



**Tourism Business Improvement District Board  
AGENDA**

**Wednesday, June 11, 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](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 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](mailto:cityclerk@slocity.org) or (805) 781-7114.

**1. CALL TO ORDER**

Vice Chair Pearce will call the Regular Meeting of the Tourism Business Improvement District Board to order.

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

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

**3. CONSENT**

3.a	<u>MINUTES OF TBID REGULAR MEETING ON MAY 14, 2025</u>	5
3.b	<u>SMITH TRAVEL REPORT (STR)</u>	11
3.c	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	13
3.d	<u>SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT</u>	15
3.e	<u>SLO CHAMBER GUEST SERVICES MONTHLY REPORT</u>	19
3.f	<u>NOBLE STUDIOS &amp; UNIQUELY DRIVEN MARKETING MONTHLY REPORT</u>	21
3.g	<u>BADGER BRANDING ORGANIC SOCIAL REPORT</u>	27

**4. PRESENTATIONS**

**4.a**    SLO LIFE COACH CAMPAIGN UPDATE (10 MINUTES)

Representatives from Noble Studios will present an update to the SLO Life Coach campaign.

**5. BUSINESS ITEMS**

**5.a**    SUSTAINABLE AG EXPO SPONSORSHIP (20 MINUTES) 37

Representatives from the Vineyard Team will present a Sustainable Ag Expo sponsorship request for the Board's consideration.

**5.b CA MAIN STREET CONFERENCE SPONSORSHIP (20 MINUTES)**

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Representatives from Downtown SLO will present a California Main Street Conference sponsorship request for the Board's consideration.

**5.c VISIT SLO CAL CO-OP MARKETING CONSIDERATIONS (15 MINUTES)**

Staff will present the cooperative marketing opportunities with Visit SLO CAL for the Board's review and approval.

**5.d SUPPLEMENTAL SUPPORT (15 MINUTES)**

The Board will consider a proposal from Noble Studios to support the TBID program during staff's forthcoming planned family leave.

**5.e ELECTION OF CHAIR & VICE-CHAIR (10 MINUTES)**

The committee will elect a Chair and Vice-Chair for the term of July 2025 to March 2026.

**6. TBID LIAISON REPORTS & COMMUNICATION**

**6.a HOTELIER UPDATE**

**6.b MARKETING COMMITTEE UPDATE**

**6.c MANAGEMENT COMMITTEE UPDATE**

**6.d PCC UPDATE**

**6.e VISIT SLO CAL UPDATE**

**6.f TOURISM PROGRAM UPDATE**

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## 7. ADJOURNMENT

The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for July 9, 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

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 LIAISON 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



		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
For the Week of May 04, 2025 to May 10, 2025		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California		67.16	68.63	67.58	192.27	183.59	189.75	129.13	125.99	128.23	-3.22	-3.72	-3.36	-7.26	-3.97	-6.35	-10.24	-7.54	-9.50
City of Paso Robles		62.73	79.66	67.57	164.20	267.22	198.90	103.00	212.86	134.39	1.95	21.00	7.66	1.17	4.38	4.47	3.15	26.30	12.48
City of Pismo Beach		54.47	80.40	61.88	190.42	268.95	219.57	103.73	216.24	135.87	8.05	4.05	6.53	1.34	-3.65	-1.35	9.49	0.25	5.09
City of San Luis Obispo		62.85	76.75	66.82	144.09	214.32	167.14	90.56	164.49	111.69	-3.03	-5.44	-3.84	-1.46	-4.53	-3.02	-4.45	-9.73	-6.74
City of Morro Bay		54.51	71.52	59.37	117.63	181.71	139.69	64.12	129.95	82.93	-3.44	2.29	-1.54	-3.29	-1.48	-1.93	-6.62	0.78	-3.45

		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
For the Week of May 11, 2025 to May 17, 2025		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California		66.91	82.59	71.39	185.79	209.62	193.67	124.30	173.13	138.25	0.50	1.76	0.91	2.55	5.74	3.69	3.06	7.60	4.64
City of Paso Robles		69.39	88.02	74.71	170.11	289.82	210.40	118.04	255.10	157.20	9.45	11.94	10.28	2.12	-2.07	0.44	11.77	9.62	10.76
City of Pismo Beach		57.11	82.45	64.35	187.12	277.98	220.38	106.87	229.20	141.82	6.75	-0.15	4.11	-2.69	-1.36	-2.69	3.87	-1.51	1.32
City of San Luis Obispo		61.58	82.26	67.49	142.85	218.75	169.28	87.97	179.94	114.25	-6.60	-2.96	-5.37	-3.68	-8.48	-5.49	-10.04	-11.19	-10.56
City of Morro Bay		56.26	79.77	62.98	118.50	193.16	145.52	66.68	154.09	91.65	-1.53	-1.09	-1.37	-4.65	-12.33	-8.44	-6.11	-13.29	-9.70

		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
For the Week of May 18, 2025 to May 24, 2025		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California		68.26	81.96	72.18	187.22	209.89	194.57	192.91	202.59	195.96	3.54	1.09	2.73	5.47	-0.01	3.39	3.39	1.43	2.72
City of Paso Robles		69.67	91.71	75.96	164.12	314.41	215.96	165.14	291.79	208.70	7.07	11.68	8.62	-2.30	-1.90	-1.46	1.04	1.04	1.85
City of Pismo Beach		56.92	87.74	65.72	190.23	353.31	252.43	188.96	293.71	227.96	6.64	2.37	4.95	-2.34	2.64	-0.34	-0.67	-0.67	-1.17
City of San Luis Obispo		63.92	89.47	71.22	147.89	255.49	186.51	146.89	235.23	177.26	-5.23	1.15	-3.03	2.53	-1.58	1.40	-0.16	-0.16	-1.05
City of Morro Bay		58.58	85.76	66.34	118.30	231.25	160.01	117.57	203.22	148.68	2.85	1.44	2.33	-5.98	-1.32	-3.76	-4.68	-4.68	-3.77

		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
For the Week of May 25, 2025 to May 31, 2025		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California		62.81	76.76	66.80	172.72	192.23	179.13	108.49	147.55	119.65	3.69	4.60	3.99	1.27	0.64	1.07	5.01	5.27	5.10
City of Paso Robles		67.75	86.55	73.13	181.66	288.28	217.71	123.08	249.51	159.20	12.08	8.79	10.95	-0.13	-4.70	-2.58	11.94	3.68	8.08
City of Pismo Beach		63.64	89.74	71.10	222.66	333.02	262.46	141.71	298.85	186.61	5.50	11.68	7.65	-1.38	-5.55	-2.74	4.04	5.48	4.70
City of San Luis Obispo		63.24	87.13	70.06	154.88	230.73	181.83	97.94	201.04	127.40	0.72	13.14	4.80	-3.28	1.17	-0.36	-2.59	14.46	4.42
City of Morro Bay		60.21	82.61	66.61	137.86	189.37	156.11	83.00	156.44	103.98	5.14	8.94	6.46	-2.67	2.22	-0.40	2.34	11.36	6.03





## 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



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

# 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	

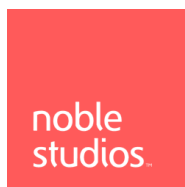




# SLO Marketing Activities Report

## Key Performance Highlights

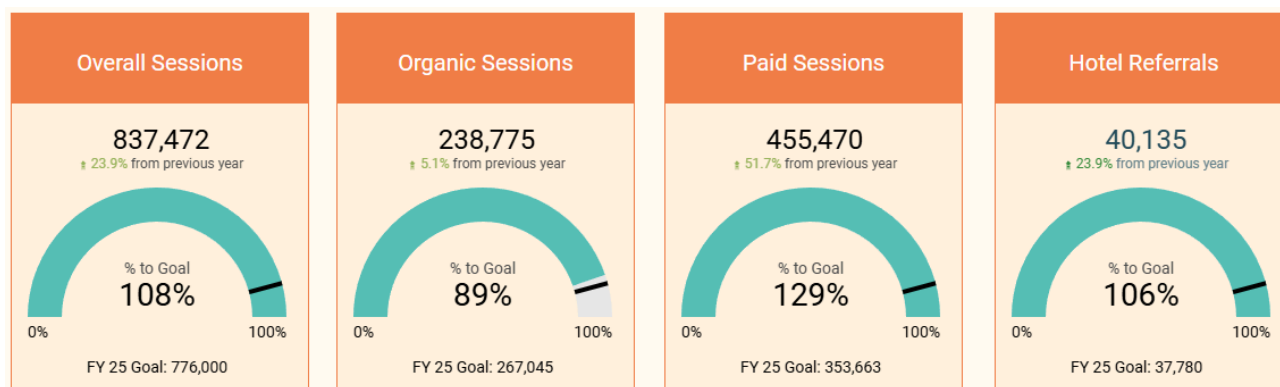
May 2025



### At-a-Glance Highlights

- **Total Website Sessions:** 107,187 (+60% YoY)
- **Top Traffic Source:** Paid Search
- **Total Lodging Referrals:** 4,356 (+16% YoY)
- **Top Performing Ad:** SLO CAL Unpacked (Paid Social, CTR up to **8%**)
- **Email Open Rate:** 50.2% (May Newsletter Average)
- **PR Media Mentions:** USA Today 10Best: [Top things to do in San Luis Obispo along the Central Coast](#) (Reach: 86,267,170)


### YTD KPI Performance



Expected Pace through May: 91.6%

### Overall Performance

Visit San Luis Obispo's digital marketing efforts in May reflected steady performance with **107,187 total website sessions**, a **60% year-over-year (YoY) increase**. The top traffic source became **Paid Search**, while **lodging referrals totaled 9,247**, representing a **6% YoY increase**. A standout in



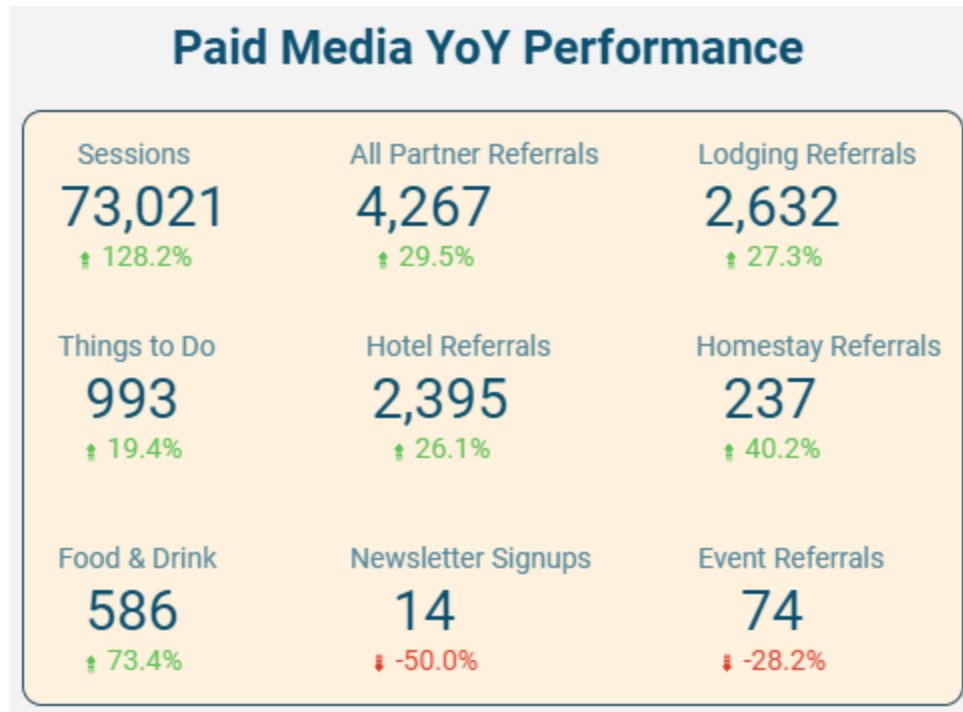
engagement was the **SLO CAL Unpacked ad**, achieving an **8% click-through rate (CTR)** on Paid Social. The **May newsletters performed strongly** with an average **open rate of 50.2%** and saw a **6% increase in sessions YoY**.

- **YTD KPI Performance** exceeds goal pace and total goal volume through May for all KPIs except Organic Sessions, which is slightly behind goal pace.

## **Paid Media Snapshot**

- **Paid Search**
  - Impressions: 47,210 (+73% YoY)
  - Clicks: 4,593 (+38% YoY)
  - CTR: 9.73% (-21% YoY)
  - Sessions: 36,714 (+450% YoY)
  - Lodging Referrals: 2,307 (+24% YoY)
  - Cost: \$12,742 (+8% YoY)
- **Paid Social (Evergreen)**
  - Impressions: 1.15M (-2% YoY)
  - Clicks: 34,655 (+64% YoY)
  - CTR: 3.01% (+66% YoY)
  - Sessions: 17,463 (+45% YoY)
  - Lodging Referrals: 42 (-29% YoY)
  - Cost: \$12,938 (+9% YoY)
- **Display, Demand Gen, & PMAX**
  - Impressions: 876,884 (-63% YoY)
  - CTR: 1.22% (+299% YoY)
  - Clicks: 10,721 (+47% YoY)
  - Sessions: 6,016 (+5% YoY)
  - Lodging Referrals: 226 (+71% YoY)
  - Cost: \$3,929 (-20% YoY)

**Key Insight:** A shift in targeting for Display campaigns led to much higher quality impressions, a 201% increase in CTR, and ultimately 454% more clicks at an 85% increase in spend.



## Owned Media Snapshot

### Email Marketing

- **Emails Sent:** 2
- **Avg. Open Rate:** 55%
- **Avg. CTR:** 1%
- **Total Sessions:** 1,450 (+6% YoY)
- **Total Partner Referrals:** 73 (-58% YoY)
- **Total Middle Name Giveaway Form Fills:** 162

**Key Insight:** On April 30th, we sent an email for the Middle Name Giveaway that mistakenly included "TEST" in the subject line instead of the recipient's name. We sent a follow-up email on May 1st to acknowledge this error candidly and in an engaging way. Our separate dedicated May newsletter promoted upcoming Pride events; to ensure this message reached the most relevant audience, we limited the send to our Events and Entertainment segment, given past negative sentiment around Pride communications.

### Website

- **Total Sessions:** 107,187 (+61% YoY)
- **Avg. Pages/Session:** 1.63 (-16% YoY)

- **Engaged Sessions:** 34,512 (+6% YoY)

**Top Lodging Referral Channels:** Paid Search (53%), Organic Search (20%), Referral (14%)

## SEO + Content

- Organic Sessions: 20,300 (-18% YoY)
- Organic Partner Referrals: 3,693 (-14% YoY)
- Page 1 Keywords: 4.7K (-4%)
- Top Losses: San Luis Obispo, SLO Drive-In, Cal Poly, Breakfast keywords
- Actions Taken: SLO Drive-In/Movie Theaters page optimized in May, leaning into optimizing key lodging pages to ensure we show up well across the rapidly changing SERP

**Key Insight:** YoY drops in Organic traffic are tied to a 28% decrease in organic CTRs related to a rapidly evolving search engine results page, which now features AI responses and significantly more SERP features, allowing searchers to get more information without the need to click through to a website. We're seeing organic traffic declines across the Travel & Tourism industry and are continuing to explore ways to increase our visibility on the SERP.

## Creative & Web Maintenance

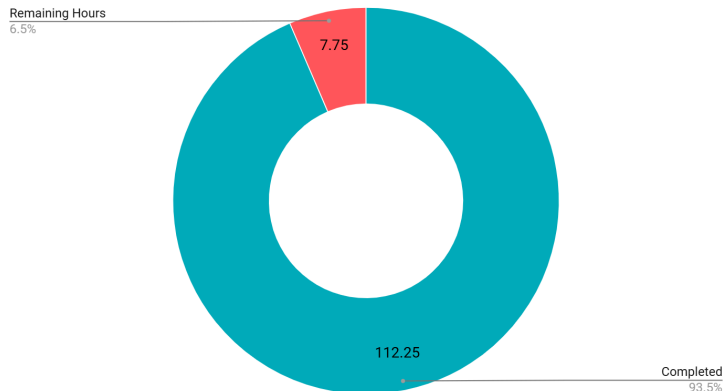
### Website Maintenance & MRO

- Plugins and Updates
  - WP 6.8.1
  - ACF Pro
  - Gravity Forms
  - Events Calendar
  - Events Calendar Pro
  - Yoast
- Theme Updates
  - Hero opacity layer adjustment option
  - Hero image crop position option

### Web Retainer

- Cache Fix for the website.

#### SLO Web Retainer | 2024/2025 - 120 Total Hours



## Creative Services

- Long and Short Brochure edits. Creative Services has reached 220 hours for the fiscal year and is closed.

## Earned Media Activity

### Earned Media Highlights

Total Impressions/Circulation: 166,080,239

Stories: 6

### Press Coverage

- 5/1/25: **Best of the Southwest:** [20-plus lavish Southern California Mother's Day dining locales](#) (Erin Thorburn) (Reach: 1,087)
- 5/10/25: **Forbes:** [Mom-Led Brands Giving Back And Cultivating Change Around The World](#) (Martie Bowser) (Reach: 78,108,059)
- 5/22/25: **@Thrillist:** [Instagram Feature](#); [TikTok Feature](#); [YouTube Feature](#) (Reuben Mourad) (Follower Reach: 1,703,923)
- 5/28/25: **USA Today 10Best:** [Top things to do in San Luis Obispo along the Central Coast](#) (Lesley Balla) (Reach: 86,267,170)

### Upcoming Individual Press Trips:

- **Cu Fleshman, Travel + Leisure** — June 1-3, 2025
- **Laura Powell, AAA/Organic Spa Magazine** — June 22-25, 2025



SLO TBID - SHARESLO

# ORGANIC SOCIAL REPORT

May 2025



# INSTAGRAM

In May, we saw an increase in followers by 306 new users. We saw a decrease in impressions, engagements, and engagement rate due to the high fluctuation in partnerships we did this month. See "What We Worked on This Month" slide for those analytics. Moving into the new fiscal year we will have a new strategy and representation of the data.

## TOP POSTS:

<p>Instagram post from shareslo: CHECK 'EM OUT! 🍴👤 New eateries in San Luis Obispo at SLO Ranch Farms &amp; Marketplace, fresh off the press! Have y...</p> <p>Views: 14,959</p>	<p>Instagram post from shareslo: Get ready to shine with SLO PRIDE 2025! 🌈👤 Join us in San Luis Obispo for a joyful weekend of love, music, and...</p> <p>Views: 13,857</p>	<p>Instagram post from shareslo: SLO's Fine Dining Bucket List 🍷👤 PART 4 🌟 Ready to take your taste buds on a delicious journey? These local gems are...</p> <p>Views: 10,558</p>
--	---	---

Followers: 38,683 (↑8%)

Total Net Growth: 309

Total Posts: 182

Total Impressions: 646,123 (↓36%)  
(includes both organic & paid)

Total stories: 163

Total Engagements: 7,216 (↓46%)


Engagement Rate: 1.1% (↓15.7%)




# FACEBOOK

In May, we saw an increase in followers, impressions, and engagements. Our most successful posts were Pride Events in SLO, BBQ at downtown SLO Farmers' Market, and Biking the new Chorro Street Bike Path.


## TOP POSTS:

 Visit San Luis Obispo  
Mon 5/26/2025 8:43 am PDT


Get ready to shine with SLO PRIDE 2025!  
☀️🌈 Join us in San Luis Obispo for a joyful weekend of love, music, and...




Impressions 10,667

 Visit San Luis Obispo  
Thu 5/22/2025 11:33 am PDT


Follow your noses to the heart of San Luis Obispo ❤️👃 Because nothing hits quite like the BBQ at Downtown SLO Farmers'...



Impressions 7,595

 Visit San Luis Obispo  
Thu 5/1/2025 11:58 am PDT

Foothill Neighborhood 🚲📍 Downtown SLO It's National Bike Month! Bike with us from the Foothill Neighborhood to...



Impressions 7,571

Page Followers: 98,506 (↑ .4%)

Total Net Audience Growth: 353

Total Posts: 17

Total Impressions: 1,423,749 (↑ 23%)

Total Organic: 151,0978 (↓ 12%)

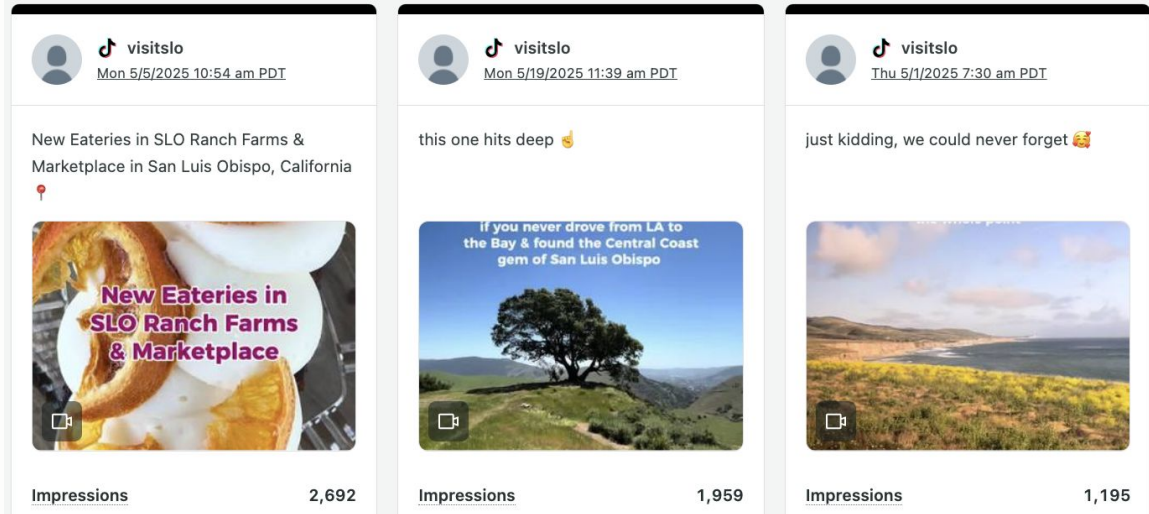
Total Engagements: 4,503 (↑ 31%)

Engagement Rate: .3% (➡ 0%)

# TIKTOK

In May, we saw an increase in followers, engagements, and engagement rate. Our impressions slightly decreased by about 3%, although we are happy with this number since we are just repurposing instagram reels to this platform.

## TOP POSTS:



Followers: 1,786 (↑ 3%)

Followers Gained: 51

Impressions: 20,156 (↓ 3.2%)

Engagement: 601 (↑ 24%)

Engagement Rate: 3% (↑ 8%)



Video Views: 20,156 (↓ 3.2%)



# LINKEDIN


In May, we saw an increase in total audience with 12 new users. We saw an increase in impressions, engagements, and engagement rate. Our top performing content were featuring Amtrak travel to SLO, the Vinyl Trail in SLO, and Summer Season Unique Experiences in SLO.

## TOP POSTS:

 Visit San Luis Obispo  
Wed 5/21/2025 9:19 am PDT

PLEASE tell us you've taken this trip before 📌 📄 <https://lnkd.in/dHtbMn3H>

10 essential stops on the Amtrak P...



Impressions 81

 Visit San Luis Obispo  
Fri 5/23/2025 10:32 am PDT Visit San Luis Obispo  
Tue 5/27/2025 9:17 am PDT

Total Audience: 465 (↑ 2.4%)

Total Net Growth: 12

Total Posts: 4

Impressions: 478 (↑ .4%)

Engagements: 50 (↑ 32%)

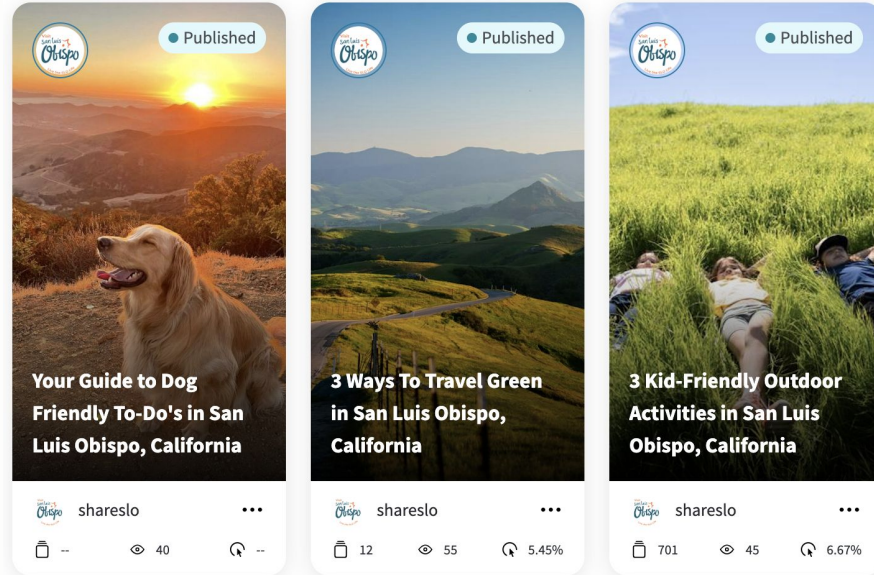
Engagement Rate: 10.5% (↑ 31%)



# CA TRAVEL STORIES – CROWDRIFF

In May, we saw a decrease in story views, impressions, interaction rate, and completion rate. We did get a feature on their New in Network page for our Travel Green Story. Ahead of the new fiscal year, we are not continuing with Crowdriff.

## TOP POSTS:



Total Posts: 2

Story Views: 740 (↓ 21%)

Story Impressions: 481 (↓ 16%)

Interaction Rate: 71.9% (↓ 6.7%)

(Average Rate: 67%)

Completion Rate: 60.5% (↓ 10%)

(Average Rate: 52%)



# PINTEREST

In May, we saw an increase in impressions, engagements, saves, total audience, and engaged audience. Our top performing posts were about Pride in SLO and Tuesdays in SLO with a MidWeekend Vacation Capital of the World call out.

## TOP POSTS:

Pin	Type	Source	↓ Total impressions
 PRIDE in San Luis Obispo, California	Organic	Your Pins	6
 Tuesdays in San Luis Obispo, Califor...	Organic	Your Pins	2

Total Posts: 2

Impressions: 2.01k ( ↑ 19%)

Engagements: 89 ( ↑ 33%)

Outbound Clicks: 0 ( ↓ 100%)

Saves: 23 ( ↑ 4%)

Total Audience: 1.32k ( ↑ 5%)

Engaged Audience: 70 ( ↑ 42%)





# WHAT WE WORKED ON THIS MONTH:

- Sustainability Influencer Fam Content Roll-Out (*No Longer Included in our Analytic Overview*)

-7 Accepted Collaborative Posts (@kindtraveler, @pacificsurfiliner, @kirstenalana, @acteevism, @suzie\_hicks\_climate\_chick, etc.)

**-69.4k Views, 2.8k Interactions**

- 2 Other Accepted Collaborations w/ @SLOCAL (@thehotelslo, @theredoesnotexist)

**-20.4k Views, 71 Interactions**

- 3 Giveaways (Blues' Baseball, Cal Poly Baseball, The Fremont Theatre)

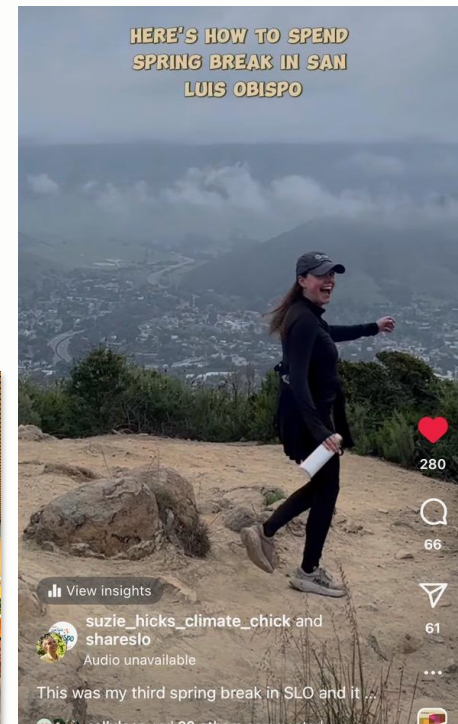
-New Eateries in SLO Reel (21.7k Views), National Bike Month Reel (14.1k Views), BBQ at Farmers' Market Reel (16.4k Views), Fine Dining Bucket List (11.9k Views)

-2.7k Views on New Eateries Tiktok (usually get about 1k views)

-Tuesdays in SLO (MidWeekend Shout-Out), MidWeekend Self-Care in SLO

-Accessible Trails in SLO, Pride Events in SLO, Kid-Friendly Lodging in SLO Reel

-Attended Mini Marketing Retreat w/ Team



# JUNE'S FOCUS:

- SLO Life Coach Roll-Out
  - SLO Life Coach Intro Reel
  - SLO Life Tips Roll-Out
- Seasonal Features
  - Pride Month (LGBTQ+ Owned Businesses)
  - Father's Day To-Dos in SLO
  - Summer in SLO (First Day of Summer, Lodging w/ Pools in SLO)
- Giveaways w/ @californiamidstatefair, @kismetfitness
- Food/Bev Features
  - Coffee in SLO, Sweet Treat in SLO, Breakfast Burritos in SLO
- Sunset Chasers Guide to SLO, 3 Unique Experiences in SLO
- New Business in SLO, Upcoming Events in SLO



# THANK YOU!





## SLO Happenings Event Promotion Sponsorship

### APPLICATION

EVENT NAME: Sustainable Ag Expo

EVENT DATE(S): November 10-12, 2025

EVENT VENUE LOCATION:

Madonna Inn Expo + Center of Effort

EVENT WEBSITE URL: [sustainableagexpo.org](http://sustainableagexpo.org)

EVENT ORGANIZATION: Vineyard Team

X NON-PROFIT    \_\_\_ FOR-PROFIT

ORGANIZATION ADDRESS: 5915 El Camino Real, Atascadero, CA 93422

ORGANIZATION'S WEBSITE URL: [vineyardteam.org](http://vineyardteam.org) PHONE NUMBER: 805.466.2288

POINT OF CONTACT: Beth Vukmanic

POSITION/TITLE: Executive Director

PHONE NUMBER: 805.466.2288

EMAIL: [beth@vineyardteam.org](mailto:beth@vineyardteam.org)

IS APPLICATION WRITER DIFFERENT FROM LISTED POINT OF CONTACT: SAME

\*Please add application writer's contact information here if different:

FOR INTERNAL USE ONLY

Application Date:	Application Status:
Committee Review Date:	Total Net Score:
Estimated # of Room Nights:	
Committee Notes:	

## **EVENT QUESTIONS**

### **1. Event Description:**

The Sustainable Ag Expo (Expo) is a premier educational and networking event that draws wine industry professionals from across California and beyond to San Luis Obispo. Celebrating its 20th anniversary in November 2025, the multi-day, mid-week event takes place during the off-season, boosting local tourism when it's needed most. The Expo features a robust lineup of high-caliber national speakers and continuing education hours, which are highly valuable to attendees. In addition to the renowned educational seminars, the event includes a dynamic tradeshow showcasing agricultural companies, innovative equipment, and multiple networking opportunities, making it a must-attend gathering for the sustainable agriculture community.

### **2. Describe how you track your event, success and attendees (ticket sales, actual event attendance, attendee demographics, survey of event satisfaction, etc.)**

Event metrics are tracked through attendance, with ticket sales managed via a CRM system that captures each attendee's address, allowing us to identify the regions they are traveling from. After the event, attendee surveys assess overall satisfaction. In addition to survey responses, we collect verbal feedback during the event. All feedback is recorded, reviewed, and carefully considered each year to guide planning and improvements for the following Sustainable Ag Expo.

### **3. Describe your event's target audience (including but not limited to age, interests, area of residence, household income, families/couples, etc.)**

The Sustainable Ag Expo attracts a diverse group of sustainability-focused agriculture professionals. Attendees include wine industry growers, pest control advisors, researchers, government officials, agricultural vendors, members of the press, and university representatives. In 2024, 66% of participants traveled from outside the local area, highlighting the event's broad appeal.

### **4. Historical event attendance (n/a if first time or startup event. An annual event with a new series, speaker, team, musician or show does not constitute as a new event)**

In 2024, the Sustainable Ag Expo attracted an impressive 517 attendees. Notably, 66% of participants were non-local visitors. Based on the 2024 average daily rate (ADR) of \$141.45 and an estimated three to four-night stay, the direct economic impact from non-local attendees alone was between \$144,795.71 and \$190,062.28.

### **5. Historical percentage of in-county versus out-of-area event attendees (must equal 100%)**

- a. 34% of Local/In-County Event Attendees
- b. 66% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)
- c. n/a of New startup event

### **6. Expected total number of event attendees:**

The Sustainable Ag Expo thrives on the power of in-person connection, giving attendees valuable opportunities to engage directly with leading researchers, experienced farmers, and industry peers. This face-to-face interaction remains a cornerstone of the event's success and is highly valued by participants.

Building on the momentum of 2024, we anticipate maintaining strong participation levels of 500+ attendees in 2025.

The Expo draws non-local attendees with a dynamic program that includes two days of specialized seminars led by national experts on sustainable winegrowing practices, 10+ hours of online courses available to two-day ticket holders, accredited continuing education hours, an expanded press and digital marketing campaign, and popular networking events such as the Monday Night Kick-Off and Sustainable Beer & Gear.

7. Expected percentages of in-county and out-of-area event attendees

- a. 35% of Local/In-County Event Attendees
- b. 65% of Out-of-Area Event Attendees (Resides 50+ miles outside of SLO)

8. Provide information on event ticketing (ticket requirement, price range, ticket platform used, etc.)

Event passes range from \$225 to \$545 depending on the package. Tickets are sold through the user-friendly sustainableagexpo.org website.

9. Have you requested funding from other organizations/entities:    Yes   X   No

- a. If yes, please provide the names of these organizations and funding entities:

10. What are you willing to offer the City and TBID members in exchange for the sponsorship funds for your event? SELECT ALL That APPLY

- Exclusive lodging partnership
- X   Promotion for event attendees tied to SLO lodging
- Complimentary tickets for additional promotional use
- Other:

11. Please provide any additional information on what sets your event apart from others taking place in San Luis Obispo:

Today's event attendees are clear: **82% prefer to attend in-person events** ([Freeman, 2024](#)).

The Sustainable Ag Expo is uniquely positioned to deliver on that need, offering unmatched educational and networking experiences for the wine industry. Celebrating its 20th year in November 2025, the Expo is the premier mid-week, off-season event based in San Luis Obispo, built specifically to provide in-person access to national experts and valuable peer connections.

Unlike larger trade shows or fully online webinars, the Sustainable Ag Expo focuses on creating real, actionable value for attendees. The event features:

- **30+ national speakers** presenting cutting-edge research and best practices
- **60+ agricultural vendors and equipment displays**
- **Three unique networking events**, including the Monday Night Kickoff, Sustainable Beer & Gear, and Donut Social

- A **headline presentation** from Christopher Chen, UCCE Integrated Vineyard Systems Advisor for California’s North Coast, addressing climate-adaptive viticulture — a crucial topic for building resilient, future-focused farming businesses

**New for 2025**, the Expo will feature:

- A **student poster session in collaboration with Cal Poly San Luis Obispo**. Graduate students will share their latest research through **five-minute lightning talks** on the main stage and **poster displays during the lunch hour**, offering attendees a direct opportunity to engage with the next generation of agricultural innovators.

The Sustainable Ag Expo continues to evolve to meet attendee needs. In addition to its robust in-person programming, the Expo offers **continuing education hours** and **online course access** for two-day ticket holders, making it a flexible, value-packed experience.

Held **mid-week in November**, during San Luis Obispo’s off-season, the Expo also creates a significant economic boost. Based on an anticipated **520 attendees** with **65% coming from out of town** and staying between **three to four nights** at the 2024 average daily rate of **\$141.45**, the event is projected to bring between **\$143,430.30 and \$191,240.40 in lodging revenue** alone — not including additional local spending at restaurants, shops, and attractions.

The Expo is thoughtfully organized to minimize community impact. The Monday Kickoff event takes place at **Center of Effort**, a SIP Certified sustainable vineyard and winery in Edna Valley, while the main conference is held at the **Madonna Inn Expo Center**.

A strong, targeted promotional campaign — featuring digital ads, trade press, and social media outreach — ensures maximum visibility for both the Expo and San Luis Obispo as a premier destination for sustainable winegrowing education and tourism.



**PROMOTIONAL PLAN** –Please provide a promotional plan containing a detailed strategy outlining the below:

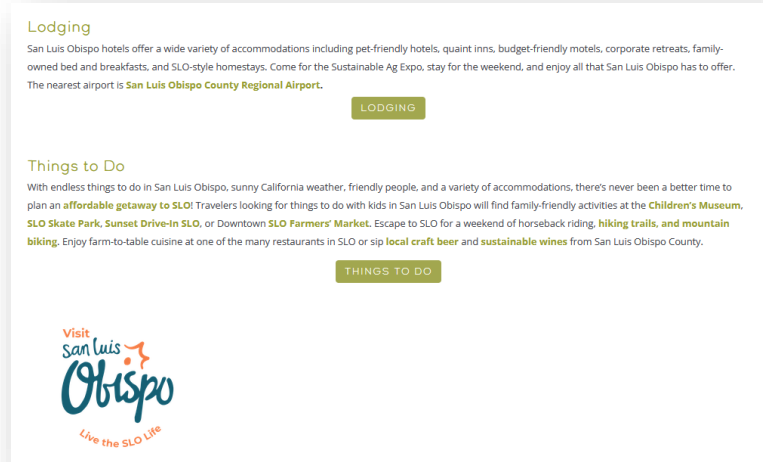
- 1) **Media Plan.** Out-of-area advertising/marketing sponsorship of the event including where, when, and how often advertisements will be placed. If available, it is strongly encouraged to include specific details on media placement (print, radio, tv, out of home media, social media, programmatic advertising, etc.) with projected reach, engagement and ROI of media tools.

Must be included in media plan, but not limited to:

- Media outlet
- Target audience
- Media placement
- Media timing
- Media cost
- TBID Stay in SLO Messaging

**Sustainable Ag Expo Media Plan:**

Media Type	Target Audience	Media Placement	Media Timing	Media Message	Media Cost
Digital	Trade	Facebook, Google Ads, Ag Net West radio, Wine Business Monthly, etc.	Fall	Attend Expo – Stay in Beautiful SLO	\$6,500
Print	Trade	Portion of Postcards (3K+)	Fall	Attend Expo – Stay in Beautiful SLO	\$1,500 (total cost=\$2.5k)
Digital	Trade	Event website and event promotion of Discover SLO (see 2024 website image below)	Summer - Fall	Attend Expo – Stay in Beautiful SLO	\$0
Total					\$8,000



**Sustainable Ag Expo Program Funding:**

Out-of-area attendees are drawn to attend the Sustainable Ag Expo for the opportunity to learn from and interact with experts in person. The event team has already secured highly sought-after experts from UC Davis and UC ANR and plans to bring in four total researchers/growers to present throughout the two-day event.

4 expert researchers x 2-3 nights x \$185.50 = \$2,000

**Total Grant Requested: \$10,000**

- 2) Event Budget. Please provide a detailed event budget listing all available support and income sources. Budgeted marketing dollars should be included in your event budget.

*Budget Plan:*

Item	Income Source	Estimated Amount
Partners and Sponsors	Vineyard Team Partners	\$85,000
Attendees	Event Income	\$115,000
TBID	Grant	\$10,000
Total		\$210,000

## 2024 Financials

### Vineyard Team

Profit Loss\_TBID Grant

July 1 - December 21, 2024

	TOTAL
Income	
Grant Income	0.00
City of SLO TBID Grant	10,000.00
<b>Total Grant Income</b>	<b>10,000.00</b>
<b>Total Income</b>	<b>\$10,000.00</b>
GROSS PROFIT	<b>\$10,000.00</b>
Expenses	
Advertising & Promotion	5,713.00
Events Expenses	0.00
EXPO Event	4,111.54
<b>Total Events Expenses</b>	<b>4,111.54</b>
Postage & Delivery	625.13
Printing & Reproduction	1,616.38
<b>Total Expenses</b>	<b>\$12,066.05</b>
NET OPERATING INCOME	<b>\$ -2,066.05</b>
NET INCOME	<b>\$ -2,066.05</b>

## Staff

- Beth Vukmanic, Executive Director
- Hayli Macomber, Outreach & Education Coordinator
- Whitney Brownie, SIP Certified Coordinator

## Board of Directors

- Molly Bohlman, [Niner Wine Estates](#)
- Carter Collins, [Viticulture Management Inc.](#) (Vice President)
- Melissa Egger, [Coastal Vineyard Services](#)
- Fintan du Fresne, [WineMech](#)
- Sara Frazer, [Monterey Pacific](#)
- Gregory Gonzalez, [Miller Family Wine Company](#) (President)
- Andrew Heilbrun, [Presqu'ile and ARC Vineyards](#)
- Rawley Hermreck, [Mesa Vineyard Management](#)
- Jeanine Madson, [Bozzano & Co.](#)
- Oliver Matthews, [Vineyard Professional Services](#)
- Lauryn Meissner, [Treasury Wine Estates](#)
- Zachary Merkel, [J. Lohr Vineyards & Wines](#)
- Mindy Record, [Treasury Wine Estates](#) (Secretary)
- Denise Shurtleff, [Cambria Wines](#) (Treasurer)



## SLO Happenings Event Promotion Sponsorship

### APPLICATION

EVENT NAME: CA Main Street Annual Conference

EVENT DATE(S): October 15-17, 2025

EVENT VENUE LOCATION: The Palm Theater, Hotel Cerro, The Penny, Region Event Center, SLOMA, Mission Plaza

EVENT WEBSITE URL: <https://www.californiamainstreet.org/conference>

EVENT ORGANIZATION: Downtown SLO ☒ Non-Profit ☐ For Profit

ORGANIZATION ADDRESS: 1135 Chorro Street San Luis Obispo, CA 93401

WEBSITE URL: [downtownslo.com](http://downtownslo.com) ORGANIZATION'S PHONE NUMBER: 805-541-0286

POINT OF CONTACT: LeBren Harris PHONE NUMBER: 805-234-9677

POSITION/TITLE: CEO EMAIL: lebren@downtownslo.com

IS APPLICATION WRITER DIFFERENT FROM LISTED POINT OF CONTACT: ☒ SAME ☐ DIFFERENT

\*Please add application writer's contact information here if different:

#### FOR INTERNAL USE ONLY

Application Date:	Application Status:
Committee Review Date:	Total Net Score:
# of Room Nights Requested:	Estimated \$ Hosted:
Requested group/individual hosted:	

## **EVENT QUESTIONS**

### **1. Event Description:**

California Main Street (CAMS) is a 501(c)3 nonprofit organization working with communities statewide to foster local economic development and enhance quality of life. CAMS provides training, networking opportunities, and access to resources to municipalities and community organizations focused on revitalizing historic commercial districts. CAMS is part of Main Street America, a coast-to-coast network of organizations and individuals working to bring vitality and prosperity to their downtowns. Main Street America programs operate at the local, city, and statewide levels. What unites them is a commitment to preserving and enhancing the built environment, celebrating local history and culture, and creating local economic opportunity. Main Street America is a program of the National Main Street Center.

The California Main Street Conference is a statewide gathering of community leaders, downtown advocates, economic development professionals, and Main Street organizations dedicated to revitalizing and sustaining vibrant downtowns and commercial districts. Hosted by California Main Street, the conference features workshops, networking opportunities, panel discussions, and tours focused on preservation-based economic development, placemaking, small business support, and community engagement. It serves as a platform to share best practices, celebrate local successes, and inspire action toward thriving, inclusive downtowns across California.

### **2. Describe how you track your event, success and attendees (ticket sales, actual event attendance, attendee demographics, survey of event satisfaction, etc.)**

The event registration is the primary source of attendees collection data. Ticket sales and pre-registration data provide initial insight into expected attendance, while on-site check-ins and headcounts will capture actual attendance.

Post-event, satisfaction surveys are sent to attendees, presenters, and sponsors to collect feedback on programming, logistics, and overall experience. This data helps us evaluate the event's impact, identify areas for improvement, and guide planning for future events.

### **3. Provide information on event ticketing (ticket requirement, price range, ticket platform used, etc.)**

CAMS is currently working with 805tix, a local ticketing platform to be the official registration platform. 805 tix primarily focuses on central coast events and activities with marketing as well. Below is the current registration and sponsorship pricing.

REGISTRATION	Price
MEMBER: 2 FREE with membership	\$0
MEMBER: Additional Reg: Early Bird	\$325
MEMBER: Additional Reg: Late Bird	\$425
MEMBER: Additional One Day Pass	\$75
NON MEMBERS: Early Bird	\$450
NON MEMBERS: Late Bird	\$525
NON MEMBERS: One Day Pass	\$125

**4. Describe your event's target audience (including but not limited to age, interests, area of residence, household income, families/couples, etc.)**

The event is designed to attract a diverse yet targeted audience that reflects the vitality and character of various downtown communities. Industry professionals who represent downtown associations, city and county governments and chamber representatives from across the state and NV will be in attendance. The primary audience includes adults of all ages, including young professionals, small business owners, creatives, and civic leaders. Attendees reside outside of San Luis Obispo County, however local businesses will be encouraged to participate in the conference.

**5. Historical event attendance (n/a if first time event. An annual event with a new series, speaker, team, musician or show does not constitute as a new event)**

The CAMS Conference is hosted at various locations around the state annually. The conference has seen participation from 125-150. 95% of attendees will be from out of the area. Additionally, the Conference will be marketed to main street associations in Nevada as they currently don't have a statewide conference.

**6. Historical percentage of in-county versus out-of-area event attendees (must equal 100%) • 5\_\_% of Local/In-County Event Attendees**

- 95\_\_% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo) •  
\_\_ n/a

***This event is not new however it will be the first time hosted in San Luis Obispo***

New startup event

7. Expected total number of event attendees:

8. Expected percentages of in-county and out-of-area event attendees

- \_\_% of Local/In-County Event Attendees

- \_\_\_% of Out-of-Area Event Attendees (Resides 50+ miles outside of San Luis Obispo)

9. Have you requested funding from other organizations/entities: X Yes \_\_\_ No

- If yes, please provide the names of these organizations and funding entities:

Sponsorship for the conference is essentially for the conference to take place. Below are the sponsorship options. Currently there are 2 Confirmed sponsors with Square and District 360.

Presenting: Square	\$10,000	1	\$10,000
Opening Day Sponsor: <i>Visit SLO-request</i>	\$10,000	1	\$10,000
Main Street Champion	\$7,500	1	\$7,500
Community Catalyst	\$5,000	1	\$5,000
Placemaking Partner	\$2,500	1	\$2,500
Block Builder	\$1,000	2	\$2,000
Tote Bag Insert	\$250	8	\$2,000
Exhibitor Table	\$500	3	\$1,500

10. What are you willing to offer the City and TBID members in exchange for the in-kind hosted lodging sponsorship for your event. SELECT ALL That APPLY

- X Exclusive lodging partnership
- X Promotion for event attendees tied to SLO lodging
- X Complimentary tickets for additional promotional use
- \_\_\_ Other

11. Please provide any additional information on what sets your event apart from others taking place in San Luis Obispo:

What sets this event apart is its exclusive focus on the downtown ecosystem, bringing together statewide and regional Main Street professionals to explore, learn from, and engage directly within San Luis Obispo's own downtown core. Unlike other events held in the region, this is the first time a conference of this kind is being hosted in Downtown San Luis Obispo, using our local parks in Mission Plaza, historical venues such as Palm Theater, and businesses as the living backdrop for workshops, tours, and networking. The event emphasizes cross-sector collaboration which highlights partnerships between city and county government, tourism, Cal Poly, and local businesses. The conference will position Downtown SLO as a model for innovation in downtown revitalization. It also serves as a stepping stone toward our long-term goal of establishing a permanent Downtown Conference Center.

**12. Hosted Lodging Plan -please provide a robust and complete plan for the option(s) applying for. Attach additional pages or supporting documents to support the hosted lodging plan and request.**

**a. Media**

Estimated # of Rooms Requested:	Lodging/Room Type Specifics or Requests:
Estimated # of Nights Requested/Room:	Estimated \$ Amount Requested:

Who will be hosted: \_\_\_\_\_ Benefit  
of hosting: \_\_\_\_\_

**b. Event Speakers/Influencers**

Estimated # of Rooms Requested:	Requests:
<u>10</u> . Estimated # of Nights Requested/Room: <u>10</u>	Estimated \$ Amount Requested:
Lodging/Room Type Specifics or	Estimated # of Teams Hosted:

f. Who will be hosted: Keynote  
speakers \_\_\_\_\_

G. Benefit of hosting. Showcasing our beautiful, vibrant downtown San Luis Obispo opens the door to attracting repeat visitors. Garnering leading industry speakers from across the country inspires and invigorates our colleagues in the work we do- breathing life and excitement into our main streets and downtown.

**1) Other:** Event Sponsorship Opening  
Day \_\_\_\_\_

Estimated \$ Amount Requested: \$10,000

**Benefit of hosting:**

Sponsoring the opening day of the 2025 California Main Street Conference offers Visit SLO a strategic opportunity to showcase its leadership in downtown revitalization and community development. This sponsorship emphasises the Visit SLO's commitment to economic vitality and sustainable urban planning, aligning with the Main Street

Approach's focus on design, organization, promotion and economic development. By engaging directly with local leaders and policy shapers, Visit SLO can highlight its successful initiatives and foster collaborations that benefit both the local community and the broader network of Main Street programs. Furthermore, this partnership positions San Luis Obispo as a model for other communities aiming to balance growth with the preservation of unique cultural and architectural heritage, reinforcing its role as a leader in place-based economic development.

**TOTAL REQUEST IN FUNDING**

Opening Day,Registration and Lunch: **\$10,000**

- Venue Cost

- Lunch and Breaks for 125-150 attendees

- Printed Material and logos on Day 1 documents

Speaker Accommodations: **\$3,000**



# CALIFORNIA MAIN STREET CONFERENCE

## WHERE MAIN STREET PLACEMAKERS MEET

This year's California Main Street Conference produced in collaboration with Downtown SLO and Main Street America is an opportunity for all those involved in California commercial district revitalization to learn best practices, key trends, and economic development strategies to support small businesses and communities in a changing economy.

### Featuring

- Three days of content, conversation, and opportunities to connect
- Information-rich sessions with local and national experts
- Exhibits and keynote presentations
- Sunset Happy Hour, Art & Mingle and networking mixers
- Guided Historic Walking Tours
- Behind-the-scenes look at the SLO Farmers Market
- Passionate Main Streeters gathering to share best practices.

## Creating Jobs, Preserving California's History

California Main Street (CAMS) is a diverse network of 32 communities supported by Main Street Approach practitioners, working to revitalize historic commercial districts through a place-based model that fosters inclusive transformation strategies. We provide training, access to resources, partnership opportunities, and best practices to our members and affiliates. CAMS programs can be found in cities large and small. They can be formed as 501(c)3 business associations, 501(c)6 business and property assessment districts and city-sponsored initiatives. Their end-goal is the same: to foster an economically vibrant commercial district.

Founded in 1986 as a state program, CAMS became a 501(c)3 Nonprofit in 2002. Since 2018, CAMS has been administered by Main Street America, a subsidiary of the National Trust for Historic Preservation since 2019.



**Downtown SLO** is an Accredited Main Street community serving San Luis Obispo as their advocate for downtown business and downtown vitality. Established as a 501(c)6 nonprofit organization, their mission is to foster an economically vibrant downtown. Downtown SLO drives downtown visitation through community-centered special events, like the weekly Farmers' Market, as well as marketing and economic initiatives.

## CELEBRATING NEARLY FOUR DECADES OF IMPACT

CAMS communities have collectively secured over **\$8 billion** in public and private reinvestment, added **34,287** jobs, created **6,963** new businesses, and rehabilitated **1,694** buildings.

## The Opportunity

The California Main Street Conference is a targeted, cost-effective way to reach local, regional and statewide community leaders and stakeholders in the preservation-based revitalization space.

### Sponsor the 2025 CAMS Conference if your company / organization seeks to:

- Demonstrate support for the Main Street Movement
- Connect directly with local leaders and policy shapers.
- Support California economies on their journey to revitalization

## NATIONALLY RECOGNIZED

### 18 CAMS communities

are Accredited Main Streets, which is the highest designation available from Main Street America

### Pleasanton and Paso Robles

have been awarded the Great American Main Street Award







## SPONSOR LEVELS AND BENEFITS

	Presenting \$10,000	Main Street Champion \$7,000	Community Catalyst \$5,000	Placemaking Partner \$2,500	Block Builder \$1,000	Exhibitor \$500
Guaranteed session speaking time	✓					
Opportunity to display informational materials at each seat	✓	✓				
Choice of sponsoring one of the following (as available): <ul style="list-style-type: none"> <li>Food or beverage station</li> <li>Quiet space</li> <li>Networking event</li> </ul>	✓	✓	✓			
Logo on Conference Tote Bag	✓	✓	✓	✓		
Logo displayed at Conference and on Conference website	✓	✓	✓	✓	✓	
Complimentary registrations	6	5	4	4	2	1
Newsletter and blog recognition	Blog feature; quote & logo in newsletter	Quote & logo in newsletter	Quote & logo in newsletter	Logo in newsletter	Logo in newsletter	Link in newsletter
Social media recognition	Exclusive mention & thank you	Exclusive mention & thank you	mention & thank you	mention & thank you	mention & thank you	mention
Table in Exhibition space	✓	✓	✓	✓	✓	✓

California Main Street is classified by the Internal Revenue Service as a 501(c)3 tax-exempt public charity and its Federal Tax ID # is 03-0480723. Conference sponsorships are deductible to the extent allowed by law.

## A Unique Event

**Showcasing the Central Coast.** the CAMS Conference provides the City and County of San Luis Obispo with an opportunity to welcome visitors to the region and celebrate their economic strengths. The CAMS conference is returning to the Central Coast for the first time since 2017 (Monterey).

**Historic Venues.** from a restored theater to Mission Plaza to SLO's Chinatown, the conference setting will explore the rich history of the city. Attendees will learn about the efforts to preserve buildings and spaces which tell the story of SLO.

**Your Support Matters.** Sponsorship dollars help underwrite direct expenses, allowing us to keep registration fees affordable for attendees.

Connect online and see highlights from past conference.



## Sponsor the Official Conference Tote



Each conference attendee will receive a souvenir CAMS canvas tote (example shown) filled with conference materials, local guidebooks and resources.

Insert your marketing materials and get your message directly into our attendees hands!

**\$250**

For more information, please contact

Brooke Fox [camscommunications@mainstreet.org](mailto:camscommunications@mainstreet.org) 917-586-4064

Ali Bailey [ali@DowntownSLO.com](mailto:ali@DowntownSLO.com) 805-345-8349

**CUSTOM SPONSOR PACKAGES ARE AVAILABLE**





## 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