



Promotional Coordinating Committee
AGENDA

Wednesday, February 12, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

The Promotional Coordinating Committee holds in-person meetings. Zoom participation will not be supported at this time. Attendees of City Council or Advisory Body meetings are eligible to receive one hour of complimentary parking; restrictions apply, visit [Parking for Public Meetings](#) for more details.

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 NOVEMBER 18 & JANUARY 8</u>	5
3.b	<u>2024-25 COMMUNITY PROMOTION BUDGET REPORT</u>	13
3.c	<u>SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT</u>	15
3.d	<u>SLO CHAMBER GUEST SERVICES REPORT</u>	17
3.e	<u>SLO CHAMBER GRANT SUPPORT REPORT</u>	19
3.f	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	21

4. PRESENTATIONS

4.a BIKE SHARE PROGRAM UPDATE

Sustainability staff will present an update on the previously presented draft RFP for a bike share program.

4.b PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE

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

4.c BUY LOCAL BONUS RECAP 23

Staff and contractors will present the results from the 2024 Buy Local Bonus program.

5. BUSINESS ITEMS

5.a MID YEAR BUDGET & PROGRAM PRIORITIES

Staff will present a budget status review for the committee's consideration and discussion.

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: January 8

25

6.d TOURISM PROGRAM UPDATE – Staff Report

7. ADJOURNMENT

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for March 12, 2025 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

January 8, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Lydia Bates, Committee Member Maureen Forsberg, Committee Member John Thomas, Committee Member Anni Wang, Committee Member Robin Wolf, Chair Samantha Welch

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

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on January 8, 2025 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

Item 3a pulled from Consent agenda and will be brought back at the next meeting.

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Thomas

Second By Committee Member Bates

To approved Consent agenda items 3b through 3f.

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

Absent (1): None

CARRIED (6 to 0)

- 3.b 2024-25 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
- 3.a MINUTES OF THE SPECIAL MEETING ON NOVEMBER 18, 2024

4. PRESENTATIONS

- 4.a PUBLIC RELATIONS, GRANT SUPPORT, AND GUEST SERVICES QUARTER REPORT (20 MIN)

Representatives from the SLO Chamber presented the Q2 report for Public Relations, CACP Support and Guest Services activities.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a SLO RESTAURANT MONTH UPDATE (15 MIN)

Tourism and Community Promotions Manager Jacqui Clark-Charlesworth presented an update on SLO Restaurant month.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 5.b CULTURAL ARTS & COMMUNITY GRANTS PROGRAM (25 MIN)

The Committee discussed the status of the Cultural Arts & Community Grants Program and appointed Chair Welch, Committee Member Thomas and Committee Member Bates to review the applications and provide recommendations as the subcommittee.

Public Comment:

None

--End of Public Comment--

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT – Liaison Assignments - None

6.b COMMITTEE OUTREACH UPDATE – Committee Report - None

6.c TBID BOARD REPORT – TBID Meeting Minutes: November 13 & December 11

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 provided an update on the Tourism Program.

7. ADJOURNMENT

The meeting was adjourned at 6:30 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for February 12, 2025, 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/202X



Promotional Coordinating Committee Minutes

November 18, 2024, 5:30 p.m.

Council Hearing Room, 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: 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 November 18, 2024 at 5:29 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:

Jim Dantona, SLO Chamber

Brianna Harris, SLO Chamber

--End of Public Comment--

3. CONSENT

Motion By Committee Member Wang

Second By Committee Member Forsberg

To approve Consent Items 3a through 3f.

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 1)

- 3.a MINUTES OF THE REGULAR MEETING ON OCTOBER 9, 2024
- 3.b 2024-25 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 (10 MIN)

No presentation done due to contractor being out sick.

- 4.b ARTOBER RECAP (15 MIN)

Staff and contractors Ashlee Akers, Verdin Marketing and Molly Burchett, Badger Branding provided the results from the ARTober program.

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a SUPPORT LOCAL SCOPE OF WORK (30 MIN)

Ashlee Akers presented the proposed scope of work and responded to inquiries. The \$85,000 budget will come from Economic Development funds.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 5.b BUY LOCAL BONUS PROGRAM PLAN (15 MIN)

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

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 5.c 2025-2027 COUNCIL GOAL SETTING PROCESS UPDATE (20 MIN)
Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the staff report and responded to inquiries.

Public Comment:

None

--End of Public Comment--

Action: Consensus to move forward with recommended goals to City Council.

6. PCC LIAISON REPORTS AND COMMUNICATION

- 6.a CACP LIAISON REPORT – Liaison Assignments

- 6.b COMMITTEE OUTREACH UPDATE – Committee Report

Member John Thomas updated the Committee on the mid-Higuera Street development project.

Chair Samantha Welch provided an update from the Mayor/Advisory Body Chair Quarterly lunch.

- 6.c TBID BOARD REPORT – TBID Meeting Minutes: October 9 & 28

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 provided an update on the Tourism Program.

7. ADJOURNMENT

The meeting was adjourned at 6:45 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for December 11, 2025 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/202X

Community Promotions Budget 2024-25

Budget 2024-25	Amount
Budget	\$ 413,252
Total Budget	\$ 413,252

Expenditure Last Updated 2/7/2025

Expenditure	Allocated	Committed/Expended	Available Balance	Contractor
Grant Funding	\$ 100,000	\$ 100,000	\$ -	CACP Recipients
Grant Promotional Support Contract	\$ 30,000	\$ 30,000	\$ -	Chamber of Commerce
Community Placemaking & Recovery Projects	\$ 49,530	\$ 25,000	\$ 24,530	Various (\$25k ARTober)
Guest Services Contract	\$ 121,275	\$ 121,275	\$ -	Chamber of Commerce
Public Relations Contract	\$ 50,000	\$ 50,000	\$ -	Chamber of Commerce
Media Monitoring Service	\$ 3,713	\$ 3,713		Chamber of Commerce
Printed Maps	\$ 7,500	\$ -	\$ 7,500	Chamber of Commerce
Support Cost	\$ 5,000	\$ -	\$ 5,000	City Administration
Administration	\$ 46,234	\$ 46,234		City Administration
Total	\$ 413,252	\$ 376,222	\$ 37,030	



Report to City of SLO – TBID and PCC
Public Relations Contract
 January 2025

PR ACTIVITY						
Implementation/Proactive Work						
Hosted "Dog-fluencer" Group Fam in partnership with Hotel SLO						
Continued planning for Arts + Culture Fam in partnership with Uniquely Driven						
Continued planning for Sustainability Influencer Fam in partnership with Kind Traveler						
Continued planning for SoCal Media Mission writer Chanin Victor's upcoming stay						
Continued planning for travel writer Meghan Rose's upcoming stay						
Continued planning for SoCal Media Mission writer Linda Laban's upcoming stay						
Continued working with the City and Noble Studios/Uniquely Driven on overall tourism marketing campaign						
Met with Bay Area Parent to pitch SLO						
Responsive leads						
Pitched "Game On" and SLO Restaurant Month story ideas to Visit California						
Partnerships						
Pitched SLO Restaurant Month						
Pitched Buy Local Bonus recap						
Assisted in coordinating KSNV Interview with the City of SLO and Uniquely Driven						
Participated in Midweekend planning session with the City, Noble, Uniquely Driven, Verdin & Badger Branding						
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF	
ALO MAGAZINE	SLO-cation	905,000.00		Cultural	MEDIA HOSTING	
YAHOO	Loved SLO's restaurant week? It's expanding to a whole month. Here's how to get a deal.	428,500,000.00	\$36,236.78	Culinary	PROACTIVE PITCHING	
SLO TRIBUNE	Loved SLO's restaurant week? It's expanding to a whole month. Here's how to get a deal	377,000.00	\$55.10	Culinary	PROACTIVE PITCHING	
PASO ROBLES DAILY NEWS	San Luis Obispo launches first-ever restaurant month.	85,000.00	\$6.39	Culinary	PROACTIVE PITCHING	
VISIT CALIFORNIA	Beyond Dry January: Year-Round Non-Alcoholic Delights in California	230,243.00		Beer/Wine	PROACTIVE PITCHING	
KSNV	Visit San Luis Obispo: Pure California Perfection	1,110,000.00	\$87.63	Cultural	PROACTIVE PITCHING BY UNIQUELY DRIVEN	
MULTICULTURAL TRAVEL NEWS	Reviving Lunar New Year Magic in San Luis Obispo – A Cultural Block Party You Won't Want to Miss!	500.00	\$0.40	Cultural	PROACTIVE PITCHING BY UNIQUELY DRIVEN	
TRAVEL & TOUR WORLD	SLO CAL Offers Travelers New Reasons to Visit with Fresh Attractions and Experiences	500.00		Cultural	PROACTIVE PITCHING BY VISIT SLO CAL	
MSN TRAVEL	The 14 Trending U.S. Travel Spots to Add to Your 2025 Bucket List	136,500,000.00	\$10,687.04	Cultural		
MSN TRAVEL	22 Picturesque College Towns Perfect for Retirement	136,500,000.00	\$10,687.04	Cal Poly		
MSN TRAVEL	10 Sunniest Cities in California Perfect for Retirement	136,500,000.00	\$10,687.04	Outdoor		
THE TRAVEL	Book It Now: 8 Warm Places to Visit In The U.S. During February	2,520,000.00	\$63.41	Outdoor		
FAMILY DESTINATIONS GUIDE	This Quirky Road Trip Will Take You To 12 Wonderfully Weird Roadside Attractions In California	1,130,000.00	\$44.08	Cultural		
HOME STRATOSPHERE	25 of the Best Small Towns in the USA that Enjoy Mild Weather Year-Round	661,000.00	\$21.24	Outdoor		
COOL MATERIAL	5 Outstanding Sustainable Luxury Stays Around the World	523,000.00	\$32.54	Cultural		
KSBY	Residents, visitors celebrate Lunar New Year in San Luis Obispo.	471,000.00	\$36.95	Cultural		
LOCALE ONLINE	11 of the Coolest Renovated Motels in California	96,000.00	\$4.65	Cultural		
FOX THE GAMBLER	Need A Staycation? This Is The Best California City For That	1,000.00	\$0.12	Cultural		
TOTALS						
		16	846,110,243.00	\$68,650.41		
		TOTAL YTD	3,118,561,049.00	\$1,112,219.50		
		91	3,964,671,292.00	\$1,180,869.91		

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

JANUARY 2025

VISITOR INTERACTION			
	Jan 2024	Dec 2024	Jan 2025
Walk-ins	10,931	15,084	4,088
Phone Calls	616	380	195
Emails & Digital	1,587	2,135	797

CALLS TO 877-SLO-TOWN			
	Jan 2024	Dec 2024	Jan 2025
Calls	46	23	44

HOTEL REFERRALS			
	Jan 2024	Dec 2024	Jan 2025
Referrals	42	20	43

HOTEL AVAILABILITY TRACKER			
	Jan 2024	Dec 2024	Jan 2025
Email	94	55	121
Phone Calls	82	110	97

INFORMATION REQUESTS		
	Jan 2024	Jan 2025
Fulfilled	22	47

EVENTS SHARED		
	Jan 2025	YTD
VisitSLO.com	15	15

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	4%
Europe	26%
Australia/NZ	8%
UK	8%
N. America	22%
C. America	31%
S. America	0%
<i>Domestic Travelers</i>	
West Coast	18%
Southwest	12%
Midwest	26%
South	8%
East Coast	36%
<i>California Travelers</i>	
Northern CA	21%
Central Coast	62%
Central Valley	2%
Desert	1%
Southern CA	14%

VISITOR CENTER ACTIVATIONS	
N/A	

VISITOR CENTER HIGHLIGHTS	
1) Shared information on the city's new Restaurant Month promotion	
2) Welcomed the Cal Poly students and families back	
3) Getting back to our normal operations after Buy Local Bonus	

January 2025 Cultural Arts & Community Promotions Marketing Support Activity

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	DS
SLO Baseball Alliance Foundation, Inc.	Blues Fireworks Celebration & Baseball Game	X	X		X					
Downtown SLO	Concerts in the Plaza	X	X		X	X				
History Revisted	38th Annual Central Coast Renaissance Festival	X	X		X					
Central Coast Shakespeare Festival	Central Coast Shakespeare Festival	X	X		X					
Orchestra Novo, Inc.	Pops ON!	X	X							
SLO Overdose Awareness Day	SLO Overdose Awareness Day	X	X		X					
RACE Matters SLO County	Belonging 2024	X	X							
Ecologistics, Inc.	Central Coast Bioneers	X	X	X	X					
SLO County Arts Council	Open Studios Art Tour	X	X		X	X				
SLO Symphony	The SLO Symphony/Paderewski Festival Collaboration	X	X							
Canzona Women's Ensemble	Music of the Americas	X	X							
SLO Master Chorale	2024/2025 Season – A 40th Anniversary Celebration	X	X							
San Luis Obispo Repertory Theatre	Million Dollar Quartet	X	X			X				
Diversity Coalition San Luis Obispo County	Women of Color Symposium						X			
History Center of San Luis Obispo County	Opening Day at the Dallidet						X			
SLO Beaver Brigade	3rd Annual SLO County Beaver Festival									
San Luis Obispo Climate Coalition	San Luis Obispo County Earth Day Fair			X			X			
San Luis Obispo International Film Festival	San Luis Obispo International Film Festival									

City Farm SLO	4th Annual Sheep Shearing Shindig									
SLOMA	2024 Mural Project & Brand Launch									
Saint Andrew Greek Orthodox	San Luis Obispo Greek Festival									
The Monday Club Conservancy	The Monday Club Centennial - Doors Open California	X	X		X					
Cal Poly	Neurodivergent Farmers' Market Pop Up			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; 18 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	2024-25	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	\$ 1,296,720	4.1%
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	\$ 1,037,434	\$ 1,118,496	7.8%
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	\$ 916,405	-10.6%
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	\$ 921,571	-6.6%
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	\$ 823,654	8.8%
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	\$ 628,260	\$ 625,230	-0.5%
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		
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		
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	\$ 850,274		
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	\$ 1,025,966		
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	\$ 989,619		
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	\$1,201,226.00		
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	\$ 11,056,297	\$ 5,702,076	-48.4%

*Figures from Smith Travel Research Report	Occupancy			ADR			RevPAR		
	2023-24	2024-25	Change +/-	2023-24	2024-25	Change +/-	2023-24	2024-25	Change +/-
July	83.4	83.3	-0.1%	200.16	203.25	1.5%	166.97	169.32	1.4%
August	73.8	77	4.3%	190.51	194.49	2.1%	140.61	149.82	6.6%
September	71	70	-1.4%	195.47	184.04	-5.8%	138.84	128.89	-7.2%
October	70	69.3	-1.0%	185	178.14	-3.7%	129.42	123.46	-4.6%
November	62.6	66.8	6.7%	165.42	171.03	3.4%	103.48	114.16	10.3%
December	56.4	59.8	6.0%	150.28	146.17	-2.7%	84.73	87.41	3.2%
January	54.3			139.69			75.79		
February	59.7			152.68			91.2		
March	67.9			160.49			108.93		
April	72.1			187.59			135.30		
May	70.9			180.85			128.17		
June	75.1			211.41			158.76		
Total/Average	68.10	71.03	0.024	176.63	179.52	-0.008777	121.85	128.84	0.02

Updated: 02/06/2025

Buy Local BONUS



2024 BY THE NUMBERS

To encourage local spending during the holiday season, the City of SLO purchased gift cards from small businesses and rewarded shoppers with a gift card when they spent \$100 or more at retailers in San Luis Obispo.

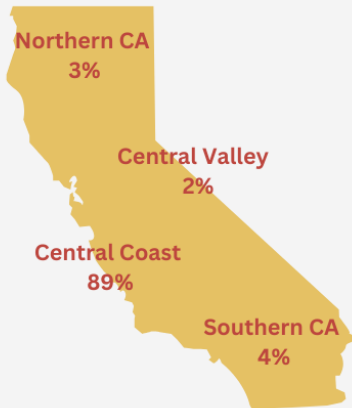
KEY STATS

- **\$115,000** in gift cards purchased from **165** local businesses
- **4,637** qualified shoppers spent **\$753,496**, based on submitted receipts
- For a combined **\$868,496** in local spending and **685%** return on investment

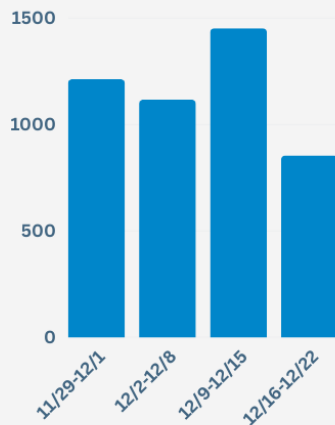
ABOUT THE SHOPPERS

Shopper's Hometown

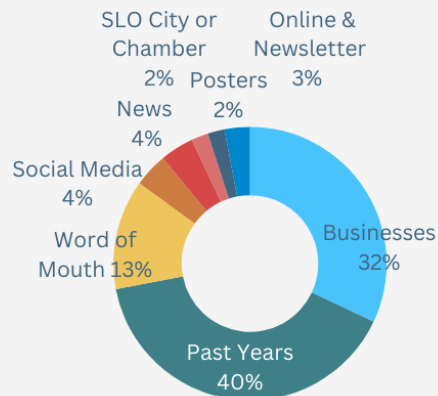
- 97.96% were from CA
- 2% - Out of State
- 0.04% - International



Week of Participation



Heard About Us From



Other Feedback





Tourism Business Improvement District Board Minutes

January 8, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Winston Newland, Member Nipool Patel, Vice Chair
Clint Pearce, Chair Lydia Bates
Member Lori Keller, Member Prashant Patel
City Staff Present: Tourism & Community Promotions Manager Jacqui Clark-
Charlesworth

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on January 8, 2025 at 10:00 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 Member N. Patel

Second By Member Newland

To approved Consent Items 3a to 3g.

Ayes (4): Member Newland, Member Nipool Patel, Vice Chair Pearce, and Chair Bates

Absent (2): Member Keller and Member P. Patel

CARRIED (4 to 0)

3.a MINUTES OF TBID REGULAR MEETING ON DECEMBER 11, 2024

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 & UNIQUELY DRIVEN MARKETING MONTHLY REPORT
- 3.g BADGER BRANDING ORGANIC SOCIAL REPORT

4. PRESENTATIONS

- 4.a MARKETING SERVICES QUARTER REPORT (25 MIN)

Representatives from Noble Studios and Uniquely Driven presented the second quarter report for the marketing and public relations activities.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 4.b PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT (20 MIN)

Representatives from the San Luis Obispo Chamber of Commerce provided the second quarter report on the Public Relations and Guest Services contract activities.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

- 4.c CONTENT MARKETING QUARTER REPORT (15 MIN)

Representatives from Badger Branding presented the second quarter report for the content marketing support and organic social media activities.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a STRATEGIC PLAN 2025-2030 (15 MIN)

Representatives from Whereabout presented the 2025-2030 Strategic Plan.

Public Comment:

None

--End of Public Comment--

Motion By Member N. Patel

Second By Member Newland

To approve the 2025-2030 Visit San Luis Obispo Strategic Plan.

Ayes (4): Member Newland, Member Nipool Patel, Vice Chair Pearce, and Chair Bates

Absent (2): Member Keller and Member Patel

CARRIED (4 to 0)

5.b UNPACKING MARKETING STRATEGY (15 MIN)

Representatives from Noble Studios presented the marketing plan for SLO's Unpacking episode which was created as part of a co-op with Visit SLO CAL.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5.c SLO LIFE COACH STUDIO FILMING (10 MIN)

Jacqui Clark-Charlesworth, Tourism & Community Promotions Manager presented an opportunity for staff to attend the SLO Life Coach studio filming in Reno, NV funded through the available support/meetings budget.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Pearce
Second By Member N. Patel

To approve the budget of \$1,590 for staff to attend the SLO Life Coach studio filming.

Ayes (4): Member Newland, Member Nipool Patel, Vice Chair Pearce, and Chair Bates

Absent (2): Member Keller and Member Patel

CARRIED (4 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

Chair Bates outlined Hotel SLO's partnership with the SLO International Film Festival.

6.b MARKETING COMMITTEE UPDATE - None

6.c MANAGEMENT COMMITTEE UPDATE - None

6.d PCC UPDATE - None

6.e VISIT SLO CAL UPDATE - None

6.f TOURISM PROGRAM UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on the tourism program.

7. ADJOURNMENT

The meeting was adjourned at 11:13 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for February 12, 2025 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