

SLO Chamber of Commerce

# CACP Marketing Support Contract

Report to the City of San  
Luis Obispo – PCC

March 2025



SAN LUIS  
OBISPO  
CHAMBER  
of  
COMMERCE

## **CACP Marketing Support Highlights**

### **Organizations worked with in March:**

- SLOMA
  - Materials displayed in Visitor Center
- San Luis Obispo Repertory Theatre
  - Materials displayed in Visitor Center
- SLO County Arts
  - Materials displayed in Visitor Center
- SLO Climate Coalition
  - Materials displayed in Visitor Center
  - Utilized Soapbox at Good Morning SLO
- City Farm SLO
  - Connected via email
  - Event added to community calendars
- SLO Greek Festival
  - Connected via email
  - Event added to community calendars
  - Materials displayed in Visitor Center
- History Center of SLO County
  - Advised on marketing spend options
- Childbirth Expo
  - Event added to community calendars
  - Connected via email

## 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	X									
Central Coast Comedy Theater	SLO One-Day Improv Festival   February 8	X		X			X				
City Farm SLO	5th Annual Sheep Shearing Shindig   May 2026	X									
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	X			X						

## All CACP Events

Organization	Event	EC	PR	PC	VC	SM	MTG	ST	HD	SB	DS
San Luis Obispo International Film Festival, Inc.	<b>San Luis Obispo International Film Festival   April 23-28</b>	X	X		X	X					
San Luis Obispo Master Chorale	<b>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.</b>	X	X		X						
San Luis Obispo Repertory Theatre	<b>Million Dollar Quartet   January 30-March 8</b>	X			X				X		
SLO County Arts Council	<b>Art After Dark   First Fridays</b>	X	X		X	X					
SLO Beaver Brigade	<b>4th Annual SLO County Beaver Festival   March 21</b>	X									
SLO Climate Coalition	<b>SLO Earth Fest   April 18</b>	X	X				X			X	
San Luis Obispo Museum of Art	<b>Admission-free exhibitions and public programs at SLOMA FY2026</b>	X	X		X						
SLO Overdose Awareness Day	<b>SLO Overdose Awareness Day   August 30</b>	X	X								

Black is current month, gray is past work | 23 Total; 22 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

