



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

PR ACTIVITY

Implementation/Proactive Work

Hosted mountain bike Youtuber **Tony DaSilva**
 Continued planning for travel writer **Erica Zazo's** upcoming visit
 Continued planning for travel writer **Matthew Meltzer's** upcoming visit
 Began planning for travel writer **E'Louise Ondash's** upcoming visit
 Implemented communications/PR copy and strategy for **Buy Local Bonus**
 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 "Only in California Black Friday Deals" and "Glitz and Glam: Ringing in the New Year" story ideas to **Visit California**
 Met with Wine Country Media team to explore potential partnerships

Partnerships

Continued planning for **SoCal Spring Media Mission** with DCI
 Continued planning for **group FAM** during the Film Festival with **DCI and SLO International Film Festival**
 Coordinated with **the City and Downtown SLO** on holiday happenings and local promotions
 Attended a planning session for 2024 Visit SLO PR work with **the City**
 Launch for **Buy Local Bonus** in partnership with **the City, Verdin and Badger Branding**
 Continue planning for **Eat Local Bonus** in partnership with the **City, Verdin and Badger Branding**
 Met with **Visit SLO CAL's PR team**
 Attended the **TBID's Partner Reception**

PUBLICATION	PLACEMENTS	UVP	AD VALUE	PILLARS	RESULT OF
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KSBY	Shop in San Luis Obispo this holiday season and you could earn a \$25 gift card.	478,000	\$19.77	Support Local	PROACTIVE PITCHING
KCBX	Downtown SLO businesses brace for holiday shopping with annual city program	22,000.00	\$1.21	Support Local	PROACTIVE PITCHING
KSBY	Holiday happenings in San Luis Obispo	478,000	\$19.77	Family	PROACTIVE PITCHING
VISIT CALIFORNIA	California Holiday Getaways	230,243.00		Cultural	PROACTIVE PITCHING
VISIT CALIFORNIA	Only-in-California Black Friday Deals				PROACTIVE PITCHING
YAHOO NEWS	'What's a San Luis Obispo?' California city trends after new Spotify Wrapped feature confuses users	180,340,000.00	\$109,863.11	Cultural	
TIME	A Breakdown of Spotify Wrapped's Suggested Sound Towns	17,450,000.00	\$6,279.19	Cultural	
MEDIUM	The 2023 Wine Harvest	70,560,000.00	\$6,500.13	Beer/Wine	
WINE ENTHUSIAST	Hook, Wine and Sinker: The SLO Coast AVA Is a Maritime Oasis	408,000.00	\$84.33	Beer/Wine	
MSN	10 Most Popular Wine Countries In California, Ranked By Visitor Experience	67,150,000.00	\$15,444.86	Beer/Wine	
TRAVEL NOIRE	san luis obispo - Travel Noire	904,000.00	\$34.22	Cultural	
TRAVEL NOIRE	Things To Do In San Luis Obispo	904,000.00	\$34.22	Cultural	
THE TRAVEL	10 Best Places To Retire Across America	2,670,000.00	\$97.51	Cultural	
EXPLORE	Festive Inns For A Classic Country Christmas	632,000.00	\$0.12	Family	
PASO ROBLES DAILY NEWS	Downtown San Luis Obispo announces upcoming holiday happenings.	85,000.00	\$6.39	Family	
PASO ROBLES DAILY NEWS	Downtown SLO Holiday events kick off this Friday	85,000.00	\$6.39	Family	
MUSTANG NEWS	The City of San Luis Obispo celebrates 40 years as a recognized "Tree City" in the U.S.	347,000.00	\$8.80	Sustainability	

TOTALS

		15	341,535,000.00	\$122,914.41	
		TOTAL YTD	507,001,692.00	\$386,053.90	
		70	848,536,692.00	\$508,968.31	