



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

PR ACTIVITY						
Implementation/Proactive Work						
Began planning for travel writer Garrett Martin's upcoming stay						
Began planning for influencer Monica Multer (@sanfranciscobucketlist)'s upcoming stay						
Began planning for SoCal Media Mission writer Carmen Varner's upcoming stay						
Continued planning for SoCal Media Mission writer Brandon Hernandez's upcoming stay						
Continued planning for SoCal Media Mission writer Ron Donoho's upcoming stay						
Continued planning for travel influencer Karina Henry's upcoming stay						
Continued working with the City and Noble Studios/DCI on overall tourism marketing campaign						
Responsive leads						
Pitched "Indigenous Artists and Entrepreneurs" and "Destination Dupes" story ideas to Visit California						
Pitched "Pet Friendly Wineries" and "Winter Sun" to Visit SLO CAL						
Partnerships						
Continued pitching Downtown Summer Spending campaign						
Continued pitching Summer Midweekend						
Continued working on PR handoff and onboarding of Uniquely Driven						
Continued working on Visit SLO Influencer Strategy with the City and Badger Branding						
Continued planning for Kind Traveler Sustainability Influencer Fam trip with Kind Traveler , the City , and Badger Branding						
Participated in TBID Marketing Retreat						
Participated in 30/60/90 Planning Session						
Worked with Uniquely Driven and the City to update PR Strategic Objectives						
PUBLICATION	PLACEMENTS	UVP	AD VALUE	PILLARS	RESULT OF	
KCAL NEWS	Escape to San Luis Obispo	4,600.00	\$46.00	Cultural	MEDIA HOSTING/SOCAL MEDIA MISSION	
KSBY	San Luis Obispo debuts its first-ever Downtown Summer Spending promotion	478,000.00	\$39.54	Support Local	PROACTIVE PITCHING	
A-TOWN DAILY NEWS	San Luis Obispo debuts downtown summer shopping promotion	1,000.00	\$0.12	Support Local	PROACTIVE PITCHING	
PASO ROBLES DAILY NEWS	San Luis Obispo debuts downtown summer shopping promotion	85,000.00	\$6.39	Support Local	PROACTIVE PITCHING	
INSTAGRAM	SLO Strangers Playlist	2,700,000.00	\$27,000.00	Cultural	MEDIA HOSTING	
INSTAGRAM	It's SLO time!! With @visitcalifornia & @kindtraveler	14,900.00	\$149.00	Sustainability	MEDIA HOSTING IN PARTNERSHIP W/VISIT CALIFORNIA &	
INSTAGRAM	How to spend a weekend in SLO! _ _	5,136.00	\$53.16	Sustainability	MEDIA HOSTING	
INSTAGRAM	turning organic waste into three awesome products at @kompogas_slo	4,000.00	\$40.00	Sustainability	MEDIA HOSTING IN PARTNERSHIP W/VISIT CALIFORNIA &	
VISIT CALIFORNIA	California's Indigenous Artists and Entrepreneurs	230,243.00		Culinary	RESPONSIVE PITCHING	
MSN TRAVEL	13 Scenic Train Rides in the US	157,190,000.00	\$15,444.86	Sustainability		
CNN	America's Best Towns to Visit 5 Good Things	134,170,000.00	\$38,996.44	Cultural		
WORLD ATLAS	9 Friendliest Towns to Visit in California in 2024	5,080,000.00	\$305.33	Sustainability		
ORANGE COUNTY REGISTER	Oh wow, SLO CAL! – The Monthly Traveler	1,970,000.00	\$698.49	Cultural		
ISLANDS	Explore California's Striking Coast On This Beach And City-Filled Road Trip	199,000.00	\$61.70	Cultural		
TRAVEL MARKET REPORT	13 California Hotels You Should Know About	100,000.00	\$10.76	Cultural		
HOME STRATOSPHERE	25 Most Walkable Towns in the USA	95,000.00	\$86.73	Cultural		
LUXURY REAL ESTATE	Discover the Charm of San Luis Obispo, CA	33,000.00	\$3.79	Cultural		
TOTALS						
		17	302,359,879.00	\$82,942.31		
		TOTAL YTD				
		17	302,359,879.00	\$82,942.31		