

CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000
SAN FRANCISCO, CA 94105-2219
VOICE AND TDD (415) 904-5200
FAX (415) 904-5400



Tu 16 c

August 27, 1999

TO: Commissioners and Other Interested Parties

FROM: Christiane Parry, Public Education Program Manager
Steve Scholl, Deputy Director

SUBJECT: Contract for License Plate Marketing Activities
(For the meeting of September 14 to 17, Eureka)

Recommendation: Staff recommends that the Commission authorize the Executive Director to enter into a contract, not to exceed \$40,000, to provide funding to the Yosemite Fund to market the Whale Tail License Plate as part of cooperative advertising campaign with the Yosemite license plate and the California Tahoe Conservancy license plate. The funds are from the California Beach and Coastal Enhancement Account which receives funding from license plate sales; no General Funds are involved.

Staff Analysis: The Coastal Commission, the Yosemite Fund and the California Tahoe Conservancy each market a specialty license plate that funds projects to benefit aspects of California's natural resources. Pursuant to the legislation that set up each of the plates, each organization is allowed to spend a portion (25%) of the revenues from the plate sales on marketing. The Commission's FY1999/2000 budget includes \$40,000 from the California Beach and Coastal Enhancement Account, for marketing the Whale Tail Plate.

The three organizations propose to pool our marketing resources, experience and expertise to jointly advertise our three environmental license plates. The Yosemite Fund will serve as the lead organization for purchasing advertising etc. for the group. Working as a partnership will triple the amount of advertising that each organization could purchase as a group versus singly. In addition, each organization brings to the partnership a unique set of skills and experience that benefit the group overall.

The concept of jointly marketing these three plates is that each plate provides a way for the public to support a unique element of California's natural beauty. The group is planning to purchase advertising in a variety of magazines and on radio stations, throughout California. In

addition, the group plans to set up a website and toll-free telephone number, where the public could purchase a plate using a credit card.

This is the first year that funding derived from plate sales will be allocated to marketing the plate. In past years, marketing of the Whale Tail license plate has been funded by the California State Parks Foundation Adopt-A-Beach account. In FY1998/1999, about \$10,000 was spent from the Adopt-A-Beach Account at the California State Parks Foundation on paying for a share of producing the insert that is mailed with DMV car registration renewal statements, and which advertises a number of specialty license plates.