



Tourism Business Improvement District Board
AGENDA

Wednesday, February 12, 2025, 10:00 a.m.

Council Hearing Room, 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. 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 must 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 Regular Meeting of the Tourism Business Improvement District Board to order.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

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

3. CONSENT

3.a	<u>MINUTES OF TBID REGULAR MEETING ON JANUARY 8</u>	5
3.b	<u>SMITH TRAVEL REPORT (STR)</u>	9
3.c	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	11
3.d	<u>SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT</u>	13
3.e	<u>SLO CHAMBER GUEST SERVICES MONTHLY REPORT</u>	15
3.f	<u>NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORT</u>	17
3.g	<u>BADGER BRANDING ORGANIC SOCIAL REPORT</u>	33

4. PRESENTATIONS

4.a FUND BALANCE & BUDGET UPDATE

Staff will present the SLO TBID fund balance and budget status for the Board's consideration.

5. BUSINESS ITEMS

5.a PRINTED COLLATERAL

The Board will consider a one time expenditure to print updated Visit San Luis Obispo destination marketing brochures for distribution.

5.b MIDWEEKEND PROMOTION UPDATE

Staff and contractors will present the Board with options for reimagining the MidWeekend promotion for their input and direction.

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

6.b MARKETING COMMITTEE UPDATE

6.c MANAGEMENT COMMITTEE UPDATE

6.d PCC UPDATE

6.e VISIT SLO CAL UPDATE

6.f TOURISM PROGRAM UPDATE

7. ADJOURNMENT

The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for March 12 at 10:00 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

LISTENING ASSISTIVE DEVICES are available -- see the Clerk

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

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

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

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



Tourism Business Improvement District Board Minutes

January 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

Current Week Totals - TY vs. LY												
Occupancy (%)		ADR		RevPar		Percent Change						
2024	2023	2024	2023	2024	2023	OCC	ADR	RevPar	Room Rev	Rom Avail	Room Sold	
For the week of December 29- January 4, 2025												
San Luis Obispo County	66.9	54.6	168.68	154.4	112.9	84.3	22.6	9.3	34.0	33.3	-0.5	22
City of Paso Robles	63.3	52.5	173.86	162.12	110.06	85.1	20.5	7.2	29.3	29.6	0.3	20.9
City of Pismo Beach	74.7	62.9	210.48	187.05	157.28	117.6	18.8	12.5	33.7	35.8	1.6	20.7
City of San Luis Obispo	70.4	54.8	148.49	143.41	104.50	78.5	28.5	3.5	33.1	28.5	-3.5	24.1
City of Morro Bay	66.9	54.6	168.68	154.4	112.9	84.3	22.6	9.3	34.0	33.3	-0.5	22

Current Week Totals - TY vs. LY												
Occupancy (%)		ADR		RevPar		Percent Change						
2024	2023	2024	2023	2024	2023	OCC	ADR	RevPar	Room Rev	Rom Avail	Room Sold	
For the week of January 5-11, 2025												
San Luis Obispo County	51.0	49.5	142.18	142.37	72.6	70.5	3.0	-0.1	2.9	2.4	-0.4	2.6
City of Paso Robles	46.90	48.10	148.44	153.77	69.58	73.92	-2.50	-3.50	-5.9	-5.9	0	-2.5
City of Pismo Beach	51.00	50.00	166.77	161.08	85.10	80.50	2.10	3.50	5.7	7.8	1.9	4.1
City of San Luis Obispo	58.60	54.80	131.15	140.29	76.87	76.85	7.00	-6.50	0	-3.4	-3.5	3.3
City of Morro Bay	49.40	46.20	114.83	119.30	56.73	55.10	7.00	-3.80	3	3.2	0.2	7.3

Current Week Totals - TY vs. LY												
Occupancy (%)		ADR		RevPar		Percent Change						
2024	2023	2024	2023	2024	2023	OCC	ADR	RevPar	Room Rev	Rom Avail	Room Sold	
For the week of January 12-18, 2025												
San Luis Obispo County	54.60	49.80	152.22	140.02	83.16	69.71	9.70	8.70	19.3	18.8	-0.4	9.2
City of Paso Robles	56.30	52.60	159.96	152.15	89.99	79.97	7.00	5.10	12.5	12.5	0	7
City of Pismo Beach	52.40	51.30	179.15	158.58	93.85	81.35	2.10	13.00	15.4	17.6	1.9	4.1
City of San Luis Obispo	59.80	53.50	150.87	138.61	90.18	74.17	11.70	8.80	21.60	17.4	-3.5	7.9
City of Morro Bay	55.50	48.00	124.62	117.50	69.19	56.40	15.70	6.00	22.7	23	0.2	15.9

Current Week Totals - TY vs. LY												
Occupancy (%)		ADR		RevPar		Percent Change						
2024	2023	2024	2023	2024	2023	OCC	ADR	RevPar	Room Rev	Rom Avail	Room Sold	
For the week of January 19-25, 2025												
San Luis Obispo County	56.00	50.80	146.27	142.89	81.86	72.52	10.30	2.40	12.9	12.4	-0.4	9.8
City of Paso Robles	52.00	52.10	153.13	153.58	79.61	79.94	-0.10	-0.30	-0.4	-0.4	0	-0.1
City of Pismo Beach	56.20	53.50	172.64	162.12	97.09	86.80	5.00	6.50	11.8	14	1.9	7.1
City of San Luis Obispo	65.00	58.10	147.81	145.08	96.12	84.26	12.00	1.90	14.1	10.1	-3.5	8.1
City of Morro Bay	56.30	44.00	120.66	114.10	67.88	50.20	27.80	5.80	35.2	35.5	0.2	28.1

Current Week Totals - TY vs. LY												
Occupancy (%)		ADR		RevPar		Percent Change						
2024	2023	2024	2023	2024	2023	OCC	ADR	RevPar	Room Rev	Rom Avail	Room Sold	
For the week of January 26- February 1, 2025												
San Luis Obispo County	56.30	49.10	148.50	145.88	83.55	71.55	14.70	1.80	16.8	16.3	-0.4	14.2
City of Paso Robles	57.70	51.40	158.09	159.52	91.21	82.02	12.20	-0.90	11.2	11.2	0	12.2
City of Pismo Beach	53.80	46.00	178.70	171.67	96.16	79.01	16.90	4.10	21.7	24.1	1.9	19.2
City of San Luis Obispo	68.40	56.60	149.35	143.31	102.18	81.15	20.80	4.20	25.9	21.6	-3.4	16.7
City of Morro Bay	52.70	43.70	116.92	117.80	61.64	51.50	20.60	-0.70	19.8	20.2	0.3	21.1

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



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	



Agency Report · January 2024

SLO-TBID



Agency Report

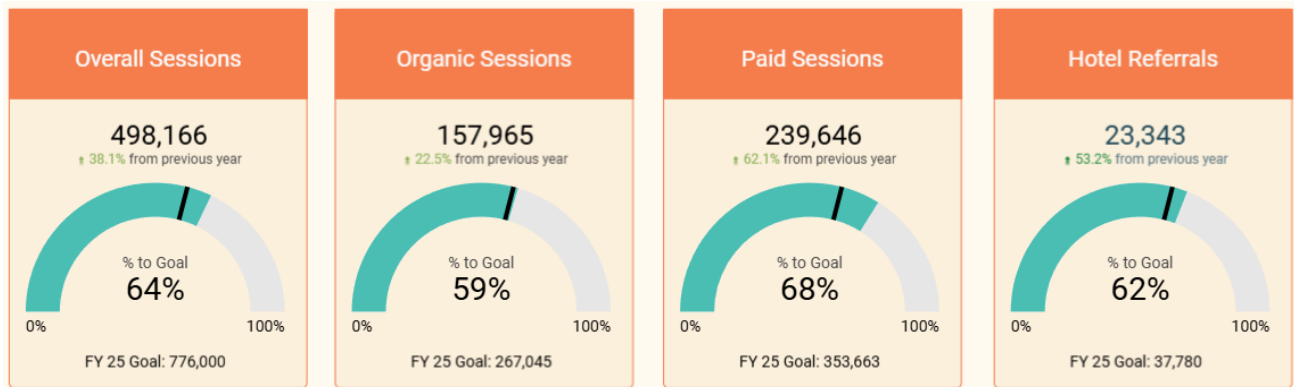
January Activity & Performance

What's Ahead:

- Quarterly Marketing Plan FY24-25:

Visit SLO - 30/60/90 Marketing Plan - FY24-25

YTD KPI Performance



Expected Pace: 58%

Paid Media

In January, Noble Studios proactively monitored and optimized paid media placements while managing a total monthly spend of \$41,872.

Out of respect and compassion for those impacted by the Los Angeles wildfires, and in close consultation with City Staff, we paused our paid media campaign tactics specifically targeting the Los Angeles area on January 10th. This decision aligns with the communication strategies implemented by SLO CAL, and Visit California. It was essential for us to be sensitive to the situation and avoid any appearance of insensitivity during this difficult time. This pause, which remained in effect for the rest of January, only affected campaigns targeting Los Angeles. Campaigns targeting other areas remained active, and we continued to make targeting adjustments at the zip code level where possible as the situation improved.

In January, our efforts included launching a dedicated landing page for LA Fire Assistance ([link](#)) to support those displaced by the wildfires. To ensure visibility, we also implemented a specialty

banner on the homepage, guiding visitors to this resource. This initiative reflects our commitment to providing timely and meaningful support during challenging times.

Paid Search

In January, paid search drove **37,050 impressions (+42% YoY)**, **3,883 clicks (-2% YoY)**, **10.48% CTR (-31% YoY)**, a **25% conversion rate (-10% YoY)**, and **11,286 website sessions (+122% YoY)** while driving **1,483 lodging referrals (-6% YoY)** and **236 things to do referrals (+29% YoY)** at a 10% increase in cost YoY.

In January, our paid search campaigns brought in significantly more visibility and traffic compared to last year, thanks to continued keyword and ad optimization.

	Campaign	Campaign type	CTR ▾	% Δ	Conv. rate	% Δ	Conversions
1.	Pet Friendly Hotels	Search Only	29.23%	2.8% ↑	70.23%	-9.6% ↓	186.82
2.	Cal Poly	Search Only	28.7%	15.8% ↑	79.78%	53.9% ↑	130.05
3.	Things To Do	Search Only	18.95%	6.5% ↑	31.04%	24.9% ↑	288.69
4.	B&B	Search Only	18.22%	1.3% ↑	50.2%	-9.7% ↓	43.17
5.	Downtown Hotels	Search Only	16.19%	-19.4% ↓	65.8%	-9.0% ↓	165.16
6.	Homestays	Search Only	15.53%	-	44.25%	-	76.56
7.	Discount Hotels	Search Only	14.05%	1.9% ↑	35.09%	-49.9% ↓	23.51
8.	Hotels Generic	Search Only	11.03%	-14.0% ↓	69.27%	-20.2% ↓	372.68
9.	Boutique Hotels	Search Only	9.95%	-21.5% ↓	66.23%	12.7% ↑	106.62
10.	Motels	Search Only	8.97%	-18.8% ↓	50.8%	-10.7% ↓	75.69
11.	Top/Best Hotels	Search Only	8.19%	-34.8% ↓	68.5%	29.5% ↑	150.01
12.	DSA - Landing Page	Search Only	6.56%	-34.7% ↓	58.76%	0.6% ↑	176.85
13.	SLO Awareness	Search Only	4.98%	-	11.38%	-	65.91
	Grand total		10.48%	-30.6% ↓	47.95%	-9.7% ↓	1,861.74

Paid Social | Evergreen Brand Campaigns

Paid social drove **1,938,647 impressions (-29% YoY)**, **804,258 users reached (-3% YoY)**, and **35,095 clicks (-6% YoY)** across Facebook and Instagram with a **1.81% CTR (+31% YoY)** for 18,117 sessions **(+24% YoY)** while driving **49 lodging referrals (+444% YoY)**, and **23 things to do referral (+1,050% YoY)** at a 7% increase in spend YoY.

In January, our paid social campaigns on Facebook and Instagram helped us reach a large audience and drive engagement. While overall impressions and reach were slightly down from last year, we saw

increases in clicks, sessions, and a significant boost in referrals for lodging and activities, showing strong interest from those who interacted with our content.

	Campaign name	Impressions	CTR (all)	CPC (all)
1.	Hello SLO Life Outdoor	648,073	1.34%	\$0.45
2.	Hello SLO Life Remarketing	366,384	2.05%	\$0.57
3.	Hello SLO Life Wine & Dine	299,388	1.62%	\$0.52
4.	Hello SLO Life Families	259,458	2.39%	\$0.3
5.	Hello SLO Life 65+	251,748	2.11%	\$0.51
6.	Hello SLO Life Relaxation	113,596	2.25%	\$0.52

Display | Evergreen Campaigns


Display drove **1,564,606 impressions (-13% YoY)**, **8,889 clicks (+86% YoY)**, a **0.57% CTR (+115% YoY)**, a **1.1% conversion rate (+67% YoY)** and **2,374 sessions (-29% YoY)** while driving **19 lodging referrals (-21% YoY)** and **3 things to do referrals (+200% YoY)** at a **5% increase in cost YoY**.

Campaign	Campaign type	CTR	% Δ	Conv. rate	% Δ	Conversions	% Δ
Display Families	Display Only	1.55%	633.8% ↑	0.16%	-56.0% ↓	6	200.0% ↑
Display Wine & Dine	Display Only	0.7%	10.6% ↑	0.06%	-93.2% ↓	1	-93.8% ↓
Display Outdoor	Display Only	0.51%	-17.9% ↓	0.58%	2.6% ↑	5	66.7% ↑
Display Relaxation	Display Only	0.36%	31.1% ↑	0.57%	19.2% ↑	3	-25.0% ↓
Display 65+	Display Only	0.31%	-56.7% ↓	1.04%	-58.5% ↓	10	-65.5% ↓
Display Retargeting	Display Only	0.3%	-39.5% ↓	1.27%	13.7% ↑	9	-43.8% ↓
Grand total		0.63%	39.9% ↑	0.41%	-63.1% ↓	34	-51.4% ↓

Impressions	Paid Clicks	Paid CTR	Spend	Avg. CPC	Cost / conv.
1,333,590	8,388	0.63%	\$3,834.92	\$0.46	\$112.79
↓ -5.9% from previous year	↑ 31.6% from previous year	↑ 39.9% from previous year	↓ -18.2% from previous year	↓ -37.8% from previous year	↑ 68.5% from previous year

Performance Max (PMAX) | Evergreen Campaigns

Performance Max campaigns drove 40,555 impressions (**+63% YoY**), 2,678 clicks (**+3% YoY**), an 6.60% CTR (**-37% YoY**), a 25.2% conversion rate (**+22% YoY**) and 2,885 sessions (**+5% YoY**) while



driving 103 lodging referrals (+26% YoY) and 519 things to do partner referrals (+57% YoY) at a total spend of \$1,250 (+23% YoY).

Demand Gen | Evergreen Campaigns

Demand Gen campaigns drove 56,248 impressions (+67% YoY), 901 clicks (-12% YoY), a 1.60% CTR (-47% YoY), a 4.12% conversion rate (+8% YoY) and 461 sessions (-42% YoY) while driving 19 lodging referrals (-49% YoY) and 3 things to do partner referrals (-25% YoY) at a total spend of \$969 (+24% YoY). Demand Gen campaigns are an awareness tactic and while we saw decreases in sessions and partner referrals, we significantly increased our impressions for this channel year over year, garnering more awareness and consideration of San Luis Obispo as a destination.

Video | Evergreen Campaigns

Video campaigns drove 299,753 impressions (-31% YoY), 3,551 clicks (-42% YoY), a 1.18% CTR (-17% YoY), a 0.18% conversion rate (+11% YoY) and 2,215 sessions (-49% YoY) while driving 2 lodging referrals (-50% YoY) and 3 things to do partner referrals (+200% YoY) at a total spend of \$1,995 (+14% YoY). In January, we saw a decline in the performance of our YouTube videos compared to previous years. In January, we added the SLO CAL Unpacked videos as an alternative video ad to serve and are continuing to monitor performance. We are making additional campaign adjustments to further improve the effectiveness of our video ads to improve awareness and site traffic.

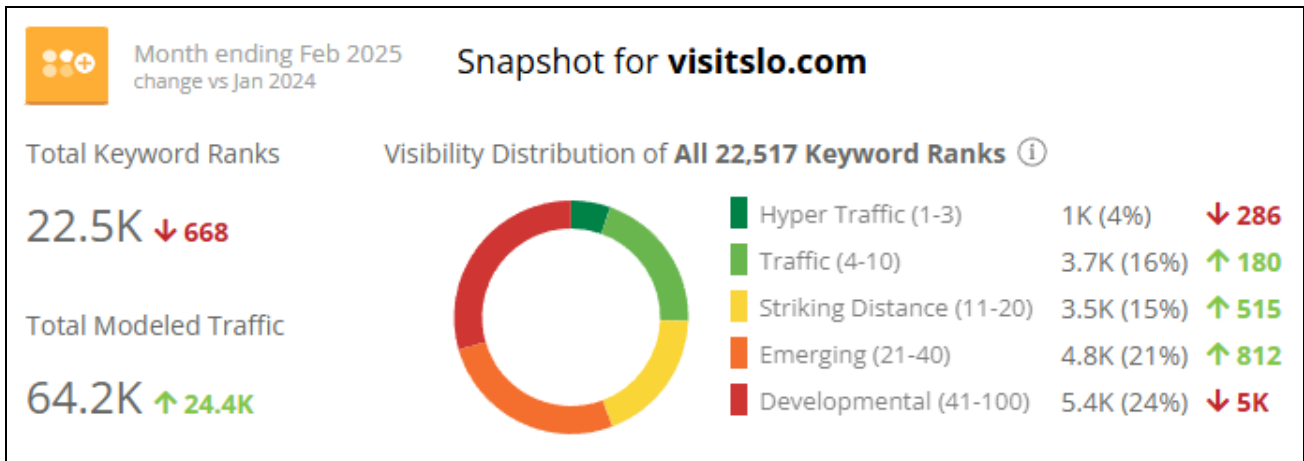
Search Engine Optimization (SEO) & Content Creation

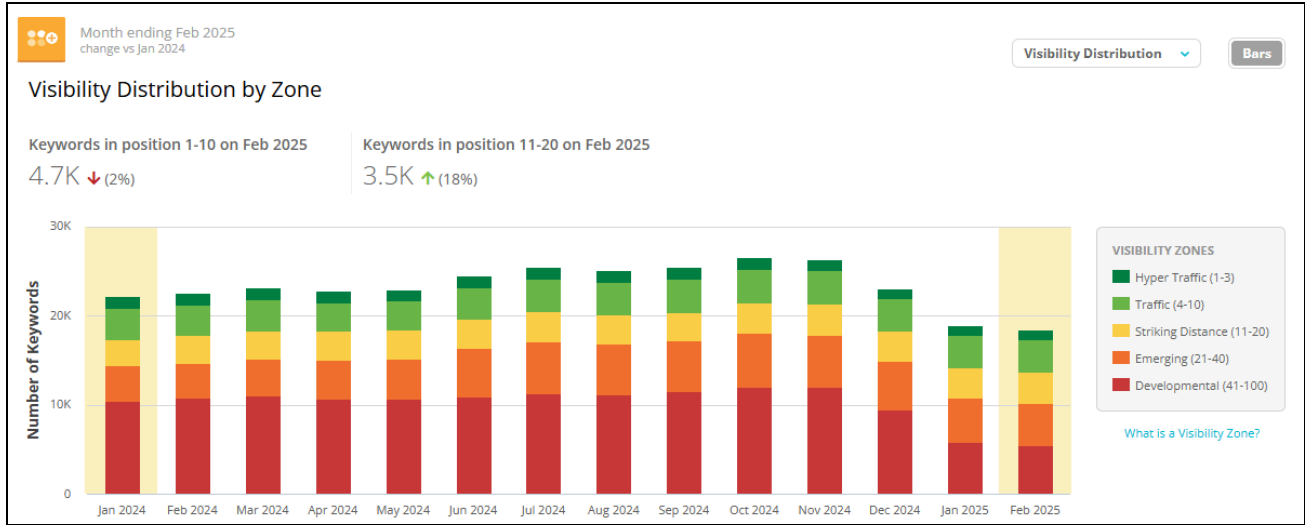
Organic search traffic increased 82% period-over-period and increased 32% year-over-year.

Organic Search generated 655 hotel partner referrals (-15% YoY), 54 homestay partner referrals (-42% YoY), and 1,783 things-to-do referrals (+6% YoY). Average engagement time has increased 13% YoY and pages per session have increased 9% YoY.

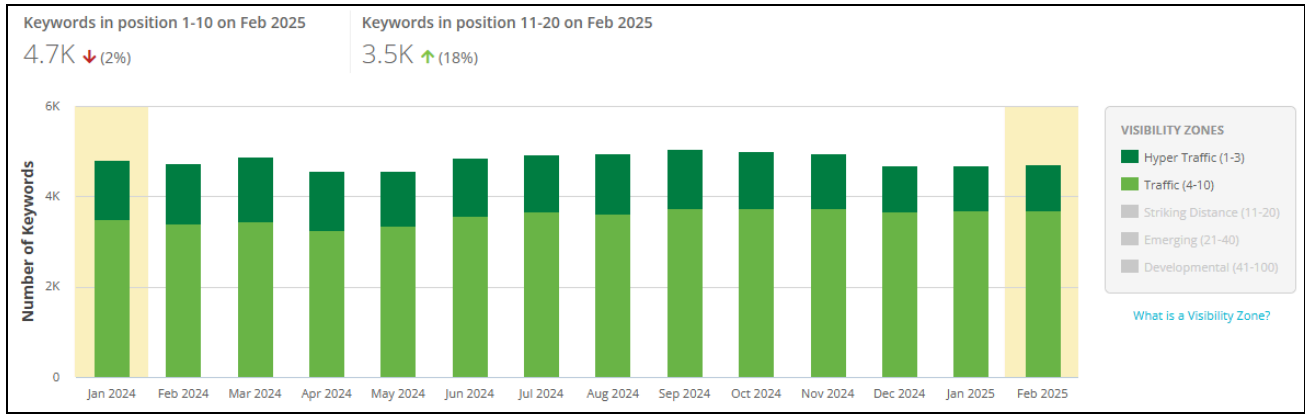
	Query	Impressions	% Δ	Url Clicks	% Δ
1.	slo restaurant month 2025	2,197	-	1,152	-
2.	slo restaurant month	2,479	876.0% †	1,148	10,336.4% †
3.	things to do in san luis obispo	48,540	730.9% †	879	664.3% †
4.	san luis obispo	905,488	466.5% †	741	39.8% †
5.	restaurant month san luis obispo	671	219.5% †	328	1,950.0% †
6.	restaurant month slo	433	576.6% †	209	2,222.2% †
7.	things to do in slo	10,830	542.0% †	197	302.0% †
8.	san luis obispo restaurant month	541	420.2% †	186	3,620.0% †
9.	slo county restaurant month 2025	556	-	168	-
	Grand total	2,116,637	145.9% †	10,540	44.5% †

Page 1 keywords decreased to 4.7K (-2% YoY), and total keywords decreased to 22.5K (-3% YoY). Google released a Core Update in December, which may have impacted our total organic rankings on VisitSLO.com. We have provided some additional charts below to further explain how this Core Update in December impacted our total organic keyword volume.

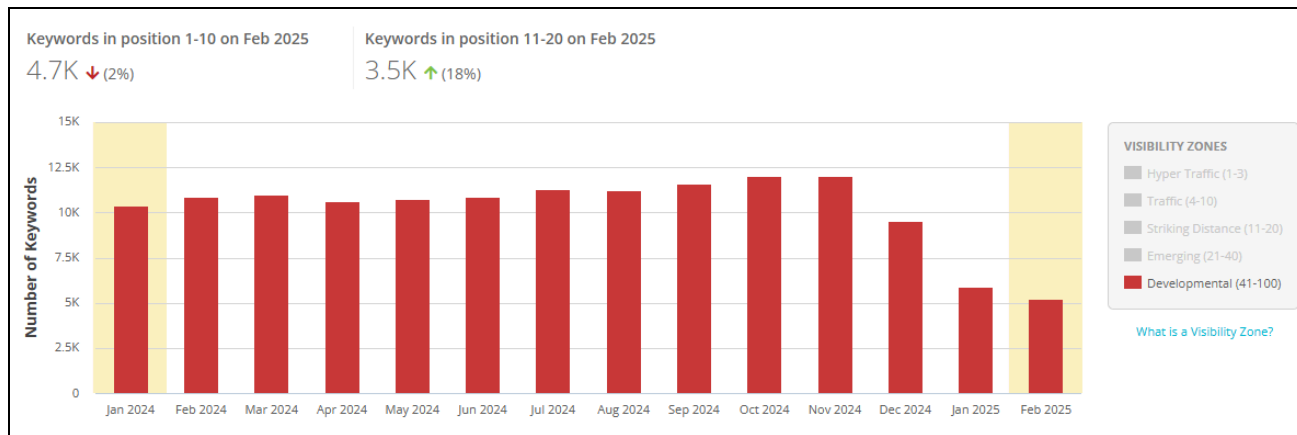




The chart above shows a breakdown of our total keywords by their position on the Search Engine Results Page. Since December we've seen a decrease in our total organic keywords, however upon further investigation, the decrease came from our developmental keywords (positions 40-100). Google released a core update in December, which are Google's larger algorithm updates. Google typically doesn't provide much detail behind these core updates but uses them to further improve the algorithm.



To further break this down, this chart shows the number of our keywords on page 1, which have remained relatively steady over the last 12 months, with a slight decrease in hyper traffic keywords (positions 1-3) since the December core update.



When we look at the graph of our developmental keywords (positions 40-100), we see a stark drop since December, when the core update took place. Developmental keywords are typically keywords that we aren't necessarily trying to rank for or focus on and don't contribute much traffic due to their positions on pages 4 - 10 of the Search Engine Results Page. This signals to us that in Google's attempt to improve the algorithm, our pages that were ranking for these keywords lost their rank, as our content wasn't targeted toward these keywords.

In January, we saw a 32% increase in organic sessions year over year to VisitSLO.com, so we aren't concerned with the drop we saw since December in our total keyword volume. We will continue to monitor our organic rankings and prioritize key pages that may have slipped from positions 1-3 since the December core update as needed.

Email Marketing

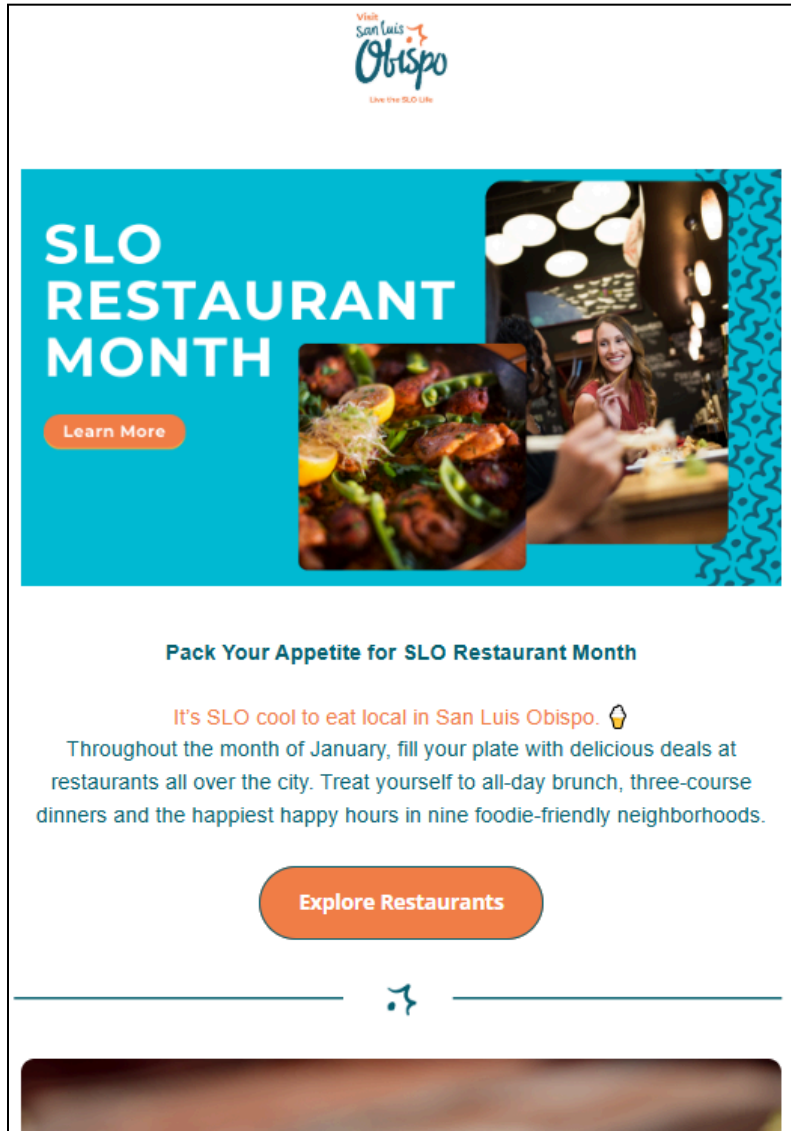
January Newsletters

In January, we sent one newsletter to all subscribers. The email focused on promoting SLO Restaurant Month. In January, our newsletter drove 1,062 sessions (+73% YoY), 137 total partner referrals (-3% YoY), 53 hotel referrals (+130% YoY), had an average engagement rate of 62% (+22% YoY), an average engagement time of 1m 10s (+36% YoY), and an average pages/session of 2.5 (-3% YoY).

Key Takeaway: The January newsletter held a strong open rate of over 50% and a very strong click rate of 2.4%, which contributed to a large number of website sessions from the newsletter along with strong engagement metrics, including long average session durations and high engagement rates. The SLO Restaurant Month page garnered over a third of the clicks in the email, showing reader engagement with the topic. Another 17% of clicks went to the ShareSLO Instagram page,

showing that the gift card giveaway helped to send traffic to the Instagram page and gain additional followers.

January Newsletter Snapshot | SLO Restaurant Month



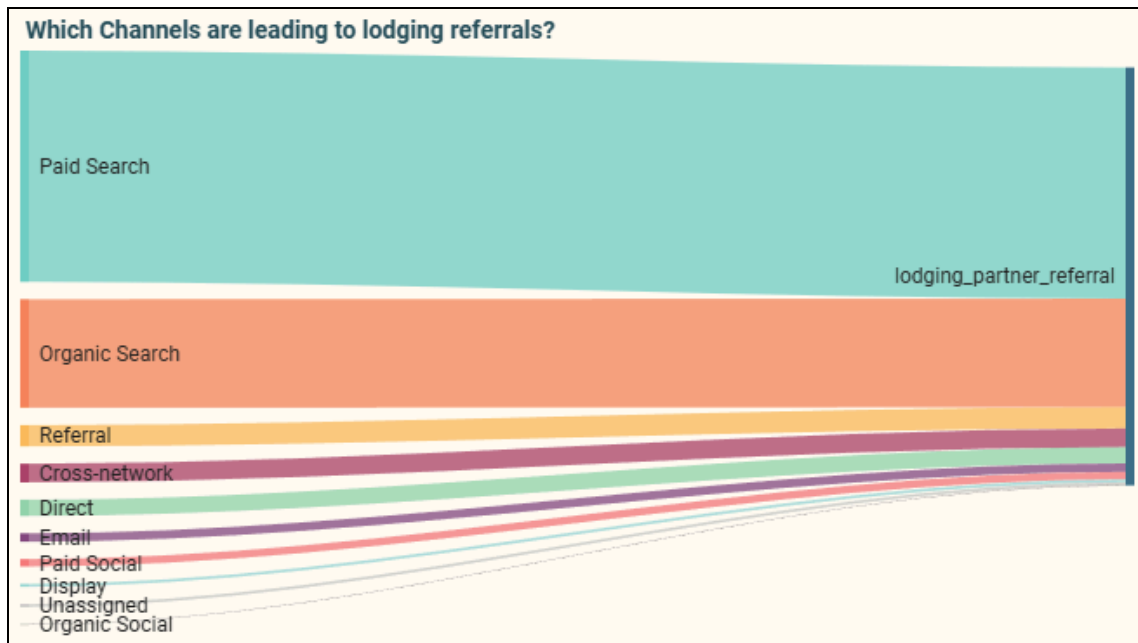
- **Send Date:** Wednesday, 1/15/24
- **Audience Reached:** All Newsletters Subscribers
- **Recipients:** 33,391
- **Open Rate:** 50.9%
- **Click Rate:** 2.4%
- **Number of Website Sessions:** 820
- **Average Session Duration:** 4m 9s
- **Average Engagement Time:** 1m 10s
- **Pages / Session:** 2.20

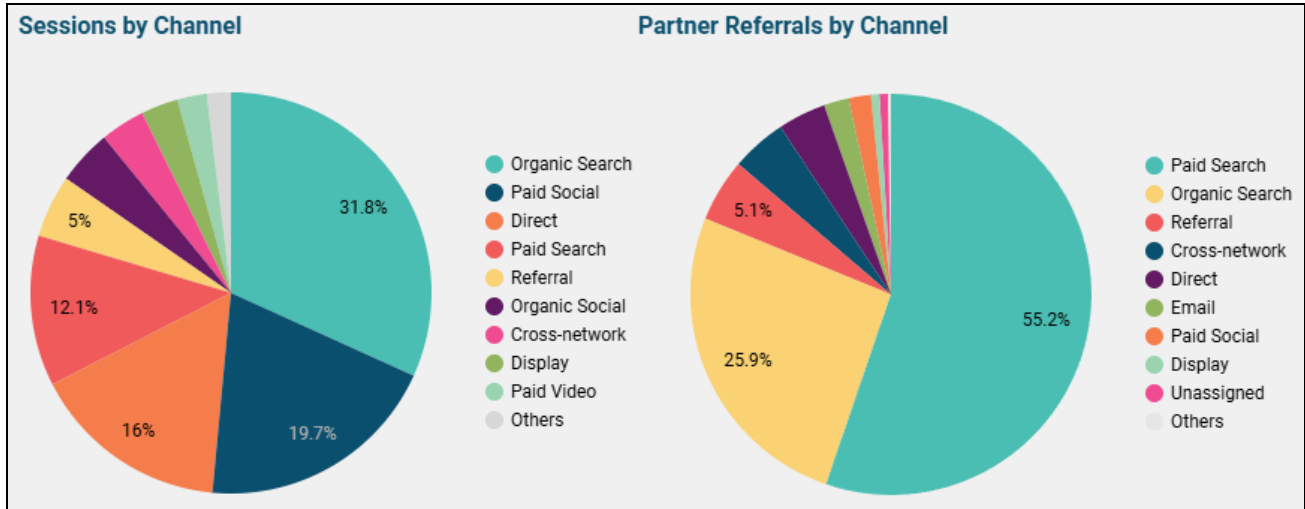
- **Engagement Rate:** 62%
- **Total Partner Referrals:** 100
- **Total Lodging Referrals:** 44

Website

In January, the website saw 94,124 total sessions (+35% YoY). The channels contributing to the most lodging referrals this month were paid search, organic search, and referral. Across the website in January, we saw an average of 1.83 pages per session (+/-0% YoY) and an average engagement time of 0:38 (+21% YoY). In January, we saw 9,229 total partner referrals (+21% YoY), 2,522 hotel referrals (-12% YoY), 212 homestay referrals (-38% YoY), and 2,778 things-to-do referrals (+18% YoY).

In January, our efforts included launching a dedicated landing page for LA Fire Assistance ([link](#)) to support those displaced by the wildfires. To ensure visibility, we also implemented a specialty banner on the homepage, guiding visitors to this resource. This initiative reflects our commitment to providing timely and meaningful support during challenging times.





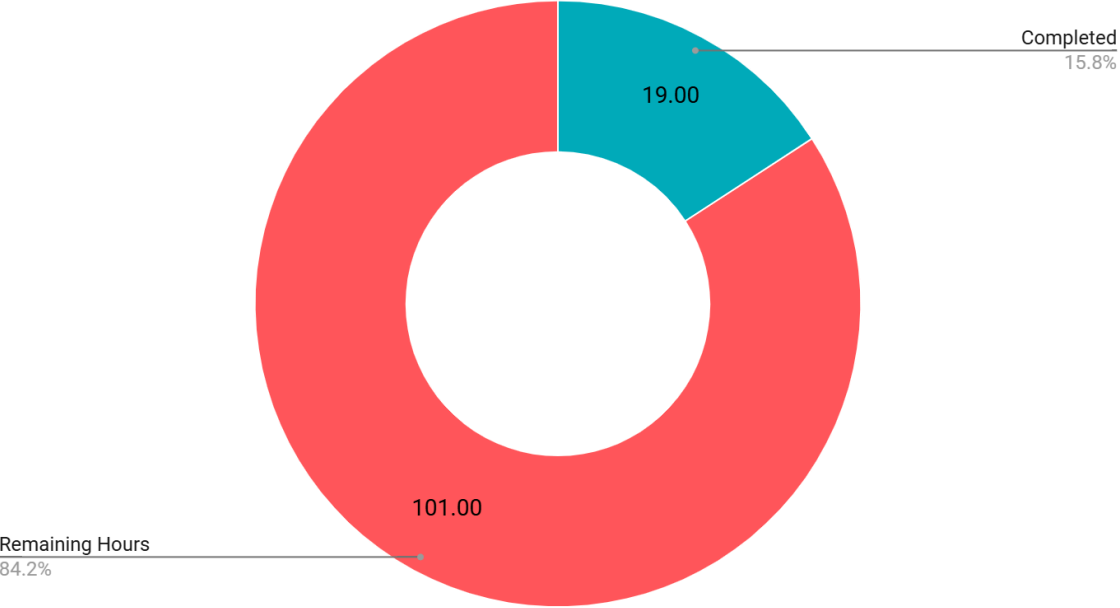
MRO Updates:

- Plugins and Updates
 - ACF Pro
 - Gravity Forms
 - Events Calendar
 - Events Calendar Pro
 - Tiny PNG
 - Yoast
- Theme Updates
 - Fixed image alignment options in the Open Content block
 - Updated a deprecated PluginDocumentSettingPanel import
 - Fixed a php warning in the Listing Block
 - Added anchor support to appropriate blocks
 - Updated wp-scripts
 - Fixed the block blacklist, added some other core blocks to the list

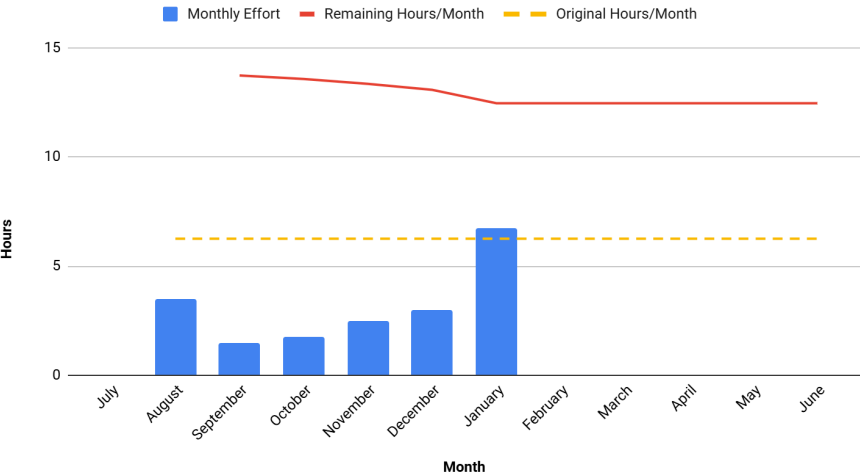
Web Retainer

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	6.75	<i>Chamber Updates, Fire Banner work, Syncs with Intern, Homepage updates, city blog post</i>

SLO Web Retainer | 2024/2025 - 120 Total Hours



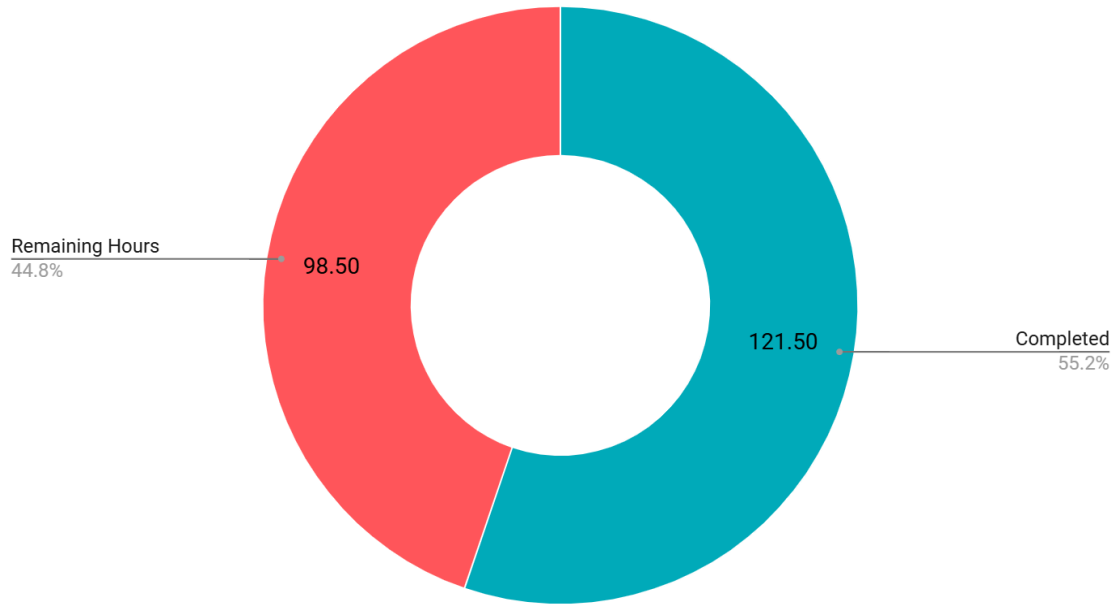
Hours: Planned vs. Actual



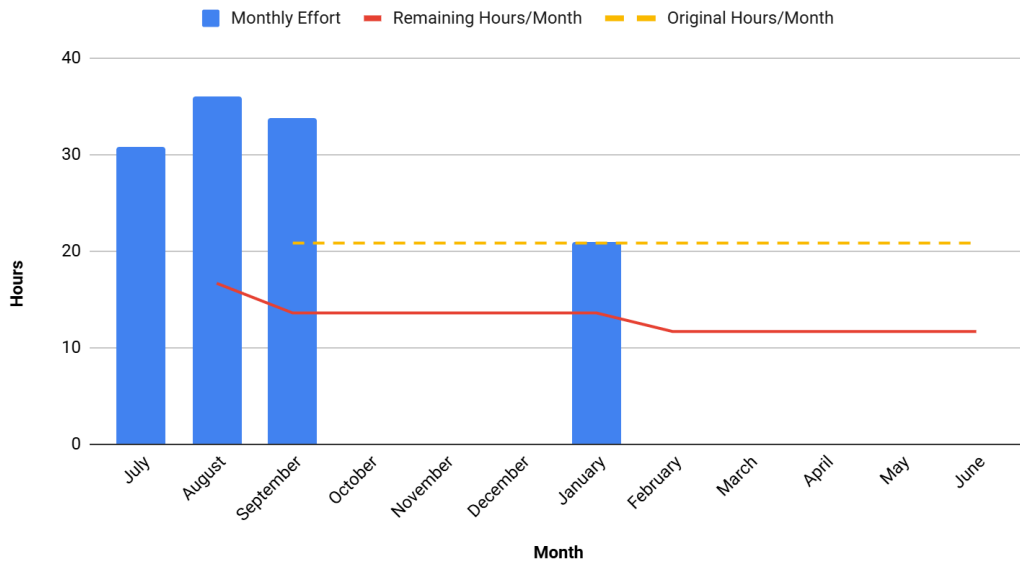
Creative Services

Task	Hours	Accomplishments
Monthly Maintenance, Coordination, and Management	21	B-roll updates, Marketing Plan updates,

SLO Creative Services | 2024/2024 - 220 Total Hours



Hours: Planned vs. Actual



PR And Media Relations

In January, our pitching efforts focused on positioning San Luis Obispo as a premier romantic getaway destination and highlighting the city's Lunar New Year celebrations. Through strategic outreach, we emphasized SLO's scenic beauty, intimate experiences, and cultural events to key media publications. Additionally, a sponsored segment featuring Jacqui Clark-Charlesworth aired on KSNV in Las Vegas, where she discussed the direct flights from Las Vegas to San Luis Obispo, along with the city's outdoor adventures, wine tasting, and two Michelin-mentioned restaurants. The segment, which aired on National Plan a Vacation Day and was over four minutes long, reinforced the Central Coast as an accessible and enticing destination for both relaxation and exploration. We continued building momentum for the upcoming SLO International Film Festival FAM, further showcasing the city's rich arts and culture scene.

Below is a breakdown of earned media efforts, including proactive pitching, ongoing media conversations and other activities for January:

- **Multicultural Travel News & Newsletter – UVM 4,630**
 - Multicultural Travel News and Multicultural Travel Newsletter published an article featuring the below.
 - The article highlighted:
 - SLO's Lunar New Year Block Party
 - All festivities and events for Lunar New Year
 - Community participation in Chinatown heritage celebrations
 - A link to the news article can be found [here](#).
 - A link to the newsletter can be found [here](#).

Interviews:

- **KSNV Channel 3:** UVM – 605,061 – On January 22, Jacqui Clark-Charlesworth was interviewed, highlighting the direct flights from Las Vegas to San Luis Obispo and showcasing key destination pillars for visitors to experience SLO.
 - A link to the segment can be found [here](#).

Bonus Inclusion:

- **KSNV Channel 3:** UVM - 605,061 - The segment lives on the KSNV Local Living homepage.
 - A link to the website article can be found [here](#).

Film Festival FAM RSVP's:

- **Michael Goldstein, Forbes,** UVM – 88,209,424
- **Rafael Cores, La Opinion/El Diario Nueva York,** UVM – 1,726,703

- **Jennifer Chan, People Magazine, UVM** – 67,076,409
- **Lesley Balla, Freelance/Taste of Home, UVM** – 17,282,459
- **Fiona Chandra, Freelance**
- **Sharael Kolberg, Freelance**

Proactive Pitch Angles:

- “This Overlooked CA City is the Ultimate Silent Travel Destination for 2025”
- “Where to Go for Lunar New Year”
- “Where to Go for the Valentine’s 3-day Weekend”
- “Unique Vacation Ideas for 2025”
- “Where to Go in April 2025”
- “Romantic Getaways in the US”
- “Look No Further than this Central CA Destination for an Outdoor Break”
- “You’re Invited: Arts, Culture + Film FAM on the Central Coast”

Pending Press Trips:

- **Meghan Rose, PS (PopSugar): UVM** – 3,752,358
 - TBD; FAM trip postponed due to LA fires. Trip to be rescheduled in February.
- **Noel Burgees, Forbes: UVM** – 99,621,955
 - TBD; March 2025 press trip.
- **Stephanie Gravalese, Forbes: UVM** – 99,621,955 / **Slow Living Kitchen: UVM** – 5,370
 - TBD; March 2025 press trip.
- **Christina Silvestri, Arizona Foothills Magazine: UVM** - 26,039 - History, dining, SLO life
 - TBD; Press trip in the next fiscal year.
- **Reuben Mourad, Thrillist: UVM** – 1,371,632
 - TBD; April 2025 press trip.
- **Ronny Maye, Essence: UVM** – 2,035,079 / **Fodor’s Travel: UVM** – 2,641,983 – Arts & Black culture, history and culinary
 - TBD; requesting an April 2025 press trip.
- **Rosa Gamazo, Telecinco Spanish media: UVM** - 4,976,592 - Luxury hotel and destination feature
 - Setting up a visit in 2025.

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

January 2025



INSTAGRAM

In January, we saw an increase of almost 600 new followers. We also saw a 324% increase in impressions. Because of this high fluctuation in impressions and a decrease in engagements, the engagement rate dropped. When the impressions even back out the engagement rate will also. Highest performing content was food / bev content for SLO Restaurant Month.


TOP POSTS:

 shareslo
Thu 1/2/2025 11:22 am PST


SLO's Fine Dining Bucket List 🍷🍴 PART 2 ✨
Have you experienced these top-rated spots with amazing service, unforgettable dishes, ...



Impressions 35,086

 shareslo
Wed 1/1/2025 11:01 am PST

HAPPY SLO RESTAURANT MONTH! 🎉 All month long (January 1-31), get ready to savor exclusive deals and signature dishes from...



Impressions 16,416

 shareslo
Mon 1/27/2025 9:59 am PST

It's the Year of the Snake 🐍 Whether you're craving dim sum, noodles, or something sweet, these local spots are...



Impressions 13,887

Followers: 37,080 (↑ 1.6%)

Total Net Growth: 586

Total Posts: 186

Total Impressions: 1,587,788 (↑ 324%)
(includes both organic & paid)

Total stories: 167

Total Engagements: 12,313 (↓ 15%)


Engagement Rate: .8 % (↓ 80%)

As of January 1, 2025, Instagram has updated and deprecated several metrics. Minor changes to this report have occurred.


FACEBOOK

In January, we saw an increase in followers, impressions (both paid & organic), and engagements. Our engagement rate decreased due to our 558% increase in impressions. Remember, engagement rate is measured by engagements per impression. Fine Dining, Kid-Friendly Outdoor To-Dos, and Local Events were top performing on this platform.


TOP POSTS:

 Visit San Luis Obispo
Thu 1/2/2025 11:23 am PST


SLO's Fine Dining Bucket List 🍷🍴 PART 2 🍷🍴
Have you experienced these top-rated spots with amazing service, unforgettable dishes, ...




Impressions 5,720

 Visit San Luis Obispo
Thu 1/9/2025 8:58 am PST


Kid-Friendly Outdoor Adventures in San Luis Obispo 🍷🍴 Looking for the perfect family adventure? San Luis Obispo has something f...



Impressions 3,818

 Visit San Luis Obispo
Mon 1/13/2025 10:18 am PST

🍷🍴 LOCAL EVENTS IN SLO 🍷🍴 Whether you're into art, music, or live performances, SLO's got you covered! Check out these must-...



Impressions 3,503

Page Followers: 97,738 (↑ .5%)

Total Net Audience Growth: 451

Total Posts: 19

Total Impressions: 1,342,019 (↑ 558%)

Total Organic: 107,705 (↑ 142%)


Total Engagements: 2,374 (↑ 174%)

Engagement Rate: .2% (↓ 58%)


TIKTOK

In January, we saw an increase in followers by 80 new users. We also saw an increase in impressions, engagements, and video views. We are continuing to repurpose our IG reels on this platform at this time, we are still following everything closely for what happens next.


TOP POSTS:

 **visitslo**
[Thu 1/9/2025 11:10 am PST](#)


Let's Get Cheesy in San Luis Obispo, California 📍👉




Impressions 3,916

 **visitslo**
[Fri 1/3/2025 10:18 am PST](#)


Fine Dining Bucket List in San Luis Obispo, California 📍👉



Impressions 1,704

 **visitslo**
[Tue 1/21/2025 9:54 am PST](#)

Live Music & Libations in San Luis Obispo 🎵
👉 What's better than this combo? SLO has the perfect balance of good tunes and great...



Impressions 991

Followers: 1,489 (↑ 5.3%)

Followers Gained: 80

Impressions: 20,712 (↑ 154%)

Engagement: 728 (↑ 148%)

Engagement Rate: 3.5% (↓ 2.7%)

Video Views: 20,712 (↑ 154%)



LINKEDIN

In January, we saw an increase in audience and impressions which means more users saw our content and decided to follow our page than the previous month. We saw a slight decrease in engagements and engagement rate. We are focusing on business travel-related posts in February, per client suggestion.

TOP POSTS:

<p>Shops, Eateries, Wine Tasting, & SO MUCH MORE! 🍷🍷 This is Your One Stop Shop to San Luis Obispo 😊 https://lnkd.in/gmQVgzsX</p> <p>These 7 Towns in Southern California ...</p> <p>Impressions 66</p>	<p>Plan Your February Stay in San Luis Obispo 📌 https://lnkd.in/gg7Vjuj</p> <p>15 Best Places to Travel in February</p> <p>Impressions 64</p>	<p>Looking for the perfect spot for a business retreat? San Luis Obispo has it all—top-notch meeting spaces, beautiful venues, luxurious...</p> <p>Choose from Meeting and Event Venue...</p> <p>Impressions 48</p>
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Total Audience: 416 (↑ .9%)

Total Net Growth: 4

Total Posts: 4

Impressions: 216 (↑ 2.9%)

Engagements: 16 (↓ 6%)

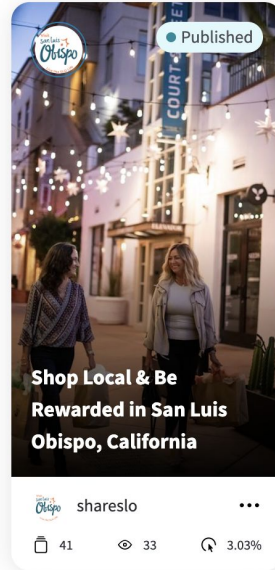
Engagement Rate: 7.4 % (↓ 8.6%)



CA TRAVEL STORIES – CROWDRIFF

In January, we saw an increase in story views, impressions, and interaction rate. This means that we gained way more exposure from Google Search & Google Discovery than in the previous month. Higher interaction rate, means more interactions which direct clicks to our Visitslo.com site. Our completion rate lowered slightly, although still above the industry standard of success.

TOP POSTS:



Total Posts: 2

Story Views: 35.5k (↑ 94%)

Story Impressions: 43.1k (↑ 95%)

Interaction Rate: 73.5% (↑ 1.7%)

(Average Rate: 67%)

Completion Rate: 55.9% (↓ 3%)

(Average Rate: 52%)



PINTEREST

In January, we saw an increase in impressions and total audience. This means more users discovered our content than in the previous month. We saw a decrease in engagements and saves. We believe this is due to the decrease in inspirational California travel with the L.A. fires.

TOP POSTS:

Pin	Type	Source	↓ Total impressions
 SLO Restaurant Month is HERE!	Organic	Your Pins	341
 Kid-Friendly Outdoor Adventures in ...	Organic	Your Pins	30

Total Posts: 2

Impressions: 2.07k (↑ 25%)

Engagements: 47 (↓ 22%)

Outbound Clicks: 1 (➡ 0%)

Saves: 14 (↓ 33%)

Total Audience: 1.67k (↑ 44%)

Engaged Audience: 43 (➡ 0%)



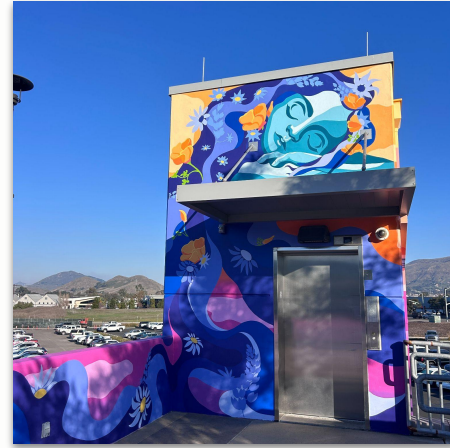
WHAT WE WORKED ON THIS MONTH:

- SLO Restaurant Month (60.6k Views Total)
 - Adam Montiel Collaborative Weekly Interviews/Launch Reel /Closer Reel / Highlight Maintained
 - 2 Ticket Tuesday Participant Gift Card Bundle Giveaways
 - Food Focused Itineraries (Gluten-Free SLO, Fine Dining Bucket List Pa 2, Asian Cuisine in SLO)
- Lunar New Year Celebration Farmers' Market
 - Collaboration w/ @downtownslo, @ahlouisstore, @downtownslofarmersmarket (34.9k Views)
- Unpacking SLOCAL Launch (On IG & YouTube)
 - Collaboration w/ @slocal, @highway1roadtrip, @visitatascadero
 - 12.6k Views
- Thrift Stores in SLO, Kid-Friendly Outdoor Adventures, Art After Dark Return
- L.A. Wildfire Resources Re-posting, Supportive Story Graphic
- Halt / decrease posting on multiple platforms during the initial devastation of the L.A. wildfires.



FEBRUARY'S FOCUS:

- Black History Month
 - Black-Owned Businesses in SLO
- SLO Film Fest Collaborative Giveaway
- New Murals in SLO
 - (SLO Airport, Chorro St. Bridge, Movie Experience Plaza)
- MidWeek Activities Round-Up
 - Trivia, Open Decks, Live Music, etc.
- SLO Awards: TWO Platinum-Level Beacon Spotlight Awards
- Unpacking SLOCAL
- Valentine's Day Things To-Do, Galentine's Things To-Do
- Bikes & Bites, Dog-Friendly Hotels, Ultimate Weekend Guide
- National Pizza Day in SLO, Fine Dining Bucket List Part 3
- 3 Artsy Strolls in SLO, Experience Sustainable SLO at Downtown SLO Farmers' Market





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