

<div><div>SAN LUIS</div><div>OBISPO</div><div>CHAMBER</div><div>of</div><div>COMMERCE</div></div>	Report to City of SLO – TBID and PCC Public Relations Contract May 2024				
PR ACTIVITY					
Implementation/Proactive Work					
Hosted three media events and met with four media indivudally across three counties on Southern California Media Mission					
Began planning for travel influencer Karina Henry's upcoming stay					
Began planning for sustainability influencer Ashley Diedenhofen's upcoming stay in partnership with Kind Traveler and Visit California					
Met with San Diego-based media Brandon Hernandez after the SoCal Media Mission					
Continued planning for sustainability influencer Delilah Harvey's upcoming stay					
Attended Visit California's influencer strategy webinar					
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign					
Responsive leads					
Pitched "Teenifornia" and "Pride Month" story ideas to Visit California					
Pitched "Farm & Agriculture", "Winery Events", "Late Summer Road Trips", "Where to U-Pick", "Wine Tours", "Family Summer on the Coast", "Wineries on the Central Coast", "Pet Friendly Travel", "Sports Activities", "LGBTQ Travel", "Native/Indigenous History & Culture" and "Alternative Transportation" to Central Coast Tourism Council					
Partnerships					
Began working on Downtown Summer Spending campaign with the City					
Continued planning for SoCal Spring Media Mission with DCI					
Continued working with Badger Branding on Downtown Neighborhood Map					
Met with Petit Soleil's new PR team					
Continued working with the City, DCI, Noble and Badger Branding on Sustainable SLO marketing plan					
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF
EAT THIS, NOT THAT	7 Best Fitness & Wellness Adventures in San Luis Obispo	7,541,711.00	\$69,760.00	Outdoor	MEDIA HOSTING
MOVIEMAKER MAGAZINE	SLO International Film Festival Wraps 30th Anniversary With Plans for New SLO Film Center	239,000.00	\$42.55	Cultural	MEDIA HOSTING IN PARTNERSHIP W/SLOIFF
KSBY	City Farm SLO welcomes the Sheep Shearing Shindig back to the Central Coast	478,000.00	\$39.54	Family	PROACTIVE PITCHING
TIMEOUT	The best Pride parades and festivals in the U.S. to celebrate LGBTQ rights	19,000,000.00	\$895.51	Cultural	PROACTIVE PITCHING FROM DCI
TRAVEL PULSE	Six Lesser-Known Pride Celebrations to Consider in June	405,000.00	\$62.77	Cultural	PROACTIVE PITCHING FROM DCI
GREEN LODGING NEWS	Every Hotel Stay Plants Trees in San Luis Obispo as Part of Every Stay Gives Back Program	2,000.00	\$0.94	Sustainability	PROACTIVE PITCHING IN PARTNERSHIP W/KIND TRAVELE
JEWISH JOURNAL ONLINE	Embracing the Heart of Giving: Voluntourism in San Luis Obispo	190,000.00	\$32.82	Sustainability	RESPONSIVE PITCHING IN PARTNERSHIP W/VISIT SLO CAI
VISIT CALIFORNIA	Pride Month Across California	230,243.00		Cultural	RESPONSIVE PITCHING
MSN TRAVEL	10 Underrated Destinations for Father's Day	157,190,000.00	\$15,444.86	Family	
REDFIN BLOG	Summer Lovin' in SLO: Summer Things to Do in San Luis Obispo, CA	33,300,000.00	\$2,173.22	Cultural	
KTLA	Announcing the SLO Film Center at the Palm Theatre	8,070,000.00	\$1,406.75	Cultural	
YAHOO UK	The revival of California's vintage motels – thanks to Barbie, Instagram and a cult new coffee table book	2,940,000.00	\$194.05	Cultural	
WTMJ	Best U.S. cities to travel to with your dog	1,250,000.00	\$132.89	Family	
TINYBEANS	We Tried Amtrak's Pacific Surfliner & Here's Why It's the Perfect Family Getaway	1,090,000.00	\$81.06	Family	
KSBY	Two San Luis Obispo hotels receive Michelin Guide recognition	478,000.00	\$39.54	Cultural	
BLOGARAMA	12 Pros and Cons of Moving to San Luis Obispo, CA: A Guide for Renters	125,000.00	\$11.15	Cultural	
PASO ROBLES DAILY NEWS	New collaborative film center opening in San Luis Obispo	85,000.00	\$6.39	Cultural	
THE WILDEST	The 10 Most Dog-Friendly Cities for Summer Vacation	37,000.00	\$4.19	Family	
REPORT WIRE	The Ultimate San Luis Obispo, CA Bucket List	5,000.00	\$1.15	Cultural	
TOTALS					
		19	232,655,954.00	\$90,329.38	
	TOTAL YTD	3,391,084,251.00	\$1,313,783.78		
		167	3,623,740,205.00	\$1,404,113.16	