

SLO Chamber of Commerce

Public Relations Contract

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

July 2025



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

Implementation and Proactive Work

- Began planning for travel writer Vanita Salisbury's upcoming trip
- Began planning for travel writer Dahvi Shira's upcoming stay
- Began outreach to TBID stakeholders to inform Visit SLO Influencer Strategy
- Continued working with the City, Noble Studios and Badger Branding on overall tourism marketing campaign

Responsive Work & Partnerships

Pitching

- Pitched "Behind the Glass, Mug or Pint" and "Surf Culture Takes Center Stage" story ideas to Visit California

Partnerships

- Began planning for Midweek Influencer Fam with Uniquely Driven
- Completed Visit California Annual PR Survey
- Began planning for ARTober with the City, Badger Branding and Verdin
- Began planning for Buy Local Bonus with the City, Badger Branding and Verdin
- Began planning for SLO Restaurant Month with the City, Badger Branding and Verdin
- Central Coast Tourism Council (CCTC)
 - *Reviewed and provided feedback for August social media content calendar*

Media Features

Proactive Work

- Travel + Leisure: [This Is California's Most Underrated Road Trip-and It Travels the State's Oldest Highway](#) | UVPM: 11,610,000
 - *As a result of hosting Cu Fleshman*
- Yahoo: [I Live in California and This Is the Most Underrated Part of the State-With a Stunning Stretch of Highway](#) | UVPM: 4,285,00,000
 - *As a result of hosting Cu Fleshman*
- Yahoo: [This Is California's Most Underrated Road Trip-and It Travels the State's Oldest Highway](#) | UVPM: 4,285,00,000
 - *As a result of hosting Cu Fleshman*
- AOL: [I Live in California and This Is the Most Underrated Part of the State-With a Stunning Stretch of Highway](#) | UVPM: 17,360,000
 - *As a result of hosting Cu Fleshman*
- Food Wine Travel Magazine: [SLO CAL: Exploring Paso Robles and San Luis Obispo Wine Country](#) | UVPM: 7,000
 - *As a result of hosting Darla Hoffman in partnership w/Visit SLO CAL*
- 7x7: [The Perfect Long Weekend in SLO CAL: Outdoor Adventure + Immersive Art in Central Coast Wine Country](#) | UVPM: 71,000
 - *As a result of media hosting done by Visit SLO CAL*

Media Features

Media Monitoring

| PUBLICATION | PLACEMENTS | UVPM |
|---------------------|---|----------------|
| MSN | The Best Dishes Eater Editors Ate This Week: July 21 | 136,500,000.00 |
| MSN | The top 10 "Blue Zones" in America for 2025 | 136,500,000.00 |
| NEWS BREAK | How Small Towns Are Leading the Way in Sustainability-Here's What They're Doing Differently | 10,380,000.00 |
| NEWS BREAK | New SLO restaurant and bar opens in old Splash Cafe spot. Take a look inside | 10,380,000.00 |
| WORLD ATLAS | 10 Picture-Perfect Main Streets In California | 4,760,000.00 |
| TRIBUNE | New SLO restaurant and bar opens in old Splash Cafe spot. Take a look inside Read more at: https://www.sanluisobispo.com/news/business/article309797435.html#storylink=cpy | 377,000.00 |
| ROLLING OUT | 15 blissful California spots that seem impossibly cheap | 356,000.00 |
| FINE HOMES & LIVING | Autumn Escapes Begin at Hotel San Luis Obispo | 47,000.00 |

JULY TOTALS:

Placements: 14

UVPM: 1,185,348,000

YEAR TO DATE TOTALS:

Placements: 14

UVPM: 1,185,348,000