

SLO Chamber of Commerce

CACP Marketing Support Contract

Report to the City of San
Luis Obispo – PCC

January 2025



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

CACP Marketing Support Highlights

Organizations worked with in January:

- SLOMA
 - Materials displayed in Visitor Center
- San Luis Obispo Repertory Theatre
 - Materials displayed in Visitor Center
- San Luis Obispo Master Chorale
 - Materials displayed in Visitor Center
- SLO County Arts
 - Materials displayed in Visitor Center
- Central Coast Comedy Theater
 - Materials displayed in Visitor Center
 - Event added to community calendars
- Cal Poly Arts Dance Series
 - Materials displayed in Visitor Center
 - Utilized Good Morning SLO Soapbox
- Diversity Coalition
 - Phone call to plan event options

All CACP Events

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	SB	DS
Cal Poly Corporation	Cal Poly Arts 2025-2026 Dance Series All year	X					X			X	
Canzona Women's Ensemble	Heart Strings November 3	X	X		X						
Central Coast Childbirth Network	Central Coast Childbirth Network Expo May 1										
Central Coast Comedy Theater	SLO One-Day Improv Festival February 8	X		X			X				
City Farm SLO	5th Annual Sheep Shearing Shindig May 2026										
Civic Ballet of San Luis Obispo	The Wonderful Wizard of OZ April 18-19										
Diversity Coalition San Luis Obispo County	Women of Color Symposium March 1			X							
Downtown SLO	Concerts in the Plaza Summer Fridays	X	X		X	X					
ECOSLO	Creeks to Coast Cleanup September 20	X	X			X					
History Center of San Luis Obispo County	Family Day at the Dallidet April 4						X				
History Revisited	39th Annual Central Coast Renaissance Festival July 19-20	X			X	X					
Hospice of San Luis Obispo County	Light Up a Life November 18	X	X		X						
Latino Outreach Council	Dia De Los Muertos November 1	X	X		X						
Orchestra Novo, Inc	Silent Movie with Live Orchestra November 16	X	X	X	X						
Saint Andrew Greek Orthodox Church	San Luis Obispo Greek Festival May 30-31										

All CACP Events

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	SB	DS
San Luis Obispo International Film Festival, Inc.	San Luis Obispo International Film Festival April 23-28					X					
San Luis Obispo Master Chorale	Events are held at the Center year around and culminate in the annual Festival. The unified brand will be marketed throughout the independent film network with the goal of increasing awareness of the Center’s events locally, regionally and statewide.	X	X		X						
San Luis Obispo Repertory Theatre	Million Dollar Quartet January 30-March 8	X			X				X		
SLO County Arts Council	Art After Dark First Fridays	X	X		X	X					
SLO Beaver Brigade	4th Annual SLO County Beaver Festival March 21										
SLO Climate Coalition	SLO Earth Fest April 18						X				
San Luis Obispo Museum of Art	Admission-free exhibitions and public programs at SLOMA FY2026	X	X		X						
SLO Overdose Awareness Day	SLO Overdose Awareness Day August 30	X	X								

Black is current month, gray is past work | 23 Total; 18 served to date or in progress

- EC- Confirmed/added event(s) in local Event Calendars, including: SLO CAL, SLO Chamber, SLO Happenings
- PR- Included event(s) in seasonal Press Release sent to local/regional media outlets
- PC- Spoke with recipient(s) via Phone Call to review/discuss promotional opportunities and answer questions
- VC- Prominently displayed printed promotional materials in Visitor Center; brochures, posters, etc.
- SM- Promoted event(s) on SLO Chamber Social Media channels via press release from recipients
- MTG- Met with Groups in person and offered public relations advice and support
- ST- Sold/are currently selling Tickets for event(s) through the Visitor Center
- HD - Included printed promotional material in Hotel Distribution
- SB - Utilized a Good Morning SLO Soapbox
- DS - Recipient Declined Services

