

To ensure that several perspectives are considered in formulating Solvang's strategic plan, the team's strategic leaders will also conduct up to two (2) group interviews with key representatives of the destination such as members of the TAC and representatives of various communities within Solvang including hoteliers. Additionally, as needed The Abbi Agency may employ a survey to review quantitative data in addition to qualitative feedback from the interviews.

The Abbi Agency will work closely with the City of Solvang and Tourism Advisory Committee to develop an annual marketing plan that supports the strategies and goals set forth. The plan will include strategic direction, creative strategy, brand development, and content strategy and calendar.

Within the content calendar, our team will define and plan all content for the City of Solvang, including blogs, emails, and social media. All created content will be strategically leveraged for paid media, targeting users based on their interests and engagement.

The marketing plan will be comprehensive, but have a strong focus on the following areas:

- Goals & Objectives
- Target Audience
- Content Strategy and Calendar
- Paid Media Plan
- Media Relations Strategy
- Social Media Strategy
- Editorial Calendar

Deliverables: Research Report, Marketing Plan



Immersion

Additionally, the team will conduct an in-person immersion trip to learn more about the history of the City and experience the unique activities. The immersion will consist of up to three (3) individuals for two days in market. This cost is anticipated to cover airfare, car, hotel, food and all activities. However, if Solvang is able to provide complimentary hotel, activities, and food then budget can be used for additional team members to attend the immersion or saved for an additional trip to Solvang.

Deliverables: 3 individuals in-market for 2 day immersion

JuleFest Event Marketing Support

The City of Solvang supports and celebrates a series of holiday events annually called JuleFest. In order to support the marketing and attendance of these events, the following tactics will be implemented. Marketing support for these events may include the following:

- Media outreach to include:
 - One (1) Press Release
 - 3-month pitching to target regional publications
 - Coordination with any attending journalists
- Social Media: Event creation, giveaway, advertising support
- Creative: Event flyer, advertising assets
- Content: Landing Page development, updating or blog feature

Deliverables: Marketing overview with all tactics to be employed and then execution of supporting tactics

STRATEGY & BRAND MANAGEMENT

Account Management & Strategy: A dedicated member from the brand management team will be the point of contact for day-to-day account needs. In addition to coordinating with the client to establish deadlines and projects each month, the team member will actively flag any concerns or delays in deliverables and make sure the internal agency team is briefed for each project. The team member will also be responsible for monthly billing, and will be available for questions and forecasting budget line items as outlined in the scope of work.

- Oversee and coordinate all efforts related to the account needs, projects, allocation and planning.
- Function as the primary contact for communication with key marketing staff.
- Manage the scope of work, contract and any other SOWs that are signed for the client.
- Oversee the budget on a monthly and annual basis.
- Analyze and provide strategic insights on monthly reporting
- Develop creative, production, and paid media briefs
- Manage kick-off meetings and timeline of deliverables
- Oversee and coordinate all efforts related to the campaign needs
- Manage and assist with production planning and post-production editing



Deliverables: *Consistent email communications, Attendance of status calls, virtual (in-person as needed) attendance at monthly TAC meetings, reporting including monthly analytics and quarterly performance reports*

PUBLIC RELATIONS

Ongoing Public Relations

The Abbi Agency will implement a targeted and performance-driven storytelling approach to PR, ensuring that earned media stories are in collaboration with overall marketing initiatives and target audience segments. Deliverables include:

- Up to five (5) press releases per fiscal year
- Ongoing media outreach to targeted journalists and publications
- Intercepting and responding to all incoming media opportunities and FAM requests
- Collaboration with Visit California, Santa Barbara County, and Visit Santa Ynez Valley, including:
 - Content submissions on a monthly/quarterly basis
- In the instance of a crisis, The Abbi Agency will stop all proactive media pitching around promoting visitation to the destination and work with Solvang to develop a crisis response and shift messaging.

FAM Trips

The Abbi Agency team excels at building itineraries that capture the essence of a destination. Each itinerary offers opportunities to incorporate key themes, marketing initiatives and the history of the destination. The Abbi Agency will work with Solvang to provide itineraries that make the most sense for each journalist's beat, while always finding ways to incorporate key themes, marketing initiatives and backlinks to the website.

The Abbi Agency filters through hundreds of journalist requests and inquiries, and the team has established a vetting process to identify the best media candidates to explore and highlight the destination. For those who don't qualify for a hosted visit, the team still provides itinerary recommendations, press materials and assists with securing media rates (when applicable). The same care and follow up is extended to ensure every touch point of their experience is positive.

Individual FAM Tactics & Deliverables

The Abbi Agency will work with qualifying journalists and/or influencers to coordinate individual press trips. The Abbi Agency will coordinate two (2) individual media FAMs for the 2022/2023 fiscal year. The Abbi Agency will handle all aspects of itinerary coordination, including booking travel, accommodations, meals and planning activities/meetings. For influencers, this also includes contract negotiations as well as coordination of any asset collection (if/when applicable) and media follow-up after the FAM trip. Should additional FAM opportunities arise, The Abbi Agency will provide a separate SOW and fee.

FAM Hosting Hard Costs

Funds will be used to cover trip hard costs, including mileage reimbursement, airfare, lodging, meals, entertainment and other costs incurred, should these items not be available as in-kind or complimentary. This fee does not include Abbi Agency time, which will be taken from the monthly PR retainer. All hard costs incurred by the agency on behalf of the client will be billed with a 20% mark up fee. The Abbi



Agency will coordinate and manage costs incurred for these trips, and, when possible, charges can be paid directly by client in order to avoid agency mark up.

FAM Hard Cost Budget:

FAM hosting hard costs will be billed upon consumption. Should this budget be exhausted, and there is a need to host additional FAMs, a new budget will be agreed upon between Solvang and The Abbi Agency to cover hard costs.

Deliverables: *Two coordinated FAM trips*

CREATIVE & PRODUCTION

Campaign Development

The Abbi Agency (TAA) will produce one campaign to support shoulder and midweek visitation based upon the current video assets that Solvang has aquired. The Abbi Agency will start by providing a strategic recommendation on direction for the campaign, and will then develop supporting messaging and imagery as needed. These will be revised in collaboration with the TAC, and the final campaign concept will be developed into the assets required for the approved paid media plan.

The concept for this campaign will use the previously produced video ads, but develop it into a fully integrated campaign. The campaign will be presented live (in person or over Zoom) to the TAC, and this process includes the initial concept development into a campaign, one round of revisions, and the final concept to be applied across the entirety of the approved media plan and supporting marketing tactics.

Campaign Production: In line with the approved campaign concept and the approved media buy The Abbi Agency will produce all creative deliverables for each campaign inclusive of:

- Copywriting and editing
- Videography & Photography - this includes planning, script assistance, filming, producing, editing and finalizing.
- Graphic Design
- Campaign guidelines
- Specific creative materials may include:
 - Print advertising
 - Website design
 - Broadcast (TV/CTV, radio, video) assets
 - Digital Banners
 - Signage, collateral, sales materials, etc.
 - SEO and SEM marketing

The campaign deliverables creative will be presented to the client and includes the initial concepts and one round of revisions.

Deliverables: *Campaign Guidelines, All paid media deliverables*



Brand Refresh

The Abbi Agency will review the newly developed logo and brand, then refine to reflect feedback from the Tourism Advisory Committee. It will also expand the revised logo into a brand styleguide to guide future implementation of the brand.

Deliverables: Refreshed brand and logo suite, Brand Styleguide

MEDIA BUY

Paid Media Plans & Management: Tailored to each campaign, TAA will create a full paid media plan within the allocated budget to reach the target audiences, demographics and goals of the client. The Abbi Agency team will strategize, plan, coordinate, manage, negotiate, optimize and report on all of Nevada Health Link's media efforts, from paid search to paid social media.

- Media Planning
 - The agency will create a paid media plan that achieves the client's goals and objectives, reflects the brand vision and reaches the target audiences the client has identified. The media plan will be presented to the client and is subject to updates, changes and feedback from the client until a final plan is approved. Note that all buys are consistently negotiated and optimized to get the best reach and results from each line item. Changes to the plan may be implemented based on performance during the quarter, with client approval.
- Negotiation and Placement
 - Coordination and placement of all digital and traditional media, including build-out of audiences, negotiation with partners and setup of accounts
- Management
 - Management of all paid advertising, including paid search and display, programmatic, print, out of home and other advertising formats.
- Optimization
 - Ongoing evaluations and adjustments based on performance metrics and goals.
- Monthly Reporting Dashboard
 - Dashboard of all digital media performance and report on key insights and/or optimizations.
- Evaluation and Recommendations
 - Ongoing evaluation of paid media opportunities and recommendations.

Deliverables: Paid Media Plan, Monthly Reports

**Paid media campaign management and optimization will be billed at 20% of the monthly media spend based on the approved Media Plan and will be included as a separate line item.*



SOCIAL MEDIA

Social Media Retainer

The Abbi Agency will manage Solvang's social media channels and create content that will highlight the experiences of Solvang and align with our overarching goals and narrative described in the marketing plan.

- Social Media Posting
 - The Abbi Agency team will posts across Solvang's Facebook, Instagram, and Twitter accounts at a cadence of 3-4 times per week (9-12 posts across all platforms per week)
 - The Abbi Agency will conduct social care including commenting, liking, and answering questions posed throughout the platforms. It will also engage with other pages and influencers to extend the brand and reach of Solvang
 - Profile optimization - we will keep profile pages up-to-date and will establish and maintain a cohesive look and feel with header images and profile photos across platforms.
- Social Media Insights and Reporting
 - The Abbi Agency will provide monthly analytics and insights for all social media channels and will make modifications to long-term strategy based on performance
- Content Curation
 - The Abbi Agency will schedule an annual asset collection trip to meet with the City of Solvang team, conduct photo/video shoots and familiarize ourselves with assets, amenities and growth within the area

Deliverables: 3 - 4 posts per week per platform, responses to comments/direct messages, monthly analytics, annual content curation trip

DIGITAL EXPERIENCE

Website Audit & Implementation

The Abbi Agency will conduct a website audit to determine the areas for improvement on the current website. The audit will look at both technical improvements as well as content improvements to improve search engine rankings as well as ensure content is up-to-date. Other updates include ensuring the new brand is represented and that the homepage provides more information to potential and current visitors.

Deliverables: Website Audit, Website Improvement Plan, Plan Implementation

Website Hosting & Maintenance

In addition to any of the recommendations determined by the marketing plan, we will also need to provide standard ongoing maintenance to the website. Maintenance of the site will be as follows:

- Hosting Management
- SSL Certificate
- 24/7 Uptime Monitoring
- Content delivery network (CDN) to provide rapid delivery of pages and images
- Monthly updates to core website files and plugins
- Malware scan and resolution
- Monthly backup and storage
- Website analytics maintenance and support



- 1-2 hours miscellaneous updates per month, which include:
 - Edits, revisions or updates to text, image and video content on existing pages based on client request, along with any troubleshooting and error resolution on websites.
- Yearly Website Audit Report

Deliverables: Domain Registration, Website Hosting, Management, Maintenance and Updates



BUDGET

By signing this Scope of Work, the City of Solvang agrees to the Scope of Work plan set forth by The Abbi Agency. Your signature allows The Abbi Agency to execute on the plan herein.

Project Management	\$27,000
Account Management	\$2,250 / per month
Public Relations	\$51,000
PR Retainer	\$ 3,750/ per month
FAM Management/Coordination	\$2,000 / per FAM(2)
FAM Hard Costs	\$1,000 / per FAM(2)*
Creative Development	\$24,000
Brand Refresh	\$9,000 / one time
Campaign Development & Production	\$15,000 / one time
Digital Content	\$58,600
Social Media Retainer	\$3,750 / per month
Social Media Boosting	\$300 / per month
Marketing	\$29,800
Research	\$10,000 / one time
Immersion Trip	\$4,800 / one time
Marketing Plan	\$5,000 / one time
Event Marketing Support	\$10,000 / one time
Digital Experience	\$23,000
Website Audit & Implementation	\$12,000 / one time
Website Hosting & Maintenance	\$1,000 /per month (Aug - June)
Media Buy	\$68,000
Media Plan Development	\$2,000 / one time
Media Buy Management, Optimization	\$2,244 / per month (5 months total)
Media Buy Cost	\$10,956 / per month (5 months total)
Hard Costs	\$5,550
Technology Fee **	\$200 / per month
Hosting & Domain Registrar	\$650 / as needed
Travel Costs: Immersion & Others	\$2,500 / as needed
Alternative Planning Allowance	\$13,050
Total Contract Fees (July 1, 2022 - June 30, 2023):	\$300,000

See [attached](#) budget for detailed breakdown.



**FAM hard costs are billed upon consumption up, not to exceed the allotted budget.*

***TAA charges a monthly technology fee for the use of our media monitoring software, reporting software and project management platform.*

Alternative Planning Options

As the Abbi Agency approaches its work with the City of Solvang, it has left a portion of the budgeted funds unallocated to allow for the discussion and strategic allocation toward initiatives that it feels would positively impact and help reach the goals of the City of Solvang. Initial options for how this money can be used is below, but additional options can be discussed.

DIGITAL EXPERIENCE

Website Redesign & Development

The Abbi Agency will begin a redesign of the City of Solvang website in Q4 of FY23. This will represent half of the work needed to completely redesign the website. The new website will align with the new brand standards, positioning and messages. The Abbi Agency follows the following process for agile website design:

RESEARCH & STRATEGY

Research of competitors' websites, exploration of websites for design & usability inspiration, official articulation of website goals, timeline and complete specification of website's features and functions.

FRAMEWORK & ARCHITECTURE

This phase builds out the layout of the splash page, content requirements, and may include development of a wireframe (low-fidelity renderings of the site).

DESIGN

User interface design brings a visual face to the website's framework. In this phase, we will produce high-fidelity, responsive website mockups to provide aesthetic options for the splash page.

DEVELOPMENT

Coding and back-end development of a website, including testing and bringing the user experience and user interface elements to life. Pushing the website to the live server, installing all analytics and tracking programs, testing and bug fixes, post-live maintenance.

WEBSITE FEATURES AND COMPONENTS

During the Research & Strategy phase of the project, the team will develop a confirmed list of official functions and components. These will be central to the framework and design.

The following is a list of website features and functionalities that the TAA team recommends including within this project:

- Custom brand integration
- Mobile compatibility
- Basic website functionality
- Framework Design
- Wordpress CMS (Content Management System)



Website copywriting will be a collaborative process between The Abbi Agency and City of Solvang.

**Advanced website functionality available upon request. Pricing may vary depending on functionality. Monthly hosting and domain registrar services also available upon request.*

Note: *The Alternative Planning budget can begin this process, but the total estimated cost for the website redesign and development is \$70,000-\$80,000.*

Ongoing SEO

Within the Content Strategy developed in the Marketing Plan, TAA will develop a keyword focus plan to guide SEO modifications geared toward long-term success as well as strategic recommendations for improvement of the site's performance in search.

Recommendations could include:

- Modifications to site structure, meta data and other machine-readable areas of the site.
- Changes to content, both from a UI, UX and search discoverability perspective.
- Other tactics, including public relations strategies, that can help with organic rankings.
- Additionally, TAA may make recommended updates to the website framework for improving site speed.

MISCELLANEOUS

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.



APPROVALS

DocuSigned by:



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7/7/2022

Xenia Bradford, City Manger, City of Solvang

(Sign/Date)

DocuSigned by:



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7/6/2022

Patrick Ty Whitaker, CEO, The Abbi Agency

(Sign/Date)



SUBJECT: Discussion of Marketing & Events Manager Position

PREPARED BY: Brad Vidro, Interim City Manager

DISCUSSION:

The Marketing & Events Manager resigned from her position effective March 31, 2023. The City advertised the open position with a closing date of March 31, 2023 for submittal of applications. Thirty five candidates applied with a wide range of experience. The job description for the position is attachment A. Hiring of management positions is done by the City Manager. The City Council has requested a discussion of this position at the April 10, 2023 City Council meeting.

ATTACHMENTS:

- A. Job Description

**CITY OF SOLVANG
JOB DESCRIPTION
MARKETING AND EVENTS MANAGER**

This is not an individualized job description. It defines the general character and scope of responsibilities. It is not intended to describe and does not necessarily list every duty for a given position.

THE POSITION

Under the general direction of the City Manager, the Marketing Manager will manage operations and activities for Solvang USA/Visit Solvang including marketing contract management, Visitor Center contract management, sales, special events, and budgeting specific to tourism. All programs are designed to position Solvang as a premier, year-round vacation destination by attracting visitors to the area, increasing occupancy rates and tourism spending, and maximizing the number of offseason and return visitor trips. Booking leisure business into the hotels is of great importance as this is the majority priority of this role. This position is classified as an “at-will” position.

EXAMPLES OF DUTIES

- Serve as the Clerk for Tourism Advisory Committee
- Create and manage a tourism marketing & operations budget
- Build brand presence for Solvang and increase awareness
- Oversee and integrate all aspects of marketing and communication programs for Solvang:
- Advertising, website, digital and social media management, collateral development, public relations, partnership, and research
- Setting marketing strategy that supports strategic imperative and goals
- Working with Marketing Consultant, create, update and maintain content for website
- Develop and oversee systems for tracking and reporting marketing activities
- Coordinate a tradeshow program
- Attend key events
- Conduct research for economic impact of tourism and program effectiveness
- Manage stakeholder, partner and supplier relations
- Drive leisure to the hotels and resorts
- Drive visitors to local shops and restaurants
- Tracking and reporting out on measurable outcomes from marketing communication activities
- Answer the Solvang USA tourism phone line
- Act as a liaison between event producers and City of Solvang
- Work with the Julefest committee to help create the annual event

ESSENTIAL FUNCTIONS

- Proficient use of Microsoft Office programs, such as MS Word, MS Excel, and PowerPoint; experience with CRM (customer relationship management) software preferred, but not required
- Excellent communication skills, both written and oral
- Excellent public speaking and presentation skills
- Exceptional customer service skills
- Ability to work and make decisions proactively, take the initiative, prioritize, plan and meet deadlines
- Comfortable collaborating and working with a team
- Demonstrated knowledge of the tourism industry, its vocabulary, and its unique sales and marketing needs
- Solid organizational skills and ability to multitask
- Ability to work evenings and weekends and be able to travel as necessary

LICENSE REQUIRED

Possession of a valid California Driver’s license.

PHYSICAL DEMANDS

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL REQUIREMENTS

Strength: Light-exert force to 20 pounds occasionally, or 10 pounds frequently, or negligible force constantly to lift, carry, push, pull or move objects; May involve significant standing, walking, pushing and/or pulling; Constant sitting, Frequent fingering, typing and frequent extension of the neck upward, downward and side to side; Occasional standing, walking, bending, stooping, crouching, pushing, pulling, twisting at the waist, handling, gripping, grasping, reaching at, above and below shoulder level; On rare occasion, kneeling, climbing stairs and ladders.

Vision: Visual acuity which could be corrected sufficiently to perform the essential functions of the position.

Hearing: Effectively hear/comprehend oral instructions and communication.

ENVIRONMENTAL CONDITIONS

Works indoors and outdoors constantly; Constantly uses a computer; Occasionally is exposed to dust

EDUCATION AND EXPERIENCE

- Bachelor’s degree in business, hospitality and tourism, marketing, communications, or public relations.
- Five (5) years of experience in hotel, hospitality and tourism, economic development, CVB sales, and management. CVB experience is preferred but not required.
- Three (3) years of management experience

I acknowledge that I have received a copy of this job description and understand its contents.

Employee Signature

Date