



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

PR ACTIVITY						
<b>Implementation/Proactive Work</b>						
Began planning for influencer <b>Francesca Murray</b> 's upcoming visit						
Continued planning for travel writer <b>Tony DiSilva</b> 's upcoming visit						
Continued planning for travel writer <b>Brittany Leitman</b> 's upcoming visit in partnership with <b>Visit Morro Bay &amp; Visit Carmel</b>						
Implemented communications/PR copy and strategy for <b>ARTober</b>						
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign						
<b>Responsive leads</b>						
Pitched "Extraordinary Coffee Shops" story ideas to <b>Visit California</b>						
Met with Wine Country Media team to explore potential partnerships						
<b>Partnerships</b>						
Attended <b>Visit SLO CAL</b> regional tourism PR mixer						
Continued planning <b>ARTober</b> in partnership with <b>the City, DCI, Verdin &amp; Badger Branding</b>						
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF	
BAY AREA REPORTER	<a href="#">Central CA city rolls out welcome mat for LGBTQs</a>	54,000.00	\$12.45	Cultural	MEDIA HOSTING	
TRAVEL DREAMS MAGAZINE	<a href="#">October is ARTober in San Luis Obispo, CA</a>	4,000.00	\$0.22	Cultural	PROACTIVE PITCHING IN PARTNERSHIP W/DCI	
DRIFT TRAVEL MAGAZINE	<a href="#">October is ARTober in San Luis Obispo, CA</a>	42,000.00	\$2.57	Cultural	PROACTIVE PITCHING IN PARTNERSHIP W/DCI	
TRIPS TO DISCOVER	<a href="#">13 Best Pumpkin Patches in California</a>	1,450,000.00	\$92.79	Family	REACTIVE PITCHING	
TRIPADVISOR	<a href="#">Weekend in San Luis Obispo: Best things to do, see and eat</a>	116,740,000.00	\$6,194.91	Culinary		
U.S. NEWS & WORLD REPORT	<a href="#">29 Top Cheap Weekend Getaways in the U.S.</a>	34,020,000.00	\$14,501.50	Cultural		
SUNSET	<a href="#">From the Desert to the Coast, 11 Cities You Need to Visit Now</a>	461,000.00	\$62.67	Cultural		
THE TRAVEL	<a href="#">10 Best Towns To Visit In California During The Fall</a>	2,200,000.00	\$97.51	Cultural		
FOX 19 NOW	<a href="#">Chamisal Vineyards Nominated for "American Winery of the Year" by Wine Enthusiast Magazine</a>	1,940,000.00	\$42.37	Beer/Wine		
WTOP	<a href="#">32 Top Cheap Weekend Getaways in the U.S.</a>	2,080,000.00	\$368.81	Cultural		
KTLA	<a href="#">2 California destinations named best 'off-the-beaten-path' getaways in America</a>	8,070,000.00	\$281.63	Cultural		
BEST LLEGES	<a href="#">10 Best College Towns in America</a>	2,040,000	\$193.74	Cal Poly		
NEW TIMES	<a href="#">Creative culture: Both local artists and outside influences inspire the range of public art in San Luis Obispo</a>	29,000.00	\$4.29	Cultural		
EXPLORE	<a href="#">Popular US Cities With Beautiful Beaches</a>	632,000.00	\$0.12	Outdoor		
KSBY	<a href="#">San Luis Obispo extends Old SLO Trolley service through the fall</a>	656,000.00	\$19.77	Support Local		
KSBY	<a href="#">SLO ranked among top 15 'off-the-beaten path' vacation destinations in the U.S.</a>	478,000.00	\$19.77	Support Local		
<b>TOTALS</b>						
		16	170,896,000.00	\$21,895.12		
		TOTAL YTD	300,652,671.00	\$164,072.83		
		49	471,548,671.00	\$185,967.95		