



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

PR ACTIVITY						
Implementation/Proactive Work						
Hosted travel influencer Francesca Murray						
Continued planning for travel writer Tony DiSilva's upcoming visit						
Began planning for travel writer Erica Zazo's upcoming visit						
Began planning for travel writer Matthew Meltzer's upcoming visit						
Implemented communications/PR copy and strategy for ARTober						
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign						
Worked with Noble on the quarterly visitslo.com media center update						
Responsive leads						
Pitched "Warm Winter Escapes", "Holiday Getaways" and Professional Meetings & Events Story Idea: Sustainably Sourced" story ideas to Visit California						
Met with Wine Country Media team to explore potential partnerships						
Partnerships						
Began planning for Buy Local Bonus and Eat Local Bonus in partnership with the City, Verdin and Badger Branding						
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF	
TIMEOUT	The best U.S. college towns everyone should visit—even if you're not a student	21,463,021.00	\$198,532.00	Cal Poly	HOSTING IN PARTNERSHIP W DCI	
KSBY	Community invited to participate in SLO's "ARTober" during Arts & Humanities Month	478,000.00	\$19.77	Cultural	PROACTIVE PITCHING	
KCBX	Celebrating Arts and Humanities Month on the Central Coast	22,000.00	\$1.21	Cultural	PROACTIVE PITCHING	
KCBX	Street piano sparks joy in San Luis Obispo	22,000.00	\$1.21	Cultural	PROACTIVE PITCHING	
MUSTANG NEWS	Experience ARTober: A celebration of San Luis Obispo's art and culture	7,500.00	\$303.57	Cultural	PROACTIVE PITCHING	
CALIFORNIA INSIGHTS/NEWSBREAK	San Luis Obispo Gears Up for ARTober: A Month-Long Celebration of Arts and Culture	2,390,000.00	\$78.06	Cultural	PROACTIVE PITCHING	
THE TRAVEL	These Are The 10 Most Unique Hippie Hotels In The US	2,200,000.00	\$97.51	Cultural		
MICHELIN GUIDE	Surf Towns of the California Central Coast	3,600,000.00	\$285.61	Outdoor		
WGN9	Outdoor Holiday Light, Art, and Music for the Entire Family	3,540,000.00	\$342.50	Family		
TRIPS TO DISCOVER	13 Best Pumpkin Patches in California	1,030,000.00	\$92.79	Outdoor		
CITIZEN TRIBUNE ONLINE	San Luis Obispo's Brookshire Farms kicks in high gear for family fun	146,000.00	\$5.13	Family		
TELEMEDELLIN	Los 50 mejores destinos turísticos del 2023	349,000	\$8.53	Cultural		
52 PERFECT DAYS	9 Fun Day Trips from Ventura	28,000.00	\$1.71	Cultural		
PASO ROBLES DAILY NEWS	San Luis Obispo Symphony commences season this weekend with 'Rachmaninov Rocks'	85,000.00	\$6.39	Cultural		
PASO ROBLES DAILY NEWS	Celebrate Halloween downtown San Luis Obispo	85,000.00	\$6.39	Cultural		
MUSTANG NEWS	City of San Luis Obispo to plant 40 trees in honor of Arbor Day	7,500.00	\$303.57	Cultural		
TOTALS						
		16	35,453,021.00	\$200,085.95		
		TOTAL YTD	471,548,671.00	\$185,967.95		
		55	507,001,692.00	\$386,053.90		