

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.	Blues Fireworks Celebration & Baseball Game	X	X		X					
Downtown SLO	Concerts in the Plaza	X	X		X	X				
History Revisted	38th Annual Central Coast Renaissance Festival	X	X		X					
Central Coast Shakespeare Festival	Central Coast Shakespeare Festival	X	X		X					
Orchestra Novo, Inc.	Pops ON!	X	X							
SLO Overdose Awareness Day	SLO Overdose Awareness Day	X	X		X					
RACE Matters SLO County	Belonging 2024	X	X							
Ecologistics, Inc.	Central Coast Bioneers	X	X	X	X					
SLO County Arts Council	Open Studios Art Tour	X	X		X	X				
SLO Symphony	The SLO Symphony/Paderewski Festival Collaboration	X	X							
Canzona Women's Ensemble	Music of the Americas	X	X							
SLO Master Chorale	2024/2025 Season – A 40th Anniversary Celebration	X	X							
San Luis Obispo Repertory Theatre	Million Dollar Quartet	X	X		X	X				
Diversity Coalition San Luis Obispo County	Women of Color Symposium	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	Opening Day at the Dallidet	X	X	X	X	X	X			
SLO Beaver Brigade	3rd Annual SLO County Beaver Festival	X	X			X			X	
San Luis Obispo Climate Coalition	San Luis Obispo County Earth Day Fair	X	X	X		X	X		X	
San Luis Obispo International Film Festival	San Luis Obispo International Film Festival	X	X			X			X	
City Farm SLO	4th Annual Sheep Shearing Shindig	X			X	X				
SLOMA	2024 Mural Project & Brand Launch									
Saint Andrew Greek Orthodox	San Luis Obispo Greek Festival	X	X	X	X	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
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