

SLO Chamber of Commerce

Public Relations Contract

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

January 2026



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

Implementation and Proactive Work

- Hosted food and cocktail writer Annie Brown in partnership with Petit Soleil/Good Lion Hospitality
- Met with UK Chef & Food Influencer Ben Ebbrell in partnership w/ Visit SLO CAL
- Continued working with the City and Noble Studios/Uniquely Driven on overall tourism marketing campaign

Responsive Work & Partnerships

Partnerships

- Reviewed February social media calendar for Central Coast Tourism Council
- Met with SLOMA Strategic Planning Contractors to give tourism input on future planning
- Met with SLO REP Strategic Planning Contractors to give tourism input on future planning
- Met with Visit SLO CAL PR Team
- Continued pitching SLO Restaurant Month with the City, Badger Branding and Verdin

Media Features

Proactive Work

- BBC | [10 of the US's most sustainable small towns - and why they're worth the trip](#) | UVPM: 143,003,553
 - As a result of hosting Natalie Zimmerman in October in partnership with Uniquely Driven
- Visit California Visitors Guide (Digital & Print) | [Living the SLO Life: San Luis Obispo is California's Central Coast Escape](#) | UVPM: 780,486
 - As a result of hosting Chris Dong in August in partnership with Uniquely Driven
 - Print version will be polybagged in March with Travel + Leisure (circ: 971,624), Food & Wine (circ: 929,543) and Real Simple (circ: 1,683,025)
- Arizona Foothills Magazine | [Restaurant Weeks, and dining deals aplenty, will soon bloom across California](#) | UVPM: 27,652
 - As a result of hosting Christina Silvestri in November in partnership with Uniquely Driven
- Mustang News | [SLO Restaurant Month aims to boost local dining](#) | UVPM: 27,278
 - As a result of proactive pitching
- New Times | [The Movie Experience opens the nation's first Dolby Vision+Atmos theater](#) | UVPM: 20,945
 - As a result of proactive pitching
- Visit California | [Where Love Meets Luxury](#) | UVPM: 407,995
 - As a result of responsive pitching
- Visit California | [Get Your Kicks on California Retro Road Trips](#) | UVPM: 407,995
 - As a result of responsive pitching
- Travel & Tour World | [San Luis Obispo Dedicates January 2026 to Local Dining With Month-Long Restaurant Program](#) | UVPM: 5,213,383
 - As a result of proactive pitching by Uniquely Driven
- Travel + Leisure | [I've Taken 20+ Road Trips in California—This Is the One I Keep Coming Back To for the Best Food, Wine, and Scenic Views](#) | UVPM: 11,640,000
 - As a result of proactive pitching by Visit SLO CAL

Media Features

Media Monitoring

PUBLICATION	PLACEMENTS	UVPM
SAN JOSE MERCURY NEWS	A perfect weekend along California's Central Coast	2,501,206.00
THE INDEPENDENT	9 of America's most unusual hotels, from the Clown Motel to a stay in an aircraft hangar	33,920,287.00
WORLDDATLAS	12 Perfect Destinations for a Long Weekend in California	7,844,897.00
ISLANDS	California's 5 Best Stops Along Amtrak's Scenic Pacific Surfliner Train Route	2,455,719.00
MONEY INC	The 20 Best Romantic Getaways in California	409,016.00
EDHAT	City Celebrates New Public Art at Roundabout in San Luis Ranch	149,259.00
DECOR HINT	19 Dreamy California Itineraries That Will Make You Fall In Love With The West Coast	46,414.00

JANUARY TOTALS:
Placements: 16
UVPM: 208,856,085

YEAR TO DATE TOTALS:
Placements: 120
UVPM: 3,553,212,062