









San Luis Obispo TBID

Strategic Direction 2019—2024

VISION	MISSION	VALUES	REPUTATION	POSITION
 <p>A welcoming community with a vibrant economy that enriches the lives of visitors and residents alike</p>	 <p>We share the abundance of SLO, driving the lodging economy and serving as the voice of our stakeholders</p>	 <ul style="list-style-type: none">• Service• Leadership• Adaptability• Collaboration	 <ul style="list-style-type: none">• Essential• Approachable• Strategic• Driven• Effective	 <p>The SLO TBID stewards the brand of San Luis Obispo and represents its lodging partners, driving overnight stays by:</p> <ul style="list-style-type: none">• Telling the San Luis Obispo story via targeted marketing content and activities• Serving as a convener and subject matter expert for tourism conversations impacting the destination• Advancing strategic partnerships that extend the reach and influence of the SLO TBID
IMPERATIVES	OBJECTIVES		INITIATIVES	
 <p>Elevate the SLO Brand and Experience</p>	 <ul style="list-style-type: none">• Increase visitor awareness in target markets• Increase positive visitor perception		 <ul style="list-style-type: none">• Integrate the City's priorities into the execution of the TBID's marketing strategies• Identify the core SLO identity and develop a plan to market it• Develop a TBID Destination Stewardship approach• Identify opportunities to influence community placemaking and destination management efforts	
<p>Deliver Smart Growth</p>	<ul style="list-style-type: none">• Exceed California's RevPAR growth over FY21 baseline• Year-over-year growth in ratio of weekday to weekend occupancy		<ul style="list-style-type: none">• Develop an approach to monitoring local sentiment related to tourism• Influence the SLO conference center development plan and effort• Identify structure & budget allocation for mid-week and group business• Develop a local business travel program to drive visitation	
<p>Build Meaningful Partnerships</p>	<ul style="list-style-type: none">• Increase average Earned Partnership Value score over 2022 baseline• Grow economic impact of tourism in SLO by 2024, over 2017 baseline		<ul style="list-style-type: none">• Identify and develop BOLD partnerships that generate overnight stays• Create a partnership management plan using measurable goals that are in line with our TBID Mission	
<p>Ensure Organizational Excellence</p>	<ul style="list-style-type: none">• Growth in member newsletter open rates• Growth in stakeholder satisfaction score on survey		<ul style="list-style-type: none">• Establish and document a process to execute, evaluate and track strategic plan• Identify opportunities to streamline governance and leverage constituency of TBID	
<p>Foster Destination Resilience</p>	<ul style="list-style-type: none">• Year-over-year growth in TOT over FY21 baseline		<ul style="list-style-type: none">• Implement COVID-19 Response Plan• Document lessons learned from COVID era to feed resilience assessment• Perform a destination resilience assessment	

KEY:
Priority 1 | Priority 2 | Priority 3

