



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

PR ACTIVITY

Implementation/Proactive Work

Hosted Paste senior editor **Garrett Martin**
 Hosted influencer **Monica Multer** (@sanfranciscobucketlist)
 Hosted SoCal Media Mission writer **Carmen Varner**
 Hosted SoCal Media Mission writer **Ron Donoho**
 Continued planning for SoCal Media Mission writer **Brandon Hernandez'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 "Stargazing Splendor" and "Vegan Gastronomy" story ideas to **Visit California**

Partnerships

Began planning for **Uniquely Driven** SLO onboarding trip
 Continued pitching **Downtown Summer Spending** campaign
 Continued pitching **Summer Midweekend**
 Continued working on PR transition 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**
 Worked with **Uniquely Driven** and the **City** to update **Most Wanted Media List**
 Met with **Blue Mango Restaurant Group** team to update Media Hosting policy

PUBLICATION	PLACEMENTS	UVP	AD VALUE	PILLARS	RESULT OF
INSTAGRAM	Book a stay at @hotelcerroslo to experience a true SLO getaway!	12,500.00	\$125.00	Cultural	MEDIA HOSTING
INSTAGRAM	24 Hours in San Luis Obispo: Your Ultimate Bucket List Itinerary!	10,600.00	\$106.00	Cultural	MEDIA HOSTING
INSTAGRAM	Bucket List Bookstore in San Luis Obispo	2,500.00	\$25.00	Cultural	MEDIA HOSTING
NEWS BREAK	San Luis Obispo is offering tourists an opportunity to save some cash	10,380,000.00	\$353.97	Support Local	PROACTIVE PITCHING
KSBY	San Luis Obispo is offering tourists an opportunity to save some cash	478,000.00	\$39.54	Support Local	PROACTIVE PITCHING
EPOCH TIMES	8 Hidden Gems for Your Next California Weekend Getaway			Cultural	RESPONSIVE PITCHING
MSN TRAVEL	The 25 Best Wineries in the United States	157,190,000.00	\$15,444.86	Beer/Wine	
WORLD ATLAS	6 Oldest Founded Small Towns to Visit in California	5,080,000.00	\$305.33	Cultural	
WORLD ATLAS	8 Towns in California With the Best Downtown Areas in 2024	5,080,000.00	\$305.33	Cultural	
MICHELIN GUIDE	Surf Towns of the California Central Coast	3,600,000.00	\$285.61	Outdoor	
MATADOR	The First 'Bed and Beverage' Hotel Offers a Chance to Slow Down in San Luis Obispo	2,620,000.00	\$116.84	Cultural	
HOME STRATOSPHERE	The 25 Most Walkable Towns in the USA	950,000.00	\$86.73	Outdoor	
KSBY	Guy Fieri's 'Diners, Drive-Ins and Dives' to feature Petra in San Luis Obispo	478,000.00	\$39.54	Culinary	
KSBY	Downtown SLO touts most popular Concerts in the Plaza season since pandemic	478,000.00	\$39.54	Family	
WINE INDUSTRY ADVISOR	3 Reasons You Don't Want to Miss the 2024 Sustainable Ag Expo	44,000.00	\$3.74	Outdoor	
TOTALS					
		15	4,570,000.00	\$286.39	
		TOTAL YTD	302,359,879.00	\$82,942.39	
		32	306,929,879.00	\$83,228.78	