

SLO Chamber of Commerce

Public Relations Contract

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

March 2026



SAN LUIS
OBISPO
CHAMBER
of
COMMERCE

Implementation and Proactive Work

- Continued planning for travel writer Cassandra Brooklyn's upcoming CCTC Road Trip Pass Fam in partnership w/Uniquely Driven
- Continued planning with the SLO International Film Festival team on festival media hosting collaboration
- 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 April social media calendar for Central Coast Tourism Council
- Reviewed Central Coast Tourism Council "The Collector" Itinerary
- Attended Visit California Outlook Forum
- Attended Visit SLO CAL Quarterly PR Mixer
- Met with Blue Mango Marketing Team
- Met with SLO Wine Mixer planning team and began planning to partner with them to host influencer Sam Capaldi
- Met with Highway One Road Trip team
- Attended 30/60/90 Marketing Planning meeting with Noble Studios, Badger Branding and Uniquely Driven

Media Features

Proactive Work

- Travel + Leisure | [This Is California's Most Underrated Road Trip—and It Goes Along One of the State's Oldest Highways](#) | UVPM: 11,877,345
 - As a result of hosting Cu Fleshman in summer of 2025 in partnership with Uniquely Driven
- Yahoo! Creators | [10 Best Places to Eat and Drink in San Luis Obispo, California's Best Small City](#) | UVPM: 2,741,635
 - As a result of hosting Fiona Chandra on The Essence of SLO(w) Travel Fam in April 2025 in partnership with Uniquely Driven
- Visit California | [Art Outside the Gallery](#) | UVPM: 643,313
 - As a result of responsive pitching
- 805 Living | [March '26 Restaurant Issue: Repeat Restauranters](#) | UVPM: 31,891
 - As a result of proactive pitching by Uniquely Driven

Media Features

Media Monitoring

PUBLICATION	PLACEMENTS	UVPM
AOL	America's Sticky Obsession-Why We Love (and Loathe) Bubblegum Alley	26,655,684.00
THE POINTS GUY	9 best places to travel solo in the US in 2026	4,935,525.00
TRIBUNE	SLO has one of the best film festivals in country, new ranking says	241,611.00
KEYT	New Parking Garage Opens in SLO, Hoping to Drive More People Into Downtown	116,222.00
DECORHINT	This BBQ Spot In California Serves A Tri-Tip Sandwich Famous Nationwide	80,388.00
FINE MAGAZINE	San Luis Obispo Spring Getaway: Luxury Wellness, Wildflower Escapes, and Design-Forward Living at Hotel SLO	20,197.00
FAST FOOD CLUB	This California coastal town is becoming one of the best places to retire without giving up beauty or walkability	18,294.00
BAY AREA PARENT	Vacation on the Central Coast	4,716.00

MARCH TOTALS:
 Placements: 12
 UVPM: 47,366,821

YEAR TO DATE TOTALS:
 Placements: 152
 UVPM: 4,164,085,658