

SLO Chamber of Commerce

# Public Relations Contract

Report to the City of San  
Luis Obispo – TBID & PCC

May 2025



SAN LUIS  
OBISPO  
CHAMBER  
of  
COMMERCE

## Implementation and Proactive Work

### Media Hosting

- Hosted freelance travel writer Darla Hoffman
  - *in partnership with Visit SLO CAL, Tuesday, May 20 through Saturday, May 25*
  - *on assignment for Luxe Beat Magazine for a SLO travel story*
  - *Itinerary highlights: stayed at Petit Soleil and the Wayfarer, dined at Novo, Seeds, Linnaea's and Nate's on Marsh, went to Tolosa, made it to the top of Cerro San Luis, explored Farmers' Market*
- Began to plan for freelance travel writer Cu Fleshman's upcoming stay
  - *Cu is on assignment for a SLO-focused piece for Travel + Leisure*
  - *Cu will be in market Sunday, June 1 through Tuesday, June 3 and will stay at San Luis Creek Lodge*
  - *Cu's editor for this piece at Travel + Leisure is Mae Hamilton, who came on The Art of SLO(w)ing Down group fam in April of 2024*
- Continued planning for AAA staff writer Laura Powell
  - *Laura is coming Sunday, June 22 through Tuesday, June 24*

### Other Implementation & Proactive Work

- Continued working with the City, Noble Studios and Badger Branding on overall tourism marketing campaign

## Responsive Work & Partnerships

### Responsive leads and pitching

- Pitched story ideas to Visit California
  - *"Mocha Madness: Unexpected Places to Grab a Cup of Coffee"*
    - *Linnaea's secret garden*
    - *Joebella Coffee*
  - *"Luxury at Any Budget"*
    - *Third Wheel Tours*
    - *Edna Valley wine country*
    - *SLOCO Massage + Wellness*
- Submitted quarterly SLO content to Central Coast Tourism Council

### Partnerships

- Met with Visit Conejo to work on a potential collaborative influencer fam trip
- Continued planning for Marketing Plan Update with City, Noble Studios, Uniquely Driven and Badger Branding
- Participated in TBID Mini Marketing Retreat with City, Noble Studios, Uniquely Driven and Badger Branding
- Central Coast Tourism Council (CCTC)
  - *Reviewed and provided feedback for June social media content calendar*
  - *Reviewed and provided feedback for "The Explorer" itinerary*

## Media Features

### Proactive Work

- USA Today 10Best: [Top things to do in San Luis Obispo along the Central Coast](#) | UVPM: 86,267,170
  - As a result of hosting Lesley Balla on April's The Essence of SLO(w) Travel group fam
- Forbes: [Mom-Led Brands Giving Back And Cultivating Change Around The World](#) | UVPM: 78,108,059
  - As a result of hosting freelance writer Martie Bowser in October of 2024
- Kirsten Alana: [How to Spend Two Nights in San Luis Obispo](#) | UVPM: 500
  - As a result of hosting Kirsten on April's Sustainability Influencer Fam
- Best of the Southwest: [20-plus lavish Southern California Mother's Day dining locales](#) | UVPM: 1,078
  - As a result of responsive pitching by Uniquely Driven
- Thrillist and Reuben Mourad's Instagram: [Itineraries | San Luis Obispo](#) | UVPM: 848,000
  - As a result of hosting Reuben Mourad in partnership with Uniquely Driven
- Reuben Mourad's Instagram: [San Luis Obispo](#) | UVPM: 12,000
  - As a result of hosting Reuben Mourad in partnership with Uniquely Driven

### Placements as a Result of Sustainability Influencer Fam

- Megan McSherry
  - Instagram: [I could never forget this is the point](#) 🌱🌸🏡🐌 | UVPM: 40,200
  - Instagram: [sustainable days in SLO](#) ☀️🌿🏡🐌 | UVPM: 40,200
  - TikTok: [I could never forget this is the point](#) 🌱🌸🏡🐌 | UVPM: 96,100
  - TikTok: [my pinterest board #thrifwishlist irl in SLO #sanluisobispo](#) | UVPM: 96,100
- Kirsten Alana
  - Instagram: [Surfliner to SLO](#) | UVPM: 183,000
  - Instagram: [Need a break? Indulge in feel-good sustainable travel in @ShareSLO!](#) | UVPM: 183,000
  - Instagram: [I make a habit of checking out hotels ahead of my trips on @kindtraveler](#) | UVPM: 183,000
- Nelsen Pequeno
  - Instagram: [SLO in love with San Luis Obispo and the amount of support they show their local growers and small businesses!!](#) | UVPM: 92,000
  - Instagram: [Visit SLO Highlights](#) | UVPM: 92,000
- Suzie Hicks
  - Instagram: [This was my third spring break in SLO and it just gets better every time. My lil sustainable heart is so full @shareslo](#) | UVPM: 15,500
  - Instagram: [Is this heaven? Or is it @shareslo?](#) 🏡 | UVPM: 15,500
  - TikTok: [This was my third spring break in SLO and it just gets better every time. My lil sustainable heart is so full @shareslo](#) | UVPM: 1,273

## Media Features

### Media Monitoring

PUBLICATION	PLACEMENTS	UVPM
YAHOO	<a href="#">14 Best Steakhouses In California</a>	428,500,000.00
MSN TRAVEL	<a href="#">10 Happiest Places to Live in the USA</a>	136,500,000.00
MSN	<a href="#">At the world-famous Madonna Inn, let them eat pink cake</a>	136,500,000.00
TASTING TABLE	<a href="#">14 Best Steakhouses In California</a>	12,170,000.00
NEWSBREAK	<a href="#">They're the force behind Robin's and Novo. How SLO County duo took on culinary scene</a>	10,380,000.00
NEWSBREAK	<a href="#">Love vinyl? New SLO County trail links record stores, bars, hotels and more</a>	10,380,000.00
CULTURE TRIP	<a href="#">Best Places To Visit In July This Year</a>	4,220,000.00
MICHELIN GUIDE	<a href="#">Our MICHELIN Guide Inspectors' California Central Coast Tour is as Delicious as it is Scenic</a>	4,110,000.00
MICHELIN GUIDE	<a href="#">MICHELIN Guide Hotels as Stylish as the MICHELIN Guide Restaurants Inside</a>	4,110,000.00
LA TIMES	<a href="#">I went on a 2,500-mile search for the greatest motels in California. Here's what I found</a>	3,600,000.00
LA TIMES	<a href="#">At the world-famous Madonna Inn, let them eat pink cake</a>	3,600,000.00
LA TIMES	<a href="#">The 34 coolest, kitschiest, most fascinating motels in California</a>	3,600,000.00
EAST BAY TIMES	<a href="#">The world's top wine destinations include this surprising California region</a>	499,000.00
TRIBUNE	<a href="#">7 reasons SLO County is a traveler's treasure in national rankings</a>	377,000.00
TRIBUNE	<a href="#">6 new restaurants showcase downtown SLO's evolving food scene</a>	377,000.00
A LADY IN LONDON	<a href="#">4 Days on the California Coast - Best Central Coast Itinerary</a>	155,000.00

**MAY TOTALS:**  
**Placements: 34**  
**UVPM: 924,514,380**

**YEAR TO DATE TOTALS:**  
**Placements: 170**  
**UVPM: 6,244,118,174**