

## April 2025 Cultural Arts & Community Promotions Marketing Support Activity

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	DS
SLO Baseball Alliance Foundation, Inc.	<b>Blues Fireworks Celebration &amp; Baseball Game</b>	X	X		X					
Downtown SLO	<b>Concerts in the Plaza</b>	X	X		X	X				
History Revisted	<b>38th Annual Central Coast Renaissance Festival</b>	X	X		X					
Central Coast Shakespeare Festival	<b>Central Coast Shakespeare Festival</b>	X	X		X					
Orchestra Novo, Inc.	<b>Pops ON!</b>	X	X							
SLO Overdose Awareness Day	<b>SLO Overdose Awareness Day</b>	X	X		X					
RACE Matters SLO County	<b>Belonging 2024</b>	X	X							
Ecologistics, Inc.	<b>Central Coast Bioneers</b>	X	X	X	X					
SLO County Arts Council	<b>Open Studios Art Tour</b>	X	X		X	X				
SLO Symphony	<b>The SLO Symphony/Paderewski Festival Collaboration</b>	X	X							
Canzona Women's Ensemble	<b>Music of the Americas</b>	X	X							
SLO Master Chorale	<b>2024/2025 Season – A 40th Anniversary Celebration</b>	X	X							
San Luis Obispo Repertory Theatre	<b>Million Dollar Quartet</b>	X	X		X	X				
Diversity Coalition San Luis Obispo County	<b>Women of Color Symposium</b>	X	X		X		X			
History Center of San Luis Obispo County	<b>Opening Day at the Dallidet</b>	X	X	X	X	X	X			
SLO Beaver Brigade	<b>3rd Annual SLO County Beaver Festival</b>	X	X			X			X	
San Luis Obispo Climate Coalition	<b>San Luis Obispo County Earth Day Fair</b>	X	X	X		X	X		X	
San Luis Obispo International Film Festival	<b>San Luis Obispo International Film Festival</b>	X	X			X			X	

City Farm SLO	4th Annual Sheep Shearing Shindig									
SLOMA	2024 Mural Project & Brand Launch									
Saint Andrew Greek Orthodox	San Luis Obispo Greek Festival	X			X					
The Monday Club Conservancy	The Monday Club Centennial - Doors Open California	X	X		X					
Cal Poly	Neurodivergent Farmers' Market Pop Up		X	X			X			

*Black is current month, gray is past work*

*Boxes marked with "D" indicate that recipients knew about service and declined to utilize.*

23 Total; 21 served to date or in progress

EC- Confirmed/added event(s) in local **Event Calendars**, including: SLO CAL, SLO Chamber, SLO Happenings

PR- Included event(s) in seasonal **Press Release** sent to local/regional media outlets

PC- Spoke with recipient(s) via **Phone Call** to review/discuss promotional opportunities and answer questions

VC- Prominently displayed printed promotional materials in **Visitor Center**; brochures, posters, etc.

SM- Promoted event(s) on SLO Chamber **Social Media** channels via press release from recipients

MTG- **Met with Groups** in person and offered public relations advice and support

ST- **Sold/are currently selling Tickets** for event(s) through the Visitor Center

HD - Included printed promotional material in **Hotel Distribution**

DS - Recipient **Declined Services**