



Tourism Business Improvement District Board
AGENDA

Thursday, June 13, 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. 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 or (805) 781-7114.

1. CALL TO ORDER

Chair Bates will call the Special 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

3.a	<u>MINUTES OF TBID SPECIAL MEETING ON MAY 22, 2024</u>	5
3.b	<u>SMITH TRAVEL REPORT (STR)</u>	11
3.c	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	13
3.d	<u>SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT</u>	15
3.e	<u>SLO CHAMBER GUEST SERVICES MONTHLY REPORT</u>	17
3.f	<u>NOBLE STUDIOS & DCI MARKETING MONTHLY REPORT</u>	19
3.g	<u>BADGER BRANDING ORGANIC SOCIAL REPORT</u>	35

4. BUSINESS ITEMS

4.a	<u>SUSTAINABLE AG EXPO SPONSORSHIP (15 MIN)</u>	43
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The Board will consider the funding request from the Vineyard Team for sponsorship support of the Sustainable AG Expo.

4.b	<u>BADGER BRANDING PROPOSAL (25 MIN)</u>	
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Representatives from Badger Branding will present a proposal for content marketing services for the Board's consideration.

4.c	<u>FY2024-25 BUDGET UPDATE (15 MIN)</u>	
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Staff will present an update to the adopted budget for FY24-25 for final Board approval.

4.d VISIT SLO CAL CO-OP MARKETING CONSIDERATIONS (20 MIN)

Staff will present the cooperative marketing opportunities with Visit SLO CAL for the Board's review and approval.

4.e MIDWEEKEND SUMMER PROMOTION (20 MIN)

Representatives from Noble Studios will present a revised program plan for a summer MidWeekend promotion for the Board's consideration.

4.f SUSTAINABLE SLO MARKETING PLAN UPDATE (10 MIN)

Staff will present an update to the development of the Sustainable SLO Marketing Plan for the Board's review and approval.

5. TBID LIAISON REPORTS AND COMMUNICATION

5.a HOTELIER UPDATE – LIAISON REPORTS

5.b PCC UPDATE – LIAISON REPORT

5.c VISIT SLO CAL UPDATE – LIAISON REPORT

5.d TOURISM PROGRAM UPDATE – STAFF REPORT

6. ADJOURNMENT

The next Special Meeting of the Tourism Business Improvement District Board is scheduled for June 26, 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 Portal

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

May 22, 2024, 9:30 a.m.

City Hall, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Sandy Sandoval, Vice Chair Clint Pearce, Chair Lydia Bates

TBID Board Absent: Member Winston Newland, Member Nipool Patel, Member Prashant Patel

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

1. CALL TO ORDER

A Special Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on May 22, 2024 at 9:30 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Bates.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By Vice Chair Pearce

Second By Member Keller

To approve Consent Items No. 3a through 3g.

Ayes (4): Member Keller, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON APRIL 10 AND SPECIAL MEETING ON APRIL 16 AND MAY 1
- 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. BUSINESS ITEMS

- 4.a RFP PROCESS UPDATE (20 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, Hayley Corbett, Noble Studios and Yanick Dalhouse, Uniquely Driven presented the report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Pearce

Second By Member Sandoval

To approve a budget of \$98,400 for the addition of Uniquely Driven for Public Relations as a subcontractor to Noble Studios as part of the Destination Marketing Services contract.

Ayes (4): Member Keller, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

- 4.b STRATEGIC PLAN UPDATE (10 MIN)

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

Public Comment:

None

--End of Public Comment--

Motion By Member Keller
Second By Vice Chair Pearce

To direct staff to proceed with getting proposals for an update of the Strategic Plan with the not to exceed amount of \$39,000.

Ayes (4): Member Keller, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

4.c FY 24-25 TBID PROGRAM BUDGET (25 MIN)

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

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval
Second By Member Keller

To forward an approval recommendation to City Council for the 24-25 TBID budget as presented.

Ayes (4): Member Keller, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

4.d SUMMER SUPPLEMENTAL PAID MEDIA PLAN (15 MIN)

Noble Studios presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Pearce
Second By Member Keller

To approve Option 2 for the Summer Supplemental Paid Media Plan in the amount of \$52,930.

Ayes (4): Member Keller, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

4.e MIDWEEKEND PROMOTION RECAP (30 MIN)

Staff and contractor representatives from Noble Studios, SLO Chamber and Badger Branding presented the report and responded to inquiries. Noble Studios presented the opportunity for a summer MidWeekend program.

Public Comment:

None

--End of Public Comment--

ACTION: Direction provided to bring back an update to future meeting with recommended changes, but no action taken.

4.f BROCHURE REPRINTING BUDGET CONSIDERATION (10 MIN)

Tourism & Community Promotions Manager, Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Motion By Vice Chair Pearce

Second By Member Sandoval

To approve the reprinting the brochure at the presented quantity.

Ayes (4): Member Keller, Member Sandoval, Vice Chair Pearce, and Chair Bates

Absent (3): Member Newland, Member Nipool Patel, and Member Patel

CARRIED (4 to 0)

5. TBID LIAISON REPORTS AND COMMUNICATION

5.a HOTELIER UPDATE – LIAISON REPORTS

5.b PCC UPDATE – LIAISON REPORT

Chair Bates provided a brief update on PCC activities.

5.c VISIT SLO CAL UPDATE – LIAISON REPORT

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

5.d TOURISM PROGRAM UPDATE – STAFF REPORT

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

6. ADJOURNMENT

The meeting was adjourned at 11:31 a.m. The next Regular Meeting of the
Tourism Business Improvement District Board is scheduled for June 13, 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 May 05, 2024 to May 11, 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	69.48	71.33	70.01	206.80	190.04	201.92	143.69	135.55	141.36	5.40	-0.21	3.70	13.09	-3.86	7.78	19.19	-4.06	11.77
City of Paso Robles	60.04	64.37	61.28	159.78	251.76	187.39	95.93	162.06	114.83	-18.81	-14.25	-17.49	-0.77	-2.81	-1.03	-19.44	-16.66	-18.34
City of Pismo Beach	52.39	77.61	59.60	186.92	281.17	221.99	97.94	218.21	132.30	-3.99	3.44	-1.35	2.94	-6.94	-1.06	-1.17	-3.74	-2.40
City of San Luis Obispo	64.93	81.20	69.58	145.70	223.11	171.51	94.60	181.16	119.33	7.22	1.71	5.32	0.57	-7.45	-3.69	7.83	-5.87	1.43
City of Morro Bay	56.45	69.92	60.30	121.64	184.43	142.44	68.67	128.95	85.89	-6.33	-2.79	-5.19	-6.33	-5.20	-5.52	-12.26	-7.85	-10.42

For the Week of May 12, 2024 to May 18, 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	66.65	81.01	70.75	181.12	197.78	186.57	120.71	160.22	132.00	0.59	1.17	0.78	1.15	-3.44	-0.47	1.75	-2.31	0.31
City of Paso Robles	63.14	78.43	67.51	165.52	293.96	208.16	104.51	230.56	140.52	-12.28	-11.54	-12.03	1.51	1.21	1.49	-10.95	-10.47	-10.73
City of Pismo Beach	53.54	83.23	62.02	191.23	280.91	225.61	102.39	233.80	139.94	-12.51	-2.05	-8.77	1.03	-9.98	-3.22	-11.61	-11.82	-11.71
City of San Luis Obispo	65.99	84.79	71.36	147.86	236.95	178.10	97.57	200.91	127.10	1.95	-3.95	-0.13	2.16	-5.48	-2.21	4.16	-9.22	-2.34
City of Morro Bay	56.99	80.65	63.75	124.28	220.54	159.07	70.83	177.88	101.41	-7.03	-3.12	-5.65	-2.40	-1.81	-1.55	-9.26	-4.87	-7.11

For the Week of May 19, 2024 to May 25, 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	65.94	81.11	70.27	177.36	209.71	188.02	116.95	170.10	132.13	-0.46	0.18	-0.25	-1.23	-3.75	-2.14	-1.68	-3.57	-2.39
City of Paso Robles	64.85	81.88	69.71	166.59	316.14	216.78	108.03	258.85	151.12	-5.94	-4.82	-5.57	3.72	1.63	2.88	-2.44	-2.44	-2.84
City of Pismo Beach	53.42	82.55	61.75	195.29	347.69	253.57	104.32	287.03	156.59	-12.30	3.14	-6.97	2.49	-3.04	2.06	-10.12	-10.12	-5.05
City of San Luis Obispo	67.54	88.30	73.47	143.80	257.53	182.85	97.12	227.39	134.34	8.86	4.31	7.26	-0.21	-3.41	-2.41	8.63	8.63	4.68
City of Morro Bay	56.95	84.54	64.83	125.82	233.60	165.98	71.66	197.50	107.61	-9.54	6.10	-4.28	-5.62	-4.15	-2.61	-14.63	-14.63	-6.78

For the Week of May 26, 2024 to June 01, 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	60.64	73.41	64.29	170.10	190.12	176.63	103.15	139.57	113.56	0.68	-0.88	0.16	-2.65	-3.98	-3.17	-1.99	-4.82	-3.01
City of Paso Robles	60.53	79.35	65.91	180.86	304.61	223.42	109.48	241.71	147.26	-5.49	-8.75	-6.64	1.92	1.36	1.20	-3.67	-7.51	-5.51
City of Pismo Beach	61.35	80.23	66.74	224.65	351.45	268.20	137.82	281.99	179.01	6.79	1.07	4.76	-2.89	-2.38	-3.23	3.71	-1.33	1.38
City of San Luis Obispo	62.87	76.97	66.90	159.58	227.84	182.02	100.33	175.37	121.77	2.39	-0.26	1.50	-2.88	-3.78	-3.47	-0.56	-4.03	-2.01
City of Morro Bay	57.63	76.45	63.01	142.13	187.78	157.95	81.92	143.56	99.53	4.25	12.87	7.09	-2.74	-5.15	-3.20	1.40	7.06	3.66

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	\$ 1,297,863	\$ 1,245,883	-4.0%
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	\$ 1,057,478	\$ 1,037,499	-1.9%
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	\$ 1,039,589	\$ 1,024,869	-1.4%
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	\$ 993,400	\$ 986,681	-0.7%
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	\$ 770,599	\$ 757,010	-1.8%
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	\$ 628,735	\$ 628,344	-0.1%
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	\$ 554,408	\$ 621,595	12.1%
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	\$ 735,450	\$ 687,480	-6.5%
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	\$ 807,997	\$ 850,157	5.2%
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	\$ 1,056,663	\$ 1,004,872	-4.9%
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	\$ 910,508		
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	\$ 1,160,330		
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	\$ 11,013,020	\$ 8,844,390	

*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	54.3	7.7%	136.18	139.69	2.6%	68.59	75.79	10.5%
February	65.9	59.7	-9.4%	156.67	152.68	-2.5%	103.3	91.2	-11.71%
March	64.0	67.9	6.1%	159.72	160.49	0.5%	102.16	108.93	6.63%
April	73.8	72.1	-2.3%	191.52	187.59	-2.1%	141.40	135.30	-4.31%
May	67.5			181.38			122.36		
June	74.2			206.77			153.52		
Total/Average	67.71		0.01	\$ 177.13		-0.01	\$ 121.71		0.00

Updated: 06/06/2024



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

PR ACTIVITY						
Implementation/Proactive Work						
Hosted three media events and met with four media individually across three counties on Southern California Media Mission						
Began planning for travel influencer Karina Henry's upcoming stay						
Began planning for sustainability influencer Ashey Diedenhofen's upcoming stay in partnership with Kind Traveler and Visit California						
Met with San Diego-based media Brandon Hernandez after the SoCal Media Mission						
Continued planning for sustainability influencer Delilah Harvey's upcoming stay						
Attended Visit California's influencer strategy webinar						
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign						
Responsive leads						
Pitched "Teenifornia" and "Pride Month" story ideas to Visit California						
Pitched "Farm & Agriculture", "Winery Events", "Late Summer Road Trips", "Where to U-Pick", "Wine Tours", "Family Summer on the Coast", "Wineries on the Central Coast", "Pet Friendly Travel", "Sports Activities", "LGBTQ Travel", "Native/Indigenous History & Culture" and "Alternative Transportation" to Central Coast Tourism Council						
Partnerships						
Began working on Downtown Summer Spending campaign with the City						
Continued planning for SoCal Spring Media Mission with DCI						
Continued working with Badger Branding on Downtown Neighborhood Map						
Met with Petit Soleil's new PR team						
Continued working with the City, DCI, Noble and Badger Branding on Sustainable SLO marketing plan						
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF	
EAT THIS, NOT THAT	7 Best Fitness & Wellness Adventures in San Luis Obispo	7,541,711.00	\$69,760.00	Outdoor	MEDIA HOSTING	
MOVIE MAKER MAGAZINE	SLO International Film Festival Wraps 30th Anniversary With Plans for New SLO Film Center	239,000.00	\$42.55	Cultural	MEDIA HOSTING IN PARTNERSHIP W/SLOIFF	
KSBY	City Farm SLO welcomes the Sheep Shearing Shindig back to the Central Coast	478,000.00	\$39.54	Family	PROACTIVE PITCHING	
TIMEOUT	The best Pride parades and festivals in the U.S. to celebrate LGBTQ rights	19,000,000.00	\$895.51	Cultural	PROACTIVE PITCHING FROM DCI	
TRAVEL PULSE	Six Lesser-Known Pride Celebrations to Consider in June	405,000.00	\$62.77	Cultural	PROACTIVE PITCHING FROM DCI	
GREEN LODGING NEWS	Every Hotel Stay Plants Trees in San Luis Obispo as Part of Every Stay Gives Back Program	2,000.00	\$0.94	Sustainability	PROACTIVE PITCHING IN PARTNERSHIP W/KIND TRAVELER	
JEWISH JOURNAL ONLINE	Embracing the Heart of Giving: VolunTourism in San Luis Obispo	190,000.00	\$32.82	Sustainability	RESPONSIVE PITCHING IN PARTNERSHIP W/VISIT SLO CAI	
VISIT CALIFORNIA	Pride Month Across California	230,243.00		Cultural	RESPONSIVE PITCHING	
MSN TRAVEL	10 Underrated Destinations for Father's Day	157,190,000.00	\$15,444.86	Family		
REDFIN BLOG	Summer Lovin' in SLO: Summer Things to Do in San Luis Obispo, CA	33,300,000.00	\$2,173.22	Cultural		
KTLA	Announcing the SLO Film Center at the Palm Theatre	8,070,000.00	\$1,406.75	Cultural		
YAHOO UK	The revival of California's vintage motels – thanks to Barbie, Instagram and a cult new coffee table book	2,940,000.00	\$194.05	Cultural		
WTMJ	Best U.S. cities to travel to with your dog	1,250,000.00	\$132.89	Family		
TINYBEANS	We Tried Amtrak's Pacific Surfliner & Here's Why It's the Perfect Family Getaway	1,090,000.00	\$81.06	Family		
KSBY	Two San Luis Obispo hotels receive Michelin Guide recognition	478,000.00	\$39.54	Cultural		
BLOGARAMA	12 Pros and Cons of Moving to San Luis Obispo, CA: A Guide for Renters	125,000.00	\$11.15	Cultural		
PASO ROBLES DAILY NEWS	New collaborative film center opening in San Luis Obispo	85,000.00	\$6.39	Cultural		
THE WILDEST	The 10 Most Dog-Friendly Cities for Summer Vacation	37,000.00	\$4.19	Family		
REPORT WIRE	The Ultimate San Luis Obispo, CA Bucket List	5,000.00	\$1.15	Cultural		
TOTALS						
		19	232,655,954.00	\$90,329.38		
		TOTAL YTD	3,391,084,251.00	\$1,313,783.78		
		167	3,623,740,205.00	\$1,404,113.16		

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

MAY 2024

VISITOR INTERACTION			
	May 2023	Apr 2024	May 2024
Walk-ins	6,752	5,289	6,265
Phone Calls	572	199	155
Emails & Digital	1,028	1,386	1,320

CALLS TO 877-SLO-TOWN			
	May 2023	Apr 2024	May 2024
Calls	50	29	23

HOTEL REFERRALS			
	May 2023	Apr 2024	May 2024
Referrals	1,126	41	29

HOTEL AVAILABILITY TRACKER			
	May 2023	Apr 2024	May 2024
Email	135	118	142
Phone Calls	326	130	135

INFORMATION REQUESTS		
	May 2023	May 2024
Fulfilled	N/A	64

EVENTS SHARED		
	May 2024	YTD
VisitSLO.com	97	208

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	5%
Europe	49%
Australia/NZ	14%
UK	10%
N. America	9%
C. America	2%
S. America	9%
<i>Domestic Travelers</i>	
West Coast	21%
Southwest	8%
Midwest	22%
South	26%
East Coast	24%
<i>California Travelers</i>	
Northern CA	24%
Central Coast	44%
Central Valley	2%
Desert	0%
Southern CA	30%

VISITOR CENTER ACTIVATIONS	
Visitor Center at SLO Farmer's Market (Thursday)	

VISITOR CENTER HIGHLIGHTS	
1) Organizing the Visitor Center out at Thursday Farmers' Market after Memorial Day.	
2) Getting the hotel occupancy for graduation to be able to best direct our guests	
3) Providing resources and events fliers to our hotel partners	



Agency Report · May 2024

SLO-TBID



Agency Report

May Activity & Performance

What's Ahead:

- Quarterly Marketing Plan FY23-24:

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

Paid Media

Paid Search

In May, paid search drove **26,234 impressions (+3% YoY)**, **3,215 clicks (-12% YoY)**, **12.26% CTR (-15% YoY)**, a **68.21% conversion rate (+104% YoY)**, a \$3.54 average CPC (**+6% YoY**) and **6,672 sessions (-10% YoY)** while driving **1,722 hotel referrals (+72 YoY)**, **139 homestay referrals (+70% YoY)**, and **256 things to do referrals (+169% YoY)** at a 9% decrease in cost YoY.

Campaigns - PoP								
	Campaign	Campaign ty...	CTR	% Δ	Conv. rate	% Δ	Conversions	% Δ
1.	Pet Friendly Hotels	Search Only	25.98%	-6.9% ↓	108.61%	0.0% ↓	332.35	-14.1% ↓
2.	Cal Poly	Search Only	22.21%	-8.1% ↓	100.53%	21.9% ↑	218.15	-18.4% ↓
3.	B&B	Search Only	20.94%	-1.6% ↓	70.93%	-0.7% ↓	91.49	-44.1% ↓
4.	Things To Do	Search Only	14.72%	-19.1% ↓	29.94%	-9.5% ↓	323.99	-22.2% ↓
5.	Luxury Hotels	Search Only	12.45%	-13.4% ↓	37.21%	1.3% ↑	45.77	-18.5% ↓
6.	Downtown Hotels	Search Only	11.7%	-21.0% ↓	79.74%	23.7% ↑	118.01	-22.7% ↓
7.	Best Hotels	Search Only	11.19%	-2.4% ↓	60.61%	-23.2% ↓	121.22	-44.2% ↓
8.	Boutique Hotels	Search Only	10.89%	-17.1% ↓	76.34%	-0.1% ↓	98.47	-44.2% ↓
9.	Top Hotels	Search Only	10.03%	-4.9% ↓	59.22%	-16.0% ↓	86.46	-48.7% ↓
10.	DSA - Landing Page	Search Only	9.25%	-13.6% ↓	88.79%	59.0% ↑	149.16	-3.6% ↓
11.	Discount Hotels	Search Only	8.86%	-26.3% ↓	71.54%	-0.5% ↓	68.68	-50.8% ↓
12.	Hotels Generic	Search Only	8.04%	-29.2% ↓	100.05%	9.4% ↑	404.22	-6.8% ↓
13.	Motels	Search Only	7.61%	-22.6% ↓	95.13%	11.2% ↑	180.75	30.4% ↑
	Grand total		12.26%	-17.4%...	67.07%	3.0% ↑	2,238.73	-22.0%...

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 **1,168,614 impressions (-54% YoY)**, **564,493 users reached**, and **21,194 clicks (-30% YoY)** across Facebook and Instagram with a **1.81% CTR for FB/Instagram (+53% YoY)** for 12,043 sessions (**+3% YoY**) while driving **47 hotel referrals (+96% YoY)**, **9 Homestay referrals (+50% YoY)**, and **28 things to do referral (+600% YoY)** at a 44% decrease in cost YoY.

Over the last several months we have been optimizing our campaigns to drive higher quality leads and improve conversion rates for our campaigns.

	Campaign name	Impressions	CTR (all)	CPC (all)
1.	Hello SLO Life Outdoor	416,696	1.53%	0.44
2.	Hello SLO Life 65+	305,097	2.21%	0.49
3.	Hello SLO Life Wine & Dine	137,050	2%	0.54
4.	Hello SLO Life Relaxation	135,574	1.45%	0.6
5.	Hello SLO Life Remarketing	105,455	1.52%	1.52
6.	Hello SLO Life Families	68,742	2.59%	0.39

Display

Display drove **2,328,418 impressions (+232% YoY)**, **4,076 clicks (-62% YoY)**, a **0.18% CTR (-88% YoY)**, a **1.38% conversion rate (+60% YoY)** and **2,537 sessions (-53% YoY)** while driving **31 hotel referrals (-40% YoY)**, **7 homestay referrals (-46% YoY)**, and **8 things to do referral (+60% YoY)**, at a 32% decrease in cost YoY.

As Google transitions away from traditional static display ads, we expect to continue to see decreases in performance for these types of static ads. New ad formats such as Performance Max and Demand Gen ads allow Google to utilize machine learning and AI to improve performance by dynamically switching out headlines, descriptions, and other assets. We will continue to build out

and shift budget to more ads for these types of ads to utilize these new tools and continue to drive higher levels of engagement and performance across the display networks.

Campaigns - PoP								
Campaign	Campaign ty...	CTR -	% Δ	Conv. rate	% Δ	Conversions	% Δ	
1. Display Outdoor	Display Only	0.22%	-18.6% ↓	0.16%	-40.6% ↓	1	0.0%	
2. Display Families	Display Only	0.2%	-0.7% ↓	0.25%	-	1	-	
3. Display 65+	Display Only	0.2%	-2.7% ↓	1.05%	65.9% ↑	14	-17.6% ↓	
4. Display Wine & Dine	Display Only	0.17%	-44.2% ↓	0.77%	522.4%...	2	100.0%...	
5. Display Relaxation	Display Only	0.15%	3.5% ↑	2.18%	383.1%...	15	200.0%...	
6. Display Retargeting	Display Only	0.15%	-27.9% ↓	2.79%	88.0% ↑	25	-19.6% ↓	
Grand total		0.18%	-12.4%...	1.38%	89.0% ↑	58	5.3% ↑	

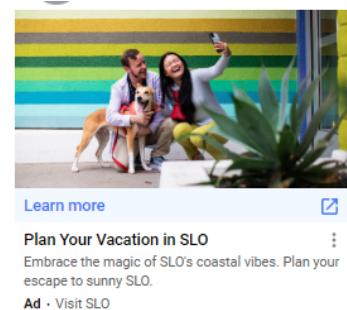
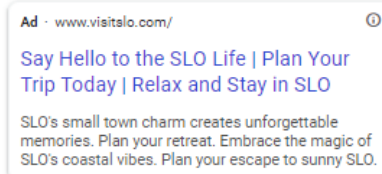
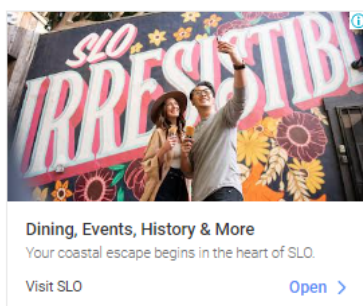
This graph shows PoP data as YoY comparisons within the GA4 dashboard are not available, as GA4 was implemented less than one year ago.

Impressions 2,328,418 ↑ 232.4% from previous year	Paid Clicks 4,076 ↓ -62.1% from previous year	Paid CTR 0.18% ↓ -88.6% from previous year	Spend \$3,453.08 ↓ -31.7% from previous year	Avg. CPC \$0.85 ↑ 80.2% from previous year	Cost / conv. \$59.54 ↑ 9.5% from previous year
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Performance Max (PMAX)

Performance Max campaigns drove 23,365 impressions, 2,627 clicks, an 11.24% CTR, a 33% conversion rate and 2,879 sessions while driving 49 hotel referrals, 1 homestay referral and 526 things to do partner referrals at a total spend of \$733.

PMAX Ad Examples:





Demand Gen

Demand Gen campaigns drove 31,689 impressions, 594 clicks, a 1.87% CTR, a 7.79% conversion rate and 418 sessions while driving 34 hotel referrals, 10 homestay referrals, and 4 things to do partner referrals at a total spend of \$737.

Proactively monitored and optimized paid media placements (\$36,840 spend).

Email Marketing

Monthly Newsletter

In May, we sent two newsletters to all subscribers. The first email focused on spring events and highlighted SLO's Kind Traveler initiative. The second email focused on downtown SLO, local shopping, dining options, and the chance to win a sustainable trip. In May, our newsletters drove 1,216 sessions (+257% PoP), 152 total partner referrals (+300% PoP), 60 hotel referrals (+233% PoP), had an average engagement rate of 63% (+34% PoP), an average session duration of 2m 44s (+34% PoP), and an average pages/session of 2.91 (+40% PoP).

Key Takeaway: Both emails in May showed high levels of engagement when looking at the engagement rate, pages per session, and average engagement time. The email that prioritized downtown SLO, local shopping and dining options and the chance to win a sustainable trip drove 5x as many partner referrals and over twice as many hotel referrals.



Fresh Spring Events in SLO

Step into springtime in SLO by immersing yourself in vibrant events. Dive into the rhythm at the Shabang festival for a music-filled adventure, or revel in the enchanting beauty of a garden getaway. (And who else just can't wait for Concerts in the Plaza this summer?!)

[Explore Events](#)

May Newsletter Snapshot | Fresh Spring Events in SLO

- **Send Date:** Friday, 5/3/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 21,741
- **Open Rate:** 46.9%
- **Click Rate:** 2.9%
- **Number of Website Sessions:** 686
- **Average Session Duration:** 2:18
- **Pages / Session:** 2.67

- **Engagement Rate:** 62.83%
- **Total Partner Referrals:** 25
- **Total Lodging Referrals:** 12



What's Up in Downtown SLO?

Explore everything the city and county have to offer, using downtown as your central hub. Whether it's wandering through farmers' markets, catching free concerts, or immersing yourself in the diverse culture, natural beauty, and culinary delights, downtown San Luis Obispo has it all. Set out from here to discover wineries, beaches, and attractions galore. From soaking in history at [Mission San Luis Obispo de Tolosa](#) to exploring family-friendly [museums](#), browsing quaint boutiques, and savoring local delicacies like coffee, ice cream, and farm-to-table fare, every moment promises an unforgettable experience. So come on down and make every day your best day yet!

[Explore Downtown](#)

May Newsletter Snapshot | What's Up in Downtown SLO?

- **Send Date:** Wednesday, 5/22/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 22,127
- **Open Rate:** 49.9%

- **Click Rate:** 2.8%
- **Number of Website Sessions:** 485
- **Average Session Duration:** 3:00
- **Pages / Session:** 3.30
- **Engagement Rate:** 63.71%
- **Total Partner Referrals:** 125
- **Total Lodging Referrals:** 46

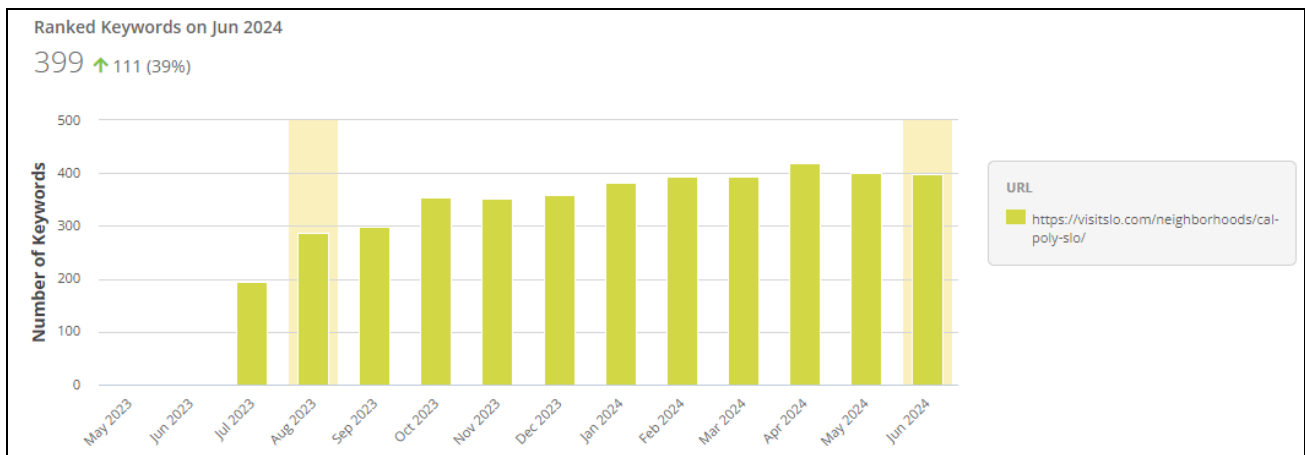
Search Engine Optimization (SEO) & Content Creation

Organic search traffic decreased 5% period-over-period and increased 38% year-over-year.

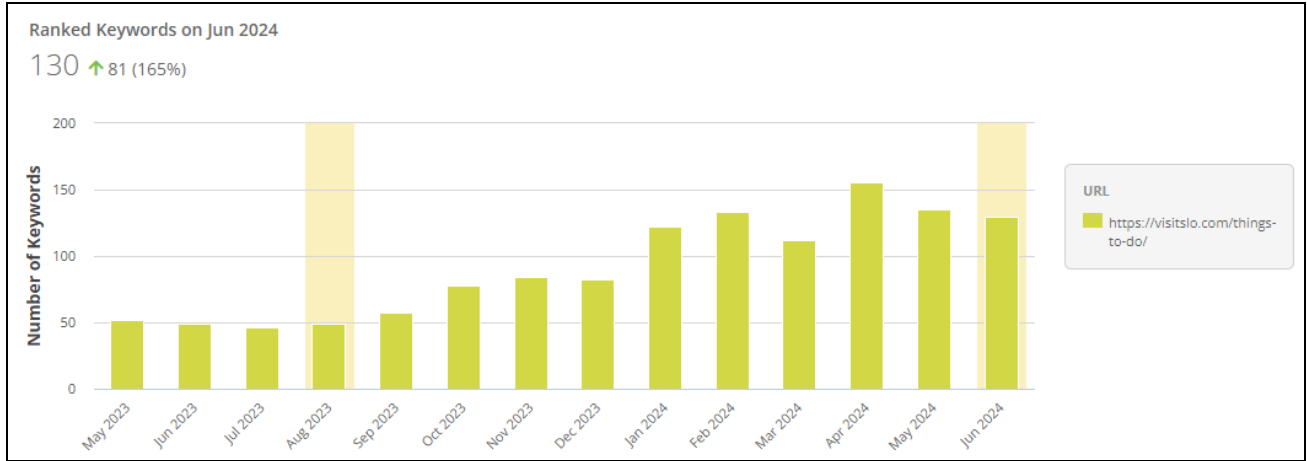
Organic search generated 841 hotel partner referrals (+143% YoY), 54 homestay partner referrals (+80% YoY), and 2,120 things to do referrals (+89% YoY). YoY Average Session Duration increased by 159%, and pages per session increased by 32%.

Page 1 keywords increased to 1,191 (+35% YoY), and total keywords decreased to 4,838 (+37% YoY). In May, we optimized the Avila Beach page and the San Luis Obispo Hikes page. We are continuing to monitor SEO performance across all of our pages since our new website launched last July, and are seeing good organic improvements across the board.

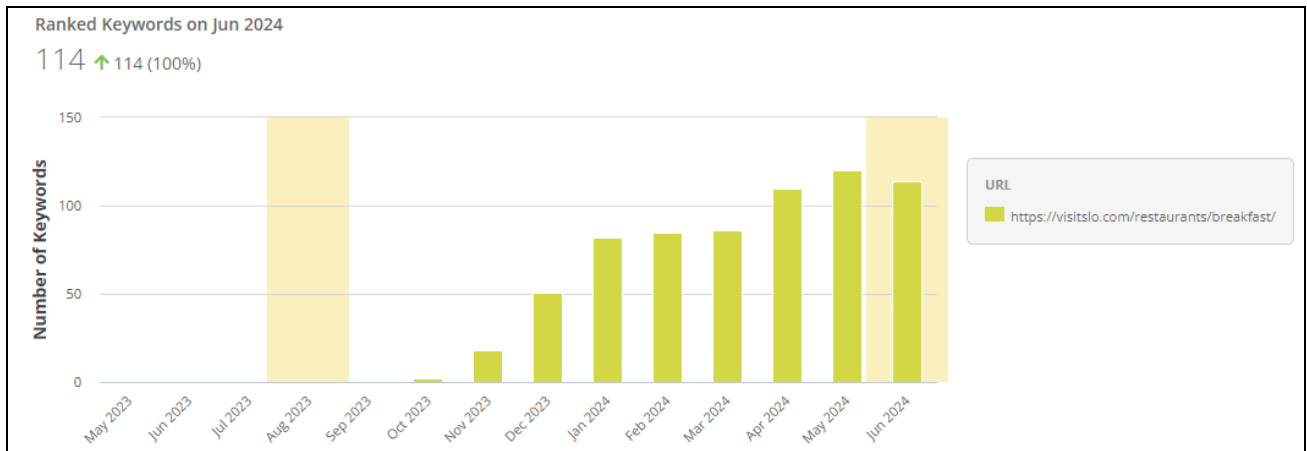
Cal Poly Page (Optimized in November)



Things to Do Page (Optimized in January)

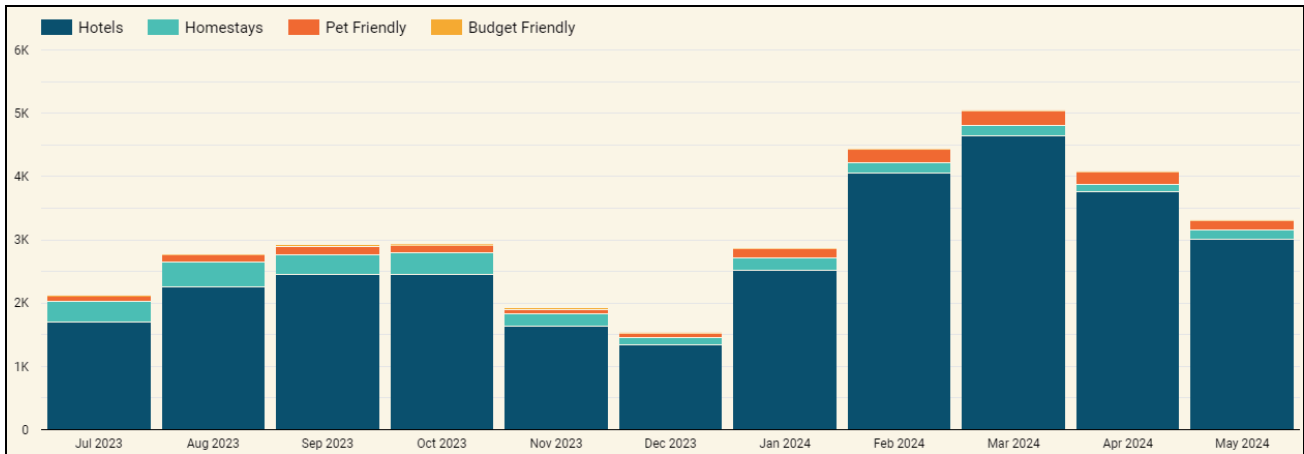
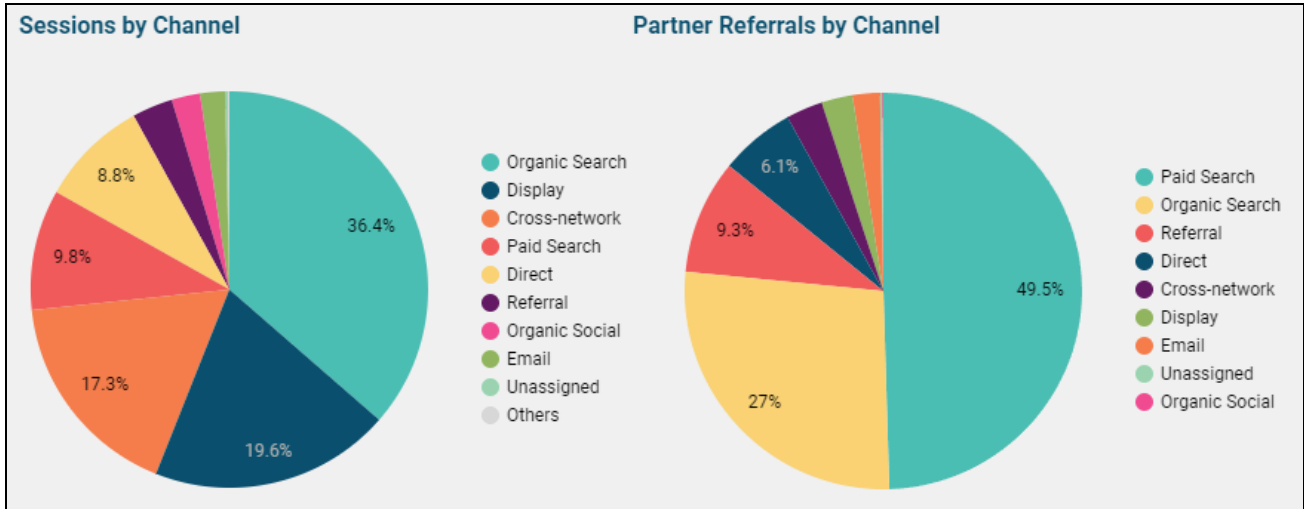


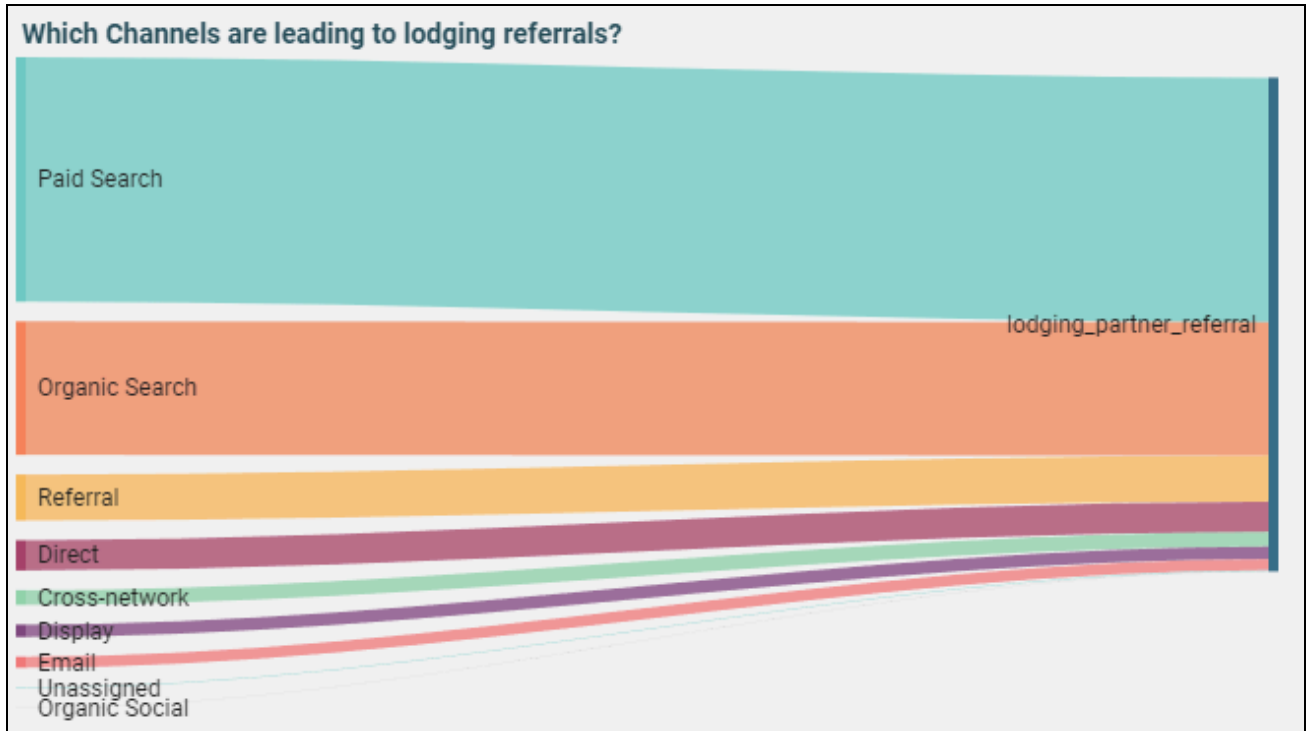
Breakfast Page (Optimized in February)



Website

In May, the website saw 66,880 total sessions (+24% YoY). The highest engagement rates came from organic search, email, and referral traffic. May saw an average of 1.93 pages per session (+28% YoY) and an average session duration of 1:52 (+93% YoY). In May we saw 3,403 Hotel Referrals (+97% YoY), 354 Homestay referrals (+85% YoY), and 3,244 Things to Do referrals (+100% YoY).





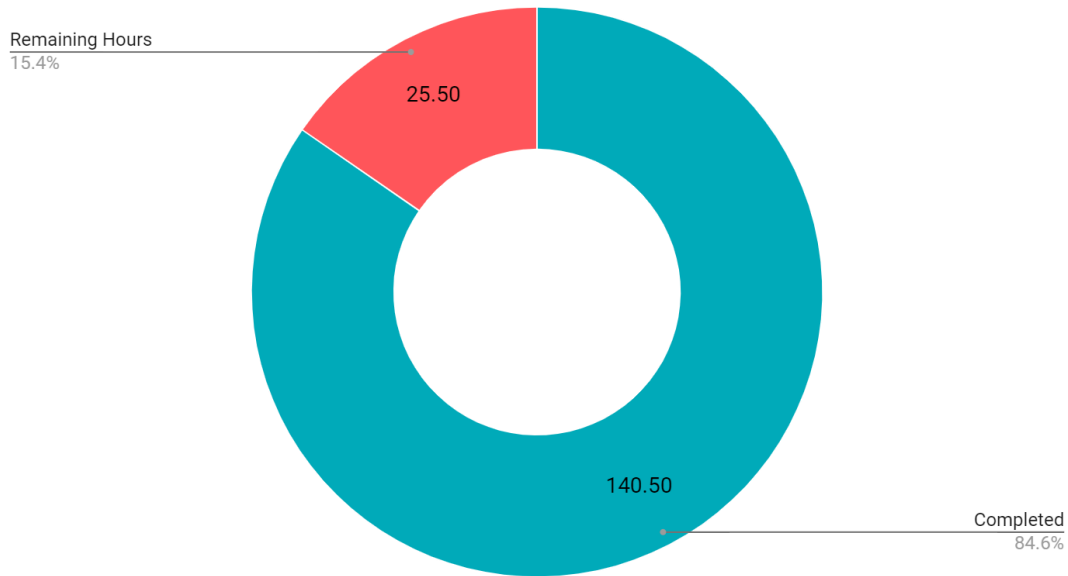
MRO Updates:

Plugins:

- Plugins and Updates
 - WP core 6.5.3
 - Gravity Forms
 - Gravity Forms Mailchimp
 - Permalink Manager Pro
 - Events Calendar
 - Events Calendar Community Events
 - Events Calendar Pro
 - WP Hide Login
 - Yoast SEO
 - ACF Pro

Web Retainer

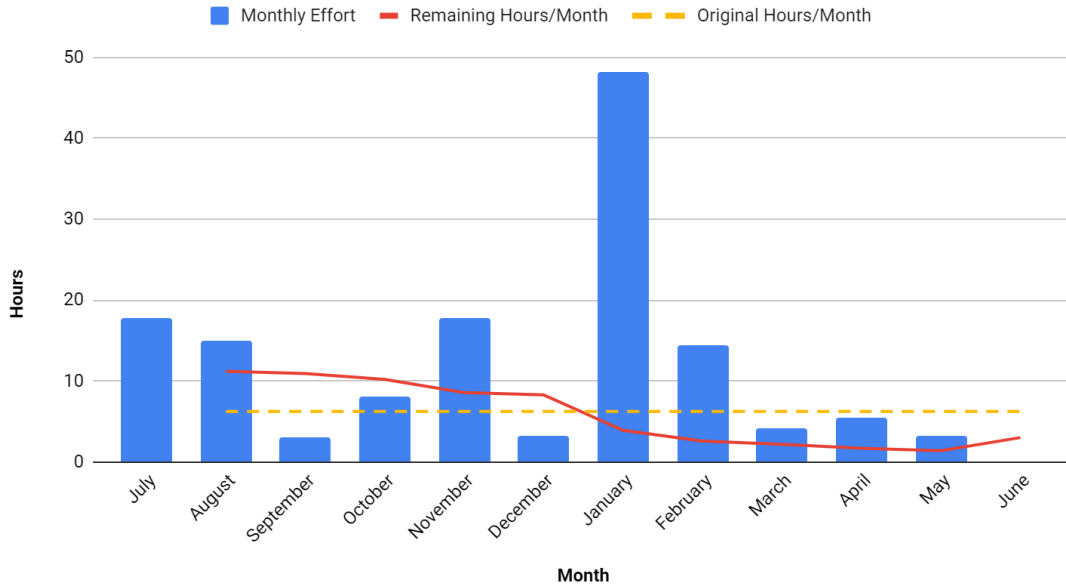
SLO Web Retainer | 2023/2024 - 166 Total Hours



Monthly Progress

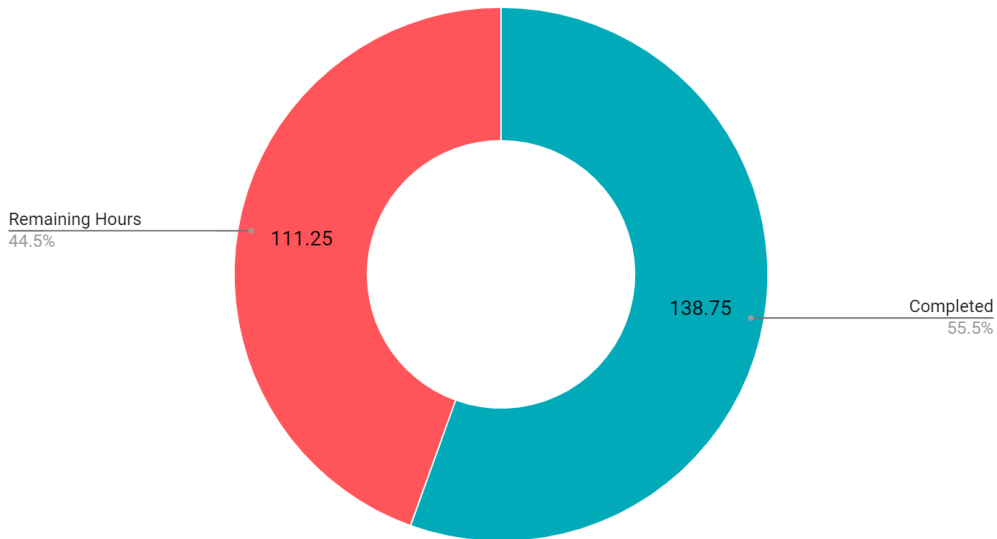
Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	3.25	Neighborhood page update support + fix for video upload

Hours: Planned vs. Actual



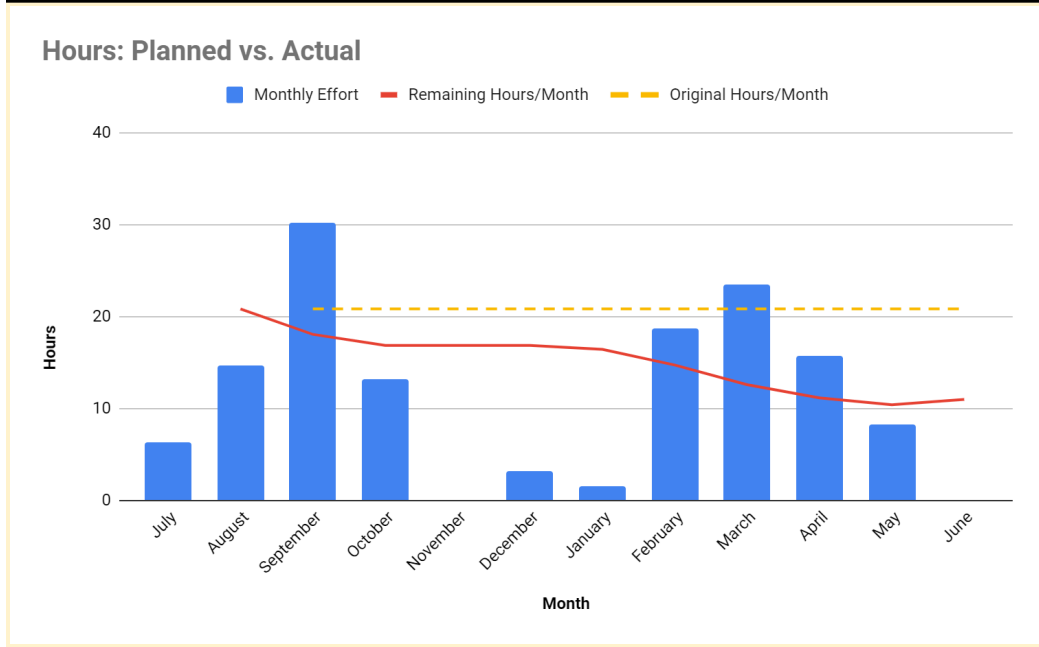
Creative Services

SLO Creative Services | 2023/2024 - 250 Total Hours



Monthly Progress

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	8.25	<i>SLO Retractable Banner Design</i>



PR And Media Relations

Proactive Pitching:

- One Town, Many Events
 - Pride and LGBTQ-friendly travel
 - Summer Travel (Mission Plaza Concert Series)
 - Wine and Sustainability

Media Relations: Pitching and Outreach

- Veronica Stoddart, Budget-friendly Vacations
- TimeOut, Best U.S. Memorial Day Weekend Getaways within 5 Hours from a major U.S. city
- Travel Market Report, Boutique Hotels
- Robin Smith, U.S. Events and Festivals
- Robin Smith, Agritourism Experience

Hosted Media Visits for May:

- Matt Meltzer, Fifty Grande, May 15-16

SoCal Coastal Media Mission

DCI coordinated a three county media mission spread across five days with two events hosted in Los Angeles and one in Orange County coupled with one-on-one meetings held in San Diego. Collectively, the Visit SLO team met with 21 journalists.

- **Santa Monica, May 13**

- The Potting Shed | 6:15-8:45pm
 - Alissa Bica (Wine & Spirits Magazine)
 - Chanin Victor (Freelance: Cali Mag)
 - Jennifer Chan (People Magazine)
 - Linda Laban (NY Post, Robb Report)
 - Neal Broverman (The Advocate, Equal Pride)
 - Samantha Leal (Travel + Leisure, The Cut)
 - Rena Nadar (LA Family Travel)

- **DTLA/Arts District, May 14**

- Manuela - 11:30am-2pm
 - Matthew Kaner (Men's Journal)
 - Kaila Yu (Business Insider)
 - Marina Szakin (TravelAge West)
 - Jason Heidemann (Expedia Group, Passport)

- **Newport Beach (OC), May 15**

- Dine + Duffy 4:30-7:30pm
 - Sharon Stello (Laguna Beach Magazine, Newport Beach Magazine)
 - Wendy Lee (InsideHook, TravelAwaits)
 - Christopher Trela (Newport Beach Independent, Orange County Business Journal)
 - Greer Wylder (Greer's OC)
 - Jim Benning (AAA)
 - Cindy Carcamo (LA Times)

- **San Diego, May 16 & 17**

- Desksides only
 - Carmen Varner (Tasting Table)
 - Brandon Hernandez (San Diego Beer News)
 - Ron Donoho (The San Diego Sun)
 - Joanne & Tony DiBona (USA Today)

DCI 2023-24 SLO Coverage Grid:

- https://docs.google.com/spreadsheets/d/1X5vv8eqMyV4HSLq4nod-fio_XtbqSyap54Hau1wV7yY/edit#gid=1486951543

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT




May 2024



INSTAGRAM

In May, we saw an increase of just over 600 followers. Our impressions and engagements slightly decreased due to more static image posts than reels than in the previous month. Our engagement rate shot up by 38% and remains within the industry standard of success.

TOP POSTS:

 <p>Craving more weekends that look like this? Hop on the AmTrak! The train to San Luis Obispo offers a convenient and stress-free...</p> <p>Impressions: 23,053</p>	 <p>3 Unique Ways To Move Your Body in SLO The Pad SLO (@thepadlo) - Indoor rock climbing? Say less! Test your...</p> <p>Impressions: 14,232</p>	 <p>WE'RE STILL STANDING! We're kicking off Central Coast Pride 2024 in San Luis Obispo! May 31st - June 2nd the mo...</p> <p>Impressions: 11,243</p>
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Followers: 31,689 (↑ 2%)

Total Follower Gain: 611

Total Posts: 182

Total Impressions: 667,705 (↓ 33%)
(includes both organic & paid)

Total stories: 160

Total Engagements: 9,280 (↓ 7%)

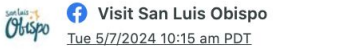

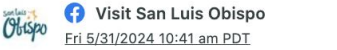

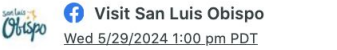

Engagement Rate: 1.4% (↑ 38%)



FACEBOOK

In May, we saw a decrease in analytics across the board. While this is disappointing, it is explained because music licensed for use on Instagram isn't necessarily usable on Facebook. Since we mirror content from Instagram, some of the reels we share to Facebook get pulled down by the platform. This results in fewer videos being posted on Facebook, which reduces impressions and engagement rates. Paid ads were also reduced by 40% which affects our impressions. The audience decrease is a result of the Pride Fest 2024 post.

TOP POSTS:

 <p>Visit San Luis Obispo Tue 5/7/2024 10:15 am PDT</p> <p>Guide to SLO Wildflowers this Spring 🌻🌻 🌻 Visit blooming spots – SLO roads are bordered with wildflowers around every...</p> 	 <p>Visit San Luis Obispo Fri 5/31/2024 10:41 am PDT</p> <p>WE'RE STILL STANDING! 🏳️‍🌈🌻 We're kicking off Central Coast Pride 2024 in San Luis Obispo! May 31st – June 2nd the mo...</p> 	 <p>Visit San Luis Obispo Wed 5/29/2024 1:00 pm PDT</p> <p>MUST-SEE VIEWS IN SLO 🏡 Looking for the most scenic spots in San Luis Obispo? Start with these unbelievable views that...</p> 
Impressions 4,485	Impressions 2,114	Impressions 1,892

Page Followers: 98,570 (➡ 0%)

Total Net Audience Growth: -32

Total Posts: 13

Total Impressions: 1,057,828 (⬇ 41.5%)

Total Organic: 37,980 (⬇ 65%)

Total Engagements: 906 (⬇ 90%)

Engagement Rate: .1% (⬇ 83%)



TIKTOK

As referenced in last month's report, we shifted gears from Pinterest to Tiktok to get more ROI for our efforts and put our content on a more engaging platform, better suited for our message. We've increased in followers, post views, comments, and profile views over the last month.

TOP POSTS:

Your top posts ^①

Most views

Most likes

New followers

1



BBQ IN DOWNTOWN SAN LUIS OBISPO, need we say more? 🙄

993 views in the last 28 days

2 wk. ago

2



3 Unique Ways To Move Your Body in SLO 🤸🏻‍♀️ 🧑🏻‍🎓 The Pad SL...

990 views in the last 28 days

1 mo. ago

3



Your sign to hop on the next train to San Luis Obispo 👉

98 views in the last 28 days

Posted on Apr 30

Followers: 842 (↑16%)

Followers Gained: 86

Post Views: 2,367 (↑9%)

Profile Views: 95 (↑13%)

Likes: 65 (↓57%)

Shares: 2 (↓66%)

Comments: 5 (↑150%)

Total Viewers: 1,928 (↑19%)



LINKEDIN

In May, we saw an increase in followers and engagement rate. This means that new and existing followers who see our posts are engaging with it at an extremely high rate of 6.2%. Our impressions and engagements decreased overall due to not promoting specific events or deals within SLO, like SLO Film Fest or the Midweekend Campaign. This type of content usually has more shares and sends on this platform.

TOP POSTS:

The image displays three screenshots of LinkedIn posts from the 'Visit San Luis Obispo' page. Each post includes the page name, a date and time stamp, a main text block, a featured image, and engagement metrics (Impressions).

- Post 1:** Posted on Fri 5/10/2024 9:37 am PDT. Text: "Taking a Road-Trip? Plan Your Pit-Stop in San Luis Obispo! 🍷" with a link to https://lnkd.in/gAgs4B4W. Image: Interior of a cafe with a "FRESH BREAD" sign. Impressions: 125.
- Post 2:** Posted on Wed 5/29/2024 10:17 am PDT. Text: "Don't Let This Trip Stay in the Group Chat 📱🗣️" with a link to https://lnkd.in/d2g2Vq4j. Image: A woman with her arms raised next to a car in a field. Impressions: 96.
- Post 3:** Posted on Wed 5/15/2024 9:57 am PDT. Text: "PAW-sitively great news! Travel with your furry friend and bring them along for the adventure in San Luis Obispo 🐾..." Image: A person playing with a dog on a beach. Impressions: 85.

Total Audience: 339

Total Net Growth: 18

Total Posts: 4

Impressions: 471 (↓ 57%)

Engagements: 29 (↓ 55%)

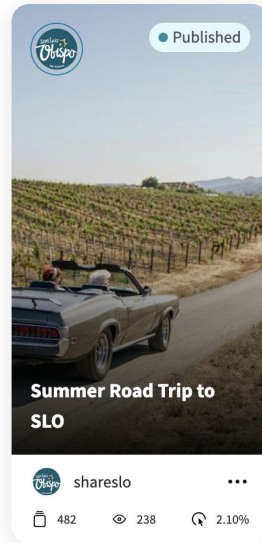
Engagement Rate: 6.2% (↑ 4.9%)



CA TRAVEL STORIES – CROWDRIFT

In May, we saw an increase in story views with an increased completion rate, which means more people saw our stories and watched the whole thing. Interaction rate decreased which means there were fewer swipe-ups, but still stays well above the industry standard of success.

TOP POSTS:



Total Posts: 2

Story Views: 914 (↑12%)

Story Impressions: 390 (↓40%)

Interaction Rate: 74% (↓2.8%)

(Average Rate: 67%)

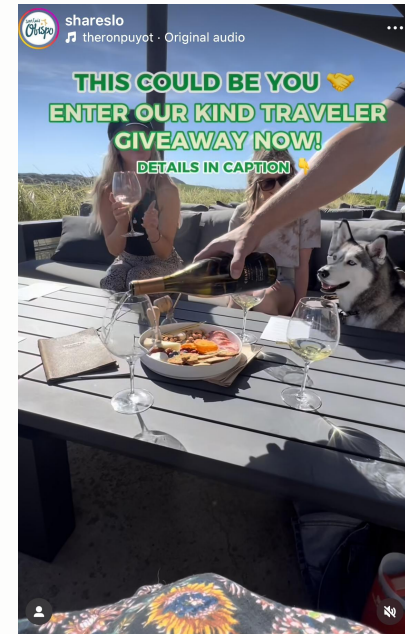
Completion Rate: 65.2% (↑1.8%)

(Average Rate: 52%)



WHAT WE WORKED ON THIS MONTH:

- Kind Traveler Partnership Reel / Giveaway
- National Bike Month in SLO
 - Reel (12.7K Views)
 - Refillable Water Stations in SLO
- Giveaways
 - Kind Traveler, Nexus SLO, Blues' Baseball, Live Oak, Drag Spectacular
- Amtrak Collaboration
 - Reel (32.3K Views)
- Launch Pride 2024 & promote Open Farm Days 2024
- Outdoor SLO
 - Must-See Views in SLO, 3 Unique Ways To Move Your Body
- New Businesses in SLO
- Spritz Season in SLO, BBQ in Downtown SLO



JUNE'S FOCUS:

-Summer Activities

-First Day of Summer, Concerts in the Plaza

-Pride Fest 2024

-Pride Event Round-Ups

-Date Night in SLO Reel

-Food / Bev

- Happy Hours in SLO, Wine Tasting in Downtown SLO

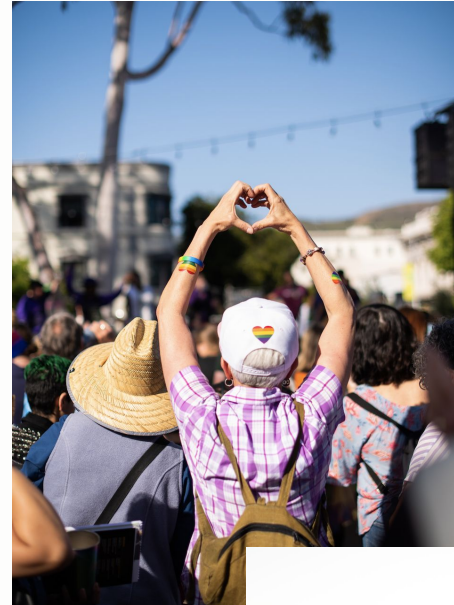
-Giveaways w/ @bluesbaseball, @midstatefair, @festivalmozaic

- Reels

-Father's Day Sustainable Shopping, Local's Guide to SLO, SLO History Fun Facts

-Sustainable SLO / Outdoor SLO

-Waterfall in SLO, EV Chargers in SLO, 3 Trails in Miossi Open Space



SLO Happenings Event Promotion Sponsorship

APPLICATION

EVENT NAME: Sustainable Ag Expo

EVENT DATE(S): November 11-13, 2024

EVENT VENUE LOCATION: Madonna Inn Expo +
Center of Effort

EVENT WEBSITE URL: sustainableagexpo.org

EVENT ORGANIZATION: Vineyard Team

X NON-PROFIT ___ FOR-PROFIT

ORGANIZATION ADDRESS: 5915 El Camino Real, Atascadero, CA 93422

ORGANIZATION'S WEBSITE URL: vineyardteam.org PHONE NUMBER: 805.466.2288

POINT OF CONTACT: Beth Vukmanic POSITION/TITLE: Executive Director

PHONE NUMBER: 805.466.2288

EMAIL: beth@vineyardteam.org

IS APPLICATION WRITER DIFFERENT FROM LISTED POINT OF CONTACT: SAME

*Please add application writer's contact information here if different:

FOR INTERNAL USE ONLY

Application Date:	Application Status:
Committee Review Date:	Total Net Score:
Estimated # of Room Nights:	
Committee Notes:	

EVENT QUESTIONS

1. Event Description:

The Sustainable Ag Expo (Expo)'s popular educational seminars and tradeshow attract wine industry professionals to San Luis Obispo. The multi-day, mid-week, off-season event is celebrating its 19th year in November 2024. High quality national speakers entice attendees from all parts of California as well as other states.

2. Describe how you track your event, success and attendees (ticket sales, actual event attendance, attendee demographics, survey of event satisfaction, etc.)

Event metrics are tracked through attendance. Tickets are sold through a CRM system that captures the attendee's address so we can identify what area they are visiting from. A post-event attendee survey evaluates event satisfaction. Survey responses as well as verbal feedback during the event are recorded and reviewed annually while planning for the next Expo.

3. Describe your event's target audience (including but not limited to age, interests, area of residence, household income, families/couples, etc.)

The audience at the Expo includes agriculture stakeholders: farmers, pest control advisors, researchers, government representatives, ag vendors, press, and university personnel. In 2023, 68% of participants were non-local.

4. Historical event attendance (n/a if first time or startup event. An annual event with a new series, speaker, team, musician or show does not constitute as a new event)

In 2023, total attendees were an impressive 527. Non-local visitors represented 68% of total attendees. Assuming a \$185.50 ADR and 4-night stay (\$742 per person), the value of non-local visitors was \$265,903.

5. Historical percentage of in-county versus out-of-area event attendees (must equal 100%)

- a. 32% of Local/In-County Event Attendees
- b. 68% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)
- c. n/a of New startup event

6. Expected total number of event attendees:

Back in person for the last two years, attendees continue to value the opportunity to connect with researchers and other farmers throughout the event. We expect participation to maintain at the successful 500+ attendees reached in 2023. The event continues to appeal to non-local attendees with two days of specialized seminars featuring national speakers on sustainable winegrowing practices, an expanded press plan, digital advertising, and the second year of the popular Monday night launch event.

7. Expected percentages of in-county and out-of-area event attendees

- a. 35% of Local/In-County Event Attendees
- b. 65% of Out-of-Area Event Attendees (Resides 50+ miles outside of SLO)

8. Provide information on event ticketing (ticket requirement, price range, ticket platform used, etc.)

Event passes range from \$225 to \$545 depending on the package. Tickets are sold through the user-friendly sustainableagexpo.org website.

9. Have you requested funding from other organizations/entities: ___Yes XNo
a. If yes, please provide the names of these organizations and funding entities:

10. What are you willing to offer the City and TBID members in exchange for the sponsorship funds for your event? SELECT ALL That APPLY

- Exclusive lodging partnership
 Promotion for event attendees tied to SLO lodging
 Complimentary tickets for additional promotional use
 Other:

11. Please provide any additional information on what sets your event apart from others taking place in San Luis Obispo:

Recent research by [Opinium](#) on the attitudes and perceptions of business travelers from the U.S. and Canada shows that, “Three-quarters of business travelers say that meeting in person is critical for building positive, long-term relationships...”

The Sustainable Ag Expo is the premiere educational event for the wine industry. Attendees seek out the San Luis Obispo based event to access knowledge from national sustainable winegrowing experts and to network with peers.

The Expo has already secured the event headliner – Fritz Westover – a highly popular, former, employee of Vineyard Team. Since moving to Texas in 2014, Fritz has continued to work with many California farmers and Vineyard Team. His strong California network is eager to hear him speak both at the Monday evening kickoff event and from the main stage.

New this year, we are showcasing our first ever equipment demonstration. Attendees will end day sipping local beer while they explore equipment that can improve their business.

This Expo takes place mid-week in November, during the travel off-season. The Expo has a 19-year track record and has successfully executed incremental expansion.

Using the November 2023 ADR of \$185.50, anticipating attendance of 530 with 65 percent non-local staying for four nights, the Expo will bring \$255,619 into San Luis Obispo.

In addition to lodging revenue, the positive economic impact to the city includes dining and food dollars spent in the city. The Monday evening kick-off event is located at SIP Certified sustainable vineyard and winery, Center of Effort, located right in the Edna Valley. The main event is contained at the Madonna Inn Expo facility so there is no stress on community resources.

530 attendees x 65% non-local x 4 nights x \$185.50 = \$255,619

The promotional plan includes targeted digital advertising in trade press, radio, social media, and other digital ads to generate pre-event press coverage promoting the benefits of attending the Sustainable Ag Expo and staying in Beautiful San Luis Obispo.

PROMOTIONAL PLAN –Please provide a promotional plan containing a detailed strategy outlining the below:

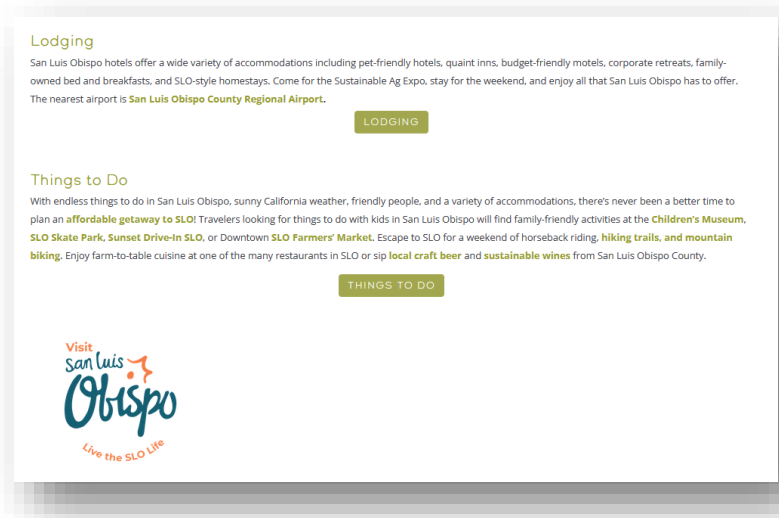
- 1) **Media Plan.** Out-of-area advertising/marketing sponsorship of the event including where, when, and how often advertisements will be placed. If available, it is strongly encouraged to include specific details on media placement (print, radio, tv, out of home media, social media, programmatic advertising, etc.) with projected reach, engagement and ROI of media tools.

Must be included in media plan, but not limited to:

- Media outlet
- Target audience
- Media placement
- Media timing
- Media cost
- TBID Stay in SLO Messaging

Sustainable Ag Expo Media Plan:

Media Type	Target Audience	Media Placement	Media Timing	Media Message	Media Cost
Digital	Trade	Facebook, Google Ads, Ag Net West radio, Wine Business Monthly, etc.	Fall	Attend Expo – Stay in Beautiful SLO	\$6,500
Print	Trade	Postcards (3K+)	Fall	Attend Expo – Stay in Beautiful SLO	\$1,500
Digital	Trade	Event website and event promotion of Discover SLO (see 2023 website image below)	Summer - Fall	Attend Expo – Stay in Beautiful SLO	\$0
Total					\$8,000



Sustainable Ag Expo Program Funding:

Out-of-area attendees are drawn to attend the Sustainable Ag Expo for the opportunity to learn from and interact with national experts in person. The event team has already secured highly sought-after experts from Cornell and Oregon State University and plans to bring in four total researchers to present throughout the two-day event.

$$4 \text{ expert researchers} \times 2\text{-}3 \text{ nights} \times \$185.50 = \$2,000$$

Total Grant Requested: \$10,000

- 2) Event Budget. Please provide a detailed event budget listing all available support and income sources. Budgeted marketing dollars should be included in your event budget.

Budget Plan:

Item	Income Source	Estimated Amount
Partners and Sponsors	Vineyard Team Partners	\$85,000
Attendees	Event Income	\$115,000
TBID	Grant	\$10,000
	Total	\$210,000

Central Coast Vineyard Team

Expo Profit and Loss

January - December 2022

	TOTAL
Income	
EXPO	214,597.75
Total Income	\$214,597.75
Cost of Goods Sold	
Credit Card Processing Fees	5,447.52
Total Cost of Goods Sold	\$5,447.52
GROSS PROFIT	\$209,150.23
Expenses	
1_Payroll Expenses	5,189.87
Events Expenses	84,094.04
Insurance Expense	805.89
Licenses & Fees	270.00
Professional Fees	12,805.00
Software Expenses	4,227.00
Staff/Volunteer Reimbursements	344.02
Website, Internet, Network	690.40
Total Expenses	\$108,426.22
NET OPERATING INCOME	\$100,724.01
NET INCOME	\$100,724.01

Staff

- Beth Vukmanic, Executive Director
- Hayli Macomber, Outreach & Education Coordinator
- Whitney Brownie, SIP Certified Coordinator

Board of Directors

- Molly Bohlman, [Niner Wine Estates](#)
- Carter Collins, [Viticulture Management Inc.](#) (Secretary)
- Paul Crout, [Helena](#) (Vice President)
- Fintan du Fresne, [Phase 2 Cellars](#)
- Sara Frazer, [Monterey Pacific](#)
- Gregory Gonzalez, [Coastal Vineyard Care](#) (President)
- Andrew Heilbrun, [Presqu'ile and ARC Vineyards](#)
- Mylène Hermier, [The Duckhorn Portfolio](#)
- Oliver Matthews, [Vineyard Professional Services](#)
- Lauryn Meissner, [Treasury Wine Estates](#)
- Zachary Merkel, [J. Lohr Vineyards & Wines](#)
- Matt Merrill, [Mesa Vineyard Management](#)
- Mindy Record, [JUSTIN](#)
- Denise Shurtleff, [Cambria Wines](#) (Treasurer)
- Danielle Taber, [The Fableist Wine Company](#)