



Tourism Business Improvement District Board
AGENDA

Wednesday, April 9, 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. APPOINTMENTS - OATH OF OFFICE

Christine Nelson and Dante Specchierla, appointed by the City Council on April 1, 2025 will take the oath of office to serve on the TBID Board.

4. BOARD INTRODUCTIONS

Board, staff and contractors will introduce themselves.

5. CONSENT

5.a	<u>MINUTES OF TBID REGULAR MEETING ON MARCH 12</u>	5
5.b	<u>SMITH TRAVEL REPORT (STR)</u>	9
5.c	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	11
5.d	<u>SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT</u>	13
5.e	<u>SLO CHAMBER GUEST SERVICES MONTHLY REPORT</u>	15
5.f	<u>NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORT</u>	17
5.g	<u>BADGER BRANDING ORGANIC SOCIAL REPORT</u>	23

6. PRESENTATIONS

6.a	<u>TOURISM ECONOMICS CO-OP UPDATE (15 MIN)</u>	33
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Representative from Visit SLO CAL will present the findings from the Economic Impact Study and Lodging Forecast co-ops with Tourism Economics.

6.b MARKETING SERVICES QUARTER REPORT(15 MIN)

Representatives from Noble Studios and Uniquely Driven will present the third quarter report for the marketing activities for the SLO TBID.

6.c PUBLIC RELATIONS & GUEST SERVICES QUARTER REPORT (15 MIN)

Representatives from the SLO Chamber will present the third quarter report on the Public Relations and Guest Services contract activities with the SLO TBID.

6.d CONTENT MARKETING QUARTER REPORT (15 MIN)

Representatives from the Badger Branding will present the third quarter report for the content marketing support and organic social media activities with the SLO TBID

7. BUSINESS ITEMS

7.a TBID ANNUAL CONTRACTOR PROPOSALS

The Board will receive contract proposals for consideration from the following strategic partners and contractors:

7.a.1 Cal Poly Athletics - Sponsorship (15 MIN)

7.a.2 San Luis Obispo Chamber of Commerce - Guest Services & Public Relations (15 MIN)

7.a.3 Badger Branding - Content Marketing Services (15 MIN)

7.b BOARD LIASON PROGRAM AND ASSIGNMENTS (10 MIN)

The Board will review the liaison program for discussion and assign property liaisons for the remainder of FY25 and FY26.

8. TBID LIAISON REPORTS & COMMUNICATION

8.a HOTELIER UPDATE

8.b MARKETING COMMITTEE UPDATE

8.c MANAGEMENT COMMITTEE UPDATE

8.d PCC UPDATE

8.e VISIT SLO CAL UPDATE

8.f TOURISM PROGRAM UPDATE

9. **ADJOURNMENT**

The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for May 14, 2025 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

March 12, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: (Member Prashant Patel arrived at 10:50 a.m., Member Nipool Patel left at 10:53 a.m.)
Member Lori Keller, Member Nipool Patel, Vice Chair Clint Pearce, Chair Lydia Bates

TBID Board Absent: None

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 March 12, 2025 at 10:05 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 Vice Chair Pearce

To approve Consent Items 3a to 3g.

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

Absent (1): Member Patel

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON FEBRUARY 12
- 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 NEW LODGING PROPERTY INTRODUCTION (10 MIN)

Elaina Jardini, Dual Director of Sales and Marketing for Residence Inn/Springhill Suites provided an overview of the property to the Board.

Public Comment:

None

--End of Public Comment--

- 4.b PARTNER RECEPTION RECAP (5 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the recap of the Partner Reception and responded to inquiries.

Public Comment:

None

--End of Public Comment--

5. BUSINESS ITEMS

- 5.a Q4 MEDIA PLAN REVIEW (15 MIN)

Representatives from Noble Studios presented the media plan for the fourth quarter which was approved by the Marketing Committee.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5.b SLO LIFE COACH IN MARKET FILMING (15 MIN)

Representatives from Noble Studios presented SLO Life Coach In-Market Game Plan and an opportunity to extend the on-location filming for the SLO Life Coach campaign in April.

Public Comment:

None

--End of Public Comment--

Motion By Vice Chair Pearce

Second By Member Nipool Patel

To approve extending the on-location filming for the SLO Life Coach campaign using Option 1 with a not to exceed amount of \$20,000 allocated from TBID's available fund balance.

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

Absent (1): Member P. Patel

CARRIED (4 to 0)

5.c CONTRACTOR EVALUATIONS (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.d ELECTION OF CHAIR & VICE-CHAIR (10 MIN)

Motion By Vice Chair Pearce

Second By Chair Bates

To approve appointing Lydia Bates to continue as Chair and Clint Pearce to continue as Vice Chair for the next year.

Public Comment:

None

--End of Public Comment--

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

Absent (1): Member Nipool Patel

CARRIED (4 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE - None

6.b MARKETING COMMITTEE UPDATE - None

6.c MANAGEMENT COMMITTEE UPDATE - None

6.d PCC UPDATE

Chair Bates provided a brief update on PCC activities.

6.e VISIT SLO CAL UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update on Visit SLO CAL activities.

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 11:06 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for April 9, 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

For the Week of March 02, 2025 to March 08, 2025	Current Week Totals									Percent Change								
	Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	65.70	69.49	66.78	194.50	189.19	192.92	127.79	131.46	128.84	-0.33	-3.80	-1.39	4.75	-5.13	1.61	4.40	-8.73	0.20
City of Paso Robles	48.97	72.97	55.83	147.78	208.55	170.47	72.37	152.17	95.17	-11.61	6.16	-5.71	-3.14	-8.30	-3.90	-14.38	-2.65	-9.40
City of Pismo Beach	44.82	75.78	53.67	160.35	231.75	189.16	71.87	175.62	101.51	-3.82	2.33	-1.43	2.56	4.75	4.18	-1.36	7.19	2.68
City of San Luis Obispo	55.95	81.81	63.34	133.41	205.60	160.05	74.65	168.19	101.38	-2.62	4.68	-0.05	-0.52	10.67	5.08	-3.13	15.86	5.03
City of Morro Bay	42.97	70.74	50.91	103.86	145.57	120.42	44.63	102.98	61.30	-8.59	7.23	-2.91	-6.90	0.95	-2.33	-14.90	8.24	-5.17

For the Week of March 09, 2025 to March 15, 2025	Current Week Totals									Percent Change								
	Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	65.11	72.99	67.36	188.07	192.63	189.48	122.45	140.60	127.63	-5.98	-2.85	-5.03	-2.64	-1.58	-2.30	-8.46	-4.38	-7.21
City of Paso Robles	55.03	73.31	60.25	151.69	244.06	183.80	83.48	178.92	110.75	-1.66	-0.88	-1.39	-1.64	-5.67	-3.44	-3.27	-6.49	-4.78
City of Pismo Beach	51.61	73.60	57.89	166.74	244.41	194.95	86.05	179.89	112.86	-7.59	-10.71	-8.75	0.50	5.99	2.65	-7.13	-5.36	-6.34
City of San Luis Obispo	56.22	77.86	62.40	141.95	202.60	163.57	79.80	157.74	102.07	-7.21	-6.38	-6.92	3.28	-4.41	-0.17	-4.17	-10.52	-7.08
City of Morro Bay	43.03	64.65	49.21	102.70	149.08	120.11	44.20	96.39	59.11	-21.37	-14.15	-18.81	-11.72	-5.03	-8.15	-30.59	-18.47	-25.42

For the Week of March 16, 2025 to March 22, 2025	Current Week Totals									Percent Change								
	Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	71.99	74.89	72.81	201.06	190.35	197.91	144.73	142.55	144.11	3.64	0.48	2.69	3.62	-1.53	2.11	7.39	-1.06	4.86
City of Paso Robles	58.25	80.41	64.58	150.29	234.36	180.20	87.55	188.45	116.38	-0.68	11.08	3.21	-2.72	-8.42	-4.16	-3.37	-3.37	-1.08
City of Pismo Beach	59.52	81.89	65.91	172.83	251.29	200.68	102.86	205.78	132.27	-2.76	5.58	0.05	0.58	8.94	4.73	-2.20	-2.20	4.77
City of San Luis Obispo	63.22	80.70	68.22	144.67	204.89	165.03	91.46	165.35	112.57	1.59	2.46	1.88	6.72	4.93	6.03	8.42	8.42	8.03
City of Morro Bay	54.08	78.95	61.18	107.05	160.17	126.64	57.89	126.45	77.48	-1.79	13.76	3.42	-11.25	-1.16	-5.85	-12.84	-12.84	-2.63

For the Week of March 23, 2025 to March 29, 2025	Current Week Totals									Percent Change								
	Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	66.37	74.16	68.60	180.80	190.89	183.92	120.00	141.57	126.16	0.01	13.80	3.89	0.95	5.89	2.50	0.96	20.50	6.50
City of Paso Robles	59.43	78.60	64.90	150.32	235.85	179.91	89.33	185.38	116.77	-10.02	44.12	3.42	-11.77	8.39	-1.20	-20.62	56.21	2.18
City of Pismo Beach	65.22	79.57	69.32	182.04	253.88	205.60	118.72	202.01	142.52	-15.15	11.89	-7.85	-7.72	2.57	-2.49	-21.70	14.76	-10.14
City of San Luis Obispo	65.10	79.11	69.10	142.67	190.05	158.17	92.87	150.36	109.30	-14.38	11.39	-7.37	-3.04	2.85	0.50	-16.98	14.57	-6.90
City of Morro Bay	59.36	72.14	63.01	111.02	154.49	125.24	65.90	111.45	78.91	-13.09	15.61	-5.41	-11.50	1.31	-5.61	-23.08	17.12	-10.72

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	\$ 1,296,733	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	\$ 1,118,544	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	\$ 916,491	-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	\$ 921,773	-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	\$ 825,524	9.1%
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	\$ 637,018	1.4%
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	\$ 695,223	11.8%
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	\$ 738,785	7.5%
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	\$ 850,274		
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	\$ 7,150,091	-35.3%

*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	54.2	62.4	15.1%	140.24	144.12	2.8%	76.00	89.99	18.4%
February	59.8	67.1	12.2%	153.67	161.94	5.4%	91.87	108.66	18.28%
March									
April									
May									
June									
Total/Average	66.40	69.46	0.052	\$ 172.59	\$ 172.90	0.003603	\$ 116.49	\$ 121.46	0.06

Updated: 04/03/2025



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

PR ACTIVITY					
Implementation/Proactive Work					
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 Linda Laban's upcoming stay					
Continued planning for travel writer Meghan Rose's upcoming stay					
Continued working with the City and Noble Studios/Uniquely Driven on overall tourism marketing campaign					
Responsive leads					
Pitched "Luxury Wellness", "Culinary Delights" and "Sustainable Travel" story ideas to Visit California					
Submitted quarterly SLO content to Central Coast Tourism Council					
Partnerships					
Attended Visit California Outlook Forum					
Began planning for Marketing Plan Update with City, Noble Studios, Uniquely Driven and Badger Branding					
Participated in 20/60/90 planning with City, Noble Studios, Uniquely Driven and Badger Branding					
Met with Visit SLO CAL PR team to align on work					
Reviewed Central Coast Tourism Council Itineraries					
Reviewed Central Coast Tourism Council April Social Media plan					
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF
LONELY PLANET	A first-time guide to San Luis Obispo, California	2,850,000.00	\$10,501.00	Cultural	MEDIA HOSTING IN PARTNERSHP W/VISIT SLO CAL
EIN PRESSWIRE	San Luis Obispo, CA Officially Named the MidWeekend Vacation Capital of the World	165,000.00	\$21.33	Cultural	PROACTIVE PITCHING BY UNIQUELY DRIVEN
MSN	Spring's Hottest Celebrations: 10 Chic Festivals & Glam Events You Can't Miss This Season	136,500,000.00	\$10,687.04	Beer/Wine	REACTIVE PITCHING BY UNIQUELY DRIVEN & HOTEL SLO
YAHOO NEWS	The best wildflower hiking destinations in the United States	54,290,000.00	\$11,983.00	Outdoor	REACTIVE PITCHING BY UNIQUELY DRIVEN
AOL	The best wildflower hiking destinations in the United States	34,968,755.00		Outdoor	REACTIVE PITCHING BY UNIQUELY DRIVEN
NATIONAL GEOGRAPHIC	The best wildflower hiking trails in the U.S.	6,892,122.00	\$3,120.93	Outdoor	REACTIVE PITCHING BY UNIQUELY DRIVEN
VISIT CALIFORNIA	San Luis Obispo	32,300.00		Cultural	REACTIVE PITCHING BY VISIT SLO CAL
INSPIRATIONS & CELEBRATIONS	Spring's Hottest Celebrations: 10 Chic Festivals & Glam Events You Can't Miss This Season	6,000.00	\$0.33	Beer/Wine	REACTIVE PITCHING BY UNIQUELY DRIVEN & HOTEL SLO
NEWS BREAK	17 of the Best Small U.S. Towns Recommended by Americans	10,380,000.00	\$353.35	Cultural	
NEWS BREAK	How SLO's Duncan Alley became a hot spot for wine, beer and more: 'A mini Tin City'	10,380,000.00	\$353.35	Beer/Wine	
NEWS BREAK	SLO ranked as a 'sought-after college town' in the West, new study says. Why Gen Z loves it	10,380,000.00	\$353.35	Cultural	
TRAVEL OFF PATH	This Is The Most Beautiful Train Ride In America, According To Amtrak	50,000.00	\$11.43	Sustainability	
TRAVEL OFF PATH	Move Over San Diego! These 3 Coastal Towns Have Postcard Beaches & No Crowds	50,000.00	\$22.85	Cultural	
SOCAL PULSE	Spring Break on the Rails: Coastal Getaways with Pacific Surfliner	18,000.00	\$1.55	Sustainability	
CALIFORNIA UNPUBLISHED	Best BBQ in California: Hidden Gems Worth Discovering Throughout the Golden State	12,000.00	\$0.35	Culinary	
TOTALS					
		15	266,974,177.00	\$37,409.86	
		TOTAL YTD	4,558,566,292.00	\$1,234,595.44	
		118	4,825,540,469.00	\$1,272,005.30	

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

MARCH 2025

VISITOR INTERACTION			
	Mar	Feb	Mar
	2024	2025	2025
Walk-ins	5,062	3,905	4,622
Phone Calls	211	155	247
Emails & Digital	1,012	1,313	1,490

CALLS TO 877-SLO-TOWN			
	Mar	Feb	Mar
	2024	2025	2025
Calls	27	29	29

HOTEL REFERRALS			
	Mar	Feb	Mar
	2024	2025	2025
Referrals	48	38	59

HOTEL AVAILABILITY TRACKER			
	Mar	Feb	Mar
	2024	2025	2025
Email	101	74	87
Phone Calls	132	106	133

INFORMATION REQUESTS		
	Mar	Mar
	2024	2025
Fulfilled	50	38

EVENTS SHARED		
	Mar	YTD
	2025	
VisitSLO.com	21	49

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	2%
Europe	56%
Australia/NZ	9%
UK	9%
N. America	15%
C. America	0%
S. America	6%
<i>Domestic Travelers</i>	
West Coast	13%
Southwest	7%
Midwest	41%
South	15%
East Coast	24%
<i>California Travelers</i>	
Northern CA	23%
Central Coast	48%
Central Valley	2%
Desert	0%
Southern CA	28%

VISITOR CENTER ACTIVATIONS	
N/A	

VISITOR CENTER HIGHLIGHTS	
1) Hosted our guests, including our St. Patricks Day weekend and early Spring Break travelers	
2) Visited our hotel partners to distribute resources and event flyers	
3) Introduced SLO to a plethora of first-time visitors	

SLO Marketing Activities Report

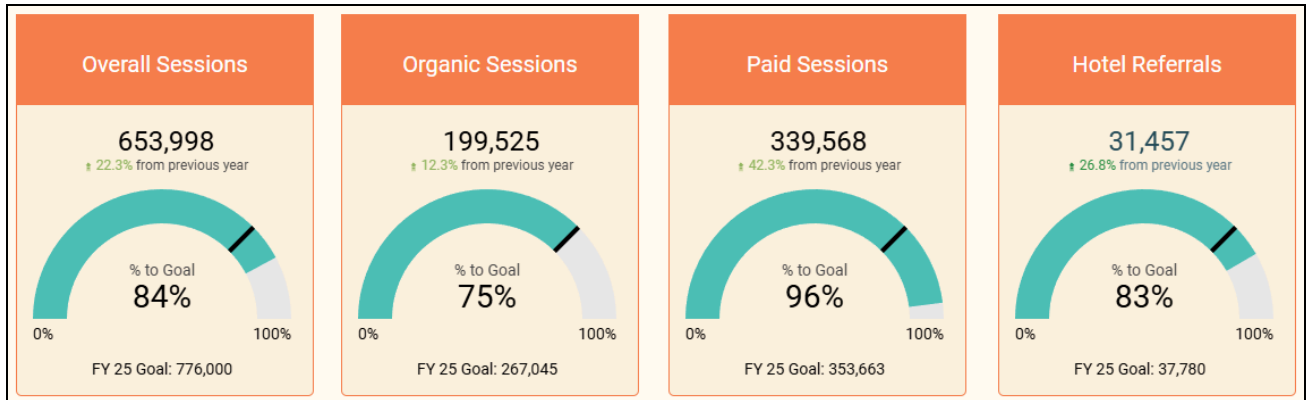
Key Performance Highlights
March 2025



At-a-Glance Highlights

- **Total Website Sessions:** 84,246 (+1.4% YoY)
- **Top Traffic Source:** Paid Social
- **Total Lodging Referrals:** 5,426 (-1% YoY)
- **Top Performing Ad:** SLO CAL Unpacked (Paid Social, CTR up to **15%**)
- **Email Open Rate:** 51.6% (March Newsletter)
- **Media Mentions:** Rose the SLO Way, featured as a springtime event 'to be seen' at (MSN Syndication **UVM 127,227,053**)

YTD KPI Performance



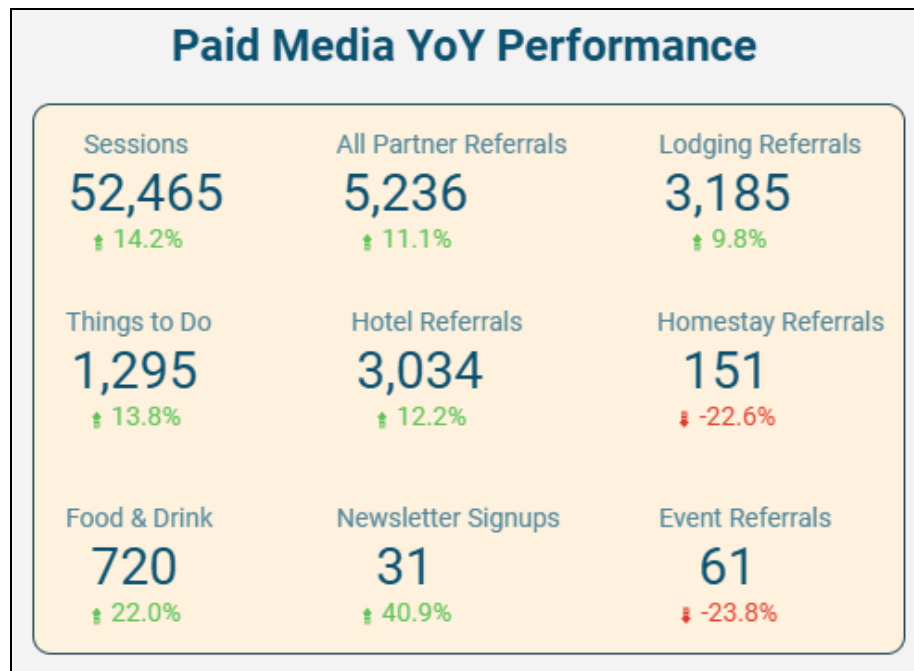
Expected Pace through March: 75%

Paid Media Snapshot

- **Paid Search**
 - Impressions: 46,477 (+51% YoY)
 - Clicks: 5,317 (+3% YoY)

- CTR: 11.44% (-32% YoY)
- Sessions: 16,969 (+82% YoY)
- Lodging Referrals: 2,743 (+8% YoY)
- Cost: \$17,744 (+4% YoY)
- **Paid Social (Evergreen)**
 - Impressions: 1.78M (+18% YoY)
 - Clicks: 44,372 (+53% YoY)
 - CTR: 2.49% (+30% YoY)
 - Sessions: 19,368 (+47% YoY)
 - Lodging Referrals: 247 (-20% YoY)
 - Cost: \$21,972 (+60% YoY)
- **Display, Demand Gen, & PMAX**
 - Impressions: 1.76M (-53% YoY)
 - CTR: 1.25% (+360% YoY)
 - Clicks: 22,020 (+116% YoY)
 - Sessions: 9,908 (+33% YoY)
 - Lodging Referrals: 312 (+111% YoY)
 - Cost: \$9,031 (+45% YoY)

Key Insight: A shift in targeting for Display campaigns led to fewer, but much higher quality impressions, a 499% increase in CTR, and ultimately 85% more clicks at a 15% decrease in spend.



Owned Media Snapshot

Email Marketing

- **Emails Sent:** 1
- **Avg. Open Rate:** 51.6%
- **Avg. CTR:** 1.5%
- **Total Sessions:** 461 (-53% YoY)
- **Total Partner Referrals:** 154 (-64% YoY)

Key Insight: Last year, we sent two emails in March, one highlighting the MidWeekend deal and another highlighting Film Fest. The one email from this March had slightly lower open and click rates, but still did well compared to benchmarks. Our MidWeekend email will be going out in April highlighting our new evergreen MidWeekend messaging approach.

Website

- **Total Sessions:** 84,246 (+1% YoY)
- **Avg. Pages/Session:** 2.01 (+2% YoY)
- **Engagement Time:** 0:32 (-10% YoY)

Top Lodging Referral Channels: Paid Search, Organic Search, Referral

SEO + Content

- Organic Sessions: 19,620 (-19%)
- Page 1 Keywords: 4.7K (-1%)
- Top Losses: San Luis Obispo, SLO Drive-In, Restaurant keywords
- Actions Taken: Restaurant page optimized mid-March; SLO Drive-In optimization underway

Key Insight: YoY organic traffic drop tied to Google's Dec Core Update, with top 1-3 rank keywords recently seeing a 28% decline.

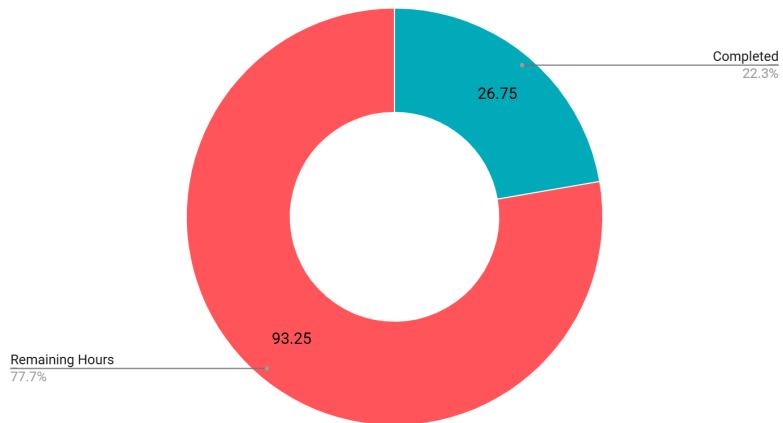
Creative & Web Maintenance

Website Maintenance & MRO

- Community Events Fix
- Plugin Updates:
 - Gravity Forms

- Gravity Forms Email Blacklist
- Pantheon Advanced Page Cache
- Redirection
- Events Calendar (Core, Pro, Community)
- Tiny PNG
- WP Mail SMTP
- Yoast
- Styling Fixes: Image captions, editor scroll issues

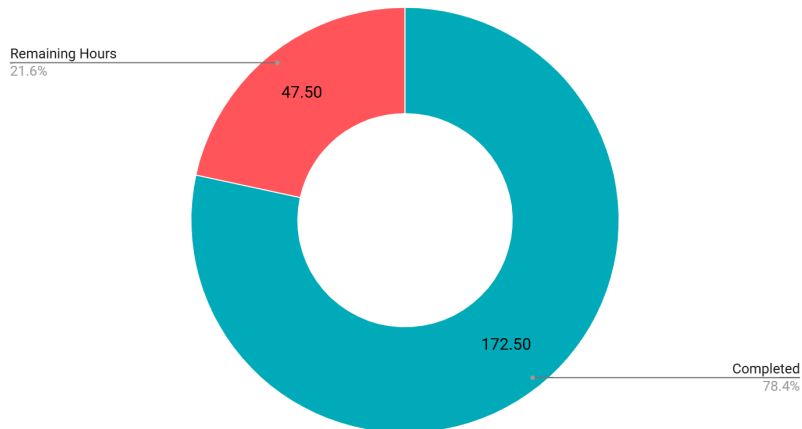
SLO Web Retainer | 2024/2025 - 120 Total Hours



Creative Services

- Long and Short Brochure edits

SLO Creative Services | 2024/2024 - 220 Total Hours





Earned Media Activity

In March, our pitching efforts focused on positioning San Luis Obispo as an under-the-radar wine getaway, the SLO Film Festival, an arts and culture hub, eco-friendly vacation destination and opportunistic budget flights from direct SBP destinations. Through strategic outreach, we emphasized SLO's hidden gems, budget-friendly activities, outdoor experiences ahead of spring, and cultural events to key media publications. We continued building momentum for the upcoming SLO International Film Festival underscoring 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 March:

- **Inspirations and Celebrations – UVM 6,675**
- **MSN Syndication – UVM 127,227,053**
 - The article highlighted:
 - Rose the SLO Way, featured as a springtime event 'to be seen' at.
 - A link to the news article can be found [here](#).
- **National Geographic – UVM 6,892,122**
- **Yahoo! Syndication – UVM 407,199,536**
- **AOL Syndication – UVM 34,968,755**
 - The article highlighted:
 - SLO's wildflowers in bloom and hiking trails to enjoy them.
 - A link to the news article can be found [here](#).

SLO International Film Festival FAM RSVPs:

- **Caterina Balzano, La Opinion/El Diario Nueva York, UVM – 1,726,703**
- **Lesley Balla, Freelance/Taste of Home, UVM – 17,282,459**
- **Brenda Medley-Alexander, Blavity, UVM – 1,873,697**
- **Fiona Chandra, Freelance**
- **Sharael Kolberg, Freelance**

Proactive Pitch Angles:

- "SLOIFF, SLO is an arts/culture/wine hub"
- "Budget-friendly wine country getaway"
- "\$69 direct flights from SD to a budget-friendly spring break, blooms and wine trip"
- "Best detour destination to Paso Robles"
- "\$99 direct flights from Portland"
- "Direct flights from Denver = art + wine on a dime"
- "Quietly becoming the best beverage hub in California"



Pending Individual Press Trips:

- **Ronny Maye, Essence:** UVM – 2,035,079 / **Fodor’s Travel:** UVM – 2,641,983
 - April 5-7, 2025 press trip.
- **Reuben Mourad, Thrillist:** UVM – 1,371,632
 - April 17-19, 2025 press trip.
- **Laura Powell, AAA:** UVM 277,533 / **Organic Spa Magazine:** Circulation – 140,000; UVM – 3,128
 - June 22-25, 2025 press trip.
- **Ligaya Malones, Lonely Planet:** UVM – 3,889,221
 - TBD; Press trip in ‘25-26 fiscal year.
- **Meghan Rose, PS (PopSugar):** UVM – 3,752,358
 - FAM trip postponed due to LA fires. Trip rescheduling in progress.
- **Rosa Gamazo, Telecinco (Spanish):** UVM - 4,976,592 - Luxury hotel/destination feature
 - TBD; 2025 press trip.
- **Stephanie Gravalese, Forbes:** UVM – 99,621,955 / **Slow Living Kitchen:** UVM – 5,370
 - TBD; 2025 press trip.
- **Christina Silvestri, Arizona Foothills Magazine:** UVM - 26,039 - History, dining, SLO life
 - TBD; Press trip in ‘25-26 fiscal year.

SLO TBID - SHARESLO
ORGANIC SOCIAL REPORT

March 2025



INSTAGRAM

In March, we saw an increase across the board on this platform. We gained 584 new followers, our impressions, engagements, and engagement rates all increased. This is due to popular video style and enticing subject matters that draw in the consumer. Our top performing posts were all reels about some of SLO's most beloved stops.


TOP POSTS:

 shareslo
Fri 3/28/2025 10:20 am PDT


Movie Night Under the Stars 🌟🎬 The Sunset Drive-In Movie Theater in San Luis Obispo is the ultimate throwback...




Impressions 37,692

 shareslo
Fri 3/14/2025 10:48 am PDT


Ready to hit the trails in San Luis Obispo? 🏃 Whether you're just starting out or looking for a challenge, SLO's...



Impressions 30,449

 shareslo
Thu 3/13/2025 10:27 am PDT

In SLO, They're Called Sandos 🥪
Heading to the beach, grabbing lunch with a pal, or just craving a classic...



Impressions 18,745

Followers: 37,921 (↑ 1.6%)

Total Net Growth: 584

Total Posts: 225

Total Impressions: 1,505,062 (↑ .1%)
(includes both organic & paid)

Total stories: 203







Total Engagements: 12,050 (↑ 23%)

Engagement Rate: .8% (↑ 33%)

FACEBOOK

In March, we saw an increase in followers by 213 new users. We saw an increase in organic impressions by 95% and an engagement rate increase by 100%. Our top performing content was all video content including the top performer being about Cozy Lodging Properties in SLO!

TOP POSTS:

 Visit San Luis Obispo Wed 3/12/2025 12:47 pm PDT	 Visit San Luis Obispo Fri 3/21/2025 12:25 pm PDT	 Visit San Luis Obispo Fri 3/28/2025 10:20 am PDT
<p>🏡 Staying Cozy 🏡 Although there's 315 days of sunshine in San Luis Obispo, there will still be days when...</p>	<p>SLO's Must-Visit Hubs 🏡 Spend your afternoon shopping, eating, and exploring! Grab your pals and hit up...</p>	<p>Movie Night Under the Stars 🎬🏠 The Sunset Drive-In Movie Theater in San Luis Obispo is the ultimate throwback...</p>
		
<p><u>Impressions</u> 18,185</p>	<p><u>Impressions</u> 17,463</p>	<p><u>Impressions</u> 13,509</p>

Page Followers: 97,911 (↑ .1%)

Total Net Audience Growth: 213

Total Posts: 22

Total Impressions: 1,273,559 (↓ 8%)

Total Organic: 108,455 (↑ 95%)







Total Engagements: 2,086 (↓ 12%)

Engagement Rate: .2% (↑ 100%)

TIKTOK

In March, we saw an increase in followers, impressions, engagement, and video views. Our engagement rate stayed the same. We are following closely the news on this app this week. Possible outcomes: the ban will fall back into place, the app will be bought, or the ban date may be extended.

TOP POSTS:

 visitslo Mon 3/17/2025 10:31 am PDT	 visitslo Mon 3/31/2025 9:47 am PDT	 visitslo Tue 3/11/2025 9:47 am PDT
Shabang 2025! 🌟 Get ready for California's premier music & arts festival on May 2nd & 3rd at Dairy...	Movie Night Under the Stars 🌟🎬 The Sunset Drive-In Movie Theater in San Luis Obispo is the ultimate throwback...	Happy Hour in San Luis Obispo, California 📍🍷
		
Impressions 1,243	Impressions 1,241	Impressions 1,203

Followers: 1,684 (↑ 3%)

Followers Gained: 63

Impressions: 21,491 (↑ 17%)

Engagement: 627 (↑ 18%)

Engagement Rate: 2.9% (➡ 0%)







Video Views: 21,491 (↑ 17%)



LINKEDIN

In March, we saw increases across the board on this platform. We grew by 11 new followers and a 13% increase in impressions. Our engagements and engagement rate both increased by 25% and 9.6%, respectively. The top content was SLO Airport and Pet Friendly Hotels. We plan to pivot to travel and lodging-specific content to continue the momentum.

TOP POSTS:

 Visit San Luis Obispo Wed 3/12/2025 9:59 am PDT	 Visit San Luis Obispo Fri 3/14/2025 10:13 am PDT	 Visit San Luis Obispo Wed 3/19/2025 10:20 am PDT
<p>Hop Off Your Flight & Taste The Central Coast Right When You Arrive 🌊🍷 https://lnkd.in/gppum7Pg</p>	<p>Who Said You Have To Leave Your Furry Friend at Home? 🐾 Whether you're traveling for business or...</p>	<p>#2 Includes Our SLO Motto 🍷 https://lnkd.in/eUqSQvXz</p>
<p>Taking Flight: Small Airports Wit...</p>  <p>Impressions 152</p>	<p>Pet Friendly Hotels In San Luis ...</p>  <p>Impressions 76</p>	<p>6 reasons this California town is...</p>  <p>Impressions 59</p>

Total Audience: 441 (↑ 2.5%)

Total Net Growth: 11

Total Posts: 4

Impressions: 380 (↑ 13%)

Engagements: 30 (↑ 25%)

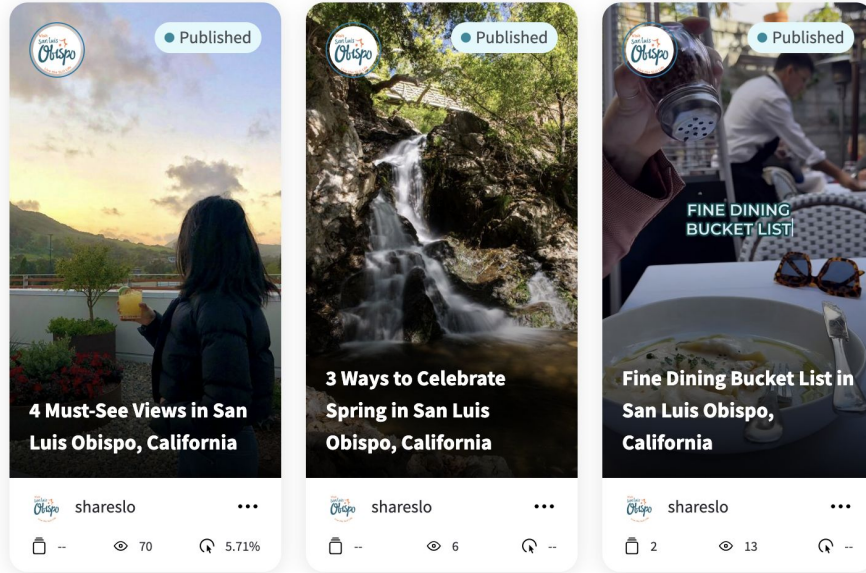
Engagement Rate: 7.89% (↑ 9.6%)



CA TRAVEL STORIES – CROWDRIFF

In March, we saw an increase in story views and story impressions. We saw a slight decrease in interaction rate and completion rate, although we still stay above the industry standard of success.

TOP POSTS:



Total Posts: 2

Story Views: 763 (↑ 7.9%)

Story Impressions: 661 (↑ 7.4%)

Interaction Rate: 73.3% (↓ .5%)

(Average Rate: 67%)

Completion Rate: 60.7% (↓ 8.6%)



(Average Rate: 52%)



PINTEREST

In March, we saw an increase in impressions, engagements, saves, total audience, and engaged audience. We saw a slight decrease in outbound clicks from 4 to 3, but otherwise a highly successful month.

TOP POSTS:

Pin	Type	Source	↓ Total impressions
 Family-Friendly To-Do's in San Luis ...	Organic	Your Pins	13
 4 Spots for Book Lovers in San Luis ...	Organic	Your Pins	1

Total Posts: 2

Impressions: 1.44k (↑ 5%)

Engagements: 47 (↑ 34%)

Outbound Clicks: 3 (↓ 25%)

Saves: 12 (↑ 33%)

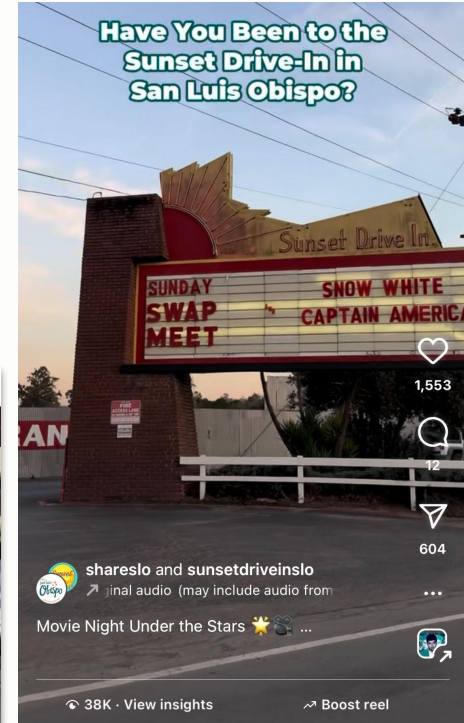
Total Audience: 1.15k (↑ 5%)

Engaged Audience: 39 (↑ 56%)



WHAT WE WORKED ON THIS MONTH:

- Women's History Month / Women in SLO Community
 - At Her Table City Events Collab
- Spring Season / Outdoor Content
 - Hiking Levels Reel (30.4k Views)
 - Spring To-Dos Reel (10.4k Views), Ntnl Day of Unplugging (10.8k Views)
- 1 Accepted Collaborations (No Longer Included in our Analytic Overview)
 - The Best Coastal Poppy Hike **(40.9k Views, 23.7k Accounts Reached)**
- 5 Invited Collaborations
 - @athertable, @calpolyarts, @rose_the_slo_way, @thehotelslo, @sunsetdrivein
- Sunset Drive-In Reel (38k Views), Sandos in SLO (18.7k Views), 4 Gathering Spots Reel (15.7k Views), Happy Hours in SLO (17.1k Views)
- Family-Friendly Itinerary, 4 Spots for Book Lovers, Patio Season, Walk Through SLO History, Cozy Stays in SLO, SLO Green Facts (Sustainability)
- Keep Highlights Refreshed and Up To Date w/ Currents Events



APRIL'S FOCUS:

- MidWeekend Vacation Capital of the World
 - Wednesdays in SLO, Monday Cravings in SLO
- SLO Film Fest
- Dog-influencer Fam Content Roll Out (collab, tags)
- Outdoor Content
 - Reservoir Canyon Reel, Ntnl Garden Month
 - Earth Day, Open Farm Days Giveaway
 - Keys for Trees
- Cal Poly Open House / Experience SLO Reel
- Shabang Feature, SLO Fine Dining Part 4 Reel
- Upcoming Events, New Businesses
- Spring & Charcuterie, Bachelor Party in SLO
- Sip 'n' Saunter Giveaway w/ @downtownslo
- Art After Dark, SLOMA Feature



2024

Economic Impact of Visitors to San Luis Obispo, CA

Prepared by:



Prepared for:



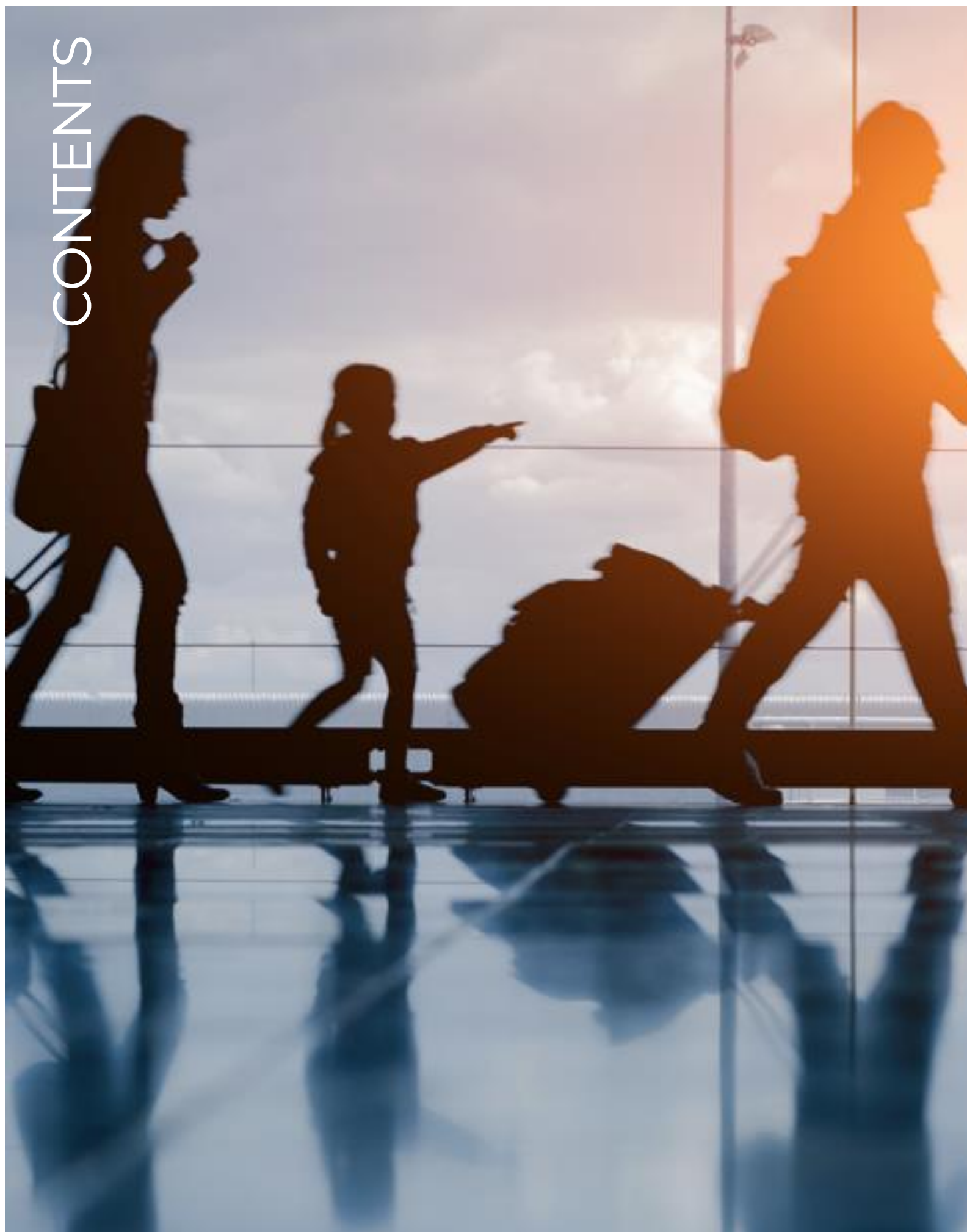


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Economic Impacts	4
Fiscal (Tax) Impacts	5
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1

Introduction

Background

The travel sector is an integral part of the economy in San Luis Obispo, California. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of the regional economy.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development. They can also carefully monitor its successes and future needs.

To quantify the economic significance of the tourism sector in San Luis Obispo, Tourism Economics prepared a comprehensive model detailing the far-reaching impacts arising from visitor spending. The results of this study show the scope of the travel sector in terms of direct visitor spending, as well as the total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

Methodology & Data Sources

Tourism Economics constructed an IMPLAN input-output model for San Luis Obispo County. The model traces the flow of visitor-related expenditures through the county's economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism. Tourism Economics then cross-checked these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.

The value of seasonal and second homes was estimated based on census data for seasonal units and estimated gross rents.

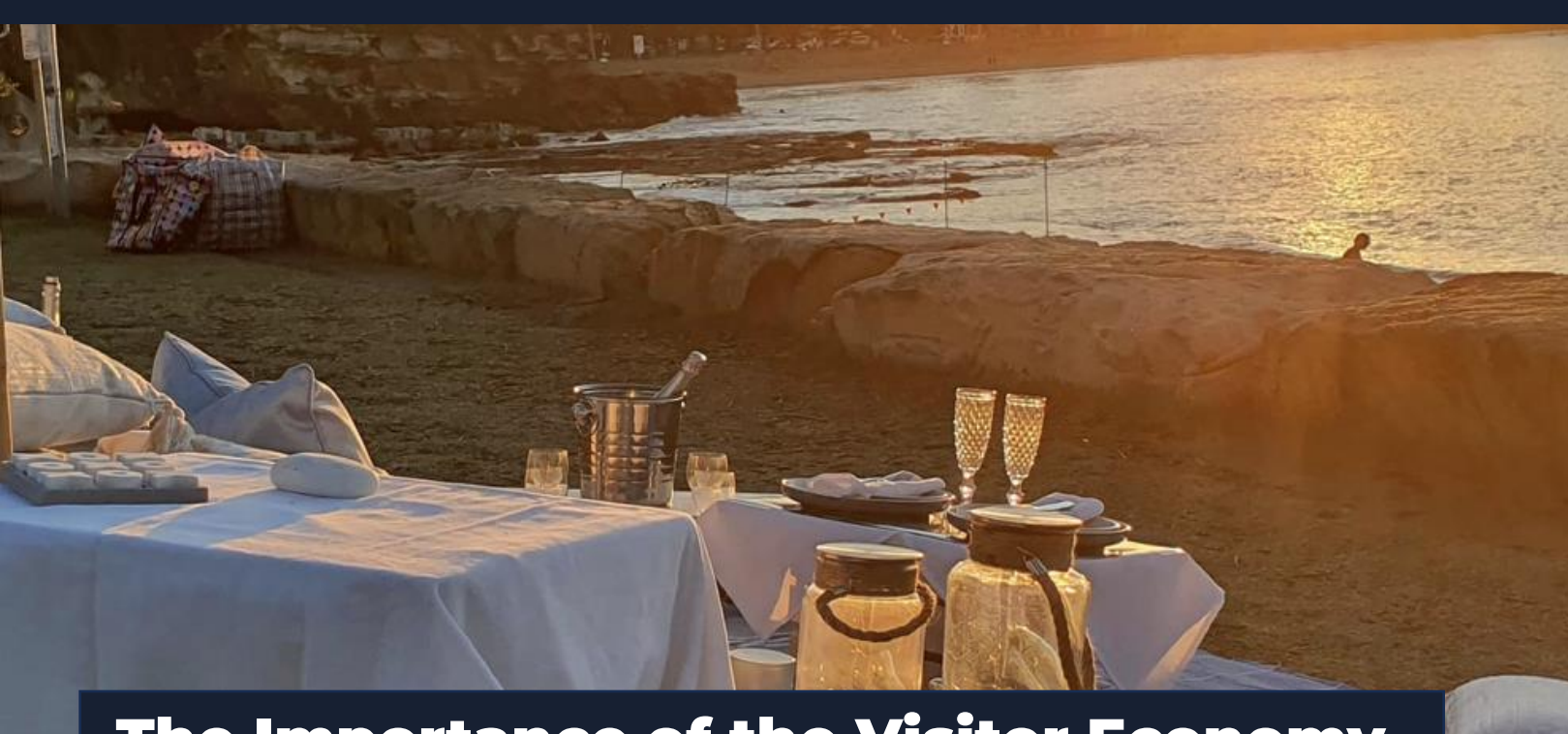
Visitors included those who stayed overnight or traveled more than 50 miles to the destination.

The analysis draws on the following data sources:

- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry
- STR: Lodging performance data, including room demand, room rates, occupancy, and room revenue
- San Luis Obispo County: Transit Occupancy Tax (TOT) collections by municipality
- Tourism Economics: international travel data for overseas, Canadian, and Mexican travel to California based on aviation, survey, and credit card information
- VsaVue: Credit card spending data for international and domestic visitors

2

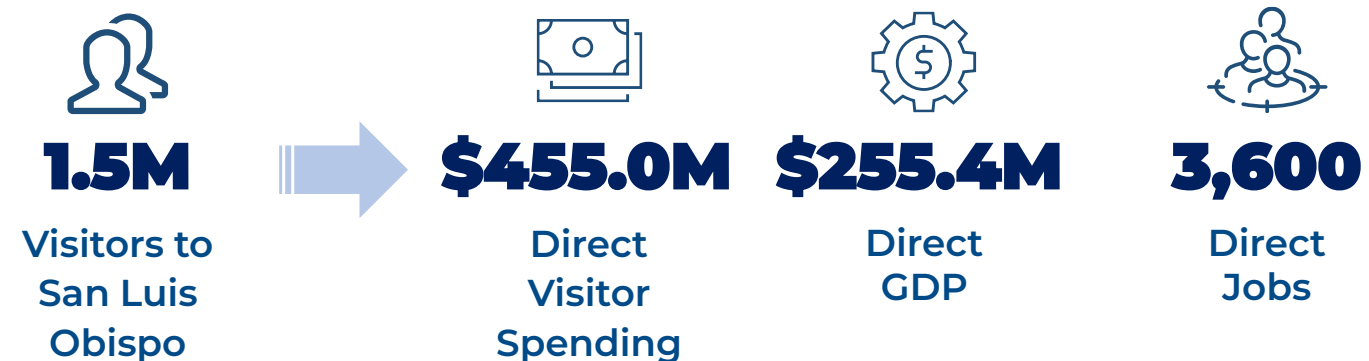
Executive Summary



The Importance of the Visitor Economy

Summary Direct Visitor Spending in 2024

In 2024, San Luis Obispo welcomed approximately 1.5 million visitors, including 1.0 million overnight visitors and 488,000 day visitors. In total, these visitors spent \$455.0 million across the regional economy, supporting \$255.4 million in direct GDP and approximately 3,000 direct jobs.



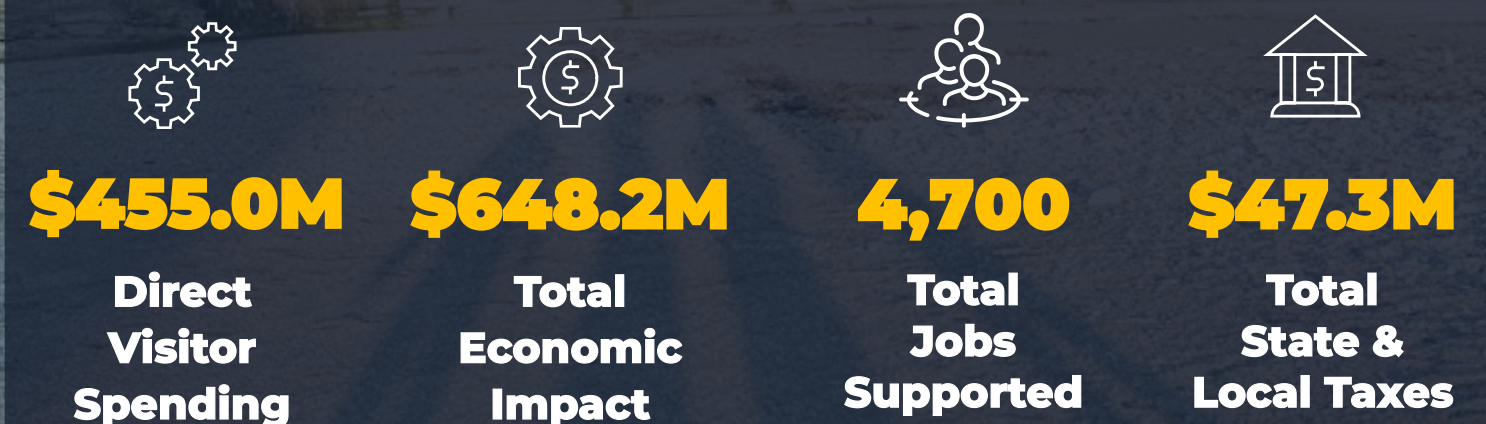
Total Economic Impact

The direct visitor spending impact of \$455.0 million generated a total economic impact of \$648.2 million in the regional economy (including indirect and induced impacts) and sustained approximately 4,700 total jobs.

In CY 2024, visitor-generated state and local tax revenues amounted to \$47.3 million.



Summary Economic Impacts of Visitors in San Luis Obispo (2024)



3

Visitor Volume & Visitor Spending

Visitor Volume

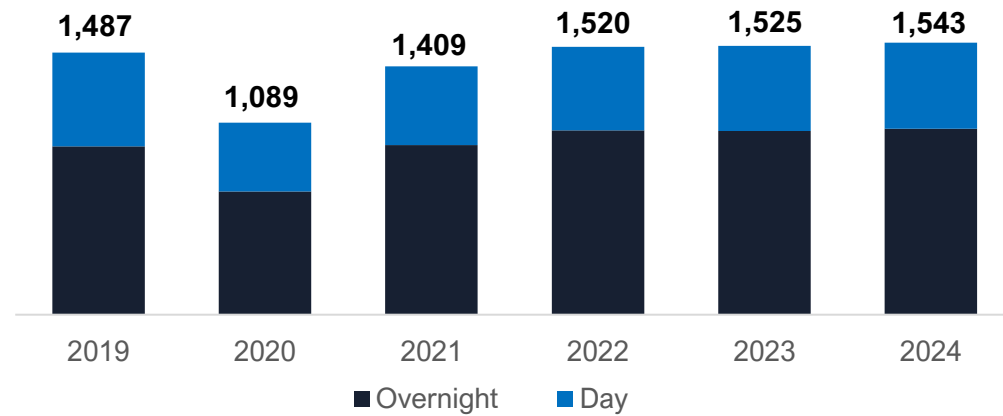
San Luis Obispo welcomed 1.5 million visits in 2024.

The 1.5 million total visits included 1.1 million overnight visitors and 488,000 day visitors. In total, these visitors spent \$455.0 million, supporting \$113.0 million in direct labor income and approximately 3,600 direct jobs.

The 1.5 million total visits to San Luis Obispo in 2024 represented a 1.2% increase compared to total visitation levels in 2023.

Total Visits to San Luis Obispo CY 2019-2024 (Thousands of Visits)

	2019	2020	2021	2022	2023	2024
Total visits	1,487.5	1,089.0	1,409.3	1,520.2	1,525.4	1,543.1
Overnight	955.5	698.8	962.0	1,045.0	1,042.7	1,055.6
Day	531.9	390.1	447.3	475.2	482.6	487.5



Source: Tourism Economics

Total Visits to San Luis Obispo CY 2020-2024 (Year-on-Year % Change)

	2020	2021	2022	2023	2024
Total visits	-26.8%	29.4%	7.9%	0.3%	1.2%
Overnight	-26.9%	37.7%	8.6%	-0.2%	1.2%
Day	-26.7%	14.7%	6.2%	1.6%	1.0%

Source: Tourism Economics

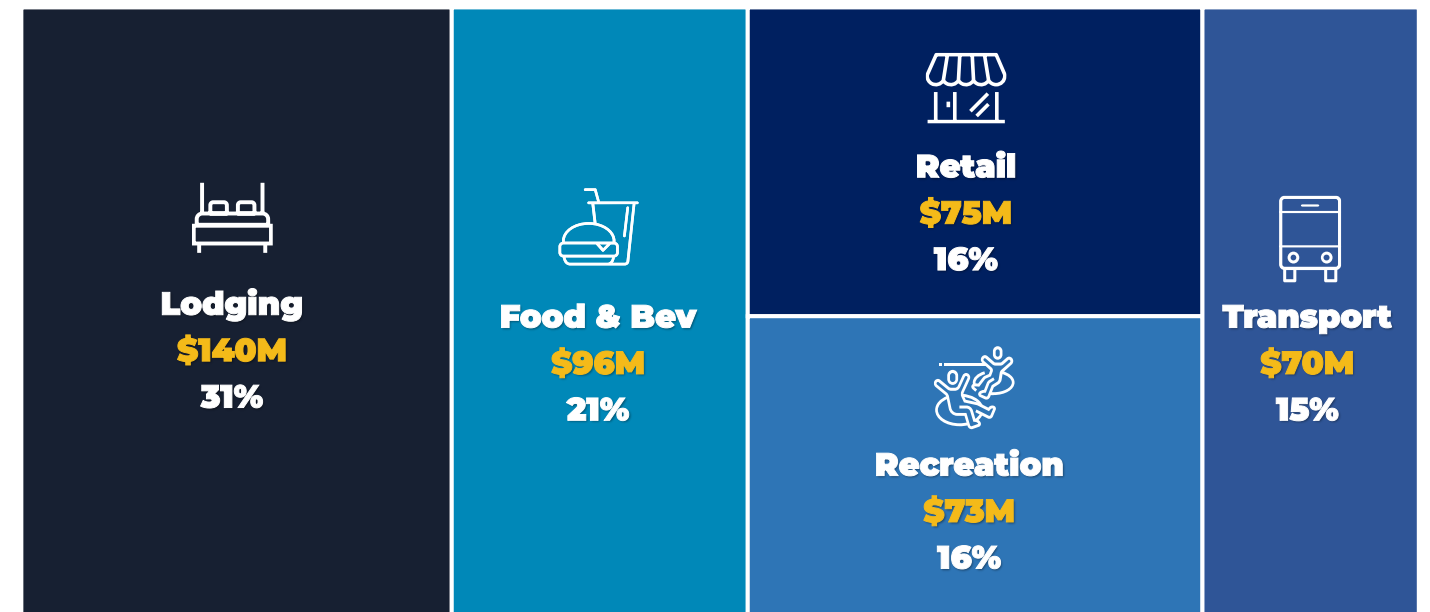
Visitor Spending

Visitors to San Luis Obispo spent approximately \$455 million in 2024.

Of the \$455.0 million spent by visitors to San Luis Obispo in 2024, lodging spending represented the highest spending category, registering \$140.2 million and capturing 31% of all visitor spending. Food and beverage spending followed, amounting to \$96.3 million, representing 21% of total visitor spending.

Retail spending amounted to \$75.1 million (16% of total spending), while recreation spending totaled \$73.0 million (16% of all visitor spending). Transportation spending, including both air and local transportation within the destination, totaled \$70.4 million (15% of total spending).

Total Spending by Visitors to San Luis Obispo, by Industry CY 2024 (\$ Millions and Percentage of Total Spending)

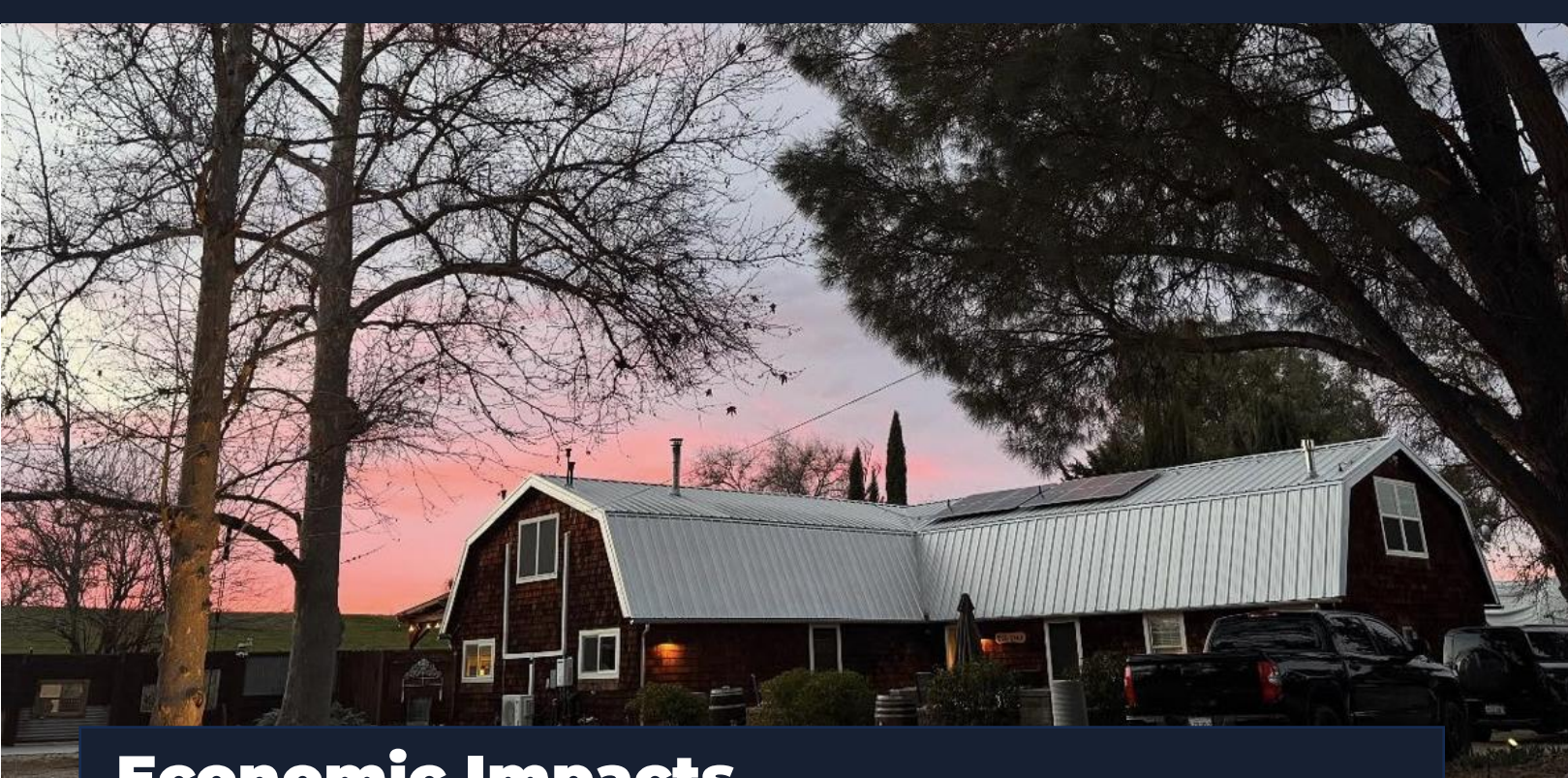


Source: Tourism Economics

4

Economic Impacts





Economic Impacts

Our analysis of the San Luis Obispo visitor economy begins with direct visitor spending and analyzes the downstream effects of this spending on the broader economy. To determine total economic impact, direct visitor spending serves as an input into a model of the regional economy, constructed using an IMPLAN input-output (I-O) model. The model traces the full extent of industry impacts as dollars flow through the local economy.

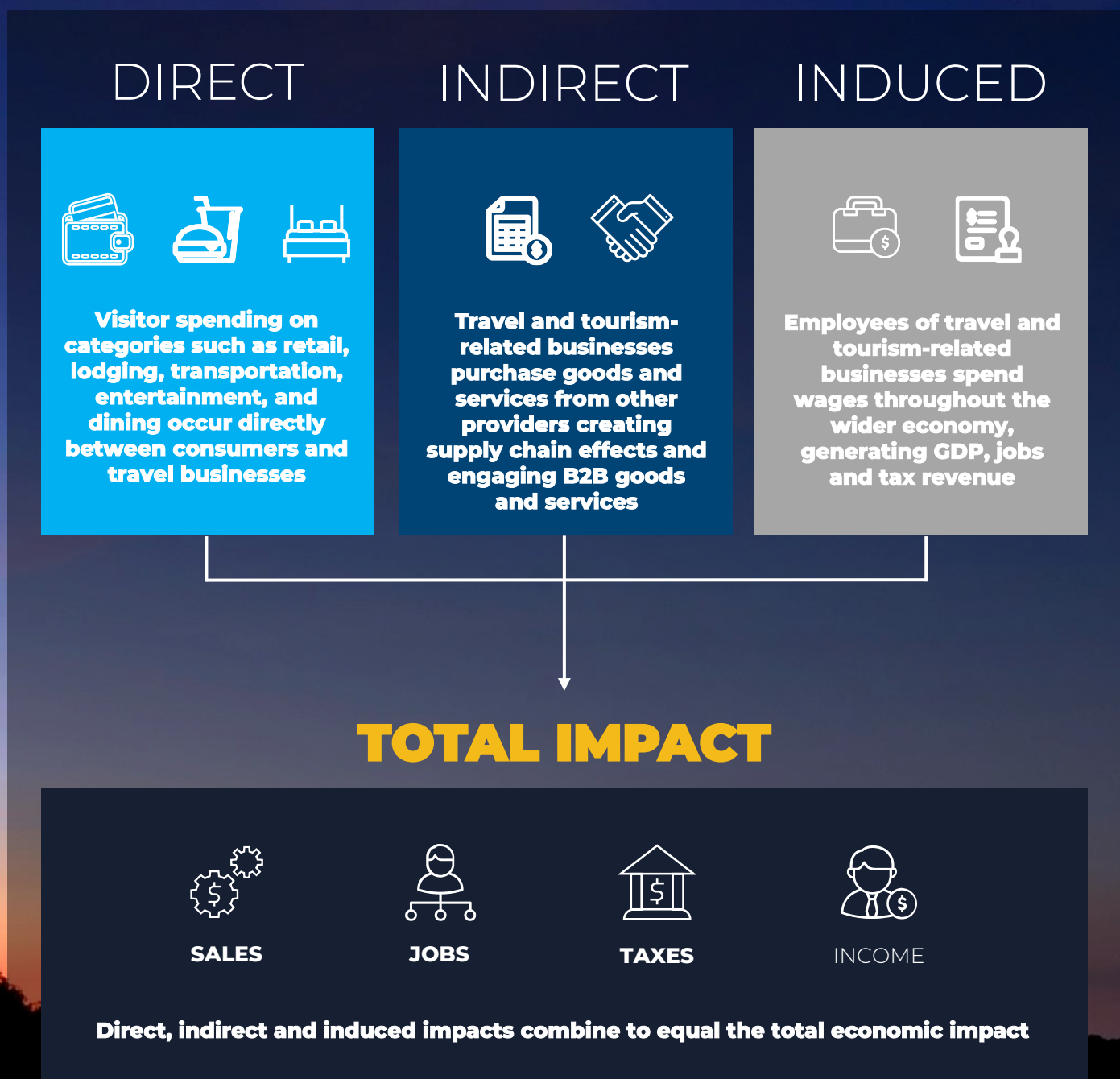
An I-O model represents a profile of an economy by measuring the relationships among industries and consumers and quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a discrete group of sectors (such as lodging, food and beverage, recreation, and transportation). This supports a relative proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitor spending spend those wages in the local economy. This is called the induced impact or income effect.

The Tourism Economics model calculates these three levels of impact - direct, indirect and induced - for a broad set of indicators, including:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

Economic Impact Framework



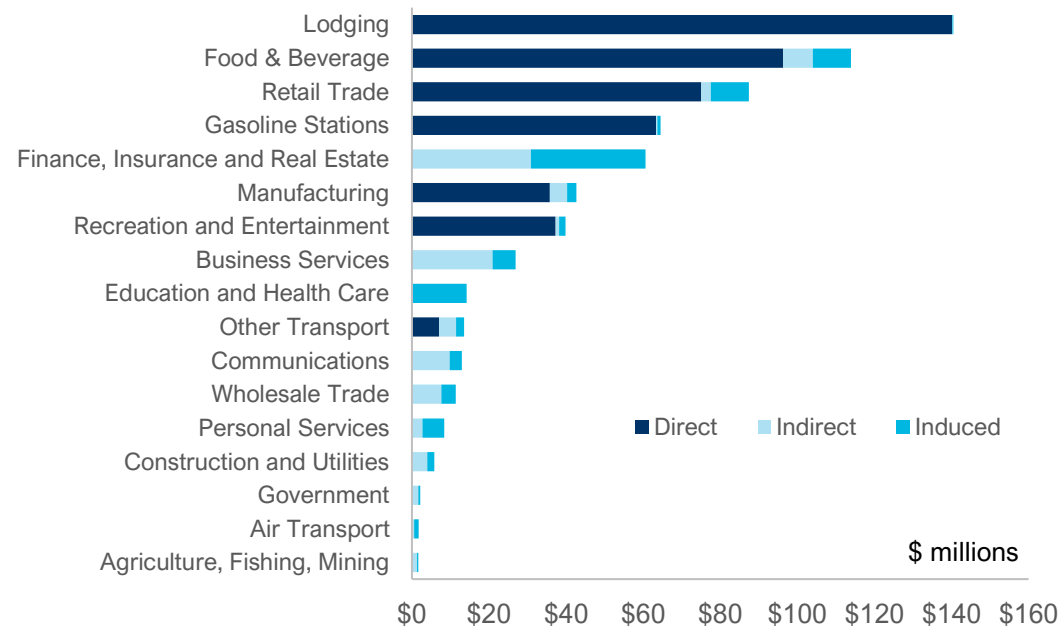
Business Sales Impacts

The \$455.0 million in visitor spending in 2024 generated a total economic impact of \$648.2 million throughout the regional economy.

As previously outlined, visitors to San Luis Obispo contributed a direct impact of \$455.0 million in 2024. This direct impact generated \$100.0 million in indirect impacts and \$93.2 million in induced impacts, resulting in a total economic impact of \$648.2 million throughout the regional economy..

The lodging industry was the most-impact industry with \$140.5 million in total business sales. Food and beverage and retail followed, with \$113.9 million and \$87.4 million in total business sales, respectively.

Business Sales Impacts, by Industry
CY 2024 (\$ Millions)



Source: Tourism Economics

Summary Economic Impacts of San Luis Obispo Visitors in 2024



$$\mathbf{\$455.0M + \$100.0M + \$93.2M = \$648.2M}$$

Direct
Visitor
Spending

Indirect
Business
Sales

Induced
Business
Sales

Total
Economic
Impact

Business Sales Impacts, by Industry CY 2024 (\$ Millions)

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total Business Sales, All Industries	\$455.0	\$100.0	\$93.2	\$648.2
By industry				
Lodging	\$140.2	\$0.0	\$0.3	\$140.5
Food & Beverage	\$96.3	\$7.8	\$9.8	\$113.9
Retail Trade	\$75.1	\$2.5	\$9.9	\$87.4
Gasoline Stations	\$63.4	\$0.3	\$0.9	\$64.5
Finance, Insurance and Real Estate	\$0.0	\$30.9	\$29.7	\$60.6
Manufacturing	\$35.8	\$4.5	\$2.4	\$42.6
Recreation and Entertainment	\$37.3	\$0.9	\$1.6	\$39.8
Business Services	\$0.0	\$20.9	\$6.0	\$26.9
Education and Health Care	\$0.0	\$0.2	\$14.0	\$14.2
Other Transport	\$7.0	\$4.4	\$2.1	\$13.5
Communications	\$0.0	\$9.8	\$3.2	\$12.9
Wholesale Trade	\$0.0	\$7.6	\$3.8	\$11.4
Personal Services	\$0.0	\$2.7	\$5.7	\$8.4
Construction and Utilities	\$0.0	\$4.0	\$1.8	\$5.8
Government	\$0.0	\$1.6	\$0.5	\$2.2
Air Transport	\$0.0	\$0.5	\$1.2	\$1.8
Agriculture, Fishing, Mining	\$0.0	\$1.3	\$0.3	\$1.7

Source: Tourism Economics

Note: totals may not sum due to rounding.

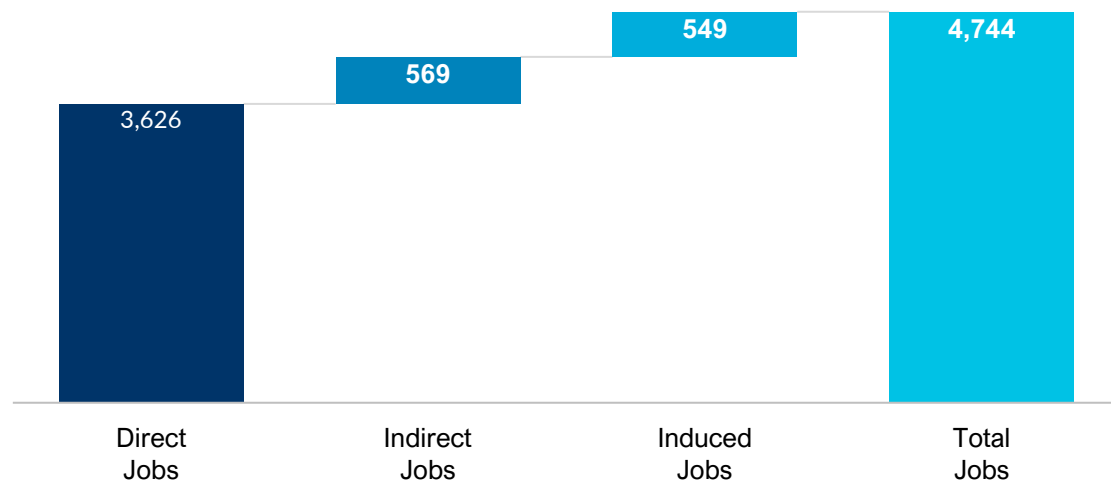
Job Impacts

Visitors to San Luis Obispo generated a total employment impact of approximately 4,700 part-time and full-time jobs in 2024.

Visitor activity sustained more than 3,600 direct jobs in 2024. Indirect and induced impacts generated 569 indirect jobs and 549 induced jobs, resulting in a total employment impact of more than 4,700 total jobs.

Job Impacts, by Industry CY 2024 (Number of Jobs)

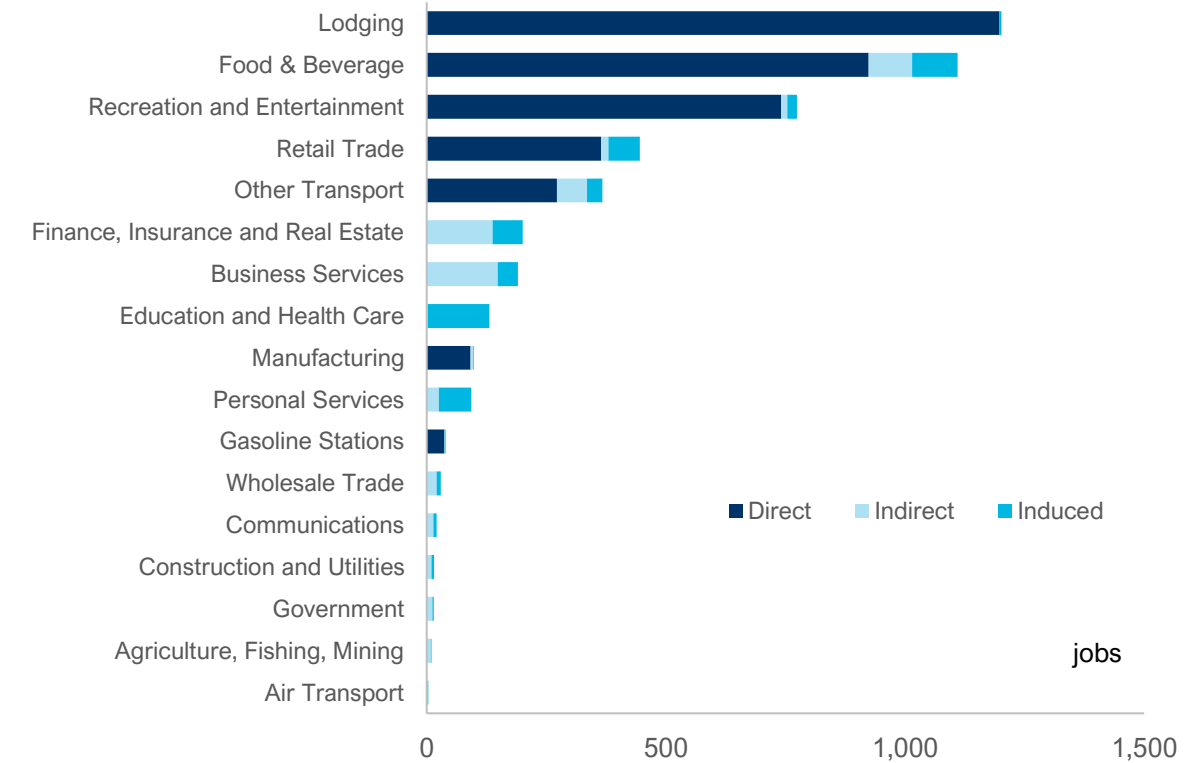
	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total Jobs, All Industries	3,626	569	549	4,744
By industry				
Lodging	1,196	0	5	1,201
Food & Beverage	924	91	95	1,110
Recreation and Entertainment	741	13	20	774
Retail Trade	365	15	65	445
Other Transport	272	63	32	367
Finance, Insurance and Real Estate	0	138	63	201
Business Services	0	149	42	190
Education and Health Care	0	2	129	131
Manufacturing	92	6	1	98
Personal Services	0	25	68	93
Gasoline Stations	37	1	2	39
Wholesale Trade	0	21	9	30
Communications	0	14	7	21
Construction and Utilities	0	10	5	15
Government	0	12	3	15
Agriculture, Fishing, Mining	0	8	1	10
Air Transport	0	1	2	4



Source: Tourism Economics
Note: Jobs include part-time and full-time jobs

The lodging industry was the most-impact industry with approximately 1,200 total jobs. The food and beverage industry and recreation industry followed, with 1,100 and 770 total jobs, respectively.

Job Impacts, by Industry CY 2024 (Number of Jobs)



Source: Tourism Economics
Note: Jobs include part-time and full-time jobs

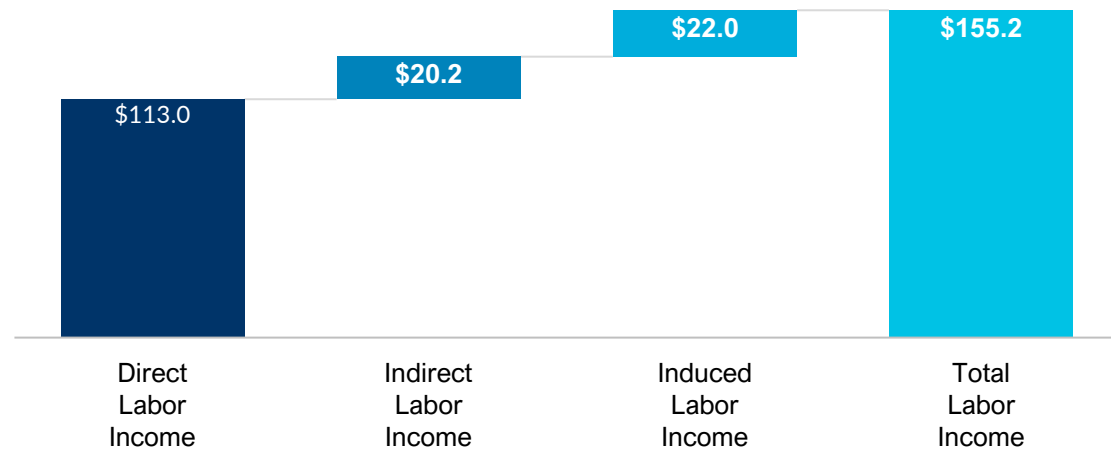
Labor Income Impacts

Visitors to San Luis Obispo generated a total labor income impact of more than \$155 million in 2024.

Visitor activity sustained \$113.0 million in direct labor income in 2024. Indirect and induced impacts generated \$20.2 million in indirect labor income and \$22.0 million in induced labor income, resulting in a total labor income impact of \$155.2 million.

Labor Income Impacts, by Industry CY 2024 (\$ Millions)

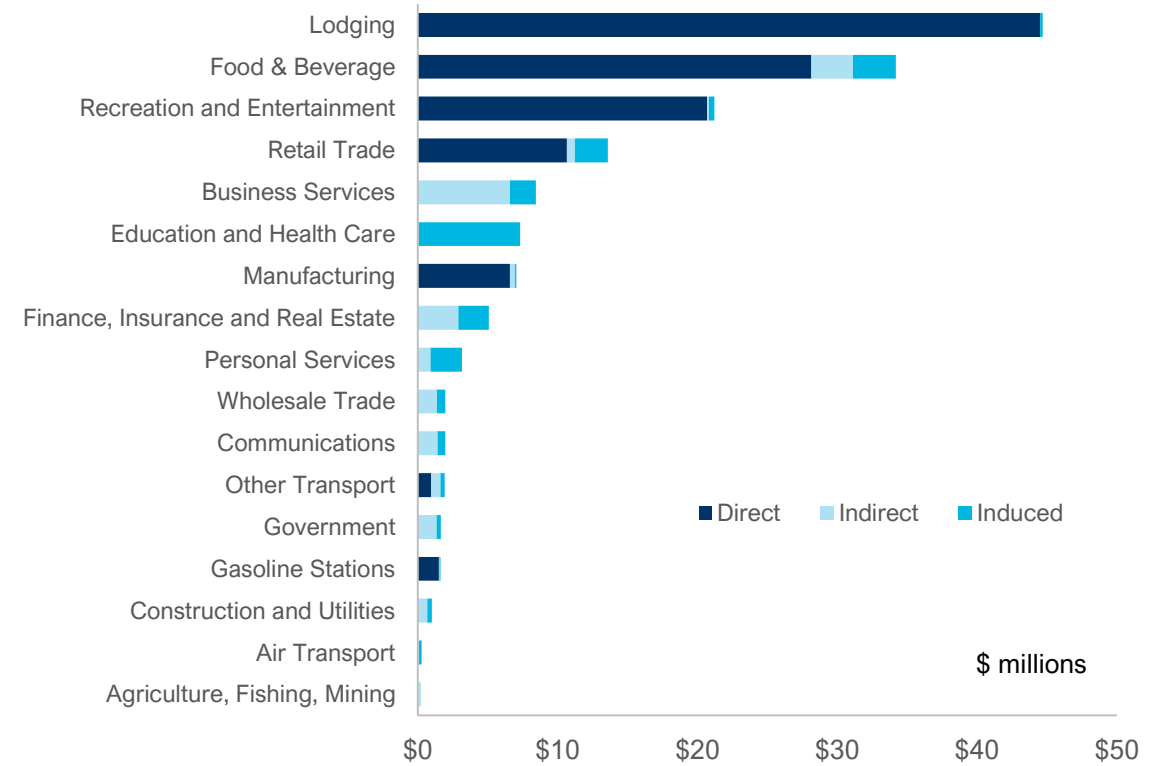
	Direct Labor Income	Indirect Labor Income	Induced Labor Income	Total Labor Income
Total Labor Income, All Industries	\$113.0	\$20.2	\$22.0	\$155.2
By industry				
Lodging	\$44.5	\$0.0	\$0.2	\$44.7
Food & Beverage	\$28.2	\$3.0	\$3.1	\$34.2
Recreation and Entertainment	\$20.7	\$0.1	\$0.4	\$21.2
Retail Trade	\$10.7	\$0.6	\$2.4	\$13.6
Business Services	\$0.0	\$6.6	\$1.9	\$8.4
Education and Health Care	\$0.0	\$0.1	\$7.2	\$7.3
Manufacturing	\$6.6	\$0.4	\$0.1	\$7.0
Finance, Insurance and Real Estate	\$0.0	\$2.9	\$2.2	\$5.1
Personal Services	\$0.0	\$0.9	\$2.3	\$3.2
Wholesale Trade	\$0.0	\$1.4	\$0.6	\$2.0
Communications	\$0.0	\$1.4	\$0.6	\$2.0
Other Transport	\$0.9	\$0.7	\$0.3	\$1.9
Government	\$0.0	\$1.3	\$0.3	\$1.6
Gasoline Stations	\$1.5	\$0.0	\$0.1	\$1.6
Construction and Utilities	\$0.0	\$0.7	\$0.3	\$1.0
Air Transport	\$0.0	\$0.1	\$0.2	\$0.3
Agriculture, Fishing, Mining	\$0.0	\$0.2	\$0.0	\$0.2



Source: Tourism Economics

The lodging industry was the most-impact industry with \$44.7 million in labor income. The food and beverage industry and the recreation industry followed, with \$34.2 million and \$21.2 million in total labor income, respectively.

Labor Income Impacts, by Industry CY 2024 (\$ Millions)



Source: Tourism Economics

5

Fiscal (Tax) Impacts

Fiscal (Tax) Impacts

Visitors to San Luis Obispo generated a total fiscal (tax) impact of \$87.1 million, including \$39.8 million in federal taxes and \$47.3 million in state and local taxes.

Visitor spending directly generated \$37.1 million in state and local taxes, including \$17.4 million in sales tax revenue (which included \$10.8 million in Transient Occupancy Tax (TOT) revenue).

The visitor industry generated approximately \$47.3 million in total state and local tax revenues in CY 2024, including approximately \$18.5 million in sales tax revenue, \$7.0 million in personal income taxes, \$2.7 million in corporate taxes, \$2.9 million in excise and fees, and \$16.2 million in property tax revenues.

Fiscal (Tax) Impacts, by Type CY 2024 (\$ Millions)

	Direct Taxes	Indirect & Induced Taxes	Total Taxes
Total Taxes	\$62.8	\$34.5	\$87.1
Federal	\$25.7	\$24.3	\$39.8
Personal income	\$13.9	\$6.1	\$20.0
Corporate	\$1.6	\$1.2	\$2.7
Indirect business	\$1.2	\$0.5	\$1.7
Social insurance	\$9.1	\$6.3	\$15.4
State and Local	\$37.1	\$10.2	\$47.3
Sales	\$17.4	\$1.1	\$18.5
Transient Occupancy Tax (TOT)	\$10.8	\$0.0	\$10.8
Personal income	\$4.9	\$2.1	\$7.0
Corporate	\$1.6	\$1.2	\$2.7
Excise and fees	\$2.0	\$0.9	\$2.9
Property	\$11.2	\$5.0	\$16.2

Source: Tourism Economics

3

Appendix



Glossary – Spending Definitions

Term	Description
Lodging	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels, rentals and similar establishments.
Food and beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Recreation	Includes visitors spending within the arts, entertainment and recreation sub-sector.
Shopping	Includes visitor spending in all retail sub-sectors within the local economy.
Local transport	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.
Service stations	Visitor spending on gasoline.
Second homes	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.

Glossary – Economic Impact Definitions

Term	Description
Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
Indirect Impact	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Employment	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
Labor income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Value Added (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
Local Taxes	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
State Taxes	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.

About the Research Team



Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics employs 600 full-time staff, including 250 professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC.





TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

San Luis Obispo, CA Lodging Forecast

December 2024

Prepared for:



Context

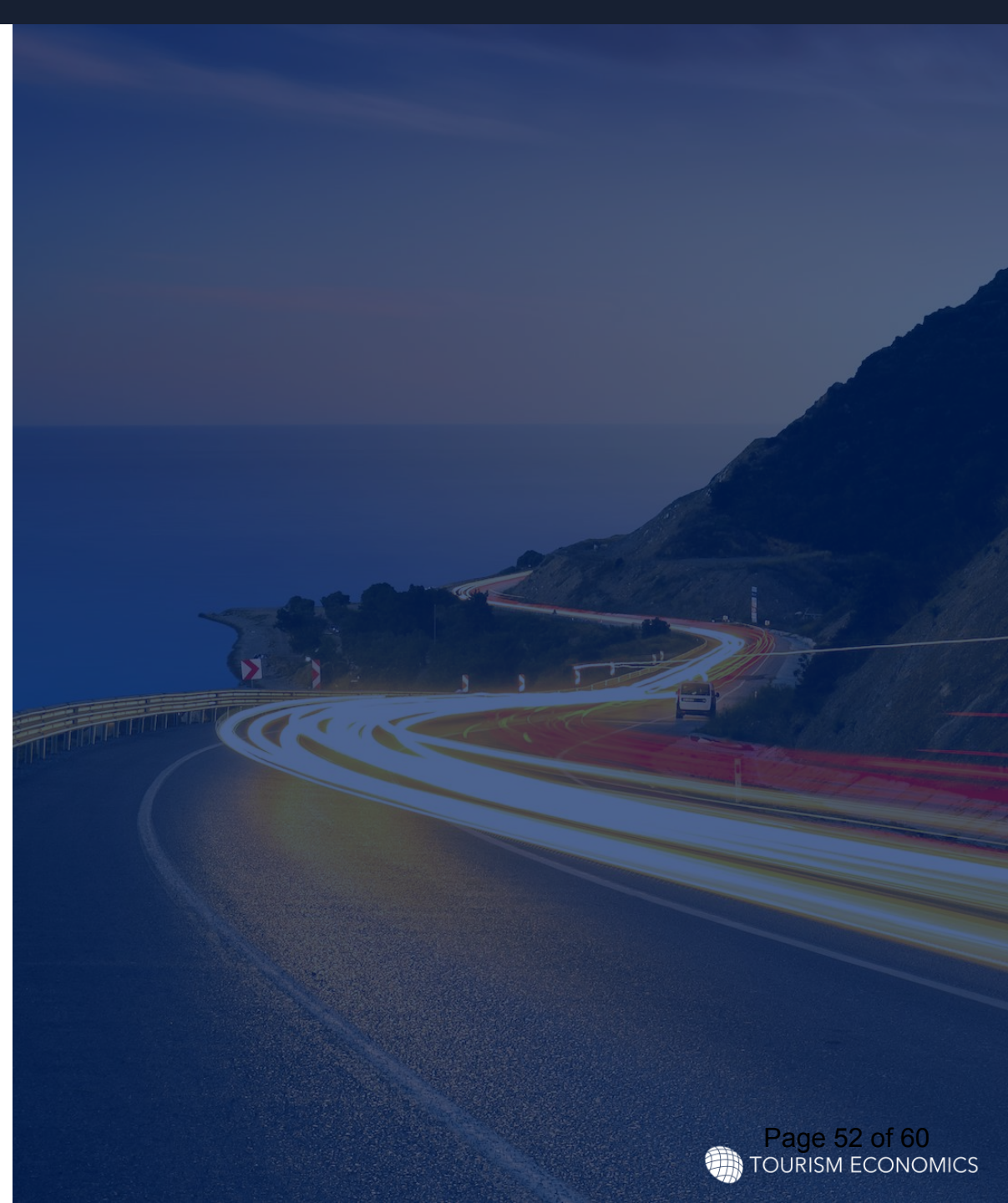
Visit SLO CAL engaged Tourism Economics to prepare a lodging forecast of key indicators for San Luis Obispo, CA and the following additional geographies (which will be delivered separately).

- San Luis Obispo County
- North County
- South County
- Atascadero, CA
- Arroyo Grande, CA
- Morro Bay, CA
- Paso Robles, CA
- Pismo Beach, CA

This forecast relies on:

- Monthly STR hotel data through October 2024;
- Weekly STR hotel data through November 30, 2024;
- Economic forecasts prepared by Oxford Economics, parent company of Tourism Economics; and,
- Assumptions on the future path of the tourism sector in the context of economic trends.

Due to standard forecast variability, future hotel performance may vary from the estimates presented in this forecast.



Forecast Tables

Annual

Forecast Table: Annual
San Luis Obispo, CA

	Supply	Demand	Occ.	ADR	RevPAR	Room Revenue	Supply	Demand	Occ.	ADR	RevPAR	Room Revenue	Supply	Demand	Occ.	ADR	RevPAR	Room Revenue	
Levels							Growth							Relative to 2019					
2019	822,850	577,729	70.2%	\$145.79	\$102.36	\$84,229,139							0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
2020	861,672	420,215	48.8%	\$146.73	\$71.56	\$61,657,933	4.7%	-27.3%	-30.5%	0.6%	-30.1%	-26.8%	4.7%	-27.3%	-30.5%	0.6%	-30.1%	-26.8%	
2021	883,153	577,185	65.4%	\$186.30	\$121.76	\$107,531,766	2.5%	37.4%	34.0%	27.0%	70.2%	74.4%	7.3%	-0.1%	-6.9%	27.8%	18.9%	27.7%	
2022	920,498	623,336	67.7%	\$178.58	\$120.93	\$111,317,791	4.2%	8.0%	3.6%	-4.1%	-0.7%	3.5%	11.9%	7.9%	-3.6%	22.5%	18.1%	32.2%	
2023	919,981	623,221	67.7%	\$179.01	\$121.27	\$111,563,001	-0.1%	0.0%	0.0%	0.2%	0.3%	0.2%	11.8%	7.9%	-3.5%	22.8%	18.5%	32.5%	
2024	915,719	630,059	68.8%	\$178.62	\$122.90	\$112,543,680	-0.5%	1.1%	1.6%	-0.2%	1.3%	0.9%	11.3%	9.1%	-2.0%	22.5%	20.1%	33.6%	
2025	935,314	642,452	68.7%	\$178.94	\$122.91	\$114,959,637	2.1%	2.0%	-0.2%	0.2%	0.0%	2.1%	13.7%	11.2%	-2.2%	22.7%	20.1%	36.5%	
2026	973,090	660,603	67.9%	\$179.11	\$121.59	\$118,321,455	4.0%	2.8%	-1.2%	0.1%	-1.1%	2.9%	18.3%	14.3%	-3.3%	22.9%	18.8%	40.5%	

Source: STR, Tourism Economics

Forecast Tables

Quarterly

Forecast Table: Quarterly

San Luis Obispo, CA

	Supply	Demand	Occ.	ADR	RevPAR	Room revenue	Supply	Demand	Occ.	ADR	RevPAR	Room revenue	Supply	Demand	Occ.	ADR	RevPAR	Room revenue
	Levels						Growth						Relative to 2019					
2022 Q1	227,101	136,594	60.1%	\$151.21	\$90.95	\$20,654,447	4.7%	17.1%	11.9%	9.3%	22.3%	28.1%	16.5%	7.5%	-7.7%	19.2%	10.0%	28.1%
Q2	229,564	164,505	71.7%	\$189.48	\$135.78	\$31,170,138	4.7%	6.0%	1.3%	1.9%	3.2%	8.0%	12.9%	11.3%	-1.4%	23.0%	21.3%	36.9%
Q3	231,901	178,737	77.1%	\$197.22	\$152.01	\$35,250,629	4.6%	7.1%	2.4%	-10.0%	-7.9%	-3.6%	11.1%	11.2%	0.1%	24.4%	24.5%	38.3%
Q4	231,932	143,500	61.9%	\$168.94	\$104.52	\$24,242,577	3.0%	3.6%	0.6%	-9.9%	-9.4%	-6.7%	7.4%	0.9%	-6.0%	20.9%	13.6%	22.1%
2023 Q1	226,890	135,893	59.9%	\$151.86	\$90.95	\$20,636,342	-0.1%	-0.5%	-0.4%	0.4%	0.0%	-0.1%	16.4%	7.0%	-8.1%	19.7%	10.0%	28.0%
Q2	229,411	164,603	71.8%	\$193.70	\$138.98	\$31,884,028	-0.1%	0.1%	0.1%	2.2%	2.4%	2.3%	12.8%	11.4%	-1.3%	25.8%	24.2%	40.1%
Q3	231,810	176,501	76.1%	\$195.58	\$148.92	\$34,520,934	0.0%	-1.3%	-1.2%	-0.8%	-2.0%	-2.1%	11.1%	9.8%	-1.1%	23.3%	21.9%	35.4%
Q4	231,870	146,224	63.1%	\$167.70	\$105.76	\$24,521,697	0.0%	1.9%	1.9%	-0.7%	1.2%	1.2%	7.4%	2.8%	-4.2%	20.1%	15.0%	23.5%
2024 Q1	226,890	137,607	60.6%	\$151.69	\$92.00	\$20,873,598	0.0%	1.3%	1.3%	-0.1%	1.1%	1.1%	16.4%	8.3%	-7.0%	19.6%	11.2%	29.5%
Q2	229,411	166,731	72.7%	\$193.46	\$140.60	\$32,256,005	0.0%	1.3%	1.3%	-0.1%	1.2%	1.2%	12.8%	12.8%	0.0%	25.6%	25.6%	41.7%
Q3	231,810	178,181	76.9%	\$194.59	\$149.57	\$34,671,684	0.0%	1.0%	1.0%	-0.5%	0.4%	0.4%	11.1%	10.9%	-0.2%	22.7%	22.5%	36.0%
Q4	227,608	147,540	64.8%	\$167.70	\$108.71	\$24,742,392	-1.8%	0.9%	2.8%	0.0%	2.8%	0.9%	5.4%	3.8%	-1.6%	20.1%	18.2%	24.6%
2025 Q1	222,660	139,121	62.5%	\$152.45	\$95.25	\$21,208,723	-1.9%	1.1%	3.0%	0.5%	3.5%	1.6%	14.3%	9.5%	-4.1%	20.1%	15.2%	31.6%
Q2	226,574	166,731	73.6%	\$194.43	\$143.08	\$32,417,285	-1.2%	0.0%	1.3%	0.5%	1.8%	0.5%	11.4%	12.8%	1.2%	26.2%	27.8%	42.4%
Q3	240,808	181,388	75.3%	\$197.51	\$148.77	\$35,825,211	3.9%	1.8%	-2.0%	1.5%	-0.5%	3.3%	15.4%	12.9%	-2.2%	24.5%	21.8%	40.6%
Q4	245,272	155,212	63.3%	\$164.35	\$104.00	\$25,508,417	7.8%	5.2%	-2.4%	-2.0%	-4.3%	3.1%	13.6%	9.2%	-3.9%	17.7%	13.1%	28.4%
2026 Q1	239,940	144,964	60.4%	\$150.62	\$91.00	\$21,834,296	7.8%	4.2%	-3.3%	-1.2%	-4.5%	2.9%	23.1%	14.1%	-7.3%	18.7%	10.0%	35.5%
Q2	242,606	171,399	70.6%	\$192.48	\$135.99	\$32,991,720	7.1%	2.8%	-4.0%	-1.0%	-5.0%	1.8%	19.3%	16.0%	-2.8%	25.0%	21.5%	44.9%
Q3	245,272	185,923	75.8%	\$198.49	\$150.46	\$36,904,445	1.9%	2.5%	0.6%	0.5%	1.1%	3.0%	17.5%	15.7%	-1.6%	25.2%	23.2%	44.8%
Q4	245,272	158,316	64.5%	\$167.96	\$108.41	\$26,590,994	0.0%	2.0%	2.0%	2.2%	4.2%	4.2%	13.6%	11.3%	-2.0%	20.2%	17.9%	33.9%

Source: STR, Tourism Economics

About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, Buenos Aires, Dubai, Frankfurt, and Ontario.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 250 full-time staff, including 150 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

For more information:

info@tourismeconomics.com



Promotional Coordinating Committee Minutes

March 12, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Lydia Bates (left meeting at 7:30 p.m.), Committee Member Maureen Forsberg, Committee Member John Thomas, Committee Member Robin Wolf, Chair Samantha Welch

PCC Members Absent Committee Member Anni Wang

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 March 12, 2025 at 5:32 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

Motion By Committee Member Thomas

Second By Committee Member Bates

To approve Consent Items 3a through 3f.

Ayes (5): Committee Member Bates, Committee Member Forsberg, Committee Member Thomas, Committee Member Wolf, and Chair Welch

Absent (1): Committee Member Wang

CARRIED (5 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON FEBRAURY 12
- 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 NEIGHBORHOOD CAMPAIGN UPDATE (30 MIN)

Representatives from Whereabout presented their findings from their business district and neighborhood identity work.

Public Comment

Carrie Sundra, Alpenglow Industries

Adam Montiel, Broadcaster

--End of Public Comment--

Action: By consensus the Committee directed staff to put forth a City process by which customer-serving businesses can apply to receive one-time funding from the City for promotional purposes and to reestablish the subcommittee to work on the process. During FY 25-26 the businesses within a defined district would need to organize, get a majority to agree on a name and the promotional use of \$5,000 funds, and then apply for the grant, available through the Economic Development budget.

- 4.b SLO RESTAURANT MONTH RECAP (25 MIN)

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

Action: No action taken on this item.

- 4.c PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE (10 MIN)

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

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a FY 2024-25 COMMUNITY PLACEMAKING & RECOVERY BUDGET (30 MIN)

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

Public Comment:

None

--End of Public Comment--

Motion By Committee Member Wolf

Second By Committee Member Thomas

To allocate funding for the following projects:

- Neighborhood maps up to \$5,000
- ARTober swag for 2025 promotion up to \$4,000
- Public Art Identity up to \$10,000
 - includes a refresh to the public art identity
 - update the public art style guide

Ayes (4): Committee Member Forsberg, Committee Member Thomas, Committee Member Wolf, and Chair Welch

Absent (2): Committee Member Bates, and Committee Member Wang

CARRIED (4 to 0)

5.b CONTRACTOR EVALUATION PROCESS (10 MIN)

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

Action: No action taken on this item.

5.c ELECTION OF CHAIR & VICE-CHAIR (10 MIN)

Motion By Committee Member Forsberg

Second By Chair Welch

To appoint John Thomas as Chair and Robin Wolf as Vice Chair for the next year.

Ayes (4): Committee Member Forsberg, Committee Member Thomas, Committee Member Wolf, and Chair Welch

Absent (2): Committee Member Bates, and Committee Member Wang

CARRIED (4 to 0)

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: February 12, 2025

Tourism & Community Promotions Manager Jacquie 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 8:03 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for April 9, 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