



AGENDA

Visit SLO CAL Advisory Committee

Visit SLO CAL Advisory Committee Agenda

Thursday, October 1, 2020

3:00 pm – 4:30 pm

Video Conference: <https://us02web.zoom.us/j/86525263459> Meeting ID: 865 2526 3459

Call-In: (669) 900-6833

1. CALL TO ORDER

2. PUBLIC COMMENT (On Non-Agenda Items)

CONSENT AGENDA

C. Davison

3. Approval of February 14, 2020 Advisory Committee Meeting Minutes

The Chair will ask for Committee approval of the February 14, 2020 Visit SLO CAL Advisory Committee Meeting Minutes.

BUSINESS ITEMS

C. Davison

Note: Documentation for each business item is provided in the agenda packet. Please review in advance in order to provide sufficient time for discussion. Also, please be sure to submit any questions on the documentation to Brendan@SLOCAL.com 72 hours in advance of the meeting.

4. COVID-19 Response (20 min)

Staff will facilitate a conversation on Visit SLO CAL's COVID-19 response, asking the following questions of the Committee:

- What feedback have you heard in your communities about Visit SLO CAL's COVID-19 response efforts?*
- In your specific communities, what continued or new response efforts would provide the greatest impact moving forward?*

5. Equity & Inclusion (20 min)

Staff will facilitate a conversation on Visit SLO CAL's Equity & Inclusion Statement and tracking matrix, asking the following questions of the Committee:

- What feedback do you have on Visit SLO CAL's Equity & Inclusion work?*
- How can we partner with you on this important work and what does success look like?*
- Are there unintended consequences to this work that we need to be aware of?*

6. Experience SLO CAL 2050 Conversations (20 min)

Staff will facilitate a conversation on the Visit SLO CAL Board of Directors' prioritization and funding of Experience SLO CAL 2050 recommendations, asking the following questions of the Committee:

- What overall feedback do you have on the direction of this work?*
- When we talk about key recommendations like the Events & Festivals strategy, does your community see this work as important and is it willing to invest in and adopt the strategy?*

7. TOT Reporting (5 min)

Staff will provide feedback from the Visit SLO CAL Board of Directors on the way TOT is currently reported out by community and present their request for a breakdown by lodging segment.

8. Travel Trade & Marketing Efforts (20 min)

Staff will facilitate a conversation on Visit SLO CAL's travel trade and marketing efforts, asking the following question of the Committee:

- a. What feedback do you have on Visit SLO CAL's travel trade and marketing strategies for this fiscal year?*

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 committee to discuss or take action on issues not on the agenda, except that members of the committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the committee 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 Advisory Committee.

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

Visit SLO CAL Advisory Committee

Visit SLO CAL Advisory Committee

Meeting Minutes

Friday, February 14, 2020

3:00pm

Embassy Suites

333 Madonna Road, San Luis Obispo, CA 93405

1. CALL TO ORDER: Clint Pearce

PRESENT: Matthew Bronson, Scott Collins, Lynn Compton, Red Davis, Tom Frutche, Erik Howell, Derek Johnson, Desi Lance, Jim Lewis, Steve Martin, Heather Newsom, Rachelle Rickard, Guy Savage

ABSENT: Jim Bergman, Lan George, Heidi Harmon

STAFF PRESENT: Chuck Davison, Lisa Verbeck, Michael Wambolt, Derek Kirk, Brendan Pringle, Ashley Mastako, Kelly Brickey, Haley Cahill, Kim Caldwell, Marc Nieporte

BOARD MEMBERS PRESENT: Jed Bickel, Victor Popp, Clint Pearce

MARKETING COMMITTEE MEMBERS PRESENT: Molly Cano, Gordon Jackson, Danna Stroud

Call to Order by Pearce at 3:04 pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison pointed out that Committee members were provided with handouts on the coronavirus, its impact on travel to California, and the expected bounceback. He noted that the bounceback to California is expected to be immediate once travel fully opens back up.

CONSENT AGENDA

3. Approval of June 13, 2019 Advisory Committee Meeting Minutes

Public Comment – None.

Committee Discussion.

ACTION: Moved by Martin/Lewis to approve the Consent Agenda as presented.

BUSINESS ITEMS

4. Strengths and Opportunities

Davison reviewed the purpose of the meeting, noting that during the Tourism Marketing District renewal process, staff has fielded questions on what Visit SLO CAL will be doing over the next ten years and where the additional funds will be directed. This led to the organization's engagement with Coraggio Group to facilitate a "listening tour" ultimately informing its strategic planning process, which will define the organization's trajectory for the next three years. He noted that on February 6-7, 2020, Visit SLO CAL held Investor/Stakeholder/Partner listening sessions in the four regions of the county (South County, San Luis Obispo, North Coast, North County). He introduced Matthew Landkamer, Principal, Coraggio Group, who would facilitate the meeting. Landkamer noted that this Advisory Committee session would be focused on the municipal perspective and would also highlight the similarities and differences in the feedback provided in the Investor/Stakeholder/Partner sessions.

Landkamer facilitated a conversation around the following questions:

What are the greatest strengths of Visit SLO CAL?

What holds Visit SLO CAL back from accomplishing its mission?

What are the most important strategic opportunities for Visit SLO CAL to pursue?

Public Comment – None.

Committee Discussion.

In response to the question, *What are the greatest strengths of Visit SLO CAL?*:

Lewis noted that Visit SLO CAL now enjoys strong government support, is now competitively funded against other sets of the market, and has brought SLO County together under a unified message and vision. Bronson noted that Visit SLO CAL has a track record of results. Collins noted that the Visit SLO CAL team is great at advocacy at the regional and state level. Johnson highlighted Visit SLO CAL's data-driven marketing campaign and how it uses data to drive its business decisions. Savage noted that its strong partnerships, such as its partnership with the SLO County Regional Airport, are critical. Newsom noted that Visit SLO CAL has a strong brand. Popp noted that it provides great data for individual cities, that they could not obtain on their own. Bickel said that it is inclusive and listens to viewpoints from many sectors and all of the communities. Johnson noted that in addition to the organization's efforts, cities make substantial investments from their general fund on items that impact both residents and visitors. Compton concurred with Johnson with regards to projects at the County level. Frutchev said he appreciates how Davison has worked hard to build strong relationships with the cities, and noted that the organization's strong municipal support is the result of these efforts. He added that with tourism as the second largest industry in the county, government officials have a vested interest in the organization's decisions. Lewis noted that while government officials are cognizant of the fact that the assessment is funded by lodging investors and that the lodging-based Board of Directors makes the decisions, the city and county governments are the guardians of the community and believe they should be driving and participating in the key conversations, and that they desire to be greater partners. He pointed to the Destination Management Strategy (Experience SLO CAL 2050), as an example, noting that much of the plan will need to be implemented by government, and that the city managers approved it in the hopes that they could get more involved. Newsom added that government officials don't want to bring outside influence on their communities that would impact quality of life. Frutchev noted that government hears criticism on both sides of the spectrum—some encouraging them to get out of the way, but also some saying that too many hotels are being built. He noted that government ultimately creates the environment in which hotels can be successful—government works together with the lodging community, and both have a role. Pearce reaffirmed that it's important that everyone should have a say so

that the organization can course-correct as soon as possible. Davison added that the organization would not have been successful in the renewal if the local governments had not leaned into the process. Compton noted that she appreciates Visit SLO CAL for the work they do because the County simply doesn't have the time to focus on these things. Johnson added that there should always be a healthy tension between government and the lodging industry and that government needs to be an active partner in order to truly be successful. Davison noted that he hoped that Visit SLO CAL's efforts are always seen through the lens of positive intent from the perspective of government officials. Compton complimented Visit SLO CAL as always respectful of government officials' time. Frutchey noted that another strength is that Visit SLO CAL has a significant amount of discretion in its budget which enables the organization to react more quickly than government can and is able to focus its resources in areas that benefit all of the communities.

In response to the question, *What holds Visit SLO CAL back from accomplishing its mission?:*

Newsom and Lewis noted that Visit SLO CAL's broad scope can hold it back. Lewis added that he worries that the organization might get paralysis from having a small staff and so many items on which to focus. He also acknowledged that Visit SLO CAL receives enormous pressure from all communities to do more for each community, which can hold it back. Martin noted that he didn't think much was holding the organization back, other than minutia. He added that it's time for Visit SLO CAL to be bold, step up and take its place in the world. Johnson noted that the organization's scope can be overwhelming, and that there is work to be done on the visitor experience piece, as visitors currently might have an asymmetrical experience depending on where they go in the county. He added that there is some tension about overtourism. Martin noted that comments about the government staying out of tourism are a bit offensive because the primary role of government is gauging the temperature of what tourism is bringing to the county. Compton added that government officials are the ones who get the pushback, and she highlighted issues like workforce housing that government is asked to solve. Martin noted that he considers himself an educational instrument when he receives negative feedback from residents about tourism and will remain so as long as he agrees with the direction of the industry. Lance noted that she believes it's important for government officials to hear the voices of tourism and be able to point out its community benefits. Compton noted that residents appreciate the fact that SLO County is a rural county, and want to keep it that way. Compton and Newsom pointed to overtourism, and Newsom noted that you don't know what overtourism is until you reach it. Johnson noted that the resident-first perspective of the Destination Management Strategy is going to go a long way in accomplishing its objectives. Frutchey noted that it will be important for the hospitality industry to be truly involved in the activities that the government is getting involved in.

In response to the question, *What are the most important strategic opportunities for Visit SLO CAL to pursue?*

Johnson noted that there has been a lot of private sector investment in the tourism industry, and that Visit SLO CAL needs to make sure that these investments are successful and that existing investments are as well, which means increasing demand. He added that Visit SLO CAL should try to prioritize the feedback from the survey and not try to solve everything at once. Lewis noted that many new upscale properties have opened recently and Visit SLO CAL should take advantage of opportunities to lift those up. He also asked how Visit SLO CAL can take advantage of new fly markets in the off-season. Additionally, he noted that drive markets are likewise huge for the county, and are largely untapped, and that he would like to see more key influencers talk about the region. Compton and Newsom noted that a major convention center bringing big groups during less busy periods of the year would be a major opportunity. Bronson noted that Visit SLO CAL could be more intentional about connecting the dots throughout the county, and leveraging its existing amenities in the process. Johnson pointed to bringing more shoulder season and midweek demand as an opportunity. Newsom noted that when flights open back up for Chinese visitors, Visit SLO CAL needs to get ahead of it. Martin asked if Visit SLO CAL has a defined retargeting strategy. Davison replied that it does, and he elaborated on it, but acknowledged there are gaps with retargeting from lodging investors. Lance noted that Visit SLO CAL can work to make it easier to get from point to point throughout the county. Frutchey pointed to the need for culturally-responsive amenities, and the need to distinguish the community from other communities that international travelers can visit (e.g. as a China-ready destination). Martin noted the importance of implementing foreign payment systems (like UnionPay) in the county so that all visitors can withdraw and spend money here.

5. Visit SLO CAL Scope Feedback

Landkamer facilitated a conversation around the following questions:

What existing Visit SLO CAL roles, programs or activities do you expect to see become more robust?

Are there new roles, programs, or activities that you hope Visit SLO CAL will take on?

Are there any roles, programs or activities you think Visit SLO CAL should stop?

Public Comment – None.

Committee Discussion.

In response to the question, *What existing Visit SLO CAL roles, programs or activities do you expect to see become more robust?:*

Newsom pointed to branding, being a key part of the tourism funnel, and partnering with Visit California. Martin noted that improving relationships between hotel groups and government; community engagement and education; and opening ATM networks to international visitors to help them gain access to their money in-market would all be areas he would like to see become more robust. Lewis said he's looking forward to Visit SLO CAL becoming bold with its brand. He said he likes how Visit SLO CAL has delved into communities and helped make events more impactful, noting the SLO CAL Open and AMGEN Tour of California as examples. He also noted that he hopes it can help bring back bigger opportunities to the local communities and that the organization can have even bigger branding and marketing. He said that Taste Washington was a great opportunity, but that he felt that the communities represented were homogenized too much, and that the individual communities need to be highlighted. Lewis also asked if the lodging industry was missing out on small corporate and incentive sales and retreats. Davison responded that the Board has been very bold in funding a sales manager role, in advance of new funding, that will be starting February 24, 2020, to specifically target groups like this. Johnson noted that Visit SLO CAL's work in doing the branding and marketing that TBIDs can't do and their partnership with local TBIDs could become even more robust. Frutchey noted that Visit SLO CAL could show the unique attractions and lodging that the region offers, participating in the tourism funnel in reverse.

In response to the question, *Are there new roles, programs, or activities that you hope Visit SLO CAL will take on?:*

Lance said she would like to see the organization host more bloggers and influencers, as that industry has exploded. Newsom pointed to geotagging and geofencing efforts. Johnson said the organization should focus on sustainable transportation, tourism management strategies and the environmental impact of tourism. Newsom noted that advocating about connecting bike trails through a countywide trail system would be a role she hopes Visit SLO CAL would take on, and Bronson added that Visit SLO CAL could help find ways to get people out of single occupancy vehicles through means such as a bike share or trolley service. Howell noted that he would like to see Visit SLO CAL target different ethnic groups, sexual orientation groups and other diverse groups in their marketing efforts, and Frutchey noted that targeting different age groups will be important as well. Frutchey added that Visit SLO CAL should set a bold community-wide goal for tourism and the economic benefits of tourism.

In response to the question, *Are there any roles, programs or activities you think Visit SLO CAL should stop?:*

Johnson noted that Visit SLO CAL should stop trying to do everything at once, and instead, prioritize. He clarified that Visit SLO CAL should continue doing the things it is doing, but should be choosy about the new initiatives it takes on. Lewis added that it should transition to more of a coaching role in the implementation of the Destination Management Strategy.

6. Comparison to Investor/Stakeholder Conversation

Landkamer provided an overview of how investors, stakeholders and partners responded to the same questions during the listening sessions that were held February 6-7, 2020, and provided key insights from some of the early returns of Visit SLO CAL's Strategic Direction 2023 Survey. He facilitated a conversation around the following questions:

Where are the areas of greatest alignment between groups and how can we take advantage of those?

What represents a difference in perspective and what can we learn from that?

Public Comment – None.

Committee Discussion.

In response to the question, *Where are the areas of greatest alignment between groups and how can we take advantage of those?:*

Martin noted that both groups agreed that elected officials should be involved in distributing information and in advocacy. Howell noted that he thought Pismo Beach residents would rather not see funds go to housing instead of tourism. Frutchev asked if Howell believed Pismo Beach residents would be against advocating for affordable housing in North County or just Pismo Beach. Howell noted that they just wouldn't see it as tourism's role. Lewis argued that subsets of the Advisory Committee should be working with the Board three to four times a year to move initiatives forward. Frutchev noted that in his opinion, this Advisory Committee Meeting was the best Advisory Committee Meeting that Visit SLO CAL has had. He asked Davison if it would ever be helpful for cities to come to the Visit SLO CAL Board and explain how government operates in this space. Davison suggested that it might be helpful to do a half-day retreat, and have cities share how they work and how they can work together with lodging.

In response to the question, *What represents a difference in perspective and what can we learn from that?:*

Johnson noted that it's tough to have a "one size fits all" perspective between the two groups. Frutchev noted that there might be more differences than similarities between the investors/stakeholders/partners and the government officials, and that he's okay with that. Martin noted that the groups interface well on housing and transportation because they have a vested interest; however, he pointed to the areas of data collection, marketing and experience curation as areas that the City of Paso Robles doesn't get involved in. Davison used the example of Morro Bay's TOT report data as an area that other municipalities could follow. Frutchev asked how the Advisory Committee would be able to get the information from these sessions back in a digestible form. Davison responded that Landkamer is going to be developing the takeaways from the survey and listening sessions into a document that will inform the strategic plan (Strategic Direction 2023). Landkamer added that Coraggio Group would be summarizing each of the meetings and the survey takeaways, and rolling it all up, pulling out the common themes that Visit SLO CAL should consider focusing on. All of the information collected would be provided at the back of the report.

Landkamer asked for parting thoughts from the Committee. Frutchev noted that city officials have asked to be involved in the design of the next ten years, and suggested that cities should get a seat at the table to provide input to the Board of Directors. Davison asked, by way of example, if after the Board prioritized its Destination Management Strategy recommendations, would it be helpful to field test those recommendations with the municipalities. Frutchev suggested that the Board make a tentative direction and take it back to the cities, and Lewis added that these are the government leaders who control each destination. Collins applauded Visit SLO CAL for its efforts in listening to government officials throughout the Destination Management Strategy planning process and TMD renewal process, noting he had not seen that in Denver and Santa Cruz during his time there. He stated he appreciated Visit SLO CAL for always doing its best to offer a seat at the table. He told the Committee that he just wanted to recognize the listening that Visit SLO CAL has done.

ADJOURNMENT

Meeting adjourned at 5:03 pm.



Advisory Committee Meeting

October 1, 2020



ANNOUNCEMENTS

ANNOUNCEMENTS

■ **Monthly Business Intelligence Report**

- Over the last several years we have shared data from sources such as STR, VisaVue, Arrivalist, Tourism Economics and others, providing you with the necessary information to plan for the future of your communities
- Visit SLO CAL has partnered with Tourism Economics to offer a first-of-its-kind **Business Intelligence Report** available to all of you
- This report, specific to your community, has multiple data inputs from many of the above-mentioned sources and others, and provides a benchmark of how the Travel & Tourism industry is performing in your community
- Each month, Visit SLO CAL shares this information with you by the 27th via email
- The first page reports on monthly community-specific data and the second page contains quarterly countywide data
- The most recent countywide report is provided in this agenda packet

Performance by Community



Year
2020

Month
July

Location
SLO County

Lodging Performance: SLO County

July 2020

Occupancy	ADR	RevPAR	Supply	Rooms Sold	Room Revenue
60.4%	\$187.35	\$113.17	301,785	182,292	\$34,152,247

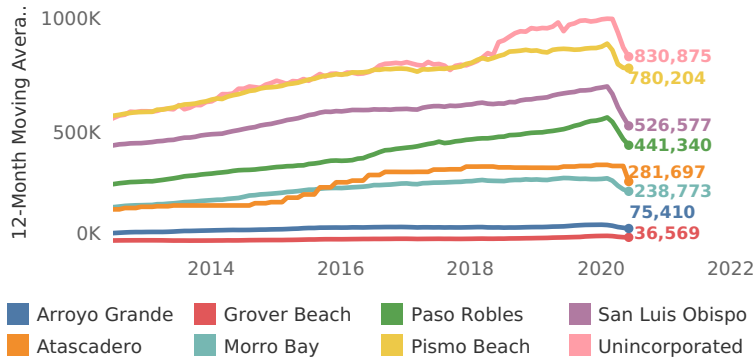
Five-Year Trend

July, SLO County

	OCC	ADR	RevPAR
2016	85.9%	\$185	\$159
2017	85.0%	\$187	\$159
2018	84.9%	\$188	\$159
2019	81.2%	\$194	\$157
2020	60.4%	\$187	\$113

Transient Occupancy Tax

12-month moving average, July 2011 to June 2020



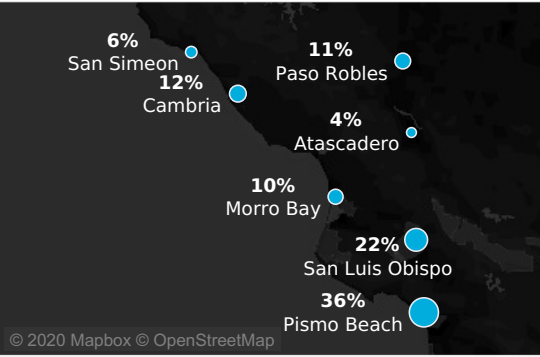
Comp-Set Performance

July 2020

	OCC	ADR	RevPAR
Atascadero	48.1%	\$131	\$63
Cambria	71.0%	\$226	\$160
Five Cities	69.8%	\$233	\$163
Morro Bay	63.2%	\$168	\$106
North Coast	64.5%	\$194	\$125
North County	49.7%	\$133	\$66
Paso Robles	50.4%	\$134	\$68
Pismo Beach	72.4%	\$252	\$182
San Luis Obispo	54.5%	\$166	\$91
San Simeon	56.6%	\$151	\$86
SLO County	60.4%	\$187	\$113
South County	62.6%	\$205	\$129

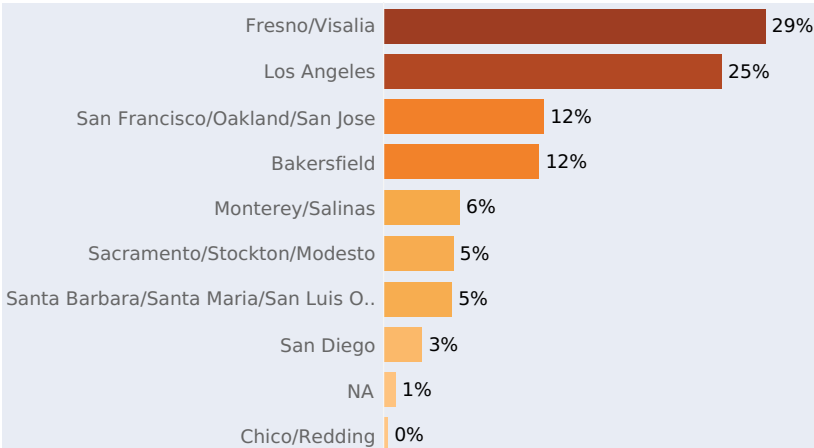
Hotel Room Revenue

% share of total revenue, July 2020



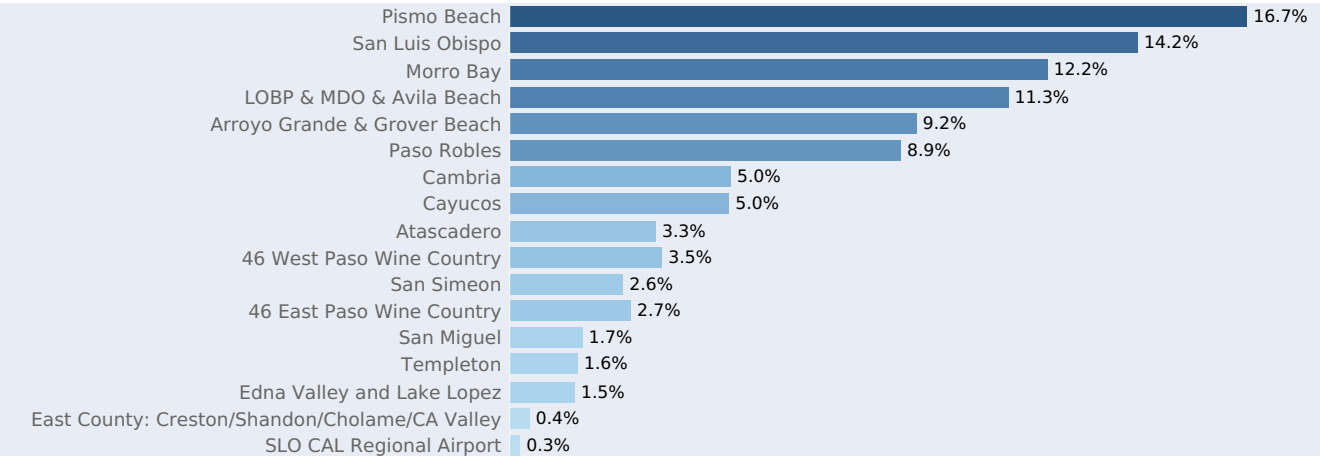
Top-10 Origin Markets

% share of tracked visits, July 2020



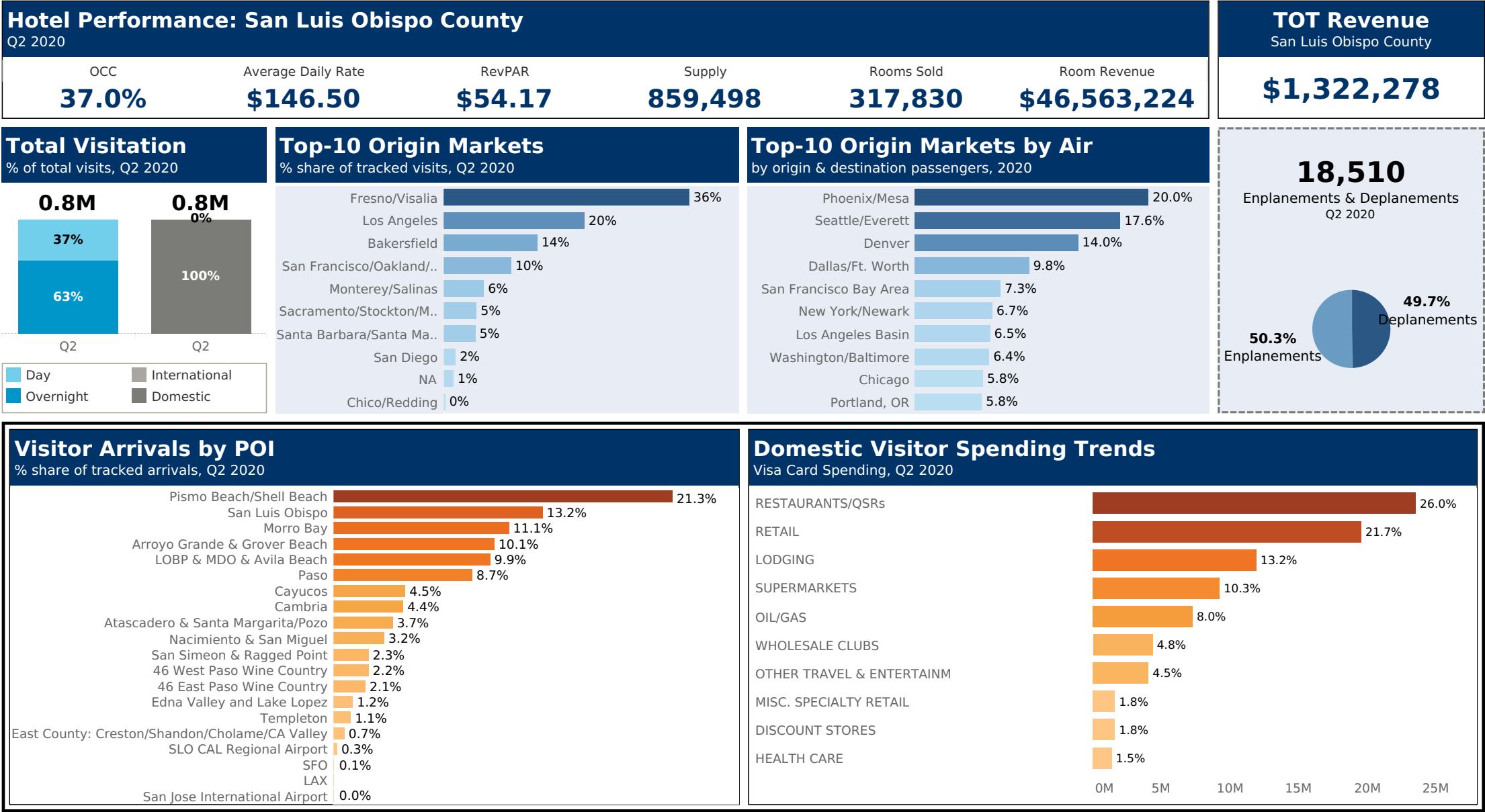
Primary Destination

(click on a destination to see cross visitation)
% share of visitor arrivals to San Luis Obispo County, July 2020





San Luis Obispo County | Calendar Year Performance





Month	Year
July	2020

Summary

As travel continues to gather momentum with recovery underway, San Luis Obispo County saw a 15% increase in hotel rooms sold over prior month. July's hotel room revenue of \$34.2 million measured 24% below its prior year levels but was the most monthly revenue recorded since November 2019. The \$187 ADR was 11% up from June and recovered to 3.2% below prior year. Despite airport passenger traffic almost doubling MOM and recovered to 60% below July 2019, more than 90% of the visits to San Luis Obispo County this month came from US residents residing within a 300-mile radius. Although prospects of travel have improved over the summer, there continue to be a high level of uncertainty tied to business and group demand in Q4. As such, regional leisure travel is expected to remain the primary demand driver through the fall.

Key Highlights

Hotel Performance

Room demand continue to gather momentum reaching 182,300 rooms sold in July – a 15% increase over prior month. Beach communities were responsible for almost 2/3 of all room revenue generated in July.

TOT Revenue

While beach locations continue to generate a large share of the travel demand, the cross visitation was much stronger this month with visitors experiencing more communities than the previous two months.

Visitor Arrivals

The \$4.7 million generated in transient occupancy tax revenue calendar year YTD, is a 45% decline YOY as a direct result of the COVID-19 pandemic.

Previous Quarter

In Q2 2020 (calendar year), San Luis Obispo County welcomed 846,000 million visitors – a 58% decrease YOY and with international visits declining 97%. With the COVID-19 pandemic resulting in international and regional lockdowns travel came to a swift halt in March and April; however, phase one of recovery begun summer 2020 fueled by regional leisure visitors residing within a 300-mile radius.

The \$90.5 million Visa card spending in second quarter was a 52% decline over prior year. Despite the loss in spending, the share of how visitors spent their money was consistent with Q1 with 60% being spent on dining, shopping, and lodging activities. With the drive market generating majority of the demand, a larger share of the visitor wallet was spent on gas this quarter relative to Q1 (8% in Q2 vs. 6% in Q1).

COVID-19 RESPONSE



DEMONSTRATE VALUE TO INVESTORS,
PARTNERS, STAKEHOLDERS &
COMMUNITIES

COVID-19 RESPONSE

■ **COVID-19 Proactive Efforts**

- Reduced balance of FY 2019/20 budget by 72%
- Eliminated five full-time and three part-time positions, and implemented temporary salary reductions of 20% for remaining team members
- Paused or reduced the scope of annual agency contracts
- Worked with Tourism Economics to develop 24-month economic forecasts (countywide and for communities)
- Hosted virtual happy hours with A-list media and media planners

■ **COVID-19 Resources**

- Provided bi-weekly email updates with important industry resources
- Worked with local destination partners to create Open & Safe signage and social media assets for the local industry to use when communicating to guests

COVID-19 RESPONSE

■ **COVID-19 Advocacy**

- Led START Guide Task Force subgroups and shared re-opening guidelines and resources
- Participated in CalTravel's COVID-19 Task Force to ensure our voice is being heard at the state level
- Worked with the County of San Luis Obispo Joint Information Center to direct tourism industry businesses to our COVID-19 landing page
- Joined US Travel-led coalitions to support the PPP and business protection efforts
- Hosted SLO CAL Lodging Owners Roundtable with Assemblyman Cunningham to discuss the state's response to the COVID-19 crisis
- Hosted SLO CAL Lodging Owners Roundtable with Wade Horton to negotiate the lodging occupancy cap and other potential restrictions

BUSINESS ITEMS

COVID-19 RESPONSE

- **Questions**

- *What feedback have you heard in your communities about Visit SLO CAL's COVID-19 response efforts?*
- *In your specific communities, what continued or new response efforts would provide the greatest impact moving forward?*

EQUITY & INCLUSION



OPTIMIZE OUR ORGANIZATIONAL
CAPACITY



DEMONSTRATE VALUE TO
STAKEHOLDERS, PARTNERS &
COMMUNITIES



BUSINESS ITEMS ***EQUITY & INCLUSION***

■ **Background**

- In June 2020, the Visit SLO CAL Board directed staff to draft a formal Equity & Inclusion Statement for the Board to adopt at their July 2020 meeting
- In July, the Board formally adopted Visit SLO CAL's Equity & Inclusion (E&I) Statement, which outlined a set of core values and action items to be taken
 - The full statement is included in your agenda packet

VISIT SLO CAL EQUITY & INCLUSION STATEMENT

Visit SLO CAL is committed to ensure our work helps San Luis Obispo County (SLO CAL) become a more equitable and inclusive destination, so that all who travel into and through the destination feel welcomed and embraced by *The California Less Traveled*.

Our work is built on our vision of maintaining and bettering our resident's quality of life and to enhance our visitors' experiences. That means being willing to learn and participating in difficult conversations around equity and inclusion, as well as leading the Travel & Tourism industry to be more aware and purposeful in the ways they represent and support all people.

We value all of our investors, partners, stakeholders, team and visitors, and we desire to create an inclusive and equitable environment built on a foundation of trust, collaboration and action.

We are committed to the following shared values:

- Understanding what equity is and acknowledging that not all people have the same starting point
- Being life-long learners regarding equity, inclusion and listening, having difficult conversations and committing to repair relationships when we misstep
- Building and maintaining an inclusive community where all people feel welcomed and comfortable
- Stepping up and speaking out when we see injustices happening in our industry and supporting our strategic partners to provide support and education when we see injustices happening in their organizations, industries and in our communities
- Working to ensure our intent aligns with our impact

We are committed to the following actions:

- Working toward and maintaining diverse representation on our board, committees and team
- Providing mandatory training for our board, committees and team and voluntary education to our investors, partners and stakeholders on how to build equitable and inclusive businesses and communities
- Observing commemorative months through the promotion of Travel & Tourism businesses owned by members of the associated communities
- Being inclusive in our hosting of media and tour operators on individual and group FAM tours
- Promoting to our industry the use of storefront displays communicating to consumers that people of all make-ups are welcome
- Using assets that are representative of a diverse makeup of people in our marketing campaigns and owned channels
- Building deeper relationships with our current and potential agency partners to ensure we continue inclusive contracting practices

VISIT SLO CAL EQUITY & INCLUSION STATEMENT

Visit SLO CAL strives to build a deeper understanding of what it means to be an equitable and inclusive organization and to take an active role in encouraging our industry and community to do the same.

We aim to remove barriers that hinder our residents and visitors from making SLO CAL their community or travel destination of choice. Addressing equity and inclusion through exploration and collaboration helps us build a stronger, more unified community—a community where we see race, age, ethnicity, sexual orientation, gender, gender identity, gender expression, religion, visible and invisible disabilities, socioeconomic status and all the intersecting identities therein and we know that in these differences lies our strength.

We are committed to a regular review of our practices and to maintaining data driven systems that hold us accountable to ourselves and our investors, partners and stakeholders.

We encourage all of our investors, partners and stakeholders to commit to these shared values and to develop their own action steps to become more equitable and inclusive in their work.

We strongly condemn any exclusion, violence, verbal abuse, prejudice or other action by our investors, partners and stakeholders that run counter to our values of equity and inclusion. As such, Visit SLO CAL will limit engagement opportunities to investors, partners and stakeholders who engage in behaviors inconsistent with these values.



BUSINESS ITEMS ***EQUITY & INCLUSION***

■ **Implementation**

- Since the adoption of the E&I Statement, staff has been working to implement the action items associated with it
- Staff shared the statement with our Destination Partners, and has begun working with those who have formed their own committees on this effort
- Staff has met with the National Blacks in Travel & Tourism Collaborative to understand the opportunities they have created to support DMOs in ensuring their marketing materials are inclusive and representative
- Our Marketing Agency RFP includes questions and understanding around diverse representation for participating agencies
- Staff has built out a matrix (included in agenda packet) to track a variety of data points from organizational representation to media hosting and social posts

Organization (Board & Staff, Marketing Committee & Advisory Committee)																	
Total # of People				# of Black People Represented on Organization Leadership/Staff				# of Indigenous People Represented on Organization Leadership/Staff				# of White People Represented on Organization Leadership/Staff					
	2019/20 Actual	2020/21 Actual		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		
Board	15	16		Board	1	7%	1	6%	0	0%	0	0%	9	60%	10	63%	
Staff	15	9		Staff	1	7%	0	0%	1	7%	1	11%	13	87%	7	78%	
MC	17	15		MC	0	0%	0	0%	0	0%	0	0%	17	100%	15	100%	
AC	16	16		AC	0	0%	0	0%	0	0%	0	0%	15	94%	15	94%	
# of Asian People Represented on Organization Leadership/Staff				# of Latinx People Represented on Organization Leadership/Staff				# of LGBTQ People Represented on Organization Leadership/Staff				# of Differently Able People Represented on Organization Leadership/Staff					
	2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	
Board	3	20%	4	25%	Board	1	7%	1	6%	1	7%	1	6%	0	0%	0	0%
Staff	0	0%	0	0%	Staff	0	0%	1	11%	1	7%	0	0%	0	0%	0	0%
MC	0	6%	0	0%	MC	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
AC	1	6%	1	6%	AC	0	0%	0	0%	1	6%	1	6%	0	0%	0	0%

Media/Influencer Hosting																				
Total # of People Hosted					# of Black People Hosted					# of Indigenous People Hosted					# of White People Hosted					
	2019/20 Actual	2020/21 Actual				2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	
July			0			July			0	0.00%	July			0	0.00%	July			0	0.00%
August			0			August			0	0.00%	August			0	0.00%	August			0	0.00%
September						September					September					September				
October						October					October					October				
November						November					November					November				
December						December					December					December				
January						January					January					January				
February						February					February					February				
March						March					March					March				
April						April					April					April				
May						May					May					May				
June						June					June					June				
FY Total		0	0			FY Total	0		0	0.00%	FY Total	0		0	0.00%	FY Total	0		0	
# of Asian People Hosted					# of Latinx People Hosted					# of LGBTQ People Hosted					# of Differently Abled People Hosted					
	2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	
July			0	0.00%	July			0	0.00%	July			0	0.00%	July			0	0.00%	
August			0	0.00%	August			0	0.00%	August			0	0.00%	August			0	0.00%	
September					September					September					September					
October					October					October					October					
November					November					November					November					
December					December					December					December					
January					January					January					January					
February					February					February					February					
March					March					March					March					
April					April					April					April					
May					May					May					May					
June					June					June					June					
FY Total		0	0	0.00%	FY Total	0		0	0.00%	FY Total	0		0	0.00%	FY Total	0		0	0.00%	
Total # of People Outreached To																				
	2019/20 Actual	2020/21 Actual																		
Black																				
Latinx																				
White																				
Asian																				
Indigenous																				
LGBTQ																				
Diff. Abled																				
FY Total		0	0																	

Social Media Channels (Organic Posts)																				
Total # of People Represented on Social Media Channels					# of Black People Represented on Social Media Channels					# of Indigenous People Represented on Social Media Channels					# of White People Represented on Social Media Channels					
	2019/20 Actual	2020/21 Actual				2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	
July			17		July			3	17.65%	July			0	0.00%		July			10	58.82%
August			15		August			3	20.00%	August			0	0.00%		August			13	86.67%
September					September					September						September				
October					October					October						October				
November					November					November						November				
December					December					December						December				
January					January					January						January				
February					February					February						February				
March					March					March						March				
April					April					April						April				
May					May					May						May				
June					June					June						June				
FY Total		0	32		FY Total		0	6	18.75%	FY Total		0	0	0.00%		FY Total		0	23	71.88%
# of Asian People Represented on Social Media Channels					# of Latinx People Represented on Social Media Channels					# of LGBTQ People Represented on Social Media Channels					# of Differently Abled People Represented on Social Media Channels					
	2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	
July			2	11.76%	July			2	11.76%	July			0	0.00%	July			0	0.00%	
August			1	6.67%	August			0	0.00%	August			0	0.00%	August			0	0.00%	
September					September					September					September					
October					October					October					October					
November					November					November					November					
December					December					December					December					
January					January					January					January					
February					February					February					February					
March					March					March					March					
April					April					April					April					
May					May					May					May					
June					June					June					June					
FY Total		0	3	9.38%	FY Total		0	2	6.25%	FY Total		0	0	0.00%	FY Total		0	0	0.00%	

Misc. (Visitors Magazine, Educational Events)								
Total # of People in Photos			Visitor Magazine Photos					
	2019 Actual	2020 Actual		2019 Actual	2019 % of Total	2020 Actual	2020 % of Total	
Black	0	2	Black	0	0%	2	2%	
Latinx	8	2	Latinx	8	8%	2	2%	
White	85	82	White	85	89%	82	93%	
Asian	2	1	Asian	2	2%	1	1%	
Indigenous	1	0	Indigenous	1	1%	0	0%	
LGBTQ	0	1	LGBTQ	0	0%	1	1%	
Diff. Abled	0	0	Diff. Abled	0	0%	0	0%	
<i>FY Total</i>	96	88						
Total # of People Speaking			Virtual Townhall					
	2019/20 Actual	2020/21 Actual		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	
Black	N/A	0	Black	N/A	N/A	0	0%	
Latinx	N/A	0	Latinx	N/A	N/A	0	0%	
White	N/A	4	White	N/A	N/A	4	100%	
Asian	N/A	0	Asian	N/A	N/A	0	0%	
Indigenous	N/A	0	Indigenous	N/A	N/A	0	0%	
LGBTQ	N/A	0	LGBTQ	N/A	N/A	0	0%	
Diff. Abled	N/A	0	Diff. Abled	N/A	N/A	0	0%	
<i>FY Total</i>	N/A	4						
Total # of People Speaking			Industry Educational Symposium					
	2019/20 Actual	2020/21 Actual		2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total	
Black	0	0	Black	0	0%			
Latinx	1	0	Latinx	1	33%			
White	2	0	White	2	67%			
Asian	0	0	Asian	0	0%			
Indigenous	0	0	Indigenous	0	0%			

	LGBTQ	0	0		LGBTQ	0	0%		
	Diff. Abled	0	0		Diff. Abled	0	0%		
	<i>FY Total</i>	3	0						
	Total # of People Speaking				Destination Summit Speakers				
		2019/20 Actual	2020/21 Actual			2019/20 Actual	2019/20 % of Total	2020/21 Actual	2020/21 % of Total
	Black	1	N/A		Black	1	9.09%	N/A	N/A
	Latinx	1	N/A		Latinx	1	9.09%	N/A	N/A
	White	9	N/A		White	9	81.82%	N/A	N/A
	Asian	0	N/A		Asian	0	0.00%	N/A	N/A
	Indigenous	0	N/A		Indigenous	0	0.00%	N/A	N/A
	LGBTQ	0	N/A		LGBTQ	0	0.00%	N/A	N/A
	Diff. Abled	0	N/A		Diff. Abled	0	0.00%	N/A	N/A
	<i>FY Total</i>	11	N/A						



BUSINESS ITEMS ***EQUITY & INCLUSION***

- **Purpose of the Data Tracking Matrix**

- The end goal behind the matrix is to be mindful of where the gaps are in equity and inclusion, and understand how we can tell a broader story
- The desire is not to be punitive, but rather to be “additive” in order to be more inclusive by expanding our efforts and reach
- The matrix is a living document and will be updated with additional segments and information as we move forward and learn more
- As we work to onboard a new agency, we will build out tracking for additional content (banner ads, videos, blog posts, website) and information about our agencies
- Our PR Agency, Turner, is setting targets for outreach to, and hosting of, a diverse set of journalists and influencers



BUSINESS ITEMS **EQUITY & INCLUSION**

- **Questions**

- *What feedback do you have on Visit SLO CAL's Equity & Inclusion work?*
- *How can we partner with you on this important work and what does success look like?*
- *Are there unintended consequences to this work that we need to be aware of?*

EXPERIENCE SLO CAL 2050 CONVERSATIONS



DEMONSTRATE VALUE TO INVESTORS,
PARTNERS, STAKEHOLDERS &
COMMUNITIES



BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

- **Experience SLO CAL 2050 (Destination Management Strategy) Prioritization**
 - Last fall, Visit SLO CAL staff and Resonance Consultancy met with community stakeholders across the destination to understand the Destination Management Strategy (DMS) areas of priority for the specific communities
 - In March 2020, the Visit SLO CAL Board of Directors approved, prioritized and budgeted the following scope of work in FY 2020/21

BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

- **Experience SLO CAL 2050 (Destination Management Strategy) Prioritization**
 - **Items in Visit SLO CAL's Existing Scope**
 - Air Service & Airport Development
 - International Visitors
 - Paso Robles & SLO Coast Wine
 - SLO CAL Crafted

BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

- **Experience SLO CAL 2050 (Destination Management Strategy) Prioritization**
 - **Items Visit SLO CAL Will Advocate For/Partner On:**
 - Authentic Communities
 - Countywide Trail System
 - Nightlife, Music & Entertainment
 - Workforce Housing & Transportation

BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

- **Experience SLO CAL 2050 (Destination Management Strategy) Prioritization**
 - **Items Visit SLO CAL Will Fund/Complete**
 - Customer Service Training Program
 - Events & Festivals Strategy
 - Space Launch Events
 - Thematic Routes

BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

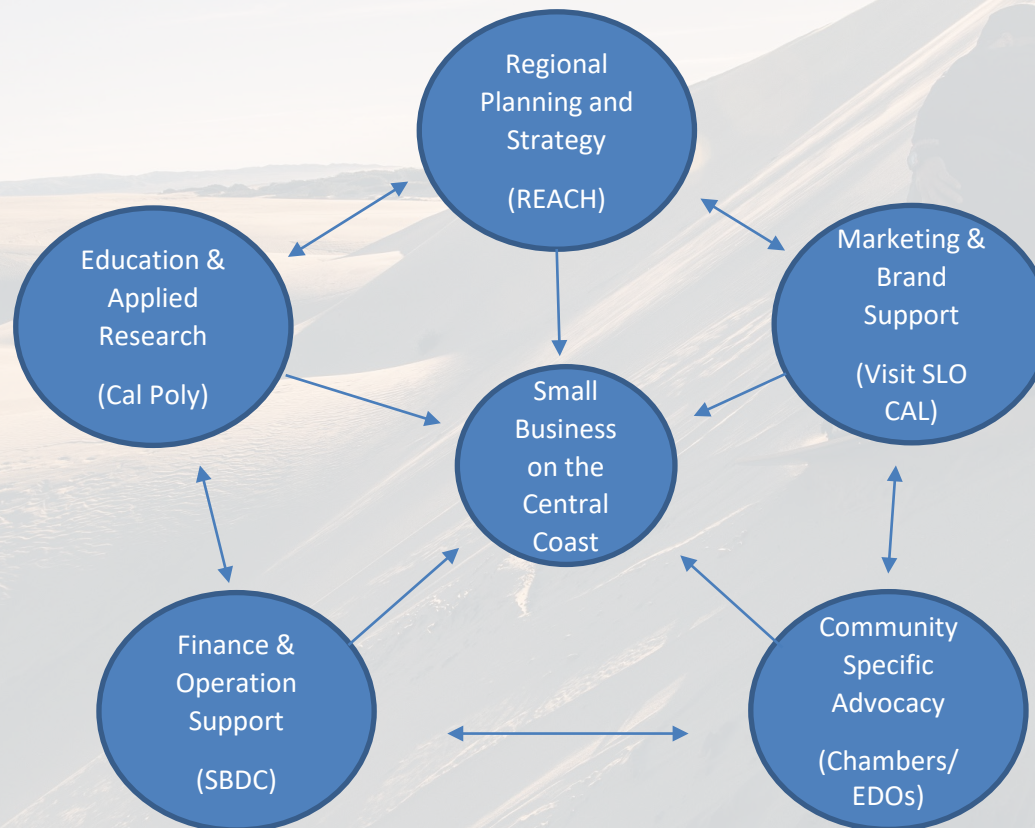
■ **Customer Service Training Program**

- Cal Poly has been working with the EDA regional team to determine a program they would be willing to fund to support the SLO CAL Travel & Tourism industry
- The **Comprehensive Business Support Network (CBSN)** would serve as a network of business support organizations to provide targeted support to our industry, including customer service training for the local workforce (Extended Ed), finance and operations support (SBDC), marketing and brand support (Visit SLO CAL), and local advocacy (Chambers of Commerce/EDO staff)
- The CBSN would provide targeted and holistic support to our industry, bringing together business support organizations in a coordinated response

BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

■ Comprehensive Business Support Network (Map)



BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

■ **Customer Service Training Program**

- Cal Poly Extended Ed will develop and deliver a customer service training program for front-line staff, managers and business owners
- As part of the partnership, Cal Poly Extended Education would be offering a three-course program for front-line staff, managers and business owners, and the first course would be free of charge to participants
- CBSN expands beyond the initial Customer Service recommendation in ESC 2050 to provide additional support to the industry during the current pandemic and will provide incredible benefit to the industry
- As the program is developed and the grant potentially funded, Visit SLO CAL would maintain a prominent seat at the table to oversee this effort
- Since this does not accomplish the need for mass industry customer service training, additional programming would still be developed to solve for completion of the recommendation in ESC 2050

BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

- **Events & Festivals Strategy**

- **Goals:**

- Develop a strategy that yields lodging rate and reduces impact on communities through the creation of a destination-wide master events calendar, program, locations, seasonality, logistics, operating plan, and sponsorship/funding to strategically deliver the full potential of events and festivals to SLO CAL
- Establish and apply business plan criteria for investment and activation
 - Work with events and festivals producers to invest in, incubate and spin-off events and festivals that create high “Event Impact”
- Work with the events and festival producers to identify and fill niches, placing events in key need periods and eliminating gaps in the visitor calendar

BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

- **Events & Festivals Strategy**
 - **Strategy Focus**
 - Event Categorization
 - Events Calendar & Scheduling
 - Sponsorship/Funding Model
 - Municipal Policies
 - Yield Lodging Rates
 - Reduce Community Impact



BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

- **Events & Festivals Strategy**

- **Partnership with Each Community**

- This strategy would be for each of the communities and thus would need buy-in and support from each of the Destination Partners
 - Once a consultant is selected, we would ask each of the Destination Partners to sign a Letter of Intent committing to actively engaging on the development of the strategy and adopting its components upon completion
 - Each of the Destination Partners would be asked to sit on a formal Steering Committee to guide the strategy development, and approve each step
 - At the completion of the strategy, each community would formally adopt this strategy

BUSINESS ITEMS

EXPERIENCE SLO CAL 2050 CONVERSATIONS

■ **Questions**

- ***What overall feedback do you have on the direction of this work?***
- ***When we talk about key recommendations like the Events & Festivals strategy, does your community see this work as important and is it willing to invest in and adopt the strategy?***

TOT REPORTING



DEMONSTRATE VALUE TO INVESTORS,
PARTNERS, STAKEHOLDERS &
COMMUNITIES



BUSINESS ITEMS

TOT REPORTING

■ **TOT Reporting**

- Our most up-to-date TOT report is included in the agenda packet
- Visit SLO CAL's Board of Directors has requested a more granular breakdown in TOT reporting by community
- The request is for TOT to be split out by lodging type, allowing us to better target communities and categories when they need help:
 - Hotels/Motels
 - RV Parks
 - Vacation Rentals (including B&Bs)
- Visit SLO CAL would request the reports by the 15th of each month, in conjunction with the delivery of your community's basic TOT report
- Excel format would be preferable, with numbers for past months updated every month (as applicable)
- If reports dating back to July 2017 could be provided, that would be appreciated



Transient Occupancy Tax
Fiscal Year July 2020 - June 2021

	SLO County Unincorporated Current Fiscal Year	FY 19-20	Percent Change	SLO City Current Fiscal Year	FY 19-20	Percent Change	Pismo Beach Current Fiscal Year	FY 19-20	Percent Change	Morro Bay Current Fiscal Year	FY 19-20	Percent Change	Paso Robles Current Fiscal Year	FY 19-20	Percent Change	Arroyo Grande Current Fiscal Year	FY 19-20	Percent Change	Atascadero Current Fiscal Year	FY 19-20	Percent Change	Grover Beach Current Fiscal Year	FY 19-20	Percent Change	TOTAL Current Fiscal Year	TOTAL FY 19-20	Percent Change
July	\$1,312,669	\$ 1,433,966	-8.46%	\$ 530,040	\$ 913,019	-41.95%	\$ 1,488,288	\$ 1,441,301	3.26%	\$ 401,896	\$ 487,345	-17.53%	\$ 500,016	\$ 769,609	-35.03%	\$ 94,671	\$ 140,456	-32.60%				\$ 53,607	\$ 65,214	-17.80%	\$ 4,381,187	\$ 5,250,910	-16.56%
Aug		\$ 1,527,916			\$ 826,465			\$ 1,238,392			\$ 423,289			\$ 660,228			\$ 126,842						\$ 55,804		\$ -	\$ 4,858,936	
Sep		\$ 1,294,141			\$ 720,414			\$ 933,985			\$ 334,204			\$ 599,317			\$ 125,592			\$ 452,747			\$ 44,803		\$ -	\$ 4,505,204	
Oct		\$ 1,168,071			\$ 711,393			\$ 857,352			\$ 289,902			\$ 653,883			\$ 92,897						\$ 57,586		\$ -	\$ 3,831,084	
Nov		\$ 842,165			\$ 593,403			\$ 724,781			\$ 231,647			\$ 575,054			\$ 70,590						\$ 40,807		\$ -	\$ 3,078,448	
Dec		\$ 912,590			\$ 488,757			\$ 569,320			\$ 199,050			\$ 412,663			\$ 75,028			\$ 324,608			\$ 32,411		\$ -	\$ 3,014,427	
Jan		\$ 768,454			\$ 520,813			\$ 574,909			\$ 176,808			\$ 370,006			\$ 51,697						\$ 27,398		\$ -	\$ 2,490,085	
Feb		\$ 692,966			\$ 596,021			\$ 681,017			\$ 187,984			\$ 461,933			\$ 39,966						\$ 29,386		\$ -	\$ 2,689,273	
Mar		\$ 607,900			\$ 268,458			\$ 368,906			\$ 101,319			\$ 237,129			\$ 43,339			\$ 217,326			\$ 16,515		\$ -	\$ 1,860,892	
April		\$ 92,154			\$ 69,184			\$ 166,818			\$ 32,959			\$ 77,821			\$ 15,485						\$ 7,115		\$ -	\$ 461,535	
May		\$ 140,610			\$ 174,982			\$ 670,275			\$ 108,805			\$ 144,218			\$ 40,289						\$ 16,101		\$ -	\$ 1,295,280	
June		\$ 489,569			\$ 409,945			\$ 1,135,388			\$ 291,969			\$ 337,290			\$ 82,739						\$ 45,690		\$ -	\$ 2,924,698	
Total	\$ 1,312,669	\$ 9,970,502		\$ 530,040	\$ 6,292,854		\$ 1,488,288	\$ 9,362,444		\$ 401,896	\$ 2,865,281		\$ 500,016	\$ 5,299,151		\$ 94,671	\$ 904,920		\$ -	\$ 1,126,790		\$ 53,607	\$ 438,830		\$ 4,381,187	\$ 36,260,772	

Note: Atascadero reports quarterly.

TRAVEL TRADE & MARKETING EFFORTS



AMPLIFY AND STEWARD THE SLO CAL BRAND THROUGH UNIFIED EFFORTS



BUILD & EXPAND STRATEGIC PARTNERSHIPS



DEMONSTRATE VALUE TO INVESTORS, PARTNERS, STAKEHOLDERS & COMMUNITIES





Travel Trade: UPDATES

FY 2020/21 STRATEGY

In-State Approach

- Focus on Social, Military, Educational, Religious and Fraternal (SMERF) groups in drive markets
 - Most travelers are currently coming from a 300-mile radius
- Meetings & Conferences sales will fully reactivate when the time is right
- Many trade shows have gone virtual, and Visit SLO CAL continues to use this time as an opportunity to educate tour operators on the region

International

- When the markets have recovered and international travel is reactivated, VSC will re-engage in international representation and sales programs
- VSC continues to serve as a liaison between wholesalers and receptive operators to ensure bookable product (lodging inventory) is available throughout SLO CAL



PR & Communications UPDATES

FY 2020/21 STRATEGY

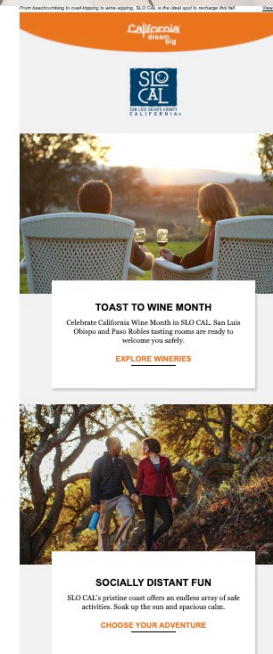
- Focusing on drive markets like San Francisco and Los Angeles
- Utilizing media drops (charcuterie board packages with items representing the entire region) in lieu of in-person meetings
- Sending 2 pitches per month (short-lead and long-lead) to national and regional media targets
- Goal of encouraging cross-visitation by including multiple destinations in outreach
- Building relationships with local media through one-on-one meetings and regular outreach to help champion the local tourism industry

Paid Media UPDATES

CAMPAIGN TIMING UPDATE

Visit California (VCA) Co-Op

- Visit SLO CAL is partnering with VCA on a leveraged co-op program, with additional buy-ins for advertising in some of their other media channels (newsletter and social)
- Display ads (banners and native) launched August 31, targeting active travel intenders
- VCA-owned channel newsletter and social buy followed in September
 - Dedicated Newsletter is reaching an audience of 140k
 - 2 deployments (9/17 and 10/15)



Paid Media UPDATES

VSC BRAND CAMPAIGN

- Updated 90 second brand video, with shorter versions for digital video
- Updated creative to reflect “house of brands” approach that honors the experiences of our unique destinations
- Currently in Wave 2 of our 3-Wave approach
 - Encouraging “Plan Now” type calls to action
- While majority of our advertising is digital, we are also showing value to RV Parks through our print advertising efforts in the annual Good Sam Guide (ad on next page)



MARKETING AGENCY-OF-RECORD RFP PROCESS

- Visit SLO CAL is currently in the RFP process for a new marketing agency-of-record
- We will be making a selection on 11/18, and hope to on-board the new agency by January 1

DISCOVER THE CALIFORNIA LESS TRAVELED



SAN LUIS OBISPO COUNTY
CALIFORNIA®

SLO CAL RV PARKS & RESORTS

Hit the road and discover a world that's just your speed in San Luis Obispo County.

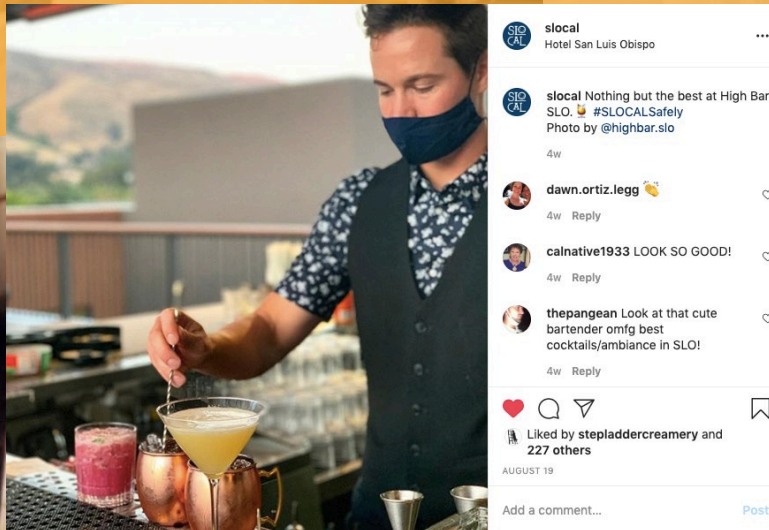
SLOCAL.COM

PISMO BEACH Holiday RV Park 800.272.3672 • HolidayRVPark.org | Pismo Coast Village RV Park 888.782.3224 • PismoCoastVillage.com **GROVER BEACH** Le Sage Riviera RV Park 805.489.5506 • LeSageriviera.com **PASO ROBLES** Cava Robles 866.835.1677 • SunRVResorts.com/cava-robles | **Wine Country RV Resort** 866.550.2117 • WineCountryRVResort.com
MORRO BAY Bay Pines Travel Trailer Park 805.772.3223 • BayPinesRV.net | **Cypress RV & Mobile Home Park** 805.772.2515 | **Harborview RV Park** 805.470.9929 • HarborviewRVPark.com
Morro Dunes RV Park 805.772.2722 • MorroDunes.com | **Morro Strand RV Park** 805.772.8232 • MorroStrandRVPark.com | **Silver City Resort** 805.772.7478 • SilverCityMorroBay.com

#SLOCALSAFELY

#SLOCALSAFELY

- Visit SLO CAL launched its #SLOCALSafely initiative on August 5th, to encourage visitors to share photos that show masks and social distancing as they're moving through SLO CAL



BUSINESS ITEMS

TRAVEL TRADE & MARKETING EFFORTS

- **Question**

- ***What feedback do you have on Visit SLO CAL's travel trade and marketing strategies for this fiscal year?***





***Please submit any questions on this deck to
Brendan@SLOCAL.com 72 hours in
advance of the meeting.***

Thank you!