

SLO Chamber of Commerce

# Public Relations Contract

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

**February 2026**



SAN LUIS  
OBISPO  
CHAMBER  
of  
COMMERCE

## Implementation and Proactive Work

- Began planning for travel writer Cassandra Brooklyn's upcoming CCTC Road Trip Pass Fam in partnership w/Uniquely Driven
- Met with Courtyard by Marriott San Luis Obispo PR team ahead of their reopening after renovation
- Continued working with the City and Noble Studios/Uniquely Driven on overall tourism marketing campaign

## Responsive Work & Partnerships

- Pitched "Spring Thrills", "Flavors Across Borders" and "Agritourism Experiences for the Whole Family" to Visit California
- Reviewed March social media calendar for Central Coast Tourism Council
- Reviewed Central Coast Tourism Council "The Competitor" Itinerary
- Shared Buy Local Bonus Results News Release with local media
- Met with Visit SLO CAL PR Team
- Attended internal 30/60/90 Marketing Planning meeting with Noble Studios, Badger Branding and Uniquely Driven

## Media Features

### Proactive Work

- Essence | [7 Escapes For The Perfect Valentine's Day Weekend Getaway](#) | UVPM: 1,522,752
  - As a result of hosting Ronny Maye in fall of 2024 in partnership with Uniquely Driven
- Visit California | [L.A. to the Bay: Highway 1 Road Trip for Soccer Fans](#) | UVPM: 407,995
  - As a result of responsive pitching
- Eater LA | [The Best Road-Trip-Worthy Restaurants Along California's Central Coast, According to Eater Editors](#) | UVPM: 367,170,973
  - As a result of proactive pitching by Uniquely Driven
- Yahoo | [The Best Road-Trip-Worthy Restaurants Along California's Central Coast, According to Eater Editors](#) | UVPM: 367,170,973
  - As a result of proactive pitching by Uniquely Driven

## Media Features

### Media Monitoring

PUBLICATION	PLACEMENTS	UVPM
MSN	<a href="#">13 places to visit in California that prove this state is truly golden</a>	168,780,868.00
TRAVEL + LEISURE	<a href="#">Discover California's 25 Best Destinations for Every Traveler</a>	11,640,000.00
THE TRAVEL	<a href="#">Forget The Pacific Coast Highway: This Spectacular Amtrak Route Boasts Even Better Ocean Views</a>	3,730,457.00
CONDE NAST TRAVELER	<a href="#">13 Places to Visit in California That Prove This State Is Truly Golden</a>	3,423,900.00
MENTAL FLOSS	<a href="#">The Most Popular Roadside Attractions in the U.S., Ranked</a>	2,258,176.00
FAMILY DESTINATIONS GUIDE	<a href="#">12 Nostalgic Roadside Attractions In California That'll Transport You To A Different Time</a>	1,576,542.00
FAMILY DESTINATIONS GUIDE	<a href="#">This 656-Mile Road Trip In California Is So Gorgeous, You'll Wish It Never Ends</a>	1,576,542.00
SANTA BARBARA INDEPENDENT	<a href="#">Highway 1 In A Day</a>	333,145.00
SLO TRIBUNE	<a href="#">SLO Lunar New Year celebration to take over 'heart of downtown' with music, food</a>	241,611.00
PLANETWARE	<a href="#">Amtrak's Best California Train Journeys To Explore The Golden State</a>	240,070.00
KSBY	<a href="#">Preparations underway for Lunar New Year Celebration in downtown San Luis Obispo</a>	231,408.00
DECORHINT	<a href="#">These Are The Most Underrated Places In California That Deserve Way More Attention</a>	46,414.00
PASO ROBLES DAILY	<a href="#">SLO International Film Festival nominated for USA Today 10 Best award</a>	20,459.00
MUSTANG NEWS	<a href="#">Cal Poly and San Luis Obispo celebrate Lunar New Year</a>	28,786.00
TRAVEL2NEXT	<a href="#">20 Things to Do in San Luis Obispo That Make It California's Perfect Stopover</a>	21,816.00

**FEBRUARY TOTALS:**  
 Placements: 20  
 UVPM: 563,873,596

**YEAR TO DATE TOTALS:**  
 Placements: 140  
 UVPM: 4,117,085,658