



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

PR ACTIVITY

Implementation/Proactive Work

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 "Trendy Thrift Spots" and "ARTober" story ideas to **Visit California**

Partnerships

Planned and participated in **Uniquely Driven** SLO onboarding trip
 Began planning for **ARTober**
 Participated in **Visit SLO 30/60/90** planning meeting
 Attended **Visit SLO CAL Destination Summit**
 Continued working on PR transition and onboarding of **Uniquely Driven**
 Worked with **Uniquely Driven** and the **City** to update **Most Wanted Media List**

PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF
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SUCCESS	How to Make a Successful Career Change	248,084.00	\$98.22	Cultural	MEDIA HOSTING
EXTENDED WEEKEND GETAWAYS	San Luis Obispo's Weekend Adventures			Family	MEDIA HOSTING
IT'S CARMEN	Things to Do in Downtown San Luis Obispo	9,000.00	\$0.28	Family	MEDIA HOSTING
GATEHOUSE MEDIA	Where are the best pumpkin patches near you in San Francisco, Sacramento and Los Angeles?	17,000.00	\$2.02	Family	RESPONSIVE PITCHING
VENTURA COUNTY STAR	Where are the best pumpkin patches near you in San Francisco, Sacramento and Los Angeles?	307,000.00	\$67.54	Family	RESPONSIVE PITCHING
YAHOO LIFESTYLE	25 of the USA's most underrated destinations	420,280,000.00	\$34,344.70	Cultural	
YAHOO NEWS	Looking for fall fun in SLO County? These 8 local farms let you pick your own pumpkins	420,280,000.00	\$34,344.70	Family	
MSN	California's Prettiest Towns, Ranked From Worst To Best	157,190,000.00	\$15,444.86	Cultural	
YOURTANGO	18 Charming Places In America That Feel Just Like Europe	7,870,000.00	\$620.88	Cultural	
MERCURY NEWS	25 of the USA's most underrated destinations	6,820,000.00	\$3,955.38	Cultural	
WORLD ATLAS	These 7 Towns in Pacific Coast Have Bustling Main Streets	5,080,000.00	\$305.33	Cultural	
FODOR'S TRAVEL	A Wino's Guide to the 20 Best Wineries in California	1,920,000.00	\$509.88	Beer/Wine	
TOP5	The 10 Best College Towns in America	1,370,000.00	\$79.56	Cal Poly	
SUNSET	San Luis Obispo, California	378,000.00	\$109.67	Cultural	
LUXURY TRAVEL MAGAZINE	How to Spend 48 Hours in SLO CAL	40,000.00	\$9.99		
SLO TRIBUNE	Looking for fall fun in SLO County? These 8 local farms let you pick your own pumpkins	21,000.00	\$2,668.27	Outdoor	

TOTALS					
		16	1,021,830,084.00	\$92,561.28	
		TOTAL YTD	488,763,479.00	\$100,219.42	
		48	1,510,593,563.00	\$192,780.70	