TOWN OF APPLE VALLEY
TOWN COUNCIL STAFF REPORT

To: **Honorable Mayor and Town Council**   Date: **December 9, 2014**

From: **Mayor's Youth Leadership Summit**   Item No: <u>1</u>
Winning Project Consideration Group

Subject: **NEW HOTEL MARKETING CAMPAIGN**

T.M. Approval: _____   Budgeted Item: ☒ Yes ☐ No ☐ N/A

RECOMMENDED ACTION:

That the Town Council approve an expenditure of up to $1000.00 to fund a New Hotel Marketing Campaign Project.

SUMMARY:

Apple Valley residents and visitors continue to vocalize their demand for a hotel in Apple Valley. Presently, guests must travel 15-35 minutes away from Apple Valley for overnight accommodations. With the added level of community and recreation and spectator events, it is becoming increasingly critical to brand Apple Valley and share with prospective hotel owners, developers and operators the unmet consumer demand here in our community.   This marketing piece will be sent out via mail, email and presented in person at upcoming hospitality conferences and tradeshows.

BACKGROUND:

The inaugural Mayor's Youth Leadership Summit (MYLS) was held November 14, 2014. Thirty-five (35) students were divided into four (4) groups and presented a project in which they were required to develop a presentation to present to the Mock Youth Town Council for funding. Each of the projects submitted by department managers could be implemented in a short time frame and have a positive impact on Town services.

The Mock Youth Town Council chose to fund a marketing campaign aimed at attracting a hotel to Apple Valley, as submitted by Economic Development Manager, Orlando Acevedo. Students from the winning group and the Youth Council are expected to

attend the Council Meeting and present their reasons for requesting support directly to the Town Council, and request approval for actual implementation.

FISCAL IMPACT:

Staff has indicated that they will focus $1000.00 from the general marketing budget to match this student-supported hotel attraction effort, creating an overall campaign of $2,000.00.