



# AGENDA

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## Visit San Luis Obispo County Board of Directors

### Visit San Luis Obispo County Board of Directors Agenda

Wednesday, November 18, 2015

8:30 am – 10:00 am

Allegretto Vineyard Resort

2700 Buena Vista Dr., Paso Robles, CA 93446

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

<b>ANNOUNCEMENTS</b>
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<b>CONSENT AGENDA – Motion Required</b>
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**C. Davison**

3. Approval of October 20, 2015 Board Meeting Minutes (*yellow*)
4. Approval of October VSLOC Financials (*green*)
5. Approval of October SAVOR Financials (*green*)

<b>BUSINESS ITEMS</b>
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**C. Davison**

6. Marketing Plan - *motion required* (10 min)
7. Booking Engine Changes - *motion required* (15 min)
8. New Website Update - *motion required* (10 min)
9. Countywide Icon - *motion required* (10 min)
10. FY2014-2015 Financial Review - *motion required* (10 min)
11. SAVOR the Central Coast - *motion required* (25 min)

<b>CEO REPORT</b>
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**C. Davison**

12. CEO Report (5 min)

### ADJOURN.

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805)541-8000 at least 48 hours prior to the meeting.



# Minutes

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## Visit San Luis Obispo County Board of Directors

### Visit San Luis Obispo County Board of Directors

#### Meeting Minutes

Tuesday, October 20, 2015

8:30am

The Cliffs Resort

2757 Shell Beach Rd, Pismo Beach, CA 93449

#### 1. **CALL TO ORDER:** Jay Jamison

**PRESENT:** John Arnold, James Davison, Mark Eads, Jim Hamilton, Jay Jamison, Rachel Patranella, JP Patel, Nipool Patel, Clint Pearce, Roger Wightman

**STAFF PRESENT:** Chuck Davison, Kylee Jepsen, Brendan Pringle, Michael Wambolt

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Call to Order at 8:34am.

#### 2. **PUBLIC COMMENT (On Non-Agenda Items)**

#### **ANNOUNCEMENTS**

#### 3. **Introduction of New Board Members**

C. Davison welcomed Visit San Luis Obispo County's two new board members: Nipool Patel of Lamplighter Inn & Suites, and Roger Wightman of Sandcastle Inn. Patel is the new appointee from San Luis Obispo (2-year term; 2015-2017), and Wightman is the new appointee from the City of Pismo Beach (3-year term; 2015-2018).

#### 4. **Visit CA Television Ad**

Visit California recently featured San Luis Obispo County in their newest "Average Joes" advertisement, which will reach an international audience, giving the county great exposure. The ad shows a "bubblesmith" with Morro Rock in the background. This image has become the screenshot for the video. C. Davison played the YouTube video of the ad.

Board Discussion. Eads reported out on the Pismo Beach Clam Festival.

Public Comment – None.

#### **CONSENT AGENDA**

#### 5. **Approval of September 16, 2015 Board Meeting Minutes**

#### 6. **Approval of September VSLOC Financials**

#### 7. **Approval of September SAVOR Financials**

Board Discussion—None.

Public Comment – None.

C. Davison asked the Board to approve the Consent Agenda.

**ACTION:** Moved by Arnold/Pearce to approve the Consent Agenda as presented.

**Motion carried: 8:0:2**

N. Patel and R. Wightman abstained.

## **8. Executive Committee Changes**

VSLOC's Board Chair Kevin Phipps resigned on October 2, 2015, leaving his seat vacant. C. Davison asked for nominations for the VSLOC Board Chair.

Board Discussion.

Public Comment—None.

**ACTION:** Moved by Pearce/J. Patel to nominate Jay Jamison as Chair.

**Motion carried: 10:0**

With Jamison's appointment, the Vice Chair seat is vacant. C. Davison asked for nominations for the VSLOC Board Vice Chair.

Board Discussion.

Public Comment—None.

**ACTION:** Moved by J. Patel/N.Patel to nominate Clint Pearce as Vice Chair.

With Pearce's appointment, the Treasurer seat is vacant. C. Davison asked for nominations for the VSLOC Board.

Board Discussion.

Public Comment—None.

**ACTION:** Moved by Pearce/Wightman to nominate Mark Eads as Treasurer. Moved by **N. Patel/J. Patel** to nominate John Arnold as Treasurer.

**VSLOC Board voted in favor of John Arnold. Motion carried: 8:2**

## **BUSINESS ITEMS**

### **9. Crisis Communication Plan**

Solterra Strategies has drafted a Crisis Communication Plan for Visit San Luis Obispo County in order to provide direction during a crisis. This is an evolving and fluid document. C. Davison described the objectives of the plan and distinguished the two types of crises that may dictate a response (incidental and major disaster/emergencies), as well as the next steps to ensure the effectiveness of the plan.

Board Discussion.

Public Comment—Nikki Schmidt, County of San Luis Obispo, asked if VSLOC engaged the County’s Office of Emergency Services in the production of this plan. C. Davison responded that VSLOC had reached out to them.

**ACTION:** Moved by Wightman/J. Patel to approve the Crisis Communication Plan as presented.

**Motion carried: 10:0**

## **10. Conflict of Interest Policy**

Every year, VSLOC does a review of its financials by Burkhart & Associates. Dennis Burkhart advocated that VSLOC draft and approve a Conflict of Interest Policy. The purpose of this policy is to protect VSLOC’s interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest of an officer or director, or might result in a possible excess benefit transaction.

Board Discussion.

Public Comment – None.

**ACTION:** Moved by N. Patel/J. Davison to approve the Crisis Communication Plan as presented.

**Motion carried: 10:0**

## **11. Capital Expenditure Policy**

During the same review, Dennis Burkhart advocated that VSLOC draft and approve a Capital Expenditure Policy. This would establish a policy of identifying items that are \$500 or more as capital expenditure items.

Board Discussion.

Public Comment – None.

**ACTION:** Moved by J. Patel/C. Pearce to approve the Crisis Communication Plan as presented.

**Motion carried: 10:0**

## **12. Simpleview SEO Analysis Review**

As requested by the board, C. Davison provided an overview of SEO report distributed each month in the board packet. This included highlights from the last fiscal year (in this case, August 2014-July 2015), most notably, organic traffic of 71.31%, an overall decrease in its bounce rate, and a 146% increase in mobile visits. The numbers will change dramatically in the coming months with the launch of the Fall Campaign in two weeks, which will drive visitors to the website through paid search.

Board Discussion.

Public Comment – None.

### **13. SAVOR the Central Coast Update**

Statistics for SAVOR the Central Coast (September 24-27, 2015) are still being refined. C. Davison noted that a complete report, including a series of recommendations for SAVOR, will be presented to the Board in November. These recommendations include asking the Board to vote to move forward with Fast Forward as our partner in the continued production of SAVOR in 2016, as well as budget reduction and revenue generating measures to move SAVOR into the black.

Board Discussion.

Public Comment – None.

## **PRESENTATION**

### **14. Illegal Vacation Rental Update**

Jim Hamilton gave an update on the issue of illegal vacation rentals throughout the County. Hamilton noted that there are a number of competing priorities for staff time, which has limited the County's ability to give sufficient attention to this issue. He pointed out that California State Sen. Mike McGuire had introduced a bill that would make sure local governments would have the ability to regulate online hosting platforms and identify illegal vacation rentals. However, this bill is currently stalled in the Government and Finance Committee. Code enforcement is a Planning Department issue, and they have competing priorities as well.

Board Discussion.

Public Comment – Justin Cooley, Principal Financial Analyst at the County, also noted that there is a competing bill on the floor from California State Sen. Robert Hertzberg, which advocates a uniform policy at the state level. Cooley noted that in the County unincorporated areas alone, TOT loss from illegal vacation rentals is estimated at \$150,000.

### **15. Catalyst Marketing**

#### **15a. Fall Creative Campaign/Branding**

Catalyst Marketing CEO Mark Astone presented some of the creative for this Fall's print and digital co-op campaigns. Astone noted that the images used in the final ads would be key iconic images that are recognizably SLO County. Co-op opportunities are now available, with deadlines quickly approaching.

Board Discussion.

Public Comment –None.

#### **15b. PRIZM Study**

Astone discussed the PRIZM Study, which is the initial research campaign that VSLOC is pursuing to better understand the lifestyle of San Luis Obispo County's consumers. This campaign depends on gathering records from lodging partners.

This data would be gathered in complete confidence. The goal is to duplicate the profiles of consumers that are already coming to the region.

Board Discussion.

Public Comment –None.

## **16. CEO Report**

As the TOT report shows, SLO County's TOT increased 8% year-over-year in July 2015 and 9% in August 2015.

VSLOC would like discussion from the Board on items that you would like to be covered in future meetings.

Visit California's Board Meeting is happening October 21-22, 2015. C. Davison and N. Martin will be attending.

VSLOC's first Educational Symposium will be happening November 4, 2015 from 8am-11:30am at the Courtyard San Luis Obispo.

Cal Travel will be having its Board Meeting on November 5-6, 2015 at the Paso Robles Inn.

On November 20, 2015, C. Davison will be travelling to Seattle with Mike Manchak from the SLO Economic Vitality Corporation and Phil D'Acri from the San Luis Obispo County Regional Airport to meet with Alaska Airlines about adding flights from San Luis Obispo.

VSLOC's first Advisory Committee meeting will be happening on December 3, 2015.

Brown Act Training for new Board Members and for Marketing Committee members will take place December 9, 2015.

C. Davison asked the Board if they wanted to meet in December. This discussion was tabled until the next meeting.

The next Board Meeting will take place on November 18, 2015 at 8:30am at the Allegretto Vineyard Resort in Paso Robles.

Board Discussion. J. Patel asked for an update on the proposal from the City of Morro Bay to have the TBID absorbed into the City. C. Davison reported that the Council has asked for a plan before making any consideration.

Public Comment—Nikki Schmidt, County of San Luis Obispo, asked why the City of Morro Bay didn't just cancel their contract. C. Davison responded that this would jeopardize their funding structure, and while the City has proposed asking voters to raise TOT 3%, the voters might be unlikely to vote in favor of tourism. Davison added that VSLOC continues to dialogue with both the TBID and Morro Bay City Manager David Buckingham. Aaron Graves, owner of Pleasant Inn Motel in Morro Bay noted that outside input on this issue would be beneficial.

## **ADJOURNMENT**

**Meeting adjourned at 10:42am.**

San Luis Obispo County  
 Visitor's & Conference Bureau  
 2015/2016 October Financial Summary - As of October 31, 2015

<b>Income</b>	<b>This Month</b>	<b>Budgeted for Month</b>	<b>MTD Variance</b>	<b>FISCAL YTD</b>	<b>Budgeted YTD</b>	<b>VTD Variance</b>
PY Carryover	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Current Year Dues Paid In Prior Year	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Membership Dues	\$ 600	\$ 5,888	\$ (5,288)	\$ 23,862	\$ 46,000	\$ (22,138)
<b>TBID Income</b>						
SLO County Unincorporated	\$ 174,310	\$ 99,112	\$ 75,198	\$ 174,310	\$ 199,371	\$ (25,062)
SLO City	\$ 47,084	\$ 77,576	\$ (30,492)	\$ 47,084	\$ 157,930	\$ (110,846)
Pismo Beach	\$ 103,603	\$ 113,619	\$ (10,016)	\$ 218,927	\$ 236,532	\$ (17,604)
Morro Bay	\$ 75,719	\$ 41,245	\$ 34,474	\$ 75,719	\$ 83,976	\$ (8,257)
Paso Robles	\$ 48,350	\$ 43,848	\$ 4,501	\$ 48,350	\$ 90,195	\$ (41,846)
Arroyo Grande	\$ 17,522	\$ 10,664	\$ 6,858	\$ 17,522	\$ 22,104	\$ (4,581)
Atascadero	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Grover	\$ -	\$ 4,351	\$ (4,351)	\$ -	\$ 8,923	\$ (8,923)
<b>Total Income</b>	\$ 467,188	\$ 396,303	\$ 70,884	\$ 605,774	\$ 845,030	\$ (239,256)
<b>Expenses</b>						
Unclassified(Reserve & Contingency)	\$ -	\$ -	\$ -	\$ -	\$ 142,656	\$ (142,656)
G&A	\$ 28,910	\$ 27,393	\$ 1,517	\$ 103,005	\$ 123,206	\$ (20,201)
Industry Research and Resources	\$ 5,345	\$ 6,900	\$ (1,555)	\$ 20,991	\$ 33,050	\$ (12,059)
Travel Trade	\$ 23,712	\$ 22,554	\$ 1,158	\$ 37,584	\$ 47,709	\$ (10,126)
PR	\$ 10,052	\$ 25,246	\$ (15,194)	\$ 27,607	\$ 51,207	\$ (23,600)
Advertising	\$ 18,001	\$ 89,769	\$ (71,767)	\$ 52,738	\$ 118,067	\$ (65,330)
Promotions	\$ 1,039	\$ 21,196	\$ (20,157)	\$ 3,402	\$ 24,919	\$ (21,518)
Events	\$ 1,831	\$ 10,000	\$ (8,169)	\$ 18,787	\$ 122,046	\$ (103,258)
Digital Marketing	\$ 11,849	\$ 49,046	\$ (37,197)	\$ 38,423	\$ 83,955	\$ (45,533)
Film Commission	\$ 1,349	\$ 10,369	\$ (9,021)	\$ 4,097	\$ 16,009	\$ (11,912)
<b>Total Expenses</b>	\$ 102,088	\$ 262,472	\$ (160,384)	\$ 306,633	\$ 762,824	\$ (456,191)
<b>Cash Surplus(Deficit)</b>	\$ 365,099	\$ 133,831	\$ 231,268	\$ 299,140	\$ 82,206	\$ 216,935
<b>Visit SLO Cash Balances</b>				Current Year Month End	Prior Year Month End	Increase (Decrease)
				\$ 483,930	\$ 381,184	\$ 102,746

**Visit San Luis Obispo County**  
**Balance Sheet Prev Year Comparison**  
**As of October 31, 2015**

Cash Basis

	Oct 31, 15	Oct 31, 14
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
CNB - Membership	64,317.45	0.00
CNB - TBD	419,612.88	0.00
Rabobank Checking	0.00	381,184.00
Savor Checking Account	214,791.40	4,323.19
<b>Total Checking/Savings</b>	698,721.73	385,507.19
<b>Accounts Receivable</b>		
Accounts Receivable	0.00	-5.40
<b>Total Accounts Receivable</b>	0.00	-5.40
<b>Other Current Assets</b>		
Prepaid Rent	3,326.70	0.00
Prepaid Payroll Tax	3,227.72	0.00
<b>Total Other Current Assets</b>	6,554.42	0.00
<b>Total Current Assets</b>	705,276.15	385,501.79
<b>Fixed Assets</b>		
Fixed Assets	32,552.69	32,782.67
Accumulated Depreciation	-23,658.17	-20,832.17
<b>Total Fixed Assets</b>	8,894.52	11,950.50
<b>TOTAL ASSETS</b>	<b>714,170.67</b>	<b>397,452.29</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
Accounts Payable	-20,277.45	0.00
<b>Total Accounts Payable</b>	-20,277.45	0.00
<b>Credit Cards</b>		
Rabobank Credit Card	744.20	0.00
Chase 5458/Master	0.00	107.98
<b>Total Credit Cards</b>	744.20	107.98
<b>Other Current Liabilities</b>		
Coast National Line of Credit	235,418.00	0.00
Due to Vina Robles	0.00	31,931.79
<b>Total Other Current Liabilities</b>	235,418.00	31,931.79
<b>Total Current Liabilities</b>	215,884.75	32,039.77
<b>Total Liabilities</b>	215,884.75	32,039.77
<b>Equity</b>		
Fund Balance	34,053.44	34,053.44
Retained Earnings	147,404.82	175,685.55
Net Income	316,827.66	155,673.53
<b>Total Equity</b>	498,285.92	365,412.52
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>714,170.67</b>	<b>397,452.29</b>





# Minutes

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## Visit San Luis Obispo County Marketing Committee

### Visit San Luis Obispo County Marketing Committee

#### Meeting Minutes

Tuesday, October 13, 2015

8:30am

Courtyard by Marriott, San Luis Obispo  
1605 Calle Joaquin, San Luis Obispo, CA 93405

#### 1. CALL TO ORDER: Chuck Davison

**PRESENT:** Ashlee Akers, Terrie Banish, Judith Bean, Cheryl Cuming, Amanda Diefenderfer, Christen Goldie, Brent Haugen, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter

**STAFF PRESENT:** Chuck Davison, Brendan Pringle, Kylee Jepsen, Jordan Carson, Michael Wambolt

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**Call to Order at 8:34am.**

#### 2. PUBLIC COMMENT (On Non-Agenda Items)

None.

#### ANNOUNCEMENTS

#### 3. Visit California TV Ad

Visit California recently featured San Luis Obispo County in their newest “Average Joes” advertisement, which will reach an international audience, giving the county great exposure. The ad shows a “bubblesmith” with Morro Rock in the background. This image has become the screenshot for the video. C. Davison played the YouTube video of the ad, and noted that this component of the ad has received a great deal of buzz, according to Visit California.

Committee Discussion – Porter announced that the California Department of Agriculture awarded the Paso Robles Wine Country Alliance a \$312,000 grant to spend over the next two years in order to reach the Texas wine market.

Public Comment – None.

#### CONSENT AGENDA

#### 4. Approval of September 8, 2015 Marketing Committee Meeting Minutes

Davison requested a motion to approve the Consent Agenda as presented.

Committee Discussion – None.

Public Comment – None.

**ACTION:** Moved by Haugen/Porter to approve the Consent Agenda as presented.

## BUSINESS ITEMS

### 5. Crisis Communication Plan Draft Review

Visit San Luis Obispo County has been working with Stacie Jacob of Solterra Strategies on a Crisis Communication Plan as a framework for direction during a crisis. This is an evolving and fluid document. Jacob described the objectives of the plan and distinguished the two types of crises that may dictate a response (incidental and major disaster/emergencies), as well as the next steps to ensure the effectiveness of the plan.

Davison noted that the plan looks at multiple communication paths: first, local governments, then constituents, then media, which leads to communication with visitors and those who want to come here. Fire Services is excited to come to the table to help provide direction with this plan. Davison also mentioned that there may be times when VSLOC will have to decide if it needs to even get involved, and what role they will play.

Committee Discussion. Haugen and Jackson noted that their communities (Morro Bay and Pismo Beach, respectively) are drafting a tourism component to their crisis communication plans. Porter asked about training opportunities and said that Paso Robles does not have a crisis communication plan. Davison responded that VSLOC may open up media training to DMOs. Jackson mentioned that one potential crisis is flooding due to beaches shifting.

Public Comment—None.

Item 7 on the agenda was reversed with Item 6.

## PRESENTATION

### 7. PACE Communications—SLO County Visitors Guide Digital Marketing Kit

Jepsen introduced Heather Buchman of Pace Communications to discuss the direction of the 2016 San Luis Obispo County Visitor Guide. Buchman noted that last year, VSLOC made the decision to reformat the magazine to include custom content as the tide has been turning in this direction. This year, it will be entirely custom content. The goal is to have paid space blend seamlessly with the rest of the native content (font choices, colors, etc). Pace will be working with VSLOC and Catalyst Marketing this year to create a design that incorporates elements that will appear in other VSLOC branding initiatives. Pace has hired a photographer whose style is consistent with the visitor guide, and has pre-negotiated a low rate. For \$200, they will come out to your business to take photos, and the business will be able to retain ownership of four of those images. This year, the distribution of the magazine will be 55,000 (increased from last year), and the prices will remain the same.

Committee Discussion. Haugen asked how the new format has been received by customers. Davison responded that it has been overwhelmingly positive. He also noted that all listings will be removed from the visitors guide going forward, as VSLOC would need to list 1,300 listings if it included all lodging constituents. Haugen mentioned that in Minneapolis, listings were provided by the DMOs, who were allotted “x” number of listings. Banish asked about data on online downloads, and Davison noted that these figures are available on the VSLOC monthly and annual reports. Muran asked where the visitor guide will be distributed this year. Jepsen responded that the locations are listed in the media kit handed out at today’s meeting, but that this will be increased the coming year. Davison also noted that specific content on vacation rentals, B&Bs and RV parks will be included to make sure the unique lodging mix is represented.

Public Comment—None.

### 6. Catalyst Marketing

## 6a. Countywide Icon

Davison noted that the goal of the countywide icon is to create a geo-locator of SLO County. VSLOC is trying to find a way to show where SLO County is on the map. Mark Astone and Paul Rippens of Catalyst Marketing presented different iterations based on stakeholder interviews and built around solid themes. These themes were “Authentic CA” and “The Casual Coast.”

Committee Discussion. Porter asked how familiar Californians are with where Los Angeles and San Francisco are on the map. Davison responded that the people who are going to see this are located in those regions so they know where they are on the map. Porter noted that she preferred “The Casual Coast.” Akers noted that she liked the emblem with the Google Map style locator icon since it is universally known. Diefenderfer asked if the “Coast” component was something that should be emphasized as SLO County is more than just Coast. Akers asked if it was possible to change the word “Coast” to “CA.” Diefenderfer noted that 50% of stakeholders will be happy and 50% will be unhappy if the word “Coast” is used. Porter mentioned that there would be no wine country if there was no coast. Davison asked the Marketing Committee if they would include in their advertising. Haugen said that the word “Casual” seems too laid back for the people looking for an adrenaline rush. Haugen and Akers both pointed out that the challenge will be fitting the icon on digital ads.

After a majority vote, the Marketing Committee decided to have Catalyst create other iterations of the map.

Public Comment – None.

## 6c. Co-op Advertising Plan

The Catalyst team distributed the co-op media plans to the Marketing Committee. Astone noted that this would be distributed to all members via email in the afternoon. Rippens noted that Catalyst is making it easy for DMOs and constituents to advertise by offering to build ads for them as long as they provide photos. Davison pointed out that co-op ads will happen based on how much interest there is, and VSLOC can shift funds to another publication or a digital alternative in future months if necessary if co-op interest is soft. Davison also noted that some communities had previously expressed that they knew co-op opportunities would become available and set funds aside for this purpose.

Committee Discussion.

Public Comment – None.

## 6b. Fall Creative Campaign.

Davison noted that the photos on print and digital ads will all be iconic photos that are recognizable as SLO County, and that VSLOC is working with Pace to produce a shot list. Astone and Rippens presented some sample creative. Astone noted that the print ads would have large imagery with short copy that drives visitors to the website. The ads attempt to show how Visit San Luis Obispo County is a place where one can be as extreme or relaxed as they want to be. Rippens said that the overall effect of the ad could be more subdued in a publication like *Westways*, but more extreme in *Sunset*. Davison noted that the goal was to differentiate SLO County from other counties. He also explained that examples of creative will not come back to the committee for a second look due to deadlines, but will instead go to the board next week for approval.

Committee Discussion.

Public Comment—None.

## CEO REPORT

## **8. CEO Report**

VSLOC is hoping to launch the PRIZM research study next week, and is finalizing the RFP for the two research campaigns that are set to launch in the spring.

VSLOC's first Industry Educational Symposium is happening on Wednesday, November 4, 2015 from 8-11:30am. TripAdvisor will be among the presenters. The two goals of the Symposium will be: 1. perfecting operational effectiveness; and 2) increasing revenue. VSLOC is also looking to do a segment on the drought to help educate some of the mid-level properties on efforts they can make to limit water use during the drought, as well as a segment on the illegal vacation rental issue, and info relating to crisis communication. The event will be recorded and viewable on our website after the event. The point of the Symposium is to leave attendees with information they can apply.

Collection of TMD Assessment funds has been more challenging than anticipated. VSLOC may call on DMOs to ask for assistance in getting these funds disbursed in a timely manner if challenges continue. When funds aren't received on time, VSLOC has to withdraw money from its line of credit, which means it is spending constituent money on interest when that should not be the case.

Brown Act Training is happening Wednesday, December 9, 2015 at 8:00am. All VSLOC Marketing Committee members and Board members must have training.

Davison asked the committee for items to be included on future agendas.

Committee Discussion. Keller asked about progress on the VSLOC website. Davison responded that the VSLOC team met with Simpleview on October 12, 2015. The issue is that Kraftwerk will only permit their own creative on the VSLOC site. The cost of Simpleview to develop the site will probably be \$25,000 in Year One, and VSLOC is looking at the option of having a new site by April or May. This issue will go before the Board in the coming months.

Marc Gendron from Catalyst Marketing gave an update on PR to the Marketing Committee and told members that he wanted to identify ways to partner earlier and asked them to send content as soon as possible.

Porter mentioned that there has been a group in the Adelaida district of Paso Robles that is trying to stop olive oil and wine producers from expanding. She also noted that the County is looking to bring coastal policy inland on vacation rentals, which could be detrimental to tourism.

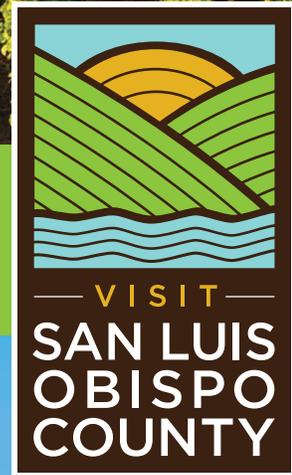
Public Comment – None.

## **ADJOURNMENT**

**Meeting adjourned at 10:39am.**



# 2015 - 2016 MARKETING PLAN



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# Marketing Plan

## Overall Goals

The purpose of the 2015-2016 Visit San Luis Obispo County (VSLOC) Marketing Plan is to provide strategic and tactical direction for the County to achieve the following stated goals:

- Increase awareness for San Luis Obispo County as a destination
  - Conduct in-depth consumer demographic and share-of-wallet research, in addition to feeder market awareness research, to gain a more descriptive understanding of the San Luis Obispo County visitor and the perception of those yet to travel to the destination
  - Increase general awareness of San Luis Obispo County as a brand of prime consideration among key targeted audiences
  - Connect the dots for the consumer on the breadth of offerings in San Luis Obispo County
  - Enhance the County's brand image to foster destination loyalty, increase repeat visits, encourage social endorsement and extend exposure by attracting media attention and partnership opportunities
  - Explore, expand and develop new or underperforming sales and distribution channels
    - Develop travel trade initiatives, including enhanced fulfillment tools
    - Enhance web site engagement, functionality and clicks to booking
    - Support new air carrier relationships to open vacation product exposure
- Increase demand for overnight stays within the County, either through increased visitation or increased length-of-stay
  - Increase Transient Occupancy Tax revenues by 7% or more
  - Increase occupancy across all lodging categories by an aggregate of 3% as measured by STR reporting
  - Increase traffic to VisitSanLuisObispoCounty.com by 20% annually
- Direct visits, as a % of total visits, will increase significantly
- Organic search visits, as a % of total visits, will see an offsetting decline
- Increase unique visitors to VisitSanLuisObispoCounty.com by 10%
- Increase engagement/average time on site by 5%

## Overall Strategy

In order to achieve our stated goals for County stakeholders, including community DMOs and lodging constituents, we will employ a multi-channel strategy to position San Luis Obispo County in the decision set of considered destinations for persons ready to enjoy vacation opportunities like those available in San Luis Obispo County. Guided by available and to-be-commissioned research along with stakeholder-provided insights, we will concentrate marketing funds on those most likely and most able to visit. We will do so during the times of year when increased visitation is most needed and will yield the most significant increases.



Media exposure will feature new brand/image words, pictures and video, and will be delivered across a palette of traditional and non-traditional media. Sophisticated placements will be highly targeted geographically, behaviorally and contextually. Complementing the brand/image campaign messaging will be coincident and familial tactical co-op campaigns, featuring opportunities for County stakeholders to participate – with affordable positions available across a spectrum of key traditional and digital placements, framed by compelling County images and descriptive content.

At the same time, a focused public relations plan will further extend the voice of VSLOC through feature stories, event publicity and content generation by vetted and target appropriate bloggers and media outlets. The public relations team will also supplement agency initiatives to engage external media and other partners to deliver County-inclusive promotions and marketing partnerships.

The powerful strategic combination of brand/image media, tactical co-op media, public relations and non-traditional exposure will dynamically expand the reach and frequency of the VSLOC story, and position the County firmly on the path to delivering its goals.

### **Overall Tactics and Elements**

On the pages to follow is a detailed breakdown of the individual elements that make up the synergistic body-of-work that comprises the VSLOC marketing plan. Every included element is broken down and is a strong contributor on its own. When all elements are working together under the carefully-conceived overarching plan, they become even stronger than the sum of their individual parts, reinforcing, enhancing and strengthening each other to drive results.

### **Create Unity Among Stakeholders**

Unification among stakeholders is anchored by the creation of an advisory marketing committee comprised of seasoned destination experts and marketing professionals from selected County DMOs, lodging establishments and marketing agencies. Through monthly meetings attended by partner Catalyst Marketing Company, this committee will help advise VSLOC and the agency on:

- Reduce tourism marketing duplication efforts across the County
- Creating and adopting a Countywide icon to represent the County for the purpose of:
  - a) Reinforcing the County's location
  - b) Connecting the dots for the consumer on the breadth of offerings in the County
  - c) Unifying the personality of the County
  - d) Unifying the County's diverse stakeholders under a common theme
  - e) Extending the County's brand reach via proud inclusion of the icon in all stakeholder advertising/collateral/signage
- Encouraging marketing between partners and VSLOC to maximize effectiveness
- Providing cooperative advertising opportunities for partners participating in VSLOC-anchored marketing initiatives
- Tackling key strategic marketing initiatives in the areas of sponsorship, promotions, partnership programs, research and other processes focused on growing destination marketing for San Luis Obispo County
- Doing for our constituents what they cannot do for themselves



## Develop and Launch An Overarching Brand

Research shows there is a lack of collective awareness in key feeder markets for the diverse destinations that make up San Luis Obispo County. A clear solution for mitigating that serious issue will be the development and deployment of an all-encompassing brand strategy and message. This creative execution will allow each destination and attraction within the County to shine as metaphoric facets on the “diamond” that is San Luis Obispo County. It will allow the County to stand tall and visible among its more recognized neighbors, and also anchor cooperative ads in which DMOs and other County partners may participate. Goals include:

- Bring together all destinations and attractions within the County under a true and defensible theme, connecting the dots for the consumer who, to date, may have had no clear idea of the County’s makeup
- Provide seasonally integrated tactical marketing initiatives that will drive target audiences to VisitSanLuisObispoCounty.com, and sub URLs, for the purposes of booking overnight stays, generating longer stays, encouraging business/meetings bookings and considering impulse or spontaneous travel to the County for vacations and getaways

To create differentiation in the mind of potential visitors, we will use a refined “branding process” that identifies the key drivers or motivations in the purchase-decision sequence to help identify and clarify what is important to potential travelers and what will/would make a difference in their decision-making process.

According to the 2012 Strategic Marketing Group (SMG) Visitor Survey and Catalyst initial stakeholder interviews, key points of differentiation that resonate with its target audiences are that the County is authentic, unpretentious, real California with culinary, cultural and coastal assets that make it unique and unforgettable when compared to any other California destination. San Luis Obispo County offers unique and indelible experiences from the iconic castle on the hill and scenic grandeur of the Pacific Ocean with its expansive beaches to the County’s world-class wineries, inventive and diverse cuisine, cultural activities and adventures and relaxation that will intrigue and appeal to any age bracket.

Quite simply, San Luis Obispo County is everything people love about California, in its purest form. These distinguishing characteristics will be used to create a brand message that will attract more visitors while clearly defining the destination to target audiences. Once implemented, audiences will understand why San Luis Obispo County is so worthy of their consideration.



### **The Initial Campaign**

The initial brand-with-co-op campaign will be crafted to feature action-directed iconic photography that highlights the diversity of activities in San Luis Obispo County. Using clever attention grabbing headlines, each ad will focus on two extremes that are easily available to visitors and can be experienced in the same day. The ads will invite the viewer to fill in all the various levels in between the two extremes as they plan their adventure. Whether a visitor is in the mood for a quiet, relaxed overnight getaway or something more extended and extreme, San Luis Obispo County will be shown to have it all. Each part of the marketing campaign is presented in a way that brings out the County's casual, authentic and unpretentious character.



## Media Approach

### Core Media Strategies

In order to deliver on the marketing plan's overall goals and stated deliverables, the agency will employ the following key media-buying strategies:

- Utilize radio reach and frequency to build broad level awareness in larger markets and keep San Luis Obispo County top of mind
- Focus on a combination of :30 spots and radio traffic
- Establish a solid presence in larger-reach publications including consumer travel magazines and targeted print market publications to broaden awareness and support using co-op advertising
- Leverage multiple forms of digital media to reach and engage travel enthusiasts most likely to enjoy travel to San Luis Obispo County when they are a) actively investigating travel opportunities; b) browsing the internet; or c) using an app
- Direct link to VSLOC site to nudge them through to the booking process
- Investigate high-level impression opportunities to build reach and support co-op
- Establish a flexible media plan in the event El Niño hits San Luis Obispo County harder than expected

### Building Audience Profiles – The Science Behind Targeted Marketing

Profiling target audiences will provide clear strategic direction and allow for more efficient media buying and planning. By understanding who the target consumer(s) are, what their media habits entail and what motivates them, we will be more effective in attracting them for additional overnight stays and generating new visitors into the County.

There are a number of factors that can be used to profile the target audiences for San Luis Obispo County including:

- **Demographic**
- **Geographic**
- **Psychographic**



## Demographic Targeting

Results of the 2012 SMG Visitor Survey noted that the target audience of those who have visited San Luis Obispo County in the last two years can be identified with these characteristics that are contrasted to all of the survey respondents who were travelers:

- Skews slightly male
- Higher household income (44% HHI \$100k+)
- Over 40 years of age (75% 40 and older)
- 40% have children at home

Using the latest Scarborough data, visitors who have stayed overnight or longer in San Luis Obispo County within the past 12 months were identified. This was done in both the larger Designated Market Area (DMA) markets of San Francisco and Los Angeles as well as the Central Valley DMA markets (Fresno and Bakersfield). According to Scarborough, the demographics of the San Luis Obispo County overnight visitor are depicted in the chart.

			
Demographics	San Francisco	Los Angeles	Central Valley
<b>Traveler who has stayed overnight in the last 12 months in:</b>			
Scarborough Parameters	San Luis Obispo	Central Coast	San Luis Obispo
Age	56.4% 35-64 (106)	59.5% 35-64 (116)	59.4% (123)
Gender	54.6% Female (107)	60.2% Male (123)	54% Female (108)
Married	58% (113)	62.8% (122)	59.4% (118)
College Grad+	54.8% (143)	49.1% (193)	25.7% (185)
HHI \$75k+	70.3% (140)	67.5% (193)	32.8% (147)
HHI \$100k+	52.4% (146)	45.3% (201)	21.8% (199)

(parenthesis indicates index) Index = average - Quantity higher than 100 indicates the percent that audience is more likely to behave in that manner than the target audience. 116 index means SLO County target is 16% more likely to perform in that manner

For the most part, the demographics are similar to traditional travel audiences. However, there are distinct differences between the unique DMAs. Those living within the larger DMAs are older, have a higher household income and are more educated.

When applying demographic and behavioral targeting to each medium, the DMAs will be treated independently to ensure these unique differences are leveraged.

## Geographic Targeting

The top three target markets for San Luis Obispo County are San Francisco-Bay Area, Los Angeles and the Central Valley. All were identified in the 2012 SMG Visitor Survey as well as in the Catalyst initial stakeholder interviews. Each of these markets has similarities and nuances that will be taken into consideration when focusing on the appropriate media to reach overnight travelers. All markets primarily visit the area for pleasure and vacation. Some geographical location distinctions per market according to the 2012 SMG Visitor Survey include:

### San Francisco

- More likely to visit San Luis Obispo County than the Central Valley and Los Angeles
- More likely to visit during the fall
- More likely to visit a major city, primarily San Luis Obispo
- More likely to visit Hearst Castle
- Prefers to sightsee and experience fine dining as top two activities
- Also enjoys shopping and wine tasting



### Los Angeles/Orange County DMA

- More likely to visit San Luis Obispo for a specific event
- More likely to visit during the summer months
- Least likely to have visited the San Luis Obispo County area
- Lowest awareness of San Luis Obispo County
  - Knows where it is located
  - Not strong consideration when selecting destination
- Prefers to sightsee and shop as top two activities
- Also enjoys fine dining and wine tasting



### Central Valley

- More likely to visit beaches, primarily Pismo Beach and Morro Bay
- More likely to have already traveled to San Luis Obispo County
- Highest awareness of San Luis Obispo County and its offerings
- Most likely to make multiple trips to the area
- Most likely to visit during the summer months
- Prefers sightseeing and shopping as top two activities
- Also enjoys fine dining, wine tasting and hiking

### Secondary Markets

- Las Vegas and Phoenix both index favorably as secondary feeder markets
- Both enjoy convenient air lift into the region
- Fly market visitors tend to have extended length-of-stay
  - These DMAs will be included in digital campaign targeting



- Fly-in Markets
- Digital – Select Elements



## Psychographic Targeting

Psychographic segmentation uses peoples' lifestyle, social standing, activities, interests and opinions to target a market segment. Using segmentation science allow us to predict consumers' potential interest in travel to San Luis Obispo County based on a contextual look at their buying behavior. This not only allows us to target persons most likely to visit, but it provides potential visitors with information they are likely to welcome based on their demonstrated preferences.

## Media Habits of San Luis Obispo County Visitors

The chart below illustrates the key differences in the media habits of the audiences that will be targeted in the County's media plan. Data is derived from Scarborough research.

Media	SF DMA	LA DMA	Central Valley DMA
<b>Television</b>	23% are heavy TV users	26% are heavy users	30% are heavy users
	54% are light users	54% are light users	41% are light users
	2.5 hours/day spent viewing	3.1 hours/day spent viewing	4.0 hours/day spent viewing
	65% cable users	45% cable users	38% cable users
<b>Radio</b>	50% are heavy users	44% are heavy users	42% are heavy users
	1.7 hours/day listening	1.9 hours/day listening	2.1 hours/day listening
<b>Newspaper</b>	52% are heavy users	42% are heavy users	54% are heavy users
	43% read 0 issues/week	61% read 0 issues/week	49% read 0 issues/week
<b>Internet Search</b>	94% used search in last month	98% used search in last month	89% used search in last month
	75% used to find hotel	75% used to find hotel	75% used to find hotel
<b>Mobile</b>	87% own smartphone	79% own smartphone	89% own smartphone
	82% use phone for Internet	83% use phone for Internet	65% use phone for Internet
	46% use app for reservations	61% use app for reservations	51% use app for reservations



## Media Tactics

### Radio in Primary Markets

- Run on two of the top stations within each market with a full :30 message
  - Run 2-4 week flights per month to maximize budget
  - Negotiate bonus billboards and added value promotions
- Supplement schedule utilizing radio traffic to complement the top rated station buys
  - Establish stronger overall presence in these primary markets
  - Run 7 weeks of radio traffic in each market to enhance the :30 primary market radio buys
  - Leverage value added promotional opportunities to extend campaign presence and increase radio efficiency

### Co-op Print Media in Primary Markets

- Large-circulation regional editions of national publications to elevate the VSLOC message and create stronger value for co-op advertising
- Consumer publications to reach the broadest audience
  - Allows DMOs and constituents to partner in reaching leisure travelers they cannot afford on their own
  - Ensure chosen publications contain travel editorial as a main focus
- Leverage local market newspaper to extend reach and focus message to concentrated leisure travel
  - Take advantage of shorter lead times to build awareness and extend immediate co-op offers
  - Run in Sunday travel section to blend message and editorial

### Digital Media & Retargeting Across All Markets

- Utilize Search Engine Marketing (SEM) in all markets to reach and engage travel enthusiasts most likely to enjoy travel to San Luis Obispo County when they are
  - a) actively searching travel opportunities
  - b) searching the internet
  - c) searching using an app
- Follow print strategy in focusing on sites and elements that delivered a broader audience versus niche
  - Broader audience allows for higher awareness of VSLOC message
  - Niche can be added at a future date or behaviorally if needed
- Focus on targeted elements that ensure reach to leisure travelers within our key markets and demographics
  - Focus on sites that reach frequent travelers and contain a high level of travel content
  - Leverage higher click-through rate of mobile to reach audiences that frequently books travel via cellphones and tablets
  - Breakthrough clutter by leveraging television creative via pre-roll
- Create a high level of overall impressions to provide quality digital opportunities for co-op partners
- Utilize retargeting to nurture engagement and push site visitors to take action and entice conversion



## Cooperative Media Plan Lifts Stakeholders

A broad-reaching co-op media plan will allow County stakeholders to present tactical, shoulder season messages to targeted consumers, framed by complementary brand messaging about the beauty and other core attributes of the County. This will not only help stakeholder messages demand page or screen attention, but will provide DMOs and other County stakeholders with substantial economies compared to non-co-op placements. Opportunities are varied and include:

- Major magazine co-op as part of full page, 4-color ads in *Sunset SoCal*, *Sunset NorCal*, *Westways*, *VIA* and *AARP*
- Key market newspaper ½ page 4-color ads in *Los Angeles Times*, *Orange County Register*, *Bay Area News Group*, *San Francisco Chronicle*, *Fresno Bee*, and *Bakersfield Californian*

- 
- Network digital banner advertising across both mobile and desktop platforms

- Monthly impression packages offered to co-op partners:

o 500,000	\$2,394	\$4.80 CPM
o 250,000	\$1,247	\$5.00 CPM
o 100,000	\$559	\$5.60 CPM

- Purchased packages will increase overall digital impressions and augment overall digital media spend
- Number of partners is unlimited
- Package offering:
  - o Development of banner ad (1/3 VSLOC, 2/3 co-op partner)
  - o Impressions to run across larger network buy
    - Behavioral targeted to leisure traveler
    - Demographic and geographic targeted



All partner ad placements will be placed through Catalyst Marketing Company to provide tracking on overall campaign results.



### **Weekend Sherpa**

- Establish strong presence with outdoor enthusiasts in SF and LA areas
- Weekend Sherpa speaks to enthusiasts who love to take trips and plan outdoor adventures
- Leverage custom advertorial opportunities
  - Content focus established by VSLOC
  - Written by Weekend Sherpa writers to provide continuity
  - Page links can send readers to various pages of VisitSanLuisObispoCounty.com
- Weekend Sherpa to offer “The Ultimate San Luis Obispo County Getaway”
  - Weekend Sherpa writers to visit SLO County and experience getaway firsthand
  - Writers will cover experience in special editorial issue of Weekend Sherpa
  - Special photo album created which will be shared via social media
  - Experience to be discussed on KFOG radio
  - Weekend Sherpa to pay all travel expenses

### **Niche Market Contingency**

- A small contingency budget has been held for niche market support
- Niche market would need to follow overall strategy of elevating the County as a whole
- Potential niche markets considered:
  - Pet-Friendly
  - Mountain Biking
  - Hiking
  - Wine
  - Beach
  - Dining

### **Crisis Management Contingency**

In order to establish flexibility with the media plan in the event El Niño hits San Luis Obispo County harder than expected:

- Media is looking to book Q4 only at this time
- Avoid sell-out period around holidays
- Q1 media to be planned by month to provide necessary flexibility
- TV and radio dollars can be shifted to online
- Avoid two week cancellation requirements
- Print has longer lead-times, can move local newspaper placements

### **Social Media**

Social media will play a key role in the advancement of the VSLOC brand and tactical goals of increasing awareness of San Luis Obispo County, driving traffic to VisitSanLuisObispoCounty.com, driving demand and bookings for overnight stays, and cultivating relationships and loyalties with visitors to increase share of wallet.



## Social Media Goals

- Grow Social Media followers and engagement:
  - Facebook 20%
  - Instagram 10%
  - Twitter 10%
  - Pinterest 15%
  - YouTube 100%
- Showcase a specific area in San Luis Obispo County each week that followers may not have known about, highlighting the unique destinations throughout the county and giving each DMO additional visibility
- Utilize weekly promotions to increase engagement and grow consumer database
- Place paid Facebook ads and boost Facebook posts to support the existing VSLOC social media content increasing the effectiveness of the social media efforts and creating preference for VSLOC
- Showcase the diverse landscape of San Luis Obispo County while adopting a tone of “explore the undiscovered” and encouraging fans to “discover” and “explore” all there is to do within the region

## Social Media Strategies

In order to create awareness of each VSLOC active social media channel, a cross-pollination strategy will be utilized ultimately resulting in multi-channel followers for increased engagement through the following key strategies:

- All paid social media will target San Francisco, Los Angeles and Fresno DMAs
  - San Francisco market will target Santa Clara, San Mateo, Alameda and Solano Counties
  - Los Angeles market will target Los Angeles, Orange and Ventura Counties
  - Fresno DMA ads will target Fresno, Madera, Merced, Mariposa, Kings, Tulare and Kern Counties
  - (According to Scarborough data all counties listed above are the strongest for drawing San Luis Obispo County visitation)
- Target audience will be 30+ years of age and have a yearly HHI of \$75K+ (\$50K+ for the Central Valley market)
- Multiple Facebook ads will be created, testing the effectiveness of the creative and messaging along the way
- Utilize cross-pollination across all channels to increase the VSLOC social footprint to ensure reach of the full spectrum of demographics utilizing social media
- Facebook Ads will target the following behaviors:

Targeted Behaviors
All Frequent Travelers
Personal Travelers (US)
Family Vacations
Leisure Travelers
Intender- Any Destination
Intender- Beach



## Social Media Measurements

VSLOC will utilize a comprehensive social media reporting approach to determine its effectiveness. Measurements will include:

- Social media metrics that will be provided each month across all social media channels
- Detailed reporting of Facebook ad creative or Call To Action (CTA) and how it is performing with target audiences will be provided monthly to determine future creative and messaging
- After three months, an evaluation of the VSLOC paid campaigns will be conducted to ensure they are performing at optimum levels. This level will be used to create a benchmark for future social marketing campaigns. Should paid campaigns perform beyond expectation, dollars can be reallocated into new markets to expand social media reach (i.e. Las Vegas and Phoenix)

## Social Media Tactics

In order to effectively execute the social media plan the following tactics will be put in place:

- Paid Facebook ads and boosted posts will support the existing VSLOC social media content to increase the effectiveness of the social media efforts and create preference for VSLOC. The ideal traveler will be targeted utilizing Facebook's advanced advertising features. All campaigns will be monitored to ensure they are performing as expected
- Utilizing weekly promotions, each social media channel will be leveraged as a portal to enter the promotions, i.e. "Like and provide your information" to enter on Facebook, "Mention a friend" to enter on Instagram, "Retweet this post" to enter on Twitter. Weekly promotions will be rotated so each channel receives the same amount of exposure. Announcements of where to enter the monthly promotions will be conveyed on each social channel. For example, if the monthly promotion is executed on Twitter, then we would promote the contest on Facebook, Pinterest and Instagram

The following are the potential reach in each market on social media:

- San Francisco – 430,000 people
- Los Angeles – 630,000 people
- Central Valley – 93,000 people
- Las Vegas – 195,000 people\*
- Phoenix – 260,000 people\*
- Total Potential Reach – 1,608,000 people

\*Incremental expanded reach in Las Vegas & Phoenix predicated on adding redirected budget dollars to social media budget



## Public Relations

San Luis Obispo County boasts a wide variety of year-round activities, attractions and things to do. It is a destination like no other, providing access to gorgeous beaches, scenic wine country and stunning geography, not to mention fantastic dining options, terrific sight-seeing, fun events and shopping. Put simply, San Luis Obispo County offers something for everyone.

It is this impressive breadth of attributes that a public relations program should be built upon. The ideal PR campaign will increase awareness for VSLOC at regional, state and national levels with emphasis on the area's vast activities and appeal. Utilizing a comprehensive media relations program designed to inform and educate a consistent flow of press releases towards targeted media will generate far-reaching coverage across a variety of media outlets.

## PR Media Goals

The goals of the PR plan include:

- Research, develop and maintain a master media editorial calendar list from which Catalyst will monitor editorial calendars in an attempt to ensure that San Luis Obispo County is not left out of any relevant planned stories
- Catalyst will develop, and keep updated, a press kit for VSLOC. The press kit will be a soft copy from which hard copies can be printed as needed (i.e. – for events, meetings, etc.). Otherwise, the media typically prefer electronic copies
- Develop a news pipeline of press releases to be distributed throughout the year, focused on telling the San Luis Obispo County story, leading to increased awareness and additional demand
- Host 2-4 individual media visits per quarter; or 6-8 media per organized group visit
- Conduct 1-2 per regional market desk-side briefings per quarter
- Create a Tourism Forum allowing media that does not have the budget to travel to destinations, but whose editorial guidelines prohibit them from accepting paid travel, and exception to travel as an event speaker

## PR Media Strategies

Catalyst will utilize a comprehensive approach to get stories placed and raise awareness for San Luis Obispo County. In order to deliver on the PR plan's goals, the agency will employ the following key PR strategies:

- Promote San Luis Obispo County as the ideal year-round destination for a variety of audiences including, but not limited to:
  - Families
  - Sports/outdoor enthusiasts
  - Food/wine enthusiasts
  - Couples/empty-nesters



- Showcase the wide range of attractions and activities in and around San Luis Obispo County in new and interesting ways:
  - Highlight unique local personalities and businesses through media interviews and social media (craft/microbreweries, restaurants, hotels/motels, vacation rentals, B&Bs, RV Parks, etc.)
  - Spotlight focus on the area’s main attractions as well as some of the area’s lesser-known activities to drive interest among targeted media (i.e. wine, hiking, running, cycling, etc.)
- Develop specialized travel itineraries that appeal to specific audiences designed to drive interest among identified media segments
- Establish/increase meaningful partnerships that complement visitation to San Luis Obispo County and media coverage of the destination
- Develop creative story ideas that can either be crafted into compelling releases, or pitched by phone/e-mail to targeted media to entice them to visit the destination and/or write a story
- Target national tier-one travel media to visit San Luis Obispo County for speaking engagements through the sponsorship of a travel forum allowing them to stay in the destination and experience the County

### **PR Media Monitoring/Measurement**

Catalyst will monitor the editorial content of media sources on a continuing basis as a tool to identify mentions of specific references related to San Luis Obispo County (i.e., names/brands associated in promoting the destination such as cities, specific businesses, key individuals/spokespeople, targeted events, attractions, etc.), track the success of news releases, benchmark performance, manage brand reputation, gather industry intelligence, and identify new opportunities.

Catalyst will track all activity and results, to be delivered at the end of every month. Reporting will include details on specific media outreach efforts accompanied by a status and next steps. Media results will include publication name, article details along with a web link if available and a hard copy. Sources used include: NUVI, Meltwater News, as well as Google News Alerts.

Catalyst measures and reports media results in three ways:

- **Mentions** – a number that showcases how many times VSLOC has been mentioned in a given time period, and useful for figuring out that your PR is working
- **Audiences** – one of the most reliable audience measures is website traffic, which provides a sense for how many people are finding VSLOC by any means online
- **Impressions** – also known as circulation, or the total number of readers/listeners/viewers from any given coverage resulting from PR

**Press Release Deliverables:** One per month average

- 6-8 stories that could be developed into press releases, pitches, etc.
- 2-3 national stories per quarter
- 1-2 regional stories per quarter

**Media Familiarization Trips Deliverables:** 2-4 individual media visits per quarter; or 6-8 media per organized group visit

**Desk-Side Briefings Deliverables:** 1-2 per market per quarter



## Tactics

Catalyst will develop a news pipeline of press releases to be distributed throughout the year, always distributed directly to media by Catalyst, and in some cases where the news value of the press is greater, through a newswire service such as PR Newswire, as already contracted directly by VSLOC. The list may consist of seasonal occurrences and other news and information of interest to visitors and media alike. Planned press release themes throughout the year could include:

- Development of 6-8 key stories that can be transformed into press releases, pitches, etc.
- Pitch 2-3 national stories (*Condé Nast Traveler*, *USA Today*, etc.) per quarter
- Pitch 1-2 regional stories (*Los Angeles Magazine*, *Los Angeles Times*, *San Francisco Chronicle*, *7X7*, etc.) per quarter
- **January/February** – Restaurant Month/Winter Getaway, Valentine’s/Romantic Getaway (featured hotel/activity packages)
- **March/April** – Easter Events/Spring Getaway (featured events, activities and hotel packages)
- **May/June** – Planning the Perfect Family Vacation (beaches, biking, hiking and other family activities); What’s New in San Luis Obispo County (wineries, breweries, other businesses, etc.)
- **July/August** – Sunset SAVOR The Central Coast
- **September/October** – Hidden Secrets of the Central Coast Wine Country (highlight seasonal events/wineries surrounding harvest/crush)
- **November/December** – Holiday Magic in San Luis Obispo County

**Media Familiarization Trips** – One of the best ways to influence coverage for SLOC is to have media visit the area firsthand to experience a range of activities, accommodations and attractions relevant to their readership. Catalyst would identify and qualify media to visit the destination, either individually or as a group, and develop an itinerary designed to expose them to local attractions and accommodations consistent with their stated interests.

**Desk-Side Briefings** – Another way of exposing San Luis Obispo County to travel writers is to take the show to them, especially if they’re not willing or able to travel to the area. Whether leveraging planned travel or as a stand-alone event, we would book meetings with targeted travel writers in specific markets, allowing the opportunity for some quality time with those in a position to write about San Luis Obispo County.

**Tourism Forum** – Today’s travel media face a dilemma: they do not have budgets to travel to destinations, and their editorial guidelines prohibit them from accepting paid travel. One exception allows travel writers to participate in events as speakers and/or panelists, in which they can accept paid travel as part of the event. To attract national tier-one travel writers to San Luis Obispo County, most of who reside in New York (*Travel + Leisure*, *Condé Nast*, etc.), we propose sponsoring a travel forum. The event would be open to a broad range of people in the travel/tourism industry, and could generate revenue in the form of registration fees and sponsorships. Most importantly, we would have a captive audience of travel writers staying in and experiencing the destination.

**Reporting** – Catalyst will track all activity and results, to be delivered at the end of every month. The report will include details on specific media outreach efforts accompanied by a status and next steps. Media results will include publication name and article details, along with a web link.



## **Travel Trade**

An aggressive new Travel Trade program is currently under development. The program will focus on increasing awareness and general demand for San Luis Obispo County across all travel provider channels including tour operators, receptive operators, meeting and conference planners, retail agents, travel networks, OTAs and wholesaler companies. Included are the planned development of compelling vertical market electronic and printed collateral.

## **Meeting and Conference**

The San Luis Obispo County Meeting and Conference segment has been seen an upward trend in recent years. It is home to wide variety of meeting facilities that remain highly unknown to the Meeting & Conference planning community outside the County. In order to effectively access this business segment, Visit San Luis Obispo County (VSLOC) needs to educate and inform meeting planners of the benefits of holding meetings in San Luis Obispo County. VSLOC will participate in tradeshow, utilize association memberships to their fullest and conduct sales missions into regional markets, expanding to areas not yet touched.

## **Meeting and Conference Goals**

- Conduct meeting space audit to determine countywide inventory and assets
- Develop meeting space materials, hard and soft copy, for use by meeting planners
- Participate in regional tradeshow and sales missions to gain exposure and grow segment
- Develop and cultivate relationships through regional association memberships
- Produce 100+ new leads annually
- Procure 10+ familiarization tips annually
- Prospect 25+ new meeting and conference planners a week

## **Meeting and Conference Strategy**

By developing and cultivating VSLOC's regional association memberships VSLOC will prospect and market to their databases. Using California Society of Association Executives (CalSae) as an example, we will participate in their tradeshow, follow up post tradeshow, prospect membership directory, utilize educational sessions and sponsor events to grow the meeting and conference segment. VSLOC will secure and maintain memberships with CalSae, MPI International (Northern California and Southern California) and HSMAI (Bay Area, Los Angeles, Orange County.)

Regional market presence is a top priority and has the greatest effect on reaching and developing relationships with key meeting planners. VSLOC will conduct multiple sales missions into feeder markets: Bay Area, Sacramento, Central Valley, Los Angeles and Orange County. During the sales missions, VSLOC will utilize association memberships (CalSae & MPI) to host lunches, sponsor events and showcase the destination. VSLOC will begin by targeting meeting and conferences business in the areas of; Incentive, Agricultural, Religious, Tech Industry and Association.

With the passing of the TMD and access to funding that has not previously been available, VSLOC will deepen regional Tradeshow participation in order to penetrate the market.



### **Meeting and Conference Tactics**

Tradeshows attendance including an independent and co-op partner presence, combined with constant follow-up will assist VSLOC in growing this segment. In 2015/2016 Visit San Luis Obispo County will attend:

- CalSae – December 3, 2015
- MPI Northern California Expo – February 10, 2016
- Smart Meetings North California – January 6, 2016.

In future years, VSLOC will also consider the following Meeting and Conference shows:

- IMEX America
- World Ag Expo
- Cvent Connect
- Going on Faith
- BGTA

VSLOC will develop a spreadsheet that includes the County's meeting space inventory and assets. With these assets known, VSLOC will produce meeting space collateral to be utilized on the website, at tradeshows and on sales missions.

### **Meeting and Conference Measurements**

VSLOC will initially manually track all efforts for trade shows, sales missions, association memberships, leads, FAM trips and prospecting through a spreadsheet reporting form with monthly, quarterly and annual roll-up.

In the future, a more robust reporting system, tied to a new established CRM, will be developed.

### **Tour and Travel**

Visit San Luis Obispo County's mission for the tour and travel market is to raise domestic and international awareness of the County as a destination, noting that it is not just a stopover between Los Angeles and San Francisco. The County holds a wide variety of destinations, activities and lodging partners to fill multiple day itineraries. Selling our Coastal, Cultural, Culinary pillars, mixed with the path less traveled ideologies, will give San Luis Obispo County an identity that it has not previously held.

### **Tour and Travel Goals**

- Produce 150+ leads annually
- Procure 10+ familiarization trips annually
- Participate in Tour and Travel tradeshows
- Strengthen relationship with Visit California, participating in international co-op sales missions
- Produce 500-1000 new room nights in the County. The main focus of these new room nights will be off peak season November – March; and weekdays, out of summer.



### **Tour and Travel Strategy**

Sales missions will be a top priority for this segment. Utilizing our partnership with Visit California to capitalize on international sales missions, many of which we have not had the ability to attend in the past, we will begin to grow this market segment. We will co-op on sales missions into China, Mexico and Canada. Sales missions will facilitate face-to-face meetings with international product managers that often do not have the opportunity to visit the County directly. We will utilize our membership with National Tour Association to prospect and devise sales missions to domestic operators (Los Angeles, Bay Area, Sacramento, Phoenix and Las Vegas) and international receptive operators (through Visit California).

Tradeshaw participation has long been the staple sales effort. These efforts will continue with the new ability to couple the tradeshow with a marketing presence during shows, pre and post trips. VSLOC will review sponsorships/marketing ideas; tradeshow directory ads, banners located on tradeshow floors, sponsor lunches and educational sessions for the shows they attend. Pre and post tradeshow, VSLOC will look to have marketing presence in tradeshow email blasts and collateral. Each show will follow a strict sales cycle strategy: attend, qualify, follow-up and generate leads.

### **Tour and Travel Tactics**

In 2016, VSLOC will attend:

- NTA – February 1, 2016
- Go West Summit – February 22, 2016
- IPW – June 20, 2016

VSLOC will continue to build its relationship with Visit California by participating in two international co-op sales missions and hosting FAM trips into the County.

### **Tour and Travel Measurements**

VSLOC will initially manually track all efforts for trade shows, sales missions, association memberships, leads, FAM trips and room nights through a spreadsheet reporting form with monthly, quarterly and annual roll-up.

In the future, a more robust reporting system, tied to a new established CRM, will be developed.



## **SMERFE**

Being an affordable and relatively easy to travel to destination, San Luis Obispo County has long been known as a great location for the SMERFE market. Traditionally, the top feeder market for these segments has been Central Valley, California. In recent years, the County has seen growth of interest from other areas in California and neighboring states. VSLOC will focus its attention on the feeder markets of San Francisco/Bay Area, Los Angeles, Orange County and San Diego. Out-of-state focus will be on Arizona and Nevada.

### **SMERFE Goals:**

- Produce 100+ leads annually
- Participate in SMERFE & Consumer based tradeshows
- Add 300+ new emails to direct marketing list
- Run 4+ email campaigns annually

### **SMERFE Strategy:**

VSLOC will participate in consumer shows that fit the County's assets and pillars. The strategy in attending these tradeshows is to maintain and raise consumer awareness that San Luis Obispo County is a top destination while obtaining customer emails.

### **SMERFE Tactics**

In 2016, VSLOC will attend:

- San Francisco Adventure Travel Show – March 3, 2016
- Wedding shows located in Los Angeles and Bay Area (TBA)
- Pomona Car Show – June 2015

There will be a call to action during these tradeshows to drive traffic to the VSLOC web site. Customer emails will also be collected during shows.

### **SMERFE Measurements**

VSLOC will participate in four consumer trade shows that fit our destination. Attendance at these tradeshows will produce 300+ new email address leads to be included into the 4+ email marketing campaigns that VSLOC will run during need periods. These efforts will ultimately generate 100+ leads for our partners. VSLOC will track these efforts through follow-up with partners and leads. VSLOC will create a lead capture spreadsheet that will be reported monthly, quarterly and annually.



## Travel Trade Tactical Calendar

Trade Shows										
NTA - 31st - 5th Atlanta		*SF Adventure 3/5-6			IPW 18-25* New Orleans		Going on Faith 8/19-11 CA		IMEX* 10/18-20	CalSae* TBA
Smart Meetings SF - 6th	MPINCC* 10th - SF		San Jose - CC		Cvent - TBA	GBT* 16-20	Collaborate Market 8/25-27			Smart Meeting TBA
	World AG 9-11 CA Tulare									
	GoWest 22-25 AK									
Sales Missions & Training										
Visit CA Mexico 18-21			Visit CA China 10-15				Visit CA Aus/NZ			
MPI North Sac		Sacramento	MPI Bay Area*			MPI LA	Sacramento			
	Quarterly Education			Quarterly Education				Quarterly Education		Quarterly Education
Prospecting/Follow Up										
CalSae Follow Up		NTA Follow Up				IPA Follow Up				
Knowland Group	CalSae	Go West Follow Up								

### Partnerships & Promotions

Catalyst will seek to identify and engage external partners to feature San Luis Obispo County in their marketing or promotional messages in order to extend the VSLOC brand message through partners' media channels, and also elevate the County brand by association.

Marketing partnerships are developed to unlock a market's full potential by bundling specific competencies or resources from two or more companies. We will achieve true success through our marketing partnerships by creating "win-win-win" situations, where the County and our partners along with customers/visitors receive something of value, with both companies recognizing the following objectives:

- Building up brand, image, and traffic by implementing joint or exchange communication
- Gaining access to new markets and customers by addressing the partners' customers
- Increasing customer loyalty by addressing customers with value-added offerings
- Reducing market costs by bundling or exchanging marketing measures



In collaboration with VSLOC leadership, Catalyst has developed a number of potential partnerships. These include:

- Clif Bar
- Enterprise
- Chevron
- REI
- Save Mart
- Albertsons
- Ralphs
- Vons
- Subaru
- Jeep
- Chevrolet
- Ford
- Hidden Valley Ranch
- Levi's
- San Francisco Giants
- Coca-Cola
- New Balance
- CamelBak

Other potential partnership ideas are being explored.

#### **BevMo (Beverages & More liquor retailer)**

- There is potential to do a promo on San Luis Obispo County wines
- Consumers who make a qualifying purchase of wines from San Luis Obispo County would be entered to win a vacation in the County

#### **Meritage Wine**

- Get wineries from all over the County to contribute wines to create a unique blend that is truly the “taste and toast of San Luis Obispo County.”
- Potential to drive discovery through wine retailers and rating organizations like *Wine Spectator*
- Include hang-tags on bottles with offers from stakeholders from the region

#### **San Luis Obispo County Photo Shoots**

- Patagonia
- Raiderettes calendar
- 49ers Gold Rush calendar



## Monitoring & Reporting

VSLOC's destination marketing efforts will be monitored continuously.

### Key measurement points include:

1. **(TOT) Transient Occupancy Tax** – Monthly tracking and fiscal year-to-year charting
2. **Lodging Statistics** (via STR Reports) – Access VSLOC hotel booking metrics as reported/collected by STR showing week over week, month over month and year over year by percentage growth. Tracking metrics from STR include:
  - a) Occupancy
  - b) ADR – Average daily rate
  - c) RevPAR – Revenue per available room
3. **Website Analytics** – Reporting of critical monthly and annual website metrics with year over year comparison
  - a) Unique visitation
  - b) Bounce rates
  - c) Length of time on site
  - d) Page visits
  - e) Traffic source overview – lists all organic and paid sources of web traffic
  - f) Visits by state and DMA
  - g) Mobile traffic and device source/type
  - h) Top keyword search ADwords. Include CPC cost with conversion (if applicable)
  - i) Booking engine report
4. **Customer Relationship Management (CRM)**
  - a) Monthly unique visitors that click thru to booking engine
  - b) Monthly email address sign-ups (by month) for database growth tracking
  - c) Mailing address for database growth tracking
  - d) E-newsletter sign-ups
5. **Social Media** – Analytics tracking followers, sharing, conversations, influencers, etc. for Facebook, Twitter, Instagram, Google+, YouTube and Pinterest
6. **Monthly Reports** – Digital advertising tracking
7. **Guides** – Charts visitor guide request and growth by source (month and year)
8. **Events Calendar** – VSLOC events used for comparison against media buys, weather and traffic reports
9. **Public Relations** – Gallery of posted stories and articles about VSLOC, published as result of submissions and earned media. Organized and searchable by publisher: *Outdoor, VIA, TripAdvisor, Travel+Leisure*, etc.
10. **Airline Arrivals** – From San Luis Obispo County Regional Airport – tracking fly-in visitors

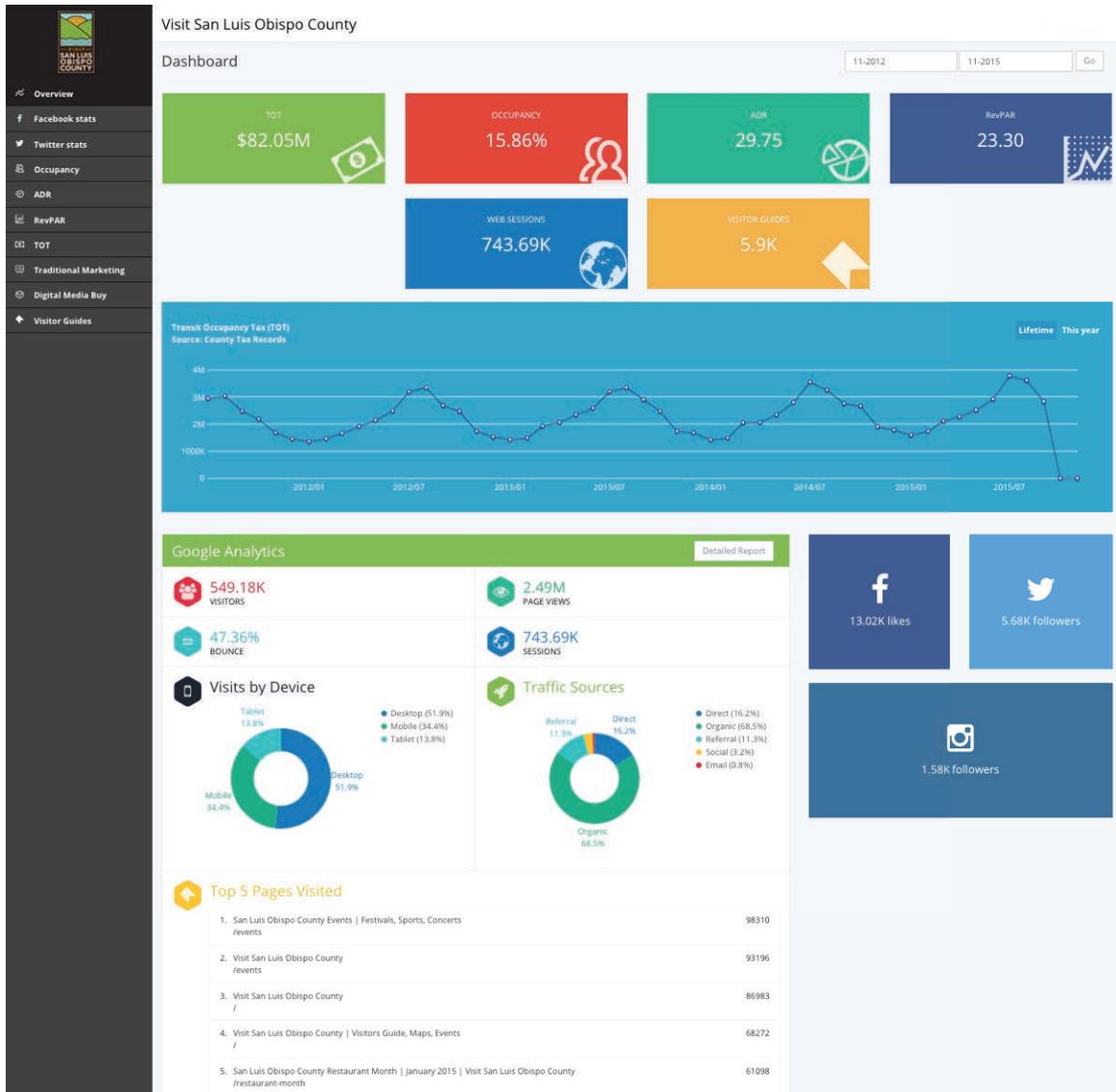


## The “Dashboard”

Catalyst will be building a cloud-based monitoring dashboard for Visit San Luis Obispo County that will track these measurement points as well as others that will be identified by the VSLOC management.

This will allow VSLOC to track all the key metrics for evaluating progress and growth in both digital and traditional media. Latest “at a glance” stats will be available securely 24/7 to VSLOC leadership.

A snapshot of the VSLOC Dashboard reporting tool is shown below.



## Research

In spring 2016, VSLOC will conduct multiple research projects to serve as a foundation for future branding and marketing efforts.

### Research Goals

- Complete a statistically reliable demographic and psychographic profile of current visitors and their share-of-wallet spend in San Luis Obispo County
- Complete a Brand/Destination Awareness Study in feeder markets of San Francisco (DMA) and Los Angeles (DMA) to understand why potential visitors choose or don't choose San Luis Obispo County as a destination

### Research Strategy

- Select and hire an experienced tourism research company to conduct demographic, share-of-wallet and awareness research studies for San Luis Obispo County to deliver key findings for future branding and marketing efforts

### Research Tactics

- Issue Research RFP
- Select and hire an experienced tourism research company
- Conduct demographic, share-of-wallet and awareness research projects during Q2 2016

### Research Measurements

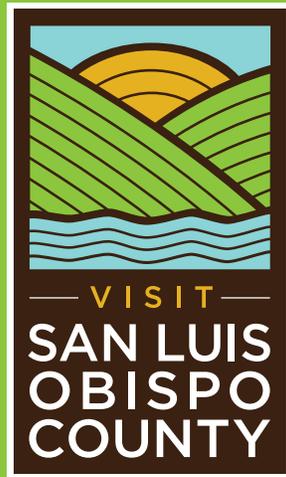
- Successfully completed studies will reveal key findings that will assist VSLOC in the development of a long-term branding strategy



# Budget

		VISIT SAN LUIS OBISPO COUNTY - 2016-2016 MEDIA BUDGET SUMMARY																																			
		2015												2016																							
		November				December				January				February				March			April			May			June			TOTAL							
		26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	TOTAL
Radio	San Francisco				\$16,958	\$21,845	\$16,618	\$16,618	\$10,901	\$10,838																									\$93,776		
	Los Angeles									\$2,890	\$11,458	\$19,724	\$19,724	\$8,568	\$17,196	\$17,196	\$13,987	\$5,419																	\$116,161		
<b>RADIO TOTAL</b>		<b>\$38,803</b>				<b>\$54,974</b>				<b>\$62,365</b>				<b>\$53,797</b>				<b>\$0</b>			<b>\$0</b>			<b>\$0</b>			<b>\$0</b>			<b>\$209,937</b>							
Magazines	Westways																																	\$15,680			
	Via																																	\$11,375			
	Sunset-Southern California																	\$12,000	\$12,000															\$24,000			
	Sunset-Northern California																	\$12,000	\$12,000															\$24,000			
	AARP-California																					\$17,163												\$17,163			
	<b>MAGAZINE TOTAL</b>		<b>\$0</b>				<b>\$0</b>				<b>\$0</b>				<b>\$41,163</b>				<b>\$51,055</b>			<b>\$0</b>			<b>\$0</b>			<b>\$92,218</b>									
Newspaper	Orange County Register																																	\$10,500			
	Los Angeles Times													\$7,875	\$7,875																			\$23,625			
	San Francisco Chronicle																																	\$6,194			
	BANG-Bay Area News Group													\$3,938	\$3,938							\$3,938	\$3,938											\$11,814			
	Fresno Bee													\$800	\$800							\$800	\$800											\$2,400			
	Los Angeles Times													\$1,630	\$800							\$800	\$1,630											\$3,260			
	<b>NEWSPAPER TOTAL</b>		<b>\$0</b>				<b>\$0</b>				<b>\$17,743</b>				<b>\$20,840</b>				<b>\$19,210</b>			<b>\$0</b>			<b>\$0</b>			<b>\$57,793</b>									
Online	Nettra-SEM					\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$59,250		
	Nettra-Search Retargeting					\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$2,125	\$12,751		
	Weekend Sherpa					\$11,515																													\$40,000		
	Quantcast-Look-a-like					\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$42,500		
	ATS-Mobile-GeoFencing					\$5,750	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$28,250		
	McClatchy-White List News					\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$22,951		
	McClatchy-Mobile RON					\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$3,825	\$22,951		
	McClatchy-Topic Targeting Food & Wine					\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$11,475		
	McClatchy-Topic Targeting Travel					\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$11,475		
	McClatchy-White List Travel, Wine, VR, B&B, RV					\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$5,745	\$34,470		
	McClatchy-Monster Network					\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$11,475		
	McClatchy-YouTube					\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$1,913	\$11,475		
	TripAdvisor-Annual Sponsorship					\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$21,335		
	SpotXChange-Pre-Roll Video					\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$30,000		
	Niche Contingency																																		\$25,702		
	Sunset - Insider Guide Sponsorship																																		\$10,800		
	Sunset - Newsletters																																		\$4,000		
Visit California Newsletters																																		\$4,400			
Sunset.com 300x250 Banners																																		\$20,800			
<b>ONLINE TOTAL</b>		<b>\$66,102</b>				<b>\$53,837</b>				<b>\$53,837</b>				<b>\$68,082</b>				<b>\$57,330</b>			<b>\$26,796</b>			<b>\$19,555</b>			<b>\$14,820</b>			<b>\$426,060</b>							
Social	Facebook					\$3,250	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$18,000			
	<b>SOCIAL MEDIA TOTAL</b>		<b>\$3,250</b>				<b>\$2,000</b>				<b>\$2,000</b>				<b>\$2,000</b>				<b>\$2,000</b>			<b>\$2,250</b>			<b>\$2,250</b>			<b>\$2,250</b>			<b>\$18,000</b>						
<b>GRAND TOTAL</b>		<b>\$108,154</b>				<b>\$110,810</b>				<b>\$135,944</b>				<b>\$185,881</b>				<b>\$129,595</b>			<b>\$29,046</b>			<b>\$21,805</b>			<b>\$17,070</b>			<b>\$804,008</b>							
Pre-roll elements						Pre-roll launch date to be 48 hours after spot is delivered to site											FISCAL APPROVED BUDGET			\$ 804,008																	
																	Difference			\$0																	





**VISIT SAN LUIS OBISPO COUNTY**

1334 Marsh Street

San Luis Obispo, CA 93401

(805) 541-8000

[www.VisitSanLuisObispoCounty.com](http://www.VisitSanLuisObispoCounty.com)

**VISIT SAN LUIS OBISPO COUNTY**

**MANAGEMENT ADVISORY COMMENTS**

For the Year Ended  
June 30, 2015

October 14, 2015

To The Board of Directors at  
Visit San Luis Obispo County

694 Santa Rosa Street  
Post Office Box 1423  
San Luis Obispo, California 93406  
Telephone: 805.543.6876  
800.549.6876  
Facsimile: 805.781.2526  
www.burkartcpa.com

In planning and performing our review of the financial statements of Visit San Luis Obispo County for the year ended June 30, 2015, we considered the Organization's internal controls in order to determine our review procedures for the purpose of expressing an opinion on the financial statements and not to provide assurance on internal controls; however, during our review we became aware of several matters that are opportunities for strengthening internal controls and operating efficiency.

**Segregation of Accounting Duties**

During our review of the cash receipt process, it was noted that the person opening the mail was posting the cash receipts, preparing the bank deposit and taking the deposit to the bank. It is recommended that another individual open the checks when they come in the mail and make a listing of the checks received prior to giving them to that individual to prepare the bank deposit. This list can then be reconciled with the deposits recorded on the books by the bookkeeper.

**Vendor Invoices**

During our previous review it was noted that several vendor invoices were missing proper documentation and in some cases there were no supporting documents to substantiate the payment. Without the proper documentation vendors could be over or underpaid. We have noted a significant improvement over the last two years but it was noted a limited number of invoices still did not have the approval stamp or any type of notation as to approval for payment.

We recommend that all invoices be approved and some type of notation be made on the invoice as to approval prior to payment.

**Conflict of Interest Policy**

During our discussion with management we noted that Visit San Luis Obispo County did not have a conflict of interest policy.

We recommend that a conflict of interest policy be developed and that the board members sign the conflict of interest policy every year and the policy statements are reviewed by the board President.

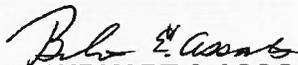
**Capitalization Policy**

During our review it was noted that the organization does not have a formal capitalization policy. We recommend the Board adopt a capitalization policy.

We recommend an amount of \$ 500. This policy should be brought up at a formal Board meeting and adopted by the Board.

We wish to thank Chuck and Brendan at Visit San Luis Obispo County for their support and assistance during our review.

This report is intended solely for the information and use of the Board of Directors, management and others within the Organization and is not intended to be and should not be used by anyone other than these specified parties. This letter does not affect our report dated October 14, 2015 for the financial statements of Visit San Luis Obispo County.



**BURKART & ASSOCIATES**  
**Accountancy Corporation**  
**Certified Public Accountants**

October 14, 2015

**VISIT SAN LUIS OBISPO COUNTY**  
**FINANCIAL STATEMENTS**  
**YEARS ENDED JUNE 30, 2015 AND 2014**

**VISIT SAN LUIS OBISPO COUNTY**  
**Financial Statements**  
**Years Ended June 30, 2015 and 2014**

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**Independent Accountants' Review Report**

To the Board of Directors  
Visit San Luis Obispo County  
1334 Marsh Street  
San Luis Obispo, CA 93401

We have reviewed the accompanying comparative statements of assets, liabilities, and net assets – cash basis of Visit San Luis Obispo County (The Organization) as of June 30, 2015 and 2014, and the related comparative statements of support, revenue, and expenses – cash basis for the years then ended. A review includes primarily applying analytical procedures to management's financial data and making inquiries of Organization personnel. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

**Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the cash basis of accounting, and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

**Accountant's Responsibility**

Our responsibility is to conduct the review in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. Those standards require us to perform procedures to obtain limited assurance that there are no material modifications that should be made to the financial statements. We believe the results of our procedures provide a reasonable basis for our report.

**Accountant's Conclusion**

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with the cash basis of accounting, as described in Note 1.

*Burkart & Associates*  
**BURKART & ASSOCIATES,**  
**an Accountancy Corporation**

October 14, 2015

**VISIT SAN LUIS OBISPO COUNTY**  
**COMPARATIVE STATEMENTS OF ASSETS, LIABILITIES AND NET ASSETS - CASH BASIS**  
**JUNE 30, 2015 and JUNE 30, 2014**

**ASSETS**

**Current Assets**

Cash and cash equivalents (Note 1)

Total current assets

Property and equipment, net of accumulated  
depreciation (Note 3)

Total Assets

	2015	2014
	\$ 179,051	\$ 207,489
	179,051	207,489
	9,125	11,951
	<u>\$ 188,176</u>	<u>\$ 219,440</u>

**LIABILITIES AND NET ASSETS**

**Current Liabilities**

Credit card payable

Total current liabilities

**Unrestricted Net Assets**

Total Liabilities and Net Assets

	6,719	9,701
	6,719	9,701
	181,457	209,739
	<u>\$ 188,176</u>	<u>\$ 219,440</u>

See accountants' review report  
The accompanying notes are an integral part of these financial statements

# VISIT SAN LUIS OBISPO COUNTY

## COMPARATIVE STATEMENTS OF SUPPORT, REVENUE AND EXPENSES - CASH BASIS

JUNE 30, 2015 and JUNE 30, 2014

PAGE 1 of 2

Support and Revenues

Membership dues  
 Local government revenue (Note 2)  
 Programs and special projects  
 Website revenue  
 Savor the Central Coast revenue - 2013  
 Savor the Central Coast revenue - 2014  
 Savor the Central Coast revenue - 2015  
 Film commission revenue  
     Total unrestricted support and revenues

2015	2014
\$ 93,922	\$ 103,279
717,821	722,003
-	2,700
2,750	18,535
-	713,478
695,753	325,092
306,086	-
100	1,329
1,816,432	1,886,415
<u>Expenses</u>	
-	1,190,337
952,203	139,440
138,618	-
65,073	54,916
-	2,169
352,165	300,399
135,783	167,775
13,675	16,614
14,751	18,648
16,997	16,302
15,676	18,130
2,096	1,620
775	805
8,376	7,975
7,986	7,561
2,826	3,036

Expenses

Savor the Central Coast expenses - 2013  
 Savor the Central Coast expenses - 2014  
 Savor the Central Coast expenses - 2015  
 Advertising and promotion  
 Board/committee meetings  
 Contract services  
 Salaries, wages and commissions  
 Payroll taxes  
 Health and workers compensation insurance  
 Other insurance  
 Rent - office  
 Rent - storage  
 Janitorial  
 Utilities  
 Telephone  
 Depreciation

See accountants' review report  
 The accompanying notes are an integral part of these financial statements

## VISIT SAN LUIS OBISPO COUNTY

COMPARATIVE STATEMENTS OF SUPPORT, REVENUE AND EXPENSES - CASH BASIS  
JUNE 30, 2015 and June 30, 2014

PAGE 2 of 2

	2015	2014
Event costs	3,703	1,659
Equipment rent	3,420	3,379
Office supplies and postage	8,134	10,495
Accounting and legal	21,665	17,243
Printing	6,053	3,464
Dues and subscriptions	9,125	11,578
Computer expenses	11,603	7,846
Staff expense	23,172	25,061
Trade and media	3,372	10,009
Taxes	134	234
Pension plan administration fee	1,532	1,515
Finance and merchant charges	5,076	4,689
Website	20,309	51,092
Miscellaneous	416	2,215
<b>Total expenses</b>	<b>1,844,714</b>	<b>2,096,205</b>
<b>(Decrease) increase in unrestricted net assets</b>	<b>(28,282)</b>	<b>(209,789)</b>
<b><u>Unrestricted Net Assets - Beginning of Year</u></b>	<b>209,739</b>	<b>419,528</b>
<b><u>Unrestricted Net Assets - End of Year</u></b>	<b>\$ 181,457</b>	<b>\$ 209,739</b>

See accountants' review report  
The accompanying notes are an integral part of these financial statements

**VISIT SAN LUIS OBISPO COUNTY**  
**NOTES TO FINANCIAL STATEMENTS**  
June 30, 2015 AND 2014

**NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

**ORGANIZATION AND PURPOSE**

Visit San Luis Obispo County (Organization) is a not-for-profit corporation organized to promote the economic, social, civic and cultural welfare of the San Luis Obispo County area. The Organization is a membership organization, whose function is to promote the tourism attributes of San Luis Obispo County and its cities. The Organization activities include, but are not limited to: newspaper, magazine and direct mail advertising, participation at travel trade shows, brochure and other publications development, solicitation of group, conference and film business, assistance with conference planners, media relations, acting as liaison with the State Office of Tourism, and other activities which would reasonably be part of a tourism promotion program. The Organization is exempt from federal and state income taxes under Internal Revenue Code Section 501(c)(6).

**SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

*Basis of Presentation* – The Organization's policy is to prepare its financial statements on the cash basis of accounting, which is a comprehensive basis of accounting other than U.S. generally accepted accounting principles. Consequently, revenues are recognized when received rather than when earned, and expenses are recognized when cash is disbursed rather than when the obligation is incurred. The financial statements do, however, include a provision for depreciation of the Organization's fixed assets.

*Cash and Cash Equivalents* – Cash and cash equivalents include all monies in banks and highly liquid investments with maturity dates of less than three months. The carrying value of cash and cash equivalents approximates fair value because of the short maturities of those financial instruments.

*Revenue* - The Organization receives the majority of its revenues from tourist related industry memberships, member supported programs and governmental support, all of which are entirely within San Luis Obispo County.

*Fixed Assets* – Fixed assets are recorded at cost. Depreciation is provided for using accelerated methods over periods ranging from 5 to 7 years.

*Employees* - The Organization employs two full-time employees and one part time employee.

*Use of Estimates* – The preparation of financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

*Financial Statement Presentation* – Under Statement of Financial Standards No. 117, the Organization is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. The Organization has only unrestricted net assets. Unrestricted net assets represent the portion of expendable funds that are available for support of Organization operations.

**VISIT SAN LUIS OBISPO COUNTY**  
**NOTES TO FINANCIAL STATEMENTS**  
June 30, 2015 AND 2014

**NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)**

*Contributions* – Statement of Financial Accounting Standards No. 116 requires the Organization to record contributions received as unrestricted, temporarily restricted, or permanently restricted support depending on the existence or nature of any donor restrictions. Donor-restricted contributions whose restrictions are met in the same year are reported as unrestricted support. SFAS No. 116 also requires recognition of contributed services meeting certain criteria, at fair values. The organization has only unrestricted contributions.

**NOTE 2: LOCAL GOVERNMENT REVENUE**

The Organization was awarded grants from local city and county governments. The following amounts were received during the fiscal years ended June 30, 2015 and 2014:

	<u>2015</u>	<u>2014</u>
County of San Luis Obispo	\$ 325,854	\$ 325,854
City of San Luis Obispo	96,250	113,087
City of Atascadero	14,128	12,762
City of Morro Bay	44,662	50,651
City of Grover Beach	5,369	5,443
City of Arroyo Grande	14,880	12,599
City of Paso Robles	71,005	64,446
City of Pismo Beach	<u>145,673</u>	<u>137,161</u>
	<u>\$ 717,821</u>	<u>\$ 722,003</u>

**NOTE 3: FIXED ASSETS**

Fixed assets at June 30, 2015 and 2014 consisted of the following:

	<u>2015</u>	<u>2014</u>
Furniture, fixtures and equipment	\$ 14,302	\$ 14,302
Computer hardware and software	<u>18,481</u>	<u>18,481</u>
	32,783	32,783
Less: Accumulated depreciation	<u>(23,658)</u>	<u>(20,832)</u>
Net fixed assets	<u>\$ 9,125</u>	<u>\$ 11,951</u>

Depreciation expense for the years ended June 30, 2015 and 2014 was \$2,826 and \$3,036 respectively, including amortization of assets held under capital leases.

**VISIT SAN LUIS OBISPO COUNTY**  
**NOTES TO FINANCIAL STATEMENTS**  
June 30, 2015 AND 2014

**NOTE 4: PENSION PLAN**

The Organization has a profit sharing plan. The Organization contributed \$0 and \$0 to the pension plan during the fiscal years ended June 30, 2015 and 2014 respectively. The plan covers all employees over the age of 21 who have been employed for one year or more and have worked 1,000 or more hours during the current year. The Organization's contribution to the profit sharing plan is not mandatory.

**NOTE 5: COMMITMENTS**

**Building Rent**

The Organization signed a lease on December 6, 2013 for new office space which provided for an initial seventeen-month term with four consecutive one-year renewal options. The base rent was \$1,643 per month plus common area expenses which are estimated to be \$575 per month. The lease was amended to extend the term through July 31, 2015. As of July 17, 2015, the Organization signed a lease for new office space located at 1334 Marsh Street in San Luis Obispo. The initial term is 36 months with optional three consecutive two-year terms.

**Mailing System**

On September 17, 2010, the Organization entered into a sixty month lease agreement with Secap Finance for a mailing system beginning on September 17, 2010 and ending September 17, 2015. The lease calls for monthly rental payments of \$86 beginning on September 17, 2010. Future minimum lease payments are as follows:

	<u>Year</u>	<u>Amount</u>
For the year ending June 30,	2016	<u>\$ 172</u>

**VISIT SAN LUIS OBISPO COUNTY**  
**NOTES TO FINANCIAL STATEMENTS**  
 June 30, 2015 AND 2014

**NOTE 5: COMMITMENTS (CONTINUED)**

**Copier**

On September 20, 2010, the Organization entered into a sixty month lease agreement with De Lage Landen Financial for a copier beginning on September 20, 2010 and ending September 20, 2015. The lease calls for monthly rental payments of \$163 beginning on October 20, 2010. Future minimum lease payments are as follows:

	<u>Year</u>	<u>Amount</u>
For the year ending June 30,	2016	\$ 489

**NOTE 6: CONCENTRATION OF CREDIT RISK**

The Organization maintains its operating cash account at an institution which is insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000.

**Note 7: Advertising Costs**

Advertising costs are expensed as incurred throughout the year. Advertising costs for 2015 and 2014 are as follows:

	<u>2015</u>		<u>2014</u>
Advertising costs for the year ending June 30,	\$ 65,073	\$	54,916

**Note 8: Subsequent Events**

On August 18, 2015, the Organization signed a five year agreement beginning July 1, 2015 through June 30, 2020, with the San Luis Obispo County Tourism Marketing District to fund the Organization for marketing and tourist serving programs for the County of San Luis Obispo. This funding will be based upon number of rooms, vacation rentals, and RV Park spaces rented in the County that are currently paying Transient Occupancy Tax. The local government revenue as detailed in Note 2 will cease as a result of this agreement.

On September 21, 2015, the Organization entered into a four year joint venture agreement, ending December 31, 2018, with Fast Forward Ventures, LLC (Fast Forward). Fast Forward will manage all aspects of the Savor the Central Coast (SAVOR) event and will receive a management fee under the agreement. The Organization will share in the profit and losses for each year based upon an agree-upon percentage.

Management has evaluated subsequent events through October 14, 2015, the date which the financial statements were available to be issued.

### Total Traffic Overview:

	May	Jun	Jul	Aug	Sep	Oct
Visits:	37,667	42,305	46,651	37,447	37,075	37,359
Unique Visitors:	31,136	35,058	38,075	30,571	30,275	30,414
Bounce Rate:	49%	52%	50%	49%	47%	51%
Pageviews:	116,951	128,578	138,129	113,518	119,020	109,772
Avg Pageviews Per Visit:	3.10	3.04	2.96	3.03	3.21	2.94
Avg Time on Site:	0:02:21	0:02:19	0:02:17	0:02:19	0:02:25	0:02:06
Total Organic Search Traffic:	27,209	28,464	33,837	27,187	26,914	26,711
% of Traffic Organic Search:	72%	67%	73%	73%	73%	71%
Entry Pages From Search:	1,996	2,013	2,185	2,012	2,040	1,960



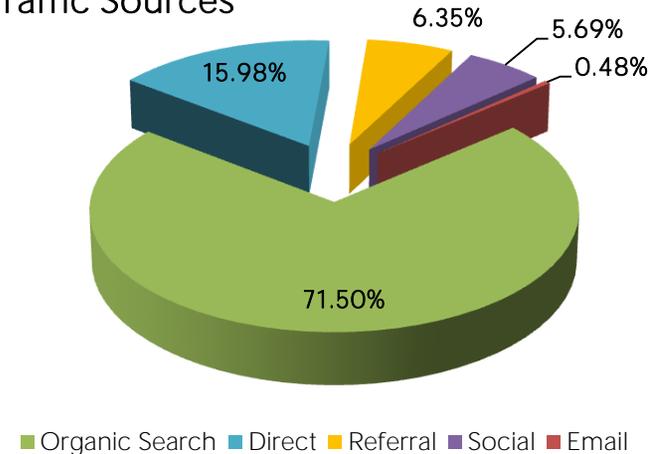
### Mobile/Tablet Snapshot:

	May	Jun	Jul	Aug	Sep	Oct
Visits:	19,643	22,486	26,406	20,530	20,534	21,160
% of visits	52%	53%	57%	55%	55%	57%
Bounce Rate:	51%	54%	53%	52%	50%	54%
Pageviews:	54,217	59,681	69,141	55,887	59,683	56,219
Avg Time on Site:	0:02:03	0:01:59	0:01:57	0:02:08	0:02:12	0:01:51

### Industry Averages:

Pages / Visit	Avg. Visit Duration	Bounce Rate
2.53	0:02:13	56.17%

### Traffic Sources



### SEO Overview:

- \* Visits increased 60% compared to last year.
- \* Unique Visitors on the main site increased 58% year over year.
- \* Pageviews increased 39% compared over this time last year.
- \* Organic traffic increased 58% year over year.
- \* Organic entries to the Home page increased by 66%, and by 131% on the Events page sorted by Fairs & Festivals.

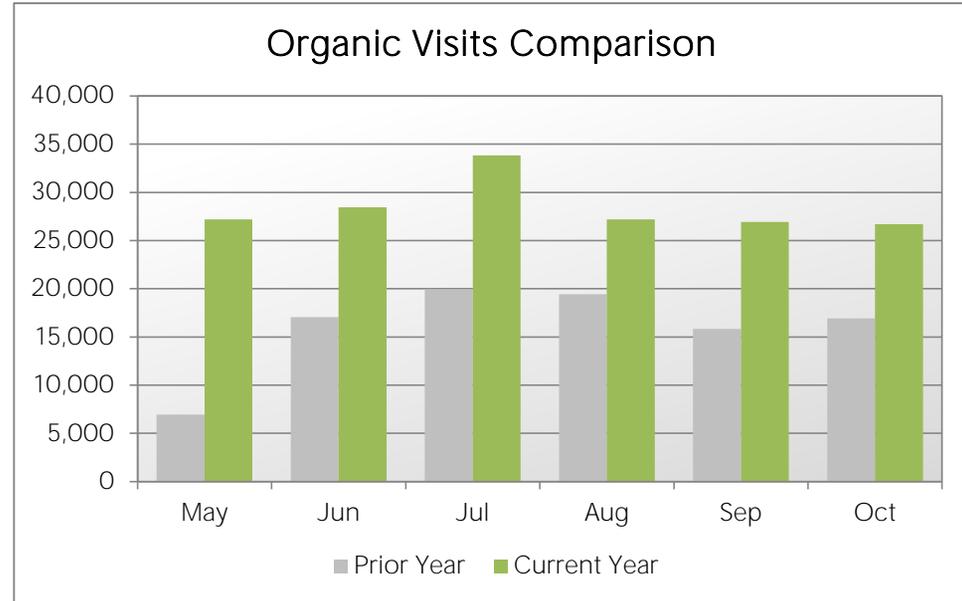
## Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	26,711	71.50%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.12	6.17%
Avg. Time on Site	0:02:15	7.25%
New Visits	72.69%	-0.90%
Bounce Rate	45.81%	-9.30%

Search Engine	Visits	Percent
google	24,278	90.89%
yahoo	1,390	5.20%
bing	881	3.30%
aol	115	0.43%
ask	40	0.15%
avg	4	0.01%

Exact Keyword	Visits	Percent
(not provided)	24,678	92.39%
san luis obispo	124	0.46%
beat with a shovel the weak google spots	70	0.26%
san luis obispo events	18	0.07%
slo events	18	0.07%
visit san luis obispo county	16	0.06%
slo county events	15	0.06%
events in san luis obispo	12	0.04%
san luis obispo county	12	0.04%
cambria ca	10	0.04%



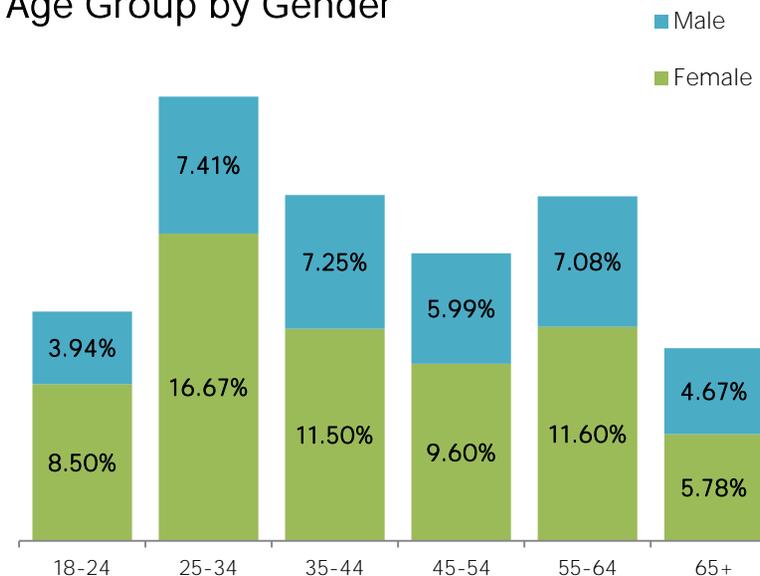
Landing Page	Visits	Percent
/events	6,344	23.75%
/	2,621	9.81%
/events/all/fairs_and_festivals	1,043	3.90%
/events/461/thursday-farmers-market	635	2.38%
/activities	631	2.36%
/our-area	563	2.11%
/lodging	366	1.37%
/events/1729/pumpkins-on-the-pier	290	1.09%
/events/all/childrens_activities	263	0.98%
/events/30/a-safe-fun-halloween-in-paso-robles	258	0.97%

## Demographics & Interests

### Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	8,147
TV Lovers	7,795
News Junkies & Avid Readers	6,388
Travel Buffs	6,375
Cooking Enthusiasts/Aspiring Chefs	6,075
News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	5,981
Technophiles	5,318
Music Lovers	4,607
Shoppers/Shopaholics	4,531
Home Decor Enthusiasts	4,517

### Age Group by Gender



### Other Categories:

Top 10 Categories	Visits
News/Weather	4,733
Arts & Entertainment/Celebrities & Entertainment News	3,712
Food & Drink/Cooking & Recipes	2,704
Arts & Entertainment/TV & Video/Online Video	2,151
Reference/General Reference/Dictionaries & Encyclopedias	1,962
Real Estate/Real Estate Listings	1,777
Internet & Telecom/Email & Messaging	1,534
Travel/Hotels & Accommodations	1,194
Science/Astronomy	1,166
Travel/Air Travel	1,112

**Affinity Categories** broaden the scope to identify users in terms of lifestyle; for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined in a similar way to TV audiences, and represent an opportunity to understand the behavior of your audience.

**Other Categories** are used to classify groups of users based on the specific content they consume, along with how recently and frequently they consume that content. This category data provides a more focused view of your users, and lets you analyze behavior more narrowly than Affinity Categories.

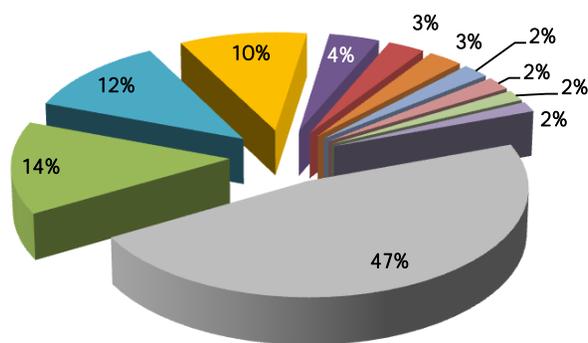
\* Per Google

### Top Content:

Top Landing Pages	Entrances	Top Content Pages	Pageviews
/events	7,423	/events	13,076
/	4,948	/	6,864
/events/all/fairs_and_festivals	1,180	/events/all/fairs_and_festivals	3,025
/lodging	1,178	/events/2547/cambria-scarecrow-festival	1,992
/blog/873/cayucos-in-thomas-cook-travel-magazine	832	/events?page=1	1,835
/events/461/thursday-farmers-market	736	/our-area	1,668
/activities	723	/lodging	1,662
/our-area	695	/events/all/childrens_activities	1,392
/events/1729/pumpkins-on-the-pier	351	/events/2558/dia-de-los-muertos	1,232
/events/30/a-safe-fun-halloween-in-paso-robles	307	/events/2412/69th-annual-pismo-beach-clam-festival	1,039

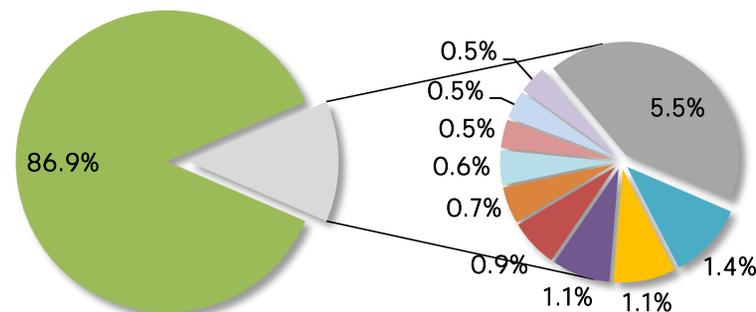
### Geographic:

#### Top Cities



- San Luis Obispo
- San Francisco
- Los Angeles
- Atascadero
- Paso Robles
- Arroyo Grande
- Santa Maria
- Baywood-Los Osos
- Morro Bay
- Fresno
- Other

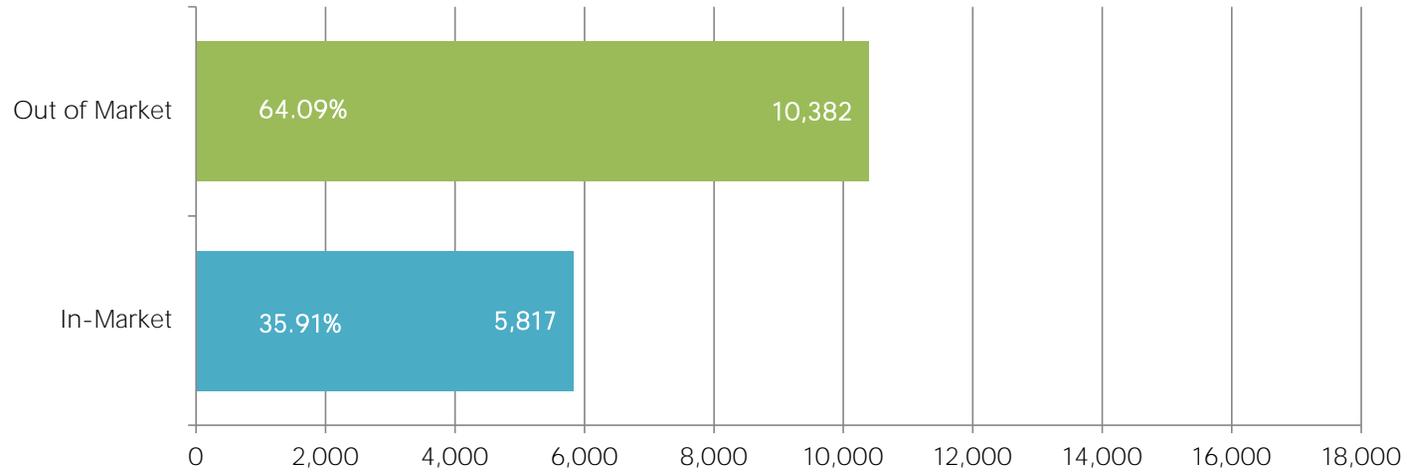
#### Top States



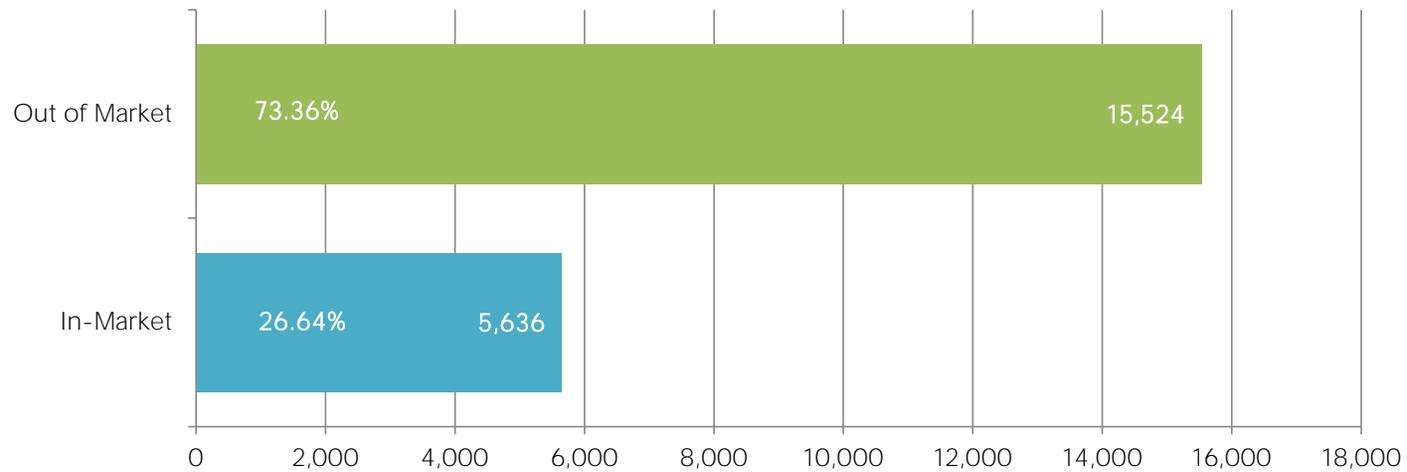
- California
- Texas
- Arizona
- New York
- Washington
- Nevada
- Oregon
- Illinois
- Colorado
- Florida
- Other

## In-MarketVsVistor:

### Desktop Visits



### Mobile/Tablet Visits





# Visit San Luis Obispo County

## Activity Report, October 2015

### - What's New -



### **Visit San Luis Obispo County Co-op Opportunities: Pricing Now Available!**

Visit San Luis Obispo County is proud to announce our new co-op advertising opportunities. Under the new Tourism Marketing District, the approved media plan by the Board of Directors budgets over \$800,000 to be spent in advertising over the next few months in feeder markets throughout Southern California, Northern California, the Central Valley, Phoenix and Las Vegas. The co-op advertising opportunities are available only to Visit San Luis Obispo County partners and gives our constituents the opportunity to reach a greater audience at remarkably affordable rates. You can view all co-op advertising opportunities on the Members Area page of [VisitSanLuisObispoCounty.com](http://VisitSanLuisObispoCounty.com). If you would like to participate in any of these opportunities, please contact Whitney Bechert at our partner, Catalyst Marketing, immediately via email at [wbechert@teamcatalyst.com](mailto:wbechert@teamcatalyst.com) or via phone at (714) 549-1757 ext. 220.

### **San Luis Obispo County Restaurant Month: Register Today!**

Visit San Luis Obispo County is once again working in partnership with Visit California to gear up for our 9th Annual Restaurant Month, January 4 – 29, 2016. To simplify our program and allow for maximum participation, participating restaurants will provide the following offer: three-course prix-fixe meal for \$30 per person, or three-course prix-fixe menu for \$40 per person. To participate, all you have to do is create a special menu of three courses. For questions or more information, please call Kylee at 805.541.8000 or email her at [kyleej@visitsanluisobispo.com](mailto:kyleej@visitsanluisobispo.com).



### **Visit San Luis Obispo County Hosts Fall Educational Symposium**

On November 4, Visit San Luis Obispo County hosted the first edition of its quarterly educational symposiums at the Courtyard by Marriott in San Luis Obispo. The symposium featured presentations from HomeAway and TripAdvisor, as well as a panel on the topic of water conservation during the drought. The panel included presentations by Rob Fitzroy, Supervising Planner, Planning and Building Department County of San Luis Obispo (*left*); Mitchell Masia, Cambria Inns Collection, Adelaide Inn and Best Western Plus Black Oak; and Steve Watson, Farm Supply. These sessions were recorded and will be accessible on the Members Area page of [VisitSanLuisObispoCounty.com](http://VisitSanLuisObispoCounty.com).

### **Morro Bay Announced as Host City for 2016 Amgen Tour of California**

During a special media event on October 22, Amgen officials announced that Morro Bay will host Stage 4 of the 2016 Amgen Tour of California—America's most prestigious and largest professional road cycling race. Riders will take off from Morro Bay on Wednesday, May 18, racing on Highway 1 south to north, through San Luis Obispo County coastal cities and towns of Cayucos, Cambria, and San Simeon. Visit San Luis Obispo County has been working closely with Amgen to ensure that the race continues to run through the San Luis Obispo County region, and provided \$30,000 in sponsorship to secure this year's race. Hosting this event brings great exposure to our destination on a regional, national and international level with TV broadcasts of the race around the world showcasing San Luis Obispo County.

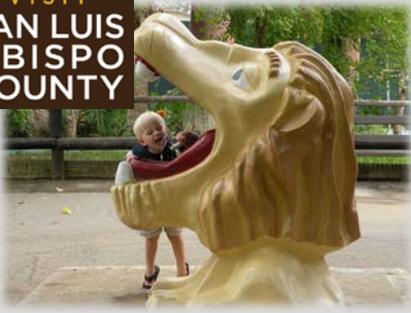


### **Visit SLO County Begins Digital Asset Management Import Process**

Visit San Luis Obispo County has signed a contract with WebDAM for a new digital asset management system, which will be the first of its kind in San Luis Obispo County. The system will house all photo and video assets from various communities and will be the hub for media and other photo inquiries. Once all assets have been imported, local DMO partners will be asked to work with WebDAM to ensure their assets are properly tagged and credited. Questions on how to label your photo and video assets? Call Kylee Jepsen at 805.541.8000.



Visit San Luis Obispo County is a 501c6 tourism non-profit. For more information please call (805)541-8000.



Featured in *Luxury Standard*:  
Atascadero's Charles Paddock Zoo (left);  
and in *Smarter Travel*:  
Port San Luis Obispo (right).



## Trending

### Public Relations

- Michael Morcos, Canadian Traveller – San Luis Obispo: Nov. 6-7

### Media

- Peter Greenberg Discovering Food & Wine in San Luis Obispo County <http://bit.ly/1NkBCRA>
- Meetings Focus – CA's resort destinations blossom with group options <http://bit.ly/20mOazb>
- Smart Meetings – Explore California's Other Wine Country <http://bit.ly/20y2zIX>
- Stourbridge News – The Beat Goes On: Exploring the West Coast's Literary Haunts <http://bit.ly/1OigAXi>
- Just for Canadian Doctors – California Dreaming <http://bit.ly/1kdBtpS>
- Smarter Travel – 10 Best Outdoor Towns in America <http://bit.ly/1ie0TSw>
- Examiner.com – Celebrate the Central Coast <http://exm.nr/1ixfWqv>
- Luxury Standard – Atascadero isn't your average getaway destination <http://bit.ly/1LognXE>
- The Tribune – Morro Bay to host leg of 2016 Tour of California <http://bit.ly/1PfG8Tz>

### Travel Trade

- China FAM: Nov. 6
- Australian SuperFAM: Nov. 12
- CalSAE Seasonal Spectacular: Dec. 3
- NTA Travel Exchange: Jan. 31- Feb. 4
- MPI Northern California Expo: Feb. 10

### Visit CA Releases "Average Joes" Ad Featuring SLO County

Visit California's new "Average Joes" commercial, which features a "bubblesmith" in front of Morro Rock, began airing in the US and internationally in October. The commercial is San Luis Obispo County's first of this magnitude on the international TV stage, and is a result of Visit SLO County's strong partnership with Visit California. National spots will air on several channels, including A&E, ABC Family, Animal Planet, Bravo, and ESPN, as well as during programs like "Good Morning America" on ABC and "The Today Show" on NBC. The commercials will be deployed digitally through Hulu, Yahoo!, ABC, NBC and YouTube. You can view the commercial on YouTube here: <http://bit.ly/1RCBu1e>.



### Visit SLO County President & CEO Addresses Cal Poly Students

On October 7, Visit San Luis Obispo County President & CEO Chuck Davison gave a special presentation to students in Cal Poly's "Introduction to Hospitality and Travel" course. Davison discussed the structure of DMOs and their importance to San Luis Obispo County tourism, and compared them to those of other destinations. He also offered advice to the students about career paths in the industry, drawing from his own experience. The presentation was followed by a robust Q&A session. Thank you to Embassy Suites for hosting!



### VISIT SLO COUNTY WEB ACTIVITY

VISITS:	37,359
UNIQUE VISITORS:	30,414
PAGE VIEWS:	109,772
AVG. PAGE VIEWS/VISIT:	2.94
AVG. TIME ON SITE:	2:06
TOTAL ORGANIC TRAFFIC:	26,711
% OF ORGANIC:	71%
MOBILE VISITS:	21,160

#### MOST VISITED EVENT:

CAMBRIA SCARECROW FESTIVAL (1,992 VIEWS)

TOTAL BLOG VISITS: 7,663

MOST SHARED BLOG: FAMILY-FRIENDLY HALLOWEEN EVENTS IN SLO COUNTY  
[HTTP://BIT.LY/1JRSJPK](http://bit.ly/1JRSJPK)

### VISIT SLO COUNTY

#### FACEBOOK

LIKES: 12,926      NEW: 210  
 TOT. IMPRESSIONS: 94,913  
 HIGHEST ENGAGEMENT: #TBT TO 1968 WHEN CCR ATE AT THE TACO BELL IN SAN LUIS OBISPO. (702 ENGAGEMENTS)  
 MOST LIKED: IT'S ALMOST MONARCH BUTTERFLY SEASON IN VISIT PISMO BEACH. (474 LIKES)

	FOLLOWERS	NEW
TWITTER:	5,660	70
30.7K IMPRESSIONS		
TWEETS:	6,176	

PINTEREST:	624	7
PINS:	792	
INSTAGRAM:	1,556	200
POSTS:	419	

#### VISITOR GUIDE DIST.

WEB DOWNLOADS:	63
GUIDES DISTRIBUTED:	177
TOTAL:	240

#### MONTHLY E-SPECIAL

SUBSCRIBERS:	36,209
# OF OPENS:	6,182
# OF CLICK-THROUGHS:	720

#### THIS WEEK IN SLO COUNTY

CIRCULATION:	886
MOST CLICKED LINK:	STR Report Snapshot – Week of September 20

## September 2015 vs September 2014 Lodging Statistics (STR, Inc.)

Current Month - September 2015 vs September 2014												
	Occ %		ADR		RevPAR		Percent Change from September 2014					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	65.0		128.54		83.54							
Morro Bay, CA+	72.8	70.5	128.20	115.74	93.37	81.61	3.3	10.8	14.4	14.4	0.0	3.3
Paso Robles, CA+	75.1	74.5	135.39	127.08	101.74	94.65	0.9	6.5	7.5	10.8	3.1	4.0
Pismo Beach, CA+	80.4	80.0	160.24	143.38	128.80	114.76	0.4	11.8	12.2	12.3	0.1	0.5
San Luis Obispo, CA+	77.7	74.5	139.85	128.61	108.69	95.88	4.3	8.7	13.4	13.4	0.0	4.3
San Simeon, CA+	71.6	70.2	133.32	119.22	95.45	83.67	2.0	11.8	14.1	14.1	0.0	2.0
Five Cities+	78.5	77.8	154.32	137.51	121.11	106.92	0.9	12.2	13.3	13.3	0.0	1.0
North Coast+	75.5	72.6	157.29	144.74	118.79	105.08	4.0	8.7	13.1	13.1	0.0	4.0
North County+	72.2	71.8	133.57	123.87	96.38	88.89	0.6	7.8	8.4	20.0	10.6	11.3
South County+	78.1	76.2	147.56	133.43	115.28	101.74	2.5	10.6	13.3	13.3	0.0	2.5
San Luis Obispo County	76.0	74.3	144.90	132.02	110.11	98.05	2.3	9.8	12.3	14.5	2.0	4.3
<b>Santa Barbara/Santa Maria</b>	78.5	75.5	183.08	171.73	143.73	129.73	3.9	6.6	10.8	9.6	-1.1	2.8
<b>Monterey/Salinas</b>	81.2	72.4	205.82	194.22	167.15	140.69	12.1	6.0	18.8	19.2	0.3	12.4
<b>California</b>	77.0	73.4	154.81	143.49	119.25	105.29	5.0	7.9	13.3	13.8	0.5	5.5



## FACEBOOK PAGE REPORT

from October 1, 2015 - October 31, 2015



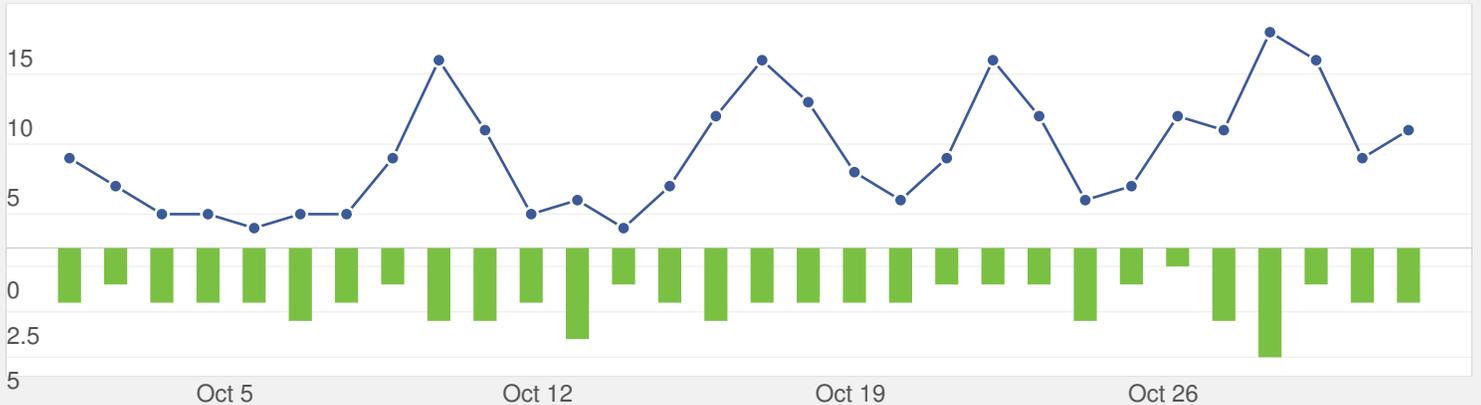
Visit San Luis Obispo County

### FAN GROWTH

12.95k Total Likes, and 897 people talking about this

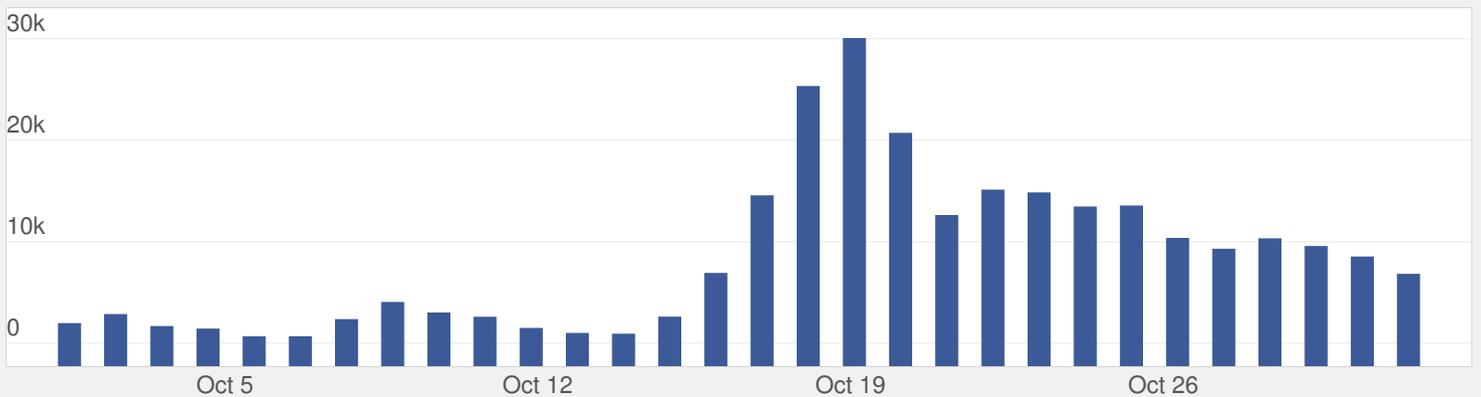
New Fans 278

Unliked your Page 60

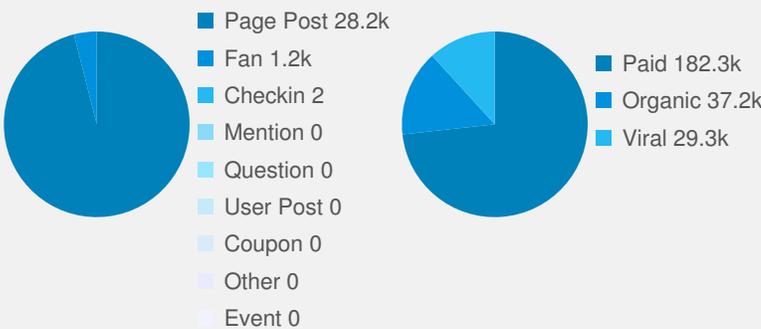


### PAGE IMPRESSIONS

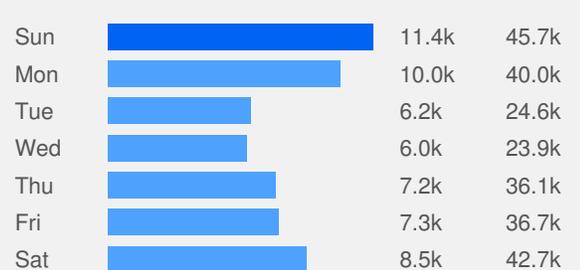
Impressions 249,561 by 136,221 users



### IMPRESSIONS



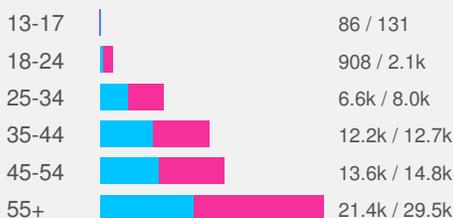
### BY DAY OF WEEK



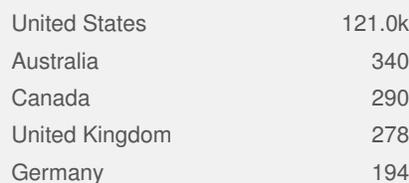
### IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

#### AGE & GENDER



#### TOP COUNTRIES



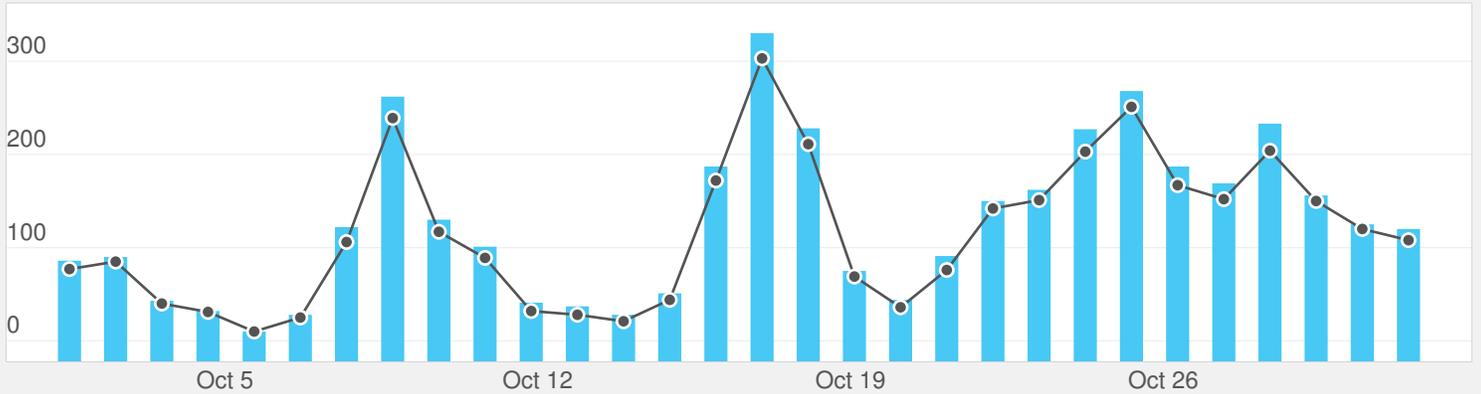
#### TOP CITIES



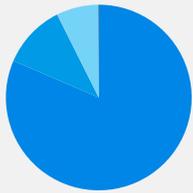
# SHARING how people are sharing your content

## STORIES

Stories Created **3,813** by **3,459** users



### SHARE TYPE



- Other 3.1k
- Page Post 425
- Fan 279
- Mention 3
- Checkin 0
- Question 0
- User Post 0
- Coupon 0
- Event 0

### BY DAY OF WEEK

Day	Avg	Total
Sun	114.8	459
Mon	62.5	250
Tue	63	252
Wed	110	440
Thu	151.6	758
Fri	157.2	786
Sat	173.6	868

## SHARER DEMOGRAPHICS Here's a quick breakdown of people creating stories on your Facebook Page

### AGE & GENDER

Age Group	Male	Female
13-17	0	4
18-24	12	70
25-34	76	174
35-44	99	340
45-54	126	398
55+	283	951

### TOP COUNTRIES

Country	Count
United States	2.5k
United Kingdom	10
Canada	7
France	6
Australia	5

### TOP LOCALES

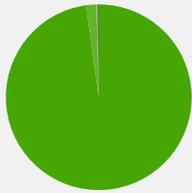
Locale	Count
English (United States)	2.4k
English (United Kingdom)	60
Spanish (umbrella locale)	54
Spanish (Spain)	14
French (Canada)	5



# YOUR CONTENT

a breakdown of the content you post

## BY STORY TYPE



- Link 985
- Photo 18
- Status 2
- Video 2

	AVG	TOTAL
Reach	127.48	128.38k
People Talking About This	3.17	3.2k
Engagement	4.41%	4.07%

## CONTENT BREAKDOWN

A breakdown of how your individual posts performed

DATE	POST	REACH	ENGAGED	TALKING	LIKES	COMMENTS	SHARES	ENGAGEMENT
10/31/15	Before you get ghoulish at some of Sa...	271	29	20	18	1	5	10.7%
10/31/15	Happy Halloween, from Visit San Luis ...	2.0k	152	126	125	2	4	7.48%
10/30/15	***Giveaway Alert*** Enjoy gorgeous, ...	0	--	0	--	--	--	%
10/30/15	Learn more about San Luis Obispo Coun...	0	--	0	--	--	--	%
10/30/15	It's a beautiful day for a hike in Vi...	3.8k	329	285	279	8	13	8.76%
10/29/15	Learn more about San Luis Obispo Coun...	0	--	0	--	--	--	%
10/29/15	What are your #TravelThursday plans? ...	423	4	2	2	--	--	0.95%
10/28/15	Have you visited Ancient Peaks Winery...	1.5k	93	82	82	--	4	6.17%
10/27/15	For this #TastyTuesday, discover why ...	1.7k	91	75	72	2	7	5.35%
10/27/15	The best time to visit San Luis Obisp...	28	--	0	--	--	--	%
10/27/15	The best time to visit San Luis Obisp...	0	--	0	--	--	--	%
10/27/15	The best time to visit San Luis Obisp...	425	7	2	2	--	--	1.65%
10/27/15	The best time to visit San Luis Obisp...	0	--	0	--	--	--	%
10/26/15	Thank you everyone for entering last ...	157	10	8	5	1	3	6.37%
10/26/15	Learn more about San Luis Obispo Coun...	0	--	0	--	--	--	%
10/26/15	For this installment of #MoveItMonday...	2.7k	144	112	109	2	13	5.43%
10/26/15	Learn more about San Luis Obispo Coun...	0	--	0	--	--	--	%
10/26/15	Tigers, meerkats, and snakes oh my! H...	3.8k	142	109	105	1	12	3.7%
10/25/15	Today's the last day to enter our Har...	166	6	4	4	--	--	3.61%
10/25/15	Have a #SundayFunday at the Los Osos/...	168	6	6	6	--	--	3.57%
10/24/15	The Slo-Stangs Mustang Club Inc. will...	158	3	2	2	--	--	1.9%
10/24/15	Start your weekend with a #ScenicSatu...	2.5k	197	124	113	13	11	8.03%
10/23/15	Looking for something not-so-scary to...	232	8	6	5	--	1	3.45%
10/23/15	Just like the rest of the Madonna Inn...	1.5k	133	87	73	16	11	8.74%