

September 2023 Grants-in-Aid Marketing Support Activity

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	DS
RACE Matters SLO County	Belonging 2023	X	X							
Central Coast Shakespeare Festival	Love's Labor Lost	X	X		X					
Orchestra Novo	Orchestra Novo Goes Hollywood, Pops ON The Sequel	X								
SLO Symphony	SLO Symphony 2023-2024 Classics Season	X	X		X	X				
Festival Mozaic	Mozart in the Mission	X			X	X				
Hospice SLO County	Light Up A Life	X	X		X					
Central Coast Roller Derby (CCRD, Inc.)	Central Coast Roller Derby 2023 Home Bouts	X	X							
Downtown SLO	27th Annual Concerts in the Plaza	X	X		X	X				
San Luis Obispo Master Chorale	Chants Encounter; Holiday Festival; All-Night Vigil	X	X							
SLO Overdose Awareness Day	SLO Overdose Awareness Day	X	X		X	X				

Black is current month, gray is past work

Boxes marked with "D" indicate that recipients knew about service and declined to utilize.

10 Total; 10 served to date or in progress

EC- Confirmed/added event(s) in local **Event Calendars**, including: SLO CAL, SLO Chamber, SLO Happenings

PR- Included event(s) in seasonal **Press Release** sent to local/regional media outlets

PC- Spoke with recipient(s) via **Phone Call** to review/discuss promotional opportunities and answer questions

VC- Prominently displayed printed promotional materials in **Visitor Center**; brochures, posters, etc.

SM- Promoted event(s) on SLO Chamber **Social Media**

channels via press release from recipients

MTG- **Met with Groups** in person and offered public relations advice and support

ST- **Sold/are currently selling Tickets** for event(s) through the Visitor Center

HD - Included printed promotional material in **Hotel Distribution**

DS - Recipient **Declined Services**