

SLO Chamber of Commerce

# CACP Marketing Support Contract

Report to the City of San Luis Obispo – PCC

May 2025



SAN LUIS  
OBISPO  
CHAMBER  
of  
COMMERCE

## CACP Marketing Support Highlights

### Organizations worked with in May:

- City Farm SLO for the Sheep Shearing Shindig on May 10
  - Press release
  - Materials displayed in Visitor Center
  - Connected via email
  - Shared to community calendars
- Saint Andrew Greek Orthodox Church for the SLO Greek Festival on May 31 & June 1
  - Shared several press releases
  - Connected on the phone
  - Connected via email
  - Connected in person
  - Shared to community calendars
  - Shared on social media
  - Materials displayed in Visitor Center

## All CACP Events

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			

## All CACP Events

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	DS
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	<b>4th Annual Sheep Shearing Shindig</b>	X			X	X				
SLOMA	<b>2024 Mural Project &amp; Brand Launch</b>									
Saint Andrew Greek Orthodox	<b>San Luis Obispo Greek Festival</b>	X	X	X	X	X	X			
The Monday Club Conservancy	<b>The Monday Club Centennial - Doors Open California</b>	X	X		X					
Cal Poly	<b>Neurodivergent Farmers' Market Pop Up</b>		X	X			X			

Black is current month, gray is past work  
 23 Total; 23 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