



**Tourism Business Improvement District Board
AGENDA**

Tuesday, August 19, 2025, 10:00 a.m.

Council Chambers, 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. APPOINTMENTS - OATH OF OFFICE

Mark Eads, appointed by the City Council on July 15, 2025, will take the oath of office to serve on the TBID Board.

4. BOARD INTRODUCTIONS

Board, staff, and contractors will introduce themselves.

5. CONSENT

5.a	<u>MINUTES OF TBID REGULAR MEETING ON JULY 9, 2025</u>	5
5.b	<u>SMITH TRAVEL REPORT (STR)</u>	11
5.c	<u>TRANSIENT OCCUPANCY TAX (TOT) REPORT</u>	13
5.d	<u>SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT</u>	15
5.e	<u>SLO CHAMBER GUEST SERVICES MONTHLY REPORT</u>	19
5.f	<u>NOBLE STUDIOS & UNIQUELY DRIVEN MARKETING MONTHLY REPORT</u>	21
5.g	<u>BADGER BRANDING ORGANIC SOCIAL REPORT</u>	27

6. PRESENTATIONS

6.a MARKETING SERVICES YEAR-END REPORT (30 MINUTES)

Agency representatives from Noble Studios and Uniquely Driven will present the year-end activity highlights and results data for the 2024-25 marketing agency contracted work.

6.b ARTIFICIAL INTELLIGENCE AND IMPLICATIONS FOR THE TOURISM INDUSTRY (20 MINUTES)

Tom Duffy, the Head of Artificial Intelligence (AI) Strategy at Noble Studios, will present and discuss with the Board Noble's AI philosophy, its approach to leveraging AI (including for the tourism industry), and AI's role in sustainability

7. BUSINESS ITEMS

7.a ANNUAL MEDIA PLAN (30 MINUTES)

Noble Studios will present the annual media plan to the Board for review and approval.

7.b PROMOTIONAL ITEM PURCHASE APPROVAL (5 MINUTES)

Staff will present an estimate for an order of Visit SLO branded socks for review and approval by the Board for distribution at the Spartan Race or for other promotional purposes.

8. TBID LIAISON REPORTS & COMMUNICATION

8.a HOTELIER UPDATE

8.b MARKETING COMMITTEE UPDATE

8.c MANAGEMENT COMMITTEE UPDATE

8.d PCC UPDATE

8.e VISIT SLO CAL UPDATE

8.f TOURISM PROGRAM UPDATE

9. ADJOURNMENT

The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for September 10, 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

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

Council Hearing Room, 990 Palm Street, San Luis Obispo

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

TBID Board Absent: 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 July 9, 2025 at 10:03 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo, by Chair Pearce.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By: Vice Chair Keller

Second By: Member P. Patel

To approve Consent Items 3a. to 3g.

Ayes (5) Vice Chair Keller, Member P. Patel, Member Specchierla, Member C. Nelson and Chair Pearce.

Absent (1) Member N. Patel

CARRIED (5 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON JUNE 11, 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 PUBLIC RELATIONS AND GUEST SERVICES ANNUAL REPORT (20 MINUTES)

Brianna Harris, Hollie West and Jim Dantona from the San Luis Obispo Chamber of Commerce presented the year-end activity highlights and data results for the FY 2024-25 Guest Services and Public Relations contracted work.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

- 4.b CONTENT MARKETING ANNUAL REPORT (15 MINUTES)

Badger Branding representatives presented the year-end activity highlights and data results for the FY 2024-25 content marketing contracted work.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

5. BUSINESS ITEMS

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

Chair Pearce recused himself from item 5a due to the event happening at the Madonna EXPO Center, of which he has a financial interest.

This item was carried over for a vote from June 11, 2025 due to quorum.

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth and Beth Vukmanic from the Vineyard Team provided a brief recap of the proposal for sponsorship of the Sustainable AG Expo.

Public Comment:

None

--End of Public Comment--

Motion By: Member D. Specchierla

Second By: Member C. Nelson

To approve \$10,000 from the FY2025-26 General Events Promotion budget to sponsor the Sustainable AG Expo.

Ayes (4) Member D. Specchierla, Member C. Nelson, Member P. Patel and Vice Chair Keller

Absent (1) Member N. Patel

CARRIED (4 to 0)

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

Staff and contractors presented amendments to the second year of the FY 2024-26 SLO TBID Strategic Marketing & Business Plan.

Public Comment:

None

--End of Public Comment--

Motion By: Vice Chair L. Keller

Second By: Member D. Specchierla

To approve proposed amendments to the second year of the FY 2024-26 SLO TBID Strategic Marketing & Business Plan.

Ayes (5) Vice Chair L. Keller, Member D. Specchierla, Member P. Patel, Member C. Nelson and Chair Pearce

Absent (1) Member N. Patel

CARRIED (5 to 0)

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

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth provided updates and timeline of the TBID's written annual report preparation that is being presented to the City Council on October 7, 2025.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

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

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented the scheduled Board Meetings for the new fiscal year. Staff will look to reschedule the August meeting due to Board Member conflicts.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

5.e PHOTO PROJECT OPPORTUNITY (10 MINUTES)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth presented an opportunity to bring on a professional photographer to be on-site during the TBID sponsored CA Main Street Conference. The photographs will be used across Visit San Luis Obispo marketing materials to help promote meetings and conferences in SLO.

Public Comment:

None

--End of Public Comment--

Motion By: Member P. Patel

Second By: Member C. Nelson

To approve up to \$5,250 from the FY 2025-26 General Events Promotion budget to hire Brittany App to capture images of the CA Main Street Conference.

Ayes (5) Member P. Patel, Member C. Nelson, Member D. Specchierla, Vice Chair Keller and Chair Pearce

Absent: (1) Member N. Patel

CARRIED (5 to 0)

6. TBID LIAISON REPORTS & COMMUNICATION

6.a HOTELIER UPDATE - No updates at this time.

6.b MARKETING COMMITTEE UPDATE

No meeting was held in June.

6.c MANAGEMENT COMMITTEE UPDATE

No meeting was held in June.

6.d PCC UPDATE

Member Specchierla provided a brief update on PCC activities.

6.e VISIT SLO CAL UPDATE

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

6.f TOURISM PROGRAM UPDATE

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth and Economic Development & Tourism Manager Laura Fiedler provided an update on the tourism program.

7. ADJOURNMENT

The meeting was adjourned at 12:05 p.m. 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.

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

		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
For the Week of June 29, 2025 to July 05, 2025																			
California		61.48	76.01	65.63	183.75	221.26	196.17	112.98	168.19	128.75	-2.33	-4.27	-2.98	0.50	5.48	2.24	-1.85	0.98	-0.81
City of Paso Robles		63.99	91.57	71.87	163.66	266.45	201.08	104.72	243.99	144.51	-1.03	9.38	2.52	-9.16	1.62	-3.40	-10.10	11.14	-0.97
City of Pismo Beach		71.40	88.44	76.27	274.66	480.48	342.85	196.09	424.95	261.48	-6.10	-5.95	-6.05	-8.82	25.74	4.53	-14.38	18.27	-1.79
City of San Luis Obispo		67.83	89.56	74.04	159.71	259.34	194.15	108.34	232.27	143.75	-6.05	-5.77	-5.95	-10.58	2.28	-5.05	-15.99	-3.62	-10.70
City of Morro Bay		63.98	87.36	70.66	139.24	242.70	175.79	89.09	212.02	124.21	-11.81	-7.10	-10.20	-13.55	6.92	-4.25	-23.76	-0.67	-14.01
		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
For the Week of July 06, 2025 to July 12, 2025																			
California		64.96	79.08	68.99	181.18	213.45	191.75	117.69	168.80	132.29	-6.26	0.15	-4.26	-2.62	2.25	-0.73	-8.72	2.40	-4.96
City of Paso Robles		67.84	82.42	72.00	157.35	271.35	194.63	106.74	223.65	140.14	-4.13	0.88	-2.55	-11.32	-4.15	-7.68	-14.98	-3.31	-10.03
City of Pismo Beach		72.75	87.67	77.01	265.22	391.13	306.17	192.96	342.88	235.80	-2.09	-2.17	-2.12	4.97	4.64	4.82	2.77	2.36	2.60
City of San Luis Obispo		75.47	87.02	78.77	170.24	261.76	199.12	128.48	227.78	156.85	-5.95	-5.67	-5.86	-0.22	6.04	2.31	-6.15	0.03	-3.68
City of Morro Bay		68.32	85.40	73.20	143.89	237.22	175.00	98.30	202.58	128.10	-12.00	-3.77	-9.42	-4.01	2.32	-0.35	-15.53	-1.54	-9.73
		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
For the Week of July 13, 2025 to July 19, 2025																			
California		72.92	81.39	75.34	195.05	216.78	201.76	142.23	176.44	152.01	-2.48	-1.20	-2.08	-1.23	-2.19	-1.52	-3.68	-3.36	-3.57
City of Paso Robles		72.22	88.09	76.75	180.59	305.46	221.53	130.42	269.07	170.03	-4.11	4.45	-1.46	-9.51	1.37	-4.12	-13.24	-13.24	-5.52
City of Pismo Beach		77.68	88.58	80.80	264.65	394.27	305.26	205.58	349.26	246.63	-4.78	-2.59	-4.11	0.02	5.18	2.23	-4.76	-4.76	-1.97
City of San Luis Obispo		79.47	92.64	83.24	181.12	277.50	211.77	143.94	257.09	176.27	-4.39	-0.57	-3.21	2.46	3.45	3.26	-2.04	-2.04	-0.05
City of Morro Bay		76.97	87.87	80.08	148.75	245.41	179.06	114.49	215.65	143.39	-1.44	-3.74	-2.17	-3.98	4.53	-0.72	-5.37	-5.37	-2.88
		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
For the Week of July 20, 2025 to July 26, 2025																			
California		73.33	83.42	76.21	195.73	228.01	205.83	143.54	190.19	156.87	-3.12	-0.93	-2.45	-1.63	1.12	-0.64	-4.70	0.18	-3.07
City of Paso Robles		80.72	91.47	83.79	220.49	288.44	241.68	177.99	263.83	202.51	-1.42	7.37	1.17	-8.38	0.83	-4.85	-9.67	8.26	-3.74
City of Pismo Beach		81.40	93.02	84.72	270.79	402.24	312.03	220.41	374.16	264.34	-2.98	-0.30	-2.16	-1.40	2.71	0.44	-4.34	2.40	-1.73
City of San Luis Obispo		82.31	92.31	85.17	184.96	277.43	213.60	152.24	256.09	181.91	-2.22	-2.62	-2.34	0.37	0.67	0.45	-1.86	-1.96	-1.90
City of Morro Bay		80.70	89.94	83.34	155.05	251.52	184.79	125.12	226.21	154.01	-3.72	-2.31	-3.29	-4.49	5.13	-0.55	-8.04	2.70	-3.82
		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
For the Week of July 27, 2025 to August 02, 2025																			
California		73.04	84.70	76.37	191.57	222.97	201.52	139.93	188.87	153.91	1.27	4.80	2.36	0.94	4.85	2.37	2.23	9.88	4.79
City of Paso Robles		75.71	93.62	80.83	164.68	284.08	204.19	124.69	265.95	165.05	6.33	15.54	9.21	-8.18	2.82	-2.61	-2.37	18.80	6.36
City of Pismo Beach		79.06	91.16	82.51	271.40	387.37	308.00	214.56	353.11	254.14	-1.52	1.99	-0.44	1.00	0.83	1.22	-0.53	2.83	0.78
City of San Luis Obispo		80.14	89.99	82.95	176.41	257.96	201.69	141.37	232.14	167.30	4.41	-0.94	2.69	-5.86	0.60	-3.76	-1.70	-0.35	-1.17
City of Morro Bay		73.85	83.64	76.65	155.45	235.76	180.49	114.80	197.20	138.34	-3.35	-6.35	-4.31	-3.33	0.20	-2.19	-6.57	-6.17	-6.40

TOT Comparison

	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	Change +/- to previous FY
July	\$ 508,195	\$ 541,806	\$ 591,184	\$ 636,778	\$ 699,845	\$ 761,346	\$ 844,845	\$ 877,391	\$ 861,241	\$ 884,317	\$ 913,019	\$ 530,064	\$ 1,214,080	\$ 1,297,863	\$ 1,245,883	\$ 1,296,972	4.1%
August	\$ 511,564	\$ 542,194	\$ 574,395	\$ 623,655	\$ 674,244	\$ 732,271	\$ 774,501	\$ 765,232	\$ 728,932	\$ 775,513	\$ 826,465	\$ 623,523	\$ 992,620	\$ 1,057,478	\$ 1,037,434	\$ 1,118,215	7.8%
September	\$ 400,023	\$ 437,543	\$ 490,524	\$ 508,583	\$ 505,954	\$ 557,002	\$ 643,127	\$ 650,117	\$ 693,704	\$ 682,810	\$ 720,414	\$ 660,405	\$ 965,595	\$ 1,039,589	\$ 1,024,869	\$ 916,335	-10.6%
October	\$ 414,870	\$ 442,586	\$ 437,805	\$ 469,977	\$ 509,435	\$ 594,032	\$ 642,221	\$ 628,049	\$ 601,208	\$ 650,101	\$ 711,393	\$ 632,733	\$ 889,485	\$ 993,400	\$ 986,681	\$ 921,418	-6.6%
November	\$ 280,913	\$ 330,924	\$ 347,437	\$ 359,163	\$ 425,769	\$ 475,360	\$ 468,016	\$ 497,162	\$ 513,487	\$ 556,885	\$ 593,403	\$ 422,488	\$ 722,487	\$ 770,599	\$ 757,010	\$ 825,128	9.0%
December	\$ 246,684	\$ 274,417	\$ 314,784	\$ 319,451	\$ 355,315	\$ 391,132	\$ 429,600	\$ 434,836	\$ 473,701	\$ 488,296	\$ 488,757	\$ 236,391	\$ 638,253	\$ 628,735	\$ 628,260	\$ 637,018	1.4%
January	\$ 230,279	\$ 256,351	\$ 276,165	\$ 302,153	\$ 331,853	\$ 400,239	\$ 387,304	\$ 396,559	\$ 415,690	\$ 465,547	\$ 520,813	\$ 302,621	\$ 557,369	\$ 554,408	\$ 621,595	\$ 696,606	12.1%
February	\$ 273,373	\$ 302,246	\$ 323,359	\$ 344,160	\$ 366,980	\$ 431,510	\$ 466,915	\$ 439,735	\$ 503,451	\$ 524,327	\$ 596,021	\$ 426,144	\$ 716,045	\$ 735,450	\$ 687,480	\$ 745,586	8.5%
March	\$ 326,099	\$ 333,783	\$ 392,266	\$ 426,879	\$ 448,103	\$ 520,795	\$ 559,235	\$ 549,642	\$ 577,285	\$ 602,781	\$ 268,458	\$ 614,973	\$ 820,473	\$ 807,997	\$ 850,274	\$ 806,319	-5.2%
April	\$ 423,158	\$ 451,133	\$ 475,913	\$ 486,850	\$ 564,617	\$ 610,894	\$ 609,439	\$ 708,724	\$ 641,919	\$ 741,364	\$ 69,184	\$ 742,477	\$ 1,068,408	\$ 1,056,663	\$ 1,025,966	\$ 1,034,160	0.8%
May	\$ 372,997	\$ 433,874	\$ 447,116	\$ 489,862	\$ 546,916	\$ 601,614	\$ 598,093	\$ 645,114	\$ 630,820	\$ 665,603	\$ 174,982	\$ 760,006	\$ 919,831	\$ 910,508	\$ 989,619	\$ 1,019,807	3.1%
June	\$ 490,326	\$ 512,543	\$ 578,234	\$ 610,948	\$ 630,729	\$ 727,028	\$ 731,038	\$ 765,362	\$ 796,899	\$ 835,727	\$ 409,945	\$ 973,975	\$ 1,100,000	\$ 1,160,330	\$1,201,226.00	\$ 1,311,387	9.2%
Total/Average	\$ 4,478,481	\$ 4,859,400	\$ 5,249,181	\$ 5,578,460	\$ 6,059,758	\$ 6,803,224	\$ 7,154,334	\$ 7,357,923	\$ 7,438,338	\$ 7,873,272	\$ 6,292,853	\$ 6,925,799	\$ 10,604,646	\$ 11,013,020	\$ 11,056,297	\$ 11,328,951	2.5%

missing 2 hotels
missing 3 hotels

*Figures from Smith Travel Research Report	Occupancy			ADR			RevPAR		
	2023-24	2024-25	Change +/-	2023-24	2024-25	Change +/-	2023-24	2024-25	Change +/-
July	83.4	83.3	-0.1%	200.16	203.25	1.5%	166.97	169.32	1.4%
August	73.8	77	4.3%	190.51	194.49	2.1%	140.61	149.82	6.6%
September	71.0	70	-1.4%	195.47	184.04	-5.8%	138.84	128.89	-7.2%
October	70.0	69.3	-1.0%	185	178.14	-3.7%	129.42	123.46	-4.6%
November	62.6	66.8	6.7%	165.42	171.03	3.4%	103.48	114.16	10.3%
December	56.4	59.8	6.0%	150.28	146.17	-2.7%	84.73	87.41	3.2%
January	54.2	62.4	15.1%	140.24	144.12	2.8%	76.00	89.99	18.4%
February	59.8	67.1	12.2%	153.67	161.94	5.4%	91.87	108.66	18.28%
March	67.9	65.8	-3.1%	160.54	161.67	0.7%	108.98	106.36	-2.40%
April	72.1	73.2	1.5%	187.61	183.34	-2.3%	135.24	134.22	-0.75%
May	70.8	70.0	-1.1%	180.99	181.88	0.5%	128.17	127.38	-0.62%
June	75.1	75.9	1.1%	211.17	216.12	2.3%	158.63	165.02	4.03%
Total/Average	68.1	70.05	3.4%	\$ 176.76	\$ 177.18	0.3%	\$ 121.91	\$ 125.39	3.9%

Updated: 08/14/2025

SLO Chamber of Commerce

Public Relations Contract

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

July 2025



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

Implementation and Proactive Work

- Began planning for travel writer Vanita Salisbury's upcoming trip
- Began planning for travel writer Dahvi Shira's upcoming stay
- Began outreach to TBID stakeholders to inform Visit SLO Influencer Strategy
- Continued working with the City, Noble Studios and Badger Branding on overall tourism marketing campaign

Responsive Work & Partnerships

Pitching

- Pitched "Behind the Glass, Mug or Pint" and "Surf Culture Takes Center Stage" story ideas to Visit California

Partnerships

- Began planning for Midweek Influencer Fam with Uniquely Driven
- Completed Visit California Annual PR Survey
- Began planning for ARTober with the City, Badger Branding and Verdin
- Began planning for Buy Local Bonus with the City, Badger Branding and Verdin
- Began planning for SLO Restaurant Month with the City, Badger Branding and Verdin
- Central Coast Tourism Council (CCTC)
 - *Reviewed and provided feedback for August social media content calendar*

Media Features

Proactive Work

- Travel + Leisure: [This Is California's Most Underrated Road Trip-and It Travels the State's Oldest Highway](#) | UVPM: 11,610,000
 - *As a result of hosting Cu Fleshman*
- Yahoo: [I Live in California and This Is the Most Underrated Part of the State-With a Stunning Stretch of Highway](#) | UVPM: 4,285,00,000
 - *As a result of hosting Cu Fleshman*
- Yahoo: [This Is California's Most Underrated Road Trip-and It Travels the State's Oldest Highway](#) | UVPM: 4,285,00,000
 - *As a result of hosting Cu Fleshman*
- AOL: [I Live in California and This Is the Most Underrated Part of the State-With a Stunning Stretch of Highway](#) | UVPM: 17,360,000
 - *As a result of hosting Cu Fleshman*
- Food Wine Travel Magazine: [SLO CAL: Exploring Paso Robles and San Luis Obispo Wine Country](#) | UVPM: 7,000
 - *As a result of hosting Darla Hoffman in partnership w/Visit SLO CAL*
- 7x7: [The Perfect Long Weekend in SLO CAL: Outdoor Adventure + Immersive Art in Central Coast Wine Country](#) | UVPM: 71,000
 - *As a result of media hosting done by Visit SLO CAL*

Media Features

Media Monitoring

PUBLICATION	PLACEMENTS	UVPM
MSN	The Best Dishes Eater Editors Ate This Week: July 21	136,500,000.00
MSN	The top 10 "Blue Zones" in America for 2025	136,500,000.00
NEWS BREAK	How Small Towns Are Leading the Way in Sustainability-Here's What They're Doing Differently	10,380,000.00
NEWS BREAK	New SLO restaurant and bar opens in old Splash Cafe spot. Take a look inside	10,380,000.00
WORLD ATLAS	10 Picture-Perfect Main Streets In California	4,760,000.00
TRIBUNE	New SLO restaurant and bar opens in old Splash Cafe spot. Take a look inside Read more at: https://www.sanluisobispo.com/news/business/article309797435.html#storylink=cpy	377,000.00
ROLLING OUT	15 blissful California spots that seem impossibly cheap	356,000.00
FINE HOMES & LIVING	Autumn Escapes Begin at Hotel San Luis Obispo	47,000.00

JULY TOTALS:

Placements: 14

UVPM: 1,185,348,000

YEAR TO DATE TOTALS:

Placements: 14

UVPM: 1,185,348,000

REPORT TO CITY OF SLO - TBID & PCC

GUEST SERVICES CONTRACT

JULY 2025

VISITOR INTERACTION			
	July	June	July
	2024	2025	2025
Walk-ins	6,022	6,513	5,422
Phone Calls	181	169	150
Emails & Digital	1,531	1,550	1,574

CALLS TO 877-SLO-TOWN			
	July	June	July
	2024	2025	2025
Calls	45	29	55

HOTEL REFERRALS			
	July	June	July
	2024	2025	2025
Referrals	47	41	71

HOTEL AVAILABILITY TRACKER			
	July	June	July
	2024	2025	2025
Email	172	69	75
Phone Calls	129	102	119

INFORMATION REQUESTS		
	July	July
	2024	2025
Fulfilled	235	3

EVENTS SHARED		
	July	
	2025	YTD
VisitSLO.com	25	152

DEMOGRAPHIC SNAPSHOT	
<i>International Travelers</i>	
Asia	4%
Europe	57%
Australia/NZ	11%
UK	23%
N. America	1%
C. America	0%
S. America	4%
<i>Domestic Travelers</i>	
West Coast	11%
Southwest	14%
Midwest	30%
South	19%
East Coast	26%
<i>California Travelers</i>	
Northern CA	20%
Central Coast	29%
Central Valley	5%
Desert	3%
Southern CA	44%

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

VISITOR CENTER HIGHLIGHTS	
1) Shared information about SLO to supporters of incoming Cal Poly students at SLO Days	
2) Participated in Farmer's Market providing information and souvenirs to both locals and visitors	
3) Celebrated the suite expansion and new restaurant, Condesa, at Petit Soleil	

SLO Marketing Activities Report

Key Performance Highlights

July 2025




At-a-Glance Highlights

- **Total Website Sessions:** 54,605 (**-22% YoY**)
- **Top Traffic Source:** Organic Search
- **Total Lodging Referrals:** 3,792 (**-27% YoY**)
- **Top Performing Ads:** YoY, SLO Life Coach Ads on paid social saw:
 - **+13%** engagement rate
 - **+62%** average session duration
 - **+80%** increase in website sessions
 - **+90%** increase in CTR
- **PR Media Mentions:** Travel + Leisure: [This Is California's Most Underrated Road Trip—and It Travels the State's Oldest Highway](#) (Cu Fleshman)
 - **Total estimated reach of 44,497,393** as the article was syndicated across AOL as well

Overall Performance

In July 2025, Visit San Luis Obispo saw strong engagement from the new SLO Life Coach campaign but overall declines in key traffic and lodging referral metrics compared to July 2024. Website sessions fell 22% YoY to 54,605, and lodging referrals dropped 27% to 3,792. These declines were influenced not only by broader industry headwinds in Organic Search—driven by the growing prevalence of AI-generated search results - but also by the absence of last year's Summer MidWeekend promotional campaign, which had delivered a meaningful lift to midweek bookings (partner referrals) and traffic in 2024.

Despite the declines, Organic Search remained the top traffic source. Paid social ads for SLO Life Coach delivered standout results, including a 71% higher engagement rate and 32% higher CTR



YoY. Email marketing also performed strongly, with newsletters achieving a 50% open rate—well above industry benchmarks—and generating a 17% YoY increase in sessions.

The move from short-term incentive promotions to an evergreen midweek strategy supports our long-term goals but removed the short-term traffic lift seen last summer.

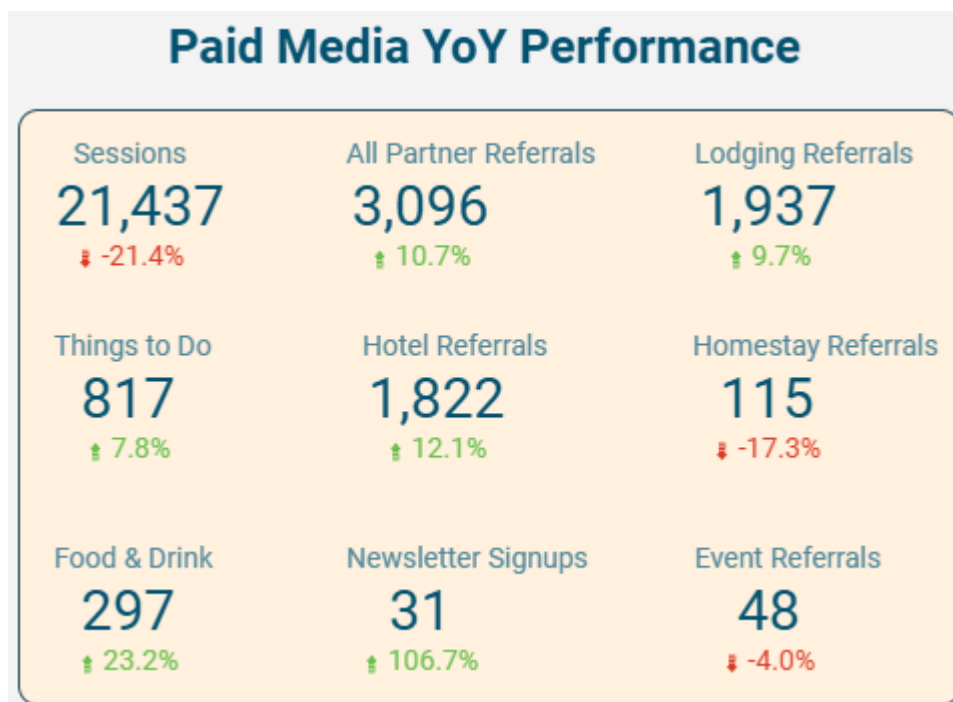
Next Steps: We are auditing and improving schema on VisitSLO.com to provide clearer context cues to search engine crawlers and enhance page visibility. We are also developing new SLO Life Coach itinerary-style content designed to perform well in AI-generated responses and rich SERP features. We will continue monitoring the rapidly evolving search landscape and adapt strategies to reach potential travelers in the right channels at the right time. In addition, we plan to review July 2025 TOT performance to gain deeper insight into visitation trends—particularly in light of the absence of the Summer MidWeekend promotion—to better inform future campaign strategies.

Paid Media Snapshot

- **Paid Search**
 - Impressions: 32,323 (–15% YoY)
 - Clicks: 3,094 (–3% YoY)
 - CTR: 9.5% (+13% YoY)
 - Sessions: 3,194 (–1% YoY)
 - Lodging Referrals: 1,755 (+21% YoY)
 - Cost: \$9,099 (–8% YoY)
- **Paid Social (Evergreen)**
 - Impressions: 379,220 (–1% YoY)
 - Clicks: 17,000 (+88% YoY)
 - CTR: 4.48% (+90% YoY)
 - Sessions: 8,303 (+80% YoY)
 - Lodging Referrals: 49 (–26% YoY)
 - Cost: \$4,492 (+13% YoY)
- **Display, Demand Gen, & PMAx**
 - Impressions: 793,006 (–2% YoY)
 - CTR: 0.86% (+17% YoY)
 - Clicks: 6,809 (+14% YoY)
 - Sessions: 4,746 (+47% YoY)

- Lodging Referrals: 120 (+33% YoY)
- Cost: \$3,409 (+16% YoY)

Key Insight: The new SLO Life Coach campaign has been showing significant performance improvements across display, demand gen, PMAX, and paid social channels when compared to the previous campaign that we ran last year, resulting in higher click through rates, higher engagement rates, longer time on site, and more pages per session.



*The chart above shows comparisons to last year's evergreen campaigns in addition to the 2024 Summer MidWeekend Campaign. Despite not running the Summer MidWeekend, we still saw increases in total partner referrals and lodging referrals despite a 42% decrease in paid media spend YoY.

Owned Media Snapshot

Website

- **Total Sessions:** 54,605 (-22% YoY)
- **Lodging Partner Referrals:** 3,792 (-27% YoY)
- **Avg. Pages/Session:** 2.1 (-4% YoY)

- **Average Session Duration:** 2m 37s (+8% YoY)
- **Top Lodging Referral Channels:** Paid Search (46%), Organic Search (27%), Referral (15%)

SEO + Content

- Organic Sessions: 21,008 (-30% YoY)
- Organic Partner Referrals: 4,123 (-41% YoY)
- Organic Impressions: 2.17 Mil (+22% YoY)
- Organic Clicks: 15.1K (-37% YoY)
- Organic CTR: 0.7% (-46% YoY)
- Page 1 Keywords: 4.6K (-7%)
- Top Losses: things to do in san luis obispo, San Luis Obispo, Sunset Drive-In
- **Actions Taken/Next Steps:** SLO Drive-In/Movie Theaters page optimized in May. We're working on auditing/optimizing schema across many of our key pages, as this additional data will become more important as we move further into the AI era of search.

Key Insight: YoY drops in Organic traffic are tied to a 46% decrease in organic CTRs related to a rapidly evolving search engine results page, which now features AI responses and significantly more SERP features, allowing searchers to get more information without the need to click through to a website. We're seeing organic traffic declines across the Travel & Tourism industry and are continuing to explore ways to increase our visibility on the SERP.

Creative & Web Maintenance

Website Maintenance & MRO

- July MRO Efforts:
 - Plugins and Updates
 - ACF Pro
 - Gravity Forms
 - Permalink Manager Pro
 - Safe SVG

- Events Calendar
 - Community Events
 - Events Calendar Pro
 - Tiny PNG
 - Yoast
- July Web Services Efforts:
 - 4.25h out of 120 hours were utilized for July 2025 (Remaining hours: 115.75)
 - Work Accomplished:
 - Stakeholder page updates: Zoo, SLO Ranch, and Media page

Creative Services

- July Creative Services Efforts:
 - 5.25h out of 150 hours were utilized for July 2025 (Remaining hours: 144.75)
 - Work Accomplished:
 - Spanish Brochure updates

Earned Media Activity

Earned Media Highlights

Total Impressions/Circulation: 96,317,666

Placements: 5

Press Coverage

- 7/12/25: **Travel + Leisure:** [This Is California's Most Underrated Road Trip—and It Travels the State's Oldest Highway](#) (Cu Fleshman – Individual FAM) (Reach: 10,233,649)
 - 7/12/25: **AOL:** [This Is California's Most Underrated Road Trip—and It Travels the State's Oldest Highway](#) (Reach: 34,263,744)
- 7/20/25: **Islands:** [These Are The Most Breathtaking Road Trips Along The West Coast, According To Travelers](#) (Fiona Chandra – SLOIFF FAM attendee) (Reach: 7,322,880)
- 7/26/25: **Travel + Leisure:** [I Live in California and This Is the Most Underrated Part of the State—With a Stunning Stretch of Highway](#) (Cu Fleshman – Individual FAM) (Reach: 10,233,649)

- 
- 7/26/25: **AOL:** [I Live in California and This Is the Most Underrated Part of the State—With a Stunning Stretch of Highway](#) (Reach: 34,263,744)

Upcoming Individual Press Trips:

- N/A

SLO TBID - SHARESLO

ORGANIC SOCIAL REPORT

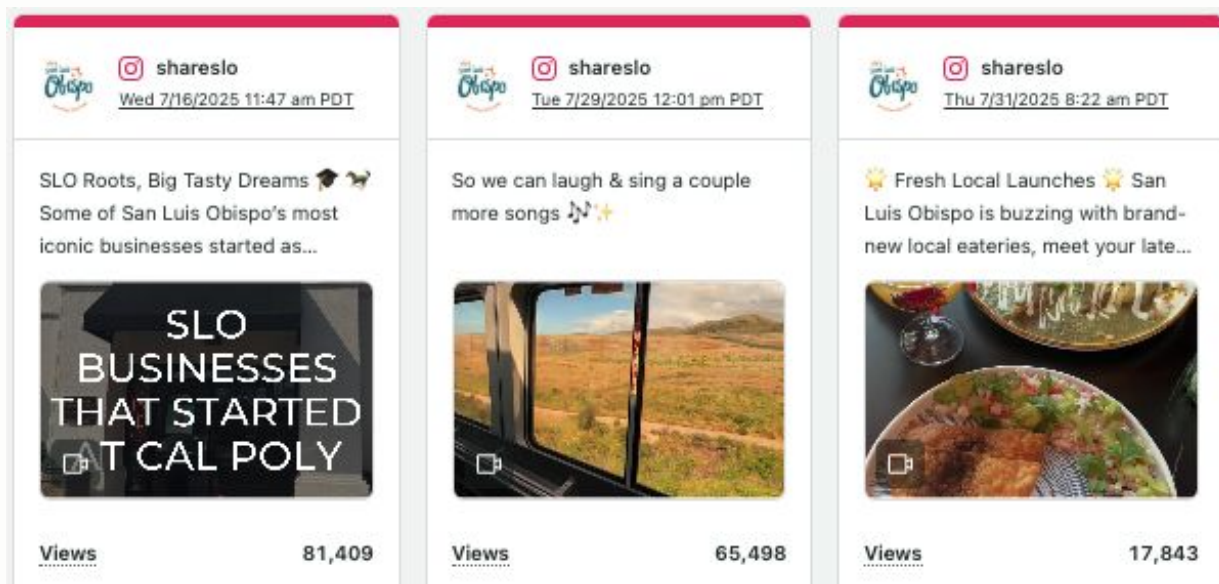
July 2025



INSTAGRAM

In July, we saw an increase in followers, engagements, and engagement rate. We saw a slight decrease in views, although we saw great success in our top posts for the month with continuous growing “viral” view counts. There is a disclaimer from Meta at the bottom of this page for your consideration.

TOP POSTS:



Followers: 39,517 (↑1.1%)

Total Net Growth: 466

Total Posts: 251

Total Views: 428,882 (↓14%)

Total stories: 231

Total Engagements: 11,834 (↑14%)

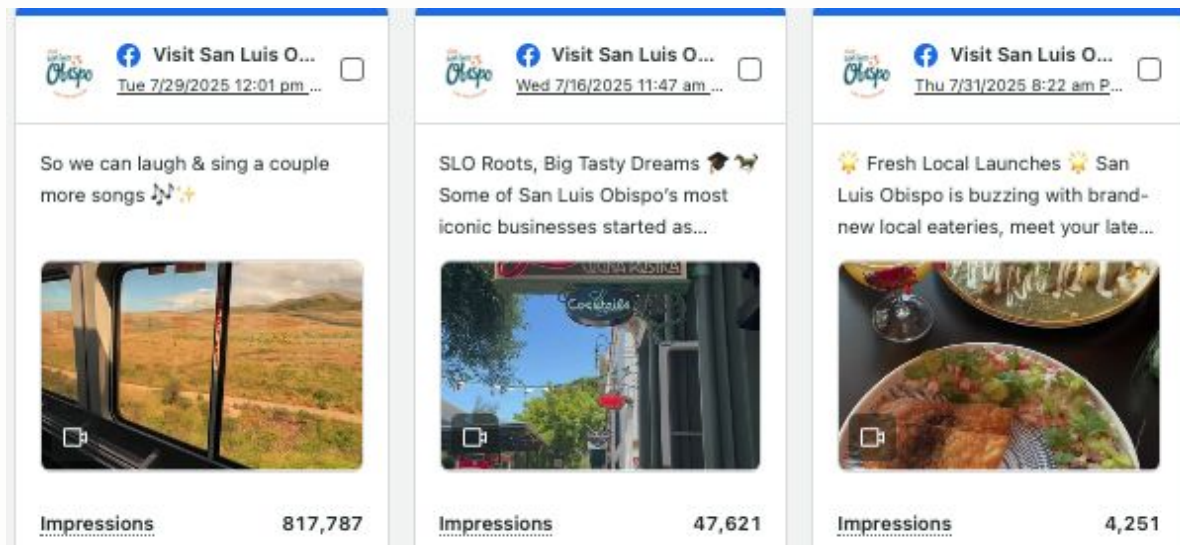
Engagement Rate: 2.8% (↑33%)

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. [Learn More](#)

FACEBOOK

In July, we saw an increase in page followers by 2.6k new followers! We saw an increase in organic impressions by 305%, engagements by 92%, and engagement rate by 147%. This is due to the viral video that received almost 1M views, as well as, our other popular reels for the month.

TOP POSTS:



Page Followers: 101,467 (↑ 2.7%)

Total Net Audience Growth: 2,694

Total Posts: 19

Total Impressions: 716,722 (↓ 22%)

Total Organic: 415,547 (↑ 305%)

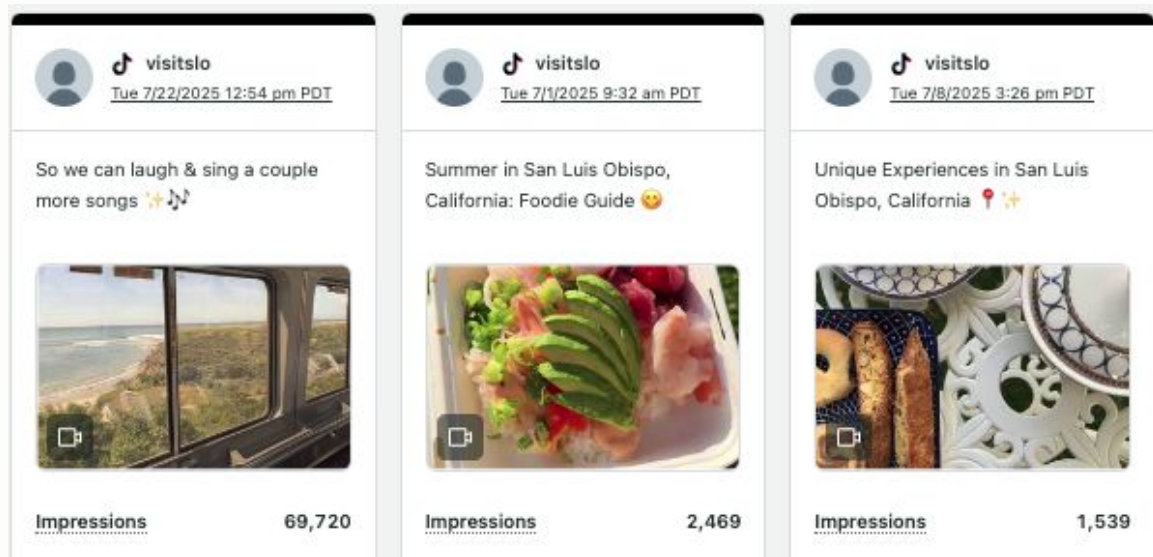
Total Engagements: 5,803 (↑ 92%)

Engagement Rate: .8% (↑ 147%)

TIKTOK

In July, we saw great success across the platform with a Tiktok that became very successful very quickly with almost 70k views! This is the same trend we hopped on on the other platforms as well.

TOP POSTS:



Followers: 2,495 (↑ 395%)

Followers Gained: 523

Impressions: 88,019 (↑ 280.5%)

Engagement: 6,086 (↑ 592%)

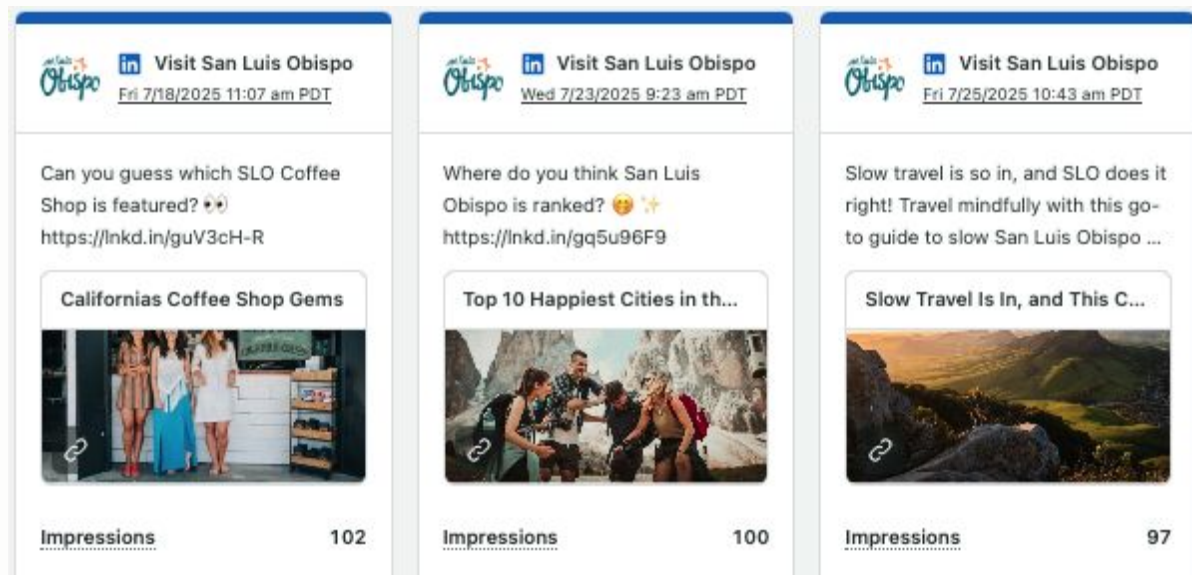
Engagement Rate: 6.9% (↑ 82%)



LINKEDIN

In July, we saw increases across the platform with a growth in audience, impressions, engagements, and engagement rate.

TOP POSTS:



Total Audience: 478 (↑.8%)

Total Net Growth: 5

Total Posts: 4

Impressions: 583 (↑47%)

Engagements: 41 (↑78%)

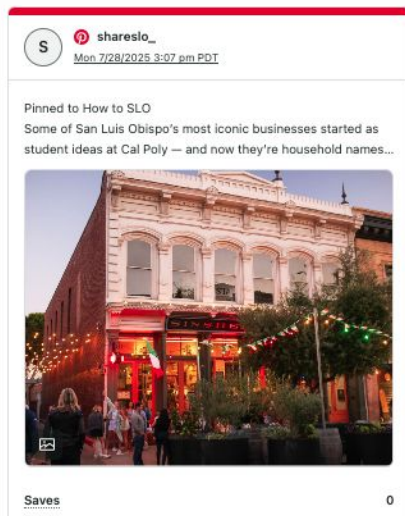
Engagement Rate: 7% (↑21%)



PINTEREST

In July, we did not see much growth with the posts we pinned. We tried taking our most successful posts on other platforms to see how they would perform in this platform. We will be adjusting from this trial and moving forward.

TOP POSTS:



Total Posts: 2

Impressions: 949 (↓ 42%)

Engagements: 35 (↓ 51%)

Outbound Clicks: 3

Saves: 9 (↓ 57%)

Total Audience: 664 (↓ 40%)

Engaged Audience: 25 (↓ 56%)



WHAT WE WORKED ON THIS MONTH:

- Accepted Collab w/ @SLOCAL, @travelpaso, @visitarroyogrande, @cayucosca, & @highway1roadtrip

-20.7k Views, 1.1k Interactions

-1 Other Giveaway (Accepted Collab) w/ Influencer @packthebus, @pismobeachca, & @visitconejovalley

-62.6k Views

-Hugely Successful Trend Executed Across Platforms

-“I’d Rather Take The Long Way Home”

-886,909 Views on FB & IG

-69.7k on Tiktok

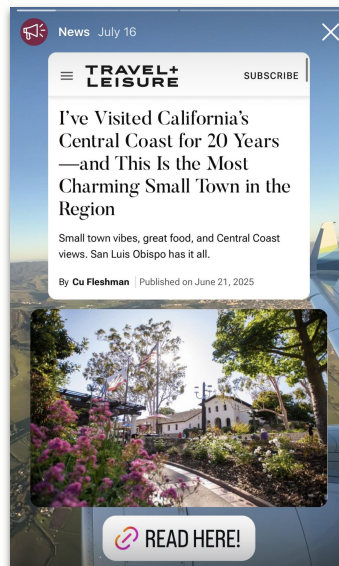
-Highly Successful Reel (SLO Businesses That Started at Cal Poly)

-130k Views on FB & IG

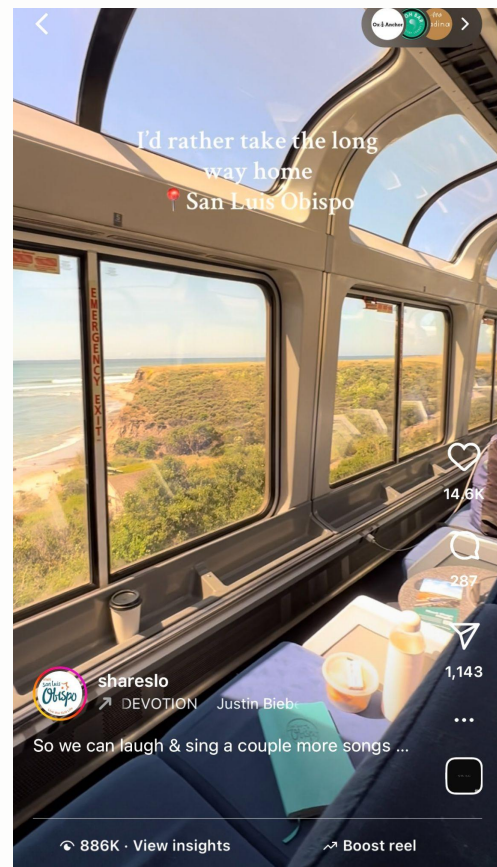
-4 Ticket Tuesday Giveaways (@circusvargas, @centralcoastrenaissancefest, Blues Baseball, @festivalmozaic)

-SLO Summer Series Reel Every Friday (Featuring Our Pillars)

-Sharing PR Placements on Stories w/ Links & Created New ‘News’ Highlight



News



AUGUST'S FOCUS:

- Hub 'n' Spoke Series Launch - Santa Margarita Adventures
- MidWeekend Beers / Brewery Feature
- 3 Date Night Dinners
- Hiking Tips in San Luis Obispo
- Ticket Tuesday Giveaways
 - SLO Rep Theater & SLO Symphony
- SLO Life Tip Carousel Launches
- Back-to-School Thrifting in SLO
- Late Night Bites in SLO
- Stay & Dine Michelin Style in SLO
- Laguna Lake Dog Park Update Carousel
- New Businesses in SLO
- Upcoming Events in SLO
- National Relaxation Month Carousel



THANK YOU!





Promotional Coordinating Committee Minutes

July 9, 2025, 5:30 p.m.

Council Hearing Room, 990 Palm Street, San Luis Obispo

PCC Members Present: Committee Member Maureen Forsberg, Committee Member Dan Fredman, Committee Member Dante Specchierla (*arrived at 6:00 p.m.*) Committee Member Anni Wang, Committee Member Samantha Welch, Vice Chair Robin Wolf and Chair John Thomas.

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 July 9, 2025 at 5:29 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:

Jim Dantona, CEO of SLO Chamber of Commerce, announced his candidacy for the SLO County Board of Supervisors and his plan to resign from the Chamber effective December 31, 2025.

--End of Public Comment--

3. CONSENT

Motion By: Committee Member Wang

Second By: Vice Chair Wolf

To approve Consent Items 3a. through 3e.

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

Absent (1) Committee Member Specchierla

CARRIED (6 to 0)

3.a MINUTES OF THE REGULAR MEETING ON JUNE 11, 2025

3.b 2025-26 COMMUNITY PROMOTION BUDGET REPORT

3.c SLO CHAMBER MONTHLY PUBLIC RELATIONS REPORT

3.d SLO CHAMBER GUEST SERVICES REPORT

3.e TRANSIENT OCCUPANCY TAX (TOT) REPORT

4. PRESENTATIONS

4.a MISSION PLAZA ENHANCEMENT PROJECT UPDATE (15 MINUTES)

Anthony Ramos and Devin Hyfield from the City presented an update on the Mission Plaza Enhancement Project.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

4.b SUPPORT LOCAL PROGRAM ANNUAL REPORT (20 MINUTES)

Devan Spiegel from Verdin Marketing presented the FY 2024-25 year-end report on marketing activities for the Support Local Program.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

Committee Member Specchierla joined the meeting at 6:00 p.m.

4.c SLO CHAMBER ANNUAL REPORT (25 MINUTES)

Hollie West and Brianna Harris from the SLO Chamber of Commerce presented the annual report on the Public Relations, Guest Services and CACP Grant Support contract activities during FY 2024-25.

Public Comment:

None

--End of Public Comment--

Action: No action taken on this item.

5. BUSINESS ITEMS

5.a PCC ANNUAL PROGRAM PLANNING (15 MINUTES)

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth reviewed with the committee projects, timelines and priorities for the FY2025-26 fiscal year.

Public Comment:

None

--End of Public Comment--

Action: No action was taken on this item.

6. PCC LIAISON REPORTS AND COMMUNICATION

6.a CACP LIAISON REPORT

Tourism & Community Promotions Manager Jacqui Clark-Charlesworth gave an update on the FY2025-26 funding recommendations and process for liaison assignments.

6.b COMMITTEE OUTREACH UPDATE

No updates at this time.

6.c TBID BOARD REPORT – TBID Meeting Minutes: June 11, 2025

Committee Member Specchierla provided an update on items the TBID has been working on.

6.d TOURISM PROGRAM UPDATE – Staff Report

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

7. ADJOURNMENT

The meeting was adjourned at 7:07 p.m. The next Regular Meeting of the Promotional Coordinating Committee is cancelled for August 13, 2025. The PCC will meet in a Special Meeting on July 15, 2025 at 1:30 p.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

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