



# AGENDA

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## Visit SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Agenda

Wednesday, November 15, 2017

8:30 am

Madonna Inn

100 Madonna Road, San Luis Obispo, CA 93405

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

|                      |                   |
|----------------------|-------------------|
| <b>ANNOUNCEMENTS</b> | <b>C. Davison</b> |
|----------------------|-------------------|

|  |                   |
|--|-------------------|
| <b>CONSENT AGENDA - <i>motion required</i></b> | <b>C. Davison</b> |
|--|-------------------|

3. Approval of September 20, 2017 Board Meeting Minutes (*yellow*)
4. Approval of September & October Financials (*green*)
5. Approval of Danna Stroud's Marketing Committee Application  
*Staff will ask for Board approval of the September 20, 2017 Board Meeting Minutes, the September and October Financials and Danna Stroud's application to join the VSC Marketing Committee.*

|                   |                   |
|-------------------|-------------------|
| <b>CEO REPORT</b> | <b>C. Davison</b> |
|-------------------|-------------------|

6. CEO Report (10 min)  
*Staff will provide an update on current projects and areas of focus for the months ahead.*

|                       |                   |
|-----------------------|-------------------|
| <b>BUSINESS ITEMS</b> | <b>C. Davison</b> |
|-----------------------|-------------------|

7. Executive Committee Seat (15 min) - *motion required*  
*The Board will accept nominations and select the Secretary seat on the Executive Committee.*
8. Financial Discussion (10 min) - *motion required*  
*Staff will discuss the budget re-forecast timeline and request Board approval of a change to its operating and reserve cash account.*
9. Destination Development Strategy (10 min)  
*Staff will provide an update on Visit SLO CAL's initiative to develop a long-term Destination Development/Tourism Infrastructure Master Plan as outlined in Strategic Direction 2020.*
10. Cannabis Legalization Education (10 min) – *motion required*  
*The Board will discuss Visit SLO CAL's position on educating its constituents and members along with membership and marketing of cannabis-related companies and activities once legal in the state.*
11. Destination Security Discussion (10 min)  
*Staff will recap the discussion at the CalTravel Board Meeting on destination security initiatives, and Visit SLO CAL's role in destination security education for SLO CAL.*

**12. FY2016-17 Year-End Satisfaction Survey (10 min)**

*Staff will discuss the results and takeaways of Visit SLO CAL's FY2016-17 Year-End Satisfaction Survey.*

**13. Marketing Update (10 min)**

*Staff will provide an update on key marketing initiatives.*

**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 SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, September 20, 2017

8:30am

The Carlton Hotel

6005 El Camino Real, Atascadero, CA 93422

#### 1. CALL TO ORDER: Clint Pearce

**PRESENT:** Kathy Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Lori Keller, Sarah Maggelet, Sam Miller, Nipool Patel, Clint Pearce, Val Seymour, Roger Wightman

**ABSENT:** John Arnold

**STAFF PRESENT:** Chuck Davison, Brooke Burnham, Brendan Pringle

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Call to Order at 8:35 am.

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

None.

#### ANNOUNCEMENTS

Davison reminded the Board to cc [Records@SLOCAL.com](mailto:Records@SLOCAL.com) on any emails to Board, Committee and VSC team members pertaining to official VSC business.

The SLO Airport is hosting a Grand Opening for its new terminal on October 14, 2017 from 5:30pm-9:00pm. All VSC Board members are invited. Davison also noted that the Airport is providing VSC with the space for a large banner at the airport to welcome visitors. BCF is working on the creative for this opportunity.

VSC will be holding its Fall Industry Educational Symposium on September 21, from 8am to 12:30pm, at Embassy Suites in SLO, which will feature presentations from Visit SLO CAL, Visit California, Arrivalist, JBS Hotels, and Host Compliance.

#### CONSENT AGENDA

3. Approval of July 19, 2017 Board Meeting Minutes
4. Approval of June/FY2016-17 Year End Financials
5. Approval of July and August Financials
6. Approval of FY2016-17 Annual Report
7. Approval of Audrey Arellano's Marketing Committee Application

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Graves/Seymour to approve the Consent Agenda as presented.

**Motion carried: 12:0**  
**Patel arrived after the vote.**

## **CEO REPORT**

### **8. CEO Report**

Davison announced that Item 14 of the agenda would be tabled to allow time for additional fact-finding based on recommendations from the Executive Committee.

Davison reviewed the July Travel Trends Index from U.S. Travel, and pointed out that international tourism is slumping in 2017 due to two factors: the “Trump Slump” and the valuation of the dollar leading to a decrease in business. He also reviewed the July TOT report, and noted that the numbers are expected to increase against the budget in the coming months with the initiation of the County’s Airbnb collection agreement and the opening of the Inn at the Pier in Pismo Beach.

VSC will be presenting its bi-annual update at the City Managers Meeting on September 22, 2017.

Davison noted that he received positive feedback from councilmembers during the Morro Bay City Council Meeting on August 22, 2017.

Davison recapped the CalTravel Executive Committee and Board Meetings (August 17-18, 2017) and the key takeaways from U.S. Travel’s Educational Seminar for Tourism Organizations (ESTO), which the VSC leadership team attended from August 26-29, 2017. U.S. Travel issued a number of insightful new reports, which VSC forwarded to constituents and elected officials via email.

Davison provided an update on VSC’s Highway 1 closure communication efforts. Davison and other constituents met with Assemblyman Cunningham in the North Coast on August 16, 2017. Assemblyman Cunningham’s office has reached back out to Caltrans to follow up. Caltrans recently released a rebuild plan with Highway 1 at Mud Creek opening to traffic by late summer of 2018. Davison participated with VCA in the Best Buddies Challenge: Hearst Castle, which was a great opportunity to get the message out that Highway 1 is open in SLO CAL. During the event, Davison met with Lieutenant Governor Gavin Newsom and asked for additional support and influence with Caltrans.

VSC leadership held its quarterly check-in on the progress of the Operational Plan with Coraggio Group on August 24, 2017. Many items are on track, but several marketing-related items are behind schedule based on new marketing contracts and staffing, which VSC is working to correct.

Davison outlined his travel schedule.

Public Comment – None.

Board Discussion.

## **BUSINESS ITEMS**

### **9. FY2016-17 Audit**

As part of its contract with the County, VSC is required to do a full-scale audit each fiscal year. This was VSC’s second successful audit. The audit did not identify any deficiencies in internal control that were considered to be material weaknesses. The Audit Report Management Advisory Comments noted that changes recommended in the FY2015/16 audit regarding the Segregation of Accounting Duties and Vendor Invoices had been implemented in FY2016/17. The report identified, however, that VSC’s cash account balance has exceeded the FDIC insured amount at various times throughout

the year. The contingency fund will continue to weigh against this balance as it increases monthly. This item will be discussed and addressed by the Board at a future meeting.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Graves/Maggelet to approve the FY2016/17 Audit as presented for submission to the County, and to authorize Burkart & Stevens to file VSC's FY2016/17 Tax Return.

**Motion carried: 12:0**

## **10. Media Agency and PR Agency Selection**

On August 3, 2017, three national media agencies presented their proposals to the Marketing Committee: Goodway Group, Orange 142 and Miles Media. The Marketing Committee unanimously recommended the approval of Goodway Group as VSC's Media Agency of Record, based on their deep digital strategy, high-level optimization and their ability to take VSC to the next level with efficiency, tracking and reporting. The Executive Committee subsequently recommended allowing the President & CEO to enter into contract negotiations with Goodway. This contract has been finalized and the SOW is expected to be finalized this week. BCF will continue to manage VSC's creative process, including the design and development of VSC's brand and advertising assets. Goodway will develop the digital media strategy, manage the place and optimization of VSC's digital media campaign, and provide tracking and reporting.

On September 12, 2017, three national Public Relations firms presented their proposals to the Marketing Committee: Turner Public Relations, Mfa, and The Brandman Agency. The Marketing Committee unanimously recommended the approval of Turner Public Relations as VSC's PR Agency of Record, based on their innovative and strategic approach, strong measurement focus and their authenticity. Turner was the PR Agency of Record for Visit Estes Park, Brooke Burnham's former employer, along with several other destinations. The Executive Committee subsequently approved allowing the President & CEO to begin contract negotiations with Turner Public Relations as VSC's PR Agency of Record.

Davison noted that VSC plans to have two all-agency meetings each fiscal year to bring its three agencies together for strategic and collaborative planning.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Keller/Patel to approve Goodway Group as VSC's Media Agency of Record and Turner Public Relations as its PR Agency of Record.

**Motion carried: 12:0**

## **11. Board and Executive Committee Seats**

With the sale of his property at the end of August, JP Patel officially provided his letter of resignation from the Visit SLO CAL Board on September 6, 2017. Amar Sohi of the Holiday Inn Express (Atascadero) has applied for JP Patel's Board seat and VSC submitted a letter of recommendation on his behalf to the City of Atascadero. Atascadero TBID will appoint a new Board member on September 20, 2017, which will go to the City Council for approval on October 10, 2017. Patel's resignation opens up the Secretary seat on the Executive Committee, which will be addressed at a future meeting, once the Atascadero seat has been appointed.

Public Comment – None.

Board Discussion.

## **12. Board Member Attendance**

Based on the transition to a bi-monthly meeting schedule, regular Board attendance at meetings is more critical than ever. Davison reviewed the guidelines from the VSC bylaws, and asked that the Board adhere to these guidelines, as they will be followed more strictly moving forward. He also noted that tardiness is preferable to absence from the meeting.

Public Comment – None.

Board Discussion.

## **13. County Agreement with Airbnb**

On August 12, 2017, the County Board of Supervisors (CBoS) approved an agreement with Airbnb, requiring them to collect taxes and assessments in the County unincorporated area. Davison relayed some of the concerns raised by some vacation rental constituents about the agreement, and noted that they feel that the County has compromised legal vacation rentals to collect TOT dollars without evidence of each property being licensed. Additionally, some are worried that the new agreement may cause legal vacation rentals to double pay if they are not aware. VSC has been in contact with VSC Board Member Jim Hamilton with the County Tax Collector's office, and the County is developing an FAQ that VSC will be able to share on the Member's Area of its website.

Hamilton noted that Airbnb would not budge on releasing property information, but that they consented to all of the requirements that other jurisdictions were able to place on them. Hamilton also gave an update on Host Compliance's efforts to get illegal vacation rentals into compliance.

Public Comment – None.

Board Discussion.

## **14. Financial Processes Discussion**

This item was tabled for a future meeting.

## **15. Marketing Update**

Burnham walked the Board through a preview of the new VSC website, including the home page, a content page, an individual listing page and a destination page.

Public Comment – Kristin Huebner, Pismo Beach CVB, asked if the Pismo Beach CVB would be able to provide the content for its destination page. Burnham responded that VSC would work with each destination on this content, requesting talking points and images.

Board Discussion.

## **ADJOURNMENT**

**ACTION:** Moved by Graves/Keller to adjourn the meeting.

**Motion carried: 12:0**

Meeting adjourned at 10:09am.

| Income  | This Month   | Budgeted for Month | MTD Variance | MTD Actual v. MTD Budget % | MTD % of Total Income/Expenses | FISCAL YTD   | YTD Budget   | YTD Variance | YTD Actual v. YTD Budget % | YTD % of Total Income/Expenses |
|---|--------------|--------------------|--------------|----------------------------|--------------------------------|--------------|--------------|--------------|----------------------------|--------------------------------|
| PY TMD Collected in CY  | \$ 17,751    | \$ 96,450          | \$ (78,699)  | 18.40%                     | 3.63%                          | \$ 127,555   | \$ 195,000   | \$ (67,445)  | 65.41%                     | 8.85%                          |
| Membership Dues   | \$ (2,471)   | \$ 5,647           | \$ (8,118)   | -43.76%                    | -0.51%                         | \$ 44,014    | \$ 19,251    | \$ 24,762    | 228.63%                    | 3.05%                          |
| TMD Income  |              |                    |              |                            |                                |              |              |              |                            |                                |
| SLO County Unincorporated   | \$ 85,931    | \$ 85,931          | \$ -         | 100.00%                    | 17.57%                         | \$ 276,242   | \$ 276,242   | \$ -         | 100.00%                    | 19.17%                         |
| SLO City  | \$ 63,506    | \$ 63,506          | \$ -         | 100.00%                    | 12.98%                         | \$ 218,471   | \$ 218,471   | \$ -         | 100.00%                    | 15.16%                         |
| Pismo Beach   | \$ 84,747    | \$ 84,747          | \$ -         | 100.00%                    | 17.33%                         | \$ 323,772   | \$ 323,772   | \$ -         | 100.00%                    | 22.47%                         |
| Morro Bay   | \$ 31,666    | \$ 31,666          | \$ -         | 100.00%                    | 6.47%                          | \$ 114,336   | \$ 114,336   | \$ -         | 100.00%                    | 7.93%                          |
| Paso Robles   | \$ 41,728    | \$ 41,728          | \$ -         | 100.00%                    | 8.53%                          | \$ 141,668   | \$ 141,668   | \$ -         | 100.00%                    | 9.83%                          |
| Arroyo Grande   | \$ 10,413    | \$ 10,413          | \$ -         | 100.00%                    | 2.13%                          | \$ 29,544    | \$ 29,544    | \$ -         | 100.00%                    | 2.05%                          |
| Atascadero *  | \$ 40,300    | \$ 40,300          | \$ -         | 0.00%                      | 8.24%                          | \$ 40,300    | \$ 40,300    | \$ -         | 100.00%                    | 2.80%                          |
| Grover  | \$ 1,002     | \$ 1,002           | \$ -         | 100.00%                    | 0.20%                          | \$ 10,526    | \$ 10,526    | \$ -         | 100.00%                    | 0.73%                          |
| Adjustment for Actual TMD Collected   | \$ 114,576   | \$ -               | \$ 114,576   |                            | 23.42%                         | \$ 114,576   | \$ -         | \$ 114,576   |                            | 7.95%                          |
| Total Income  | \$ 489,149   | \$ 461,390         | \$ 27,759    | 106.02%                    | 100.00%                        | \$ 1,441,004 | \$ 1,369,110 | \$ 71,894    | 105.25%                    | 100.00%                        |
| * District pays quarterly   |              |                    |              |                            |                                |              |              |              |                            |                                |
| Expenses  |              |                    |              |                            |                                |              |              |              |                            |                                |
| Restricted Reserve  | \$ 24,457    | \$ 18,247          | \$ 6,210     | 134.04%                    | 15.68%                         | \$ 72,050    | \$ 58,706    | \$ 13,345    | 122.73%                    | 15.37%                         |
| G&A   | \$ 15,406    | \$ 18,502          | \$ (3,096)   | 83.27%                     | 9.88%                          | \$ 50,759    | \$ 66,502    | \$ (15,743)  | 76.33%                     | 10.83%                         |
| Industry Research and Resources   | \$ 11,561    | \$ 14,936          | \$ (3,374)   | 77.41%                     | 7.41%                          | \$ 52,279    | \$ 65,807    | \$ (13,527)  | 79.44%                     | 11.15%                         |
| Travel Trade  | \$ 15,661    | \$ 21,058          | \$ (5,397)   | 74.37%                     | 10.04%                         | \$ 60,006    | \$ 79,205    | \$ (19,199)  | 75.76%                     | 12.80%                         |
| Communications  | \$ 6,037     | \$ 14,353          | \$ (8,316)   | 42.06%                     | 3.87%                          | \$ 46,688    | \$ 66,150    | \$ (19,462)  | 70.58%                     | 9.96%                          |
| Advertising   | \$ 61,876    | \$ 189,497         | \$ (127,621) | 32.65%                     | 39.68%                         | \$ 119,630   | \$ 343,843   | \$ (224,214) | 34.79%                     | 25.52%                         |
| Promotions  | \$ 2,710     | \$ 2,674           | \$ 37        | 101.37%                    | 1.74%                          | \$ 9,811     | \$ 17,022    | \$ (7,210)   | 57.64%                     | 2.09%                          |
| Events  | \$ 5,698     | \$ 28,800          | \$ (23,102)  | 19.79%                     | 3.65%                          | \$ 10,897    | \$ 37,100    | \$ (26,203)  | 29.37%                     | 2.32%                          |
| Digital Marketing   | \$ 11,241    | \$ 47,091          | \$ (35,850)  | 23.87%                     | 7.21%                          | \$ 41,204    | \$ 145,348   | \$ (104,144) | 28.35%                     | 8.79%                          |
| Film Commission   | \$ 1,289     | \$ 6,704           | \$ (5,415)   | 19.23%                     | 0.83%                          | \$ 5,421     | \$ 18,246    | \$ (12,826)  | 29.71%                     | 1.16%                          |
| Total Expenses  | \$ 155,938   | \$ 361,861         | \$ (205,923) | 43.09%                     | 100.00%                        | \$ 468,745   | \$ 897,928   | \$ (429,183) | 52.20%                     | 100.00%                        |
| Surplus(Deficit)  | \$ 333,211   | \$ 99,529          | \$ 233,682   | 334.79%                    |                                | \$ 972,259   | \$ 471,182   | \$ 501,077   | 206.34%                    |                                |
|   |              |                    |              |                            |                                |              |              |              |                            |                                |
| Cash Flow   |              |                    |              |                            |                                |              |              |              |                            |                                |
| Surplus (Deficit)   | \$ 333,211   |                    |              |                            |                                | \$ 972,259   |              |              |                            |                                |
| Beginning Cash Balance  | \$ 1,166,387 |                    |              |                            |                                | \$ 733,261   |              |              |                            |                                |
| Change in Accounts Receivable   | \$ (246,270) |                    |              |                            |                                | \$ (312,360) |              |              |                            |                                |
| Change in Accrued Expenses  | \$ (8,386)   |                    |              |                            |                                | \$ (24,341)  |              |              |                            |                                |
| Change in Prepaid Expenses  |              |                    |              |                            |                                | \$ -         |              |              |                            |                                |
| Change in Accounts Payable  | \$ 56,419    |                    |              |                            |                                | \$ (67,457)  |              |              |                            |                                |
|   |              |                    |              |                            |                                |              |              |              |                            |                                |
| Visit SLO County Cash Balances  | \$ 1,301,362 |                    |              |                            |                                | \$ 1,301,362 |              |              |                            |                                |
| Restricted Reserves - 5% of Cumulative Revenues   | \$ (436,770) |                    |              |                            |                                | \$ (423,425) |              |              |                            |                                |
| Equity on Balance Sheet   |              |                    |              |                            |                                |              |              |              |                            |                                |
| Net Available Cash  | \$ 864,591   |                    |              |                            |                                | \$ 877,936   |              |              |                            |                                |
|   |              |                    |              |                            |                                |              |              |              |                            |                                |
| Comments to the Board:  |              |                    |              |                            |                                |              |              |              |                            |                                |
| - 100% of 2016/2017 TMD funds have been collected and recognized as of 09/30/17 - \$3,785,666                                       |              |                    |              |                            |                                |              |              |              |                            |                                |
| - G.B. and M.B. still owe for July as of 10/06/17, all others have remitted funds   |              |                    |              |                            |                                |              |              |              |                            |                                |
| - 0.00% of August and September TMD funds have been collected   |              |                    |              |                            |                                |              |              |              |                            |                                |
| - Of the \$48,114 in Membership Dues that have been accrued, \$37,013 has been collected as of 09/30/17                             |              |                    |              |                            |                                |              |              |              |                            |                                |
| - YTD Expenses for Advertising and Marketing are significantly less than budgeted as the Marketing Contract is still in negotiation |              |                    |              |                            |                                |              |              |              |                            |                                |

**Visit SLO CAL**  
**Balance Sheet Prev Year Comparison**  
**As of September 30, 2017**

|  | Sep 30, 17          | Sep 30, 16          | \$ Change         | % Change        |
|--|---------------------|---------------------|-------------------|-----------------|
| <b>ASSETS</b>                                |                     |                     |                   |                 |
| <b>Current Assets</b>                        |                     |                     |                   |                 |
| <b>Checking/Savings</b>                      |                     |                     |                   |                 |
| 1010 · Bank of the Sierra - TMD              | 1,099,751.74        | 911,561.30          | 188,190.44        | 20.6%           |
| 1020 · Bank of the Sierra - Membership       | 201,609.78          | 18,465.21           | 183,144.57        | 991.8%          |
| <b>Total Checking/Savings</b>                | <b>1,301,361.52</b> | <b>930,026.51</b>   | <b>371,335.01</b> | <b>39.9%</b>    |
| <b>Accounts Receivable</b>                   |                     |                     |                   |                 |
| 1200 · Accounts Receivable                   | 1,127,095.84        | 1,056,133.66        | 70,962.18         | 6.7%            |
| <b>Total Accounts Receivable</b>             | <b>1,127,095.84</b> | <b>1,056,133.66</b> | <b>70,962.18</b>  | <b>6.7%</b>     |
| <b>Other Current Assets</b>                  |                     |                     |                   |                 |
| 1320 · Prepaid Rent                          | 3,326.70            | 3,326.70            | 0.00              | 0.0%            |
| 1340 · Workman's Comp Deposit                | 387.00              | 569.00              | -182.00           | -32.0%          |
| 1350 · Accrued Expenses                      | 44,333.96           | 60,577.44           | -16,243.48        | -26.8%          |
| <b>Total Other Current Assets</b>            | <b>48,047.66</b>    | <b>64,473.14</b>    | <b>-16,425.48</b> | <b>-25.5%</b>   |
| <b>Total Current Assets</b>                  | <b>2,476,505.02</b> | <b>2,050,633.31</b> | <b>425,871.71</b> | <b>20.8%</b>    |
| <b>Fixed Assets</b>                          |                     |                     |                   |                 |
| <b>1400 · Fixed Assets</b>                   |                     |                     |                   |                 |
| 1405 · Computer Hardware/Software            | 24,216.44           | 22,404.87           | 1,811.57          | 8.1%            |
| 1410 · Furniture & Fixtures                  | 91,012.07           | 20,930.63           | 70,081.44         | 334.8%          |
| 1415 · Leasehold Improvements                | 37,301.15           | 32,651.59           | 4,649.56          | 14.2%           |
| 1425 · Office Equipment                      | 14,560.10           | 14,560.10           | 0.00              | 0.0%            |
| <b>Total 1400 · Fixed Assets</b>             | <b>167,089.76</b>   | <b>90,547.19</b>    | <b>76,542.57</b>  | <b>84.5%</b>    |
| <b>1500 · Accumulated Depreciation</b>       |                     |                     |                   |                 |
| 1505 · Comp. Hdwr/Sftwr. Acc. Depr.          | -15,088.17          | -12,451.17          | -2,637.00         | -21.2%          |
| 1510 · Furn. & Fixt. Accum. Depr.            | -6,208.00           | -2,465.00           | -3,743.00         | -151.9%         |
| 1515 · Leasehold Imp. Accum. Depr.           | -1,630.00           | -343.00             | -1,287.00         | -375.2%         |
| 1525 · Office Equip. Accum. Depr.            | -4,915.00           | -1,288.00           | -3,627.00         | -281.6%         |
| <b>Total 1500 · Accumulated Depreciation</b> | <b>-27,841.17</b>   | <b>-16,547.17</b>   | <b>-11,294.00</b> | <b>-68.3%</b>   |
| <b>Total Fixed Assets</b>                    | <b>139,248.59</b>   | <b>74,000.02</b>    | <b>65,248.57</b>  | <b>88.2%</b>    |
| <b>Other Assets</b>                          |                     |                     |                   |                 |
| <b>1600 · Intangibles</b>                    |                     |                     |                   |                 |
| 1605 · Trademark - Slocal                    | 15,750.00           | 0.00                | 15,750.00         | 100.0%          |
| <b>Total 1600 · Intangibles</b>              | <b>15,750.00</b>    | <b>0.00</b>         | <b>15,750.00</b>  | <b>100.0%</b>   |
| <b>Total Other Assets</b>                    | <b>15,750.00</b>    | <b>0.00</b>         | <b>15,750.00</b>  | <b>100.0%</b>   |
| <b>TOTAL ASSETS</b>                          | <b>2,631,503.61</b> | <b>2,124,633.33</b> | <b>506,870.28</b> | <b>23.9%</b>    |
| <b>LIABILITIES &amp; EQUITY</b>              |                     |                     |                   |                 |
| <b>Liabilities</b>                           |                     |                     |                   |                 |
| <b>Current Liabilities</b>                   |                     |                     |                   |                 |
| <b>Accounts Payable</b>                      |                     |                     |                   |                 |
| 2000 · Accounts Payable                      | 93,037.04           | 2,869.24            | 90,167.80         | 3,142.6%        |
| <b>Total Accounts Payable</b>                | <b>93,037.04</b>    | <b>2,869.24</b>     | <b>90,167.80</b>  | <b>3,142.6%</b> |
| <b>Credit Cards</b>                          |                     |                     |                   |                 |
| 2050 · Rabobank Credit Card                  | 4,005.08            | 3,717.15            | 287.93            | 7.8%            |
| <b>Total Credit Cards</b>                    | <b>4,005.08</b>     | <b>3,717.15</b>     | <b>287.93</b>     | <b>7.8%</b>     |
| <b>Other Current Liabilities</b>             |                     |                     |                   |                 |
| 2100 · Payroll Liabilities                   |                     |                     |                   |                 |
| 2160 · Health Insurance Withheld             | 15.52               | 0.00                | 15.52             | 100.0%          |
| <b>Total 2100 · Payroll Liabilities</b>      | <b>15.52</b>        | <b>0.00</b>         | <b>15.52</b>      | <b>100.0%</b>   |
| <b>Total Other Current Liabilities</b>       | <b>15.52</b>        | <b>0.00</b>         | <b>15.52</b>      | <b>100.0%</b>   |
| <b>Total Current Liabilities</b>             | <b>97,057.64</b>    | <b>6,586.39</b>     | <b>90,471.25</b>  | <b>1,373.6%</b> |
| <b>Total Liabilities</b>                     | <b>97,057.64</b>    | <b>6,586.39</b>     | <b>90,471.25</b>  | <b>1,373.6%</b> |



**Visit SLO CAL**  
**Balance Sheet Prev Year Comparison**  
**As of September 30, 2017**

|                                       | Sep 30, 17          | Sep 30, 16          | \$ Change         | % Change     |
|---------------------------------------|---------------------|---------------------|-------------------|--------------|
| <b>Equity</b>                         |                     |                     |                   |              |
| <b>3120 · Reserved Earnings</b>       | 436,770.03          | 242,533.00          | 194,237.03        | 80.1%        |
| <b>3130 · Retained Earnings</b>       | 1,125,416.90        | 401,839.00          | 723,577.90        | 180.1%       |
| <b>Net Income</b>                     | 972,259.04          | 1,473,674.94        | -501,415.90       | -34.0%       |
| <b>Total Equity</b>                   | 2,534,445.97        | 2,118,046.94        | 416,399.03        | 19.7%        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>2,631,503.61</b> | <b>2,124,633.33</b> | <b>506,870.28</b> | <b>23.9%</b> |

| Income   |  | This Month   | Budgeted for Month | MTD Variance | MTD Actual v. MTD Budget % | MTD % of Total Income/Expenses | FISCAL YTD   | YTD Budget   | YTD Variance | YTD Actual v. YTD Budget % | YTD % of Total Income/Expenses |
|--|--|--------------|--------------------|--------------|----------------------------|--------------------------------|--------------|--------------|--------------|----------------------------|--------------------------------|
| PY TMD Collected in CY   |  | \$ -         | \$ -               | \$ -         | #DIV/0!                    | 0.00%                          | \$ 127,555   | \$ 195,000   | \$ (67,445)  | 65.41%                     | 7.42%                          |
| Membership Dues  |  | \$ (3,847)   | \$ 2,858           | \$ (6,705)   | -134.58%                   | -1.38%                         | \$ 40,167    | \$ 22,110    | \$ 18,058    | 181.67%                    | 2.34%                          |
| TMD Income   |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| SLO County Unincorporated  |  | \$ 91,644    | \$ 91,644          | \$ -         | 100.00%                    | 32.96%                         | \$ 367,886   | \$ 367,886   | \$ -         | 100.00%                    | 21.40%                         |
| SLO City   |  | \$ 57,519    | \$ 57,519          | \$ -         | 100.00%                    | 20.69%                         | \$ 275,990   | \$ 275,990   | \$ -         | 100.00%                    | 16.05%                         |
| Pismo Beach  |  | \$ 81,813    | \$ 81,813          | \$ -         | 100.00%                    | 29.42%                         | \$ 405,585   | \$ 405,585   | \$ -         | 100.00%                    | 23.59%                         |
| Morro Bay  |  | \$ 28,079    | \$ 28,079          | \$ -         | 100.00%                    | 10.10%                         | \$ 142,415   | \$ 142,415   | \$ -         | 100.00%                    | 8.28%                          |
| Paso Robles  |  | \$ 45,715    | \$ 45,715          | \$ -         | 100.00%                    | 16.44%                         | \$ 187,383   | \$ 187,383   | \$ -         | 100.00%                    | 10.90%                         |
| Arroyo Grande  |  | \$ 7,974     | \$ 7,974           | \$ -         | 100.00%                    | 2.87%                          | \$ 37,518    | \$ 37,518    | \$ -         | 100.00%                    | 2.18%                          |
| Atascadero *   |  | \$ -         | \$ -               | \$ -         | 0.00%                      | 0.00%                          | \$ 40,300    | \$ 40,300    | \$ -         | 100.00%                    | 2.34%                          |
| Grover   |  | \$ 3,033     | \$ 3,033           | \$ -         | 100.00%                    | 1.09%                          | \$ 13,559    | \$ 13,559    | \$ -         | 100.00%                    | 0.79%                          |
| Adjustment for Actual TMD Collected  |  | \$ (33,882)  | \$ -               | \$ (33,882)  |                            | -12.19%                        | \$ 80,695    | \$ -         | \$ 80,695    |                            | 4.69%                          |
| Total Income   |  | \$ 278,049   | \$ 318,635         | \$ (40,586)  | 87.26%                     | 100.00%                        | \$ 1,719,053 | \$ 1,687,746 | \$ 31,307    | 101.85%                    | 100.00%                        |
| * District pays quarterly  |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| Expenses   |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| Restricted Reserve   |  | \$ 13,902    | \$ 15,932          | \$ (2,029)   | 87.26%                     | 4.54%                          | \$ 85,953    | \$ 74,637    | \$ 11,315    | 115.16%                    | 11.09%                         |
| G&A  |  | \$ 37,356    | \$ 33,135          | \$ 4,222     | 112.74%                    | 12.19%                         | \$ 88,115    | \$ 99,636    | \$ (11,521)  | 88.44%                     | 11.37%                         |
| Industry Research and Resources  |  | \$ 12,385    | \$ 7,196           | \$ 5,190     | 172.12%                    | 4.04%                          | \$ 64,665    | \$ 73,003    | \$ (8,338)   | 88.58%                     | 8.34%                          |
| Travel Trade   |  | \$ 24,357    | \$ 39,253          | \$ (14,897)  | 62.05%                     | 7.95%                          | \$ 84,363    | \$ 118,458   | \$ (34,095)  | 71.22%                     | 10.88%                         |
| Communications   |  | \$ 21,597    | \$ 21,342          | \$ 255       | 101.19%                    | 7.05%                          | \$ 68,285    | \$ 87,492    | \$ (19,207)  | 78.05%                     | 8.81%                          |
| Advertising  |  | \$ 175,758   | \$ 202,069         | \$ (26,310)  | 86.98%                     | 57.36%                         | \$ 295,388   | \$ 545,912   | \$ (250,524) | 54.11%                     | 38.11%                         |
| Promotions   |  | \$ 3,878     | \$ 4,174           | \$ (296)     | 92.90%                     | 1.27%                          | \$ 13,689    | \$ 21,196    | \$ (7,507)   | 64.58%                     | 1.77%                          |
| Events   |  | \$ 5,702     | \$ 5,650           | \$ 52        | 100.91%                    | 1.86%                          | \$ 16,598    | \$ 42,750    | \$ (26,152)  | 38.83%                     | 2.14%                          |
| Digital Marketing  |  | \$ 9,810     | \$ 29,966          | \$ (20,156)  | 32.74%                     | 3.20%                          | \$ 51,015    | \$ 175,314   | \$ (124,300) | 29.10%                     | 6.58%                          |
| Film Commission  |  | \$ 1,642     | \$ 4,004           | \$ (2,362)   | 41.01%                     | 0.54%                          | \$ 7,062     | \$ 22,250    | \$ (15,188)  | 31.74%                     | 0.91%                          |
| Total Expenses   |  | \$ 306,387   | \$ 362,720         | \$ (56,333)  | 84.47%                     | 100.00%                        | \$ 775,132   | \$ 1,260,647 | \$ (485,515) | 61.49%                     | 100.00%                        |
| Surplus(Deficit)   |  | \$ (28,338)  | \$ (44,084)        | \$ 15,746    | 64.28%                     |                                | \$ 943,921   | \$ 427,098   | \$ 516,823   | 221.01%                    |                                |
|  |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| Cash Flow  |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| Surplus (Deficit)  |  | \$ (28,338)  |                    |              |                            |                                | \$ 943,921   |              |              |                            |                                |
| Beginning Cash Balance   |  | \$ 1,301,362 |                    |              |                            |                                | \$ 733,261   |              |              |                            |                                |
| Change in Accounts Receivable  |  | \$ 211,176   |                    |              |                            |                                | \$ (101,184) |              |              |                            |                                |
| Change in Accrued Expenses   |  | \$ (20,307)  |                    |              |                            |                                | \$ (44,649)  |              |              |                            |                                |
| Change in Prepaid Expenses   |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| Change in Accounts Payable   |  | \$ 78,740    |                    |              |                            |                                | \$ 11,283    |              |              |                            |                                |
|  |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| Visit SLO County Cash Balances   |  | \$ 1,542,632 |                    |              |                            |                                | \$ 1,542,632 |              |              |                            |                                |
| Restricted Reserves - 5% of Cumulative Revenues  |  | \$ (450,672) |                    |              |                            |                                | \$ (439,357) |              |              |                            |                                |
| Equity on Balance Sheet  |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| Net Available Cash   |  | \$ 1,091,960 |                    |              |                            |                                | \$ 1,103,275 |              |              |                            |                                |
|  |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| Comments to the Board:   |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| - 100% of July TMD funds have been collected   |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| - \$388,336 in August TMD has been collected. Grover Beach remains outstanding   |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| - 100% of membership revenue has been collected. \$5,000 originally accrued for has been adjusted off the books and will be recognized when received |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| - YTD Expenses for Advertising and Marketing are significantly less than budgeted  |  |              |                    |              |                            |                                |              |              |              |                            |                                |
| - Restricted Reserves have been re-categorized as Equity from a Liability per  |  |              |                    |              |                            |                                |              |              |              |                            |                                |

**Visit SLO CAL**  
**Balance Sheet Prev Year Comparison**  
**As of October 31, 2017**

|  | Oct 31, 17          | Oct 31, 16          | \$ Change         | % Change     |
|--|---------------------|---------------------|-------------------|--------------|
| <b>ASSETS</b>                                |                     |                     |                   |              |
| <b>Current Assets</b>                        |                     |                     |                   |              |
| <b>Checking/Savings</b>                      |                     |                     |                   |              |
| 1010 · Bank of the Sierra - TMD              | 1,337,453.45        | 1,379,192.78        | -41,739.33        | -3.0%        |
| 1020 · Bank of the Sierra - Membership       | 205,178.57          | 22,060.74           | 183,117.83        | 830.1%       |
| <b>Total Checking/Savings</b>                | 1,542,632.02        | 1,401,253.52        | 141,378.50        | 10.1%        |
| <b>Accounts Receivable</b>                   |                     |                     |                   |              |
| 1200 · Accounts Receivable                   | 915,919.78          | 808,289.42          | 107,630.36        | 13.3%        |
| <b>Total Accounts Receivable</b>             | 915,919.78          | 808,289.42          | 107,630.36        | 13.3%        |
| <b>Other Current Assets</b>                  |                     |                     |                   |              |
| 1320 · Prepaid Rent                          | 3,326.70            | 3,326.70            | 0.00              | 0.0%         |
| 1340 · Workman's Comp Deposit                | 387.00              | 569.00              | -182.00           | -32.0%       |
| 1350 · Accrued Expenses                      | 64,641.45           | 53,717.40           | 10,924.05         | 20.3%        |
| <b>Total Other Current Assets</b>            | 68,355.15           | 57,613.10           | 10,742.05         | 18.7%        |
| <b>Total Current Assets</b>                  | 2,526,906.95        | 2,267,156.04        | 259,750.91        | 11.5%        |
| <b>Fixed Assets</b>                          |                     |                     |                   |              |
| <b>1400 · Fixed Assets</b>                   |                     |                     |                   |              |
| 1405 · Computer Hardware/Software            | 24,216.44           | 22,404.87           | 1,811.57          | 8.1%         |
| 1410 · Furniture & Fixtures                  | 91,012.07           | 20,930.63           | 70,081.44         | 334.8%       |
| 1415 · Leasehold Improvements                | 37,301.15           | 32,651.59           | 4,649.56          | 14.2%        |
| 1425 · Office Equipment                      | 14,560.10           | 14,560.10           | 0.00              | 0.0%         |
| <b>Total 1400 · Fixed Assets</b>             | 167,089.76          | 90,547.19           | 76,542.57         | 84.5%        |
| <b>1500 · Accumulated Depreciation</b>       |                     |                     |                   |              |
| 1505 · Comp. Hdwr/Sftwr. Acc. Depr.          | -15,088.17          | -12,451.17          | -2,637.00         | -21.2%       |
| 1510 · Furn. & Fixt. Accum. Depr.            | -6,208.00           | -2,465.00           | -3,743.00         | -151.9%      |
| 1515 · Leasehold Imp. Accum. Depr.           | -1,630.00           | -343.00             | -1,287.00         | -375.2%      |
| 1525 · Office Equip. Accum. Depr.            | -4,915.00           | -1,288.00           | -3,627.00         | -281.6%      |
| <b>Total 1500 · Accumulated Depreciation</b> | -27,841.17          | -16,547.17          | -11,294.00        | -68.3%       |
| <b>Total Fixed Assets</b>                    | 139,248.59          | 74,000.02           | 65,248.57         | 88.2%        |
| <b>Other Assets</b>                          |                     |                     |                   |              |
| <b>1600 · Intangibles</b>                    |                     |                     |                   |              |
| 1605 · Trademark - Slocal                    | 15,750.00           | 0.00                | 15,750.00         | 100.0%       |
| <b>Total 1600 · Intangibles</b>              | 15,750.00           | 0.00                | 15,750.00         | 100.0%       |
| <b>Total Other Assets</b>                    | 15,750.00           | 0.00                | 15,750.00         | 100.0%       |
| <b>TOTAL ASSETS</b>                          | <b>2,681,905.54</b> | <b>2,341,156.06</b> | <b>340,749.48</b> | <b>14.6%</b> |
| <b>LIABILITIES &amp; EQUITY</b>              |                     |                     |                   |              |
| <b>Liabilities</b>                           |                     |                     |                   |              |
| <b>Current Liabilities</b>                   |                     |                     |                   |              |
| <b>Accounts Payable</b>                      |                     |                     |                   |              |
| 2000 · Accounts Payable                      | 162,115.49          | 4,709.44            | 157,406.05        | 3,342.4%     |
| <b>Total Accounts Payable</b>                | 162,115.49          | 4,709.44            | 157,406.05        | 3,342.4%     |
| <b>Credit Cards</b>                          |                     |                     |                   |              |
| 2050 · Rabobank Credit Card                  | -220.29             | -75.00              | -145.29           | -193.7%      |
| <b>Total Credit Cards</b>                    | -220.29             | -75.00              | -145.29           | -193.7%      |
| <b>Total Current Liabilities</b>             | 161,895.20          | 4,634.44            | 157,260.76        | 3,393.3%     |
| <b>Total Liabilities</b>                     | 161,895.20          | 4,634.44            | 157,260.76        | 3,393.3%     |
| <b>Equity</b>                                |                     |                     |                   |              |
| 3120 · Reserved Earnings                     | 450,672.47          | 259,416.00          | 191,256.47        | 73.7%        |
| 3130 · Retained Earnings                     | 1,125,416.90        | 401,839.00          | 723,577.90        | 180.1%       |
| Net Income                                   | 943,920.97          | 1,675,266.62        | -731,345.65       | -43.7%       |
| <b>Total Equity</b>                          | 2,520,010.34        | 2,336,521.62        | 183,488.72        | 7.9%         |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>        | <b>2,681,905.54</b> | <b>2,341,156.06</b> | <b>340,749.48</b> | <b>14.6%</b> |

November 1, 2017

Mr. Brendan Pringle  
Visit SLO CAL  
Marketing Committee

Dear Brendan,

I'm excited to submit my application to the Visit SLO CAL Marketing Committee for consideration and approval. I'm applying as the new Executive Director for Travel Paso. As a native of Paso Robles and San Luis Obispo County, I'm thrilled with the opportunity to return to my hometown and help lead Travel Paso and grow the tourism industry in the region.

I began my career in the tourism industry decades ago as a front desk clerk for the Best Western Black Oak in Paso Robles. That first job introduced me to the tourism and hospitality business and I have enjoyed a diverse and rewarding career in the industry.

It's the diversity of experiences that has allowed me to bridge different eras of the industry – from a time when we communicated in the middle of the night via telefax to clients in Europe (yes, we did) to today where a message and reach can be instantaneously influential and effective.

While marketing channels have evolved with developing technology, there is still the opportunity to create awareness and through inspirational images and messages reflecting the experiences to be found throughout San Luis Obispo County. I'm thrilled with the opportunity to share perspectives and work collaboratively with the rest of the tourism stakeholders to establish the region as a vital, fun and rewarding destination to visit.

Please let me know if you've got additional questions – I look forward to the committee's consideration.

Sincerely,

  
Danna Stroud



## Visit SLO CAL MARKETING COMMITTEE APPLICATION FORM

NAME OF APPLICANT: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

TOTAL YEARS IN TOURISM INDUSTRY: \_\_\_\_\_

TOURISM-RELATED MARKETING EXPERIENCE:

### Employment History

CURRENT EMPLOYER: \_\_\_\_\_ YRS OF SERVICE: \_\_\_\_\_

TITLE: \_\_\_\_\_

PAST EMPLOYER: \_\_\_\_\_ YRS OF SERVICE: \_\_\_\_\_

TITLE: \_\_\_\_\_

### Community/Board Involvement

ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_

DATES OF INVOLVEMENT: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_

DATES OF INVOLVEMENT: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_ TITLE: \_\_\_\_\_

DATES OF INVOLVEMENT: \_\_\_\_\_

Individuals interested in serving on the Marketing Committee should send this **Application Form**, along with a **cover letter** and any background (**resume or list of key accomplishments** – no more than two pages total) to demonstrate their active role in marketing, branding, public relations or digital media as it relates to tourism in San Luis Obispo County, to [Brendan@SLOCAL.com](mailto:Brendan@SLOCAL.com). For more information, contact Visit SLO CAL at (805) 541-8000.

Danna Stroud  
Tourism Marketing Experience

- Hotel Sales/Marketing for Holiday Inn and Westin Hotels: worked across departments to develop sales/marketing messages used for corporate group and tourism segments

Destination Marketing:

- VP Midwest Sales - Developed messaging points for group sales efforts during tenure with Los Angeles Convention & Visitors Bureau

- Tourism Manager - Developed and managed marketing plan for Paso Robles Visitors & Conference Bureau; oversaw production of visitor guides and visitor portion of website (in partnership with Paso Robles Chamber of Commerce);

- Marketing Manager - Developed and implemented marketing and sponsorship plans for California Mid-State Fair; focus on print and radio media ad insertions to promote entertainment; oversaw design and production of official fair guides; managed media relations.

- Director of Tourism and Recreation - Developed and oversaw implementation of sales and marketing plan for Visit Mammoth – the destination marketing organization for Mammoth Lakes. Oversaw re-design and implementation of new destination website; managed contracts with international GSA service providers; oversaw destination brand development process; designed content development for new website.

- Mt. Whitney Area Representative – developed and implemented marketing campaign for Sierra Nevada Geotourism project using print ad insertions, social media channels and PR.

## Visit SLO CAL FY16/17 Stakeholder Satisfaction Survey – Key Takeaways

(FY15/16 Results in Red)

### 1) Participation

- a. FY16-17: 90 respondents (257% increase over last year)
- b. **FY15-16: 35 respondents**

### 2) Respondent's Role (Q1)

- a. 21.11% (19) owner
- b. 30.00% (27) management
- c. 20.00% (18) marketing
- d. 8.89% (8) sales
- e. 6.67% (6) operations

### 3) Lodging/Non-Lodging (Q2)

#### a. **61.11% (55) Lodging (Q2)**

- i. **Representation:** 56.36% Hotel/Motel, 32.73% VR, 9.09% B&B, 0% RV (Q3)
- ii. 36.36% (20) also has non-lodging business (Q4)
  - 1. 29.63% (16) Dining, 35.19% (19) Wine/Beer, 35.19% (19) Activities/Attractions, 29.63% (16) Events (Q5)
    - a. 69.81% (37) of those businesses also a member, 18.87% (10) not a member, 11.32% (6) unsure (Q6)
- iii. **Familiarity:** On a scale of 1-5, how familiar are you with VSC and what we do: 4.21 (84.2%) (Q7)
  - 1. 52.83% (28) very familiar, 28.30% (15) familiar, 7.55% (4) somewhat familiar, 9.43% (5) between somewhat familiar and not familiar at all, 1.89% (1) not familiar at all

#### b. **38.89% (35) Non-Lodging (Q2)**

- i. **Familiarity:** On a scale of 1-5, how familiar are you with VSC and what we do: 3.89 (77.8%) (Q10)
- ii. 37.14% (13) very familiar, 28.57% (10) familiar, 25.71% (9) somewhat familiar, 2.86% (1) between somewhat familiar and not familiar at all, 5.71% (2) not familiar at all

#### c. **FY15/16 (Both Lodging and Non-Lodging)**

- i. **91.43% (32) very familiar, 5.71% (2) somewhat familiar, 2.86% (1) not familiar**

### 4) Awareness (Q11)

- a. 54.05% (40) have been aware 3+ years
- b. 32.43% (24) have been aware 1-2 years
- c. 9.46% (7) have been aware 6 months to a year
- d. 4.05% (3) have been aware less than 6 months
  - i. For those unfamiliar: What's keeping you from being more informed? (Q14)
    - 1. Too busy: 36.36% (4)
    - 2. Don't receive the info I need: 45.45% (5)
    - 3. *Note: The two "Other" options **were** actually informed*

#### e. **FY15/16:**

- i. **68.57% (24) have been aware for 3+ Years**
- ii. **22.86% (8) have been aware for 1-2 Years**
- iii. **5.71% (2) have been aware for 6 months – 1 Year**
- iv. **2.86% (1) have been aware for <6 months**

### 5) Satisfaction – of those familiar (Q12)

**a. Overall**

**i. Weighted Average: 4.22 (84.4%)**

ii. Breakdown: 47.30% (35) very satisfied, 31.08% (23) satisfied, 12.16% (9) neutral, 6.76% (5) dissatisfied, 2.7% (2) not sure/not familiar

iii. Comments:

1. "We felt a hit this year. Less occupants, drop in rate, less profit."
2. "Not enough attention to bringing in mid-week business + not enough attention to North Coast properties."

**b. Overall - FY15/16: 80%**

**c. VSC Staff – Service of VSC Staff**

**i. Weighted Average: 4.50 (90%)**

ii. Breakdown: 60.27% very satisfied, 16.44% (12) satisfied, 12.33% (9) neutral, 1.37% (1) dissatisfied, 9.59% (7) not sure/not familiar

iii. Comments: "Best team in 20 years!"

**d. VSC Staff – Service of VSC Staff - FY15/16: 77%**

**e. VSC Staff – Responsiveness of VSC Staff**

**i. Weighted Average: 4.46 (89.2%)**

ii. Breakdown: 60.27% (44) very satisfied, 15.07% (11) satisfied, 15.07% (11) neutral, 1.37% (1) dissatisfied, 8.22% (6) not sure/not familiar

iii. Comments:

1. "Getting emails, but not converting to room sales."
2. "Extremely responsive and easy to work with."

**f. VSC Staff – Responsiveness of VSC Staff – FY15/16: 86%**

**g. Quality of President & CEO's Work**

**i. Weighted Average: 4.55 (91.0%)**

ii. Breakdown: 60.00% (45) very satisfied, 12.00% (9) satisfied, 13.33% (10) neutral, 14.67% (11) not sure/not familiar

iii. Comments:

1. "Chuck is very helpful and we appreciate his participation!"
2. "Never met him, seems somewhat entrenched."

**h. Quality of President & CEO's Work– FY15/16: 91%**

**6) Value of VSC Partnership (Q13)**

a. On a 5-star scale, how valuable is your partnership with VSC?

**i. Weighted Average: 4.36 (87.2%)**

ii. Breakdown: 53.33% (40) very valuable, 26.67% (20) valuable, 13.33% (10) somewhat valuable, 2.67% (2) between not valuable and somewhat valuable, 4.00% (3) unsure

**7) Tourism Related Issues (Q19)**

a. On a scale of 1 to 5, please rank the following tourism-related issues in order of importance to you:

- i. Sustainable Tourism/Capacity Issues (4.24/84.8%)
- ii. Air Service Development (4.21/84.2%)
- iii. Increasing International Visitors (4.14/82.8%)
- iv. Vacation Rental Compliance (3.88/77.6%)
- v. Staffing Acquisition and/or Retention (3.71/74.2%)

b. Least important: Cannabis Legalization Impact (2.70/54.0%)

c. Comments:

- i. "Reporting/Data on incoming group opportunities and why we lose business. EX: not enough ballroom space, airlift,"



- ii. "I think event venues needs some compliance & regulations as well."
- iii. "Sustainable capacity is very important."

**8) Trends - What trends do you believe will have an impact on tourism in San Luis Obispo County in the coming years? *Below are recurring themes (Q20)***

- a. Food/wine experience-related tourism (8)
- b. Air service devo/airport expansion (6)
- c. Trump Slump/Political Trends (6)
- d. Highway 1 Closure (6)
- e. Growing inventory (5)
- f. Weather (4)
- g. International travel trends (4)
- h. Traffic congestion (need for shuttle service/more car free solutions) (3)
- i. Rise of Airbnb (3)
- j. Overpriced hotel rooms (3)

**9) Please share any comments, questions or concerns (Q21)**

- a. "Great job, thank you!"
- b. "I am very excited about the changes happening at Visit SLO CAL and also around our community. I am looking forward to what's to come!"
- c. "Looking forward to seeing more reporting out on numbers and conversions. Love the data!"
- d. "No specific information on how Visit SLO [CAL] benefits our hotel
- e. "Parking is a huge issue for Pismo Beach"
- f. "I would like to see how the dollars spent are creating an impact. How is success being measured? How is the organization encouraging and supporting new events?"

## TRAVEL TRENDS INDEX

SEPTEMBER 2017

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

**CTI reading of 50.7 in September 2017 shows that travel to or within the U.S. grew 1.4% in September 2017 compared to September 2016. LTI predicts continued travel growth through the first quarter of 2018, as solid domestic travel demand adds to gains in international inbound travel early next year.**

Overall travel volume (person trips to or within the United States involving a hotel stay or air travel) grew at a slower year-over-year rate in September 2017 than in August 2017. International inbound travel remained stable, while domestic leisure travel grew faster than other TTI components.

## ► HIGHLIGHTS:

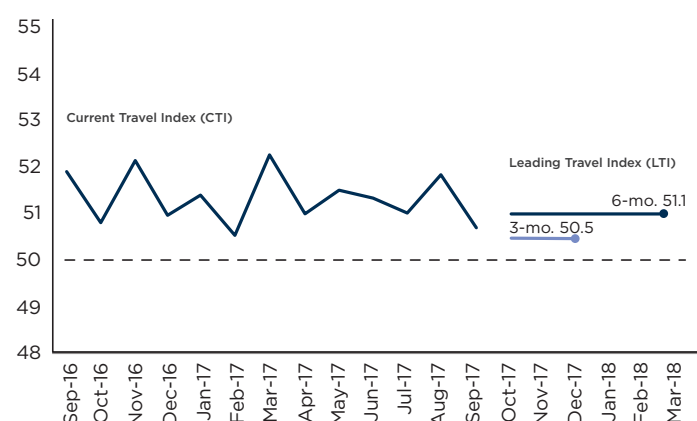
\* For CTI and LTI definitions, please see below.

- The Current Travel Index (CTI) has registered at or above the 50 mark for 93 straight months, as the industry nears its ninth consecutive year of expansion.
- The CTI slowed in September, registering 50.7. This is lower than the 6-month moving average of 51.2.
- International inbound travel increased, registering 50.8 in September. The Leading Travel Index (LTI) continues to project a tepid outlook for inbound travel, which will trail the domestic market through the beginning of 2018.
- Domestic leisure travel grew in September, but at a slower rate than the 6-month moving average. Domestic business travel dipped modestly.
- The 6-month LTI reading of 51.1 indicates that total U.S. travel volume is expected to grow at a rate of around 2.2% through March 2018. Domestic travel is also expected to grow by about 2.2%, and while forward-looking metrics for international travel indicate a positive outlook, expectations remain more modest.

## September Travel Trends Index

Current Travel Index and Leading Travel Index

Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

“Domestic leisure travel outperformed other travel segments in September, as it has consistently throughout 2017, despite the hurricanes that impacted the southeast portions of the country. Continued growth in coming months is a good omen for overall consumer spending as the economy nears the end of the year.”

– David Huether  
Senior Vice President, Research

|                     | CTI   | 3-month LTI*   | 6-month LTI**   |
|---------------------|---|--|---|
| August Index        | 51.8  | 50.7   | 51.0  |
| September Index     | 50.7  | 50.5   | 51.1  |
| Direction and Speed | Travel demand increased; at a slower rate than the previous month | Travel is expected to grow over the coming 3 months; at a slightly slower rate | Travel is expected to grow over the coming 6 months; at a faster rate |

\* Average outlook reading for Oct 2017 to Dec 2017

\*\* Average outlook reading for Oct 2017 to Mar 2018

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

The Oxford/U.S. Travel **Leading Travel Index (LTI)** is an indicator of the future direction and pace of travel volume to and within the U.S. over the coming three and six months compared to the same period in the prior year. The LTIs represent average readings over the next three and six months. The LTI econometric model is based on data sets that have demonstrated to predict near-term future travel: online travel searches and bookings for future travel, consumer travel intentions data, and economic fundamentals. A score above 50 indicates expansion. A score below 50 indicates decline.

# TRAVEL TRENDS INDEX (Continued)

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

## ► DETAILED RESULTS

Domestic leisure travel once again led all segments, while domestic business travel declined in September. This decline in business travel can likely be attributed to a calendar shift in Jewish holidays from October in 2016 to September in 2017, and should be interpreted with caution. Also, Hurricanes Harvey and Irma (late-August and early-September, respectively), interrupted domestic travel. Looking ahead, a slight slowing of vacation intentions and forward-looking bookings and searches point to positive, yet subdued, growth in domestic leisure travel in the coming months. While forward-looking bookings and searches remain positive, the pace of growth is markedly slower from this time last year.

Similar to the prior month, international inbound travel to the United States grew slightly in September 2017, but is expected to decline during the last three months of the year.

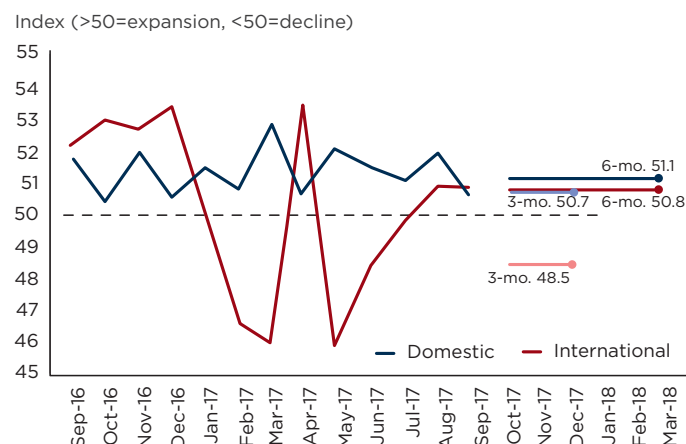
## Travel Trends Index Summary

|                     | Current Travel Index (CTI) |             |             |             | Leading Travel Index (LTI) |             | 6-month LTI vs. CTI 6-month avg |                 |
|---------------------|----------------------------|-------------|-------------|-------------|----------------------------|-------------|---------------------------------|-----------------|
|                     | 6-month avg                | July        | August      | September   | 3-month*                   | 6-month**   | Direction                       | Speed           |
| <b>Total Market</b> | <b>51.2</b>                | <b>50.9</b> | <b>51.8</b> | <b>50.7</b> | <b>50.5</b>                | <b>51.1</b> | Increasing ▲                    | Slightly slower |
| International       | 49.9                       | 49.8        | 50.9        | 50.8        | 48.5                       | 50.8        | Increasing ▲                    | Faster          |
| Domestic            | 51.3                       | 51.1        | 51.9        | 50.7        | 50.7                       | 51.1        | Increasing ▲                    | Slightly slower |
| Business            | 49.9                       | 49.2        | 50.5        | 49.1        | 51.0                       | 51.8        | Increasing ▲                    | Faster          |
| Leisure             | 51.9                       | 51.7        | 52.4        | 51.4        | 50.8                       | 51.0        | Increasing ▲                    | Slower          |

\* Average outlook reading for Oct 2017 to Dec 2017

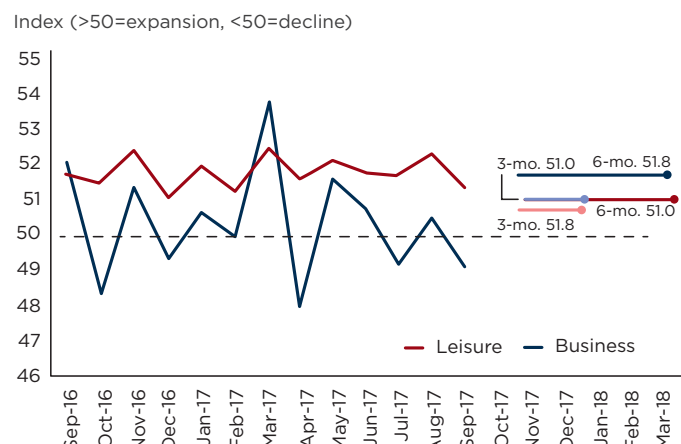
\*\* Average outlook reading for Oct 2017 to Mar 2018

## September Domestic and International Travel Index



Source: Oxford Economics, U.S. Travel Association

## September Domestic Business and Leisure Travel Index



Source: Oxford Economics, U.S. Travel Association

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

The Oxford/U.S. Travel **Leading Travel Index (LTI)** is an indicator of the future direction and pace of travel volume to and within the U.S. over the coming three and six months compared to the same period in the prior year. The LTIs represent average readings over the next three and six months. The LTI econometric model is based on data sets that have demonstrated to predict near-term future travel: online travel searches and bookings for future travel, consumer travel intentions data, and economic fundamentals. A score above 50 indicates expansion. A score below 50 indicates decline.

### - Industry Engagement -

#### Visit SLO CAL Launches Fall Media Campaign



Visit SLO CAL launched the fall advertising campaign in October. Working with our new media partner, Goodway Group, and our creative agency, BCF, VSC is delivering digital banners, search engine marketing (SEM) and social media ads in six key feeder markets: LA, San Francisco, Phoenix, Seattle, Denver and Las Vegas. Using Goodway's proprietary algorithm, this digital-only campaign will be optimized for performance to drive high-value traffic to the SLO CAL website. The fall campaign will run through mid-November to avoid holiday shopping competition and a winter-spring campaign will kick off in 2018, with SEM running year-round.

#### VSC Welcomes Kimberly Headington and Yarina Valverde

In October, Visit SLO CAL grew our team by two! Please join us in welcoming Kimberly Headington as the Executive Assistant to the President & CEO and Yarina Valverde as VSC's new Brand & Digital Manager, in charge of managing VSC's owned and paid media programs.

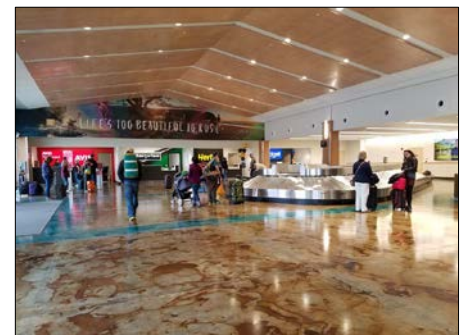


#### VSC Constituents and Members Gather for Fall Packaging Party

Visit SLO CAL, along with 16 lodging partners and 18 activity, restaurant and transportation members gathered at Oyster Ridge at Ancient Peaks Winery for the fall Packaging Party. Utilizing a speed-dating format, all attendees were able to meet and make connections over the course of a quick three-minute conversation to create new and dynamic package deals for visitors.

#### VSC Attends Grand Opening of New SLO County Regional Airport Terminal

On October 14, VSC's President & CEO Chuck Davison, VP of Marketing Brooke Burnham and Membership & Events Manager Pam Roberts attended the Grand Opening of the new San Luis Obispo County Regional Airport Terminal. The new terminal features one large SLO CAL banner welcoming visitors in the terminal area as well as one in baggage claim above the rental car kiosks (pictured to the right).



#### Upcoming Opportunities & Events

- **Holiday Events:** The holidays are fast approaching and VSC is beginning to promote holiday travel. Please help us by logging into your [member profile](#) to update and upload your holiday events today.
- **Restaurant Month:** Restaurant Month is January 1-31, 2018 and Visit SLO CAL is taking sign ups now through November 20. If you would like to participate, please email [Jordan Carson](#).



Group Media FAM  
olive oil tasting at  
Pasolivo (left) and  
visiting Covell's  
Clydesdales (right).



## - PR and Travel Trade -

### Media Placements

- Vogue: *The Essential Road Trip Itinerary for California's Highway 1* - <http://bit.ly/SLOCALVogue>
- Sunset: *Top 20 Beach Hotels* - <http://bit.ly/SunsetSLOCAL>
- Telegraph UK: *Four Great Californian Road Trips* - <http://bit.ly/UKSLOCAL>
- Telegraph UK: *A Foodie's Guide to California's Central Coast* - <http://bit.ly/TelegraphSLOCAL>
- Los Angeles Times: *Best Places on California's Coast to See Monarch Butterflies This Fall and Winter* - <http://bit.ly/LaTimesSLOCAL>
- Toronto Sun: *10 Hidden Gems in California*: <http://bit.ly/TorontoSLOCAL>

### Media Visits

- October Media FAM (pictured above) – Westways, Orange Coast Magazine, Santa Barbara Life & Style Magazine, Travel + Leisure, Hemisphere's Magazine, Good Morning Arizona
- Afar
- Santa Barbara Independent

### 2018 Southern California Lodging Forecast

On October 20, VSC Operations Manager Brendan Pringle attended the 2017 Southern California Visitor Industry Outlook Conference in Huntington Beach, CA. At the conference, CBRE unveiled their 2018 Southern California Lodging Forecast, [linked here](#). The document includes their forecast for SLO CAL on pages 90-100.



### VSC Attends RVIA and VRMA

Michael Wambolt, VSC Director of Travel Trade attended the 65<sup>th</sup> annual Recreational Vehicle Industry Association (RVIA) show in Pomona, CA. From October 6-15 the SLO CAL booth saw over 1000 RVIA attendees with 200 signups for the getaway sweepstakes. Wambolt also attended the Vacation Rental Management Association National Convention in Orlando, FL October 15-18.



### VISIT SLO CAL WEB ACTIVITY

|                                 |  |
|---------------------------------|--|
| <b>SESSIONS:</b>                | 89,118   |
| <b>UNIQUE VISITORS:</b>         | 74,059   |
| <b>PAGE VIEWS:</b>              | 189,252  |
| <b>AVG. PAGE VIEWS/VISIT:</b>   | 2.12   |
| <b>AVG. TIME ON SITE:</b>       | 2:03   |
| <b>TOTAL ORGANIC TRAFFIC:</b>   | 35,581   |
| <b>% OF ORGANIC:</b>            | 40%  |
| <b>MOBILE SESSIONS:</b>         | 60,436   |
| <b>MOST VISITED EVENT PAGE:</b> | CAMBRIA SCARECROW FESTIVAL (1,674 VIEWS)                       |
| <b>TOTAL BLOG VISITS:</b>       | 17,582   |
| <b>MOST SHARED BLOG:</b>        | YOUR SPIRIT WILL COME ALIVE IN CAMBRIA THIS FALL (5.1K SHARES) |

### VISIT SLO CAL SOCIAL MEDIA ACTIVITY

|                                  |  |
|----------------------------------|--|
| <b>FACEBOOK</b>                  |  |
| <b>LIKES:</b>                    | 25,633   |
| <b>NEW:</b>                      | 1,142  |
| <b>TOT. ORGANIC IMPRESSIONS:</b> | 83,661   |
| <b>HIGHEST REACH:</b>            | LIFE IS SHORT AND THE WORLD IS JUST WAITING... (115K PEOPLE REACHED) |
| <b>HIGHEST ENGAGEMENT:</b>       | LIFE IS SHORT AND THE WORLD IS JUST WAITING... (5K ENGAGEMENTS)      |

|                   | <b>FOLLOWERS</b> | <b>NEW</b> |
|-------------------|------------------|------------|
| <b>TWITTER:</b>   | 7,535            | 44         |
| <b>PINTEREST:</b> | 712              | 2          |
| <b>INSTAGRAM:</b> | 16K              | 700        |

### VISITOR GUIDE DIST.

|                              |              |
|------------------------------|--------------|
| <b>WEB DOWNLOADS:</b>        | 234          |
| <b>GUIDES DISTRIBUTED:</b>   | 1,259        |
| <b>TOTAL:</b>                | <b>1,493</b> |
| <b>THIS MONTH IN SLO CAL</b> |              |
| <b>SUBSCRIBERS</b>           | 35,257       |
| <b>OPENS:</b>                | 5,072        |
| <b>CLICK-THROUGHS:</b>       | <b>805</b>   |

|                             |            |
|-----------------------------|------------|
| <b>THIS WEEK IN SLO CAL</b> |            |
| <b>CIRCULATION:</b>         | 1,309      |
| <b>MOST CLICKED LINK:</b>   | STR REPORT |



## September 2017 vs September 2016 Lodging Statistics (STR, Inc.)







| Current Month - September 2017 vs September 2016 |       |      |        |        |        |        |                                    |      |        |          |            |           |
|--|-------|------|--------|--------|--------|--------|------------------------------------|------|--------|----------|------------|-----------|
|  | Occ % |      | ADR    |        | RevPAR |        | Percent Change from September 2016 |      |        |          |            |           |
|  | 2017  | 2016 | 2017   | 2016   | 2017   | 2016   | Occ                                | ADR  | RevPAR | Room Rev | Room Avail | Room Sold |
| Atascadero, CA+                                  | 72.6  | 72.0 | 131.47 | 126.11 | 95.43  | 90.82  | 0.8                                | 4.3  | 5.1    | 5.1      | 0.0        | 0.8       |
| Cambria, CA+                                     | 73.8  | 77.7 | 191.62 | 189.44 | 141.39 | 147.27 | -5.1                               | 1.2  | -4.0   | -4.0     | 0.0        | -5.1      |
| Morro Bay, CA+                                   | 71.8  | 73.1 | 143.78 | 136.72 | 103.21 | 100.00 | -1.9                               | 5.2  | 3.2    | 3.3      | 0.1        | -1.7      |
| Paso Robles, CA+                                 | 77.7  | 77.7 | 147.93 | 142.14 | 114.98 | 110.42 | 0.1                                | 4.1  | 4.1    | 4.2      | 0.1        | 0.1       |
| Pismo Beach, CA+                                 | 78.1  | 77.6 | 182.71 | 173.19 | 142.69 | 134.48 | 0.6                                | 5.5  | 6.1    | 6.2      | 0.1        | 0.6       |
| San Luis Obispo, CA+                             | 74.7  | 74.8 | 158.01 | 151.10 | 118.00 | 113.08 | -0.2                               | 4.6  | 4.4    | 4.5      | 0.1        | -0.1      |
| San Simeon, CA+                                  | 62.0  | 64.0 | 141.50 | 123.75 | 87.68  | 79.20  | -3.2                               | 14.3 | 10.7   | 10.7     | 0.0        | -3.2      |
| Five Cities+                                     | 76.1  | 76.2 | 174.98 | 165.72 | 133.21 | 126.27 | -0.1                               | 5.6  | 5.5    | 5.5      | 0.0        | -0.0      |
| North Coast+                                     | 68.6  | 71.4 | 168.66 | 160.40 | 115.70 | 114.59 | -4.0                               | 5.2  | 1.0    | 1.0      | 0.0        | -4.0      |
| North County+                                    | 76.4  | 76.2 | 143.78 | 138.12 | 109.80 | 105.22 | 0.2                                | 4.1  | 4.4    | 4.4      | 0.1        | 0.3       |
| South County+                                    | 75.4  | 75.6 | 167.05 | 158.89 | 126.04 | 120.05 | -0.1                               | 5.1  | 5.0    | 5.1      | 0.1        | -0.1      |
| San Luis Obispo County                           | 74.2  | 74.8 | 160.18 | 152.67 | 118.91 | 114.26 | -0.8                               | 4.9  | 4.1    | 4.1      | 0.1        | -0.8      |

**SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA  
WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY  
PROHIBITED. THESE ARE CUSTOM SETS WHICH HAVE BEEN  
DEVELOPED BY STR FOR LICENSEE'S MARKET.**

## Executive Overview

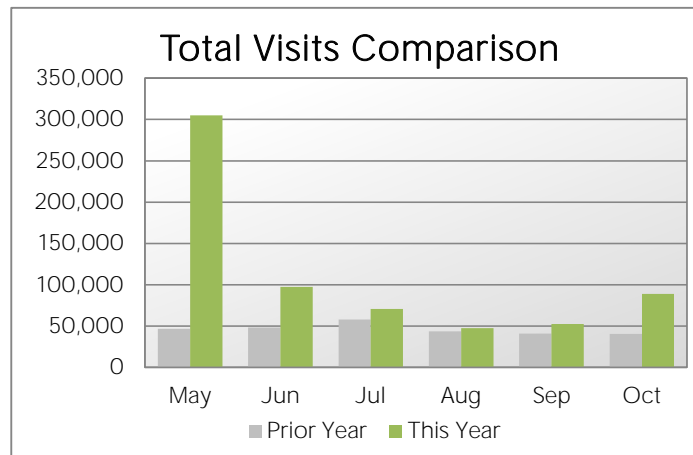
| SEO Overview   |
|--|
| <b>SEO Activities Completed Last Month:</b> <ul style="list-style-type: none"><li>* Monthly SEO strategy call and report.</li><li>* Google Analytics &amp; Search Console checks; no unusual activity noted.</li><li>* Crawl error review; none to correct in October.</li><li>* SSL checklist.</li><li>* Keyword research for blog topics.</li><li>* Optimized 10 meta tags.</li><li>* Call with client and agency about additional tracking.</li><li>* On-page optimization for 6 blog posts.</li><li>* Google Tag Manager: installed pixels.</li><li>* Submitted XML sitemap to new Google Search Console profile for new secure URL.</li><li>* Installed an abundance of additional tracking on VisitSanLuisObispoCounty.com and SLOCAL.com.</li><li>* Notified client of non-secure pixel hard coded on home page after the site launched with SSL.</li></ul> |
| <b>Organic Traffic Overview:</b> <p>Organic sessions and organic users increased almost 8% over last year. Some high-traffic landing pages with the best year-over-year organic growth were: Home by 22%, Our Area by 18%, Paso Robles by 68%, Sam Simeon by 108%, Family Friendly Halloween Events (blog) by 21%, Morro Bay Farmers Markets by 1,517%, Avila Beach by 22%, Lake Lopez Recreation Area by 26%, and Dog Friendly Beaches (blog) by 13%.</p>   |
| <b>Other Notes:</b> <ul style="list-style-type: none"><li>* Total sessions increased by 119%, users increased by 120% and pageviews increased by 56%.</li><li>* The Blog home page received 185 pageviews last month. The entire blog received 17,582 pageviews last month.</li></ul>  |

## Industry Averages

| Engagement Metrics              | Industry Average | Your Website |   | % Difference |
|---------------------------------|------------------|--------------|---|--------------|
| Total Pages Per Visit:          | 2.15             | 2.12         |  | -1.24%       |
| Total Average Visit Duration:   | 0:01:55          | 0:02:03      |  | 6.66%        |
| Total Bounce Rate:              | 55.47%           | 55.55%       |  | 0.14%        |
| Organic Pages Per Visit:        | 2.20             | 3.14         |  | 30.04%       |
| Organic Average Visit Duration: | 0:01:57          | 0:02:48      |  | 30.33%       |
| Organic Bounce Rate:            | 53.24%           | 42.69%       |  | -24.70%      |

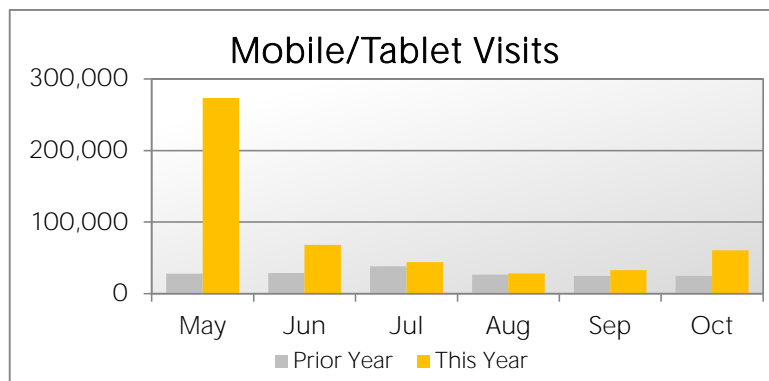
## Total Traffic Overview:

|                               | May     | Jun     | Jul     | Aug     | Sep     | Oct     |
|-------------------------------|---------|---------|---------|---------|---------|---------|
| Visits:                       | 305,084 | 97,564  | 70,911  | 47,642  | 52,586  | 89,118  |
| Unique Visitors:              | 182,207 | 76,882  | 58,509  | 39,757  | 44,810  | 74,059  |
| Bounce Rate:                  | 81%     | 66%     | 53%     | 53%     | 56%     | 56%     |
| Pageviews:                    | 461,690 | 221,654 | 188,665 | 128,924 | 136,939 | 189,252 |
| Avg Pageviews Per Visit:      | 1.51    | 2.27    | 2.66    | 2.71    | 2.60    | 2.12    |
| Avg Time on Site:             | 0:00:59 | 0:01:35 | 0:02:01 | 0:02:03 | 0:01:53 | 0:02:03 |
| Total Organic Search Traffic: | 45,232  | 46,344  | 52,306  | 34,786  | 33,015  | 35,581  |
| % of Traffic Organic Search:  | 15%     | 48%     | 74%     | 73%     | 63%     | 40%     |
| Entry Pages From Search:      | 2,230   | 2,269   | 2,338   | 2,087   | 2,052   | 2,319   |

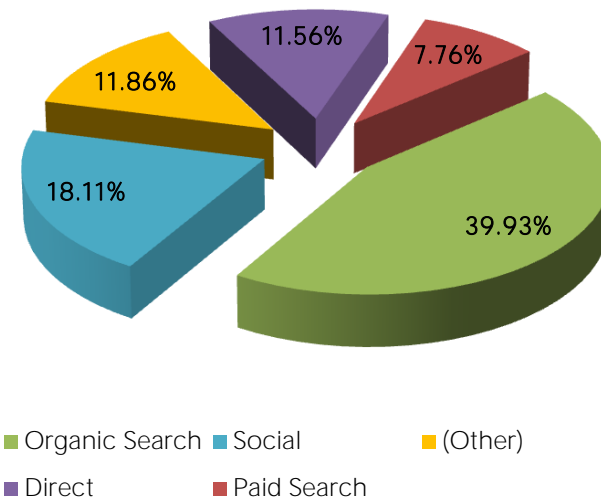


## Mobile/Tablet SnapShot:

|                   | May     | Jun     | Jul     | Aug     | Sep     | Oct     |
|-------------------|---------|---------|---------|---------|---------|---------|
| Visits:           | 273,399 | 68,055  | 43,856  | 28,168  | 33,005  | 60,436  |
| % of visits       | 90%     | 70%     | 62%     | 59%     | 63%     | 68%     |
| Bounce Rate:      | 85%     | 71%     | 57%     | 57%     | 62%     | 60%     |
| Pageviews:        | 366,864 | 126,653 | 101,446 | 62,999  | 69,862  | 110,010 |
| Avg Time on Site: | 0:00:49 | 0:01:07 | 0:01:40 | 0:01:38 | 0:01:25 | 0:01:49 |



## Traffic Sources





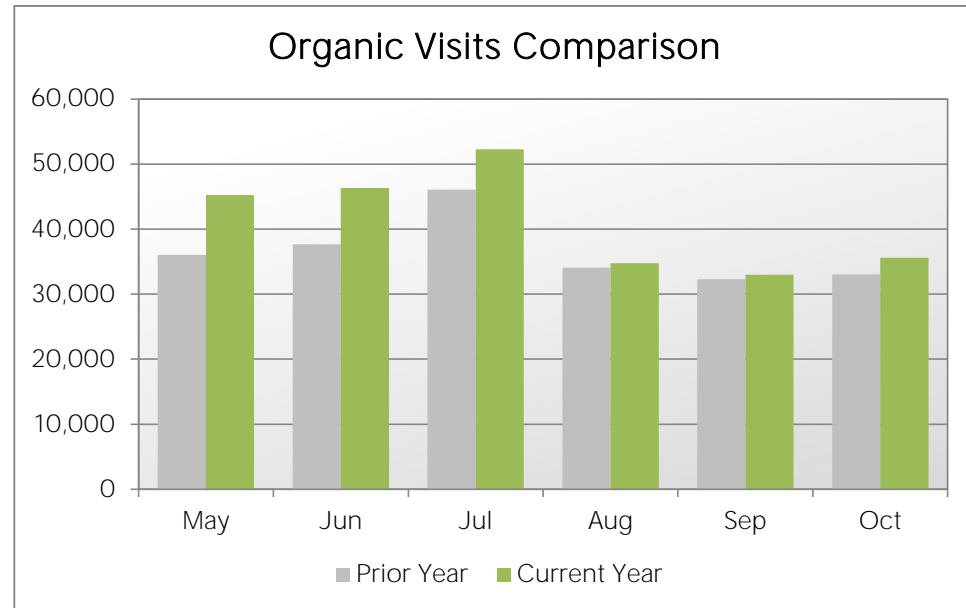
## Organic Search Traffic:

| Organic Traffic |        | % of Total Site Traffic |
|-----------------|--------|-------------------------|
| Visits          | 35,581 | 39.93%                  |

| Organic Engagement Compared to Site Engagement |         |         |
|--|---------|---------|
| Pageviews Per Visit                            | 3.14    | 48.07%  |
| Avg. Time on Site                              | 0:02:48 | 36.31%  |
| New Visits                                     | 75.69%  | -4.24%  |
| Bounce Rate                                    | 42.69%  | -23.14% |

| Search Engine | Visits | Percent |
|---------------|--------|---------|
| google        | 33,327 | 93.67%  |
| yahoo         | 1,209  | 3.40%   |
| bing          | 954    | 2.68%   |
| ask           | 44     | 0.12%   |
| aol           | 35     | 0.10%   |
| baidu         | 6      | 0.02%   |

| Exact Keyword              | Visits | Percent |
|----------------------------|--------|---------|
| (not provided)             | 35,097 | 98.64%  |
| san luis obispo            | 21     | 0.06%   |
| romantic places near pismo | 9      | 0.03%   |
| amazon                     | 7      | 0.02%   |
| (not set)                  | 6      | 0.02%   |
| san luis obispo ca         | 6      | 0.02%   |
| san luis obispo events     | 6      | 0.02%   |
| san simeon                 | 6      | 0.02%   |
| paso robles                | 5      | 0.01%   |
| san luis obispo county ca  | 5      | 0.01%   |



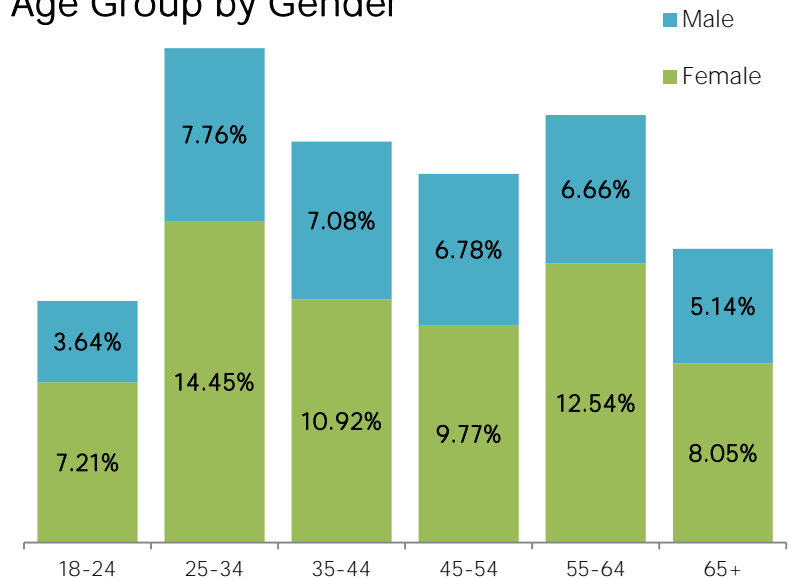
| Landing Page   | Visits | Percent |
|--|--------|---------|
| /events  | 5,500  | 15.46%  |
| /  | 2,693  | 7.57%   |
| /blog/950/insider-tips-15-free-things-to-do-in-slo-cal           | 943    | 2.65%   |
| /community/paso-robles   | 828    | 2.33%   |
| /our-area  | 750    | 2.11%   |
| /community/san-simeon  | 539    | 1.51%   |
| /blog/770/your-guide-to-thanksgiving-dining-on-the-central-coast | 519    | 1.46%   |
| /events?page=1   | 468    | 1.32%   |
| /events/all/fairs_and_festivals                                  | 439    | 1.23%   |
| /blog/876/family-friendly-halloween-events-in-slo-county         | 402    | 1.13%   |

## Demographics & Interests

### Affinity Categories:

| Top 10 Affinity Categories  | Visits |
|---|--------|
| Food & Dining/Cooking Enthusiasts/30 Minute Chefs                   | 22,165 |
| Shoppers/Value Shoppers   | 20,563 |
| News & Politics/News Junkies/Entertainment & Celebrity News Junkies | 20,552 |
| Media & Entertainment/Book Lovers                                   | 17,749 |
| Travel/Travel Buffs   | 17,046 |
| Lifestyles & Hobbies/Art & Theater Aficionados                      | 16,508 |
| Banking & Finance/Avid Investors                                    | 14,766 |
| Lifestyles & Hobbies/Green Living Enthusiasts                       | 14,640 |
| Media & Entertainment/TV Lovers                                     | 14,397 |
| Sports & Fitness/Health & Fitness Buffs                             | 13,974 |

### Age Group by Gender



### Other Categories:

| Top 10 Categories  | Visits |
|--|--------|
| Arts & Entertainment/Celebrities & Entertainment News    | 11,521 |
| News/Weather   | 6,923  |
| Food & Drink/Cooking & Recipes                           | 6,473  |
| Sports/Team Sports/American Football                     | 6,019  |
| Arts & Entertainment/TV & Video/Online Video             | 5,228  |
| News/Sports News   | 5,092  |
| Travel/Air Travel  | 4,918  |
| Travel/Hotels & Accommodations                           | 4,223  |
| Real Estate/Real Estate Listings/Residential Sales       | 4,125  |
| Reference/General Reference/Dictionaries & Encyclopedias | 3,900  |

**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:

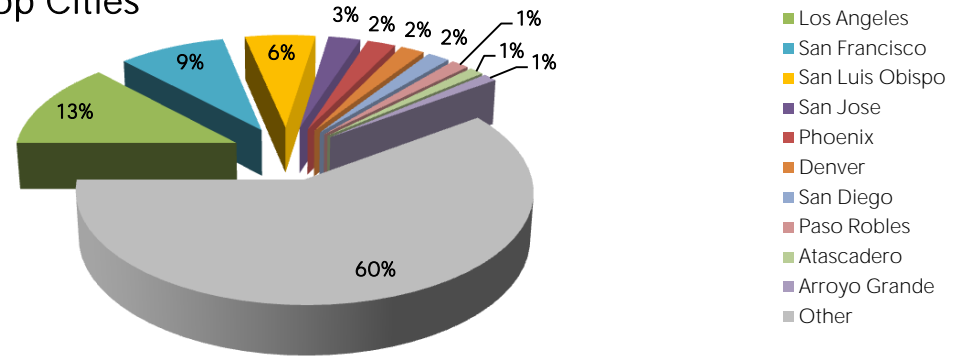
| Top Landing Pages   | Entrances |
|---|-----------|
| /just-your-speed/   | 27,681    |
| /events   | 6,477     |
| /   | 4,228     |
| /activities   | 2,814     |
| /blog/1003/discover-cayucos-with-shoreline-inn              | 2,452     |
| /the-clymb  | 2,322     |
| (not set)   | 2,011     |
| /events/all/fairs_and_festivals                             | 1,265     |
| /blog/1005/your-spirit-will-come-alive-in-cambria-this-fall | 1,182     |
| /getting-here   | 1,126     |

| Top Content Pages                              | Pageviews |
|--|-----------|
| /just-your-speed/                              | 29,753    |
| /events  | 12,746    |
| /  | 6,109     |
| /activities                                    | 3,649     |
| /events/all/fairs_and_festivals                | 3,079     |
| /blog/1003/discover-cayucos-with-shoreline-inn | 2,894     |
| /the-clymb                                     | 2,625     |
| /events?page=1                                 | 2,590     |
| /our-area                                      | 2,209     |
| /getting-here                                  | 1,702     |

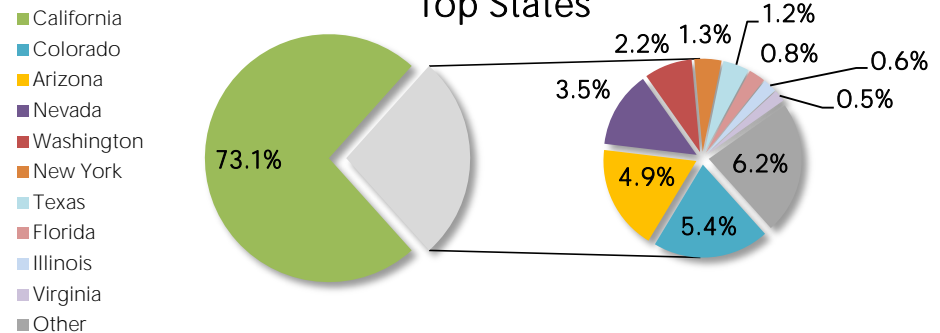
| Top Exit Pages  | Exits  |
|---|--------|
| /just-your-speed/   | 27,682 |
| /events   | 3,102  |
| /   | 2,435  |
| /activities   | 2,419  |
| /blog/1003/discover-cayucos-with-shoreline-inn              | 2,412  |
| /the-clymb  | 2,043  |
| /events/all/fairs_and_festivals                             | 1,150  |
| /blog/1005/your-spirit-will-come-alive-in-cambria-this-fall | 1,139  |
| /getting-here   | 1,139  |
| /our-area   | 1,034  |

## Geographic:

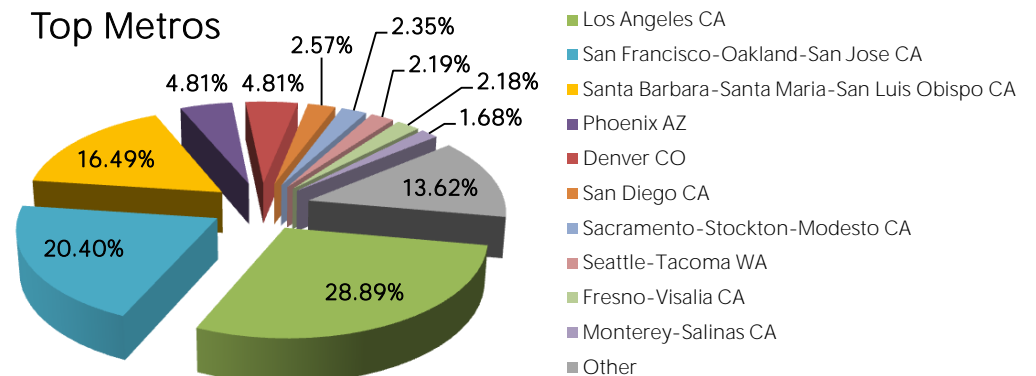
### Top Cities



### Top States

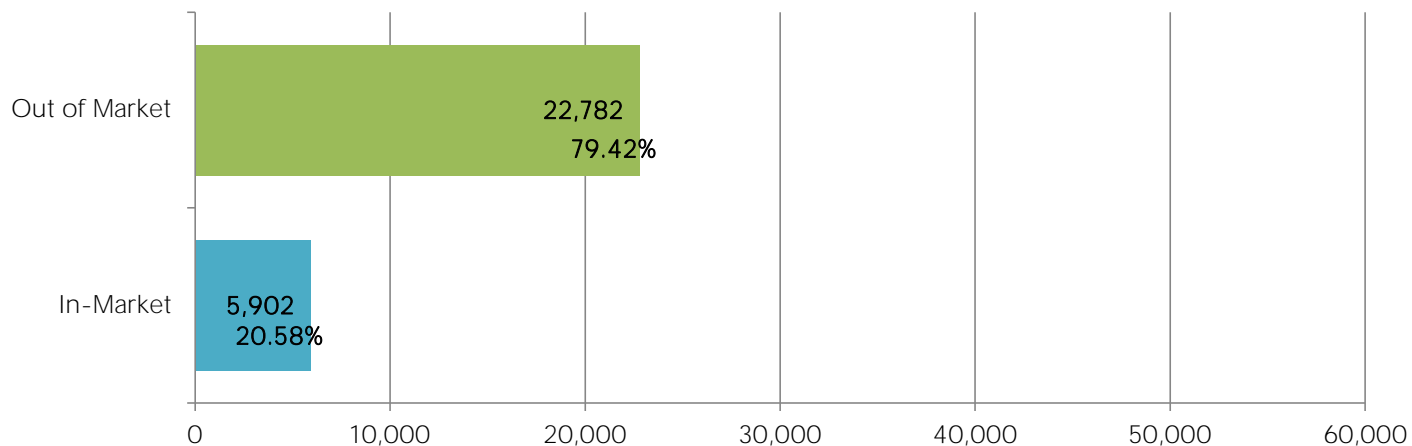


### Top Metros

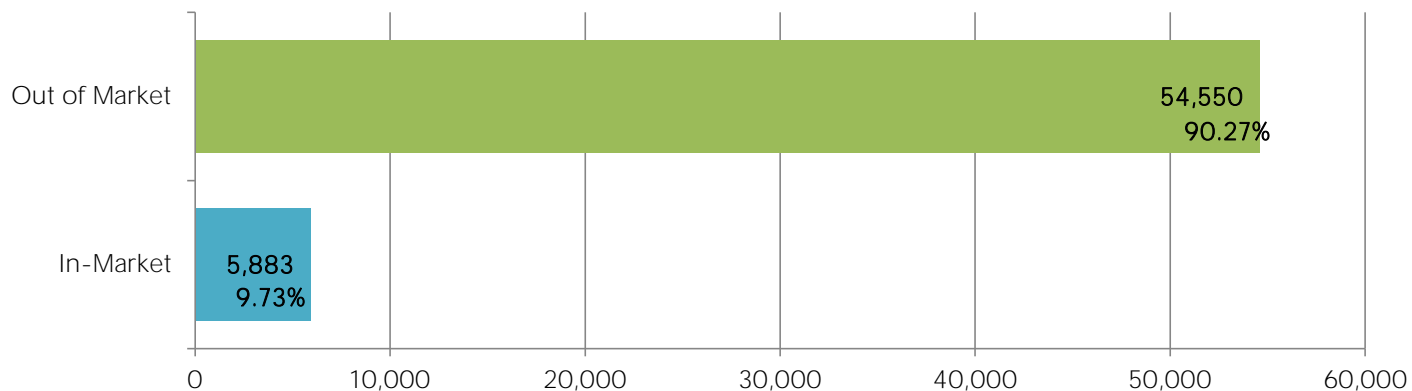


## In-MarketVsVisitor:

### Desktop Visits



### Mobile/Tablet Visits





## MINUTES

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### Visit SLO CAL Marketing Committee

#### Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, October 10, 2017

8:30am

Sands Inn & Suites

1930 Monterey Street, San Luis Obispo, CA 93401

#### 1. CALL TO ORDER: Brooke Burnham

**PRESENT:** Audrey Arellano, Terrie Banish, Molly Cano, Shari Clark, Cheryl Cuming, Christen Goldie, Gordon Jackson, Lori Keller, Jennifer Little, Jen Porter, John Sorgenfrei, Jill Tweedie

**ABSENT:** Jim Allen, Ashlee Akers, Stacie Jacob, Heather Muran

**STAFF PRESENT:** Brooke Burnham, Jordan Carson, Brendan Pringle, Pam Roberts

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Call to Order at 8:34 am.

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

None.

#### ANNOUNCEMENTS:

Cano announced a job opening for a Tourism Coordinator with the City of San Luis Obispo.

Porter mentioned Harvest Wine Weekend will be happening on October 20-22, 2017, and also noted Napa Valley Vineyards & Sonoma Vintners have been reaching out regarding the fire in their areas. Jackson announced the upcoming Clam Festival. Little announced the final Concert on the Bay in Morro Bay will be happening on Saturday, October 14, 2017 from 1:30pm – 6:30pm.

#### CONSENT AGENDA

#### 3. Approval of September 12, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

**ACTION:** Moved by Keller/Cuming to approve the Consent Agenda as presented.

**Motion carried: 11:0:1**  
**Goldie abstained.**

## BUSINESS ITEMS

### 4. Update on Board Action

The Board of Directors approved the Marketing Committee's recommendation to appoint Audrey Arellano to the VSC Marketing Committee. They also approved the FY 2016/17 Audit, as part of the County contract requirement. The Board also approved the Marketing Committee's recommendation to contract Goodway Group as VSC's media agency of record and Turner Public Relations as its public relations agency of record.

Public Comment – None.

Committee Discussion – None.

### 5. Advertising & Marketing Update

Burnham gave a Travel Trade update mentioning Michael Wambolt's ongoing stakeholder outreach. Wambolt conducted a Meeting and Conference sales blitz in the Bay Area and exhibited at the Recreation Vehicle Industry Association in Pomona. Burnham gave an update on upcoming opportunities and FAMs.

Roberts recapped the Industry Educational Symposium and noted the upcoming Packaging Party on October 19, 2017. Roberts gave an update about SAVOR on the Road participants for the San Diego Bay Wine & Food Festival which, for the first time, will include two destination partners, Atascadero and Morro Bay. SAVOR has received a proposal from Taste Washington in March 2018. Destinations can participate with SLO CAL for \$3000. Sales have begun on the 2018 Visitor Magazine.

Kylee Corliss shared that Film SLO CAL is hosting a CA Film Commission/FAA Drones Workshop on November 13 to update partners on current regulations for drones and aerial filming. Corliss mentioned that she will be attending the AFM and COLA film industry events this fall. Corliss updated the Committee on current film stats for Film SLO CAL.

Burnham reviewed press hits and the group media FAM VSC hosted throughout the county. Upcoming opportunities include Turner Public Relations' immersion trip and a visit from Afar. Carson updated the Committee about the ongoing Clymb partnership and Highway 1 co-op, upcoming blog posts and website stats.

VSC is installing two airport banners in the new SLO County Regional Airport terminal. Burnham noted VSC is working with Simpleview and Goodway Group to place pixels for the fall ad campaign.

Burnham announced VSC has hired a Digital & Brand Manager, Yarina Valverde.

Public Comment – None.

Committee Discussion – Little asked if VSC sends out the itinerary when FAMs are in town. Burnham noted that VSC can do that more consistently.

Cuming asked for a representative from the SLO County Regional Airport to come to the VSC Marketing Committee meeting when the RFP for ad opportunities in the new terminal is ready.

### 6. Marketing Discussions

**6a. Final WebDAM Discussion:** Burnham noted that VSC is vetting Barberstock as its new asset management system and that the largest change is VSC would have sole access to approving photo requests. Barberstock integrates directly with Chute and Simpleview CMS. For an additional \$2,400, they will manage assets as well as edit and upload b-roll.

Public Comment – None.

Committee Discussion – None.

**6b. New Website Review & Discussion:** Burnham reviewed the latest Simpleview prototype.

Public Comment – None.

Committee Discussion – Tweedie asked if we would be able to highlight Hearst Castle on the map. Burnham asked the Committee for feedback, and the Committee provided no opposition to the idea.

Little asked why the communities were alphabetized across. Burnham noted VSC can look into changing it. Cuming asked if Arroyo Grande Valley can be included on the list of destinations. Burnham stated that VSC can look into that, as currently the list was based on communities.

Burnham noted VSC will be contracting a photographer to take photos of every lodging property, starting with hotels and motels. Cuming asked if those photos could be cascaded down to the DMOs and lodging partners. Burnham stated that it will depend on the SEO and use rights with the photographer, but VSC will look into it.

Burnham asked the Committee if there were any objections to opening the event calendar up to the public. The Committee unanimously agreed that this would be fine, as long as there is a set approval process.

Cuming asked if Simpleview has a feed that DMO's can implement on their own sites. Burnham noted that Simpleview has an API available for others to display the VSC event calendar on their sites.

Sorgenfrei asked if the "Plan Your Trip" section will have an itinerary builder. Burnham asked if the Committee felt strongly about whether or not the new site should have a trip builder. The Committee unanimously agreed that it should not, but noted that it should still provide itineraries and recommendations. Keller noted that VSC should stay at the top of the funnel and the trip builder is too far down the funnel for VSC's focus.

#### **6c. Discussion Recap**

Public Comment – None.

Committee Discussion – None.

#### **ADJOURNMENT**

Meeting adjourned at 10:27 am.