



Report to City of SLO – TBID and PCC  
**Public Relations Contract**  
 January 2025

PR ACTIVITY						
Implementation/Proactive Work						
Hosted "Dog-fluencer" Group Fam in partnership with Hotel SLO						
Continued planning for Arts + Culture Fam in partnership with Uniquely Driven						
Continued planning for Sustainability Influencer Fam in partnership with Kind Traveler						
Continued planning for SoCal Media Mission writer Chanin Victor's upcoming stay						
Continued planning for travel writer Meghan Rose's upcoming stay						
Continued planning for SoCal Media Mission writer Linda Laban's upcoming stay						
Continued working with the City and Noble Studios/Uniquely Driven on overall tourism marketing campaign						
Met with Bay Area Parent to pitch SLO						
Responsive leads						
Pitched "Game On" and SLO Restaurant Month story ideas to Visit California						
Partnerships						
Pitched SLO Restaurant Month						
Pitched Buy Local Bonus recap						
Assisted in coordinating KSNV Interview with the City of SLO and Uniquely Driven						
Participated in Midweekend planning session with the City, Noble, Uniquely Driven, Verdin & Badger Branding						
PUBLICATION	PLACEMENTS	UVPM	AD VALUE	PILLARS	RESULT OF	
ALO MAGAZINE	<a href="#">SLO-cation</a>	905,000.00		Cultural	MEDIA HOSTING	
YAHOO	<a href="#">Loved SLO's restaurant week? It's expanding to a whole month. Here's how to get a deal.</a>	428,500,000.00	\$36,236.78	Culinary	PROACTIVE PITCHING	
SLO TRIBUNE	<a href="#">Loved SLO's restaurant week? It's expanding to a whole month. Here's how to get a deal</a>	377,000.00	\$55.10	Culinary	PROACTIVE PITCHING	
PASO ROBLES DAILY NEWS	<a href="#">San Luis Obispo launches first-ever restaurant month.</a>	85,000.00	\$6.39	Culinary	PROACTIVE PITCHING	
VISIT CALIFORNIA	<a href="#">Beyond Dry January: Year-Round Non-Alcoholic Delights in California</a>	230,243.00		Beer/Wine	PROACTIVE PITCHING	
KSNTV	<a href="#">Visit San Luis Obispo: Pure California Perfection</a>	1,110,000.00	\$87.63	Cultural	PROACTIVE PITCHING BY UNIQUELY DRIVEN	
MULTICULTURAL TRAVEL NEWS	<a href="#">Reviving Lunar New Year Magic in San Luis Obispo – A Cultural Block Party You Won't Want to Miss!</a>	500.00	\$0.40	Cultural	PROACTIVE PITCHING BY UNIQUELY DRIVEN	
TRAVEL & TOUR WORLD	<a href="#">SLO CAL Offers Travelers New Reasons to Visit with Fresh Attractions and Experiences</a>	500.00		Cultural	PROACTIVE PITCHING BY VISIT SLO CAL	
MSN TRAVEL	<a href="#">The 14 Trending U.S. Travel Spots to Add to Your 2025 Bucket List</a>	136,500,000.00	\$10,687.04	Cultural		
MSN TRAVEL	<a href="#">22 Picturesque College Towns Perfect for Retirement</a>	136,500,000.00	\$10,687.04	Cal Poly		
MSN TRAVEL	<a href="#">10 Sunniest Cities in California Perfect for Retirement</a>	136,500,000.00	\$10,687.04	Outdoor		
THE TRAVEL	<a href="#">Book It Now: 8 Warm Places to Visit In The U.S. During February</a>	2,520,000.00	\$63.41	Outdoor		
FAMILY DESTINATIONS GUIDE	<a href="#">This Quirky Road Trip Will Take You To 12 Wonderfully Weird Roadside Attractions In California</a>	1,130,000.00	\$44.08	Cultural		
HOME STRATOSPHERE	<a href="#">25 of the Best Small Towns in the USA that Enjoy Mild Weather Year-Round</a>	661,000.00	\$21.24	Outdoor		
COOL MATERIAL	<a href="#">5 Outstanding Sustainable Luxury Stays Around the World</a>	523,000.00	\$32.54	Cultural		
KSBY	<a href="#">Residents, visitors celebrate Lunar New Year in San Luis Obispo.</a>	471,000.00	\$36.95	Cultural		
LOCALE ONLINE	<a href="#">11 of the Coolest Renovated Motels in California</a>	96,000.00	\$4.65	Cultural		
FOX THE GAMBLER	<a href="#">Need A Staycation? This Is The Best California City For That</a>	1,000.00	\$0.12	Cultural		
TOTALS						
		16	846,110,243.00	\$68,650.41		
		TOTAL YTD	3,118,561,049.00	\$1,112,219.50		
		91	3,964,671,292.00	\$1,180,869.91		