

RESOLUTION NO. 14-100

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO ENTER INTO A ONE YEAR PROFESSIONAL
SERVICE CONTRACT WITH THE PASO ROBLES WINE COUNTRY ALLIANCE FOR PUBLIC
RELATIONS SERVICES FOR FY 2014/15

WHEREAS, the City's adopted Marketing Plan includes the key elements of: a) Hospitality Services and Visitor Event support; b) Branding and Visitor Website development; and c) Public Relations that build on the platform of the Wine and Culinary industries; and

WHEREAS, the City currently contracts with the Paso Robles Wine Country Alliance (PRWCA) to pursue the public relations portion of the City's Marketing Plan; and

WHEREAS, the Public Relations contract engages the services of the PRWCA to develop key messages consistent with the Paso Robles "Brand" and to work through media contacts and a news bureau data base to reach and host travel and lifestyle writers who will best position Paso Robles for visitor exposure; and

WHEREAS, the Paso Robles Wine Country Alliance has established and continues to advance a public relations campaign that positions Paso Robles as a year round culinary tourism destination, strengthens the name recognition and long-term viability of the Paso Robles brand, and builds demand for week-long events/corporate retreats and seminars that enhance the economic vitality of the City; and

WHEREAS, the PRWCA is uniquely positioned to leverage dollars with/from their own membership base to deliver these key messages regarding the Paso Robles Brand; and

WHEREAS, the current PRWCA service contract is scheduled to expire on June 30, 2014; and

WHEREAS, the PRWCA submitted a one year contract renewal proposal that requests no change in service scope or change in fee for service for Fiscal Year 2014/15; and

WHEREAS, the negotiated service contract is consistent with both the City's Marketing and Budget goals for FY 2014/15.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to enter into an extended professional service contract with the Paso Robles Wine Country Alliance for Public Relations Services per the attached Exhibit "A" in accordance with the City's adopted Marketing Plan.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 1st day of July 2014 by the following vote:

AYES: Martin, Strong, Hamon, Steinbeck, Picanco

NOES:

ABSENT:

ABSTAIN:


Duane Picanco, Mayor

ATTEST:


Caryn Jackson, Deputy City Clerk



May 15, 2014

City of Paso Robles
 Meg Williamson
 Assistant City Manager
 1000 Spring Street
 Paso Robles, CA 93446

Dear Ms. Williamson,

Thank you for your support of the Paso Robles Wine County Alliance (PRWCA) and confidence in our abilities to promote the city. Based on past performance, we request renewal of the \$45,000 Public Relations Services Contract for FY 2014/15.

The Alliance's efforts to bring media attention to our city and the Paso Robles wine region has proven successful since the Alliance and City first partnered in 2008. This year we are excited to continue the positive momentum, first begun with the *Wine Enthusiast* Wine Region of the Year award, leading into another Media Familiarization Tour in June and the Wine Bloggers Conference pre-excursion in July. Based on this outreach, we are confident the media accolades will continue into FY 2014/15 and beyond.

The PRWCA will provide and maintain a public relations campaign that positions Paso Robles as a year round tourism destination. This strategy generates awareness and further strengthens the name recognition of the Paso Robles brand, leading to increased tourist visitation and rising transient occupancy tax. Following are the three key service areas that have been outlined in the existing contract and will continue in FY 2014/15 upon contract renewal.

- A. Conduct a Media Familiarization Tour to showcase all aspects of Paso Robles – secure 7-10 lifestyle, travel and/or food writers to visit Paso Robles through one annual tour.
- B. Provide strategic public relations counsel to coordinate efforts between local and county tourism entities, including Paso Robles TCC, TPRA and Visit SLO to maximize public relations for Paso Robles.
- C. Work with local organizing committees to secure new and support existing tourism events benefitting Paso Robles (i.e., CAB Collective, Battle of the Bartenders, Sunset Savor Central Coast, etc.) Promote them locally and regionally while demonstrating benefits to key tourism partners.

In 2013 the Paso Robles Wine Country Alliance worked with over 150 journalists through two lifestyle media tours, Grand Tasting Tours, events and individual outreach. Our efforts garnered over 125 million media impressions.

As detailed in our recent First Quarter PR Report, the Alliance has worked with approximately 12 journalists and conducted a media blitz to New York in conjunction with the acceptance of The Wine Enthusiast Wine Star Award ceremony. The Alliance met with editors from *The Wine Enthusiast*, *Travel + Leisure*, *Tasting Panel Magazine*, *OUT Magazine*, *Esquire Magazine*, *Self Magazine*, *Condé Nast Traveler*, *O Magazine*, and Food Network's The Cooking Channel. Just in the first three months of this year, 128.9 million media impressions have been earned.

The PRWCA is proud to contribute to the economic vitality of the city. On behalf of Alliance staff, Board of Directors and 450+ members, we thank you for your partnership and look forward to it continuing.

Kind regards,



Jennifer Porter
 Executive Director
 Paso Robles Wine Country Alliance

Cc: James App, City Manager