



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

PR ACTIVITY

Implementation/Proactive Work

Continued planning for travel writer **Alexa Mellardo's** upcoming visit
 Updated **Visit SLO Media Page**
 Distributed 2 press releases: **Midweekend** launch on February 1 and **Eat Local Bonus/Restaurant Week** results on February 27
 Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign

Responsive leads

Pitched "Women's History Month", "Sustainable Superblooms", "Midweekend" and "The Great Indoors" story ideas to **Visit California**
 Pitched "Family & Multigenerational Travel Opportunities", "Sustainable Travel & Alternative Transportation", "Outdoor Activities and Highlights" and Agritourism & Farm Offerings" to **CCTC**

Partnerships

Continued planning for **SoCal Spring Media Mission** with DCI
 Began working with Badger Branding on **Downtown Neighborhood Map**
 Participated in working session with the **City, Noble Studios** and **Badger Branding**
 Met with **Cision** team to go over mid-year software review
 Continued working with the **City, DCI, Hotel SLO** and the **SLO International Film Festival** to plan **The Art of SLO(wing) Down group media trip**
 Met with **Visit SLO CAL** team to discuss hosting partnerships

PUBLICATION	PLACEMENTS	UVP	AD VALUE	PILLARS	RESULT OF
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THE COAST NEWS	No car, no problem in San Luis Obispo	101,000.00	\$11.20	Sustainability	MEDIA HOSTING
SANTA BARBARA INDEPENDENT ONLINE	S.L.O.-cation	218,000	\$61.14	Cultural	MEDIA HOSTING
PASTE	The 10 Best Road Trips from Los Angeles	2,790,000.00	\$663.15	Cultural	MEDIA HOSTING IN PARTNERSHIP W/DCI
TRAVEL DREAMS MAGAZINE	San Luis Obispo, California, Is Giving Visitors \$100 Cash For a Winter Midweek Stay	8,000.00	\$0.22	Support Local	PROACTIVE PITCHING IN PARTNERSHIP W/DCI
TRAVEL + LEISURE	I've Lived in California All My Life — and These Are the Most Underrated Destinations in the Golden State	15,298,774.00	\$141,513.00	Cultural	PROACTIVE PITCHING IN PARTNERSHIP W/DCI
TAKING THE KIDS	Visit SLO-Cal and get a Benjamin	5,000.00	\$0.42	Support Local	PROACTIVE PITCHING IN PARTNERSHIP W/DCI
MUSTANG NEWS	SLO Buy Local Bonus Program injects nearly \$1 million into local economy	500.00	\$0.12	Support Local	PROACTIVE PITCHING
KCBX	San Luis Obispo celebrates Lunar New Year and historic building	22,000.00	\$1.21	Cultural	PROACTIVE PITCHING
YAHOO LIFESTYLE	SLO recognized for water conservation - and it's one of few in nation to get top honor.	180,340,000.00	\$34,344.70	Sustainability	
YAHOO NEWS	Boutique hotel in downtown SLO reopens with new owners — and a cocktail bar on the way	180,340,000.00	\$34,344.70	Cultural	
USA TODAY	10 family-friendly winter weekend getaways in the US	66,340,000.00	\$15,188.24	Family	
TIMEOUT	This is the most popular hidden gem in the U.S.	19,000,000.00	\$895.51	Cultural	
AOL	10 family-friendly winter weekend getaways in the US	16,640,000.00	\$6,664.08	Family	
FLIPBOARD	3 Day San Luis Obispo Itinerary - Best Hidden Gems In San Luis Obispo, California + Famous Things To Do – Travel W	3,760,000.00	\$298.16	Cultural	
TRAVEL LEMMING	Where to Stay in San Luis Obispo (By an Area Local)	1,170,000.00	\$77.56	Cultural	
TRAVEL LEMMING	19 Best California Breweries (By a Local)	1,170,000.00	\$77.56	Beer/Wine	
AFAR	The Ultimate Trip Ideas for Travelers in California	1,430,000.00	\$94.94	Cultural	
KSBY	Public art installations continue development in San Luis Obispo	478,000.00	\$39.54	Cultural	
THE TRIBUNE	Crowds pack downtown SLO as block party celebrates Lunar New Year with drone light show	21,000.00	\$2,668.27	Support Local	
GOOD MEN PROJECT	5 Romantic Road Trips for Couples This Valentine's Day	691,000.00	\$42.45	Cultural	
FINE HOMES AND LIVING	Discovering San Luis Obispo's Most Enchanting Wedding Venues	50,000.00	\$1.93	Cultural	

TOTALS					
		21	489,873,274.00	\$236,988.10	
		TOTAL YTD	1,295,350,921.00	\$836,512.79	
		109	1,785,224,195.00	\$1,073,500.89	