

SLO Chamber of Commerce

Public Relations Contract

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

December 2025



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

Implementation and Proactive Work

- Hosted cocktail writer Dylan Ettinger in partnership with Petit Soleil/Good Lion Hospitality
- Began planning for Food + Wine staff writer Annie Brown's Gold Pass trip in partnership with Petit Soleil/Good Lion Hospitality
- Continued working with the City and Noble Studios/Uniquely Driven on overall tourism marketing campaign

Responsive Work & Partnerships

Partnerships

- Reviewed January social media calendar for Central Coast Tourism Council
- Attended Edible Winter Launch Event
- Met with Visit SLO CAL PR Team
- Continued pitching 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

- Travel + Leisure | [14 One-week Trips to Take Between Jobs, According to Travel Experts](#) | UVPM: 12,116,452
 - As a result of Uniquely Driven's responsive pitching
- Travel + Leisure | [I've Lived in California My Whole Life-These Are the Most Underrated Destinations in the State](#) | UVPM: 12,116,452
 - As a result of DCI's proactive pitching in 2023/4
- KNBC-TV | [Restaurant Weeks, and dining deals aplenty, will soon bloom across California](#) | UVPM: 2,047,076
 - As a result of proactive pitching
- SLO Tribune | [SLO Restaurant Month is back this January. Here's where to get dining deals](#) | UVPM: 232,775
 - As a result of proactive pitching
- SLO Tribune | ['Absolute best way to see movies' is coming to SLO with downtown theater upgrade](#) | UVPM: 232,775
 - As a result of proactive pitching
- KSBY | [San Luis Obispo movie theater revamps with cutting-edge technology](#) | UVPM: 242,065
 - As a result of proactive pitching
- EdHat | [SLO Restaurant Month to Offer Citywide Dining Specials in January 2026](#) | UVPM: 149,259
 - As a result of proactive pitching
- New York Times | [36 Hours in San Luis Obispo County, Calif.: Things to Do and See](#) | UVPM: 139,869.459
 - A refresh of an article from 2018 that came out of a media trip Visit SLO CAL hosted

Media Features

Media Monitoring

PUBLICATION	PLACEMENTS	UVPM
KSBY	World's first motel in San Luis Obispo marks 100 years	242,065.00
HEAD TOPICS	36 hours in San Luis Obispo County, California	199,279.00
SF EXAMINER	36 hours in San Luis Obispo County, California	137,135.00
LA TIMES	The favorite stories written by the Food team in 2025	19,888,099.00
TRAVEL + LEISURE	This 351-mile Train Route Is One of the Most Beautiful in the U.S.—With Small Towns, Historic Landmarks, and Ocean Views	12,944,928.00
WORLD ATLAS	6 Best Towns To Visit in Southern California	7,844,897.00
EVER AFTER IN THE WOODS	11 California Weekend Escapes You'll Want to Plan for 2026	1,322,813.00
SOCIETY 19	15 Cheap And Fun Date Ideas Near Cal Poly SLO	369,809.00
MIDWEST LIVING	25 Sunny and Warm Destinations for a Winter Va	229,814.00
E TURBO NEWS	Hotel SLO Redefines Corporate Meetings in California's Central Coast City of San Luis Obispo	20,484.00
OAKDALE LEADER	A castle, great beaches, wineries galore and a unique urinal	6,197.00
TRAVEL IN 20	The Perfect California Road Trip	
BOX OFFICE PRO	The Movie Experience SLO Becomes First U.S. Exhibitor to Adopt Dolby Vision+Atmos Theatrical Solution	

DECEMBER TOTALS:
Placements: 21
UVPM: 210,211,833

YEAR TO DATE TOTALS:
Placements: 104
UVPM: 3,344,355,977

