



Promotional Coordinating Committee  
AGENDA

Wednesday, June 11, 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. CONSENT**

3.a	<u>MINUTES OF THE REGULAR MEETING ON MAY 14, 2025</u>	5
3.b	<u>2024-25 COMMUNITY PROMOTION BUDGET REPORT</u>	13
3.c	<u>SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT</u>	15
3.d	<u>SLO CHAMBER GUEST SERVICES REPORT</u>	19
3.e	<u>SLO CHAMBER GRANT SUPPORT REPORT</u>	21
3.f	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	25

**4. PRESENTATIONS**

**4.a PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE (15 MINUTES)**

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

**5. BUSINESS ITEMS**

**5.a NEIGHBORHOOD CAMPAIGN UPDATE (10 MINUTES)**

Staff will provide an update on the neighborhood identity work and next steps.

**5.b ARTOBER 2025 PROGRAM PLANNING (20 MINUTES)**

Staff and contractor will present the proposed scope of work for the committee's review and approval.

**6. PCC LIAISON REPORTS AND COMMUNICATION**

- 6.a CACP LIAISON REPORT – Liaison Assignments
- 6.b COMMITTEE OUTREACH UPDATE – Committee Report
- 6.c TBID BOARD REPORT – TBID Meeting Minutes: May 14, 2025
- 6.d TOURISM PROGRAM UPDATE – Staff Report

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## 7. ADJOURNMENT

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for July 9, 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

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Agenda related writings or documents provided to the Promotional Coordinating Committee are available for public inspection on the City's website, under the Public Meeting Agendas web page: <https://www.slocity.org/government/mayor-and-city-council/agendas-and-minutes>. Meeting video recordings can be found on the City's website: <http://opengov.slocity.org/WebLink/Browse.aspx?id=61002&dbid=0&repo=CityClerk>





## Promotional Coordinating Committee Minutes

May 14, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

PCC Members

Present:

Committee Member Maureen Forsberg, Committee Member Dan Fredman, Committee Member Samantha Welch, Committee Member Anni Wang, Vice Chair Robin Wolf, Chair John Thomas

PCC Member Absent:

Committee Member Lydia Bates

City Staff Present:

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, Economic Development & Tourism Manager Laura Fiedler

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### 1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on May 14, 2025 at 5:31 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Thomas.

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

Public Comment:

*--End of Public Comment--*

### 3. CONSENT

**Motion By** Committee Member Wang

**Second By** Committee Member Forsberg

To approve Consent Items 3a through 3f.

Ayes (6) Committee Member Wang, Committee Member Forsberg, Committee Member Welch, Committee Member Fredman, Vice Chair Wolf, and Chair Thomas.

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON APRIL 9, 2025
- 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 2025 ARTS & CULTURE ECONOMIC IMPACT REPORT (25 MIN)

Summer Truschke from SLO County Arts and Vince Vasquez from PolicyCraft Institute presented findings from the 2025 Arts & Culture Economic Impact [report](#) that the City of SLO invested in.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

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

Hollie West from SLO Chamber presented the report for the public relations activities that occurred over the past month, also noting the new monthly report template that was part of the consent agenda.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

#### 5. BUSINESS ITEMS

5.a CULTURAL ARTS & COMMUNITY PROMOTIONS GRANT  
RECOMMENDATIONS (30 MIN)

The CACP subcommittee presented the CACP grant recommendations and discussed with the full committee.

Public Comment:

Tammy Paster, Meals that Connect Senior Nutrition Program

Patty Thayer, SLO Repertory Theatre

JBird, SLO Climate Coalition

Beth Bolyard, Central Coast Comedy Theatre

--End of Public Comment--

**Motion By** Committee Member Wang

**Second By** Committee Member Welch

To move forward with the CACP subcommittee grant recommendations as presented for approval to City Council in July.

Organization Name	Recommendations	Specific Items
Cal Poly Corporation	\$ 6,000.00	To be used towards media plan as presented.
Canzona Women's Ensemble	\$ 1,000.00	To be used towards media plan as presented.
Central Coast Childbirth Network	\$ 1,300.00	To be used towards media plan with the exception of printed flyers.
Central Coast Comedy Theater	\$ 2,000.00	To be used towards media plan with the exception of printed ads.
Central Coast Shakespeare Festival	\$ -	Not eligible for funding due to incomplete application, specifically overall budget section.
City Farm SLO	\$ 3,000.00	To be used towards media plan as presented.
Civic Ballet of San Luis Obispo	\$ 3,000.00	To be used towards media plan as presented.
Diversity Coalition San Luis Obispo County	\$ 4,000.00	To be used towards media plan with the exception of print.

Downtown SLO	\$ 12,000.00	To be used towards media plan as presented.
ECOSLO	\$ 3,000.00	To be used towards media plan as presented with the exception of print.
Girl Scouts of California's Central Coast	\$ -	Not recommended for funding due to limited reach to CACP's intended audience. See 6.g. of Program Specifications & Guidelines.
History Center of San Luis Obispo County	\$ 1,500.00	To be used towards media plan as presented.
History Revisited	\$ 9,000.00	To be used towards media plan as presented.
Hospice of San Luis County	\$ 1,250.00	To be used towards media plan as presented with the exception of print and bulk mailers.
Latino Outreach Council	\$ 6,000.00	To be used towards advertising and marketing, not entertainment or talent for event.
Orchestra Novo, Inc	\$ 3,000.00	To be used towards media plan as presented with the exception of print.
Saint Andrew Greek Orthodox Church	\$ 4,500.00	To be used towards media plan as presented.
San Luis Obispo International Film Festival, Inc.	\$ 6,000.00	To be used towards Variety Package only.
San Luis Obispo Master Chorale	\$ 2,500.00	To be used towards marketing of single series or a single event.
San Luis Obispo Repertory Theatre	\$ 8,300.00	To be used towards media plan as presented with the exception of printed mailers.
Senior Nutrition Program of San Luis Obispo	\$ -	Not eligible for funding due to event having a primary purpose of fundraising and not meeting goals of CACP grant intention. See 7.d. of Program Specifications & Guidelines.
SLO County Arts Council	\$ 5,075.00	To be used towards social media, email marketing and local media



		partnerships only.
SLO Beaver Brigade	\$ 5,075.00	To be used towards media plan as presented with the exception of printed mailers.
SLO Climate Coalition	\$ 4,750.00	To be used towards media plan as presented.
San Luis Obispo Museum of Art	\$ 6,500.00	To be used towards media plan as presented with the exception of printed mailers.
SLO Overdose Awareness Day	\$ 1,250.00	To be used towards video production, not hair and makeup.
The Monday Club	\$ -	Not eligible for funding due to event having a primary purpose of fundraising and not meeting goals of CACP grant intention. See 7.d. of Program Specifications & Guidelines.
	<b>\$ 100,000.00</b>	

Ayes (6) Committee Member Wang, Committee Member Welch, Committee Member Fredman, Committee Member Forsberg, Vice Chair Wolf, and Chair Thomas.

CARRIED (6 to 0)

5.b PUBLIC ART IDENTITY PROGRAM UPDATE (15 MIN)

Ashlee Akers of Verdin Marketing and Jacqui Clark-Charlesworth presented an update to the proposed Public Art Identity Program scope of work.

Public Comment:

None

-- End of Public Comment--

**Motion By** Committee Member Welch

**Second By** Committee Member Fredman

To approve an additional allocation of \$2,000 to a total of up to \$12,000 to the Public Art Identity Program update through the contract with Verdin Marketing. The funds are to be allocated from the PCC's Community Placemaking and Recovery Projects line item of their FY24-25 budget.

Ayes (6) Committee Member Welch, Committee Member Fredman, Committee Member Forsberg, Committee Member Wang, Vice Chair Wolf, and Chair Thomas.

CARRIED (6 to 0)

5.c FY 25-26 COMMUNITY PROMOTIONS PROGRAM BUDGET (25 MIN)

Jacqui Clark-Charlesworth presented the budget allocations for the FY 25-26 Community Promotions program budget that will be recommended to City Council.

Public Comment:

None

*--End of Public Comment--*

**Motion By** Committee Member Welch

**Second By** Committee Member Forsberg

To approve the FY 25-26 Community Promotions program budget as presented.

Ayes (6) Committee Member Welch, Committee Member Forsberg, Committee Member Fredman, Committee Member Wang, Vice Chair Wolf, and Chair Thomas.

CARRIED (6 to 0)

5.d PCC CONTRACT APPROVALS (20 MIN)

Jacqui Clark-Charlesworth provided an update on the proposal for the two-year agreements with the SLO Chamber for Guest Services, Public Relations and Grant Promotions Support.

Public Comment:

None

*--End of Public Comment--*

**Motion By** Committee Member Wang

**Second By** Vice Chair Wolf

Approved two-year agreements with the SLO Chamber for Guest Services, Public Relations and Grant Promotions Support with the option to reassess and increase in the second year based on deliverables met and available funding.

Ayes (6) Committee Member Wang, Vice Chair Wolf, Committee Member Welch, Committee Member Forsberg, Committee Member Fredman, and Chair Thomas.

CARRIED (6 to 0)

5.e ARTOBER SWAG UPDATE (5 MIN)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented an update to the ARTober swag for the 2025 promotion.

Public Comment:

None

*--End of Public Comment--*

Direction given to move forward with the design with all text on two lines and logo lock up on the bottom.

**6. PCC LIAISON REPORTS AND COMMUNICATION**

6.a CACP LIAISON REPORT – Liaison Assignments

6.b COMMITTEE OUTREACH UPDATE – Committee Report

6.c TBID BOARD REPORT – TBID Meeting Minutes: April 9, 2025

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on items the TBID has been working on. Additionally, that Committee Member Lydia Bates, the TBID's appointed seat on PCC has stepped off the TBID due to taking another job out of area which leaves an opening on PCC for another TBID member to fill.

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 7:37 p.m. The next Regular Meeting of the Promotional Coordinating Committee is scheduled for June 11, 2025 at 5:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

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APPROVED BY PROMOTIONAL COORDINATING COMMITTEE: XX/XX/202X

## Community Promotions Budget 2024-25

Budget 2024-25	Amount
Budget	\$ 408,863
<b>Total Budget</b>	<b>\$ 408,863</b>

## Expenditure

Last Updated

6/5/2025

Expenditure	Allocated	Committed/Expended	Available Balance	Contractor
Grant Funding	\$ 100,000	\$ 100,000	\$ -	CACP Recipients
Grant Promotional Support Contract	\$ 30,000	\$ 30,000	\$ -	Chamber of Commerce
Community Placemaking & Recovery Projects	\$ 49,530	\$ 46,000	\$ 3,530	Various (\$25k ARTober, \$12k Public Art Identity, \$5k map updates, \$4k ARTober swag)
Guest Services Contract	\$ 115,220	\$ 115,220	\$ -	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
Unassigned	\$ 15,809		\$ 15,809	
Administration	\$ 32,091	\$ 32,091	\$ -	City Administration
<b>Total</b>		<b>\$ 377,024</b>	<b>\$ 31,839</b>	



SLO Chamber of Commerce

# Public Relations Contract

Report to the City of San  
Luis Obispo – TBID & PCC

May 2025



SAN LUIS  
OBISPO  
CHAMBER  
of  
COMMERCE

## Implementation and Proactive Work

### Media Hosting

- Hosted freelance travel writer Darla Hoffman
  - *in partnership with Visit SLO CAL, Tuesday, May 20 through Saturday, May 25*
  - *on assignment for Luxe Beat Magazine for a SLO travel story*
  - *Itinerary highlights: stayed at Petit Soleil and the Wayfarer, dined at Novo, Seeds, Linnaea's and Nate's on Marsh, went to Tolosa, made it to the top of Cerro San Luis, explored Farmers' Market*
- Began to plan for freelance travel writer Cu Fleshman's upcoming stay
  - *Cu is on assignment for a SLO-focused piece for Travel + Leisure*
  - *Cu will be in market Sunday, June 1 through Tuesday, June 3 and will stay at San Luis Creek Lodge*
  - *Cu's editor for this piece at Travel + Leisure is Mae Hamilton, who came on The Art of SLO(w)ing Down group fam in April of 2024*
- Continued planning for AAA staff writer Laura Powell
  - *Laura is coming Sunday, June 22 through Tuesday, June 24*

### Other Implementation & Proactive Work

- Continued working with the City, Noble Studios and Badger Branding on overall tourism marketing campaign

## Responsive Work & Partnerships

### Responsive leads and pitching

- Pitched story ideas to Visit California
  - *"Mocha Madness: Unexpected Places to Grab a Cup of Coffee"*
    - *Linnaea's secret garden*
    - *Joebella Coffee*
  - *"Luxury at Any Budget"*
    - *Third Wheel Tours*
    - *Edna Valley wine country*
    - *SLOCO Massage + Wellness*
- Submitted quarterly SLO content to Central Coast Tourism Council

### Partnerships

- Met with Visit Conejo to work on a potential collaborative influencer fam trip
- Continued planning for Marketing Plan Update with City, Noble Studios, Uniquely Driven and Badger Branding
- Participated in TBID Mini Marketing Retreat with City, Noble Studios, Uniquely Driven and Badger Branding
- Central Coast Tourism Council (CCTC)
  - *Reviewed and provided feedback for June social media content calendar*
  - *Reviewed and provided feedback for "The Explorer" itinerary*



## Media Features

### Proactive Work

- USA Today 10Best: [Top things to do in San Luis Obispo along the Central Coast](#) | UVPM: 86,267,170
  - As a result of hosting Lesley Balla on April's The Essence of SLO(w) Travel group fam
- Forbes: [Mom-Led Brands Giving Back And Cultivating Change Around The World](#) | UVPM: 78,108,059
  - As a result of hosting freelance writer Martie Bowser in October of 2024
- Kirsten Alana: [How to Spend Two Nights in San Luis Obispo](#) | UVPM: 500
  - As a result of hosting Kirsten on April's Sustainability Influencer Fam
- Best of the Southwest: [20-plus lavish Southern California Mother's Day dining locales](#) | UVPM: 1,078
  - As a result of responsive pitching by Uniquely Driven
- Thrillist and Reuben Mourad's Instagram: [Itineraries | San Luis Obispo](#) | UVPM: 848,000
  - As a result of hosting Reuben Mourad in partnership with Uniquely Driven
- Reuben Mourad's Instagram: [San Luis Obispo](#) | UVPM: 12,000
  - As a result of hosting Reuben Mourad in partnership with Uniquely Driven

### Placements as a Result of Sustainability Influencer Fam

- Megan McSherry
  - Instagram: [I could never forget this is the point](#) 🌿🌸🏡🐼 | UVPM: 40,200
  - Instagram: [sustainable days in SLO](#) ☀️🌿🏡🐼 | UVPM: 40,200
  - TikTok: [I could never forget this is the point](#) 🌿🌸🏡🐼 | UVPM: 96,100
  - TikTok: [my pinterest board #thriftwishlist irl in SLO #sanluisobispo](#) | UVPM: 96,100
- Kirsten Alana
  - Instagram: [Surfliner to SLO](#) | UVPM: 183,000
  - Instagram: [Need a break? Indulge in feel-good sustainable travel in @ShareSLO!](#) | UVPM: 183,000
  - Instagram: [I make a habit of checking out hotels ahead of my trips on @kindtraveler](#) | UVPM: 183,000
- Nelsen Pequeno
  - Instagram: [SLO in love with San Luis Obispo and the amount of support they show their local growers and small businesses!!](#) | UVPM: 92,000
  - Instagram: [Visit SLO Highlights](#) | UVPM: 92,000
- Suzie Hicks
  - Instagram: [This was my third spring break in SLO and it just gets better every time. My lil sustainable heart is so full @shareslo](#) | UVPM: 15,500
  - Instagram: [Is this heaven? Or is it @shareslo?](#) 🏡 | UVPM: 15,500
  - TikTok: [This was my third spring break in SLO and it just gets better every time. My lil sustainable heart is so full @shareslo](#) | UVPM: 1,273

## Media Features

### Media Monitoring

PUBLICATION	PLACEMENTS	UVPM
YAHOO	<a href="#">14 Best Steakhouses In California</a>	428,500,000.00
MSN TRAVEL	<a href="#">10 Happiest Places to Live in the USA</a>	136,500,000.00
MSN	<a href="#">At the world-famous Madonna Inn, let them eat pink cake</a>	136,500,000.00
TASTING TABLE	<a href="#">14 Best Steakhouses In California</a>	12,170,000.00
NEWSBREAK	<a href="#">They're the force behind Robin's and Novo. How SLO County duo took on culinary scene</a>	10,380,000.00
NEWSBREAK	<a href="#">Love vinyl? New SLO County trail links record stores, bars, hotels and more</a>	10,380,000.00
CULTURE TRIP	<a href="#">Best Places To Visit In July This Year</a>	4,220,000.00
MICHELIN GUIDE	<a href="#">Our MICHELIN Guide Inspectors' California Central Coast Tour is as Delicious as it is Scenic</a>	4,110,000.00
MICHELIN GUIDE	<a href="#">MICHELIN Guide Hotels as Stylish as the MICHELIN Guide Restaurants Inside</a>	4,110,000.00
LA TIMES	<a href="#">I went on a 2,500-mile search for the greatest motels in California. Here's what I found</a>	3,600,000.00
LA TIMES	<a href="#">At the world-famous Madonna Inn, let them eat pink cake</a>	3,600,000.00
LA TIMES	<a href="#">The 34 coolest, kitschiest, most fascinating motels in California</a>	3,600,000.00
EAST BAY TIMES	<a href="#">The world's top wine destinations include this surprising California region</a>	499,000.00
TRIBUNE	<a href="#">7 reasons SLO County is a traveler's treasure in national rankings</a>	377,000.00
TRIBUNE	<a href="#">6 new restaurants showcase downtown SLO's evolving food scene</a>	377,000.00
A LADY IN LONDON	<a href="#">4 Days on the California Coast - Best Central Coast Itinerary</a>	155,000.00

#### MAY TOTALS:

Placements: 34

UVPM: 924,514,380

#### YEAR TO DATE TOTALS:

Placements: 170

UVPM: 6,244,118,174

SAN LUIS

OBISPO

CHAMBER

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# REPORT TO CITY OF SLO - TBID & PCC

## GUEST SERVICES CONTRACT

### MAY 2025

VISITOR INTERACTION			
	May	Apr	May
	2024	2025	2025
Walk-ins	6,265	4,622	6,341
Phone Calls	155	247	155
Emails & Digital	1,320	1,490	1,525

CALLS TO 877-SLO-TOWN			
	May	Apr	May
	2024	2025	2025
Calls	23	40	30

HOTEL REFERRALS			
	May	Apr	May
	2024	2025	2025
Referrals	29	52	59

HOTEL AVAILABILITY TRACKER			
	May	Apr	May
	2024	2025	2025
Email	142	72	95
Phone Calls	135	78	97

INFORMATION REQUESTS		
	May	May
	2024	2025
Fulfilled	64	28

EVENTS SHARED		
	May	YTD
	2025	
VisitSLO.com	50	106

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	7%
Europe	41%
Australia/NZ	6%
UK	23%
N. America	8%
C. America	0%
S. America	15%
<i>Domestic Travelers</i>	
West Coast	17%
Southwest	11%
Midwest	29%
South	19%
East Coast	25%
<i>California Travelers</i>	
Northern CA	21%
Central Coast	46%
Central Valley	2%
Desert	1%
Southern CA	31%

VISITOR CENTER ACTIVATIONS	
N/A	

VISITOR CENTER HIGHLIGHTS	
1) Assisted local and out of town guests in entering the MidWeekend Middle Name Giveaway	
2) Celebrated the grand opening of the Residence Inn and Springhill Suites	
3) Attended the Mini Marketing Retreat with the City of SLO, SLO Chamber, Badger Branding, Noble Studios, and Uniquely Driven to review our objectives for the coming year	



SLO Chamber of Commerce

# CACP Marketing Support Contract

Report to the City of San  
Luis Obispo – PCC

**May 2025**



## **CACP Marketing Support Highlights**

### **Organizations worked with in May:**

- City Farm SLO for the Sheep Shearing Shindig on May 10
  - Press release
  - Materials displayed in Visitor Center
  - Connected via email
  - Shared to community calendars
- Saint Andrew Greek Orthodox Church for the SLO Greek Festival on May 31 & June 1
  - Shared several press releases
  - Connected on the phone
  - Connected via email
  - Connected in person
  - Shared to community calendars
  - Shared on social media
  - Materials displayed in Visitor Center

## All CACP Events

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			

## All CACP Events

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	DS
History Center of San Luis Obispo County	<b>Opening Day at the Dallidet</b>	X	X	X	X	X	X			
SLO Beaver Brigade	<b>3rd Annual SLO County Beaver Festival</b>	X	X			X			X	
San Luis Obispo Climate Coalition	<b>San Luis Obispo County Earth Day Fair</b>	X	X	X		X	X		X	
San Luis Obispo International Film Festival	<b>San Luis Obispo International Film Festival</b>	X	X			X			X	
City Farm SLO	<b>4th Annual Sheep Shearing Shindig</b>	X			X	X				
SLOMA	<b>2024 Mural Project &amp; Brand Launch</b>									
Saint Andrew Greek Orthodox	<b>San Luis Obispo Greek Festival</b>	X	X	X	X	X	X			
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			X			

Black is current month, gray is past work  
23 Total; 23 served to date or in progress

EC- Confirmed/added event(s) in local Event Calendars, including: SLO CAL, SLO Chamber, SLO Happenings  
PR- Included event(s) in seasonal Press Release sent to local/regional media outlets  
PC- Spoke with recipient(s) via Phone Call to review/discuss promotional opportunities and answer questions  
VC- Prominently displayed printed promotional materials in Visitor Center; brochures, posters, etc.  
SM- Promoted event(s) on SLO Chamber Social Media channels via press release from recipients  
MTG- Met with Groups in person and offered public relations advice and support  
ST- Sold/are currently selling Tickets for event(s) through the Visitor Center  
HD - Included printed promotional material in Hotel Distribution  
DS - Recipient Declined Services



## TOT Comparison

	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	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	\$ 1,297,342	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	\$ 1,118,678	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	\$ 916,705	-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	\$ 696,606	12.1%
February	\$ 273,373	\$ 302,246	\$ 323,359	\$ 344,160	\$ 366,980	\$ 431,510	\$ 466,915	\$ 439,735	\$ 503,451	\$ 524,327	\$ 596,021	\$ 426,144	\$ 716,045	\$ 735,450	\$ 687,480	\$ 745,586	8.5%
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	\$ 806,319	-5.2%
April	\$ 423,158	\$ 451,133	\$ 475,913	\$ 486,850	\$ 564,617	\$ 610,894	\$ 609,439	\$ 708,724	\$ 641,919	\$ 741,364	\$ 69,184	\$ 742,477	\$ 1,068,408	\$ 1,056,663	\$ 1,025,966	\$ 1,007,917	
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	\$ 8,973,468	-18.8%

*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	67.9	65.8	-3.1%	160.54	161.67	0.7%	108.98	106.36	-2.40%
April	72.1	73.2	1.5%	187.61	183.34	-2.3%	135.24	134.22	-0.75%
May									
June									
Total/Average	67.12	69.47	0.040	\$ 172.89	\$ 172.82	0.001310	\$ 117.61	\$ 121.23	0.04

Updated: 06/05/2025





## Tourism Business Improvement District Board Minutes

May 14, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Christine Nelson, Member Prashant Patel, Member Dante Specchierla, Vice Chair Clint Pearce, Chair Lydia Bates

TBID Board Absent: Member Nipool Patel

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

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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 May 14, 2025 at 10:04 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. APPOINTMENTS - OATH OF OFFICE

City Clerk Teresa Purrington administered the Oath of Office to Christine Nelson.

### 4. BOARD INTRODUCTIONS

Board, staff and contractors introduced themselves.

### 5. CONSENT

**Motion By** Member P. Patel

**Second By** Member L. Keller

To approved Consent Items 5a to 5g.

Ayes (6): Member P. Patel, Member Specchierla, Member Nelson, Member Keller, Vice Chair Pearce, and Chair Bates

Absent (1): Member N. Patel

CARRIED (6 to 0)

- 5.a MINUTES OF TBID REGULAR MEETING ON APRIL 9
- 5.b SMITH TRAVEL REPORT (STR)
- 5.c TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 5.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 5.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 5.f NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORT
- 5.g BADGER BRANDING ORGANIC SOCIAL REPORT

## 6. PRESENTATIONS

- 6.a GALA PRIDE & DIVERSITY CENTER PARTNERSHIP UPDATE (15 MIN)

Julia Thompson from Gala Pride & Diversity Center presented an update on the organization's overall status and TBID's current partnership contract deliverables.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

- 6.b CONTENT MARKETING QUARTER REPORT (20 MIN)

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

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

## **7. BUSINESS ITEMS**

### **7.a TBID CONTRACT APPROVALS (20 MIN)**

Staff presented an update on the proposals for the one-year agreement with Badger Branding for organic content market, and two-year agreements with SLO Chamber for Guest Services and Public Relations, and two-year agreement with Cal Poly Athletics.

Public Comment:

None

*--End of Public Comment--*

**Motion By** Member D. Specchierla

**Second By** Vice Chair Pearce

To approve contract agreements including a one-year agreement with Badger Branding, and two-year agreements with SLO Chamber with the option to reassess and increase in the second year based on deliverables met and available funding and a two-year agreement with Cal Poly Athletics.

Ayes(6): Member P. Patel, Member Specchierla, Member Nelson, Member Keller, Vice Chair Pearce, and Chair Bates

Absent (1): Member N. Patel

CARRIED (6 to 0)

### **7.b FY 2025-26 TBID PROGRAM BUDGET (25 MIN)**

Staff presented the FY 25-26 TBID budget and program allocations as recommended by Management Committee and that will be recommended to City Council.

Public Comment:

None

*--End of Public Comment--*

**Motion By** Vice Chair Pearce

**Second By** P. Patel

Approve the FY 25-26 TBID Budget and program allocations as presented.

Ayes(6): Member P. Patel, Member Specchierla, Member Nelson, Member Keller, Vice Chair Pearce, and Chair Bates

Absent(1): Member N. Patel

CARRIED (6 to 0)

7.c SUMMER SUPPLEMENTAL PAID MEDIA PLAN (15 MIN)

Hayley Corbett, Danni Winter and Drew Uhrig from Noble Studios presented a supplemental paid media plan for the summer months.

Public Comment:

None

*--End of Public Comment--*

**Motion By** Member P. Patel

**Second By** Member D. Specchierla

TBID approved \$55,020 from available fund balance to move forward with a supplemental paid media plan for the summer months.

Ayes(6): Member P. Patel, Member Specchierla, Member Nelson, Member Keller, Vice Chair Pearce, and Chair Bates.

Absent(1): Member N. Patel

CARRIED (6 to 0)

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

The Board reviewed the liaison program and assigned property liaisons for the remainder of FY25 and FY26.

Public Comment:

None

*--End of Public Comment--*

**Action:** No action taken on this item.

8. TBID LIAISON REPORTS & COMMUNICATION

8.a HOTELIER UPDATE

Chair Bates provided a brief update including that this would be her last meeting as she has taken a new position in Santa Cruz.

8.b MARKETING COMMITTEE UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update.

8.c MANAGEMENT COMMITTEE UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update.

8.d PCC UPDATE

Chair Bates provided a brief update on PCC activities.

8.e VISIT SLO CAL UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth, and Molly Cano Vice President of Marketing with Visit SLO Cal provided a brief update on Visit SLO CAL activities.

8.f TOURISM PROGRAM UPDATE

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

**9. ADJOURNMENT**

The meeting was adjourned at 11:54 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for June 11, 2025 at 10:00 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

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APPROVED BY TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD:  
XX/XX/202X