



# Morro Bay Tourism MARKETING PLAN OVERVIEW

July 2016 – August 2017



**Discover Your Better Nature**

## Table of Contents

<b>MARKETING OVERVIEW</b>	<b>PG. 3</b>
<b>TOURISM TRENDS TO LEVERAGE FOR MORRO BAY</b>	<b>PG. 3</b>
<b>APPROVED OBJECTIVES &amp; TARGET AUDIENCES</b>	<b>PG. 6 - 7</b>
<b>INTEGRATED MARKETING PROGRAMS &amp; STRATEGIES</b>	<b>PG. 8</b>
<b>PROGRAM 1: CONVERSION FOCUS</b> <b>DIGITAL/SOCIAL MEDIA PLAN &amp; PROMOTIONS CONCEPTS</b>	<b>PG. 8 - 9</b>
<b>PROGRAM 2: GROW BRAND AWARENESS AND ENGAGE</b> <b>PUBLIC RELATIONS &amp; ORGANIC SOCIAL MEDIA</b>	<b>PG. 9 - 10</b>
<b>PROGRAM 3: ONE-TO-ONE FOCUS</b> <b>PRINT AND DIRECT MAIL</b>	<b>PG. 11</b>
<b>PROGRAM 4: STRENGTH IN NUMBERS</b> <b>PARTNERSHIP OPPORTUNTIES</b>	<b>PG. 11</b>
<b>PROGRAM 5: STAKEHOLDER REPRESENTATION</b> <b>BENEFITS OF PARTICIPATION</b>	
<b>PROGRAM 5: REALIZE RESULTS</b> <b>TRACKING AND QUARTERLY REVIEWS</b>	<b>PG. 11-12</b>
<b>BUDGET 2016 –17</b>	<b>PG. 12</b>

## MORRO BAY MARKETING OVERVIEW

### Infinite Results for the Morro Bay Brand

Serving the marketing interests of hospitality companies, cities, counties, TBID's and regional DMO's is our primary business. As a result of over 10 years of working with hospitality and destination clients, we know the most important deliverables are rooms booked and raising RevPAR. Our team has created and implemented tourism marketing campaigns for organizations and cities with numerous challenges and, through our efforts, generated significant gains in consumer awareness, engagement, response, shoulder-season bookings, and TOT.

Mental Marketing is a full-service branding, marketing and media communications agency with nine years of related experience delivering successful brand insights, organizing and managing advertising and marketing strategy, identity, creative, public relations, events and digital content management for a wide variety of clients. From tourism to technology, we develop new brand identities and breathe new life into existing brands. To ensure Morro Bay achieves its goals, we tailor made this marketing strategy with our team focusing on your unique needs, capabilities, and assets and working preferences. As Morro Bay Tourism Bureau has evolved in terms of funding, structure and leadership, we have proven to shape our team to its needs.

Our team met with Brent and discussed a few new exciting trends that generated some new approaches to campaigns for the 2016–17 fiscal year and we are excited to share this marketing plan overview with you now.

## TOURISM TRENDS TO LEVERAGE FOR MORRO BAY

### Adventure Pass – Added Value Stay Extender

In May of 2015, the Morro Bay Tourism Bureau launched the Morro Bay Adventure Pass as a product to extend the overnight stay average, create added value offering lodging partners alternatives to discounted pricing, as well as bring revenue to sales tax businesses. Of the 46 passes sold, 95% of the individuals stayed in a Morro Bay hotel or motel. Of the 95%, 85% stayed 2 nights in Morro Bay where the other 15% were divided between 1 and 3+ overnights. **AMAZING!!!**

So, naturally we thought: how do we leverage this successful program and extend it to other lifestyle markets? How do we create additional promotional opportunities that add value to midweek visits? We propose adding in a few more "Adventure Pass" type ideas into the mix. How about a September Wine Month promotion offering discounts on pairings, food, beer and everything that compliments a wine travelers lifestyle? How about a seafood focused promotion for the planned Maritime Month focusing on insider tips, where to buy seafood off the docks and where the locals go for fishing in October? Stay tuned for more on these ideas and how we plan to grab our target audience and lure them to Morro Bay!

### How to Influence Summer Growth?

Why rest on our packed weekend laurels? Let's go after midweek business targeting the Tier 1 market during summer, as well as the Tier 2 markets (see next section for details of each market). Instead of a slight hiatus during the summer season, we propose using trip advisor display, social media, email marketing, direct mail and public relations to go after midweek bookings in July in an effort to increase July and August midweek

business to both markets. This is the best time of year for families to travel midweek, so let's promote midweek discounts on food, fun and adventures and motivate our target to **MOVE IT TO MORRO BAY MIDWEEK!**

### **Lifestyle Marketing Continues to Make Sense**

As per Brent's report, Neo-tribalism has been identified as the desire to seek out others with shared interests, sensibilities and passions. For many of us this is also known as lifestyle marketing, targeting different lifestyles that audiences are drawn to. Whether we target outdoor enthusiasts, health nuts, nature lovers, or foodies, this approach allows for targeted media buys and niche PR efforts based on these common interests. This approach targets different ages from millennials to baby boomers, and all ages in between based on their lifestyle, and brings them together for a common cause.

### **Digital Trends**

**MOBILE, MOBILE, oh, and did we mention MOBILE?** According to eMarketer, 2015 trends showed mobile ad spending was on par with desktop, and is set to surpass it in 2016. This is congruent with trends we are seeing with our tourism clients, and supported by data from multiple sources. This clearly shows the Morro Bay Tourism ROI trends for 2015 are on target with national trends with an increase in mobile use up 200%. Mental Marketing's media team has planned a mobile focused digital media buy to geo and lifestyle focused targets. We partner with the most sophisticated digital ad networks that use top analytical tools to remove the mystery of 1) What are the profiles of people visiting our website and ultimately booking a room? 2) What creative is working best? 3) What is the cost of conversion? 4) How can we get more bookings for less?

### **Print – Best Approach for Morro Bay**

We are all aware of the amazing opportunities that print ads in glossy mags provide our clients, but there are some drawbacks that cannot be overlooked. In order to accomplish the primary goal of converting shoulder season bookings, increasing occupancy, and raising TOT, we recommend devoting the majority of paid advertising budget to digital and a portion to print in the direct mail category. Using these outreach approaches ensures we are targeting a fine tuned audience, versus taking a shot gun approach with no tracking or call to action capabilities.

However, we do understand the value of capturing the imagination of certain segments of consumers who consume magazines and newspapers however, so we recommend that print advertising be executed judiciously allocating contingency dollars to take advantage of those opportunities. The CCTC, VSLOC and Visit CA offer co-op ad programs that allow Morro Bay the opportunity to leverage visibility with print ads at a more affordable cost. Also, those partnership opportunities often target market regions Morro Bay cannot afford to go alone in print: Chinese market, Texas, Phoenix and Reno. Another way we propose to tackle print visibility is through the very cost effective public relations visiting journalist program, where Morro Bay gets feature coverage in return for hosting travel writers. Targeting top tier news and lifestyle regional and national publications is our goal.

### **Public Relations Content and Cost Savings**

One of the new PR programs Mental is proposing this year is a local guest blogger program. With the launch of the new MorroBay.org website in late 2015, there is an opportunity to create custom content on the site

through the blogging system. We've had great success with this type of program and look forward to introducing this type of "localism" content with insider's insight to the MorryBay.org site and all its visitors.

Also, Mental will continue to work on ways to reduce the overall hosting costs and leverage tourism partners willing to comp or discount itinerary items. There were strides in reducing costs by establishing a media rate policy with Morro Bay lodging. Mental will continue to work with the Tourism Bureau to reducing expense by co-oping travel costs other destinations on the central coast, allowing for the tourism department to leverage the public relations budget at every turn.

### **Social Media and Reputation management**

According to eMarketer, 49% of California Travelers use social media in their trip planning (compared to 31% of U.S. leisure travelers). They use dozens of digital and print media sources over a 3-6 week trip planning period. And 52% seek out reviews, ratings and user-generated content for ideas and to validate their trip decisions. Social media is about building relationships with your audience. And we couldn't agree more. We plan to take the "localism" content to the next level in our social media plan as well, and engage and grow the audience in a number of ways, focusing on genuine Morro Bay experiences and what it feels like to live like a local in real time. Additional strategies include selfie programs, contests, scavenger hunts and more to add elements of excitement and engagement to a buying experience. To many, Morro Bay feels more like a person and has a persona that resembles a friend or a family member they can trust.

Also, once considered by many as risky business, the tourism department and its agency will monitor and respond appropriately to websites allowing online reviews of Morro Bay. We will then take that information and try and utilize it to better marketing and sales efforts. This will be part of our ongoing Social Media Plan.

### **One-on-one Marketing – Database Profiles**

Knowing that segmentation is more sophisticated than ever for 2016, Mental understands that prospect email and direct mail can be highly effective acquisition channels when fully integrated with all campaign strategies: geo/lifestyle cohort targeting, campaign creative, paid media, public relations, social media and existing database. Both prospect email and postal mail will be tested to gain audience insights used to optimize response and booking conversion.

### **Leverage VSLOC Tourism Research**

Visit SLO County contracted Merrill Research to conduct tourism research on the VSLOC brand, the regional assets and destinations. They offered each county DMO an opportunity to buy-in on the research. Morro Bay Tourism board approved a portion of the budget to participate with this co-op opportunity and will be receiving information on the Morro Bay brand as well. This will be fantastic bench mark research that Morro Bay can use to set objectives and success criteria.

### **Tour and Travel**

Focusing on hobby and lifestyle groups and developing group itinerary products that build on promotions for this market is key in our growth this fiscal year. Also, reaching our BtoC and BtoB audiences through a well critiqued line up of trade shows is paramount. There are two types of shows tourism will participate in for this fiscal year. Lifestyle consumer shows will serve as a way to inspire and reach visitors directly, while educating them on the aspects and activities of the destination.

Tourism will also evaluate the goals established to continue with the outreach to the group market through professional tradeshows like IPW and the American Buses Association (ABA) conference. IPW is a professional tradeshow focusing on international travel companies and the ABA focuses on domestic bus tour operators. In 2015, the bureau partnered with the Central Coast Tourism Council on an IPW booth to share costs and bring a higher level of visibility to Morro Bay by connecting it with other major internationally-known destinations in the state like Carmel and Solvang. In May 2016 Morro Bay will be partnering with Visit San Luis Obispo County on this tradeshow. Tourism approaches this show with a planned list of itineraries and products to “sell” to this audience. It is also a time to listen and understand the travel trends tour operators are seeking for their customers and how Morro Bay can provide solutions for their group.

### **Promotional Partnerships**

After the fantastic media success on the Summit to Sea promotion, we will be looking to build on that momentum and grow awareness by partnering with other DMOs that make sense for Morro Bay. Solvang - Danish Village to Seaside Village? From San Jose, do you know the way to Morro Bay? Bay to Bay Escape – Monterey to Morro! The possibilities are endless! Stay tuned as this program gets fine-tuned!

### **Rain or Shine – Be Prepared**

US Economists are predicting a small recession in 2017 and we plan to have a plan. Currently, Morro Bay is addressing the rainy season through public relations outreach, social media and website offerings. The goal is to be prepared with a crisis communications plan for “come what may” in the 2016-17 fiscal year. As part of the final marketing plan we will include a procedure, some concepts and an implementation strategy to address continued rain, or shine, and a possible recession.

### **China Ready – When Opportunity Knocks**

Morro Bay has been seeing an increase in Chinese travelers via groups in motor coaches, sourced from the California gateways of San Francisco, San Jose and Los Angeles. The shift from the group aspect to Flexible Independent Travelers (FIT) will bring these travelers out of the gateways and further exploring the state of California. The benefit to this trend will be the travel that will happen between the gateways. According to Visit California and its survey findings, Chinese travelers have a 75 percent likelihood of visiting and 37 percent interest in the San Luis Obispo/Morro Bay area.

Strategically, the City of Morro Bay, business community, tourism community and community organizations will need to come together with other destinations within San Luis Obispo County and begin a program to educate and be prepared for the influx of Chinese travelers within the area. This comes at an ideal time with the potential recession predicted for 2017. Also, there are domestic Chinese influencers living in San Francisco and Los Angeles who can be reached through targeted co-op programs working with VSLOC and the CCTC.

## **APPROVED OBJECTIVES & TARGET AUDIENCES**

The goal to increase overall occupancy & hotel/motel revenues, especially during midweek and shoulder season was carried over from the previous fiscal year. With assessment dollars being stretched further, the expectation to influence more business during midweek and shoulder season is even stronger this fiscal verses last. By looking at the historical data and taking into consideration the differing weather patterns, the tourism

department must look closer at the biggest opportunities to bring in business during the shoulder season. September, November and December-March are the times when both the lodging and the sales tax business community is thirsting for more business. You will see throughout the programs that Mental Marketing has created campaigns and promotions that address these key opportunities to meet the following approved goals and objectives.

## GOALS & OBJECTIVES

- a. Increase overall occupancy & hotel/motel revenues, especially during midweek and shoulder season
- b. September, November – more aggressive
- c. Midweek – more aggressive
- d. Extend the number of average hotel/motel room nights beyond 1.5
- e. Help incrementally increase the hotel/motel Average Daily Rate (ADR)
- f. Bring exposure to Morro Bay as a viable domestic and international destination for individuals and groups
- g. Assist with the development and growth of competitions and events that attract overnight guests
- h. Create opportunities to positively impact sales tax businesses & drive economic development in the City of Morro Bay
- i. Positively impact transient occupancy tax (TOT) for the City of Morro Bay

## MARKET TIERS

Morro Bay will continue reaching out to these primary markets throughout the year, taking into consideration the key trends and lifestyle of the audience the destination is trying to attract. Overall, Mental Marketing has established a media plan to reach these audiences to achieve the goals and objectives aforementioned. The purpose of reaching out to these Tier 2 warmer markets is to make an appeal to escape to a beach setting with cooler climates, namely, Morro Bay.

### TIER 1:

Year Round Placements

1. Los Angeles, California
2. Central Valley of California
3. San Francisco, California
4. San Jose, California
5. San Diego, California

### TIER 2:

1. April-October
  - a. Sacramento, California
  - b. Phoenix, Arizona
2. May-August
  - a. Reno, Nevada
  - b. Las Vegas, Nevada
  - c. Houston, Texas
3. New Test Markets
  - a. Orange County
  - b. Riverside County
  - c. Denver, Colorado

### TIER 3:

1. United Kingdom (CCTC/Black Diamond)
  - a. England
    - a. London
2. Canada (CCTC/VSLOC)
  - a. Ontario
  - b. British Columbia
3. Germany (Visit CA)
  - a. North Rhine-Westphalia
  - b. Bavaria
  - c. Baden-Wurtte
4. Australia
  - a. New South Whales
5. China (Visit CA)

## INTEGRATED MARKETING PROGRAMS & STRATEGIES

As your new full service marketing agency of record, we look forward to integrating all aspects of Morro Bay Tourism marketing efforts. Throughout this fiscal year, the agency team will manage a multi-layered destination brand marketing program that integrates paid, earned and social media strategies to accomplish the strategic goals for Morro Bay. The program sustains the most productive advertising channels that demonstrate lodging conversions and also tests new media channels to deliver midweek and shoulder season travelers more efficiently. The paid media plan identifies travelers by their interest and lifestyles and engages them throughout their travel planning cycle. To capture the attention of travelers in the early stages of awareness, the program maintains public relations efforts that place Morro Bay top of mind with priority travel and lifestyle media. To open new niche markets, and present to these travelers what makes Morro Bay truly unique, additional public relations programs are also outlined.

### PROGRAM 1: CONVERSION FOCUS DIGITAL/SOCIAL MEDIA PLAN & PROMOTIONS CONCEPTS

**OVERVIEW:** Morro Bay is poised to take the digital outreach and results to the next level increasing impressions, conversions and other metrics using the following digital campaign strategies and tactics. The digital universe offers a direct link to conversions tracking lifts in UVPMS, occupancy and an overall increase in TOT when a strong call to action digital campaign must has a compelling message that moves the target audience to respond.

As per Brent's report, MorroBay.org website saw an estimated 200% increase in mobile users over desktop visits in 2015, which is on par with national trends. While we see desktop and tablet users are still growing overall in our tourism client's results, the mobile end user is outpacing those users in triple digits and, according to eMarketer.com, 2015 trends show mobile ads set to surpass desktop for the first time in 2016.

#### TACTIC 1: MEDIA MIX FOR MORRO BAY

- **DIGITAL AD NETWORKS**

We use only the most sophisticated digital ad networks that offer analytic tools to discover: 1) What are the profiles of people visiting our website and ultimately booking a room? 2) What creative is working best? 3) What is the cost of conversion? 4) How can we get more bookings for less?

- **SOCIAL MEDIA ADS**
- **EVENT ADS**
- **PARTNERSHIP ADS: LOW HANGING FRUIT**

#### TACTIC 2: DIGITAL PROMOTIONS TO LIFESTYLE & GEO TARGETS

- **JULY 2016 - SEPTEMBER 2016:** Wine Month Promotion; Launch October Maritime Month Promotion
- **OCTOBER - DECEMBER 2016:** Shoulder Season Shop Morro Bay Campaign to increase November bookings: Enter to win a \$500 shopping spree in Morro Bay; Operation Santa Paws: Cause Promo
- **JANUARY 2017 - MARCH 2017:** Winter is for the Birds Promotion, including love birds, snow birds and flocks of spring breakers: BE like birds, land in Morro Bay!

- **APRIL 2017 - JUNE 2017:** Midweek Lodging and activity specials to increase midweek bookings June – August
- **JULY 2017 - AUGUST 2017:** Evaluate success of 2016 Promotion

## PROGRAM 2: GROW BRAND AWARENESS AND ENGAGE PUBLIC RELATIONS & ORGANIC SOCIAL MEDIA

### PUBLIC RELATIONS GROWS BRAND AWARENESS

Mental Marketing was hired in April 2014 by Morro Bay Tourism to execute strategic public relations programs to increase awareness of Morro Bay as a visitor destination through third party endorsements from bloggers, travel writers and editors from California feeder markets and primary national audiences. The programs included media relations programs inviting niche lifestyle travel journalists to Morro Bay, developing itineraries showcasing activities targeted to their audiences in outdoor adventure, culinary, wine and beer, family fun, and getting back to nature.

**STRATEGY:** Build brand awareness and keep Morro Bay top of mind in the travel, lifestyle media and daily news press by inviting approved primary and secondary targeted media to come stay in Morro Bay in return for feature stories, coordinating top journalists Fam trips, acquiring press feature coverage, landing pickups through PR Newswire media partners, which in turn increase SEO and search spider links back to MorroBay.org.

### TACTICS:

1. **Research, Write and Distribute Monthly Press Releases:** Research newsworthy story ideas unique to Morro Bay to engage the media supporting ad programs, lodging packages, special events and happenings in Morro Bay. Monthly press releases are distributed to the core marketing firm's proprietary list of over 2,000 travel writers, as well as over PR newswire to meet the above objectives.
2. **Visiting Journalist Program:** A highly effective component of the PR strategy is hosting top journalists on FAM trips. Throughout all the targeted outreach programs, Mental will continue to invite approved primary and secondary targeted media to come stay in Morro Bay in return for feature stories. This outreach strategy is designed to target specific travel, adventure, food, wine, baby boomer, family, pet friendly and lodging journalists and invite the top media that will produce the best results and meet our strategic PR goals.
3. **Lifestyle Pitches to Niche Media:** Public relations helps grow brand awareness and allows for lifestyle targeted approached to our audience. This outreach strategy is designed to target specific travel, adventure, food, wine, baby boomer, family, pet friendly and lodging journalists and pitch them story ideas based on their editorial calendar. Invite the top media that will produce the best results and meet our strategic PR goals.
4. **Partner Media Pitches:** Work closely with our tourism partners on responding quickly to media queries. Vet and respond to all media inquiries from Morro Bay, Visit SLO County, CCTC, Visit CAs international offices, among other sources.
5. **Media Trade Events:** Attend media trade events offered through Visit CA, IPW, and other writers organizations.
6. **LOCAL Guest Blogger Program:** Content development program where we invite members of the local community from restaurants, wine bars, and tour operators to hoteliers and fishermen to write blogs

about Morro Bay with the local's perspective that travelers crave. Mental will serve as the editing agency and manage the blog calendar. For example: a blog by Morro Bay's House of Jerky would offer a behind the scenes story about how local jerky is made and create a direct connection from the blogger to the visitor. That emotional connection is a powerful converting tool.

### **SOCIAL MEDIA SOLUTIONS DESIGNED FOR ENGAGEMENT**

Mental offers extensive experience developing integrated social media strategies to increase awareness, collaboration, engagement and conversion of your core visitors. Being a tourism focused marketer on social media is all about showing travelers the experience, and allowing them to envision themselves there. People want to know what is available to them for a better travel experience, in real time, but they don't want to be "sold" the information.

Great daily content through partnerships, visual impacts, and information about upcoming events and marketing promotions, but most importantly, sharing our fan's images, posts and more. NOTHING helps Social Media thrive more than letting Morro Bay's fan base know that they are important, we're paying attention to them, and we think what they're saying is important enough to share ourselves. **KEEPIN' IT REAL**

### **STRATEGY: 80% PULL AND 20% PUSH CONTENT**

80%: Pull marketing "pulls" the consumer to engage through response, interest, inquiries, and transactions, through the use of actionable and experiential digital content i.e. social posts, blogs, e-newsletters.

20%: Push marketing "pushes" content to the user using persuasive calls to action to get them to respond through discounts, special offerings and ads.

### **TACTICS:**

- Calendar posts monthly/ integrate promotions
- Partner with local groups and organizations active on social media ie *Central Coast Women for Fisheries, MB National Estuary Program, MB Harbor Dept/Coast Guard, Whale Watching*
- Partner with area photographers
- Strategic sharing with event group pages
- Employ a meaningful hashtag strategy
- Promote the best "Selfie Spots" around Morro Bay with tagging reminders
- Share insider blog program posts/PR features showcasing a variety of lifestyle perspectives
- Tourism partner programs and ticket giveaways
- Promote Trade and consumer events
- Share insider blog program posts which will feature a variety of travel perspectives (Seniors, Young Families, Outdoor Enthusiasts, etc.)
- Create integrated lodging specials and packages to promote on social media
- Develop event and seasonal getaway prizes that increase engagement and email subscribers
- Trade and consumer events

**PROGRAM 3: ONE-TO-ONE FOCUS**  
**PRINT, DIRECT MAIL & EMAIL**

**STRATEGY:** Create a prospect email and direct mail program targeting lifestyle consumer markets in the approved geo regions, bolstering events, midweek campaigns, and September & November bookings.

**TACTICS:**

1. Leverage proprietary data-rich marketing platform that manages more than 208 million records on consumers and businesses in the U.S.
2. Efficiently profile existing Morro Bay email subscribers and midweek guests and identify more 'clones' who opt-in to email and postal databases and are predisposed to travel offers.
3. Both prospect email and postal mail will be tested to gain audience insights used to optimize response and booking conversion.
4. Fully integrate with all campaign strategies: geo/lifestyle targeting, campaign creative, paid media, public relations, social media and existing database.

**PROGRAM 4: STRENGTH IN NUMBERS**  
**PARTNERSHIP OPPORTUNITIES**

This past year the Morro Bay Tourism Bureau has had great success in promotional partnerships. From public relations to co-op promotional opportunities, the prospects are endless.

**STRATEGY:** Build on success of the Summit to Sea campaign. While still early in the promotion, the media response has been terrific. Opportunities abound!

**PARTNERSHIP POSSIBILITIES ARE ENDLESS**

- Monterey: Bay to Bay Holiday
- Los Angeles: from classic LA to classic Morro Bay
- San Jose: Do you know the way to Morro Bay?
- Las Vegas/Phoenix: Desert to Ocean
- Summit to Sea: an annual promotion?
- Hwy 1 Discovery Route: PR, promotions and co-op ops

**PROGRAM 5: STAKEHOLDER REPRESENTATION**  
**BENEFITS OF PARTICIPATION**

**STRATEGY:** Offer stakeholders the opportunity to participate in promotions to raise visibility of tourism partner products, promotions and "good news" in press releases, email blasts, social media and on website.

**TACTICS:**

- We are always looking for "What's New"
- Ongoing dining specials, promotions, discounts, live music
- Value add lodging packages: partner with your lodging members
- Offer ticket giveaways or free appetizers, etc. for social media promotions
- Get involved in local guest blogger program
- CTA: be part of a giveaway

- Media rates and discounts allow us to do more hosting

**PROGRAM 6: REALIZE RESULTS  
TRACKING AND QUARTERLY REVIEWS**

**STRATEGY:** Upon approval of a strategic outreach plan, creative concepts, marketing and website recommendations, Mental will execute all assigned activities including creative, content development and production of all deliverables. Mental’s team will work closely with the Morro Bay leadership on an ongoing basis including deadline management, weekly or monthly conference calls and campaign updates. Mental will be available for in person meetings as frequent as Morro Bay requires.

**TACTICS:**

- Establish Success Criteria
- Develop Tracking Dashboard for Monthly Reports
- Calendar Marketing Plan/Promo Ops for At a Glance View
- Monthly Budget Reports
- Quarterly/Mid-year reviews

**BUDGET 2016 –17**

<b>Strategic Planning, Consulting, Reporting</b>	<b>\$15,000</b>
<b>Account Management, Coordination</b>	<b>\$26,000</b>
<b>Creative Services, Ad Creation</b>	<b>\$28,000</b>
<b>Social Media Planning, Execution, Reporting</b>	<b>\$36,000</b>
<b>Media Buys, Ad Placements</b>	<b>\$175,000</b>
<b>Direct Mail and Email Campaigns</b>	<b>\$25,000</b>
<b>Public Relations Plan, Outreach and Reporting</b>	<b>\$80,000</b>
<b>Agency Contingency</b>	<b>\$15,000</b>
<b>Total</b>	<b>\$400,000</b>