

SLO Chamber of Commerce

# Public Relations Contract

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

June 2025



SAN LUIS  
OBISPO  
CHAMBER  
of  
COMMERCE

## Implementation and Proactive Work

### Media Hosting

- Hosted freelance travel writer Cu Fleshman
  - *in partnership with Uniquely Driven*
  - *on assignment for Travel + Leisure, as a result of her editor, Mae Hamilton, being on The Art of SLO(w)ing Down group fam in April 2024*
  - *Itinerary highlights: traveled by train, stayed at San Luis Creek Lodge, dined at Nate's on Marsh, Corazon Cafe, High Street Deli and Piadina, hiked Cerro San Luis, went wine tasting at Biddle Ranch Vineyard, toured Hotel SLO & Petit Soleil, used SLO as a homebase to go whale watching in Morro Bay*
  - *Feature piece is already live and has been picked up by some major other outlets: [I've Visited California's Central Coast for 20+ Years-and This Is the Most Charming Small Town in the Region](#)*
- Hosted freelance writer Laura Powell
  - *in partnership with Uniquely Driven*
  - *on assignment for AAA for a "48 Hours in SLO" themed story*
  - *Laura came Sunday, June 22 through Tuesday, June 24. Itinerary highlights include staying at Garden Street Inn, dining at Mistura, Piadina, Corazon Cafe, Lincoln Market + Deli and Novo, experiencing treatments at SLOCO Health + Wellness, exploring downtown business and touring SLOMA and SLO Ranch Farms & Marketplace*
- Hosted influencers [Hunter & Hannah Adams](#) in partnership with Visit Conejo & Visit Pismo Beach for a California Road Trip themed fam trip in partnership with Central Coast Tourism Council
  - *Itinerary includes: staying at Residence Inn/Springhill Suites, exploring Farmers' Market, hiking, dining at Novo, Linnaea's and Lincoln Market & Deli and wine tasting at Wolff Vineyards*

### Other Implementation & Proactive Work

- Continued working with the City, Noble Studios and Badger Branding on overall tourism marketing campaign
- Ordered and received new Downtown SLO Tear Off Maps for Visitor Center

## Responsive Work & Partnerships

### Partnerships

- Participated in refreshed Visit SLO 30/60/90 Quarterly Planning
- Completed Marketing Plan Update with City, Noble Studios, Uniquely Driven and Badger Branding
- Attended Petit Soleil's new restaurant opening
- Central Coast Tourism Council (CCTC)
  - *Reviewed and provided feedback for July social media content calendar*
  - *Reviewed and provided feedback for "The Adventurer" itinerary*

## Media Features

### Proactive Work

- Travel + Leisure: [I've Visited California's Central Coast for 20+ Years-and This Is the Most Charming Small Town in the Region](#) | UVP: 11,610,000
  - As a result of hosting Cu Fleshman this month, and her editor (Mae Hamilton) was on The Art of SLO(w)ing Down group fam in April 2024
- Yahoo: [I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region](#) | UVP: 4,285,00,000
- AOL: [I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region](#) | UVP: 17,360,000
- World Atlas: [6 Most Beautiful College Towns In California](#) | UVP: 4,760,000
  - As a result of Hotel SLO hosting Jean Chen Smith
- Islands: [The California City Known For Its Historic Downtown, Outdoor Adventures, Coastal Charm, And Wine Scene](#) | UVP: 3,585,183
  - As a result of hosting Fiona Chandra on The Art of SLO(w) Travel group fam in April 2025
- Visit California: [California's Coffee Shop Gems](#) | UVP: 666,159
  - As a result of proactive pitching

## Media Features

### Media Monitoring

| PUBLICATION        | PLACEMENTS   | UVPM           |
|--------------------|--|----------------|
| YAHOO              | <a href="#">I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region</a>              | 428,500,000.00 |
| AOL                | <a href="#">I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region</a>              | 17,360,000.00  |
| TRAVEL + LEISURE   | <a href="#">I've Visited California's Central Coast for 20+ Years-and This Is the Most Charming Small Town in the Region</a>             | 11,610,000.00  |
| FLIPBOARD          | <a href="#">I've Visited California's Central Coast for 20 Years-and This Is the Most Charming Small Town in the Region</a>              | 2,790,000.00   |
| WORLD ATLAS        | <a href="#">6 Most Beautiful College Towns In California</a>   | 4,760,000.00   |
| FAMILY VACATIONIST | <a href="#">6 Most Beautiful College Towns In California</a>   | 14,314.00      |
| ISLANDS            | <a href="#">The California City Known For Its Historic Downtown, Outdoor Adventures, Coastal Charm, And Wine Scene</a>                   | 3,585,183.00   |
| EIN PRESSWIRE      | <a href="#">Meet the 'SLO Life Coach': San Luis Obispo's Newest Ambassador Encourages Travelers to Slow Down and 'Live the SLO Life'</a> | 201,000.00     |
| VISIT CALIFORNIA   | <a href="#">California's Coffee Shop Gems</a>  | 666,159.00     |
| AFAR               | <a href="#">Slow Travel Is In, and This California Town Does It Right</a>  | 1,430,000.00   |
| MSN                | <a href="#">Top 10 Happiest Cities in the USA: Where Contentment Flourish</a>  | 1,365,000.00   |

#### MAY TOTALS:

Placements: 11

UVPM: 472,281,656

#### YEAR TO DATE TOTALS:

Placements: 181

UVPM: 6,717,238,130