



CITY OF SANTA BARBARA
PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: October 28, 2020

TO: Parks and Recreation Commission

FROM: Administration Division, Parks and Recreation Department

SUBJECT: Rental Facility Video Tours

RECOMMENDATION:

That the Commission receive a presentation of one of the Department's newly-produced rental facility virtual tours: the Cabrillo Pavilion.

DISCUSSION:

Prior to the pandemic, the process for renting a City facility usually involved in-person tours as a go-to sales method, with tours led by Parks and Recreation Department staff occurring early on in the process. This took hours of staff time and necessarily required extended time with members of the public in enclosed spaces. Now, during the pandemic, the Department has minimal hourly staff resources, and although state and local health orders have suspended large gatherings for the time being, interest in future rental dates continues. To help fill the need for venue tours, the Department contracted with Welborn Media to create short videos for customers to easily view online.

The first video completed is a tour of the Cabrillo Pavilion, filmed this summer and posted online in early September. The next three videos feature the Department's other beachfront venues: Casa Las Palmas, the newly-renovated Chase Palm Park Center, and the Carousel House. These three videos were recently completed and are now available to view on our website at SantaBarbaraCA.gov/Venues and on the Parks and Recreation Department YouTube channel at bit.ly/SBParksAndRecYouTube. The Cabrillo Pavilion video is also viewable on the Cabrillo Pavilion microsite: CabrilloPavilion.SantaBarbaraCA.gov.

The video tours have been well-received and are a successful collaboration between recreation staff, marketing staff, and Welborn Media. Using a video tour to replace the early in-person tours gives potential customers a good idea of whether they would like to move forward with the rental process. This means that although in-person staff tours—socially-distanced and with masks required—are still needed, they happen later in the process, and should have a higher conversion rate. Customers whose events are not right for our venues are able to easily self-select out of the process and continue their

rental search elsewhere, with minimal or no need for in-person staff time or interaction, thus making our process more efficient and protecting staff from unnecessary in-person exposure.

The Department sees the video tours as a successful way forward that will make the rental process more efficient even post-pandemic without any loss of our traditional high-quality customer service. Therefore, the next phase of this project is to produce video tours of our neighborhood centers: the Franklin Neighborhood Center, Louise Lowry Davis Center, and Westside Neighborhood Center. It is estimated that these videos will be complete by year's end.

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