



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

PR ACTIVITY					
Implementation/Proactive Work					
Hosted Marah Eakin, Mae Hamilton, Janet Fullwood and Janet O’Grady on The Art of SLO(wing) Down Media Fam					
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign					
Responsive leads					
Pitched "Hidden Hikes", "Land of Legends" and "Professional Meetings & Events Story Idea: Bayside "Bleisure"" story ideas to Visit California					
Partnerships					
Continued planning for SoCal Spring Media Mission with DCI					
Continued working with Badger Branding on Downtown Neighborhood Map					
Attended LoBro Community Neighborhood Meeting					
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
WESTWAYS	Fill up on these 3 Central Coast foodie road trips	4,900,000.00		Culinary	MEDIA HOSTING
VISIT CALIFORNIA	Generational Travel in California	230,243.00		Family	PROACTIVE PITCHING
VISIT CALIFORNIA	Group Travel in the Golden State	230,243.00		Cultural	PROACTIVE PITCHING
KSBY	Annual San Luis Obispo County Earth Day held at Laguna Lake Park	478,000.00	\$39.54	Sustainability	PROACTIVE PITCHING
KEYT	San Luis Obispo International Film Festival celebrates 30 years of movies.	347,000.00	\$17.60	Cultural	PROACTIVE PITCHING
KSBY	San Luis Obispo is experiencing a hotel boom	478,000.00	\$39.54	Cultural	RESPONSIVE PITCHING
MSN TRAVEL	Michelin Unveils New Hotel Ratings, Michelin "Keys"	157,190,000.00	\$15,444.86	Cultural	
YAHOO NEWS	50 Best Vacations in the U.S. to Explore America's Adventure Capitals	420,028,000.00	\$34,344.70	Outdoor	
YAHOO NEWS	SLO is one of top-10 dog-friendly vacation spots in the nation, USA Today says. Here's why	180,340,000.00	\$34,344.70	Family	
COSMOPOLITAN	15 Underrated Summer Trip Ideas to Throw in the Group Chat Right This Very Second	40,080,000.00	\$9,421.65	Cultural	
AP NEWS	Actress/Writer/Director Heather Graham to be Honored at the 30th Edition of the San Luis Obispo Int'l Film Festival	34,630,000.00	\$6,125.71	Cultural	
THE TRAVEL	7 Alternative Scenic Drives To Big Sur	2,670,000.00	\$97.51	Cultural	
MEN'S JOURNAL	50 Best Vacations in the U.S. to Explore America's Adventure Capitals	1,310,000.00	\$601.06	Outdoor	
VACATION IDEAS	25 Best Solo Vacation Destinations in the United States	879,000.00	\$184.43	Cultural	
HER CAMPUS	10 Hidden Gems in SLO	683,000	\$96.93	Cultural	
KSBY	Heather Graham receives King Vidor Award at SLO International Film Festival	478,000.00	\$39.54	Cultural	
MOVIEMAKER	Josh Brolin and Heather Graham Among Special Guests at 30th Annual San Luis Obispo International Film Festival.	239,000.00	\$42.55	Cultural	
FIFTY GRANDE	The Best Hotels That Opened This Spring	67,000.00	\$1.01	Cultural	
JUST LUXE	Hotel San Luis Obispo Offers a Perfect Escape to California's Central Coast	63,000.00	\$9.84	Cultural	
TOURIST BEE	6 Best Things to Do in San Luis Obispo.	25,000.00	\$2.19	Cultural	
CALIFORNIA UNPUBLISHED	Best Small Towns in California to Visit this Summer: Your Charming Getaway Guide	14,000.00	\$0.68	Cultural	
FACTIVA	Boutique bed-and-breakfast reopens in downtown SLO after major remodel. Take a look inside	13,000.00	\$3.30	Cultural	
TOTALS					
		22	845,372,486.00	\$100,857.34	
		TOTAL YTD	2,545,711,765.00	\$1,212,926.44	
		148	3,391,084,251.00	\$1,313,783.78	