



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

PR ACTIVITY

Implementation/Proactive Work

Hosted travel writer **Alexa Mellardo's** in partnership with DCI
 Updated **SLO Neighborhood Maps**
 Distributed **Upcoming Spring Events** press release on March 18
 Continued pitching **Midweekend** promotion
 Continued pitching **See + Stay** promotion
 Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign
 Attended **Visit California's Outlook Forum**
 Attended **SLO Tribune Subscriber Forum**

Responsive leads

Pitched "Group Travel in the Golden State", "Professional Meetings & Events Story Idea: Global Meetings Industry Day" and "Skip-Gen Trips" story ideas to **Visit California**

Partnerships

Continued planning for **SoCal Spring Media Mission** with DCI
 Continued working with Badger Branding on **Downtown Neighborhood Map**
 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**
 Continued working with the City, DCI, **Noble** and **Badger Branding** on **Sustainable SLO** marketing plan

PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF
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YAHOO NEWS	Calling all 'weird rodent' fans: Beaver Festival is returning to SLO this weekend	180,340,000.00	\$34,344.70	Cultural	PROACTIVE PITCHING
KCBX	SLO County Beaver Festival returns for another year	22,000.00	\$1.21	Cultural	PROACTIVE PITCHING
FORBES	SLO Traveling Through California's Central Coast	75,780,000.00	\$27,658.75	Cultural	HOSTING BY HOTEL SLO
TRAVEL PULSE	Kind Traveler's Every Stay Gives Back Program Helps Plant Trees in San Luis Obispo	405,000.00	\$62.77	Sustainability	PROACTIVE PITCHING BY KIND TRAVELER
SUSTAINABLE BRANDS	Kind Traveler Adds SLO to Destinations Where 'Every Stay Gives Back	42,000.00	\$5.81	Sustainability	PROACTIVE PITCHING BY KIND TRAVELER
KSBY	Lineup for 30th annual San Luis Obispo International Film Festival announced	478,000.00	\$39.54	Cultural	PROACTIVE PITCHING BY SLO FILM FESTIVAL
KSBY	New offerings in store for SLO International Film Festival's 30th anniversary	478,000.00	\$39.54	Cultural	PROACTIVE PITCHING BY SLO FILM FESTIVAL
KCLU	Central Coast film festival celebrating 30th anniversary, has 125 film lineup	25,000.00	\$1.36	Cultural	PROACTIVE PITCHING BY SLO FILM FESTIVAL
YAHOO NEWS	SLO airport is adding a bunch more flights - but dropping another. Here's what's changing	180,340,000.00	\$34,344.70	Cultural	
MSN	Top 10 Happiest Cities in the USA: Where Variety and Contentment Flourish	157,190,000.00	\$15,444.86	Cultural	
YELP	Top 10 Family-Friendly Travel Destinations, According to Yelp	94,982,570.00	\$12,003.71	Family	
USA TODAY	Top dog-friendly vacation destinations	66,340,000.00	\$15,188.34	Family	
24/7 WALL STREET	Avoid Every Hard Cider Brand, Except These	1,940,000.00	\$95.54	Beer/Wine	
THE TECH EDVOCATE	These Are 10 Of The Best Historic Downtowns In California	1,170,000.00	\$7.88	Cultural	
VACATION IDEA	25 Best Day Trips from Santa Barbara, Southern California	879,000.00	\$184.43	Cultural	
AMERICAN CRAFT BEER	Best Beer Destinations: 5 Serious Beercation Hotels	48,000.00	\$1.20	Beer/Wine	
HOTELS ABOVE PAR	Where to Find California's Most Underrated Vineyards	28,000.00	\$1.21	Beer/Wine	

TOTALS

		17	760,487,570.00	\$139,425.55	
		TOTAL YTD	1,785,224,195.00	\$1,073,500.89	
		126	2,545,711,765.00	\$1,212,926.44	