

SLO Chamber of Commerce

# Public Relations Contract

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

October 2025



SAN LUIS  
OBISPO  
CHAMBER  
of  
COMMERCE

## Implementation and Proactive Work

- Hosted Midweek Influencer Fam
- Hosted travel writer Ligaya Malones in partnership with Uniquely Driven
- Hosted travel writer Natalie Zimmerman in partnership w/Uniquely Driven
- Attended Visit SLO CAL Los Angeles Media Mission
- Continued outreach to TBID stakeholders to inform Visit SLO Influencer Strategy
- Continued working with the City, Noble Studios, Uniquely Driven and Badger Branding on overall tourism marketing campaign

## Responsive Work & Partnerships

### Partnerships

- Reviewed November social media calendar for Central Coast Tourism Council
- Reviewed CCTC “The Director” Itinerary
- Launched ARTober with the City, Badger Branding and Verdin
- Continued planning for Buy Local Bonus with the City, Badger Branding and Verdin
- Continued planning for SLO Restaurant Month with the City, Badger Branding and Verdin

## Media Features

### Proactive Work

- Luxe Beat Magazine
  - [Where to Lay your Hat in SLO CAL](#) | UVPM: 3,603
  - [Discovering the Outdoors In SLO CAL](#) | UVPM: 3,603
  - [Eating in SLO CAL: The Hip and Trendy Road to Food](#) | UVPM: 3,603
  - [Fresh Produce, Bakery & Local Shopping in SLO CAL](#) | UVPM: 3,603
  - [Explore SLO CAL’s Rich History - Luxe Beat Magazine](#) | UVPM: 3,603
  - [Paso Robles and San Luis Obispo County Wine Country](#) | UVPM: 3,603
  - *As a result of hosting Darla Hoffman in partnership with Visit SLO CAL in May of 2025*
- Paso Robles Daily News | [Canzona Women's Ensemble to present 'Heart Strings: Ties That Bind'](#) | UVPM: 22,858
  - As a result of proactive pitching
- Social Media Coverage as a result of the Midweekend Influencer Fam (See Page 5)

## Media Features

### Media Monitoring

PUBLICATION	PLACEMENTS	UVPM
AOL	<a href="#">11 Wildly Unique Themed Hotels You Can Only Find in America</a>	33,968,135.00
NEWSBREAK	<a href="#">Budget Boutique Hotels in California</a>	17,990,760.00
FAMILY DESTINATIONS GUIDE	<a href="#">12 Outrageous Roadside Attractions In California That Are Totally Worth The Detour</a>	2,128,550.00
SECRET LA	<a href="#">Over-The-Top And Unapologetically Kitsch, This San Luis Obispo Staple Is Officially California's Best</a>	891,243.00
SECRET LA	<a href="#">This 12-Hour Train Ride Through The West Coast's Stunning Landscapes Is The Most Scenic In The U.S. - Perfect For A Fall Escape</a>	891,243.00
HER CAMPUS	<a href="#">Top 5 Solo Dates to Do in SLO During Fall</a>	508,416.00
KSBY	<a href="#">Direct flights from San Luis Obispo to Las Vegas return</a>	439,313.00
KEYT	<a href="#">California Main Street Conference Taking Over Downtown SLO For The First Time</a>	216,579.00
TRAVEL AWAITS	<a href="#">11 Small-Town Road Trip Stops on the Pacific Coast Highway in California</a>	142,769.00
CLAREMONT COURIER	<a href="#">The California Wander</a>	50,377.00
LOCAL ADVENTURER	<a href="#">7 Unique Things to do in San Luis Obispo County</a>	45,191.00
PASO ROBLES DAILY NEWS	<a href="#">Daily nonstop flights to Las Vegas return at SLO County Airport</a>	22,858.00

**OCTOBER TOTALS:**  
 Placements: 29  
 UVPM: 57,795,910

**YEAR TO DATE TOTALS:**  
 Placements: 55  
 UVPM: 2,236,781,520

## Midweekend Micro-Influencer Group Fam

Wednesday, October 1 through Friday, October 3

### Influencers

- [Sally Garcia](#)
- [Janae Lynn](#)
- [Freddy Rodriguez](#)
- [Lisa Rosanty](#)
- [Cassie Yoshikawa](#)

### Itinerary Highlights (check out the [full itinerary here](#))

- Petit Soleil
  - Group stayed at Petit Soleil and were welcomed with Apertivo Hour with Dante & Laura, had breakfast at the property and enjoyed all the amenities
- Downtown Walking Tour
  - Great conversations took place about the importance of Midweek Travel and how SLO still felt bustling on a Wednesday evening
- Wine Tasting Experience in Edna Valley
  - The group headed to Edna Valley to experience La Lomita's "Aromas of Wine" tasting experience
- Dined at:
  - Petit Soleil | All five influencers raved about the quality of Petit Soleil's freshly cooked breakfast and pastry selection
  - Condesa | Petit Soleil's new restaurant, the group had their first meal here and it was a huge hit, solidifying SLO's position as a foodie town
  - Ebony | met and dined with Feben Teffera and learned about the food culture in San Luis Obispo, the history of Ebony and other awesome elements of arts and culture in SLO
  - Nate's on Marsh | met and dined with Nathan Long and the group loved the restaurant and food
  - Linnaea's | Had breakfast and coffee and talked about sustainability in SLO's restaurant culture
- San Luis Obispo Museum of Art
  - The group got a tour of SLOMA and really loved Trish Andersen's Little by Little exhibit
- Understory Plant Shop
  - The owner of Understory, Sam, talked to everyone about biophilic design and the positive impact plants can have on mental health, tying it in nicely with the importance of midweek travel for mental health. The group then got to pick out plants to take home.
- Thursday Night Farmers' Market
  - We toured Farmers' Market with Rachel Lackmann from Downtown SLO, and all five influencers were amazed at the scale and scope of the market
- Hike
  - All five influencers hiked Lemon Grove Loop on Cerro San Luis

## Midweekend Micro-Influencer Group Fam (continued)

Wednesday, October 1 through Friday, October 3

### Deliverables

Each of the five influencers committed to producing:

- 1 vertical video crossposted to Instagram and TikTok and
- One of the following in addition:
  - A second Reel, crossposted to TikTok;
  - A static carousel on IG consisting of 7+ images;
  - An IG Story Set of 5 frames minimum detailing the trip and positioning SLO as a midweek vacation destination (must live as a highlight for 120 days after posting)
- Recap report within 30 days of visit that includes all content created and analytics (reach, shares, saves etc.).

### Content

Four of the five influencers shared stories while in market (in addition to the required deliverables, which is an awesome added bonus!). [Find screenshots and videos of this story coverage here.](#)

Sally Garcia

- [@shareslo I hope this inspires you to not have to wait for the weekend to have fun! There's so much to see and do in SLO. I can't wait to be back! #shareslo](#)
- [@shareslo Pssst 🙊 come here and let me remind you that joy doesn't have to wait for Friday! Midweek is where the magic happens! no crowds, better rates, and that SLO sunshine waiting just for you.](#)

Janae Lynn

- [Weekday getaway to San Luis Obispo 🥰](#)
- [Perfect itinerary in San Luis Obispo 🍷🍷🌻](#)

Freddy Rodriguez

- [📍 SLO is the midweekend vacation capital of the world for a reason 🥰 @shareslo 🌻🌈🌟](#)
- [📍 SLO is the midweekend vacation capital of the world & LGBTQ+ travel friendly 🌈 @shareslo 🌟](#)

Lisa Rosanty

- [💖 SAVE the best 3-day itinerary in San Luis Obispo](#)
- [💖 SAVE 15 best things to do in San Luis Obispo](#)

Cassie Yoshikawa

- [No long waits. Better hotel rates. Easy access to locals' favorite events. You're gonna want to head to SLO for the midweekend. 🌟](#)
- [Midweek in SLO > weekend anywhere else 😎](#)