



Promotional Coordinating Committee  
AGENDA

Wednesday, April 9, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

**INSTRUCTIONS FOR PUBLIC COMMENT:**

**Public Comment prior to the meeting (must be received 3 hours in advance of the meeting):**

**Mail - Delivered by the U.S. Postal Service.** Address letters to the City Clerk's Office at 990 Palm Street, San Luis Obispo, California, 93401.

**Email - Submit Public Comments via email to [advisorybodies@slocity.org](mailto:advisorybodies@slocity.org).** In the body of your email, please include the date of the meeting and the item number (if applicable). Emails *will not* be read aloud during the meeting.

**Voicemail - Call (805) 781-7164 and leave a voicemail.** Please state and spell your name, the agenda item number you are calling about, and leave your comment. Verbal comments must be limited to 3 minutes. Voicemails *will not* be played during the meeting.

*\*All correspondence will be archived and distributed to members, however, submissions received after the deadline may not be processed until the following day.*

**Public Comment during the meeting:**

**Meetings are held in-person.** To provide public comment during the meeting, you must be present at the meeting location.

**Electronic Visual Aid Presentation.** To conform with the City's Network Access and Use Policy, Chapter 1.3.8 of the [Council Policies & Procedures Manual](#), members of the public who desire to utilize electronic visual aids to supplement their oral presentation are encouraged to provide display-ready material to the City Clerk by 12:00 p.m. on the day of the meeting. Contact the City Clerk's Office at [cityclerk@slocity.org](mailto:cityclerk@slocity.org) or (805) 781-7114.

**1. CALL TO ORDER**

Chair Thomas will call the Regular Meeting of the Promotional Coordinating Committee to order.

**2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA**

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

**3. APPOINTMENT - OATH OF OFFICE**

Dan Fredman, appointed by the City Council on April 1, 2025 will take the oath of office to serve on the PCC Committee.

**4. COMMITTEE INTRODUCTIONS**

Committee, staff and contractors will introduce themselves.

**5. CONSENT**

Recommendation:

To approve Consent Items 4.a to 4.f.

5.a	<u>MINUTES OF THE REGULAR MEETING ON MARCH 12</u>	5
5.b	<u>2024-25 COMMUNITY PROMOTION BUDGET REPORT</u>	9
5.c	<u>SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT</u>	11
5.d	<u>SLO CHAMBER GUEST SERVICES REPORT</u>	13
5.e	<u>SLO CHAMBER GRANT SUPPORT REPORT</u>	15
5.f	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	17

**6. PRESENTATIONS**

6.a	<u>PUBLIC ART PROGRAM UPDATE (15 MIN)</u>	
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Staff will present an overview of the public art program and priorities.

**6.b PUBLIC RELATIONS, GRANT SUPPORT, AND GUEST SERVICES  
QUARTER REPORT (15 MIN)**

Representatives from the SLO Chamber will present the third quarter report for the Public Relations, Grant Support and Guest Services activities.

**7. BUSINESS ITEMS**

**7.a CONTRACTOR PROPOSALS (25 MIN)**

The committee will receive the contact proposal presentation from the San Luis Obispo Chamber of Commerce for the contacts for Public Relations, Grant Support and Guest Services.

**8. PCC LIAISON REPORTS AND COMMUNICATION**

**8.a CACP LIAISON REPORT – Liaison Assignments**

**8.b COMMITTEE OUTREACH UPDATE – Committee Report**

**8.c TBID BOARD REPORT – TBID Meeting Minutes: March 12, 2025**

**8.d TOURISM PROGRAM UPDATE – Staff Report**

## 9. ADJOURNMENT

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for May 14, 2025 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

LISTENING ASSISTIVE DEVICES are available -- see the Clerk

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

Agenda related writings or documents provided to the Promotional Coordinating Committee are available for public inspection on the City's website, under the Public Meeting Agendas web page: <https://www.slocity.org/government/mayor-and-city-council/agendas-and-minutes>. Meeting video recordings can be found on the City's website:

<http://opengov.slocity.org/WebLink/Browse.aspx?id=61002&dbid=0&repo=CityClerk>



## Promotional Coordinating Committee Minutes

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

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### 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



**Community Promotions Budget 2024-25**

<b>Budget 2024-25</b>	<b>Amount</b>
Budget	\$ 413,252
<b>Total Budget</b>	<b>\$ 413,252</b>

**Expenditure** Last Updated 4/4/2025

<b>Expenditure</b>	<b>Allocated</b>	<b>Committed/Expended</b>	<b>Available Balance</b>	<b>Contractor</b>
Grant Funding	\$ 100,000	\$ 100,000	\$ -	CACP Recipients
Grant Promotional Support Contract	\$ 30,000	\$ 30,000	\$ -	Chamber of Commerce
Community Placemaking & Recovery Projects	\$ 49,530	\$ 44,000	\$ 5,530	Various (\$25k ARTober)
Guest Services Contract	\$ 121,275	\$ 121,275	\$ -	Chamber of Commerce
Public Relations Contract	\$ 50,000	\$ 50,000	\$ -	Chamber of Commerce
Media Monitoring Service	\$ 3,713	\$ 3,713		Chamber of Commerce
Printed Maps	\$ 7,500	\$ -	\$ 7,500	Chamber of Commerce
Support Cost	\$ 5,000	\$ -	\$ 5,000	City Administration
Administration	\$ 46,234	\$ 46,234		City Administration
<b>Total</b>	<b>\$ 413,252</b>	<b>\$ 395,222</b>	<b>\$ 18,030</b>	





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

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



## March 2025 Cultural Arts & Community Promotions Marketing Support Activity

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

City Farm SLO	<b>4th Annual Sheep Shearing Shindig</b>									
SLOMA	<b>2024 Mural Project &amp; Brand Launch</b>									
Saint Andrew Greek Orthodox	<b>San Luis Obispo Greek Festival</b>									
The Monday Club Conservancy	<b>The Monday Club Centennial - Doors Open California</b>	X	X		X					
Cal Poly	<b>Neurodivergent Farmers' Market Pop Up</b>			X			X			

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

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

23 Total; 20 served to date or in progress

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

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

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

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

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

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

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

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

DS - Recipient **Declined Services**



TOT Comparison

	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	Change +/- to previous FY
July	\$ 508,195	\$ 541,806	\$ 591,184	\$ 636,778	\$ 699,845	\$ 761,346	\$ 844,845	\$ 877,391	\$ 861,241	\$ 884,317	\$ 913,019	\$ 530,064	\$ 1,214,080	\$ 1,297,863	\$ 1,245,883	\$ 1,296,733	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





## 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

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### 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