



**Tourism Business Improvement District Board
AGENDA**

Wednesday, July 9, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

INSTRUCTIONS FOR PUBLIC COMMENT:

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

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

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

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

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

Public Comment during the meeting:

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

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

1. CALL TO ORDER

Chair 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 MINUTES OF TBID REGULAR MEETING ON JUNE 11, 2025 5

3.b SMITH TRAVEL REPORT (STR) 11

3.c TRANSIENT OCCUPANCY TAX (TOT) REPORT

This report will be uploaded by end of day Monday, July 7, 2025.

3.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT 13

3.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT 17

3.f NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORT

This report will be uploaded by end of day Monday, July 7, 2025.

3.g BADGER BRANDING ORGANIC SOCIAL REPORT 19

4. PRESENTATIONS

4.a PUBLIC RELATIONS AND GUEST SERVICES ANNUAL REPORT (20 MINUTES)

Representatives from the San Luis Obispo Chamber of Commerce will present the year end activity highlights and data results for the 2024-25 Guest Services and Public Relations contracted work.

4.b CONTENT MARKETING ANNUAL REPORT (15 MINUTES)

Agency representatives from Badger Branding will present the year-end activity highlights and data results for the 2024-25 content marketing contracted work.

5. BUSINESS ITEMS

5.a SUSTAINABLE AG EXPO SPONSORSHIP (10 MINUTES) 29

The Board will consider the proposal from the Vineyard Team on sponsorship of the Sustainable AG Expo.

5.b FY 2025-26 VISIT SLO MARKETING & BUSINESS PLAN AMENDMENT APPROVAL (25 MINUTES) 37

The Board will review and approve the amendments to the second year of the FY 2024-26 SLO TBID Strategic Marketing & Business Plan.

5.c FY 2024-25 TBID ANNUAL REPORT PREPARATION AND TIMELINE (15 MINUTES)

The Board will direct staff on development of the TBID's written annual report to the City Council to be presented on October 7, 2025. The Board may review the 2023-24 report as an example of the format.

5.d FY 2025-26 TBID BOARD MEETINGS (5 MINUTES)

Staff will review the scheduled Board meetings for the new fiscal year.

5.e PHOTO PROJECT OPPORTUNITY (10 MINUTES)

The Board will consider a proposal to commission professional photography during the CA Main Street Conference.

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

6.b MARKETING COMMITTEE UPDATE

6.c MANAGEMENT COMMITTEE UPDATE

6.d PCC UPDATE

6.e VISIT SLO CAL UPDATE

6.f TOURISM PROGRAM UPDATE

7. ADJOURNMENT

The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for August 13, 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

June 11, 2025, 10:00 a.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

TBID Board Present: Member Lori Keller, Member Prashant Patel, Member Dante Specchierla, and Vice Chair Clint Pearce

TBID Board Absent: Member Christine Nelson and Member Nipool Patel

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

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on June 11, 2025, at 10:03 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Vice Chair Pearce.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By: Member L. Keller

Second By: Member P. Patel

To approve Consent Items 3a. to 3g.

Ayes (4) Member L. Keller, Member P. Patel, Member Specchierla, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON MAY 14, 2025
- 3.b SMITH TRAVEL REPORT (STR)
- 3.c TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 3.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 3.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 3.f NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORT
- 3.g BADGER BRANDING ORGANIC SOCIAL REPORT

4. PRESENTATIONS

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

Haley Corbett and Gabbi Hall from Noble Studios presented an update to the SLO Life Coach campaign.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a SUSTAINABLE AG EXPO SPONSORSHIP (20 MINUTES)

Vice Chair Pearce recused himself from item 5a.

Beth Vukmanic from Vineyard Team presented a Sustainable Ag Expo sponsorship request for TBID's consideration.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this matter due to absentee members and not equaling a full quorum to vote. Absent board members will view the

recording of the presentation and the Board will vote at their July 9 meeting.

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

LeBren Harris and Ali Bailey from Downtown SLO presented the California Main Street Conference Opening Day sponsorship request for the Board's consideration.

Public Comment:

None

--End of Public Comment--

Motion By: Member P. Patel

Second By: Member L. Keller

To approve \$13,000 from the FY 25 General Events Promotion Budget to be the Opening Day sponsor for the California Main Street Conference.

Ayes (4) Member L. Keller, Member P. Patel, Member Specchierla, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

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

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the cooperative marketing opportunities with Visit SLO CAL to the Board for review and approval.

Public Comment:

None

--End of Public Comment--

To approve the presented co-ops with funds to be distributed for according to budget allowance in FY25 and FY26. Recommended line items presented but may adjust as needed.

Program	Cost	TBID Budget
House of Brands & Media Rotation	\$ 10,000	FY25 Co-op Marketing
Sojern Media Buy	\$ 5,000 - \$ 15,000	FY25 Co-op Marketing
Economic Impact	~ \$ 9,000	FY26 Research & Program Development
Visitor Profile	\$ 5,000 - \$ 8,000 (+ \$ 2,000 per add question 5 or more)	FY26 Research & Program Development
IPW	~ \$ 7,500	FY26 Tradeshow
HotelBeds	~ \$ 5,000 - \$ 6,000	FY26 Co-op Marketing
Various FAM Hosting	\$ 1,500 - \$ 2,500	FY26 FAM Trip Hosting
Spartan Race Sponsorship	\$ 5,000	FY25 General Events Promotion
LA Media Event	\$ 500	FY26 Co-op Marketing
Phoenix Media Event	\$ 500	FY26 Co-op Marketing

FY25 total: ~\$20,000-\$30,000

FY26 total: \$29,000-\$34,000 (plus more per survey question)

Motion By: Member P. Patel

Second By: D. Specchierla

Ayes (4) Member P. Patel, Member D. Specchierla, Member L. Keller, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

5.d SUPPLEMENTAL SUPPORT (15 MINUTES)

Economic Development & Tourism Manager Laura Fielder presented a consideration to the Board to seek support from Noble Studios to support the TBID program during staff's forthcoming planned family leave.

Public Comment:

None

--End of Public Comment--

To approve proposed amount of \$44,735 from available fund balance for additional support from Noble Studios during staff's forthcoming planned family leave.

Motion By: Member L. Keller

Second By: Member D. Specchierla

Ayes (4) Member L. Keller, Member D. Specchierla, Member P. Patel, and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

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

Motion By: Vice Chair C. Pearce

Second By: Member L. Keller

To approve appointing Vice Chair Pearce as Chair and Lori Keller as Vice Chair for the term July 2025 to March 2026 and to appoint Dante Specchierla to the TBID seat on the Promotional Coordinating Committee.

Public Comment:

None

--End of Public Comment--

Ayes (4) Member D. Specchierla, Member P. Patel, Member L. Keller and Vice Chair Pearce

Absent (2) Member N. Patel and Member C. Nelson

CARRIED (4 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE

Member L. Keller presented an update on Apple Farm's new ownership for the restaurant.

6.b MARKETING COMMITTEE UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided a brief update on the Mini-Marketing Retreat.

6.c MANAGEMENT COMMITTEE UPDATE

No meeting was held in May

6.d PCC UPDATE - Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on items the PCC has been working on.

6.e VISIT SLO CAL UPDATE

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

6.f TOURISM PROGRAM UPDATE

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

7. ADJOURNMENT

The meeting was adjourned at 12:04 p.m. 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.

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

For the Week of June 01, 2025 to June 07, 2025		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	68.07	76.53	70.49	184.84	196.75	188.53	125.82	150.57	132.89	-2.03	-0.56	-1.58	-1.56	0.41	-0.92	-3.56	-0.15	-2.48	
City of Paso Robles	69.79	83.55	73.72	176.86	287.71	212.75	123.42	240.38	156.84	7.58	11.12	8.70	0.56	4.01	2.39	8.18	15.57	11.30	
City of Pismo Beach	55.70	81.25	63.00	209.04	316.61	248.68	116.43	257.25	156.67	-3.46	4.70	-0.61	1.63	0.03	1.73	-1.89	4.73	1.11	
City of San Luis Obispo	62.96	83.48	68.83	153.10	238.47	182.69	96.40	199.09	125.74	-0.86	8.73	2.27	-0.29	6.46	3.50	-1.14	15.75	5.85	
City of Morro Bay	58.04	77.86	63.70	121.61	194.13	146.94	70.58	151.16	93.60	-2.25	-2.01	-2.17	-4.42	3.17	-1.04	-6.58	1.09	-3.19	
For the Week of June 08, 2025 to June 14, 2025		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	72.42	75.57	73.32	196.83	207.37	199.93	142.54	156.70	146.59	0.43	-3.56	-0.78	3.69	0.32	2.56	4.13	-3.25	1.76	
City of Paso Robles	65.41	89.90	72.40	165.80	319.49	220.32	108.44	287.22	159.52	-4.68	6.12	-1.11	-7.54	-1.13	-2.88	-11.86	4.92	-3.96	
City of Pismo Beach	69.93	87.43	74.93	227.36	421.44	292.06	159.00	368.46	218.85	0.43	7.76	2.76	0.60	-0.93	0.93	1.04	6.76	3.71	
City of San Luis Obispo	68.63	88.47	74.30	171.15	397.36	248.10	117.46	351.54	184.34	-4.10	3.81	-1.55	-0.85	-6.10	-2.11	-4.91	-2.53	-3.63	
City of Morro Bay	65.55	82.09	70.28	127.48	245.98	167.03	83.56	201.94	117.39	0.08	-0.89	-0.24	-2.96	-0.42	-1.87	-2.88	-1.30	-2.11	
For the Week of June 15, 2025 to June 21, 2025		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	69.69	83.44	73.62	183.89	212.35	193.11	128.15	177.19	142.16	3.44	4.92	3.91	2.78	4.74	3.51	6.31	9.89	7.56	
City of Paso Robles	74.96	92.53	79.98	179.83	283.61	214.13	134.80	262.41	171.26	7.00	10.61	8.16	1.87	-2.37	0.36	9.00	9.00	8.55	
City of Pismo Beach	76.46	90.50	80.47	249.37	391.97	295.19	190.67	354.71	237.54	3.79	2.26	3.29	2.31	11.19	5.78	6.19	6.19	9.27	
City of San Luis Obispo	77.93	94.22	82.59	190.50	271.16	216.79	148.46	255.50	179.04	5.40	3.96	4.93	3.90	5.10	4.27	9.51	9.51	9.41	
City of Morro Bay	74.72	92.72	79.86	140.97	224.63	168.72	105.33	208.29	134.74	2.43	2.86	2.57	-1.28	2.06	0.21	1.11	1.11	2.78	
For the Week of June 22, 2025 to June 28, 2025		Current Week Totals									Percent Change								
		Occupancy (%)			ADR			RevPar			Occupancy (%)			ADR			RevPar		
		WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total	WD	WE	Total
California	71.54	77.17	73.15	189.72	204.77	194.26	135.73	158.03	142.10	-3.64	-1.29	-2.95	-0.35	1.26	0.19	-3.98	-0.05	-2.76	
City of Paso Robles	72.52	86.66	76.56	164.28	276.74	200.65	119.13	239.81	153.61	0.30	4.66	1.67	-5.88	-0.27	-3.01	-5.59	4.37	-1.39	
City of Pismo Beach	73.55	86.16	77.15	250.89	367.92	288.23	184.52	316.98	222.37	-3.61	1.40	-2.07	3.43	7.33	5.36	-0.30	8.83	3.18	
City of San Luis Obispo	77.80	85.76	80.08	199.54	248.03	214.38	155.25	212.71	171.67	-1.39	2.67	-0.18	3.72	4.85	4.31	2.28	7.65	4.12	
City of Morro Bay	70.77	82.25	74.05	135.65	211.81	159.82	96.01	174.22	118.35	-3.47	-2.83	-3.27	-7.93	1.02	-4.32	-11.13	-1.84	-7.45	

SLO Chamber of Commerce

Public Relations Contract

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

June 2025



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

Implementation and Proactive Work

Media Hosting

- Hosted freelance travel writer Cu Fleshman
 - *in partnership with Uniquely Driven*
 - *on assignment for Travel + Leisure, as a result of her editor, Mae Hamilton, being on The Art of SLO(w)ing Down group fam in April 2024*
 - *Itinerary highlights: traveled by train, stayed at San Luis Creek Lodge, dined at Nate's on Marsh, Corazon Cafe, High Street Deli and Piadina, hiked Cerro San Luis, went wine tasting at Biddle Ranch Vineyard, toured Hotel SLO & Petit Soleil, used SLO as a homebase to go whale watching in Morro Bay*
 - *Feature piece is already live and has been picked up by some major other outlets: [I've Visited California's Central Coast for 20+ Years-and This Is the Most Charming Small Town in the Region](#)*
- Hosted freelance writer Laura Powell
 - *in partnership with Uniquely Driven*
 - *on assignment for AAA for a "48 Hours in SLO" themed story*
 - *Laura came Sunday, June 22 through Tuesday, June 24. Itinerary highlights include staying at Garden Street Inn, dining at Mistura, Piadina, Corazon Cafe, Lincoln Market + Deli and Novo, experiencing treatments at SLOCO Health + Wellness, exploring downtown business and touring SLOMA and SLO Ranch Farms & Marketplace*
- Hosted influencers [Hunter & Hannah Adams](#) in partnership with Visit Conejo & Visit Pismo Beach for a California Road Trip themed fam trip in partnership with Central Coast Tourism Council
 - *Itinerary includes: staying at Residence Inn/Springhill Suites, exploring Farmers' Market, hiking, dining at Novo, Linnaea's and Lincoln Market & Deli and wine tasting at Wolff Vineyards*

Other Implementation & Proactive Work

- Continued working with the City, Noble Studios and Badger Branding on overall tourism marketing campaign
- Ordered and received new Downtown SLO Tear Off Maps for Visitor Center

Responsive Work & Partnerships

Partnerships

- Participated in refreshed Visit SLO 30/60/90 Quarterly Planning
- Completed Marketing Plan Update with City, Noble Studios, Uniquely Driven and Badger Branding
- Attended Petit Soleil's new restaurant opening
- Central Coast Tourism Council (CCTC)
 - *Reviewed and provided feedback for July social media content calendar*
 - *Reviewed and provided feedback for "The Adventurer" itinerary*

Media Features

Proactive Work

- Travel + Leisure: [I've Visited California's Central Coast for 20+ Years-and This Is the Most Charming Small Town in the Region](#) | UVP: 11,610,000
 - As a result of hosting Cu Flesman this month, and her editor (Mae Hamilton) was on The Art of SLO(w)ing Down group fam in April 2024
- Yahoo: [I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region](#) | UVP: 4,285,00,000
- AOL: [I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region](#) | UVP: 17,360,000
- World Atlas: [6 Most Beautiful College Towns In California](#) | UVP: 4,760,000
 - As a result of Hotel SLO hosting Jean Chen Smith
- Islands: [The California City Known For Its Historic Downtown, Outdoor Adventures, Coastal Charm, And Wine Scene](#) | UVP: 3,585,183
 - As a result of hosting Fiona Chandra on The Art of SLO(w) Travel group fam in April 2025
- Visit California: [California's Coffee Shop Gems](#) | UVP: 666,159
 - As a result of proactive pitching

Media Features

Media Monitoring

PUBLICATION	PLACEMENTS	UVPM
YAHOO	I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region	428,500,000.00
AOL	I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region	17,360,000.00
TRAVEL + LEISURE	I've Visited California's Central Coast for 20+ Years-and This Is the Most Charming Small Town in the Region	11,610,000.00
FLIPBOARD	I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region	2,790,000.00
WORLD ATLAS	6 Most Beautiful College Towns In California	4,760,000.00
FAMILY VACATIONIST	6 Most Beautiful College Towns In California	14,314.00
ISLANDS	The California City Known For Its Historic Downtown, Outdoor Adventures, Coastal Charm, And Wine Scene	3,585,183.00
EIN PRESSWIRE	Meet the 'SLO Life Coach': San Luis Obispo's Newest Ambassador Encourages Travelers to Slow Down and 'Live the SLO Life'	201,000.00
VISIT CALIFORNIA	California's Coffee Shop Gems	666,159.00
AFAR	Slow Travel Is In, and This California Town Does It Right	1,430,000.00
MSN	Top 10 Happiest Cities in the USA: Where Contentment Flourish	1,365,000.00

MAY TOTALS:

Placements: 11

UVPM: 472,281,656

YEAR TO DATE TOTALS:

Placements: 181

UVPM: 6,717,238,130

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

JUNE 2025

VISITOR INTERACTION			
	June	May	June
	2024	2025	2025
Walk-ins	5,739	6,341	6,513
Phone Calls	147	155	169
Emails & Digital	1,432	1,525	1,550

CALLS TO 877-SLO-TOWN			
	June	May	June
	2024	2025	2025
Calls	27	30	29

HOTEL REFERRALS			
	June	May	June
	2024	2025	2025
Referrals	46	59	41

HOTEL AVAILABILITY TRACKER			
	June	May	June
	2024	2025	2025
Email	183	95	69
Phone Calls	121	97	102

INFORMATION REQUESTS		
	June	June
	2024	2025
Fulfilled	43	14

EVENTS SHARED		
	June	
	2025	YTD
VisitSLO.com	21	127

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	16%
Europe	62%
Australia/NZ	4%
UK	10%
N. America	6%
C. America	1%
S. America	1%
<i>Domestic Travelers</i>	
West Coast	9%
Southwest	14%
Midwest	25%
South	22%
East Coast	31%
<i>California Travelers</i>	
Northern CA	19%
Central Coast	43%
Central Valley	12%
Desert	2%
Southern CA	24%

VISITOR CENTER ACTIVATIONS	
Visitor Center at SLO Farmer's Market (Thursday)	

VISITOR CENTER HIGHLIGHTS	
1) Celebrated our 2025 Cal Poly graduates and their visiting families	
2) Prepared for our presentation at SLO Days to welcome new Cal Poly students and supporters	
3) Participated in Farmer's Market providing information and souvenirs to both locals and visitors	

SLO TBID - SHARESLO

ORGANIC SOCIAL REPORT

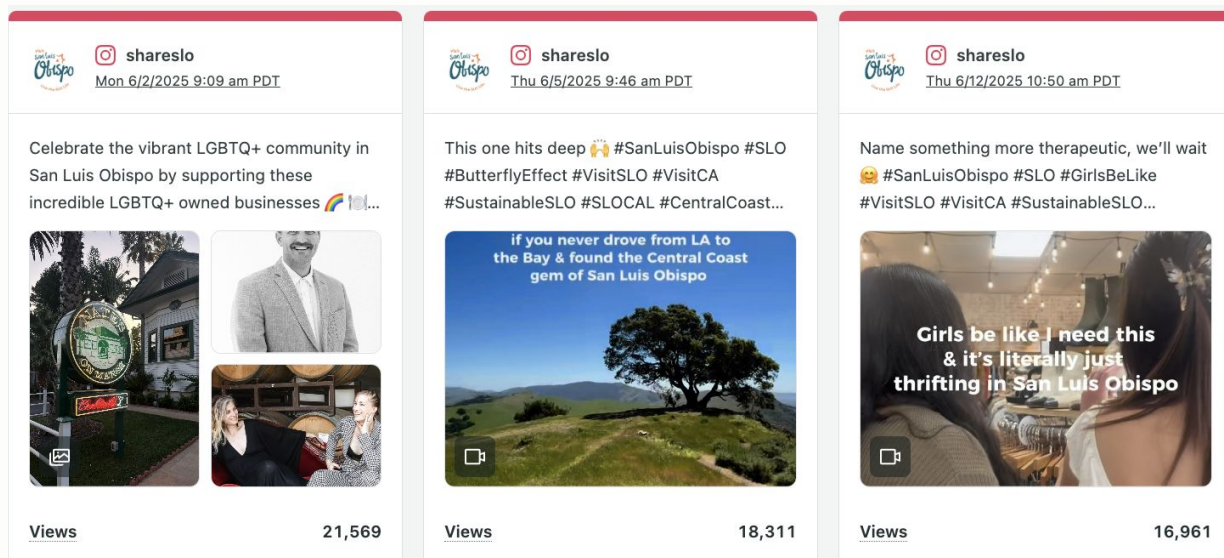
June 2025



INSTAGRAM

In June, we saw an increase in followers, engagements, and engagement rate. We did see a slight decrease in impressions, but are happy with the increase in engagements because this means users are sharing, sending, and saving our content more. We are also happy to see that two of our top performing posts were trends that we hopped on in a timely manner. Included at the bottom is a disclaimer from Meta that may affect our analytics.

TOP POSTS:



Followers: 39,074 (↑1%)

Total Net Growth: 391

Total Posts: 209

Total Impressions: 501,038 (↓ 22.5%)
(includes both organic & paid)

Total stories: 188

Total Engagements: 10,267 (↑42%)




Engagement Rate: 2% (↑83.5%)

⚠️ Meta has recently resolved a technical issue that affected historical follower counts for some Global Pages. While current data is now accurate, follower counts prior to June 14, 2025 may be inaccurate and unfortunately can't be corrected retroactively.

FACEBOOK

In June, we saw a increase in page followers. We are happy to see that the “trending” posts for Instagram were also top performers on Facebook. We saw a slight decrease in impressions and engagements this month, while keeping the same engagement rate.

TOP POSTS:

 <p>Impressions 23,558</p>	 <p>Impressions 13,817</p>	 <p>Impressions 6,487</p>
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Page Followers: 98,656 (⬆️ .2%)

Total Net Audience Growth: 193

Total Posts: 15

Total Impressions: 921,515 (⬆️ 35%)

Total Organic: 99,559 (⬆️ 34%)







Total Engagements: 3,015 (⬆️ 33%)

Engagement Rate: .3% (➡️ 0%)

TIKTOK

In June, we saw an increase in followers by 127 new users. We saw an increase in impressions, engagements, and engagement rate. We are happy to have gotten almost 10k Views on one of our Tiktoks this month.

TOP POSTS:

<div>visitslo <small>Mon 6/23/2025 10:33 am PDT</small></div> <div>Hidden Gem Patios in Downtown San Luis Obispo 🌟📍</div> <div></div> <div><div>Impressions</div><div>9,043</div></div>	<div>visitslo <small>Mon 6/16/2025 11:54 am PDT</small></div> <div>Dog-Approved Wineries in San Luis Obispo, California 📍🍷</div> <div></div> <div><div>Impressions</div><div>1,084</div></div>	<div>visitslo <small>Mon 6/9/2025 12:05 pm PDT</small></div> <div>Cheese Boards & Charcuterie in San Luis Obispo, California 📍</div> <div></div> <div><div>Impressions</div><div>707</div></div>
--	---	--

Followers: 1,909 (⬆️ 7%)

Followers Gained: 127

Impressions: 22,493 (⬆️ 14%)

Engagement: 853 (⬆️ 45%)







Engagement Rate: 3.8% (⬆️ 27%)



LINKEDIN

In June, we saw an increase in audience by 9 new users. We saw a decrease in impressions, engagements, and engagement rate. We will be shifting from itinerary- and food-based content to see if this improves our analytics next month.

TOP POSTS:

 Visit San Luis Obispo Wed 6/18/2025 9:16 am PDT	 Visit San Luis Obispo Fri 6/20/2025 10:43 am PDT	 Visit San Luis Obispo Fri 6/27/2025 10:22 am PDT
Can You Guess Which SLO Spot is Listed? 🤖 https://lnkd.in/guu4PuP6	Business Travelers.....You Deserve a Steak! 🥩 Here's where to grab one of California's finest, right here in San Luis Obispo! 😊...	Can You Believe All This Excitement Fits in Just 4 Days? 🌊 https://lnkd.in/gfDzHZKr
		
Impressions 86	Impressions 75	Impressions 39

Total Audience: 474 (↑ 1.9%)

Total Net Growth: 9

Total Posts: 4

Impressions: 396 (↓ 17%)

Engagements: 23 (↓ 54%)

Engagement Rate: 5.8% (↓ 44%)



CA TRAVEL STORIES – CROWDRIFF

In June, we deactivated our Crowdriff account so we were unable to report on June after losing access. We have reached out to the Support Team for analytics and they provided us a screenshot of the following analytics, but do not have photos to share of the posts.

Total Posts: 2

Story Views: 30 (↓ 95%)

Interaction Rate: 83.3% (↑ 17.2%)




Completion Rate: 62.1% (↑ 3.8%)



PINTEREST

In June, we saw decreases in our analytics due to the leveling out after increases last month. We experimented with less polished content and will be adjusting our strategy as follows next month.

TOP POSTS:

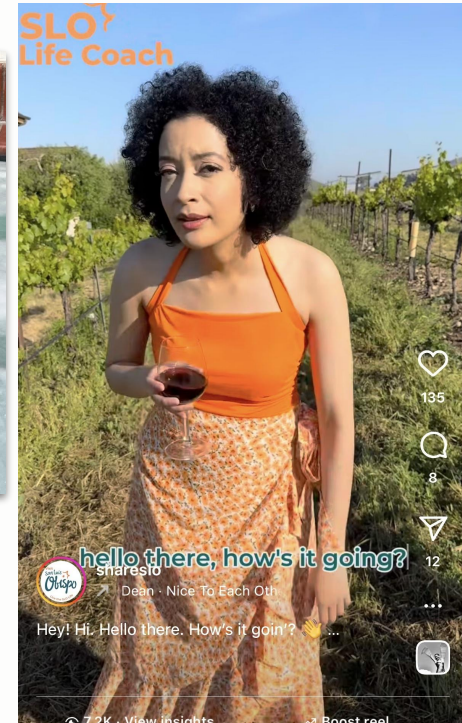
Pin	Type	Source	↓ Total impressions
 Coffee Shops in San Luis Obispo, C...	Organic	Your Pins	4
  Sunset-Chasers Guide to San Lui...	Organic	Your Pins	3

Total Posts: 2
Impressions: 1.61k (↓ 17%)
Engagements: 68 (↓ 20%)
Outbound Clicks: 0 (➡ 0%)
Saves: 231 (↓ 8.7%)
Total Audience: 1.05k (↓ 21%)
Engaged Audience: 52 (↓ 27%)



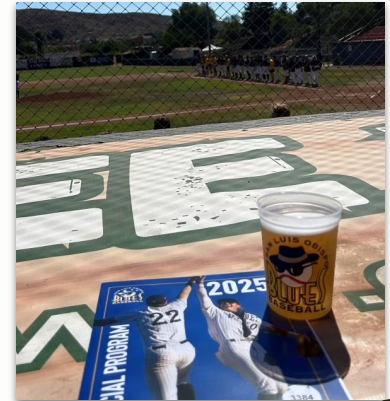
WHAT WE WORKED ON THIS MONTH:

- Launch SLO Life Coach Reel
 - 7.2k Views, 155 Interactions
- 2 Accepted Collaborative Posts (@slocal, @travelpaso, @pismobeachca)
 - 32.9k Views, 1.2k Interactions**
- 1 Sent Collaboration w/ @kismetfitness (Ticket Tuesday Giveaway)
- Sunset Chasers Guide to SLO (New Carousel Format Launch)
 - 15.6k Views, 641 Interactions)
- Almost 10k Views on Hidden Gem Patio Tiktok (usually about 2k Views)
- LGBTQ+ Owned Businesses in SLO / Pride in SLO
 - 21.5k Views, 1.3k Interactions
- Summer Season / Seasonal Content
 - Summer in SLO, Mid-State Fair Giveaway, Sweet Treats in SLO, Live Music This Summer in SLO, Hotels w/ Pools in SLO
- Executed Three Trends / Two Were Top Performing Posts for June
- Working w/ Team & AmTrak for a Collaborative Giveaway



JULY'S FOCUS:

- SLO Summer Series
 - Foodie Guide, Outdoor Adventures, Sustainable To-Dos, Artsy To-Dos
- Get Your 10k Steps in SLO
- Hotels w/ Bike Rentals in SLO
- 4 Giveaways (Circus Vargas, Renaissance Fest, Festival Mozaic Summer Concert, Blues Baseball)
- SLO Businesses That Started at Cal Poly Reel
- Upcoming Local Events, New Businesses in SLO
- 2 Flexible Posts for Relevant Trends
- 3 Unique Experiences in SLO Reel
- Happy Hours in SLO / Ntnl Tequila Day
- Crafty MidWeekend Itinerary
- SLO Life Tip #1 Carousel



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

EVENT ORGANIZATION: Vineyard Team

X NON-PROFIT ___ FOR-PROFIT

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

ORGANIZATION'S WEBSITE URL: 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

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:

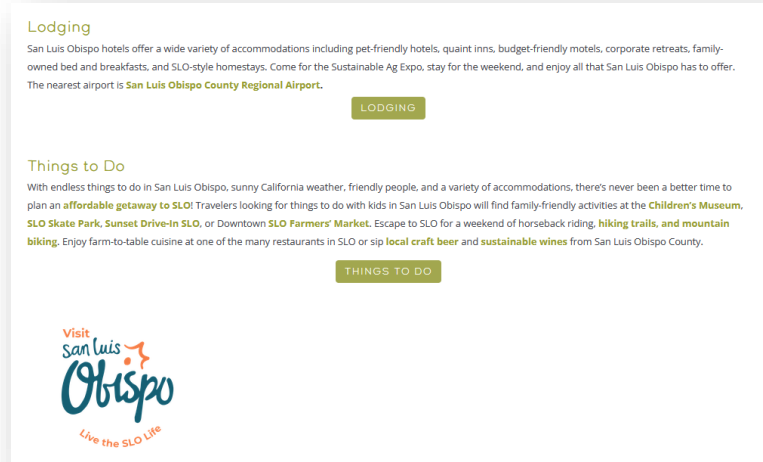
- 1) **Media Plan.** Out-of-area advertising/marketing sponsorship of the event including where, when, and how often advertisements will be placed. If available, it is strongly encouraged to include specific details on media placement (print, radio, tv, out of home media, social media, programmatic advertising, 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
Total Grant Income	10,000.00
Total Income	\$10,000.00
GROSS PROFIT	\$10,000.00
Expenses	
Advertising & Promotion	5,713.00
Events Expenses	0.00
EXPO Event	4,111.54
Total Events Expenses	4,111.54
Postage & Delivery	625.13
Printing & Reproduction	1,616.38
Total Expenses	\$12,066.05
NET OPERATING INCOME	\$ -2,066.05
NET INCOME	\$ -2,066.05

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 TBID STRATEGIC MARKETING & BUSINESS PLAN FY24-26

AMENDED FOR FY 2025-2026

INTRODUCTION

SLO LIFE TIP #20: ALWAYS SAY “HI” FIRST BECAUSE, HERE, THERE ARE NO STRANGERS, JUST FRIENDS YOU HAVEN’T MET (YET).

Hi, and welcome to the San Luis Obispo Tourism Business Improvement District’s (SLO TBID) Strategic Marketing & Business Plan. This plan was originally developed at the end of FY 2023-24 in order to guide all tourism program efforts over a two-year period (FY 2024-25 and FY 2025-26). As we enter the final year of the two-year plan, the TBID has reflected on the progress made in addition to the recently adopted 2025-2030 Strategic Plan, and has identified adjustments for the year ahead.

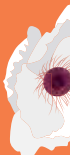
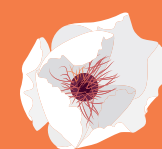
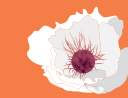
This amendment outlines the FY 2025-26 TBID program efforts that will be adjusted over the coming year, while serving as a compass for creating unforgettable experiences that showcase what it means to Live the SLO Life. To keep us agile and responsive to changing economic, political and industry trends, we’ll implement this plan within a more detailed and tactical Quarterly Marketing Plan. This plan aligns with our broader five-year 2025-2030 Strategic Plan, ensuring every action contributes to our long-term goals.

Get ready for fresh ideas, a captivating new brand campaign and a whole lot more as we continue to share the SLO Life far and wide!



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STRATEGIC DIRECTION, OBJECTIVES & BRAND STRATEGY



SLO TBID STRATEGIC DIRECTION & IMPERATIVES

The SLO TBID stewards the brand of Visit San Luis Obispo and represents its lodging partners, driving overnight stays by:

- Telling the San Luis Obispo story via targeted marketing content and activities.
- Serving as a convener and subject matter expert for tourism conversations impacting the destination.
- Advancing strategic partnerships that extend the reach and influence of Visit San Luis Obispo.

VISION

A welcoming community with a vibrant economy that enriches the lives of visitors and residents alike.

MISSION

We share the abundance of SLO, driving the lodging economy and serving as the voice of our stakeholders.

VALUES

- Service
- Leadership
- Adaptability
- Collaboration

OBJECTIVES

- Ensure Organizational Excellence
- Deliver Smart Growth
- Build Meaningful Partnerships
- Activate the SLO Life

2025-2030 VISIT SAN LUIS OBISPO STRATEGIC PLAN

NORTH STAR

Vision

A welcoming community with a vibrant economy that enriches the lives of visitors and residents alike.

Mission

We share the abundance of SLO, driving the lodging economy and serving as the voice of our stakeholders.

Values

We believe in:

• Service

• Leadership

• Adaptability

• Collaboration

Position

The SLO TBID stewards the brand of Visit San Luis Obispo and represents its lodging partners, driving overnight stays by:

• Telling the San Luis Obispo story via targeted marketing content and activities.

• Serving as a convener and subject matter expert for tourism conversations impacting the destination.

• Advancing strategic partnerships that extend the reach and influence of Visit San Luis Obispo.

STRATEGIC PRIORITIES

OBJECTIVES

INDICATORS

STRATEGIES

STRATEGIC ACTION

Ensure Organizational Excellence

• Maintain stakeholder sentiment of Visit San Luis Obispo performance.

• Increased engagement and participation with Visit San Luis Obispo’s Brand Book and promotional toolkits.

Deliver Smart Growth

• Increase in resident sentiment.

• Increase mid-week occupancy.

• Increase length of stay.

Build Meaningful Partnerships

• Create one net new signature brand partnership

• Partnerships balanced across identified key sectors

Activate the SLO Life

• Lift in brand sentiment against baseline.

• Increase RevPAR.

• Increase awareness of SLO as a sustainable destination.

Grow organizational capacity.

Invest in internal relationship building.

Develop an innovation process.

Communicate successes.

Invest in stakeholder connections.

Foster ongoing positive resident sentiment.

Develop remote work messages as part of SLO Life.

Advocate for conference center development.

Partner with Visit California and Visit SLO CAL to bolster targeted segments of travel.

Perform an audit of our partnership landscape.

Develop partnerships to address key gaps.

Develop an events strategy to complement Visit SLO CAL’s approach.

Further enhance the use of data to inform marketing programs.

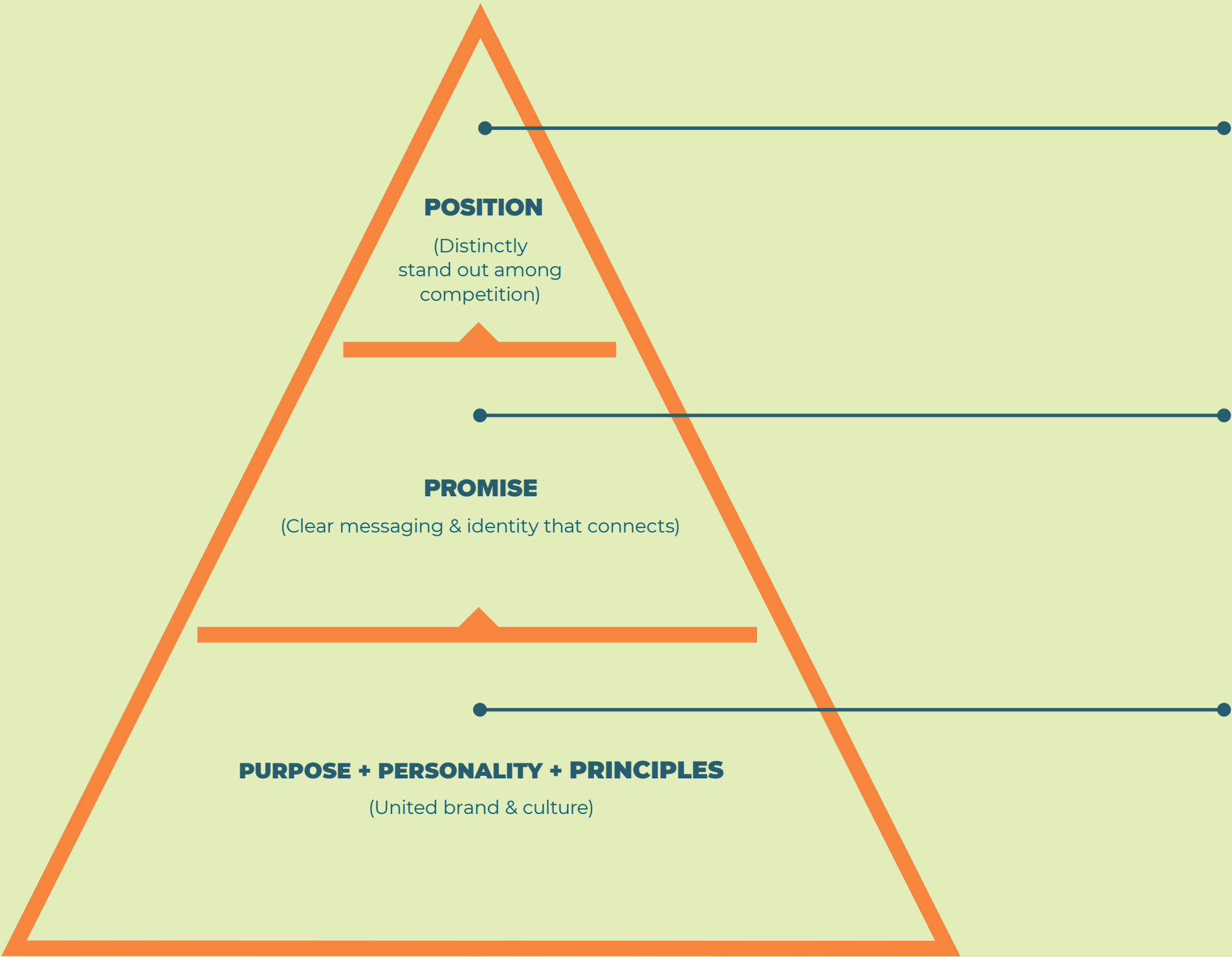
Maintain focus on social awareness & environmental responsibility.

Maximize the evolution of the “Live the SLO Life” brand.

Differentiate Visit San Luis Obispo while building off Visit SLO CAL’s success.

BRAND STRATEGY

The Visit San Luis Obispo brand supports the TBID’s initiatives to share the abundance of SLO, drive the lodging economy and serve as the voice of our stakeholders.



HOMEBASE AWAY FROM HOME

You don't just visit San Luis Obispo on vacation. You become part of our community and culture, an honorary local. The welcoming waves, neighborly nods and small-town California charm instantly make you feel comfortable and invite you to start living The SLO Life. As you immerse yourself in our city, you bond with it and start to feel a sense of belonging that blends with the beauty of releasing life's stresses, because it truly feels like a home away from home. And with the beaches, iconic sites and stunning beauty of the world-class Central Coast nearby, it's also an incredible homebase during your vacation.

A CHANCE TO LIVE THE SLO LIFE

The SLO Life is a deep breath that releases life's pressures. It's a change of pace. It's a fresh take. It's a warm embrace. It's a feeling of comfort and calm in a welcoming place filled with a special energy, connection, creativity and a wholehearted spirit. You can feel The SLO Life wrap its arms around you and pull you close. It's tangible. And you'll never want to let that feeling go, so you live The SLO Life to its fullest while you're here and take a piece of it with you when you head back home.

HEARTS IN BEDS

If putting "heads in beds" is our business purpose, putting "hearts in beds" is our brand purpose. We live to share all that San Luis Obispo stands for so we can emotionally connect with and welcome people who will fall in love with our community in such a way that they actually become part of it, caring for it like they live here and returning time and time again.



BRAND PERSONALITY

We know the SLO Life is a vibe. It's a way of life.
If San Luis Obispo was a person, here's how we'd describe our personality.

LAID-BACK

There's a calmness to San Luis Obispo. It doesn't walk, it strolls. It doesn't talk, it chats. It's not lazy or apathetic, but is chill and engaged. It's carefree but it still cares a lot.

ACTIVE

San Luis Obispo doesn't hustle and bustle like a big city, but it moves. It gets out in the fresh air and sweats. It crafts and creates.

YOUTHFUL ENERGY

Like any university town, there's a certain buzz of life and promise. San Luis Obispo has that same spirit and sparkle in its eyes.

NATURAL

There is an agricultural focus, environmental awareness and love for outdoor activities in San Luis Obispo.

FRESH

From the air to the locally grown food, the thinking and way of life, there's freshness to San Luis Obispo.

BRIGHT

The hills surrounding the city, the sunsets, the art, the buildings, the people and the smiles are all bright in San Luis Obispo.

WELCOMING

Whether you're a visitor or local, everyone is accepted and embraced in San Luis Obispo. The entire city is a welcome mat that says, "Come on in and stay a while."

FRIENDLY

Warm smiles, welcoming waves, neighborly nods. There's a race in San Luis Obispo to see who will say "Hi!" first. There are no strangers, only friends you haven't met yet.

CHARMING

It's hard to describe it in any other way. San Luis Obispo's historic buildings, quaint shops, rolling hills, winding trails and approachable people just make it charming as can be.

CURIOUS

As a university town filled with lifelong learners, creators, craftspeople and collaborators, San Luis Obispo is filled with curiosity about the world.

COMFORTABLE

San Luis Obispo has an easy way about it. It's comfortable in its own skin, knows who it is and accepts who others are. It feels safe and secure.

THOUGHTFUL

San Luis Obispo is a giving city filled with generosity and respect.

PROGRESSIVE

Not only is San Luis Obispo on the leading edge of social and societal issues, its thirst for positive change and innovation is unquenchable.

WHOLEHEARTED

Don't let its easygoing, laid-back ways fool you, this sincere and caring city is always 100% devoted to everything it does and says.

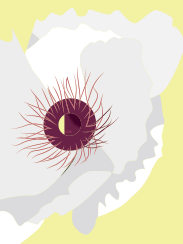
CONNECTED

There is a deep connection between the people, between the people and the place and between the people and the environment in San Luis Obispo.

COMMUNITY

The sense of collaboration, support and encouragement between the people and businesses makes San Luis Obispo more than a place-it makes it a community.

BRAND MANTRA

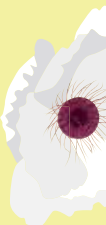


We're San Luis Obispo
But you can call us SLO.
This is small-town California with
charm for days.
But it's not just a place, it's a lifestyle.
Here, we live the SLO Life.
The SLO Life is hard to describe.
It's a vibe.
A spirit.
An unspoken way of life locals live by
And if you're here, you're a local.
And once you're here, you feel it wrapped
around you.
It's comfort and calm in a welcoming place.
It's bright smiles and colorful people.
A city without strangers, only people you
haven't met yet.
It's a change of pace.
We don't walk, we stroll.
We don't talk, we chat.
And the only time we hurry is to see who
can say "hi" first.



The SLO Life is carefree
But it definitely cares.
It's a whole lot of wholehearted.
While it's laidback, it always moves
Gets outside and gets going
Works and plays
Sweats and creates
There's always a fresh take.
A breath of fresh air, in the air.
A buzz of progress and promise.
It's waking up every day to have the best
day
and live your best life.
And help everyone else live theirs.
Once you experience it, you know it
You know there's no life like the SLO Life
And once you stay here, it stays with you
For life.

That's the SLO Life.



DESTINATION PARTNERS

In 2008, San Luis Obispo established a Tourism Business Improvement District (TBID), allowing the hotel industry to raise funds solely dedicated to tourism marketing and promotions to attract visitors to San Luis Obispo. The TBID is inclusive of all lodging properties in the city of San Luis Obispo including hotels, motels, bed and breakfasts, hostels, inns and owner occupied homestays. The appointed TBID Board members in collaboration with City Staff and agency partners help to guide the marketing efforts for the public-facing destination brand Visit San Luis Obispo.

The SLO TBID partners with organizations at the state, regional, countywide and local level to leverage the reach and impact of our marketing programs for our tourism businesses in San Luis Obispo. These partnerships allow the SLO TBID to maximize investments and expand awareness in ways the organization would not be able to do alone.

VISIT CALIFORNIA

CENTRAL COAST TOURISM COUNCIL

VISIT SLO CAL

VISIT SAN LUIS OBISPO

SLO LODGING + TOURISM BUSINESSES



MARKET TRENDS & RESEARCH

TRAVEL TRENDS

SUSTAINABLE TRAVEL

Sustainable travel continues to trend as travelers become more conscious of their environmental footprints. While they may not be willing to pay significantly more for green options, they seek destinations that prioritize sustainability. Additionally, travelers are looking for experiences that benefit the environment rather than harm it, such as bike tours, volunteering and tree planting activities.

YOUNGER GENERATIONS

A recent study by McKinsey found that 66% of travelers surveyed expressed greater interest to travel now than before the pandemic. Millennials and Gen Z are traveling more frequently and allocating a higher share of their income to travel compared with older generations. Additionally, data shows that younger travelers are taking more spontaneous trips, unlike boomers who plan trips with longer lead time.

EXPERIENCES OVER THINGS

Many travelers are seeking more unique, personalized experiences that go beyond traditional sightseeing. These may include cultural immersion, local cooking classes and hands-on activities that offer opportunities to make memories or live like the destination’s locals.

AI TRAVEL PLANNING

Advances in generative AI and machine learning are changing the way people plan and experience travel. In addition to standalone, AI-powered itinerary planners, search engines are leveraging AI to enhance and personalize hotel bookings, airline tickets and overall trip planning.

LUXURY TRAVEL

The luxury hospitality sector is forecasted to grow by 6% in 2025. Reports show that 35% of luxury travel spending comes from travelers with net worths between \$100,000 and \$1 million, recently named “aspirational luxury travelers.” This group of travelers may be willing to spend more on certain aspects of their trip, but not on every purchase.

COOLCATIONING

As temperatures continue to rise during warmer seasons, some travelers are choosing destinations with more moderate weather over traditionally hot beach locations or to escape the heat of their home locale. This trend, known as “coolcationing,” is gaining traction as people seek comfortable climates for their vacations.

MULTI-GENERATIONAL TRAVEL

According to a survey by the NYU School of Professional Studies’ Jonathan M. Tisch Center of Hospitality, over half of the parents surveyed plan to travel with both their children and grandparents. This trend highlights the growing popularity of multi-generational and group travel experiences.



BRAND RESEARCH INITIATIVES

Over the past few years, the TBID Board has made significant investments in a variety of brand research programs through self-directed and co-op commitments. These studies helped to increase the organization’s knowledge and ability to have specific data and valuable insights to help further guide our efforts to develop program actions. Over the next two years, we’ll look to leverage insights and data we’ve gathered to positively impact progress and performance towards our tourism marketing initiatives and strategies.

FALL 2021

Brand Health & Equity Research

- An analysis of the San Luis Obispo destination brand from a qualitative and quantitative perspective.
- These insights and takeaways continue to guide our marketing efforts.

WINTER 2021, SPRING 2022, FALL 2023, FALL 2025

Brand Tracker & Local Sentiment

- This Brand Tracker research has allowed us to set a baseline and trackable measure of sentiment towards San Luis Obispo as a branded destination, among locals and prospective visitors.
- We’ll continually use these baselines in order to measure progress in key areas.
- The Fall 2025 Brand and Local Sentiment Tracker will help inform the next marketing and business plan.

SPRING 2024

Brand & Emerging Market Research

- This custom research study leveraged audience insights and a partnership with Wiser Insights Group to better understand market influencers, perceptions and sentiments within new emerging markets as they pertain to San Luis Obispo. This study provided robust evidence for the effectiveness of current positioning strategies and identifies clear opportunities for expanding San Luis Obispo's appeal and market share.



BRAND RESEARCH FINDINGS & TAKEAWAYS

FALL 2023 BRAND TRACKER & LOCAL SENTIMENT FINDINGS:

- Overall perception of San Luis Obispo as an overnight destination observed an 8% increase in the Fall 2023 brand tracker compared to the baseline established in Winter 2021. However, the current growth is toward shorter stays and fewer nights.
- There was significant improvement in sentiment among San Luis Obispo locals, with a majority reporting that they like what tourism adds to the area.

SPRING 2024 BRAND & EMERGING MARKET RESEARCH TAKEAWAYS:

To inform the development of a comprehensive and effective marketing strategy within their formal response to the City of San Luis Obispo’s RFP for Destination Marketing Services, Noble Studios conducted a custom research study in partnership with Wiser Insights Group. This research provided invaluable insight into the target audience, brand perception and market opportunities for San Luis Obispo. These findings will continue to be foundational in shaping this plan’s strategic recommendations.

- **SLO awareness is highest in Las Vegas.** 48% are familiar or have visited the destination.
- **SLO has strong name recognition across identified emerging markets**—even if they have never visited and know nothing else about the destination. This signals an opportunity to build familiarity through targeted awareness campaigns.
- **Seattle ranks highest for sustainability-focused travelers.** As we begin to develop those audiences, it will make sense to invest there.
- **Travelers who have visited SLO (or the Central Coast in general) rank higher for HHI.** 47% earn \$100k or more, and 64% hold a 4-year college degree or postgraduate degree. This data supports our targeting goals, and is a positive sign for gaining market share.



BRAND OPPORTUNITIES

Overall, research indicates that the Visit San Luis Obispo brand has legs—legs we fully intend to stretch and take for a good run. By focusing on key areas of opportunity identified through various brand research studies, we will continue to elevate the destination’s appeal while driving increased awareness and visitation.

Learning: Shift Perception to Overnight Destination

Opportunity: Evolve the MidWeekend campaign into an always-on strategy, emphasizing the “ideal homebase to explore the Central Coast” positioning to positively impact growth in 2+ night stays.

Learning: Own Key Destination Features

Opportunity: Based on brand sentiment studies, the highest motivators influencing San Luis Obispo visitation included the following destination features: Food & Beverage, A Happy, Feel Good Community and Ultra-Convenient Hiking & Biking/Outdoor. To help establish stronger brand awareness tied to San Luis Obispo’s unique destination offerings, we should continue creating dedicated content and messaging focused on these three ownable destination features.

Learning: Build Familiarity and Consideration in Emerging Markets

Opportunity: The more people know about San Luis Obispo, the more they love the destination and the longer they stay. By developing a compelling awareness campaign for emerging markets with a focus on highlighting the destination’s key motivational attributes, we can encourage potential travelers in new markets to come experience the SLO Life.

Highest-Rated Motivating Attributes Influencing Visitation

- Great outdoor hiking and biking
- Charming and historic downtown, with unique shopping and local attractions
- Mediterranean climate
- 15 minutes from multiple beaches

Learning: Increase Visit San Luis Obispo Brand Awareness

Opportunity: San Luis Obispo is more than a destination—it’s a lifestyle. To strengthen our brand identity, we’ll look to personify the Visit San Luis Obispo brand with a SLO Life Coach who can share SLO Life Tips and teach people how to Live the SLO Life. The SLO Life Coach will provide a fresh way to get people’s attention, teach them about the SLO Life by hitting on our key destination attributes and advantages (as highlighted by our research and strategic goals) and make people smile.

Learning: Sustainability is a Key Differentiator

Opportunity: By emotionally and authentically sharing the story of Sustainable SLO and Keys for Trees, and by incorporating sustainability as an undercurrent through all that we do, we can continue to win travelers’ hearts and minds while differentiating the the destination from competitors and uniquely building awareness.

SUSTAINABILITY

San Luis Obispo is more than just a beautiful place to visit—it's a destination committed to preserving its natural beauty for generations to come. Our brand vision is to be a tourism organization that seamlessly balances business and sustainability, making San Luis Obispo a must-visit destination while actively contributing to the City's 2035 carbon neutrality goal.

Sustainability is deeply woven into the fabric of our community, and we believe it's a key differentiator to attract conscientious travelers. While our Sustainable SLO initiative is a cornerstone of this commitment, it's also just the beginning. We aim to embed sustainability into every aspect of our tourism efforts, from marketing and partnerships to visitor experiences.

Visit San Luis Obispo will continue to support the City's sustainability initiatives through dedicated efforts, passionate partnerships and ongoing tourism programs with a focus on the following objectives:

- **Supporting in-market experiences that showcase San Luis Obispo's commitment to sustainability for visitors and locals alike.**
- **Inspiring more sustainability-minded travelers to visit San Luis Obispo.**
- **Elevating San Luis Obispo as a national leader in sustainable tourism.**
- **Educating visitors about how their trips can contribute to sustainability efforts.**
- **Pursuing partnerships with sustainable businesses to enhance and create awareness of Sustainable SLO.**
- **Increasing local stakeholder engagement in sustainable tourism initiatives.**
- **Assisting the City in reaching their carbon neutrality goal.**
- **Through the Keys for Trees program, supporting the 10Tall initiative (planting 10,000 trees by 2035).**





DIVERSITY, EQUITY & INCLUSION

As Visit San Luis Obispo, we share in the global mission for inclusion and change. Along with partner destination marketing organizations like Visit SLO CAL, we are committed to sharing this important message: San Luis Obispo is a destination that is welcoming and safe for all. As an ally, we listen and continuously reflect to fully understand demands for more direct action, so that all people can unequivocally feel welcomed here. It is in our organization's DNA to treat all persons equally, with dignity and respect, regardless of race, religion, creed, color, national origin, ancestry, age, sex, sexual orientation, gender, gender identity or ability.

We are committed to sharing these values with everyone who travels to San Luis Obispo. You can be you, and we celebrate that. Our dedication to Diversity, Equity and Inclusion is reflected in our ongoing efforts to:

- Develop DEI-focused content that resonates with diverse audiences, aligning with key themes within our Quarterly Marketing Plan.
- Authentically showcase the diversity of our community through imagery, storytelling and partnerships.
- Utilize paid, earned and owned media channels to reach a broader, more diverse audience.
- Offer key destination materials in Spanish to ensure inclusivity for visitors.
- Amplify the voices of diverse-owned businesses within our community.

By prioritizing DEI in our marketing and business strategies, we aim to create a destination where everyone feels valued, respected and celebrated.

RESEARCH & DEVELOPMENT

Over the past few years, the TBID has leveraged insights and findings from brand sentiment research, audience research tools and co-op research investments to inform program efforts. Notably, the 2025-2030 Strategic Plan was developed during the first year of this two-year Marketing & Business plan, providing a foundational roadmap to guide our long-term goals over the next five years. During FY 2025-26, the SLO TBID will continue to seek out research insights through the following program initiatives:

- Exploring new co-op research opportunities with Visit SLO CAL and Visit California.
- Supporting efforts related to the Conference Center feasibility study.
- Deploying a Fall 2025 brand tracker and local sentiment study.
- Leveraging insights from Visit California regarding user engagement data from their new Mindtrip AI trip planning tool.



VISIT SAN LUIS OBISPO MARKETING PLAN



ACTIVATING ACROSS THE TRAVELER’S JOURNEY

To ensure we’re reaching travelers (and to account for fluctuations in travel behavior) we’ll utilize different marketing levers across all stages of their journey. This multi-pronged approach will drive an effective and efficient conversion strategy. We’ll adapt Visit San Luis Obispo brand messages brand messages and areas of opportunity to tantalize potential travelers.

DREAMING → PLANNING → BOOKING → EXPERIENCING → SHARING				
<ul style="list-style-type: none">• Aim to create brand awareness & connection• Create shareable content that inspires travel	<ul style="list-style-type: none">• Bring prospects to the website to encourage research and discovery about what makes the destination special and unique• Help prospective travelers plan with destination specific content	<ul style="list-style-type: none">• Encourage travelers to visit key stakeholder pages to book & plan their trip	<ul style="list-style-type: none">• Utilize website to plan in-destination moments and activities• Find up-to-date travel information	<ul style="list-style-type: none">• Keep the conversation going to amplify our message
<div>SERVICES<ul style="list-style-type: none">• Organic Social• Paid Social• Display Ads• Email• PR• Influencers</div>	<div>SERVICES<ul style="list-style-type: none">• Website Experience• Organic Search• Paid Search• Organic Social• Paid Social• Display Ads• 3rd Party Ads• Email• Public Relations• Print</div>	<div>SERVICES<ul style="list-style-type: none">• Organic Search• Paid Search• Paid Social• 3rd Party Ads• Website Experience• Email</div>	<div>SERVICES<ul style="list-style-type: none">• Website Experience• Email• Organic Social</div>	<div>SERVICES<ul style="list-style-type: none">• Organic Social</div>

TARGET AUDIENCES

All kinds of people are curious about the SLO Life. Our job is finding them and bringing them here! To ensure we're reaching the most receptive audiences, we'll leverage deeper insights into target demographics and potential travelers' psychographics. This will help us tailor messaging and placements to the individuals most inclined to travel to San Luis Obispo.

Furthermore, we'll look to continue strategic expansion into emerging markets through a blend of demographic and geographic targeting strategies. This data-driven approach ensures we reach new markets effectively and deepen connections with existing ones, driving results aligned with our goals and KPIs. In addition, we'll align efforts with Visit California and Visit SLO CAL to gain efficiency and effectiveness.

FY 2025-26 Opportunities

Our digital-first approach allows us to remain agile in response to economic and political shifts. For FY25-26, we'll expand our audience targeting tests to include higher household incomes and a minimum age of 35+, using the results to inform our broader targeting strategy. We also see an opportunity to engage digital nomads and remote workers to boost midweek travel by appealing to their flexible work schedules.

Website Visitor Data

(July 2024 - May 2025) - 57% Female

- The largest age group is 45-54, followed by 35–44
- 96% of website traffic comes from the United States

TARGET AUDIENCES (DEMOGRAPHICS AND PSYCHOGRAPHICS)						
CORE AUDIENCES				NICHE AUDIENCES		
Outdoor	Relaxation & Wellness	Culinary	Families	Retargeting	65+	Sustainability
						
Potential travelers looking to be active and experience nature.	Potential travelers that seek rest and relaxation activities.	Potential travelers looking for unique culinary and beer/wine experiences.	Potential travelers likely to book family or multi-generational group trips.	Potential travelers that have showed intent by engaging with our ads/website. Along with Cal Poly parents.	Potential travelers in the 65+ age range that are likely to book a trip to the Central Coast.	Potential travelers that live more sustainable/green lives and consider environmental impact.
Ages 25-54. HHI \$110k+.	Ages 25-54. HHI \$110k+.	Ages 25-54. HHI \$110k+.	Ages 25-54. HHI \$110k+.	Ages 25-65+ HHI \$110k+.	Ages 65+ HHI \$110k+.	Ages 25-54. HHI \$110k+.

GEOGRAPHIC CONSIDERATIONS

PAID GEOS

We want continuous, year-round emphasis on the most profitable and visitor-attracting target markets. We assessed markets that have proven historically successful, organic website traffic and airline passengers by origin, as well as market demographics. In addition, we accounted for up-to-date travel sentiment for market consideration.

We want to also consider the efforts of Visit California and Visit SLO CAL.

Tier 1 will represent those markets that show the most opportunity for growth and awareness. Tier 2 will represent California Drive markets that are important for maintaining ongoing investment to drive continued visitation.

Tier 1 Markets: Seattle DMA, Las Vegas DMA, Dallas DMA

Tier 2 Markets: San Francisco-Oakland-San Jose DMA, San Diego DMA, Los Angeles DMA





BRAND CAMPAIGN

Over the past two years, our brand line, "Live the SLO Life," has been a prominent and successful anchor in our marketing efforts. As we move into the next phase, we'll strategically amplify the brand through a fresh new approach: the SLO Life Coach.

A significant investment and labor of love during FY 2024-25 culminated in the successful production, development, and launch of the SLO Life Coach campaign. This new campaign moves beyond our previous "SLO Life Tips" focus by personifying the Visit San Luis Obispo brand, directly showing people how to truly "Live the SLO Life." Our SLO Life Coach cuts through the noise of the tourism landscape as a laid-back, charming, bright, fresh, and welcoming personality—embodying all key traits of our brand. She delivers insightful "SLO Life Tips" with a refreshing touch of sass and humor.

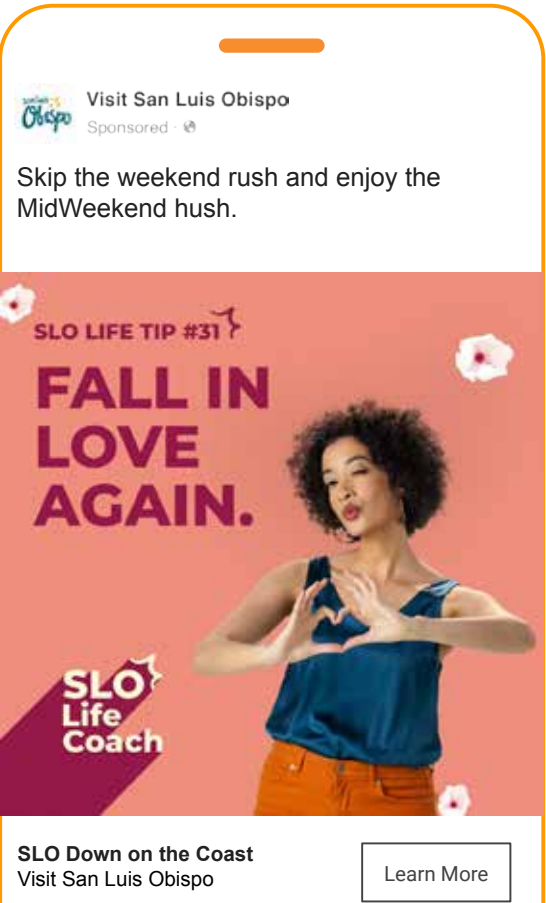
The campaign launch was a major accomplishment, having been seamlessly integrated across our owned, earned, and paid channels, and brought to life through evolved brand visuals and refined audience landing pages to maximize impact. The ongoing amplification of the SLO Life Coach will continue to be instrumental over the coming year as we seek to share the unique essence of San Luis Obispo.

OBJECTIVES

- Continue sharing the SLO Life and putting hearts in beds through the SLO Life Coach brand campaign.
- Increase awareness among new audiences and emerging markets while deepening brand connection across existing audiences.
- Create emotional connections by integrating sustainability messaging and further differentiating the destination in a meaningful way.
- Building from Visit SLO CAL's successes while ensuring Visit San Luis Obispo continues to be seen as a unique destination.

WHAT TO EXPECT

- Ongoing integration of the SLO Life Coach across all channels.
- Exploring ways to leverage newly captured "SLO Life Tips" video content.
- Developing "SLO Life Tips" gated content to help encourage newsletter signups.
- Further refinement of audience-specific landing pages.
- Audience segmentation testing.
- Exploration of content partnerships to further amplify brand awareness.
- Integration of sustainability messaging to attract like-minded visitors.



THE MIDWEEKEND CAMPAIGN

SLO Life Tip #17: Embrace the MidWeekend. The fun doesn't have to stop when the weekend ends. Every day feels like a Saturday in San Luis Obispo.

Encouraging midweek travel remains a consistent priority. In FY2024-25, we significantly advanced these efforts, officially declaring San Luis Obispo the MidWeekend Vacation Capital of the World!

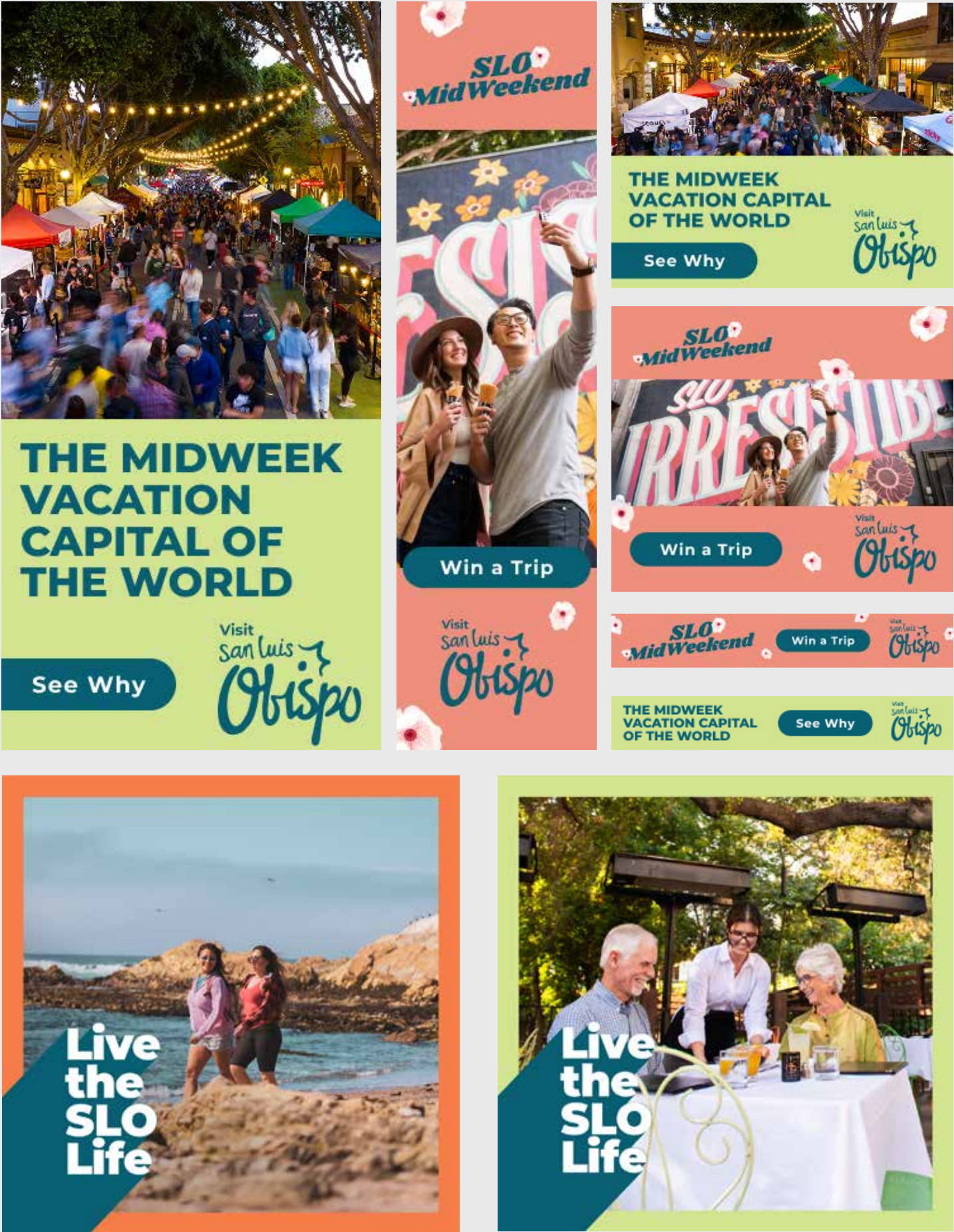
This past year saw the successful launch of new messaging, visual elements, and refined landing pages, alongside exciting incentive opportunities like the "Middle Name Giveaway." Our strategic approach now transitions MidWeekend from a standalone promotional campaign to an ongoing initiative within the overarching SLO Life Coach brand campaign. This pivot aligns with the TBID's FY2024-25 decision to shift to an evergreen strategy. As we continue to move to an always-on approach in the year ahead, we will seek out fresh, innovative marketing tactics to amplify the brand while consistently encouraging midweek travel.

OBJECTIVES

- Continue to solidify San Luis Obispo's position as the MidWeekend Vacation Capital of the World.
- Increase year-over-year growth in ratio of weekday to weekend occupancy and length of stay via campaign refinement.
- Drive overnight stays Sunday through Thursday with tactics targeting travelers most likely to come "Live the SLO Life."
- Keep unique midweek offers and experiences updated and easy to find to encourage visits during slower periods.

WHAT TO EXPECT

- Continued evolution of MidWeekend messaging and visual assets that tie into the larger SLO Life Coach campaign.
- Exploration of an exclusive midweek in-market activation in partnership with local stakeholders to curate an experience that incentivizes midweek travel.
- Facilitation of a micro-influencer midweek group FAM trip.
- Securing impactful partnership activations (e.g., Alaska Airlines, Amtrak) to amplify midweek messaging.
- Creating personally relevant midweek travel inspiration.
- Exploration of key media tactics to reach digital nomads who have the flexibility to travel midweek.
- Developing content to highlight the value that midweek travel provides.
- Messaging and strategic ties between midweek stays and sustainable travel experiences.





SUSTAINABLE SLO

In FY 2024-25, we significantly amplified our commitment to sustainability. Key accomplishments included producing a short-form educational video explaining the Keys for Trees program and integrating sustainability messaging into the new SLO Life Coach campaign. A major highlight was our successful partnership with Kind Traveler, which included hosting four Southern California-based, sustainability-focused content creators. This FAM trip generated extensive content, with a Keys for Trees planting serving as a memorable highlight.

These efforts have built a strong foundation, allowing us to continue amplifying Sustainable SLO's influence. Introduced in recent years as a dedicated sub-brand, Sustainable SLO provides a consistent visual language for our sustainability commitment, working alongside the impactful Keys for Trees program to raise awareness and drive positive change. Building on this momentum, we aim to further solidify San Luis Obispo's position as a leader in sustainable tourism by sharing inspiring stories, expanding our reach, and forging strategic partnerships. We'll also strategically leverage this messaging to strengthen connections between travelers, our destination, and our city's unwavering commitment to climate action.



VISUAL STORYTELLING

- Continued promotion of sustainability messaging through the SLO Life Coach and new video content opportunities.
- Exploring a long-form video project to tell the Keys for Trees story in a more emotional and engaging way, showcasing the positive impact the program has on people's lives, our community and the environment.
- Creating signs to identify trees planted in partnership with ECOSLO.

AUDIENCE EXPANSION

- Identifying new ways to reach to a wider audience of sustainability-minded travelers.

PARTNERSHIPS

- Forging strategic alliances with eco-conscious organizations.
- Continuing to work with Kind Traveler to reach their eco-conscious audience.

AMPLIFYING AWARENESS OF KEYS FOR TREES

- Promoting the positive environmental impact of the Keys for Trees program.
- Incorporating Keys for Trees into existing marketing materials and messaging to continue bolstering awareness.
- Tailoring paid retargeting efforts to show potential travelers how their stays contribute to Keys for Trees.

INFLUENCER & COMMUNITY PARTNERSHIPS

Influencer and content creator partnerships play a vital role in authentically showcasing the essence of San Luis Obispo. By collaborating with influential voices, we can reach targeted audiences and inspire travel to our destination.

OBJECTIVE

To maximize these partnerships, Visit San Luis Obispo will continue to take a strategic and collaborative approach. The SLO Chamber, Uniquely Driven and Badger Branding will work together through public relations and content marketing on a comprehensive influencer strategy that aligns with our overall marketing goals.

- Prioritize partnerships with micro-influencers and niche content creators who resonate with specific target audiences, with a focus on those that reside within our key drive markets.
- Explore partnerships based on mutual benefits and shared values, emphasizing authentic storytelling.
- Target influencers who align with key market segments: sustainability, LGBTQ+, solo travel, BIPOC travel, outdoor adventure, road trips, culinary and more.

KEY INITIATIVE

Midweek Micro-Influencer Group FAM

Over the coming year, we'll look to host micro-influencers in SLO midweek to experience all that's available on a typical Monday-Thursday firsthand.

- Influencers will represent multiple niche audiences for a breadth of content capturing opportunities that will reach a diverse drive-market audience.
- The micro-influencer FAM will focus on leveraging influencers with highly engaged audiences to increase awareness of San Luis Obispo among their social followers. We'll encourage influencers to prompt their followers to follow @ShareSLO on social media and explore potential giveaway opportunities to drive added social engagement and newsletter sign-ups.

By implementing these strategies, we aim to build strong relationships with influencers who can authentically represent San Luis Obispo and inspire travelers to experience our destination firsthand.





PAID MEDIA

In FY 2024-25, we employed various tactics to increase San Luis Obispo's awareness and refine audience targeting for maximum impact. Our efforts included incorporating Visit SLO CAL's "Unpacking" ads across YouTube and Meta, which performed exceptionally well. We also provided integrated paid media support for key initiatives, heavily leveraging our new MidWeekend messaging (including declaring SLO the MidWeekend Vacation Capital of the World), and supporting the continued refinement and optimization of our SLO Life Tips brand campaign and the launch of the new SLO Life Coach campaign.

Paid media will continue to be a key tactic to keep Visit San Luis Obispo top of mind among both new and existing audiences. Our strategy will increasingly adopt a video-first approach, designed to maximize exposure for the compelling new SLO Life Coach campaign.

OBJECTIVES

- Utilize an integrated paid media strategy to support and promote the brand, promotional and event campaigns, in alignment with research findings, to drive impact toward strategic objectives.
- Collaborate on media plans that contribute to continued growth in core markets and expansion into new emerging markets that show strong potential.

WHAT TO EXPECT

- Build brand awareness and inspire dreaming behavior.
- Leverage custom research and audience research tools to further enhance brand equity within core and emerging markets through tailored messaging and media placements.
- Optimize and expand top-of-funnel marketing tactics in existing and emerging markets to grow positive brand awareness.
- Extend reach and brand awareness by integrating MidWeekend messaging into the ongoing paid media plan with a year-round approach.
- Explore ways to expand reach among sustainable travelers.
- Increase Engagement and Planning Behavior.
 - Encourage further engagement and consideration of San Luis Obispo among potential travelers by driving them to VisitSLO.com.
- Target audiences with a higher household income to encourage longer stays and higher spend in the destination.
- Encourage Conversion and Booking Behavior.
 - Engage in ongoing optimizations to campaign strategies in order to encourage high-intent audiences to engage with partner pages and drive booking behavior.



PAID MEDIA SPECIFICS

OVERALL OBJECTIVES

Using historical performance, campaign learnings and brand sentiment research, our paid media plan is a strategic full funnel approach incorporating successful past tactics while introducing upper funnel tactics to build more awareness of the Visit San Luis Obispo brand. Our marketing tactics are deployed in an always-on approach, with specific digital and traditional partnership flights incorporated during periods of travel planning.

PAID SOCIAL

Paid social has been a significant source of engaged visitors to our website in the last year with increased traffic from Facebook and Instagram. These highly visual channels are the perfect place to build awareness and encourage visitation through static, video and carousel ads. Additionally, traveler sentiment can be gleaned from social listening on ads.

DISPLAY

Using programmatic display platforms, we can appeal to high-intent, interest-based audiences. By layering intent, we will be able to appeal to more of a mid-funnel audience that has shown interest in travel to San Luis Obispo rather than an unqualified audience. In addition, we are using multiple formats to address travelers in their planning including responsive display ads, discovery ads and interactive ads.

VIDEO

Additional video was added in previous fiscal years with both YouTube and Connected TV with successful full funnel results. This tactic is used to grow awareness of the destination and build relationships with travelers using the visual storytelling aspect of video content.

DIRECT PLACEMENT

With travelers returning to the area, we have begun exploring options such as online travel agencies with more granular third-party targeting. This tactic has shown to address travelers in the research and booking phase in the travelers' journey.

PRINT

The media plan accounts for Certified Folder placements for our brochure in target geographic markets, as well as Visit California Road Trips Guide, Visit SLO CAL and San Luis Obispo Chamber Visitor Guide.

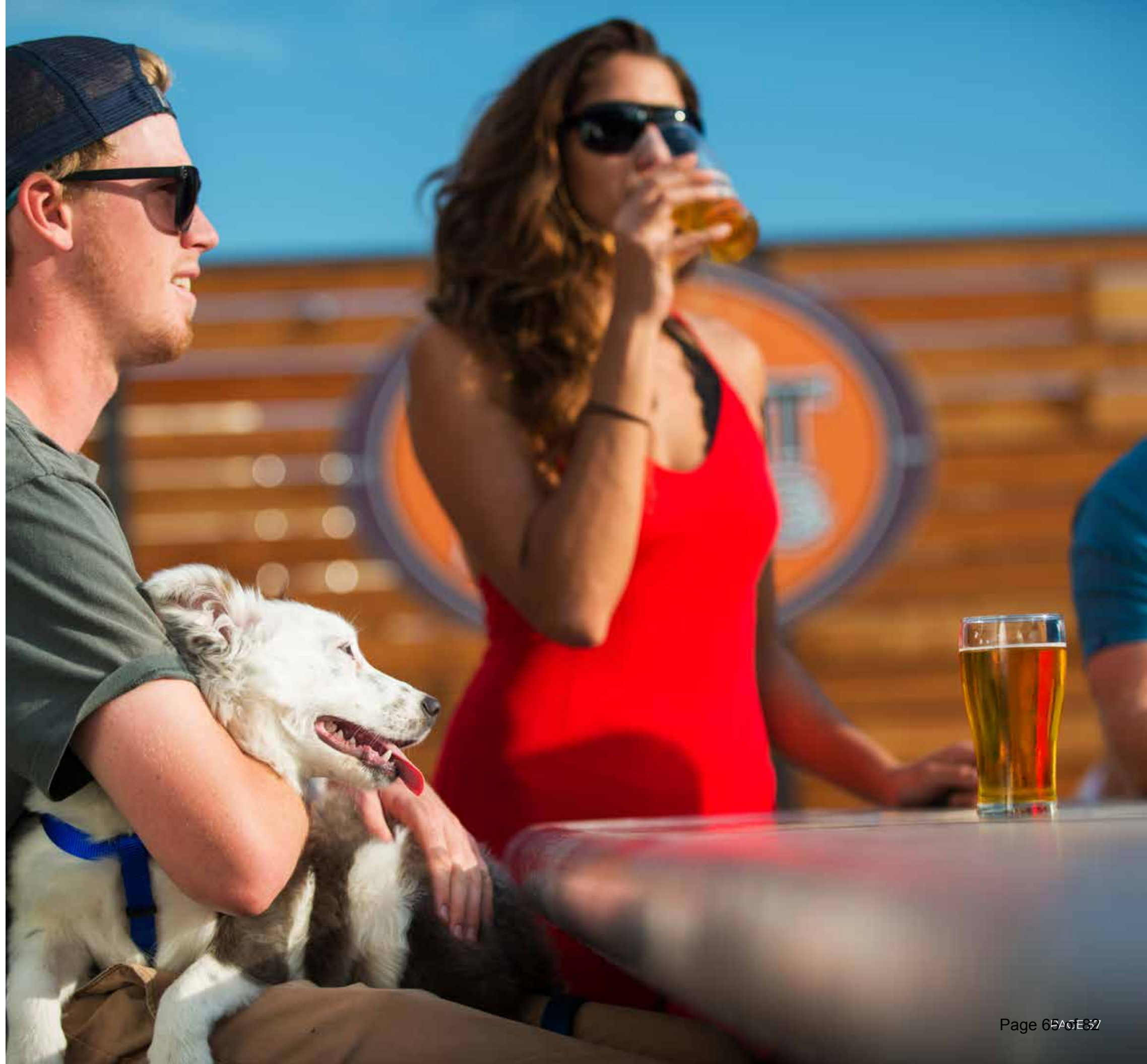
PUBLIC RELATIONS

Effective public relations is essential to building and maintaining a strong destination brand. By strategically leveraging local, regional and national media outlets, we can generate positive press coverage, drive visitation and solidify San Luis Obispo's reputation as a must-visit destination.

Through a collaborative effort with the SLO Chamber and Uniquely Driven, we'll execute a comprehensive PR strategy that highlights our destination's one-of-a-kind character. Uniquely Driven's expertise in multicultural marketing will play an important role in our efforts to reach new audiences and advance our DE&I initiatives.

OBJECTIVES

- Secure impactful media coverage to promote San Luis Obispo as a premier travel destination to stay and play, driving visitation and delivering economic impact through longer stay duration.
- Build consumer awareness through earned media, serving as the voice of SLO by amplifying the destination brand and reaching new and existing audiences locally, regionally and nationally.
- Communicate the unique attributes, vitality and character of San Luis Obispo and the community through interest-based storytelling.





PUBLIC RELATIONS

WHAT TO EXPECT

- Enhance PR efforts to expand awareness among target drive, fly and national audiences, including:

Travel and Interest-Based Audiences

- Outdoor Adventure
- Family-Friendly
- Foodies/Culinary
- Wine/Beer/Cocktails
- Health and Wellness
- Eco/Sustainability
- Budget-Friendly
- Business and Meetings/Bleisure
- Solo Travel
- Dog-Friendly
- Events (entertainment, social, meetings, educational, group travel, etc.)

LGBTQ+ Community

Multicultural Audiences

- Hispanic/Latino
- Asian American
- African American

- Continuing to host micro-influencers (e.g., sustainability, LGBTQ+, solo travel, BIPOC travel, outdoor adventure, road trips, family) to spread Visit San Luis Obispo’s footprint in strategic online spaces.
- Elevating midweek messaging through a targeted micro-influencer group FAM with creators from train and drive markets that will showcase the best of San Luis Obispo’s midweek offerings.
- Exploring the creation of curated SLO Life Kit media/influencer mailers.
- Continued always-on PR efforts:
 - Responsive media request fulfillment.
 - Expert press visit planning and execution.
 - Custom itineraries and hosting for travel writers on individual and group FAM trips.
 - Vetting advertorial opportunities (i.e. KNSV Las Vegas broadcast opportunity highlighting direct flights).
 - Pitch ideas leveraging current marketing efforts and themes and cultural moments.
- Further collaboration and co-op partnerships with Visit SLO CAL and Visit California to maximize earned media exposure.
- Collaboration with Visit SLO CAL on press hosting and reactive media opportunities.



BUSINESS, MEETINGS & TRADE TRAVEL

While San Luis Obispo has huge potential for business and meeting travel, our current focus is building a strong foundation in partnership with Visit SLO CAL. As they embark on the first phase of their county-wide sales strategy, we'll align our efforts to support their initiatives and maximize our collective impact.

OBJECTIVE

Enhance San Luis Obispo County's visibility as a premier business and meeting destination, driving increased consideration among travel and meeting planners.

WHAT TO EXPECT

- Leverage existing relationships with Visit SLO CAL to maximize resources and amplify our reach.
- Explore co-op opportunities to attend industry events and showcase the destination.
- Proactively pitch media outlets and attend industry events to generate positive press coverage.
- Identify opportunities to position San Luis Obispo as an attractive destination for business travelers seeking leisure experiences.
- Enhance Visit San Luis Obispo's LinkedIn profile to connect with industry professionals and share destination updates.
- Utilize the newly approved sponsorship of the California Main Street Conference to test and learn a multi-venue conference model.

By working closely with Visit SLO CAL and implementing these strategies, we'll lay the groundwork for future business and meeting travel development while maximizing our current resources.

WEBSITE DEVELOPMENT & MAINTENANCE

VisitSLO.com is the digital heart of our marketing efforts, acting as an online hub for travelers seeking information and inspiration. Following the redesigned website’s successful launch in July 2023, our continued focus over the next year is maximizing its effectiveness. This will involve ongoing content curation and maintenance, plus continuous user experience optimization, to connect visitors with everything they need to plan their trips and Live the SLO Life.

OBJECTIVES

- Ensure the site is healthy and stable at a foundational level and optimized for performance.
- Enhance and elevate the user experience and performance of VisitSLO.com.

WHAT TO EXPECT

- Creation of new web blocks and styles to accommodate new types of content.
- Exploration of ways to further personalize audience-specific and promotion-specific landing pages for visitors.
- Optimization of landing page user experience to improve conversions to hotel stakeholders.
- Exploration of potential opportunities to create a SLO Life Coach digital experience on VisitSLO.com offering personalized itineraries or an interactive SLO Life Coach trail.
- Technical optimizations for search engines and user experience.
- Ongoing enhancements to website functionality and design.
- Maintain site health and security while ensuring usability across all devices and regular software and plugin updates.
- Quarterly Media Page updates to ensure inquiring journalists and press have access to the latest content.
- General website content updates.





SEARCH ENGINE OPTIMIZATION

Building a strong SEO strategy is critical for maximizing San Luis Obispo's online presence and attracting high-intent travelers. As AI-powered search engines evolve, prioritizing user intent and comprehensive content, a holistic SEO approach will strengthen VisitSLO.com's technical foundation and enhance its authority. This ensures our destination remains discoverable by the right audience at the right time.

For FY 2025-26, a key focus will be developing audience-based itineraries. These will offer in-depth, valuable, and locally curated perspectives, tailored to specific audiences. This approach will become increasingly vital as AI continues to reshape search behaviors.

OBJECTIVES

- Continue building website authority to improve VisitSLO.com's position and findability on search pages.
- Drive high-intent visitors to VisitSLO.com through a focused owned content strategy and ongoing improvements to the website visitor experience.

WHAT TO EXPECT

Content Development and Optimization

- Content audits and keyword research to identify opportunities to optimize existing content, or to create new content to maximize visibility and reach.
- Development of new SEO-optimized, relevant and compelling content that resonates with our target audience and has potential to rank for important keywords.
- Leverage audience-based itineraries that provide in-depth, valuable, and detailed information curated toward specific audiences and types of travelers.
- Ongoing optimizations towards Google's Experience, Expertise, Trustworthiness and Authoritative ranking factors.

Technical Optimization

- Addressing technical issues to ensure search engines can easily crawl, index and understand the website.
- Strategic implementation of structured data markup like Schema to help VisitSLO.com appear in more rich, visual results in Google search.

Additional Tactics

- Integration of paid and organic search efforts to maximize real estate within search engine results pages.
- Ongoing monitoring of top ranking keywords and SEO results for key competitors.

CONTENT DEVELOPMENT

The more people who discover San Luis Obispo, the more they fall in love with the destination and extend their stay. Compelling storytelling is essential to showcasing SLO's unique charm and helping people get to know SLO more intimately, ultimately inspiring them to Live the SLO Life. And now, with our new SLO Life Coach, we're here to personally guide them! Through engaging and informative content across multiple platforms, Visit San Luis Obispo aims to deepen audience connections and drive increased visitation. Over the next year, our strategy will focus on producing versatile content that can be adapted for various channels, maximizing our reach and impact, all with the personal touch of our SLO Life Coach.

OBJECTIVE

- Create a content creation and distribution ecosystem that keeps subscribers and SLO fans engaged through fresh content, regular email marketing and constant inspiration to Live the SLO Life.

WHAT TO EXPECT

EMAIL MARKETING

- Continued focus on growing our email database, including:
 - Creation of more gated content opportunities on the website.
 - Exploration of new partnerships, giveaways and paid media tactics to incentivize newsletter signups.
- Deepening connections with subscribers:
 - Leveraging audience and performance insights to deploy e-newsletters at the right time to the right audiences.
 - Continuing to engage segmented audiences with content relevant to their unique interests.
 - Keeping those familiar with the destination engaged and excited.
 - Further integration of the SLO Life Coach within the email strategy as a way to provide travelers with SLO Life Tips, travel inspiration and exclusive offers and promotions.

BLOG

- Inspiring travel through itineraries, theme-based content and event-driven content.
- Weaving the DEI and Sustainability thread into every content piece where it can show up authentically.
- Including clear calls to action within blog content to encourage trip planning behaviors.
- Updating key blogs and itineraries to reflect the SLO Life Coach's voice, ensuring they resonate with key audiences.





ORGANIC SOCIAL MEDIA

Social media is a powerful tool for fostering engagement, building brand loyalty and reaching new audiences. By delivering compelling and authentic content, we can cultivate a strong digital community of both locals and visitors who feel connected to San Luis Obispo. Through strategic platform management and audience insights, we'll optimize our social presence to support visitation and strengthen our destination brand.

OBJECTIVE

Connect, engage and grow our audience by providing timely and relevant information.

WHAT YOU CAN EXPECT

- Target audiences in our drive and fly markets via creating and fostering partnerships with business owners and the SLO community, as well as other DMOs and tourism-forward entities.
- Define and execute an influencer strategy in collaboration with the TBID's public relations partners.
- Maintain and manage presence on all platforms with engagement and social feedback.
- Focus on video-heavy evergreen and campaign-driven content, leveraging new and existing styles while implementing strategic tactics.
- Work toward making Sustainable SLO Instagrammable, including itineraries and trails.
- Continue building Visit San Luis Obispo's presence on TikTok.
- Work in unison with partners to remain consistent across blog posts and messaging.
- Stay in-the-know about what's trending and successful on social media and being knowledgeable of San Luis Obispo and its lodging, businesses, community events, and campaigns to further establish our voice/brand as the one-stop-shop for all things SLO travel.
- Promoting MidWeekend offers and itineraries year round while driving traffic to appropriate VisitSLO.com landing pages.
- Integration of SLO Life Coach through utilizing content captured and potential voice-over opportunities.

STRATEGIC INDUSTRY PARTNERSHIPS

Success is never achieved alone. To maximize our impact, the TBID Board & Staff supports and nurtures strategic partnerships with destinations, agencies, industry and community partners. Through knowledge sharing and open lines of communication, we will actively collaborate with partner organizations driving impact toward shared goals.

PARTNERSHIPS

Central Coast Tourism Council (CCTC) • California Hotel & Lodging Association (CHLA) • Cal Poly Athletics & Office of Student Affairs • Cal Travel • Downtown SLO • Gala Pride & Diversity Center • Kind Traveler • SLO Chamber • SLO Coast Wine Collective • Visit California • Visit SLO CAL

WHAT TO EXPECT

- Further collaboration with Visit SLO CAL through co-ops and partnership opportunities in alignment with their new campaign creative direction.
- Working with Gala Pride & Diversity Center to create more inclusive content, tools and trainings.
- Exploring opportunities to grow a greater presence at SLO Days, Family Weekend and Cal Poly Open House.
- Identify how Downtown SLO can integrate into industry relations and partnership opportunities, including using the newly approved California Main Street Conference sponsorship.
- Maximizing awareness of SLO through inclusion in digital cross-promotion opportunities.
- Expanding destination awareness through B2B sales by leveraging trade show opportunities with industry partners.





EVENTS

OBJECTIVE

To leverage events by positioning Visit San Luis Obispo as the exclusive destination partner while sharing the unique experiences and offerings of the city thus attracting more visitation and longer length of stays.

WHAT YOU CAN EXPECT

In FY 23-24, Visit San Luis Obispo continuously supported the implementation of the SLO CAL Events and Festivals Strategy. In FY FY 25-26, we continue to support signature SLO events and grow destination specific goals through participation in Visit SLO CAL's Events & Festival Strategy Working Group.

Over the coming year, we'll continue to align with Visit SLO CAL's efforts to continue attracting more visitors through a county-wide event strategy while maintaining strong partnerships to support the city's signature annual events.



CONSTITUENT RELATIONS

OBJECTIVE

Engage TBID constituents in the work of Visit San Luis Obispo, amplifying the connection and increasing awareness of growth opportunities.

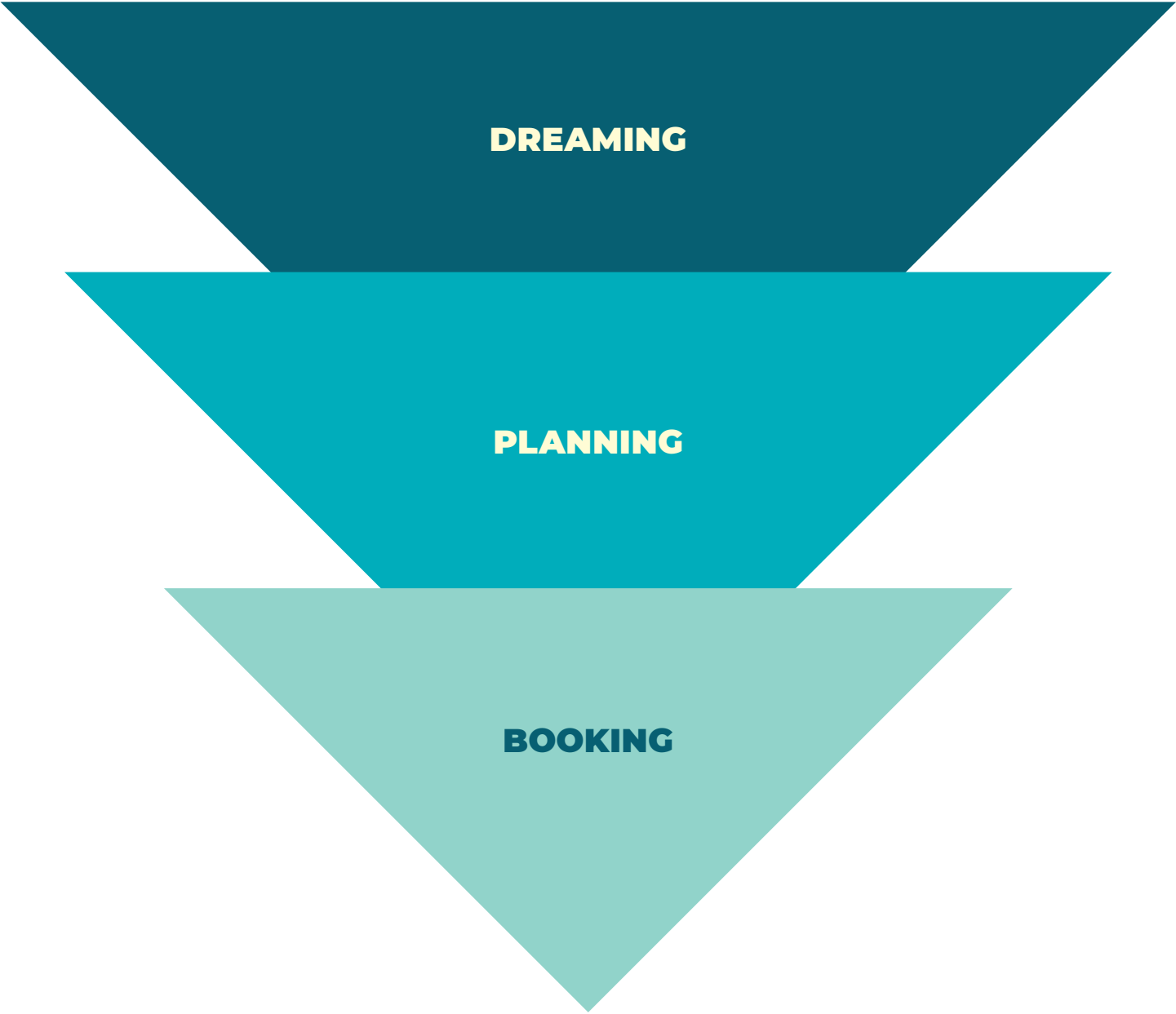
WHAT TO EXPECT

Visit San Luis Obispo will continue to identify opportunities to further educate and involve constituents in the tourism program through the following initiatives:

- Continue biannual Partner Receptions, fostering connection and collaboration.
- Identify opportunities for training/education with strategic and industry partners.
- Develop constituent resources to enhance and promote participation.
- Ongoing constituent outreach including the development of newsletters and other pertinent communication.

MEASUREMENT STRATEGY

From a quantitative perspective, we plan to measure success through the various stages of the travelers’ journey. In the dreaming phase, we will assess interaction with the website by channel and from target geographies, impressions and reach from our paid, owned and earned initiatives. Looking at the planning phase, engagement metrics like website sessions, time on site and pages per session will be analyzed as well as social engagements and newsletter open rate. Lastly, in the booking phase, we can refer to partner referrals and TOT for success. Throughout the travelers’ journey, efficiency metrics such as Cost per Thousand Impressions (CPM), Cost per Click (CPC), Qualitative Score, Click Through Rate (CTR) and Cost per Acquisition (CPA) will all be reported to show opportunities for optimization. From a qualitative perspective, we plan to collaborate with partners and stakeholders to assess impact, maintain up-to-date traveler sentiment research and leverage real-time traveler data.



PRIMARY METRICS

- Impressions
- Reach/Frequency
- Video Views
- Brand Sentiment

PRIMARY METRICS

- Website Sessions
- Content Engagement
- Ad Engagement
- Newsletter Signups

PRIMARY METRICS

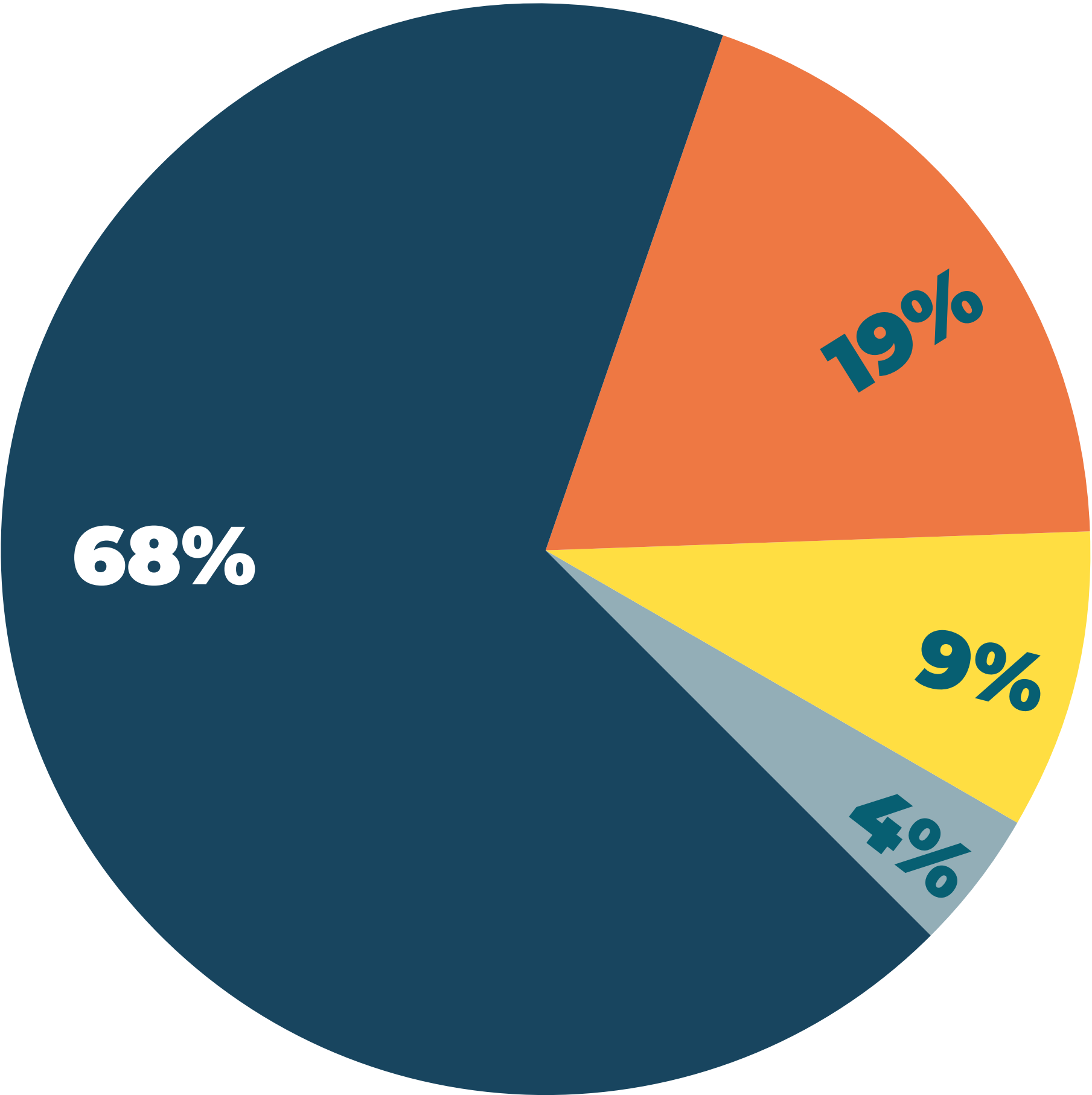
- Partner Referrals
 - Type of Conversion
 - By Channel
 - By Value
- Bookings
- Transient Occupancy Tax (TOT)

BUDGET

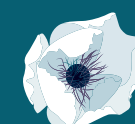
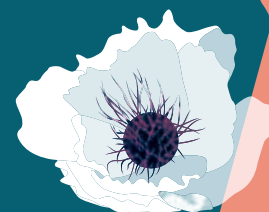
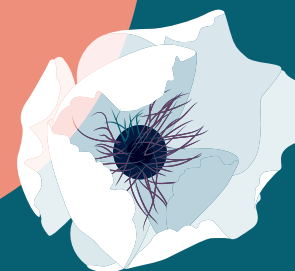
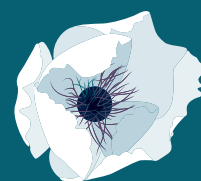
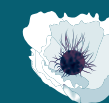
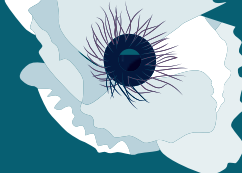
For fiscal year 2025-26, the TBID’s revenue is projected to be \$2,219,941. The budget expenditure allocations are broken down between four primary categories with well over half of the annual budget being allocated to marketing and contract services. The TBID continues to allocate essential funds to operations which includes staffing and tourism program expenses, as well as strategic partnerships and key tourism organizations.

**2025-26 TBID BUDGET
EXPENDITURE ALLOCATIONS**

- **MARKETING & CONTRACT SERVICES, 68%**
- **OPERATIONS/STAFFING, 19%**
- **PARTNERSHIPS, EVENTS & TRADESHOWS, 9%**
- **TOURISM ORGANIZATIONS & RESEARCH, 4%**



Live the
SLO
Life





Promotional Coordinating Committee Minutes

June 11, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Dan Fredman, Committee Member Samantha Welch, Committee Member Anni Wang, Committee Member Dante Specchierla, Vice Chair Robin Wolf, Chair John Thomas

PCC Members Absent: Committee Member Maureen Forsberg

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

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on June 11, 2025, at 5:30 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:

None

--End of Public Comment--

3. CONSENT

Motion By: Committee Member Welch

Second By: Committee Member Wang

To approve Consent Items 3a. through 3f.

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

Absent (1) Committee Member Forsberg

CARRIED (6 to 0)

- 3.a MINUTES OF THE REGULAR MEETING ON MAY 14, 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 PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE (15 MINUTES)

Hollie West from SLO Chamber presented the public relations activities report for the month of May.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

- 5.a NEIGHBORHOOD CAMPAIGN UPDATE (10 MINUTES)

Jacqui Clark-Charlesworth, Tourism & Community Promotions Manager provided an update on the neighborhood identity work and the next steps for the proposed grant process as well as an updated timeline.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5.b ARTOBER 2025 PROGRAM PLANNING (20 MINUTES)

Jacqui Clark-Charlesworth, Tourism & Community Promotions Manager, and Ashlee Akers of Verdin Marketing presented the proposed agency scope of work for the ARTober 2025 program.

Public Comment:

None

--End of Public Comment--

Motion By: Committee Member Wang

Second By: Committee Member Fredman

To approve \$26,000 from FY24-25 Community Placemaking & Recovery Projects line item for the ARTober 2025 program.

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

Absent (1) Committee Member Forsberg

CARRIED (6 to 0)

6. **PCC LIAISON REPORTS AND COMMUNICATION**

6.a CACP LIAISON REPORT

Chair Thomas provided an update on attending the Greek Festival.

6.b COMMITTEE OUTREACH UPDATE – No update

6.c TBID BOARD REPORT – TBID Meeting Minutes: May 14, 2025

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided an update on items the TBID has been working on.

6.d TOURISM PROGRAM UPDATE

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

7. **ADJOURNMENT**

The meeting was adjourned at 6:29 p.m. 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.

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