



Report to City of SLO – TBID and PCC
Public Relations Contract
 January 2024

PR ACTIVITY						
Implementation/Proactive Work						
Hosted travel writer E'Louise Ondash						
Continued planning for travel writer Alexa Mellardo's upcoming visit						
Implemented communications/PR copy and strategy for SLO Restaurant Week						
Implemented communications/PR copy and strategy for Eat Local Bonus						
Implemented communications/PR copy and strategy for Lunar New Year Palm Street Block Party						
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign						
Responsive leads						
Pitched "Will You Be My Valentine?", "All Things Golden" and "Golfer's Paradise" story ideas to Visit California						
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						
Began planning for Mdiweekend in partnership with the City						
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF	
WESTWAYS	San Luis Obispo, much more than a college town	4,900,000.00		Cultural	MEDIA HOSTING IN PARTNERSHIP W/DCI	
BACKPACKER	The Best Hiking Destinations for Every Month in 2024	666,000.00	\$144.82	Outdoor	MEDIA HOSTING IN PARTNERSHIP W/DCI	
A-TOWN DAILY NEWS	Spend \$100, get \$25 at local restaurants with city of SLO's bonus program	1,000.00		Support Local	PROACTIVE PITCHING	
PASO ROBLES DAILY NEWS	Spend \$100, get \$25 at local restaurants with City of SLO's bonus program	85,000.00	\$6.39	Support Local	PROACTIVE PITCHING	
KSBY	Dine out and get gift cards back: SLO launches Eat Local Bonus program	478,000.00	\$39.54	Support Local	PROACTIVE PITCHING	
PASO ROBLES DAILY NEWS	Diverse cultural offerings revealed in San Luis Obispo's event lineup	85,000.00	\$6.39	Cultural	PROACTIVE PITCHING	
PATCH	Local Event: SLO Restaurant Week 2024: San Luis Obispo	13,350,000	\$1,370.29	Support Local	PROACTIVE PITCHING	
KSBY	Dozens of San Luis Obispo restaurants offering deals for SLO Restaurant Week	478,000.00	\$39.54	Support Local	PROACTIVE PITCHING	
YAHOO NEWS	Go out to eat in SLO, earn a gift card. Dining bonus is back and here's how it works	180,340,000	\$156,947.30	Support Local	PROACTIVE PITCHING	
THE TRIBUNE	Go out to eat in SLO, earn a gift card. Dining bonus is back and here's how it works Read more at: https://www.sar	21,000.00	\$2,668.27	Support Local	PROACTIVE PITCHING	
PASO ROBLES DAILY NEWS	Diverse cultural offerings revealed in San Luis Obispo's event lineup	85,000.00	\$6.39	Cultural	PROACTIVE PITCHING	
PASO ROBLES DAILY NEWS	Lunar New Year celebration planned this February in San Luis Obispo	85,000.00	\$6.39	Cultural	PROACTIVE PITCHING	
A-TOWN DAILY NEWS	Lunar New Year celebration planned this February in San Luis Obispo	1,000.00		Cultural	PROACTIVE PITCHING	
YAHOO NEWS	SLO to celebrate 150th birthday of Ah Louis Store with a block party and drone show	180,340,000	\$156,947.30	Cultural	PROACTIVE PITCHING	
THE TRIBUNE	SLO to celebrate 150th birthday of Ah Louis Store with a block party and drone show	21,000.00	\$2,668.27	Cultural	PROACTIVE PITCHING	
KSBY	How SLO's Buy Local Bonus program brought nearly \$950,000 to local retailers in just 30 days	478,000.00	\$39.54	Support Local	PROACTIVE PITCHING	
TRAVEL DREAMS MAGAZINE	California Town Pays Homage to its Chinese Settlers during Lunar New Year Block Party	4,000.00	\$0.22	Cultural	PROACTIVE PITCHING	
TIMES OF INDIA	California's guide to the best culinary and drink trails	31,130,000.00	\$2,007.65	Beer/Wine	RESPONSIVE PITCHING	
WORLD ATLAS	6 Best Towns in Southern California to Visit in 2024	5,080,000.00	\$305.33	Cultural		
BON TRAVELER	The Best Family-Friendly Hotels in California	70,000.00	\$6.19	Family		
VISIT CALIFORNIA	6 Secret California Bars	230,243.00		Beer/Wine		
INSIDE THE TRAVEL LAB	How to Plan Your San Francisco to Santa Barbara Road Trip	39,000.00	\$1.34	Cultural		
CALIFORNIA UNPUBLISHED	Things to Do in Central California: A Guide to the Best Activities and Attractions	14,000.00	\$0.68	Cultural		
EXPLORE	This Vintage-Charmed Inn Is Sure To Leave You Swooning On Valentine's Day	632,000.00	\$0.12	Cultural		
TOTALS						
		25	418,613,243.00	\$323,211.96		
		TOTAL YTD	876,737,678.00	\$513,300.83		
		109	1,295,350,921.00	\$836,512.79		