



Tourism Business Improvement District Board  
AGENDA

Wednesday, February 14, 2024, 10:00 a.m.  
City Hall, 990 Palm Street, San Luis Obispo

The Tourism Business Improvement District Board holds in-person meetings. Zoom participation will not be supported at this time.

**INSTRUCTIONS FOR PUBLIC COMMENT:**

**Public Comment prior to the meeting (must be received 3 hours in advance of the meeting):**

**Mail - Delivered by the U.S. Postal Service.** Address letters to the City Clerk's Office at 990 Palm Street, San Luis Obispo, California, 93401.

**Email - Submit Public Comments via email to [advisorybodies@slocity.org](mailto:advisorybodies@slocity.org).** In the body of your email, please include the date of the meeting and the item number (if applicable). Emails *will not* be read aloud during the meeting.

**Voicemail - Call (805) 781-7164 and leave a voicemail.** Please state and spell your name, the agenda item number you are calling about, and leave your comment. Verbal comments must be limited to 3 minutes. Voicemails *will not* be played during the meeting.

*\*All correspondence will be archived and distributed to members, however, submissions received after the deadline may not be processed until the following day.*

**Public Comment during the meeting:**

**Meetings are held in-person.** To provide public comment during the meeting, you must be present at the meeting location.

**Electronic Visual Aid Presentation.** To conform with the City's Network Access and Use Policy, Chapter 1.3.8 of the Council Policies & Procedures Manual, members of the public who desire to utilize electronic visual aids to supplement their oral presentation are encouraged to provide display-ready material to the City Clerk by 12:00 p.m. on the day before the meeting. Contact the City Clerk's Office at [cityclerk@slocity.org](mailto:cityclerk@slocity.org) or (805) 781-7114.

**1. CALL TO ORDER**

Chair Pearce will call the Regular Meeting of the Tourism Business Improvement District Board to order.

**2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA**

At this time, people may address the Committee about items not on the agenda. Comments are limited to three minutes per person. Items raised at this time are generally referred to staff and, if action by the Committee is necessary, may be scheduled for a future meeting.

**3. CONSENT**

<b>3.a</b>	<b><u>MINUTES OF TBID REGULAR MEETING ON JANUARY 10, 2024.</u></b>	<b>5</b>
<b>3.b</b>	<b><u>SMITH TRAVEL REPORT (STR)</u></b>	<b>9</b>
<b>3.c</b>	<b><u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u></b>	<b>11</b>
<b>3.d</b>	<b><u>SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT</u></b>	<b>13</b>
<b>3.e</b>	<b><u>SLO CHAMBER GUEST SERVICES MONTHLY REPORT</u></b>	<b>15</b>
<b>3.f</b>	<b><u>NOBLE STUDIOS &amp; DCI MARKETING MONTHLY REPORT</u></b>	<b>17</b>
<b>3.g</b>	<b><u>BADGER BRANDING ORGANIC SOCIAL REPORT</u></b>	<b>27</b>

**4. PRESENTATIONS**

**4.a** **BRAND SENTIMENT STUDY RESULTS (25 MIN)**

Representatives from Noble Studios will present the results from the recently deployed brand sentiment survey.

**5. BUSINESS ITEMS**

**5.a** **SLO TBID FUND BALANCE & BUDGET UPDATE (20 MIN)**

Staff will present the SLO TBID Fund Balance for the Board's review and allocation.

**5.b** **PUBLIC RELATIONS MEDIA MISSION (20 MIN)**

Representatives from DCI will present a consideration for the board to allocate budget towards a public relations media mission in Southern California.

5.c EMAIL MARKETING STRATEGY UPDATE (30 MIN)

Representatives from Noble Studios will present an update on Visit San Luis Obispo's email marketing strategy.

6. **TBID LIAISON REPORTS AND COMMUNICATION**

6.a HOTELIER UPDATE – LIAISON REPORTS

6.b PCC UPDATE – LIAISON REPORT

6.c VISIT SLO CAL UPDATE – LIAISON REPORT

6.d TOURISM PROGRAM UPDATE – STAFF REPORT

7. **ADJOURNMENT**

The next Special Meeting of the Tourism Business Improvement District Board is scheduled for February 28, 2024 at 10:00 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

LISTENING ASSISTIVE DEVICES are available -- see the Clerk

The City of San Luis Obispo wishes to make all of its public meetings accessible to the public. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the City Clerk's Office at (805) 781-7114 at least 48 hours before the meeting, if possible. Telecommunications Device for the Deaf (805) 781-7410.

Agenda related writings or documents provided to the Tourism Business Improvement District Board are available for public inspection on the City's website, under the Public Meeting Agendas web page:

<https://www.slocity.org/government/mayor-and-city-council/agendas-and-minutes>. Meeting video recordings can be found on the City's website:

<http://opengov.slocity.org/WebLink/Browse.aspx?id=61016&dbid=0&repo=CityClerk>





## Tourism Business Improvement District Board Minutes

January 10, 2024, 10:00 a.m.  
City Hall, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Winston Newland, Member Nipool Patel, Member Prashant Patel, Member Sandy Sandoval, Vice Chair Lydia Bates, Chair Clint Pearce

City Staff Present: Economic Development & Tourism Manager Molly Cano, Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, City Clerk Teresa Purrington

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### 1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on January 10, 2024 at 10:00 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Pearce.

### 2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

Kristen Carlson, Visit SLO CAL made an introduction.

Representative from Petit Soleil made an introduction.

Representative from Quality Suites made an introduction.

Member of the public.

Shea Hanson, Wayfarer made an introduction.

### 3. CONSENT

**Motion By** Member Nipool Patel

**Second By** Member Prashant Patel

To approve Consent Items 3a through 3g.

Ayes (7): Member Keller, Member Newland, Member Nipool Patel, Member Patel, Member Sandoval, Vice Chair Bates, and Chair Pearce

CARRIED (7 to 0)

- 3.a MINUTES OF TBID SPECIAL MEETING ON DECEMBER 18, 2023
- 3.b SMITH TRAVEL REPORT (STR)
- 3.c TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 3.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 3.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 3.f NOBLE STUDIOS & DCI MARKETING MONTHLY REPORT
- 3.g BADGER BRANDING ORGANIC SOCIAL REPORT

#### 4. PRESENTATIONS

- 4.a PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT

Jim Dantona, SLO Chamber presented Guest Services activities and Hollie West, SLO Chamber presented the second quarter report on Public Relations.

Public Comment:

None

*--End of Public Comment--*

**Action:** *No action taken on this item.*

- 4.b CONTENT MARKETING QUARTER REPORT

Katy McGrath and Molly Burchett, Badger Branding presented the second quarter report on content marketing and organic social media activities, and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

#### 5. BUSINESS ITEMS

- 5.a MARKETING SERVICES QUARTER REPORT + Q3 MEDIA PLAN REVIEW & APPROVAL

Hayley Corbett, Gabbi Hall and Danni Winter, Noble Studios and Siobhan Chretien, DCI presented the staff report and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

5.b MIDWEEKEND ASSETS & PLAN APPROVAL

Gabbi Hall and Hayley Corbett, Noble Studios presented the staff report and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

5.c ETOURISM CONFERENCE PARTICIPATION

Economic Development & Tourism Manager Molly Cano presented the staff report and responded to inquiries.

Public Comment:

None

*--End of Public Comment--*

**Motion By** Vice Chair Bates

**Second By** Member Sandoval

To approve up to \$3,500 from the TBID tradeshow budget for the eTourism Summit

Ayes (7): Member Keller, Member Newland, Member Nipool Patel, Member Patel, Member Sandoval, Vice Chair Bates, and Chair Pearce

CARRIED (7 to 0)

6. **TBID LIAISON REPORTS AND COMMUNICATION**

6.a HOTELIER UPDATE – LIAISON REPORTS

Vice Chair Bate provided an update from Hotel SLO.

6.b PCC UPDATE – LIAISON REPORT

Economic Development and Tourism Manager Molly Cano provided a brief update on PCC activities.

6.c VISIT SLO CAL UPDATE – LIAISON REPORT

Economic Development & Tourism Manager Molly Cano provided a brief update on Visit SLO CAL activities.

6.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update on the tourism programs.

**7. ADJOURNMENT**

The meeting was adjourned at 11:48 a.m. The next Special Meeting of the Tourism Business Improvement District Board was cancelled and the next Regular Meeting is scheduled for February 14, 2024 at 10:00 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

APPROVED BY TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD:  
XX/XX/202X



For the Week of December 31, 2023 to January 06, 2024		Current Week Totals									Percent Change								
		Occupancy			ADR			RevPar			Occupancy			ADR			RevPar		
		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	51.91	55.20	52.85	176.36	168.81	174.10	91.54	93.19	92.01	6.57	-0.93	4.21	9.71	-2.51	5.74	16.92	-3.43	10.20	
City of Paso Robles	51.52	48.36	50.62	141.55	157.44	145.89	72.93	76.14	73.85	10.06	-11.74	3.11	12.79	4.44	9.24	24.14	-7.82	12.64	
City of Pismo Beach	64.63	60.75	63.52	185.43	194.51	187.91	119.84	118.16	119.36	39.21	26.11	35.36	8.19	-1.56	4.93	50.60	24.14	42.04	
City of San Luis Obispo	54.30	56.49	54.93	140.01	149.59	142.83	76.03	84.50	78.45	22.25	7.63	17.56	7.13	-3.71	3.04	30.96	3.64	21.14	
City of Morro Bay	51.19	50.99	51.13	114.83	120.46	116.43	58.79	61.42	59.54	20.86	8.94	17.20	11.19	-1.73	6.64	34.39	7.06	24.98	

For the Week of January 07, 2024 to January 13, 2024		Current Week Totals									Percent Change								
		Occupancy			ADR			RevPar			Occupancy			ADR			RevPar		
		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	55.30	63.26	57.57	229.66	181.22	214.45	127.00	114.64	123.47	-5.31	4.01	-2.57	-1.04	4.06	-0.27	-6.29	8.24	-2.83	
City of Paso Robles	46.75	61.27	50.90	130.16	176.37	146.06	60.85	108.07	74.34	-13.79	11.18	-6.57	3.96	3.90	5.77	-10.38	15.52	-1.18	
City of Pismo Beach	42.90	65.88	49.47	142.77	195.67	162.90	61.25	128.91	80.58	32.13	83.63	47.92	2.95	-0.99	3.93	36.04	81.82	53.73	
City of San Luis Obispo	49.58	68.27	54.92	127.59	162.24	139.90	63.27	110.76	76.83	14.22	46.41	23.89	7.06	9.80	9.50	22.29	60.76	35.66	
City of Morro Bay	40.81	60.07	46.31	105.12	136.59	116.78	42.90	82.05	54.09	-4.70	32.57	6.38	1.17	8.94	5.89	-3.58	44.42	12.64	

For the Week of January 14, 2024 to January 20, 2024		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	55.76	58.95	56.67	167.26	168.97	167.77	93.27	99.60	95.08	-0.60	-7.23	-2.66	1.59	-2.93	0.11	0.98	-9.94	-2.56	
City of Paso Robles	54.68	57.41	55.46	133.89	164.23	142.86	73.21	94.29	79.23	1.75	-22.34	-6.80	4.89	2.78	2.74	6.73	6.73	-4.24	
City of Pismo Beach	48.76	57.38	51.22	168.03	182.97	172.81	81.93	104.99	88.52	42.89	-2.96	24.12	10.66	-7.18	1.43	58.12	58.12	25.89	
City of San Luis Obispo	51.54	58.69	53.58	131.48	155.72	139.07	67.77	91.39	74.52	0.51	-4.27	-1.04	0.57	-3.36	-1.07	1.08	1.08	-2.09	
City of Morro Bay	46.23	52.80	48.11	106.50	134.36	115.24	49.24	70.95	55.44	3.58	-5.63	0.51	0.77	5.08	1.89	4.38	4.38	2.41	

For the Week of January 21, 2024 to January 27, 2024		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	59.71	64.94	61.20	176.36	175.87	176.21	105.30	114.21	107.85	-4.41	0.57	-2.95	2.18	1.26	1.90	-2.33	1.83	-1.10	
City of Paso Robles	48.40	62.12	52.32	138.70	183.57	153.92	67.12	114.03	80.52	-20.99	-11.12	-17.90	0.67	-1.59	0.57	-20.46	-12.53	-17.43	
City of Pismo Beach	47.46	70.73	54.11	140.92	195.61	161.35	66.88	138.35	87.30	-5.96	3.58	-2.61	-6.21	-0.91	-3.28	-11.80	2.63	-5.80	
City of San Luis Obispo	54.45	67.26	58.11	135.84	162.83	144.76	73.96	109.51	84.12	1.84	-2.53	0.35	4.57	2.41	3.54	6.49	-0.18	3.91	
City of Morro Bay	39.67	55.87	44.30	106.35	127.21	113.87	42.19	71.07	50.44	-15.34	-5.02	-11.89	0.66	-0.76	0.60	-14.78	-5.74	-11.36	

For the Week of January 28, 2024 to February 03, 2024		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	59.68	62.77	60.56	177.15	180.60	178.17	105.72	113.36	107.90	-0.64	-6.16	-2.34	1.82	-1.13	0.86	1.17	-7.22	-1.50	
City of Paso Robles	48.10	60.14	51.54	142.27	191.72	158.76	68.43	115.29	81.82	-15.96	-14.68	-15.54	2.58	2.95	2.84	-13.79	-12.16	-13.14	
City of Pismo Beach	44.02	56.36	47.55	150.59	211.86	171.33	66.29	119.39	81.46	-4.04	-21.87	-10.93	2.19	0.24	-0.43	-1.94	-21.69	-11.31	
City of San Luis Obispo	54.95	60.55	56.55	132.29	164.08	142.02	72.70	99.35	80.32	-0.67	-19.38	-7.26	1.23	-6.09	-2.85	0.55	-24.29	-9.90	
City of Morro Bay	41.02	52.86	44.40	107.60	135.17	116.98	44.14	71.45	51.94	-19.47	-16.99	-18.64	-0.33	-8.51	-3.50	-19.74	-24.06	-21.49	



TOT Comparison

	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	Change +/- to previous FY
July	\$ 508,195	\$ 541,806	\$ 591,184	\$ 636,778	\$ 699,845	\$ 761,346	\$ 844,845	\$ 877,391	\$ 861,241	\$ 884,317	\$ 913,019	\$ 530,064	\$ 1,214,080	\$ 1,300,061	\$ 1,244,066	-4.3%
August	\$ 511,564	\$ 542,194	\$ 574,395	\$ 623,655	\$ 674,244	\$ 732,271	\$ 774,501	\$ 765,232	\$ 728,932	\$ 775,513	\$ 826,465	\$ 623,523	\$ 992,620	\$ 1,089,326	\$ 1,035,032	-5.0%
September	\$ 400,023	\$ 437,543	\$ 490,524	\$ 508,583	\$ 505,954	\$ 557,002	\$ 643,127	\$ 650,117	\$ 693,704	\$ 682,810	\$ 720,414	\$ 660,405	\$ 965,595	\$ 1,040,391	\$ 1,024,818	-1.5%
October	\$ 414,870	\$ 442,586	\$ 437,805	\$ 469,977	\$ 509,435	\$ 594,032	\$ 642,221	\$ 628,049	\$ 601,208	\$ 650,101	\$ 711,393	\$ 632,733	\$ 889,485	\$ 986,882	\$ 986,381	-0.1%
November	\$ 280,913	\$ 330,924	\$ 347,437	\$ 359,163	\$ 425,769	\$ 475,360	\$ 468,016	\$ 497,162	\$ 513,487	\$ 556,885	\$ 593,403	\$ 422,488	\$ 722,487	\$ 772,110	\$ 753,195	-2.4%
December	\$ 246,684	\$ 274,417	\$ 314,784	\$ 319,451	\$ 355,315	\$ 391,132	\$ 429,600	\$ 434,836	\$ 473,701	\$ 488,296	\$ 488,757	\$ 236,391	\$ 638,253	\$ 630,527	\$ 623,248	-1.2%
January	\$ 230,279	\$ 256,351	\$ 276,165	\$ 302,153	\$ 331,853	\$ 400,239	\$ 387,304	\$ 396,559	\$ 415,690	\$ 465,547	\$ 520,813	\$ 302,621	\$ 557,369	\$ 526,691		
February	\$ 273,373	\$ 302,246	\$ 323,359	\$ 344,160	\$ 366,980	\$ 431,510	\$ 466,915	\$ 439,735	\$ 503,451	\$ 524,327	\$ 596,021	\$ 426,144	\$ 716,045	\$ 718,467		
March	\$ 326,099	\$ 333,783	\$ 392,266	\$ 426,879	\$ 448,103	\$ 520,795	\$ 559,235	\$ 549,642	\$ 577,285	\$ 602,781	\$ 268,458	\$ 614,973	\$ 820,473	\$ 805,947		
April	\$ 423,158	\$ 451,133	\$ 475,913	\$ 486,850	\$ 564,617	\$ 610,894	\$ 609,439	\$ 708,724	\$ 641,919	\$ 741,364	\$ 69,184	\$ 742,477	\$ 1,068,408	\$ 1,057,701		
May	\$ 372,997	\$ 433,874	\$ 447,116	\$ 489,862	\$ 546,916	\$ 601,614	\$ 598,093	\$ 645,114	\$ 630,820	\$ 665,603	\$ 174,982	\$ 760,006	\$ 919,831	\$ 910,444		
June	\$ 490,326	\$ 512,543	\$ 578,234	\$ 610,948	\$ 630,729	\$ 727,028	\$ 731,038	\$ 765,362	\$ 796,899	\$ 835,727	\$ 409,945	\$ 973,975	\$ 1,100,000	\$ 1,147,826		
Total/Average	\$ 4,478,481	\$ 4,859,400	\$ 5,249,181	\$ 5,578,460	\$ 6,059,758	\$ 6,803,224	\$ 7,154,334	\$ 7,357,923	\$ 7,438,338	\$ 7,873,272	\$ 6,292,853	\$ 6,925,799	\$ 10,604,646	\$ 10,986,373	\$ 5,666,741	

missing 3 hotels

*Figures from Smith Travel Research Report	Occupancy			ADR			RevPAR		
	2022-23	2023-24	Change +/-	2022-23	2023-24	Change +/-	2022-23	2023-24	Change +/-
July	82.6	83.5	1.1%	206.04	199.85	-3.0%	170.2	166.97	-1.9%
August	75.8	74	-2.4%	191.58	190.04	-0.8%	145.18	140.59	-3.2%
September	72.7	71.2	-2.1%	192.94	194.69	0.9%	140.26	138.57	-1.2%
October	69.9	70.1	0.3%	182.95	184.24	0.7%	127.88	129.19	1.0%
November	61.6	62.7	1.8%	168.42	164.58	-2.3%	103.79	103.23	-0.5%
December	54.1	56.5	4.4%	151.40	149.65	-1.2%	81.88	84.56	3.3%
January	50.4			136.70			68.90		
February	66			157.11			103.64		
March	64.1			159.05			101.91		
April	74.0			188.24			141.32		
May	67.5			181.38			122.36		
June	74.2			206.77			153.52		
Total/Average	67.74		0.01	176.88		-0.01	121.74		0.00

Updated: 02/09/2024





Report to City of SLO – TBID and PCC  
**Public Relations Contract**  
 January 2024

PR ACTIVITY					
<b>Implementation/Proactive Work</b>					
Hosted travel writer E'Louise Ondash					
Continued planning for travel writer <b>Alexa Mellardo's</b> upcoming visit					
Implemented communications/PR copy and strategy for <b>SLO Restaurant Week</b>					
Implemented communications/PR copy and strategy for <b>Eat Local Bonus</b>					
Implemented communications/PR copy and strategy for <b>Lunar New Year Palm Street Block Party</b>					
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign					
<b>Responsive leads</b>					
Pitched "Will You Be My Valentine?", "All Things Golden" and "Golfer's Paradise" story ideas to <b>Visit California</b>					
<b>Partnerships</b>					
Continued planning for <b>SoCal Spring Media Mission</b> with DCI					
Continued planning for <b>group FAM</b> during the Film Festival with <b>DCI and SLO International Film Festival</b>					
Began planning for <b>Mdiweekend</b> in partnership with the <b>City</b>					

PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF
WESTWAYS	<a href="#">San Luis Obispo, much more than a college town</a>	4,900,000.00		Cultural	MEDIA HOSTING IN PARTNERSHIP W/DCI
BACKPACKER	<a href="#">The Best Hiking Destinations for Every Month in 2024</a>	666,000.00	\$144.82	Outdoor	MEDIA HOSTING IN PARTNERSHIP W/DCI
A-TOWN DAILY NEWS	<a href="#">Spend \$100, get \$25 at local restaurants with city of SLO's bonus program</a>	1,000.00		Support Local	PROACTIVE PITCHING
PASO ROBLES DAILY NEWS	<a href="#">Spend \$100, get \$25 at local restaurants with City of SLO's bonus program</a>	85,000.00	\$6.39	Support Local	PROACTIVE PITCHING
KSBY	<a href="#">Dine out and get gift cards back: SLO launches Eat Local Bonus program</a>	478,000.00	\$39.54	Support Local	PROACTIVE PITCHING
PASO ROBLES DAILY NEWS	<a href="#">Diverse cultural offerings revealed in San Luis Obispo's event lineup</a>	85,000.00	\$6.39	Cultural	PROACTIVE PITCHING
PATCH	<a href="#">Local Event: SLO Restaurant Week 2024: San Luis Obispo</a>	13,350,000	\$1,370.29	Support Local	PROACTIVE PITCHING
KSBY	<a href="#">Dozens of San Luis Obispo restaurants offering deals for SLO Restaurant Week</a>	478,000.00	\$39.54	Support Local	PROACTIVE PITCHING
YAHOO NEWS	<a href="#">Go out to eat in SLO, earn a gift card. Dining bonus is back and here's how it works</a>	180,340,000	\$156,947.30	Support Local	PROACTIVE PITCHING
THE TRIBUNE	<a href="#">Go out to eat in SLO, earn a gift card. Dining bonus is back and here's how it works Read more at: https://www.sar</a>	21,000.00	\$2,668.27	Support Local	PROACTIVE PITCHING
PASO ROBLES DAILY NEWS	<a href="#">Diverse cultural offerings revealed in San Luis Obispo's event lineup</a>	85,000.00	\$6.39	Cultural	PROACTIVE PITCHING
PASO ROBLES DAILY NEWS	<a href="#">Lunar New Year celebration planned this February in San Luis Obispo</a>	85,000.00	\$6.39	Cultural	PROACTIVE PITCHING
A-TOWN DAILY NEWS	<a href="#">Lunar New Year celebration planned this February in San Luis Obispo</a>	1,000.00		Cultural	PROACTIVE PITCHING
YAHOO NEWS	<a href="#">SLO to celebrate 150th birthday of Ah Louis Store with a block party and drone show</a>	180,340,000	\$156,947.30	Cultural	PROACTIVE PITCHING
THE TRIBUNE	<a href="#">SLO to celebrate 150th birthday of Ah Louis Store with a block party and drone show</a>	21,000.00	\$2,668.27	Cultural	PROACTIVE PITCHING
KSBY	<a href="#">How SLO's Buy Local Bonus program brought nearly \$950,000 to local retailers in just 30 days</a>	478,000.00	\$39.54	Support Local	PROACTIVE PITCHING
TRAVEL DREAMS MAGAZINE	<a href="#">California Town Pays Homage to its Chinese Settlers during Lunar New Year Block Party</a>	4,000.00	\$0.22	Cultural	PROACTIVE PITCHING
TIMES OF INDIA	<a href="#">California's guide to the best culinary and drink trails</a>	31,130,000.00	\$2,007.65	Beer/Wine	RESPONSIVE PITCHING
WORLD ATLAS	<a href="#">6 Best Towns in Southern California to Visit in 2024</a>	5,080,000.00	\$305.33	Cultural	
BON TRAVELER	<a href="#">The Best Family-Friendly Hotels in California</a>	70,000.00	\$6.19	Family	
VISIT CALIFORNIA	<a href="#">6 Secret California Bars</a>	230,243.00		Beer/Wine	
INSIDE THE TRAVEL LAB	<a href="#">How to Plan Your San Francisco to Santa Barbara Road Trip</a>	39,000.00	\$1.34	Cultural	
CALIFORNIA UNPUBLISHED	<a href="#">Things to Do in Central California: A Guide to the Best Activities and Attractions</a>	14,000.00	\$0.68	Cultural	
EXPLORE	<a href="#">This Vintage-Charmed Inn Is Sure To Leave You Swooning On Valentine's Day</a>	632,000.00	\$0.12	Cultural	
<b>TOTALS</b>					
		25	418,613,243.00	\$323,211.96	
		TOTAL YTD	876,737,678.00	\$513,300.83	
		109	1,295,350,921.00	\$836,512.79	



# REPORT TO CITY OF SLO - TBID & PCC

## GUEST SERVICES CONTRACT

### JANUARY 2024

VISITOR INTERACTION			
	Jan 2023	Dec 2023	Jan 2024
Walk-ins	9,551	14,148	10,931
Phone Calls	826	563	616
Emails & Digital	1,385	2,073	1,587

CALLS TO 877-SLO-TOWN			
	Jan 2023	Dec 2023	Jan 2024
Calls	72	20	46

HOTEL REFERRALS			
	Jan 2023	Dec 2023	Jan 2024
Referrals	1,157	39	42

HOTEL AVAILABILITY TRACKER			
	Jan 2023	Dec 2023	Jan 2024
Email	81	81	94
Phone Calls	257	101	82

INFORMATION REQUESTS		
	Jan 2023	Jan 2024
Fulfilled	N/A	22

EVENTS SHARED		
	Jan 2024	YTD
VisitSLO.com	17	17

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	0%
Europe	33%
Australia/NZ	0%
UK	22%
N. America	33%
C. America	0%
S. America	11%
<i>Domestic Travelers</i>	
West Coast	22%
Southwest	0%
Midwest	39%
South	6%
East Coast	33%
<i>California Travelers</i>	
Northern CA	12%
Central Coast	77%
Central Valley	1%
Desert	1%
Southern CA	9%

VISITOR CENTER ACTIVATIONS	
No external activations	

VISITOR CENTER HIGHLIGHTS	
1) Eat Local Bonus Program - full tilt!	
2) Getting those next set of gift cards	
3) Supporting Restaurant week	

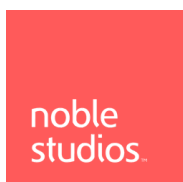






Agency Report · January 2024

# SLO-TBID



# Agency Report

## January Activity & Performance

### What's Ahead:

- Quarterly Marketing Plan FY23-24:

[+ Visit SLO - 30/60/90 Marketing Plan - FY23-24](#)

### Paid Media

#### Paid Search

In January, paid search drove **26,175 impressions (+13% YoY)**, **3,955 clicks (+41% YoY)**, **15% CTR (+24% YoY)**, a **53% conversion rate (+53% YoY)**, a \$3.99 average CPC (-6% YoY) and **5,152 sessions (+61% YoY)** while driving **1,595 hotel referrals (+106% YoY)**, **170 homestay referrals (+89% YoY)**, and **187 things to do referrals (+167% YoY)** at a 33% increase in cost YoY.

Campaigns - PoP							
Campaign	Campaign t...	CTR	% Δ	Conv. rate ▾	% Δ	Conversions	% Δ
1.. Hotels   Generic	Search Only	12.82%	53.4% †	86.79%	56.1% †	396.64	659.0% †
2.. Pet Friendly Hotels	Search Only	28.44%	9.1% †	77.65%	-14.7% †	234.5	17.1% †
3.. Downtown Hotels	Search Only	20.08%	28.9% †	72.2%	42.1% †	220.21	218.6% †
4.. Discount Hotels	Search Only	13.78%	23.0% †	70.07%	120.6%...	68.67	222.6% †
5.. Best Hotels	Search Only	12.79%	9.7% †	62.12%	39.8% †	127.35	82.6% †
6.. Boutique Hotels	Search Only	12.67%	15.3% †	58.75%	6.8% †	127.48	363.6% †
7.. DSA - Landing Page	Search Only	10.05%	38.9% †	58.43%	-4.8% †	197.5	195.2% †
8.. Motels	Search Only	11.04%	34.4% †	56.91%	-20.8% †	119.51	130.9% †
9.. n.p.p.	Search Only	17.08%	20.6% †	55.50%	25.5% †	62.27	81.1% †
	<b>Grand total</b>	<b>15.11%</b>	<b>18.5% †</b>	<b>52.97%</b>	<b>17.2% †</b>	<b>2,094.78</b>	<b>131.3% †</b>

*This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.*

## Paid Social

Paid social drove **2,712,697 impressions (+145% YoY)**, **826,856 users reached**, and **37,519 clicks (+161% YoY)** across Facebook and Instagram with a **1.38% CTR for FB/Instagram (+7% YoY)** for 14,436 sessions (**+144% YoY**) while driving **8 hotel referrals (+33% YoY)**, **1 Homestay referrals (-67% YoY)**, and **1 things to do referral (+100% YoY)** at a 101% increase in cost YoY.

### Top Campaigns by Impressions

	Campaign name	Impressions	CTR (all)	CPC (all)
1.	Hello SLO Life   Outdoor	781,054	1.01%	0.41
2.	Hello SLO Life   65+	506,667	1.71%	0.28
3.	Hello SLO Life   Relaxation	481,769	1.24%	0.45
4.	Hello SLO Life   Wine & Dine	434,218	1.82%	0.39
5.	Hello SLO Life   Families	382,893	1.22%	0.45
6.	Hello SLO Life   Remarketing	126,096	1.9%	0.83

## Display

Display drove **1,807,969 impressions (-6% YoY)**, **4,780 clicks (-13% YoY)**, a **0.26% CTR (-8% YoY)**, and **3,252 sessions (-41% YoY)** while driving **22 hotel referrals (+57% YoY)**, **2 homestay referrals (-75% YoY)**, and **1 things to do referral (-67% YoY)**, at a 4% decrease in cost YoY.

## Campaigns - PoP

Campaign	Campaign t...	CTR ▾	% Δ	Conv. rate	% Δ	Conversions	% Δ
1.. Display   Wine & Dine	Display Only	0.45%	25.1% ↑	0.5%	-38.5% ↓	5	-49.9% ↓
2.. Display   65+	Display Only	0.35%	-	1.68%	-	21	-
3.. Display   Outdoor	Display Only	0.34%	-39.7% ↓	0%	-100.0...	0	-100.0...
4.. Display   Relaxation	Display Only	0.24%	1.7% ↑	0.66%	103.6%...	4	14.3% ↑
5.. Display   Retargeting	Display Only	0.21%	7.2% ↑	0%	-100.0...	0	-100.0...
6.. Display   Families	Display Only	0.13%	-40.2% ↓	1.34%	160.5%...	8	60.0% ↑
7.. Display   Central Coast Pride 2023	Display Only	0%	-	0%	-	0	-
8.. Display   Harvest On The Coast 2023	Display Only	0%	-	0%	-	0	-
9.. Display   Midweekland	Display Only	0%	-	0%	-	0	-
	<b>Grand total</b>	<b>0.26%</b>	<b>-7.6% ↓</b>	<b>0.79%</b>	<b>38.1% ↑</b>	<b>38</b>	<b>20.7% ↑</b>

This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

Impressions <b>1,807,969</b> ↓ -5.6% from previous year	Paid Clicks <b>4,780</b> ↓ -12.8% from previous year	Paid CTR <b>0.26%</b> ↓ -7.6% from previous year	Spend <b>\$3,567.98</b> ↓ -4.4% from previous year	Avg. CPC <b>\$0.75</b> ↑ 9.6% from previous year	Cost / conv. <b>\$93.89</b> ↓ -20.8% from previous year
---------------------------------------------------------------	------------------------------------------------------------	--------------------------------------------------------	----------------------------------------------------------	--------------------------------------------------------	---------------------------------------------------------------

## Video

Video campaigns drove **433,290 impressions (+163% YoY)**, **6,168 clicks (+549% YoY)**, a **1.42% CTR (+147% YoY)**, and **4,241 sessions (+1,488% YoY)** while driving **4 hotel referrals, 3 things to do referral, and 1 newsletter signups**, at an 18% increase in cost YoY.

## Campaigns - PoP

Campaign	Campaign t...	CTR ▾	% Δ	Conv. rate	% Δ	Conversions	% Δ
1.. Video   Remarketing	Video	2.01%	54.7% ↑	0.17%	1,198.8...	3	400.0% ↑
2.. Video   Wine & Dine	Video	1.8%	271.9% ↑	0.04%	-	1	-
3.. Video   Outdoor	Video	1.24%	54.7% ↑	0.11%	688.6%...	2	100.0% ↑
4.. Video   Families	Video	1.22%	236.9% ↑	0.09%	11.1% ↑	2	0.0%
5.. Video   Relaxation	Video	1.1%	144.5% ↑	0.06%	-	1	-

Impressions <b>433,290</b> ↑ 162.8% from previous year	Paid Clicks <b>6,168</b> ↑ 549.3% from previous year	Paid CTR <b>1.42%</b> ↑ 147.1% from previous year	Spend <b>\$1,757.21</b> ↑ 17.5% from previous year	Avg. CPC <b>\$0.28</b> ↓ -81.9% from previous year	Cost / conv. <b>\$195.25</b> ↓ -53.0% from previous year
--------------------------------------------------------------	------------------------------------------------------------	---------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------------

Proactively monitored and optimized paid media placements (\$38,434 spend).

## Email Marketing

### Monthly Newsletter

In January, we sent a monthly newsletter to all subscribers that highlighted the return of The MidWeekend deal. This email also featured a link to vote for Mission Plaza in USA Today's "10 Best Rankings", ways to be well in the new year, and kid-friendly fun. We also tested adding a new SLO Life Tip block to the bottom of the page. The MidWeekend link significantly drove the most clicks at 71% of total clicks. While we saw slight decreases in total website sessions, average session duration, and engagement rate, we saw a significant increase in total partner referrals PoP.

### January Newsletter Snapshot

- **Email Campaigns Sent:** 1
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 22,737
- **Open Rate:** 40.2%
- **Click Rate:** 1.1%
- **Number of Website Sessions:** 420 (-6% PoP)
- **Average Session Duration:** 2:14 (-5% PoP)
- **Pages / Session:** 2.43 (+23% PoP)
- **Engagement Rate:** 54.76% (-1% PoP)
- **Total Partner Referrals:** 114 (+256% PoP)
- **Total Lodging Referrals:** 35 (+40% PoP)

## Search Engine Optimization (SEO) & Content Creation

**Organic search traffic increased 25% period-over-period and increased 47% year-over-year.**

Year-over-year organic hotel partner referrals increased 205%, homestay partner referrals increased 166%, and things to do referrals increased 58%. YoY Average Session Duration decreased 2% and pages per session increased 14%.

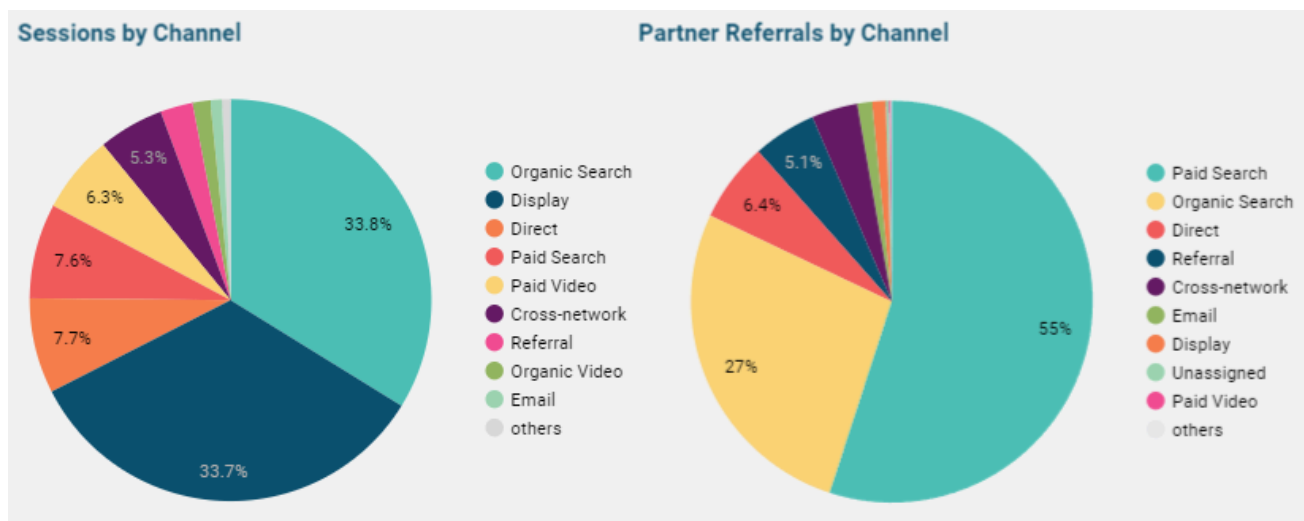
**Page 1 keywords decreased by 6% PoP, and total keywords decreased by 4%.** This slight decrease for the month of January could be in part from a shift in focus during the month of December. In December, we audited the website's images and SERP appearance for Google's Search Generative Experience (SGE) queries and identified opportunities to improve our ranking potential for SGE queries in the future. We are continuing to monitor SEO performance across all of our pages since our new website launched in July, and are seeing good organic improvements across the board.

- SEO Optimizations completed

- Cal Poly
- Golf Courses
- Things To Do
- Mission San Luis Obispo de Tolosa
- Technical SEO: Audit the caching, server response time, and JS execution time to ensure fast load of content

## Website

In January, the website saw 69,908 total sessions (+86% YoY). The engagement rate averaged 43% (+66% YoY), with the highest engagement coming from paid social, organic search, display, and paid search. January saw an average of 2.22 pages per session (+17% YoY) and an average session duration of 1:39 (+68% YoY). In January we saw 2,864 Hotel Referrals (+123% YoY), 344 Homestay referrals (+97% YoY), and 2,363 Things to Do referrals (+50% YoY).



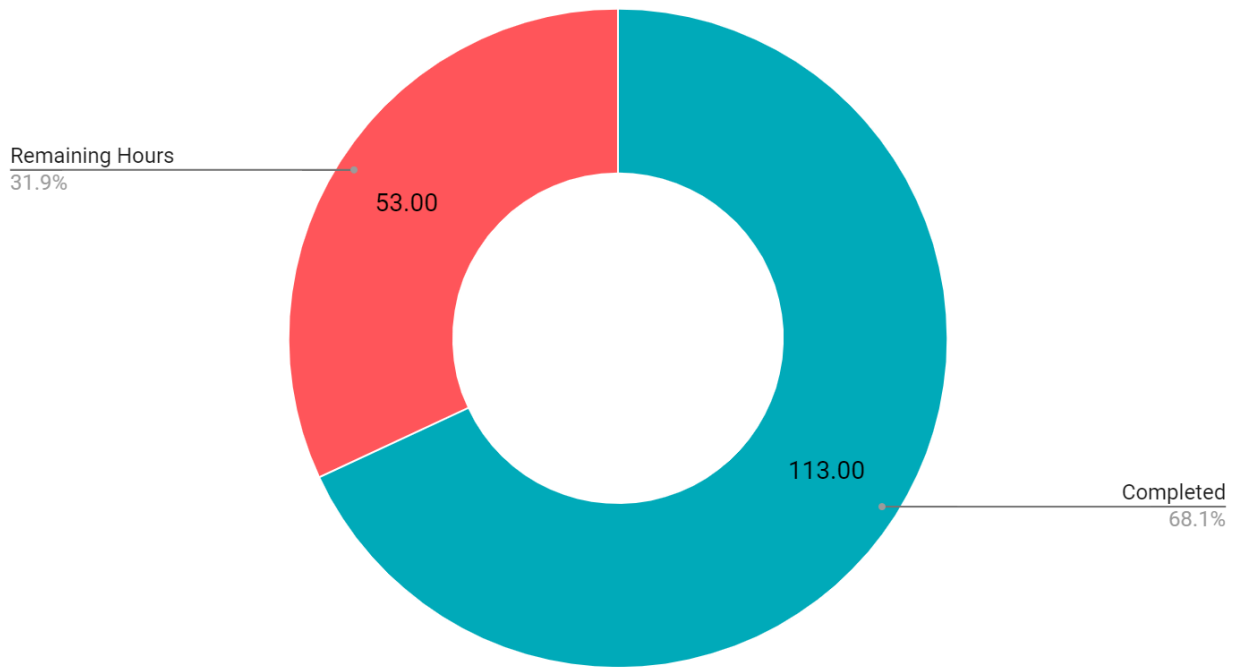
### MRO Updates:

- Plugin Updates
- Fixed SLO Life Tips display in backend (eyebrows and CTAs rendered with wrong styles, and eyebrows were not always readable)
- New CTA edit control, this one finally makes sense and is simple
- Disabled WP core patterns so that patterns list is cleaner. This makes patterns more usable as a "starter template" tool
- Some code cleanup

## Web Retainer

Includes the injection of 10 hours for the approved SLO International Film Festival and Harvest on the Coast campaign support.

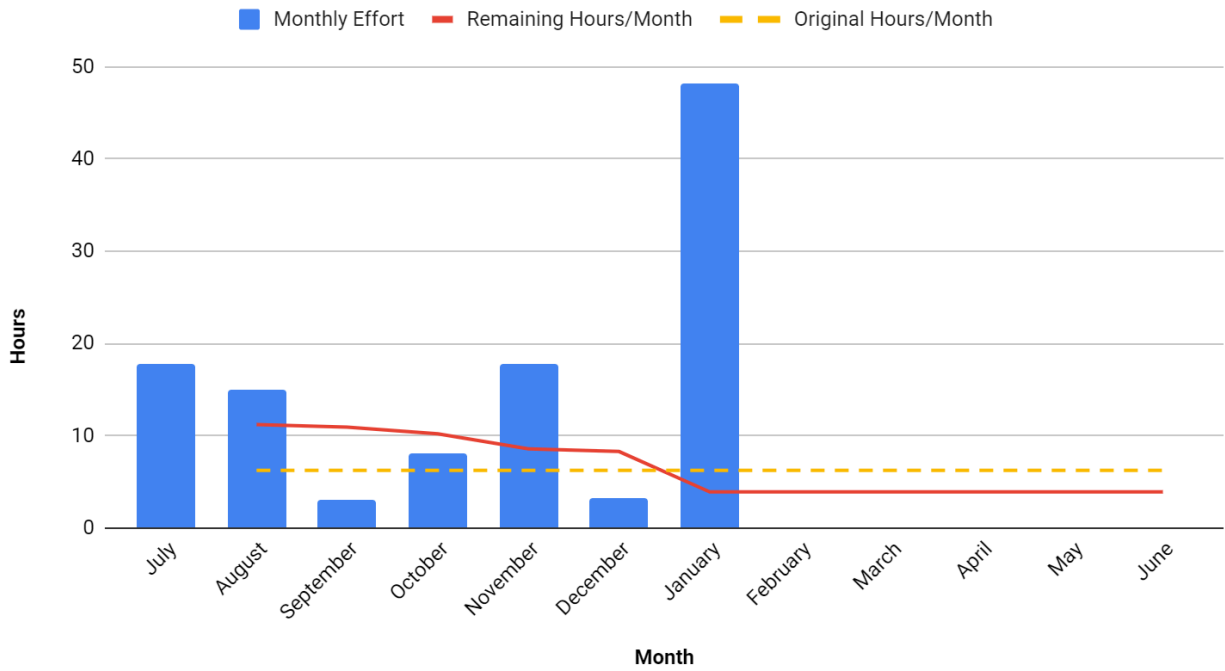
### SLO Web Retainer | 2023/2024 - 166 Total Hours



## Monthly Progress

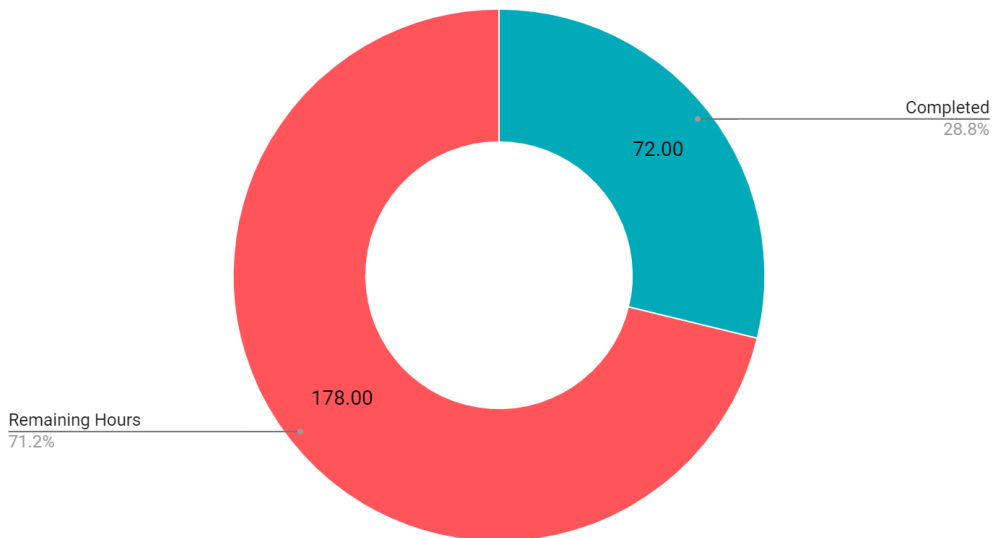
Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	48.25	<i>New filter listing for stakeholders/hotels, homepage and event updates, partner blog posts implemented, updates to new neighborhood pattern</i>

## Hours: Planned vs. Actual



## Creative Services

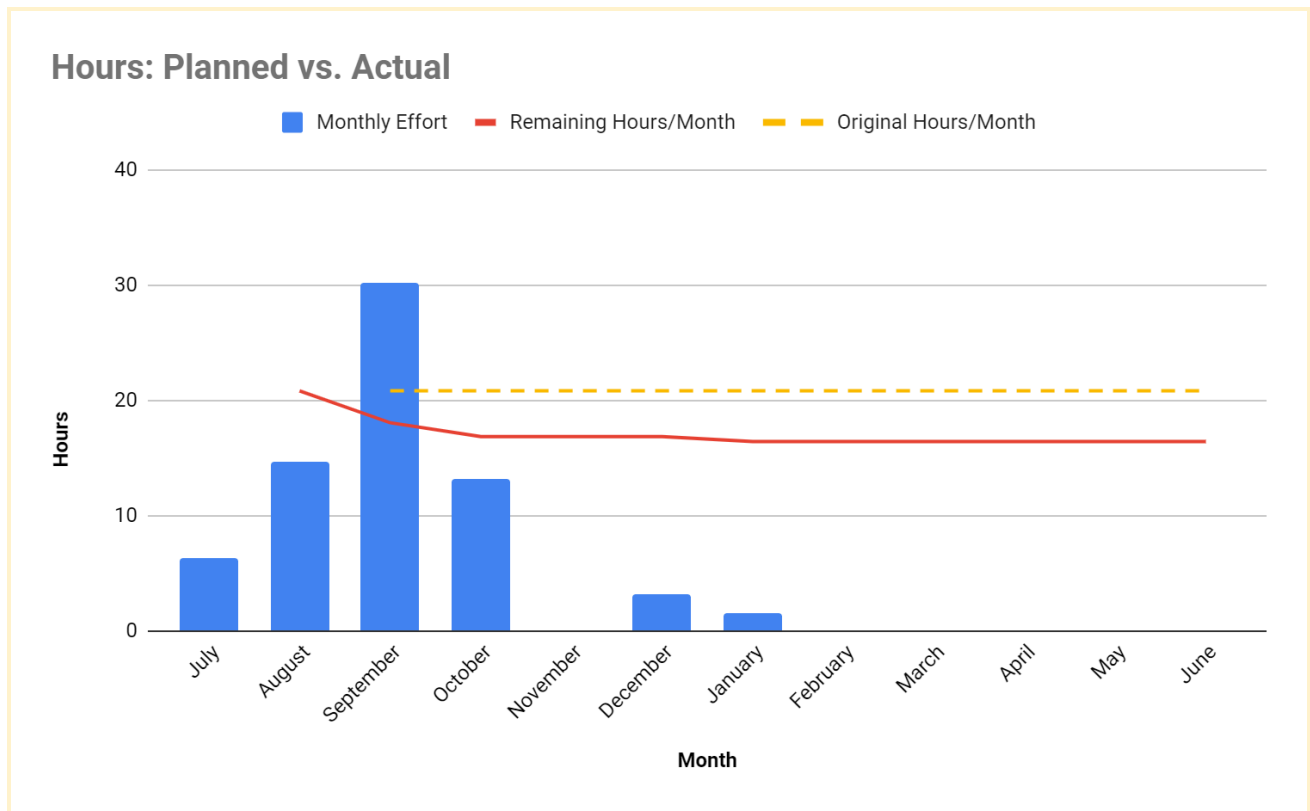
SLO Creative Services | 2023/2024 - 250 Total Hours





## Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	1.5	<i>IHeart radio scripts</i>



## PR, Media, And Influencer Relations

### Proactive Pitch Development:

- One Town, Many Flavors (Wine, Farmers' Market, Public Market) - In Progress
- SLOMA After Dark - Monitoring for Coverage
- SLO Named an 'A List City' by the Carbon Disclosure Project - Monitoring for Coverage
- Lunar Year Block Party – Monitoring for Coverage

### Proactive/Reactive Pitching and Outreach:

- Farley Elliott, SF Gate, Car-Free Dining

- Janet O' Grady, Architectural Digest
- Josh Jackson, Paste Magazine, Wine and Wellness
- Linda Laban, NY Post
- Steve Drake, Drift Travel, Lunar Year Block Party
- Tim Controneo, Travel Dreams Magazine, Lunar Year Block Party (story ran)
- USA Today's 10 Best, Wine Country Hotels, Tamara Gane
- Sucheta Rawal, Thrillist, Under-the-Radar Romantic Destinations

**Hosted Media Visit or Influencer Partnerships (3-5 visits/partnerships in 2023-24)**

- **Individual Media Visits - 4 Complete**
  - Lina Lecara, LA Weekly, August 2-4
  - Eileen Ognitz & Andrew Yemma, Taking the Kids, August 9-11
  - Susan Lanier-Graham, North Peoria Lifestyle, October 26
  - Erica Zazo, Backpacker Magazine, December 6-9
- **Upcoming Individual Media Visits (Confirmed)**
  - Alexa Mellardo, Eat This, Not That, March 6-9
  - Matt Meltzer, Fifty Grand, December 20 (Canceled)

**DCI's All Client Pitch Initiative**

**Proposed: (4-6 pitches throughout 2023-24)**

**Progress:**

**5 Complete: What's New in 2024 (July 2023), Hispanic Heritage Month (August 2023), Foodie Destinations (September 2023), Babymoos (October 2023), Accessibility (November 2023)**

**DCI 2023-24 SLO Coverage Grid:**

- [https://docs.google.com/spreadsheets/d/1X5vv8eqMyV4HSLq4nod-fio\\_XtbqSyap54Hau1wV7yY/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1X5vv8eqMyV4HSLq4nod-fio_XtbqSyap54Hau1wV7yY/edit?usp=sharing)

# ORGANIC SOCIAL REPORT



January 2024




# INSTAGRAM

In January, we gained over 600 new followers, keeping our average monthly increase intact. We saw an increase in impressions with more users seeing our content come across their page. We did see a decrease in engagements and engagement rate due to a monumental influx during the comparison period with the viral reel.

## TOP POSTS:



  **shareslo**  
Fri 1/26/2024 8:49 am PST

POV: You're a dog in San Luis Obispo 🐕🌳 I start my day with a walk through Meadow Park. I love all the...




**POV:  
YOU'RE A  
DOG IN  
SLO**



Impressions 17,962

  **shareslo**  
Tue 1/16/2024 8:12 am PST


Celebrate SLO cuisine during SLO Restaurant Week! 🍴🌟 With exclusive "Perfect Pairing" deals...



**Impressions** 15,710

  **shareslo**  
Fri 1/12/2024 7:52 am PST

Can you guess that voice introducing SLO Restaurant Week? 🗣️👂 This special event is happening January...



**SLO  
RESTAURANT  
WEEK**

Impressions 12,449

**Followers:** 28,868 (↑2.3%)

Total Follower Gain: 636

**Total Posts:** 213

**Total Impressions:** 578,965 (↑54%)  
(includes both organic & paid)

Total stories: 207

**Total Engagements:** 13,509 (↓31.4%)







**Engagement Rate:** 2.3% (↓55%)



# FACEBOOK

In January, we saw an increase in analytics across the board due to running paid advertising which extends our reach across the platform. The best performing posts remain local experiences and what's new in San Luis Obispo.

## TOP POSTS:

 <p><b>Visit San Luis Obispo</b> Thu 1/25/2024 9:40 am PST</p> <p>🌟 4 Quirky Experiences in SLO 🌟 Give the gift of experience and take your family and friends to try...</p>  <p><u>Impressions</u> <b>3,832</b></p>	 <p><b>Visit San Luis Obispo</b> Wed 1/17/2024 9:46 am PST</p> <p>New SLO Businesses on the Block 🌟 A warm welcome to a few of the new local businesses in San Luis...</p>  <p><u>Impressions</u> <b>3,515</b></p>	 <p><b>Visit San Luis Obispo</b> Tue 1/30/2024 8:02 am PST</p> <p>Guide to SLO Travel for National Plan Your Vacation Day 🚗🚗 GET HERE: United, American, and Alaska...</p>  <p><u>Impressions</u> <b>2,960</b></p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Page Followers: 98,219 (➡ 0%)

Total Net Audience Growth: 36

Total Posts: 28

Total Impressions: 3,059,943 (↑ 944%)

Total Organic: 47,182 (↑ 15.3%)

Total Engagements: 51,222 (↑ 1,402%)

Engagement Rate: 1.67% (↑ 43.9%)



# PINTEREST

In January, we saw an increase in followers, total audience, and engaged audience. This means our content is reaching more new users and engaging returning users. We also saw an increase in impressions which again shows our extension in reach across this platform.

## TOP POSTS:



**Hike SLO**

28 Pins

**1.31k**

Impressions



**How to SLO**

47 Pins

**754**

Impressions

**Followers:** 60

**Total Net Growth:** 3

**Total Impressions:** 2.3k (↑30%)

**Total Saves:** 34 ( →0%)

**Engagements:** 118 ( ↑24%)

**Total Audience:** 1.51k (↑43%)



**Engaged Audience:** 71 ( ↑33%)





# LINKEDIN

In January, we stayed far above the industry standard in engagement rate. We saw an increase in audience growth and impressions, keeping the viewership of existing followers and gaining new ones with our content.



## TOP POSTS:



 **Visit San Luis Obispo** 218 followers  
6d • 

Never feel traveler's guilt visiting San Luis Obispo, every trip to SLO is a green one  ...see more




The Best Travel Stories Throughout the U.S. and the World - Travel Dreams Magazine  
traveldreamsmagazine.com • 11 min read


 **Visit San Luis Obispo** 218 followers  
1w • 

There is really something special about #6  

<https://lnkd.in/gqB6AnCk>



25 Best Small Town Weekend Getaways  
vacationidea.com

 2

Total Audience: 214

Total Net Growth: 13

Total Posts: 4

Impressions: 402 (↑ 20%)

Engagements: 31 (→ 0%)

Engagement Rate: 7.7% (↓ 19.5%)



# CA Travel Stories - Crowdriff

In January, we saw an increase in story views, impressions, and completion rate. This means more users are seeing our content and watching the entirety of the story when viewed. Interaction rate slightly decreased, but stays right near the standard. These stories are entirely exposure-based and depend on high quality images, clear content focusing on SEO, and short duration.

## POSTS THIS MONTH:



Total Posts: 2

Story Views: 94 (↑ 5.6%)

Story Impressions: 7.3k (↑ 1.4%)

Interaction Rate: 66% (↓ 2%)

(Average Rate: 67%)

Completion Rate: 53% (↑ 5.5%)

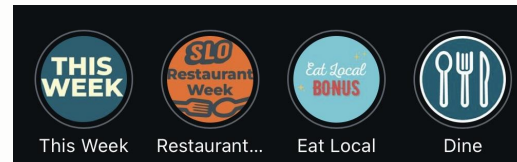
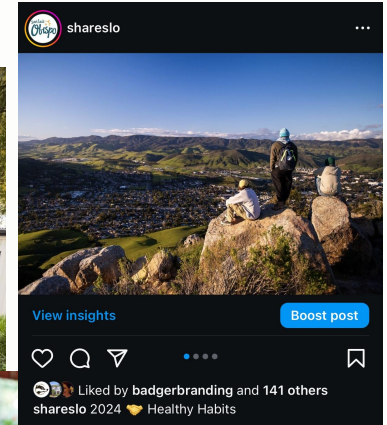
(Average Rate: 52%)





# WHAT WE WORKED ON THIS MONTH:

- Eat Local Bonus
  - Intro Reel, Food/Bev Related Posts (Brunch in SLO, Mocktails in SLO)
- SLO Restaurant Week
  - Intro Reel, 3 Perfect Pairing Reels w/ Adam Montiel
- New in SLO Content / Cutting Edge
  - 4 New Murals in SLO, New Businesses in SLO
- National Plan Your Vacation Day
- Quick Tips for Sustainable SLO Travel
- Video Content Focus
  - POV: You're A Dog in SLO (18k+ impressions)
  - "We're in SLO" Viral Reel Still Growing (207k+ impressions)
- Ticket Tuesday Giveaways
  - Through Eyes of Glass W.S., The Center Yoga Membership



# FEBRUARY'S FOCUS:

- Black History Month
  - Black-Owned Businesses
- MidWeekend Campaign
  - Intro Reel, 3 Related Posts
- Lunar New Year Palm Street Block Party
  - Basket Giveaway, 3 Related Posts
- Galentine's Event Giveaway w/ @thepenny
- Food / Bev Features
  - Pizza in SLO, New Sips in SLO
- SLO Fun Facts Feature, SLO Nightlife Feature
- Sustainable Travel in SLO, Farmers' Market
- SLO Direct Flight (Dallas) Feature
- Arts and Culture
  - Live Shows in SLO (Fremont Theatre, SLO Rep Theatre, etc.)

