



Promotional Coordinating Committee
AGENDA

Wednesday, June 12, 2024, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

The Promotional Coordinating Committee 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 of the meeting. Contact the City Clerk's Office at cityclerk@slocity.org or (805) 781-7114.

1. CALL TO ORDER

Chair Welch will call the Regular Meeting of the Promotional Coordinating Committee 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 THE REGULAR MEETING ON MAY 8, 2024</u>	5
3.b	<u>2023-24 COMMUNITY PROMOTION BUDGET REPORT</u>	11
3.c	<u>SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT</u>	13
3.d	<u>SLO CHAMBER GUEST SERVICES REPORT</u>	15
3.e	<u>SLO CHAMBER GRANT SUPPORT REPORT</u>	17
3.f	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	19

4. PRESENTATIONS

4.a **PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE (10 MIN)**

Representative from the SLO Chamber will present the report for the public relations activities that occurred over the past month.

4.b **DOWNTOWN SUMMER SPENDING PROMOTION (15 MIN)**

Staff will present the program plan for the new promotion, Downtown Summer Spending.

5. BUSINESS ITEMS

5.a **NEIGHBORHOOD CAMPAIGN UPDATE (30 MIN)**

The Neighborhood task force will present the recommended next steps in the Neighborhood Campaign for the committee's review and approval.

6. PCC LIAISON REPORTS AND COMMUNICATION

- 6.a CACP LIAISON REPORT – Liaison Assignments
- 6.b COMMITTEE OUTREACH UPDATE – Committee Report
- 6.c TBID BOARD REPORT – TBID Meeting Minutes: May 22, 2024
- 6.d TOURISM PROGRAM UPDATE – Staff Report

7. ADJOURNMENT

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for July 10, 2024 at 5:30 p.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 Promotional Coordinating Committee 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=61002&dbid=0&repo=CityClerk>



Promotional Coordinating Committee Minutes

May 8, 2024, 5:30 p.m.

City Hall, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Maureen Forsberg, Committee Member John Thomas, Committee Member Anni Wang, Committee Member Robin Wolf, Vice Chair Lori Lorian, Chair Samantha Welch

PCC Members Absent: Committee Member Lydia Bates

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

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on May 8, 2024 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Welch.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Approve Consent Items 3a to 3f.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Anni Wang

Second By Committee Member Forsberg

Ayes (6): Committee Member Forsberg, Committee Member Thomas, Committee Member Wang, Committee Member Wolf, Vice Chair Larian, and Chair Welch

Absent (1): Committee Member Bates

CARRIED (6 to 0)

3.a MINUTES OF THE REGULAR MEETING ON APRIL 10, 2024

3.b 2023-24 COMMUNITY PROMOTION BUDGET REPORT

3.c SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT

3.d SLO CHAMBER GUEST SERVICES REPORT

3.e SLO CHAMBER GRANT SUPPORT REPORT

3.f TRANSIENT OCCUPANCY TAX (TOT) REPORT

4. PRESENTATIONS

4.a PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE

Hollie West from the SLO Chamber presented the report for the public relations activities that occurred over the past month.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

4.b INDEPENDENCE DAY BANNER UPDATE

Staff and Badger Branding shared an update on the Independence Day banners.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a CULTURAL ARTS & COMMUNITY PROMOTIONS GRANT RECOMMENDATIONS

The CACP subcommittee presented the grant recommendations for the committee's review.

Public Comment:

Greg Ellis

Patty Thayer

Eric Veium

--End of Public Comment--

Motion By Committee Member Wolf

Second By Committee Member Thomas

To approve the Cultural Arts & Community Promotions Grant Recommendations, as recommended by the subcommittee.

Ayes (6): Committee Member Forsberg, Committee Member Thomas, Committee Member Wang, Committee Member Wolf, Vice Chair Lorian, and Chair Welch

Absent (1): Committee Member Bates

CARRIED (6 to 0)

5.b NEIGHBORHOOD CAMPAIGN RECAP & UPDATE

Staff and contractors provided a comprehensive recap and update on the status of the neighborhood campaign which began in May of 2021.

Public Comment:

Carrie Sundra

Jim Dantona

--End of Public Comment--

Motion By Committee Member Wolf

Second By Vice Chair Lorian

Form a taskforce, comprised of Chair Welch, Vice Chair Lorian, and Member Wolf, to look into logistics of the program and strategize ways to gather more public input. While the taskforce is active, pause spending on advertising for the project, with exception of Downtown as it operates independently from the overall neighborhood program.

Ayes (5): Committee Member Thomas, Committee Member Wang, Committee Member Wolf, Vice Chair Lorian, and Chair Welch

Noes (1): Committee Member Forsberg

Absent (1): Committee Member Bates

CARRIED (5 to 1)

5.c FY 24-25 COMMUNITY PROMOTIONS PROGRAM BUDGET

Staff presented the budget allocations for the FY 24-25 Community Promotions program budget and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Wang

Second By Committee Member Forsberg

To recommend the City Council approve the budget allocations for the FY 24-25 Community Promotions program budget, as presented by staff.

Ayes (6): Committee Member Forsberg, Committee Member Thomas, Committee Member Wang, Committee Member Wolf, Vice Chair Larian, and Chair Welch

Absent (1): Committee Member Bates

CARRIED (6 to 0)

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT – Liaison Assignments

6.b COMMITTEE OUTREACH UPDATE – Committee Report

6.c TBID BOARD REPORT – TBID Meeting Minutes: April 10, 16 & May 1

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on items the TBID has been working on.

6.d TOURISM PROGRAM UPDATE – Staff Report

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth and Economic Development & Tourism Manager Molly Cano provided an update on the Tourism Program.

7. ADJOURNMENT

The meeting was adjourned at 7:50 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for June 12, 2024 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

APPROVED BY PROMOTIONAL COORDINATING COMMITTEE: XX/XX/2024

Community Promotions Budget 2023-24

Budget 2023-24	Amount
Budget	\$ 411,735
Total Budget	\$ 411,735

Expenditure Last Updated 6/7/2024

Expenditure	Allocated	Committed/Expended	Available Balance	Contractor
Grant Funding	\$ 100,000	\$ 100,000	\$ -	GIA Recipients
Grant Promotional Support Contract	\$ 30,000	\$ 30,000		Chamber of Commerce
Community Placemaking & Recovery Projects	\$ 53,243	\$ 52,650	\$ 593	Various
Visitor Services Contract	\$ 121,275	\$ 121,275		Chamber of Commerce
Public Relations Contract	\$ 50,000	\$ 50,000		Chamber of Commerce
Printed Maps	\$ 7,500	\$ 7,500	\$ -	Chamber of Commerce
Support Cost	\$ 5,000	\$ -	\$ 5,000	City Administration
Administration	\$ 44,735	\$ 44,735		City Administration
Total	\$ 411,753	\$ 406,160	\$ 5,593	



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	

May 2024 Grants-in-Aid and Cultural Arts & Community Promotions Marketing Support Activity

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	DS
RACE Matters SLO County	Belonging 2023: Braiding Water	X	X							
Central Coast Shakespeare Festival	Love's Labor Lost	X	X		X					
Orchestra Novo	Orchestra Novo Goes Hollywood, Pops ON The Sequel	X			X					
SLO Symphony	SLO Symphony 2023-2024 Classics Season	X	X		X	X				
Festival Mozaic	Mozart in the Mission	X			X	X				
Hospice SLO County	Light Up A Life	X	X		X	X				
Central Coast Roller Derby (CCRD, Inc.)	Central Coast Roller Derby 2023 Home Bouts	X	X		X	X				
Downtown SLO	27th Annual Concerts in the Plaza	X	X		X	X				
San Luis Obispo Master Chorale	Chants Encounter; Holiday Festival; All-Night Vigil	X	X	X	X	X			X	
SLO Overdose Awareness Day	SLO Overdose Awareness Day	X	X		X	X				
Cal Poly Corporation (on behalf of Cal Poly Arts)	Cal Poly Arts Jazz Series	X								
Canzona Women's Ensemble	Weaving Women's Voices	X	X	X	X	X			X	
Central Coast Ag Network dba City Farm SLO	3rd Annual Sheep Shearing Shindig	X	X	X	X	X	X			
Civic Ballet of SLO	Scarlet Ibis & Rodeo (formerly West Side Story)	X	X		X					
Five Cities Diversity Coalition DBA Diversity Coalition of SLO County	Women of Color Symposium	X	X							
Foundation of the Performing Arts Center	NORTH: The Musical	X								
History Center of SLO County	Opening Day at the Dallidet		X				X			
Saint Andrew Greek Orthodox	San Luis Obispo Greek Festival	X	X	X	X					

Church										
SLO Beaver Brigade	2nd Annual SLO County Beaver Festival	X	X	X		X	X		X	
SLO Climate Coalition	SLO County Earth Day Fair	X	X			X				
SLO International Film Festival	SLO International Film Festival	X	X			X	X			
SLO Museum of Art	Adam Parker Smith Exhibition	X	X							
SLO Repertory Theatre	Beehive - The 60s Musical	X	X							

*Black is current month, gray is past work
White boxes are GIA recipients, gray boxes are CACP recipients*

Boxes marked with "D" indicate that recipients knew about service and declined to utilize.

23 Total; 23 served to date or in progress

EC- Confirmed/added event(s) in local **Event Calendars**, including: SLO CAL, SLO Chamber, SLO Happenings

PR- Included event(s) in seasonal **Press Release** sent to local/regional media outlets

PC- Spoke with recipient(s) via **Phone Call** to review/discuss promotional opportunities and answer questions

VC- Prominently displayed printed promotional materials in **Visitor Center**; brochures, posters, etc.

SM- Promoted event(s) on SLO Chamber **Social Media** channels via press release from recipients

MTG- **Met with Groups** in person and offered public relations advice and support

ST- **Sold/are currently selling Tickets** for event(s) through the Visitor Center

HD - Included printed promotional material in **Hotel Distribution**

DS - Recipient **Declined Services**

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



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