



Report to City of SLO – TBID and PCC
Public Relations Contract
 August 2023

PR ACTIVITY

Implementation/Proactive Work

Hosted travel writer **Eileen Ogintz's** upcoming visit in partnership with **DCI**
 Hosted travel writer **Lina Lecaro's** upcoming visit in partnership with **DCI**
 Continued planning for travel writer **Tony DiSilva's** upcoming visit
 Begin planning for travel writer **Brittany Leitman's** upcoming visit in partnership with **Visit Morro Bay & Visit Carmel**
 Began drafting communications/PR copy and strategy for **ARTober**
 Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign

Responsive leads

Pitched fall-themed "Festivals & Events", "Harvest", "Viticulture/CA Wine Month", "Oktoberfest", "Parks/Outdoor" and "Halloween" story ideas to **CCTC**
 Pitched "What's New in Sustainability", "Sustainability Heroes", "Autumn Awe" and "California Surfing Day" story ideas to **Visit California**

Partnerships

Met with **Rachel Lackmann** from Downtown SLO
 Began planning **ARTober** in partnership with **the City, DCI, Verdin & Badger Branding**
 Onboarded new DCI PR representative **Siobhan Chretien**
 Participated in 2023-24 Visit SLO strategic planning in partnership with **the City, DCI, Noble Studios & Badger Branding**
 Attended a **Verdin/SLO City** brainstorm on Neighborhood Maps communication and implementation

PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF
LA WEEKLY	LET'S GO TO SLO: THE KITSCHY COOL OF MADONNA INN AND DOWNTOWN SAN LUIS OBISPO	1,671,756.00	\$15,463.00	Cultural	HOSTING IN PARTNERSHIP W/DCI
OUT TRAVELER	This California Coastal Gem is the Perfect Place to Wine, Dine, and Unwind	78,000.00	\$5.96	Cultural	FAM HOSTING IN PARTNERSHIP W/DCI
ARCA MAX	Taking the kids: When a grown daughter and her pooch join the fun	1,754,000.00	\$58.31	Family	HOSTING IN PARTNERSHIP W/DCI
BALTIMORE SUN	Taking the kids: When a grown daughter and her pooch join the fun	2,224,000.00	\$413.40	Family	HOSTING IN PARTNERSHIP W/DCI
CITIZEN ONLINE	Taking the kids: When a grown daughter and her pooch join the fun	103,000.00	\$6.87	Family	HOSTING IN PARTNERSHIP W/DCI
CHICAGO TRIBUNE	Taking the kids: When a grown daughter and her pooch join the fun	6,420,000.00	\$1,879.09	Family	HOSTING IN PARTNERSHIP W/DCI
TRIBUNE CONTENT AGENCY	Taking the kids: When a grown daughter and her pooch join the fun	57,000.00	\$5.78	Family	HOSTING IN PARTNERSHIP W/DCI
WESTERN HORSEMAN	California's Ranching Roots	26,000.00	\$1.45	Culinary	MEDIA HOSTING
PRIDE JOURNEYS	Which California Wine Vibe Fits Your Personality?	2,000.00	\$0.54	Beer/Wine	RESPONSIVE PITCHING
NEW YORK TIMES	California Today	136,954,969.00	\$131,496.75	Culinary	
LA WEEKLY	Fast Times at SLOMA	1,263,000.00	\$140.23	Cultural	
MATADOR	This California Road Trip Takes You To Some of the State's Most Sustainable Wineries	1,698,000.00	\$408.93	Beer/Wine	
MATADOR	This Central California Winery Hosts the Best Lobsterfest on the West Coast	1,698,000.00	\$408.93	Beer/Wine	
AFAR	8 Train Rides Around the World That Immerse You in Gorgeous Landscapes	643,000.00	\$147.96	Sustainability	
BLOGARAMA	San Francisco To Los Angeles	117,000.00		Cultural	
BON TRAVELER	The Ultimate Central California Coast Road Trip Itinerary	81,000.00	\$6.19	Cultural	
TRAZEE TRAVEL	5 Upcycled Motels Bring Boutique Flair to California	6,000.00	\$0.61	Cultural	
NEW TIMES	A saunter through SLO Public Market's first spicy food festival called Bringin' on the Heat	45,000.00	\$4.29	Culinary	
NEWSBREAK	This Local Café in California Has Just Been Named the Best Independent Coffee Spot in the State	2,390,000.00	\$78.06	Culinary	
MONEY TALKS NEWS ONLINE	7 of the Best Places for Retiring in California	1,086,000.00	\$40.51	Cultural	
52 PERFECT DAYS	California Central Coast Road Trip Itinerary	27,000.00	\$1.71	Cultural	
TINY BEANS	These Over-the-Top Themed Hotel Rooms Will Totally Take You Away	937,000.00	\$81.06	Cultural	

TOTALS					
		22	159,281,725.00	\$150,649.63	
		TOTAL YTD	141,370,946.00	\$13,423.20	
		22	300,652,671.00	\$164,072.83	