

Redondo Beach Travel and Tourism

Board of Directors Meeting

Meeting Agenda

Monday, August 16, 2021 at 9:30am

Conference Call - dial in 720.835.5596 id 26558

I. Call to Order

Board Chair Rebecca Elder will call to order the RBTT Board of Directors Meeting.

II. Approval of Minutes

Review and approve the Meeting Minutes

III. Approval of Financials

Review and approve Financials provided by Kasi Iacono, Treasurer

IV. Public Comment

Board Chair Rebecca Elder will open the meeting to public comment for all items on or not otherwise on the Agenda.

V. Action Items

1. Vacancies on the Board
 - Discussion of 3 open positions, nominate and vote on replacements (if available)
2. PS&M marketing plan
 - Discussion/Approval of new marketing
 - Discussion of marketing plan, social media program, radio campaign, CTV
 - Review of Creative Updates
 - Review of media planning & approve July spend
 - Review of Organic Social Media
 - Review of Monthly Digital Analytics

VI. Informational Items

1. Update on Collections
 - Board Advisor Laurie Koike will update the RBTT Board of Directors on collection efforts

VII. Miscellaneous Items

1. Set Next Meeting
 - Board Chair Rebecca Elder will confirm next meeting date, along with a decided location.

VIII. Adjournment

Board Chair Rebecca Elder will close the meeting, with no further business to report.

BROWN ACT: *Government Code 54950* requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. The public may inspect the agenda and any associated writings, and documents delivered after the posting of the meeting may be obtained, at 260 Portofino Way, Redondo Beach, CA 90277.

ADA: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Rebecca Elder by calling 805.895.6309 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.



REDONDO BEACH TRAVEL & TOURISM DISTRICT
September 2021 Through August 2022

EXECUTIVE OVERVIEW

Total Budget: \$410,000 *(13% increase from FY 2021)*
September 1, 2021 – August 31, 2022

PRELIMINARY AGENCY/PROFESSIONAL SERVICES OVERVIEW

Account Management: \$18,000
Media Planning, Digital Ad Analytics and Reporting: \$24,000
Design Creative Services / Ad Campaigns & Collateral: \$30,000
Website Services & Interactive Outreach: \$20,000
Creative Content Creation: \$18,000
Social Media and PR/Editorial Services: \$60,000
Media/Ad Spend Buyouts: \$230,000
Misc. Buyouts/Secondary Services/Contingency: \$10,000

PRELIMINARY AGENCY/PROFESSIONAL SERVICES DETAILED SCOPE

ACCOUNT MANAGEMENT MONTHLY RETAINER

- Minimum One Board Meeting
 - Up to one secondary meetings with marketing sub-committee or secondary partners, etc.
 - All clerical, budgets, accounting
 - Research on secondary tourism boards, local events, and regional travel trends
 - Drafting of marketing plan, refinements, and implementation of marketing strategy across all integrated platforms
 - Meetings, evaluation and review of all secondary partners including proposal direction and approvals
- \$1,500 Monthly

MEDIA PLANNING, DIGITAL AD ANALYTICS AND REPORTING

- Monthly efforts towards media planning, media research and new media placements
 - All ongoing REPORTING and tracking in Facebook, Google, CTV Systems, aRes, Expedia and secondary digital campaign campaigns ‘
 - All social ad management, review of comments, optimizations, etc.
 - All search ad management, review of optimizations, new key words, new ad content launches
- \$2,000 Monthly

DESIGN & CREATIVE SERVICES for AD CAMPAIGNS & COLLATERAL

- Up to two new brand evolution campaigns/blank slate creatives in 2022 – for example: safe travel options for Staycation visitors, professional sports destination and/or winter bookings program \$2,000
 - Ongoing updates to ad campaigns per the below media plan with new photo/video assets, new secondary programs (beachlife, meetings/events, giveaways, et
 - o 10 Active Social Ad Campaigns
 - o 3 Active Search Campaigns
 - o 4 Active Video Campaigns – Youtube, Connected Television, etc.
 - Production services for all creative materials including web, ads, and social media
- \$2,500 Monthly

WEBSITE SERVICES & INTERACTIVE OUTREACH

- Ongoing implementation of new concepts and campaigns to the website (giveaways, special incentives, events program, video gallery, e.commerce optimizations, etc.)
 - o Up to 1 new page launches and landing pages per month
 - Ongoing refinements and updates/management to aRes
 - All programming for website based on total design scope
 - All content for new BLOG and larger SEO campaign to website
 - Up to 1 e.blast per quarter with RBT news
 - Monthly Website Hosting/Server/Configuration/
- \$1,667 Monthly

CREATIVE CONTENT CREATION

- 2 Photo and Video Shoot for Fiscal Year – All rights and ownership of intellectual property to City of Redondo Beach
 - o Minimum Hero Image Gallery of 3 Images Per Shoot, Secondary Pick-ups and Video Teaser Series
 - Image Processing and Video Editing
 - Up to Two Local Pick-Up Shoots through the year for select events and or covid-19 safety images in and around partnering hotel sites
- \$1,500 Monthly

Social Media CONTENT/POSTING/MANAGEMENT

- All planning and posting tied to social media tool – faceobook and Instagram
 - o Minimum 3 posts per week across Two Different Social Channels
 - o Minimum One Quarterly Engagement of Secondary Social Lead Source
 - Secondary outreach to social groups and partner pages. Review comments and ongoing social requests.
- \$5,000 Monthly

AGENCY SUB-TOTAL: \$170,000 (\$14,166 / MONTHLY)

PRELIMINARY AD BUYOUT BUDGET OVERVIEW

Expedia \$66,000 (X3 seasonal programs)

Google Search – 2 Hour Drive/Special Programs \$36,000

Google Display Network – Re-Targeting \$18,000

Google YouTube – Brand \$18,000

Paid Social – Brand \$16,000

Paid Social FB/IG– Re-Targeting \$20,000

Paid Social FB/IG– Special Programs \$14,000

Connected Television- Summer Push \$26,000

Social Influencers Buyouts \$16,000

Media/Ad Spend Sub-Total \$230,000

Agency Sub-Total \$170,000

Media/Ad Spend Sub-Total \$230,000

Contingency Sub-Total \$10,000

TOTAL BUDGET: \$410,000

Web & Digital Analytics

Google AdWords:

- Impressions: 45,395
- Clicks: 2,492
- CTR: 5.49%
- CPC: \$2.39

Display:

- Impressions: 935,925
- Clicks: 3,523
- CTR: 0.33%
- CPC: \$0.51

Facebook/Instagram

- Impressions: 726,889
- Clicks: 19,975
- CTR: 2.75%
- CPC: \$0.33

Connected TV:

- Impressions: 32,362
- Site Visits: 23

iHeartRadio:

- Impressions: 324,253

Bing:

- Impressions: 196,976
- Clicks: 2,997
- CTR: 1.52%
- CPC: \$0.56

YouTube:

- Impressions: 384,886
- Views: 322,109
- View Rate: 83.69%
- Clicks: 871
- CTR: 0.23%

aRES Traffic

Total Booking Engine Pageviews: 5,369

Total Add to Carts: 163 (110 Unique Adds)

Total Order Details: 25 (20 Unique Adds)

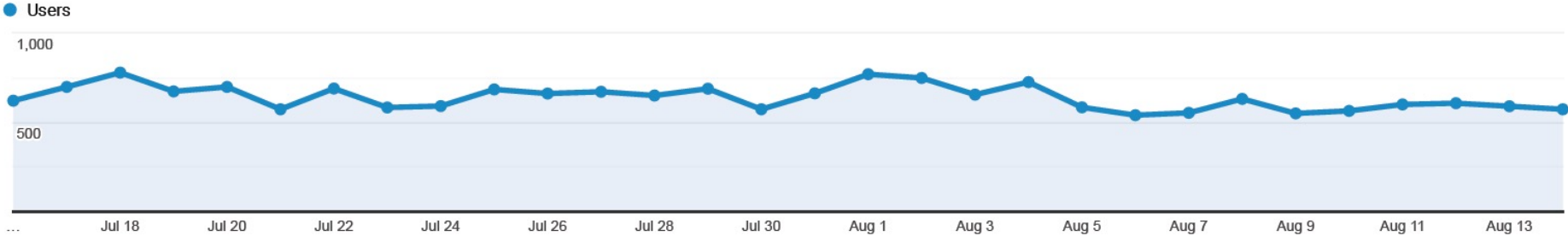
Total Bookings: 2 Since Last Meeting

Total Revenue: \$637.49

Specific Hotel Detail Page Visits:

- Portofino Hotel – 576 Views
- Shade Hotel – 442 Views
- Sonesta Redondo Beach – 289 Views
- Redondo Beach Hotel – 242 Views
- Residence Inn – 194 Views
- Hilton Garden – 177 Views
- Best Western Galleria – 159 Views
- Homewood Suites – 152 Views
- Ramada Limited Inn – 119 Views
- Best Western Plus – 92 Views

Web Traffic Last 30 Days



Users

16,720

New Users

15,888

Sessions

20,457

Number of Sessions per User

1.22

Pageviews

28,026

Pages / Session

1.37

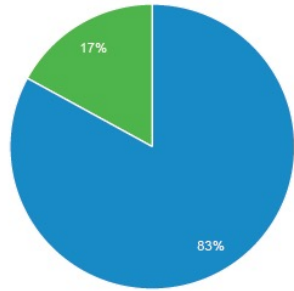
Avg. Session Duration

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Bounce Rate

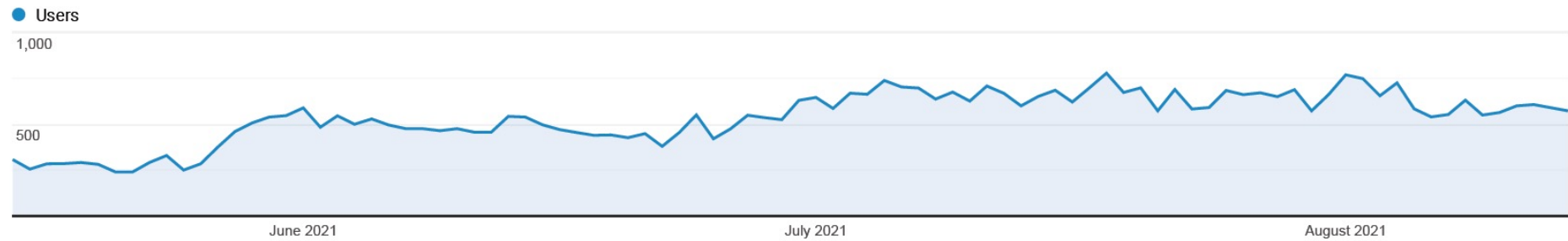
83.99%

■ New Visitor ■ Returning Visitor



City	Users	% Users
1. Los Angeles	4,785	27.54%
2. Bakersfield	674	3.88%
3. Riverside	419	2.41%
4. Anaheim	337	1.94%
5. San Bernardino	305	1.76%
6. Fontana	274	1.58%
7. Ontario	268	1.54%
8. Rancho Cucamonga	249	1.43%
9. Moreno Valley	220	1.27%
10. (not set)	200	1.15%

Web Traffic Last 3 Months



Users
42,609



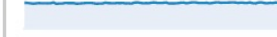
New Users
42,001



Sessions
52,620



Number of Sessions per User
1.23



Pageviews
75,059



Pages / Session
1.43



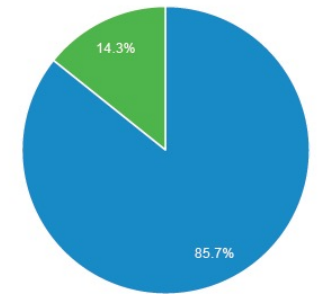
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Bounce Rate
81.84%



■ New Visitor ■ Returning Visitor



City	Users	% Users
1. Los Angeles	12,651	28.41%
2. Bakersfield	1,942	4.36%
3. Riverside	1,178	2.65%
4. Anaheim	812	1.82%
5. San Bernardino	790	1.77%
6. Fontana	721	1.62%
7. Rancho Cucamonga	709	1.59%
8. Ontario	680	1.53%
9. Moreno Valley	555	1.25%
10. (not set)	553	1.24%