Atascadero City Council

Staff Report – Community Services Department

Atascadero Tourism Initiative Update

RECOMMENDATION:

Council receive and file report, and provide direction regarding the Tourism Action Plan as appropriate.

DISCUSSION:

In 2009, the City of Atascadero commissioned a tourism study prepared by SMG, entitled the Tourism Marketing Plan, to guide the City’s efforts and resources for the implementation of tourism development for the City. The City also retained Mr. Steve Martin, of SW Martin & Associates, as its Tourism, Events and Marketing Director. His contract with the City lists his responsibilities; a summary is listed below:

- Implement the Tourism Marketing Plan
  - Assist the Office of Economic Development with Branding
  - Work with other local agencies
  - Act as liaison to the County Visitors and Conference Bureau
  - Manage the City’s tourism website
- Advertising Agency Services
  - Manage City advertising
- Coordinate and Conduct Citywide Events
  - Calendar and coordinate events
  - Explore new opportunities
- Promote Atascadero
  - Assist with news articles
  - Submit weekly press releases
  - Assist City departments with promotions
  - Manage media communications
- Provide Main Street
  - Administrative support
  - Representation for Main Street Board as needed
  - Coordinate and conduct Main Street events
Mr. Martin and the City have made significant progress towards the realization of the goals set in Mr. Martin’s 2010 Tourism Action Plan.

At the City Council meeting of May 10, 2011, Mr. Martin will make a presentation to the Council to give an overview of the City’s tourism efforts to date, including a background/history of the City’s strategic planning studies, our current community partners, goals, accomplishments and future action plans.

There will be an opportunity for public input and Council discussion to ensure the City’s goals, assumptions and initiatives contained in the SMG report are still valid and consistent with the Council’s vision to enhance tourism. Staff and Mr. Martin will be seeking Council ideas, suggestions and other input that will help focus our promotions efforts, and refine Mr. Martin’s Tourism Action Plan for 2011 and beyond.

**FISCAL IMPACT:**

None

**ALTERNATIVES:**

None proposed.

**ATTACHMENTS:**

[Tourism Action Plan](#)