



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, January 16, 2019

8:30 am

Paso Robles Inn

1103 Spring St, Paso Robles, CA 93446

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA - <i>motion required</i>	C. Davison
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4. Approval of November 15, 2018 Board Meeting Minutes (*yellow*)
5. Approval of October, November and December Financials (*green*)
Staff will ask for Board approval of the November 15, 2018 Board Meeting Minutes, and the October, November and December Visit SLO CAL Financials.

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

BUSINESS ITEMS	C. Davison
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7. TMD Renewal Update (35 min) – *motion required*
Staff will provide an update on the TMD renewal process, including feedback from meetings with city managers, local DMO leaders and community board members. Staff will request Board approval of an ROI study to support the need for the assessment increase as requested by city managers.
8. Destination Management Strategy Update (10 min)
Staff will provide an update on progress to-date for VSC's Destination Management Strategy and outline key next steps, including a requested pause by the city managers.
9. FY2018/19 Budget Re-Forecast (25 min) – *motion required*
Staff will request Board approval of Visit SLO CAL's FY2018/19 budget re-forecast, as recommended by the Executive Committee.
10. 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

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors

Meeting Minutes

Wednesday, November 15, 2018

8:30am

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

1. CALL TO ORDER: Clint Pearce

PRESENT: Alma Ayon, Kathy Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Sam Miller, Hemant Patel, Nipool Patel, Clint Pearce, Mark Roemer, Amar Sohi

ABSENT: John Arnold, Sarah Maggelet

STAFF PRESENT: Chuck Davison, Brooke Burnham, Christine Robertson, Michael Wambolt, Brendan Pringle

Call to Order at 8:33 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

Keilah Smith presented a proclamation on behalf of Assemblyman Jordan Cunningham, commending the accomplishments of Visit SLO CAL.

ANNOUNCEMENTS

3. Presentation of Honorary Appreciation for Val Seymour's Board Service

Davison honored Val Seymour and thanked her for her service to the Visit SLO CAL Board. Seymour thanked Visit SLO CAL for the recognition. She also complimented the strength of the Visit SLO CAL team, and noted the uniqueness of the organization.

Davison also informed the Board that Rachael Taylor of Civitas was present this morning to answer any legal questions with regards to the Management District Plan draft, which will be covered under the TMD Management District Plan business item.

Davison noted that due to the length of discussion items in today's agenda, a written CEO Report and Marketing Update deck were included in the agenda packet for the Board members' review instead of being presented during the meeting.

CONSENT AGENDA

4. Approval of September 19, 2018 Board Meeting Minutes
5. Approval of September Visit SLO CAL Financials
6. Ratification of Mark Roemer as Morro Bay's Appointed Board Member

Public Comment – None.

Board Discussion.

ACTION: Moved by Jamison/Hamilton to approve the Consent Agenda as presented.

Motion carried: 10:0

Bonelli arrived after the vote. Ayon was appointed after the vote.

BUSINESS ITEMS

7. B&B Seat

The application process for the open B&B Seat opened on July 23, 2018 and closed on August 17, 2018. Visit SLO CAL received one application, from Alma Ayon of Sundance B&B (Paso Robles). Davison described Ayon's background, and noted that on September 6, 2018, the Executive Committee recommended the approval of Ayon's application for this seat. Due to Ayon's inability to attend the September 19, 2018 meeting, this business item was pulled and postponed to this agenda. Davison also noted that the term of this seat is through June 2021.

Public Comment – Alma Ayon introduced herself to the Board, and thanked them for their consideration. She discussed her background as a B&B operator.

Board Discussion. Pearce thanked Ayon for applying, noting that it can be challenging to find B&B stakeholders who have time to serve on the Board.

ACTION: Moved by N. Patel/Eads to approve Alma Ayon as the B&B Seat on the Visit SLO CAL Board, as recommended by the Executive Committee.

Motion carried: 11:0

8. IPW Sponsorship

U.S. Travel's IPW returns to California (Anaheim) on June 1-5, 2019. Visit California (VCA), in a partnership with Visit Anaheim, plans to roll out the red carpet for 5000+ international travel trade buyers and media partners from around the world. As the host state, VCA is maximizing every opportunity to showcase the Golden State, in partnership with the statewide industry, and aiming to create a series of once-in-a-lifetime experiences. Davison outlined the sponsorship package options, and noted that Visit SLO CAL is proposing an Icon Status investment of \$50,000 toward their California Plaza Activation—a multi-day, multi-session activation. Davison highlighted the benefits of the activation, and noted that Visit SLO CAL would look to develop an additional sponsorship through local DMO involvement, growing the SLO CAL footprint even larger. Visit SLO CAL is seeking an allocation of \$65k in sponsorship funds for this activation, which includes the design of the space. Currently \$37k in sponsorship funds are available in the FY18/19 budget; the balance would be solved for in the January re-forecast. At their November 7 meeting, the Executive Committee recommended allocating up to \$65k to the Visit California Icon Status sponsorship of IPW 2019.

Public Comment – None.

Board Discussion. Jamison noted that based on how Visit California invests in these kinds of opportunities, this sponsorship will pay dividends for Visit SLO CAL. Sohi noted that the impact of his hotel's participation in IPW (as a co-op partner with Visit SLO CAL) the last few years has been well worth the investment, and he indicated his support for this opportunity.

ACTION: Moved by Bonelli/N. Patel to allocate up to \$65,000 to the Visit California Icon Status sponsorship of IPW 2019.

9. Destination Management Strategy Update

Robertson provided a progress update on the Destination Management Strategy (DMS). Visit SLO CAL is currently reviewing and finalizing the Situational Analysis report, which summarizes research performed to-date and lays the groundwork for the Visioning Workshops. The DMS Steering Committee met on November 14, 2018 to review the Situational Analysis report and refine the issue framing and priorities going into the December Visioning Workshops. Robertson also outlined the timeline of next steps in the process.

Public Comment – None.

Board Discussion.

10. TMD Management District Plan

Visit SLO CAL worked with Civitas through multiple drafts of the Management District Plan (MDP) over the past two months. The Executive Committee reviewed an updated draft at last week's meeting, and the final revised draft was included in the agenda packet for this meeting. Davison noted that he would review a hard copy with the Board (with key changes highlighted) at the end of this business item. He also reminded the Board that Rachael Taylor of Civitas is available to answer questions about the Management District Plan as well. Davison reviewed the proposed changes that were agreed to by the Board at the September 19, 2018 Board Meeting. He noted that after feedback from the Board at the last meeting, staff would like to reconsider the additional Board seats proposed at that meeting. Staff recommends having the number of board-elected at-large lodging seats expanded by four seats, to allow for more participation throughout the region. Civitas also recommends having the number of Board seats be removed from the MDP and managed in the bylaws. Davison also noted that the current draft of the MDP requires all lodging Board members to be the owner or manager of an assessed lodging business.

Visit SLO CAL needs to plan for the cost of additional future work, which he outlined to the Committee. As directed by the Executive Committee, Davison has been field testing the appetite for increasing the assessment one-to-one with individual lodging owners and general managers. Davison noted his conversations about the renewal with more than a dozen lodging stakeholders throughout the county, in addition to the members of the Board. To date, there has been no opposition to an increase in the assessment if the organization can map the reason and successfully outline where funds would be directed. In several cases, it was suggested that Visit SLO CAL should pursue the full one percent while it was still available; many also offered to help champion the increase. He added that even Toni Legras (Beachside Rentals), who was an opponent of the TMD during the first petition process, said that she could see the value of Visit SLO CAL's work and would support an increase to 2 percent, even though it wouldn't be something she would personally choose to do. At their November 7, 2018 meeting, the Executive Committee recommended the Board approve the revised draft of the Management District Plan including the increase of the assessment rate to two percent. Davison reviewed the revised Management District Plan with the Committee calling attention to the highlighted areas which outlined major changes, as well as Visit SLO CAL's TMD Results to Date Scorecard, which lays out Visit SLO CAL's scope of work over the last three and a half years and will be used to highlight the Visit SLO CAL story during the petition process. He also outlined the next steps in the TMD renewal process.

Public Comment – None.

Board Discussion. Bonelli noted that the amount of time, energy and funds that go into renewal is a good reason to renew for 10 years. Graves asked Davison to elaborate on Visit SLO CAL's DMAP accreditation. Sohi asked about the structure and assessment rates of Monterey and Santa Barbara. N. Patel noted that small properties might push back on the percentage increase, but not on the duration of the district. N. Patel also asked Rachael Taylor (Civitas) how much the law has changed for BIDs. Taylor noted that very few changes have been made, and that Civitas audits the law every year with the goal of adding more protections to tourism marketing districts.

ACTION: Moved by N. Patel/Hamilton to approve the Management District Plan as presented (as recommended by the

Executive Committee).

Motion carried: 12:0

Davison noted that the Budget Re-Forecast, Updated MDP Approval (with government feedback), and the Destination Management Strategy Update would be on the agenda for the January 16, 2019 Board Meeting.

ADJOURNMENT

Meeting adjourned at 10:42 am.

Income	This Month	Budgeted for Month	MTD Variance	MTD Actual v. Budget %	MTD % of Total Income/Expenses	FISCAL YTD	Budget YTD	YTD Variance	YTD Actual v. Budget %	YTD % of Total Income/Expenses
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	#DIV/0!	0.00%	\$ 181,694	\$ 129,000	\$ 52,694	140.85%	9.71%
Other Revenue	\$ 778	\$ 850	\$ (72)	91.53%	0.21%	\$ 2,032	\$ 3,400	\$ (1,368)	59.75%	0.11%
TBID Income:										
SLO County Unincorporated	\$ 98,059	\$ 98,059	\$ -	100.00%	26.84%	\$ 393,638	\$ 393,638	\$ -	100.00%	21.03%
SLO City	\$ 59,245	\$ 59,245	\$ -	100.00%	16.22%	\$ 284,270	\$ 284,270	\$ -	100.00%	15.19%
Pismo Beach	\$ 87,267	\$ 87,267	\$ -	100.00%	23.89%	\$ 432,203	\$ 432,203	\$ -	100.00%	23.09%
Morro Bay	\$ 28,921	\$ 28,921	\$ -	100.00%	7.92%	\$ 146,687	\$ 146,687	\$ -	100.00%	7.84%
Paso Robles	\$ 47,086	\$ 47,086	\$ -	100.00%	12.89%	\$ 193,004	\$ 193,004	\$ -	100.00%	10.31%
Arroyo Grande	\$ 8,213	\$ 8,213	\$ -	100.00%	2.25%	\$ 38,644	\$ 38,644	\$ -	100.00%	2.06%
Atascadero (quarterly)	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 41,509	\$ 41,509	\$ -	100.00%	2.22%
Grover	\$ 3,124	\$ 3,124	\$ -	100.00%	0.86%	\$ 13,966	\$ 13,966	\$ -	100.00%	0.75%
Adjustment for Actual TBID Collected	\$ 31,931	\$ (32,865)	\$ 64,796	-97.16%	8.74%	\$ 140,668	\$ 85,148	\$ 55,520	165.20%	7.51%
Interest Income	\$ 657	\$ -	\$ -	#DIV/0!	0.18%	\$ 3,683	\$ -	\$ -	#DIV/0!	0.20%
Total Income	\$ 365,283	\$ 299,901	\$ 64,724	121.80%	100.00%	\$ 1,871,997	\$ 1,761,469	\$ 106,845	106.27%	100.00%
Expenses										
Contingency Reserve	\$ 18,231	\$ 14,995	\$ 3,236	121.58%	5.50%	\$ 93,416	\$ 88,073	\$ 5,342	106.07%	8.28%
G&A	\$ 38,104	\$ 32,371	\$ 5,733	117.71%	11.50%	\$ 100,889	\$ 100,431	\$ 458	100.46%	8.94%
Industry Research and Resources	\$ 3,757	\$ 41,395	\$ (37,638)	9.07%	1.13%	\$ 191,891	\$ 237,461	\$ (45,570)	80.81%	17.01%
Travel Trade	\$ 23,770	\$ 22,385	\$ 1,385	106.19%	7.17%	\$ 82,891	\$ 92,223	\$ (9,332)	89.88%	7.35%
Communications	\$ 34,200	\$ 49,413	\$ (15,213)	69.21%	10.32%	\$ 119,260	\$ 136,289	\$ (17,030)	87.50%	10.57%
Advertising	\$ 172,482	\$ 158,736	\$ 13,747	108.66%	52.05%	\$ 397,042	\$ 436,002	\$ (38,961)	91.06%	35.19%
Promotions	\$ 3,249	\$ 7,840	\$ (4,591)	41.44%	0.98%	\$ 15,805	\$ 26,485	\$ (10,680)	59.68%	1.40%
Events	\$ 3,119	\$ 13,438	\$ (10,318)	23.21%	0.94%	\$ 7,351	\$ 89,799	\$ (82,447)	8.19%	0.65%
Digital Marketing	\$ 31,662	\$ 25,434	\$ 6,229	124.49%	9.55%	\$ 111,524	\$ 123,579	\$ (12,055)	90.24%	9.89%
Film Commission	\$ 2,797	\$ 3,023	\$ (225)	92.54%	0.84%	\$ 8,091	\$ 8,990	\$ (899)	90.00%	0.72%
Total Expenses	\$ 331,372	\$ 369,028	\$ (37,656)	89.80%	100.00%	\$ 1,128,158	\$ 1,339,332	\$ (211,174)	84.23%	100.00%
Surplus(Deficit)	\$ 33,910	\$ (69,128)	\$ 102,381	-49.05%		\$ 743,839	\$ 422,137	\$ 318,019	176.21%	
Cash Flow										
Surplus (Deficit)	\$ 33,910					\$ 743,839				
Beginning Cash Balance	\$ 1,888,790					\$ 1,214,317				
Change in Accounts Receivable	\$ 155,915					\$ 4,413				
Change in Accrued Expenses	\$ 57,036					\$ 121,576				
Change in Prepaid Expenses	\$ (76,262)					\$ 1,525				
Change in Accounts Payable	\$ 81,565					\$ (19,901)				
Change in Reserve Contingency	\$ 18,231					\$ 93,416				
Ending Cash Balance	\$ 2,159,185					\$ 2,159,185				
Contingency Reserve - 5% of Cumulative Revenue	\$ (659,369)					\$ (659,				

9:19 AM

11/14/18

Accrual Basis

Visit SLO CAL

Balance Sheet Prev Year Comparison

As of October 31, 2018

	Oct 31, 18	Oct 31, 17	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,063,233.61	1,337,453.45	-274,219.84	-20.5%
1020 · Bank of the Sierra - Membership	209,501.23	205,178.57	4,322.66	2.1%
1030 · Morgan Stanley - TMD	526,134.12	0.00	526,134.12	100.0%
1040 · Morgan Stanley - Membership	101,176.22	0.00	101,176.22	100.0%
Total Checking/Savings	1,900,045.18	1,542,632.02	357,413.16	23.2%
Accounts Receivable				
1200 · Accounts Receivable	742,372.04	915,919.78	-173,547.74	-19.0%
Total Accounts Receivable	742,372.04	915,919.78	-173,547.74	-19.0%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	3,326.70	1,043.25	31.4%
1340 · Workman's Comp Deposit	367.00	387.00	-20.00	-5.2%
1350 · Prepaid Expenses	129,782.21	64,451.16	65,331.05	101.4%
1330 · Employee Advances	-265.71	0.00	-265.71	-100.0%
1499 · Undeposited Funds	259,139.95	0.00	259,139.95	100.0%
Total Other Current Assets	393,393.40	68,164.86	325,228.54	477.1%
Total Current Assets	3,035,810.62	2,526,716.66	509,093.96	20.2%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	24,216.44	24,216.44	0.00	0.0%
1410 · Furniture & Fixtures	91,012.07	91,012.07	0.00	0.0%
1415 · Leasehold Improvements	37,301.15	37,301.15	0.00	0.0%
1425 · Office Equipment	14,560.10	14,560.10	0.00	0.0%
Total 1400 · Fixed Assets	167,089.76	167,089.76	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-15,088.17	-15,088.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-6,208.00	-6,208.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-1,630.00	-1,630.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-4,915.00	-4,915.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-27,841.17	-27,841.17	0.00	0.0%
Total Fixed Assets	139,248.59	139,248.59	0.00	0.0%
Other Assets				
1600 · Intangibles				
1605 · Trademark - Slocat	15,750.00	15,750.00	0.00	0.0%
Total 1600 · Intangibles	15,750.00	15,750.00	0.00	0.0%
Total Other Assets	15,750.00	15,750.00	0.00	0.0%
TOTAL ASSETS	3,190,809.21	2,681,715.25	509,093.96	19.0%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	140,356.92	162,115.49	-21,758.57	-13.4%
Total Accounts Payable	140,356.92	162,115.49	-21,758.57	-13.4%
Credit Cards				
2060 · American Express Credit Card	12,432.40	0.00	12,432.40	100.0%
2050 · Rabobank Credit Card	0.00	-220.29	220.29	100.0%
Total Credit Cards	12,432.40	-220.29	12,652.69	5,743.7%
Other Current Liabilities				
2070 · Accrued Liabilities	150,578.06	0.00	150,578.06	100.0%
2010 · Deferred Revenue	3,055.00	0.00	3,055.00	100.0%
2100 · Payroll Liabilities				
2160 · Health Insurance Withheld	-1,357.72	0.00	-1,357.72	-100.0%
Total 2100 · Payroll Liabilities	-1,357.72	0.00	-1,357.72	-100.0%
Total Other Current Liabilities	152,275.34	0.00	152,275.34	100.0%
Total Current Liabilities	305,064.66	161,895.20	143,169.46	88.4%
Total Liabilities	305,064.66	161,895.20	143,169.46	88.4%

9:19 AM

11/14/18

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of October 31, 2018

	Oct 31, 18	Oct 31, 17	\$ Change	% Change
Equity				
3120 · Reserved Earnings	659,369.12	450,672.47	208,696.65	46.3%
3130 · Retained Earnings	1,482,536.79	1,125,416.90	357,119.89	31.7%
Net Income	743,838.64	943,730.68	-199,892.04	-21.2%
Total Equity	2,885,744.55	2,519,820.05	365,924.50	14.5%
TOTAL LIABILITIES & EQUITY	3,190,809.21	2,681,715.25	509,093.96	19.0%

Income	This Month	Budgeted for Month	MTD Variance	MTD Actual v. Budget %	MTD % of Total Income/Expenses	FISCAL YTD	Budget YTD	YTD Variance	YTD Actual v. Budget %	YTD % of Total Income/Expenses
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	#DIV/0!	0.00%	\$ 181,694	\$ 129,000	\$ 52,694	140.85%	8.26%
Other Revenue	\$ 841	\$ 850	\$ (9)	98.93%	0.26%	\$ 2,873	\$ 4,250	\$ (1,377)	67.59%	0.13%
TBID Income:										
SLO County Unincorporated	\$ 89,466	\$ 89,466	\$ -	100.00%	27.41%	\$ 483,104	\$ 483,104	\$ -	100.00%	21.98%
SLO City	\$ 80,079	\$ 80,079	\$ -	100.00%	24.53%	\$ 364,349	\$ 364,349	\$ -	100.00%	16.57%
Pismo Beach	\$ 65,836	\$ 65,836	\$ -	100.00%	20.17%	\$ 498,038	\$ 498,038	\$ -	100.00%	22.65%
Morro Bay	\$ 21,650	\$ 21,650	\$ -	100.00%	6.63%	\$ 168,337	\$ 168,337	\$ -	100.00%	7.66%
Paso Robles	\$ 41,276	\$ 41,276	\$ -	100.00%	12.65%	\$ 234,281	\$ 234,281	\$ -	100.00%	10.66%
Arroyo Grande	\$ 6,350	\$ 6,350	\$ -	100.00%	1.95%	\$ 44,993	\$ 44,993	\$ -	100.00%	2.05%
Atascadero (quarterly)	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 41,509	\$ 41,509	\$ -	100.00%	1.89%
Grover	\$ 3,330	\$ 3,330	\$ -	100.00%	1.02%	\$ 17,296	\$ 17,296	\$ -	100.00%	0.79%
Adjustment for Actual TBID Collected	\$ 17,553	\$ 65,933	\$ (48,380)	26.62%	5.38%	\$ 158,221	\$ 151,081	\$ 7,140	104.73%	7.20%
Interest Income	\$ 15	\$ -	\$ -	#DIV/0!	0.00%	\$ 3,698	\$ -	\$ -	#DIV/0!	0.17%
Total Income	\$ 326,395	\$ 374,770	\$ (48,389)	87.09%	100.00%	\$ 2,198,393	\$ 2,136,239	\$ 58,456	102.91%	100.00%
Expenses										
Contingency Reserve	\$ 16,319	\$ 18,738	\$ (2,419)	87.09%	4.16%	\$ 109,735	\$ 106,812	\$ 2,923	102.74%	7.22%
G&A	\$ 17,030	\$ 22,254	\$ (5,225)	76.52%	4.34%	\$ 117,919	\$ 122,685	\$ (4,766)	96.11%	7.76%
Industry Research and Resources	\$ 43,143	\$ 52,024	\$ (8,881)	82.93%	11.00%	\$ 235,034	\$ 289,485	\$ (54,451)	81.19%	15.46%
Travel Trade	\$ 34,160	\$ 33,505	\$ 655	101.95%	8.71%	\$ 117,051	\$ 125,728	\$ (8,677)	93.10%	7.70%
Communications	\$ 17,380	\$ 26,875	\$ (9,495)	64.67%	4.43%	\$ 136,640	\$ 163,165	\$ (26,525)	83.74%	8.99%
Advertising	\$ 193,371	\$ 117,243	\$ 76,128	164.93%	49.29%	\$ 590,413	\$ 553,246	\$ 37,167	106.72%	38.83%
Promotions	\$ 3,868	\$ 7,840	\$ (3,972)	49.34%	0.99%	\$ 19,673	\$ 34,325	\$ (14,651)	57.32%	1.29%
Events	\$ 37,971	\$ 55,838	\$ (17,866)	68.00%	9.68%	\$ 45,323	\$ 145,636	\$ (100,314)	31.12%	2.98%
Digital Marketing	\$ 24,548	\$ 25,621	\$ (1,073)	95.81%	6.26%	\$ 136,071	\$ 149,200	\$ (13,128)	91.20%	8.95%
Film Commission	\$ 4,510	\$ 5,798	\$ (1,288)	77.78%	1.15%	\$ 12,600	\$ 14,788	\$ (2,187)	85.21%	0.83%
Total Expenses	\$ 392,300	\$ 365,737	\$ 26,564	107.26%	100.00%	\$ 1,520,459	\$ 1,705,069	\$ (184,610)	89.17%	100.00%
Surplus(Deficit)	\$ (65,905)	\$ 9,033	\$ (74,953)	-729.60%		\$ 677,934	\$ 431,170	\$ 243,066	157.23%	

Cash Flow		
Surplus (Deficit)	\$ (65,905)	\$ 677,934
Beginning Cash Balance	\$ 2,159,185	\$ 1,214,317
Change in Accounts Receivable	\$ (115,756)	\$ (111,343)
Change in Accrued Expenses	\$ 31,337	\$ 152,913
Change in Prepaid Expenses	\$ 37,977	\$ 39,502
Change in Accounts Payable	\$ 29,056	\$ 9,155
Change in Reserve Contingency	\$ 16,319	\$ 109,735
Ending Cash Balance	\$ 2,092,213	\$ 2,092,213
Contingency Reserve - 5% of Cumulative Revenue	\$ (675,688)	\$ (675,688)
Liability on Balance Sheet		
Net Available Cash	\$ 1,416,525	\$ 1,416,525

Comments to the Board:

- \$66k deficit for November (\$75k larger deficit than budgeted). \$678k surplus year-to-date - \$243k higher surplus than budgeted.
- All TMD amounts accrued through September have been collected with the exception of City of SLO.

Visit SLO CAL

Balance Sheet Prev Year Comparison

As of November 30, 2018

	Nov 30, 18	Nov 30, 17	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,231,984.63	1,599,924.16	-367,939.53	-23.0%
1020 · Bank of the Sierra - Membership	212,571.17	213,540.78	-969.61	-0.5%
1030 · Morgan Stanley - TMD	546,480.75	0.00	546,480.75	100.0%
1040 · Morgan Stanley - Membership	101,176.22	0.00	101,176.22	100.0%
Total Checking/Savings	2,092,212.77	1,813,464.94	278,747.83	15.4%
Accounts Receivable				
1200 · Accounts Receivable	858,128.44	888,510.06	-30,381.62	-3.4%
Total Accounts Receivable	858,128.44	888,510.06	-30,381.62	-3.4%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	3,326.70	1,043.25	31.4%
1340 · Workman's Comp Deposit	367.00	387.00	-20.00	-5.2%
1350 · Prepaid Expenses	90,953.29	-80,467.74	171,421.03	213.0%
1330 · Employee Advances	586.27	0.00	586.27	100.0%
Total Other Current Assets	96,276.51	-76,754.04	173,030.55	225.4%
Total Current Assets	3,046,617.72	2,625,220.96	421,396.76	16.1%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	24,216.44	24,216.44	0.00	0.0%
1410 · Furniture & Fixtures	91,012.07	91,012.07	0.00	0.0%
1415 · Leasehold Improvements	37,301.15	37,301.15	0.00	0.0%
1425 · Office Equipment	14,560.10	14,560.10	0.00	0.0%
Total 1400 · Fixed Assets	167,089.76	167,089.76	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-15,088.17	-15,088.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-6,208.00	-6,208.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-1,630.00	-1,630.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-4,915.00	-4,915.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-27,841.17	-27,841.17	0.00	0.0%
Total Fixed Assets	139,248.59	139,248.59	0.00	0.0%
Other Assets				
1600 · Intangibles				
1605 · Trademark - Slocal	15,750.00	15,750.00	0.00	0.0%
Total 1600 · Intangibles	15,750.00	15,750.00	0.00	0.0%
Total Other Assets	15,750.00	15,750.00	0.00	0.0%
TOTAL ASSETS	3,201,616.31	2,780,219.55	421,396.76	15.2%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	176,681.37	163,691.29	12,990.08	7.9%
Total Accounts Payable	176,681.37	163,691.29	12,990.08	7.9%
Credit Cards				
2060 · American Express Credit Card	5,164.19	0.00	5,164.19	100.0%
2050 · Rabobank Credit Card	0.00	-4.97	4.97	100.0%
Total Credit Cards	5,164.19	-4.97	5,169.16	104,007.2%
Other Current Liabilities				
2070 · Accrued Liabilities	174,162.21	0.00	174,162.21	100.0%
2010 · Deferred Revenue	9,975.00	0.00	9,975.00	100.0%
2100 · Payroll Liabilities				
2160 · Health Insurance Withheld	-525.16	0.00	-525.16	-100.0%
Total 2100 · Payroll Liabilities	-525.16	0.00	-525.16	-100.0%
Total Other Current Liabilities	183,612.05	0.00	183,612.05	100.0%
Total Current Liabilities	365,457.61	163,686.32	201,771.29	123.3%
Total Liabilities	365,457.61	163,686.32	201,771.29	123.3%
Equity				

8:36 PM

12/06/18

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of November 30, 2018

	Nov 30, 18	Nov 30, 17	\$ Change	% Change
3120 · Reserved Earnings	675,688.15	468,630.96	207,057.19	44.2%
3130 · Retained Earnings	1,482,536.79	1,125,416.90	357,119.89	31.7%
Net Income	677,933.76	1,022,485.37	-344,551.61	-33.7%
Total Equity	2,836,158.70	2,616,533.23	219,625.47	8.4%
TOTAL LIABILITIES & EQUITY	3,201,616.31	2,780,219.55	421,396.76	15.2%

San Luis Obispo County
Visitor's & Conference Bureau
2018/2019 Financial Summary - December

Income	This Month	Budgeted for Month	MTD Variance	MTD Actual v. Budget %	MTD % of Total Income/Expenses	FISCAL YTD	Budget YTD	YTD Variance	YTD Actual v. Budget %	YTD % of Total Income/Expenses
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	100.00%	0.00%	\$ 181,694	\$ 129,000	\$ 52,694	140.85%	7.18%
Other Revenue	\$ 1,858	\$ 850	\$ 1,008	218.64%	0.58%	\$ 4,731	\$ 5,100	\$ (369)	92.76%	0.19%
Co-op Revenue	\$ 5,051	\$ -	\$ 5,051	100.00%	1.59%	\$ 5,051	\$ -	\$ 5,051	100.00%	0.20%
TBID Income:										
SLO County Unincorporated	\$ 82,312	\$ 68,968	\$ 13,343	119.35%	25.90%	\$ 565,416	\$ 552,072	\$ 13,343	102.42%	22.36%
SLO City	\$ 57,030	\$ 40,114	\$ 16,916	142.17%	17.95%	\$ 421,379	\$ 404,463	\$ 16,916	104.18%	16.66%
Pismo Beach	\$ 61,694	\$ 55,450	\$ 6,244	111.26%	19.41%	\$ 559,732	\$ 553,488	\$ 6,244	101.13%	22.13%
Morro Bay	\$ 25,041	\$ 15,474	\$ 9,567	161.83%	7.88%	\$ 193,378	\$ 183,811	\$ 9,567	105.20%	7.65%
Paso Robles	\$ 36,099	\$ 30,725	\$ 5,374	117.49%	11.36%	\$ 270,380	\$ 265,006	\$ 5,374	102.03%	10.69%
Arroyo Grande	\$ 6,607	\$ 6,051	\$ 556	109.18%	2.08%	\$ 51,600	\$ 51,045	\$ 556	101.09%	2.04%
Atascadero (quarterly)	\$ 32,415	\$ 27,547	\$ 4,868	117.67%	10.20%	\$ 73,924	\$ 69,056	\$ 4,868	107.05%	2.92%
Grover	\$ 1,948	\$ 3,330	\$ (1,382)	58.50%	0.61%	\$ 19,244	\$ 20,626	\$ (1,382)	93.30%	0.76%
Adjustment for Actual TBID Collected	\$ 5,896	\$ 7,605	\$ (1,709)	77.53%	1.86%	\$ 176,060	\$ 158,686	\$ 17,374	110.95%	6.96%
Interest Income	\$ 1,826	\$ -	\$ -	100.00%	0.57%	\$ 6,419	\$ -	\$ -	100.00%	0.25%
Total Income	\$ 317,777	\$ 256,115	\$ 59,837	124.08%	100.00%	\$ 2,529,009	\$ 2,392,353	\$ 130,236	105.71%	100.00%
Expenses										
Contingency Reserve	\$ 15,545	\$ 12,806	\$ 2,739	121.39%	7.27%	\$ 125,877	\$ 119,618	\$ 6,259	105.23%	7.31%
G&A	\$ 19,650	\$ 21,954	\$ (2,305)	89.50%	9.19%	\$ 137,667	\$ 144,640	\$ (6,973)	95.18%	8.00%
Industry Research and Resources	\$ 35,812	\$ 28,287	\$ 7,525	126.60%	16.75%	\$ 271,023	\$ 317,772	\$ (46,749)	85.29%	15.75%
Travel Trade	\$ 29,490	\$ 32,105	\$ (2,616)	91.85%	13.79%	\$ 146,614	\$ 157,834	\$ (11,219)	92.89%	8.52%
Communications	\$ 19,622	\$ 26,175	\$ (6,553)	74.96%	9.18%	\$ 156,459	\$ 189,340	\$ (32,881)	82.63%	9.09%
Advertising	\$ 62,005	\$ 63,351	\$ (1,346)	97.88%	29.01%	\$ 633,002	\$ 616,597	\$ 16,405	102.66%	36.78%
Promotions	\$ 4,807	\$ 7,165	\$ (2,358)	67.09%	2.25%	\$ 25,489	\$ 41,490	\$ (16,000)	61.44%	1.48%
Events	\$ -	\$ 11,438	\$ (11,438)	0.00%	0.00%	\$ 46,180	\$ 157,074	\$ (110,894)	29.40%	2.68%
Digital Marketing	\$ 23,086	\$ 25,342	\$ (2,256)	91.10%	10.80%	\$ 163,148	\$ 174,541	\$ (11,394)	93.47%	9.48%
Film Commission	\$ 3,755	\$ 8,310	\$ (4,555)	45.19%	1.76%	\$ 15,796	\$ 23,098	\$ (7,301)	68.39%	0.92%
Total Expenses	\$ 213,772	\$ 236,933	\$ (23,161)	90.22%	100.00%	\$ 1,721,254	\$ 1,942,002	\$ (220,747)	88.63%	100.00%
Surplus(Deficit)	\$ 104,005	\$ 19,182	\$ 82,998	542.22%		\$ 807,754	\$ 450,351	\$ 350,984	179.36%	

Cash Flow

Surplus (Deficit)	\$ 104,005	\$ 807,754
Beginning Cash Balance	\$ 2,093,679	\$ 1,214,317
Change in Accounts Receivable	\$ 246,770	\$ 123,484
Change in Accrued Expenses	\$ (106,000)	\$ 25,930
Change in Prepaid Expenses	\$ (16,040)	\$ 23,817
Change in Accounts Payable	\$ (30,474)	\$ (13,693)
Change in Reserve Contingency	\$ 15,545	\$ 125,877

Ending Cash Balance

\$ 2,307,486	\$ 2,307,486
--------------	--------------

Contingency Reserve - 5% of Cumulative Revenue

\$ (691,830)	\$ (691,830)
--------------	--------------

Liability on Balance Sheet

Net Available Cash

\$ 1,615,656	\$ 1,615,656
--------------	--------------

Comments to the Board:

- \$104k surplus for December (\$83k larger surplus than originally budgeted - \$60k of this is attributed to increased revenues). \$808k surplus year-to-date (\$351k larger surplus than originally budgeted). Based on reforecasted figures, we are projecting a \$61k deficit by fiscal year-end.

- All TMD amounts accrued through October have been collected, with the exception of Grover Beach.

- Monies received from partners to help fund initiatives (co-op) are now being recorded as Income, versus a credit to Expenses as they have been recorded in the past.

Visit SLO CAL

Balance Sheet Prev Year Comparison

As of December 31, 2018

	Dec 31, 18	Dec 31, 17	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,436,058.01	1,464,437.80	-28,379.79	-1.9%
1020 · Bank of the Sierra - Membership	221,063.27	115,498.17	105,565.10	91.4%
1030 · Morgan Stanley - TMD	548,656.12	400,000.00	148,656.12	37.2%
1040 · Morgan Stanley - Membership	101,708.74	100,000.00	1,708.74	1.7%
Total Checking/Savings	2,307,486.14	2,079,935.97	227,550.17	10.9%
Accounts Receivable				
1200 · Accounts Receivable	623,301.29	602,960.26	20,341.03	3.4%
Total Accounts Receivable	623,301.29	602,960.26	20,341.03	3.4%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	3,326.70	1,043.25	31.4%
1340 · Workman's Comp Deposit	367.00	387.00	-20.00	-5.2%
1350 · Prepaid Expenses	107,225.13	-98,701.57	205,926.70	208.6%
Total Other Current Assets	111,962.08	-94,987.87	206,949.95	217.9%
Total Current Assets	3,042,749.51	2,587,908.36	454,841.15	17.6%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	24,216.44	24,216.44	0.00	0.0%
1410 · Furniture & Fixtures	91,012.07	91,012.07	0.00	0.0%
1415 · Leasehold Improvements	37,301.15	37,301.15	0.00	0.0%
1425 · Office Equipment	14,560.10	14,560.10	0.00	0.0%
Total 1400 · Fixed Assets	167,089.76	167,089.76	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-15,088.17	-15,088.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-6,208.00	-6,208.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-1,630.00	-1,630.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-4,915.00	-4,915.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-27,841.17	-27,841.17	0.00	0.0%
Total Fixed Assets	139,248.59	139,248.59	0.00	0.0%
Other Assets				
1600 · Intangibles				
1605 · Trademark - Slocal	15,750.00	15,750.00	0.00	0.0%
Total 1600 · Intangibles	15,750.00	15,750.00	0.00	0.0%
Total Other Assets	15,750.00	15,750.00	0.00	0.0%
TOTAL ASSETS	3,197,748.10	2,742,906.95	454,841.15	16.6%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	152,892.91	27,687.25	125,205.66	452.2%
Total Accounts Payable	152,892.91	27,687.25	125,205.66	452.2%
Credit Cards				
2060 · American Express Credit Card	6,104.40	0.00	6,104.40	100.0%
2050 · Rabobank Credit Card	0.00	11,335.19	-11,335.19	-100.0%
Total Credit Cards	6,104.40	11,335.19	-5,230.79	-46.2%
Other Current Liabilities				
2070 · Accrued Liabilities	49,234.79	0.00	49,234.79	100.0%
2010 · Deferred Revenue	7,920.00	0.00	7,920.00	100.0%
2100 · Payroll Liabilities				
2125 · Company FUTA Payable	0.00	1,293.03	-1,293.03	-100.0%
2160 · Health Insurance Withheld	-525.13	0.00	-525.13	-100.0%
Total 2100 · Payroll Liabilities	-525.13	1,293.03	-1,818.16	-140.6%
Total Other Current Liabilities	56,629.66	1,293.03	55,336.63	4,279.6%
Total Current Liabilities	215,626.97	40,315.47	175,311.50	434.9%
Total Liabilities	215,626.97	40,315.47	175,311.50	434.9%
Equity				

5:07 PM

01/11/19

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of December 31, 2018

	Dec 31, 18	Dec 31, 17	\$ Change	% Change
3120 · Reserved Earnings	691,830.32	481,133.20	210,697.12	43.8%
3130 · Retained Earnings	1,482,536.79	1,125,416.90	357,119.89	31.7%
Net Income	807,754.02	1,096,041.38	-288,287.36	-26.3%
Total Equity	2,982,121.13	2,702,591.48	279,529.65	10.3%
TOTAL LIABILITIES & EQUITY	3,197,748.10	2,742,906.95	454,841.15	16.6%

San Luis Obispo County
Visitor's & Conference Bureau
2018/2019 Reforecasted Budget

Income	Total 18/19 Re-forecasted Budget	Total 17/18 Actuals	Variance \$	Percent Change YOY	Total Original Budget	Variance
Collected from Prior Year Assessments	\$ 181,694	\$ 127,555	\$ 54,139	42%	\$ 129,000	\$ 52,694
Other Revenue *	\$ 9,831	\$ 44,766	\$ (34,935)	-78%	\$ 10,200	\$ (369)
Co-op Revenue	\$ 141,801	\$ -	\$ 141,801	100%	\$ -	\$ 141,801
TBID Income						
SLO County Unincorporated	\$ 1,110,505	\$ 902,684	\$ 207,821	23%	\$ 947,824	\$ 162,680
SLO City	\$ 783,852	\$ 720,704	\$ 63,148	9%	\$ 742,325	\$ 41,527
Pismo Beach	\$ 1,023,191	\$ 910,692	\$ 112,499	12%	\$ 954,963	\$ 68,229
Morro Bay	\$ 342,760	\$ 299,473	\$ 43,287	14%	\$ 308,457	\$ 34,303
Paso Robles	\$ 547,004	\$ 465,127	\$ 81,877	18%	\$ 479,081	\$ 67,923
Arroyo Grande	\$ 95,062	\$ 93,331	\$ 1,731	2%	\$ 96,131	\$ (1,069)
Atascadero **	\$ 136,628	\$ 114,487	\$ 22,141	19%	\$ 117,922	\$ 18,707
Grover	\$ 36,544	\$ 42,706	\$ (6,162)	-14%	\$ 43,987	\$ (7,443)
Adjustment for Actual TBID Collected	\$ 181,060	\$ 303,147	\$ (122,087)	-40%	\$ 162,745	\$ 18,315
Interest Income	\$ 10,016	\$ -	\$ 10,016	100%	\$ 0	\$ 10,016
Total Income	\$ 4,599,949	\$ 4,024,672	\$ 575,277	14%	\$ 3,992,636	\$ 607,314
* 17/18 = membership; 18/19 = web ad revenue						
** District pays quarterly						
Expenses						
Contingency Reserve	\$ 222,407	\$ 201,234	\$ 21,173	11%	\$ 199,632	\$ 22,775
G&A	\$ 274,825	\$ 291,584	\$ (16,759)	-6%	\$ 284,675	\$ (9,851)
Industry Research and Resources	\$ 680,624	\$ 375,733	\$ 304,891	81%	\$ 618,303	\$ 62,320
Travel Trade	\$ 421,439	\$ 314,646	\$ 106,793	34%	\$ 371,479	\$ 49,960
Communications	\$ 392,183	\$ 286,294	\$ 105,889	37%	\$ 402,449	\$ (10,266)
Advertising	\$ 2,109,249	\$ 1,698,371	\$ 410,878	24%	\$ 1,496,624	\$ 612,625
Promotions	\$ 49,551	\$ 47,884	\$ 1,667	3%	\$ 77,863	\$ (28,312)
Events	\$ 138,674	\$ 103,558	\$ 35,116	34%	\$ 309,652	\$ (170,978)
Digital Marketing	\$ 330,681	\$ 301,212	\$ 29,469	10%	\$ 337,840	\$ (7,160)
Film Commission	\$ 41,085	\$ 47,037	\$ (5,952)	-13%	\$ 51,293	\$ (10,207)
Total Expenses	\$ 4,660,717	\$ 3,667,553	\$ 993,164	27%	\$ 4,149,810	\$ 510,907
Surplus(Deficit)	\$ (60,767)	\$ 357,119	\$ (417,886)	-117%	\$ (157,174)	\$ 96,407

Notes:

- Monies received from partners to help fund initiatives (co-op) are now being recorded as Income, versus a credit to Expenses as they have been recorded in the past.
- Prior Year TMD revenue of \$181,694 represents a one-time adjustment from prior year assessment amounts not known/ received until the current year.
- Reforecasted TMD receipts for the current fiscal year have increased by \$403k over the original FY18-19 budget, 40% of which is from the County's unincorporated area, with Highway 1 now open.

December 3, 2018

Chuck Davison
President & CEO
Visit SLO CAL
1334 Marsh Street
San Luis Obispo, CA 93401

Dear Chuck,

It is with great sadness that I will be resigning my position as Vice President of Community Engagement and Advocacy for Visit SLO CAL. My last day *on staff* will be Friday, December 21, 2018, though I look forward to remaining involved and actively supporting the organization and Destination Management Strategy.

As you know from our conversations, this has been an extremely hard decision. I am very happy at Visit SLO CAL and was not looking to leave. I made this decision after being approached about and offered a once-in-a-lifetime professional opportunity leading a new philanthropic foundation. For several years I looked to break into this type of role, but to do so would have required my family to relocate to a major urban center. The chance to build and lead this kind of organization in San Luis Obispo County is too unique to let pass. If I believed that this opportunity might be available to me a decade from now, I would not leave Visit SLO CAL.

I am extremely passionate about the mission, work and leadership of Visit SLO CAL. This is a team of doers who are genuinely committed to the success of the tourism industry and broader community. The work being done here is meaningful and impactful, and being executed to the highest standards. But it is the leadership that you provide that makes the decision to leave so incredibly hard.

I came to Visit SLO CAL because I wanted to work for you. And I am deeply conflicted about leaving because I want to continue to work for you. Every day I marvel at your unrelenting passion for service and commitment to lifting up those around you. I have never met a leader who works harder and sacrifices more for his team's success than you do. You lead by example in your personal work ethic, integrity and humility. I appreciate the intensity with which you commit to every task, living out the teaching that 'whoever is faithful in very little is also faithful in much.' Working for you has been an unparalleled personal and professional privilege.

Although I am stepping away from my staff position, I am committed to supporting the organization through the transition (and beyond!) and will remain a life-long advocate and ambassador for you and Visit SLO CAL. Thank you for allowing me to be part of your team.

Sincerely,

A handwritten signature in cursive script that reads "Christine E. Robertson". The ink is dark and the signature is fluid, with a large, stylized 'C' at the beginning.

Christine Robertson

TRAVEL TRENDS INDEX

NOVEMBER 2018

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 51.5 in November 2018 indicates that travel to or within the U.S. grew 3.0% in November 2018 compared to November 2017.

LTI predicts travel growth will continue to moderate through May 2019, supported primarily by growth in domestic demand.

Overall travel volume (person trips to or within the United States involving a hotel stay or air travel) grew at a slightly slower year-over-year rate in November 2018 than in October 2018 but remained strong, with all travel segments growing steadily.

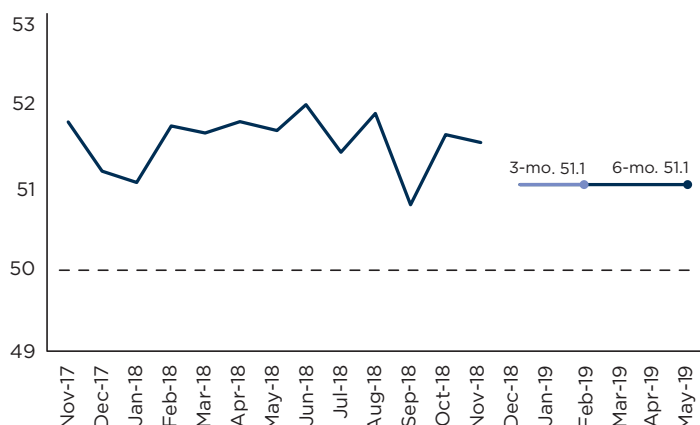
► HIGHLIGHTS:

* For CTI and LTI definitions, please see below.

- The Current Travel Index (CTI) has registered at or above the 50 mark for 107 straight months, as the industry nears its 10th consecutive year of expansion.
- The CTI was positive in November, registering 51.5. This is just slightly below the 6-month moving average.
- International inbound travel experienced solid growth in November, registering 51.9 (3.8% growth). Nevertheless, the Leading Travel Index (LTI) continues to project that inbound travel growth will decelerate over the next six months.
- Domestic travel grew at a slightly slower pace and registered 51.5 (3.0% growth). Domestic leisure travel continued its October strength and grew 3.4% in November, while domestic business travel experienced solid, but slower, growth of 2.2%.
- 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 May 2019. Domestic travel is expected to grow at a slightly faster pace of 2.4%, while international travel growth is expected to decelerate to around 1.0% over the same period.

November Travel Trends Index

Current Travel Index and Leading Travel Index
Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

Throughout the second half of 2018, the travel industry experienced broad-based growth in both domestic business and leisure travel, as well as international inbound travel. Moving forward, continued, albeit moderating, growth is expected in the near term, with international travel likely to slow more than domestic.

– David Huether
Senior Vice President, Research

	CTI	3-month LTI*	6-month LTI**
October Index	51.6	51.2	51.1
November Index	51.5	51.1	51.1
Direction and Speed	Travel demand increased; at a slightly slower rate than the previous month	Travel is expected to grow over the coming 3 months; at a slower rate	Travel is expected to grow over the coming 6 months; at a slower rate

* Average outlook reading for Dec 2018 to Feb 2019

** Average outlook reading for Dec 2018 to May 2019

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 travel increased 3.0% in November compared to November 2017. Both the business and leisure segments showed firm growth, building on shared strength in October, though growth in business travel has slowed from October and from its 6-month moving average. The leisure segment outperformed the business segment, a return to the broader 6-month trend. Vacation intentions remain buoyant, supported by enduring consumer confidence.

International inbound travel expanded 3.8% in November, a full percentage point faster than its six-month moving average. Nonetheless, our expectation that global growth will cool over the course of 2019 remains unchanged, likely leading to weaker international demand growth through the first five months of 2019.

Travel Trends Index Summary

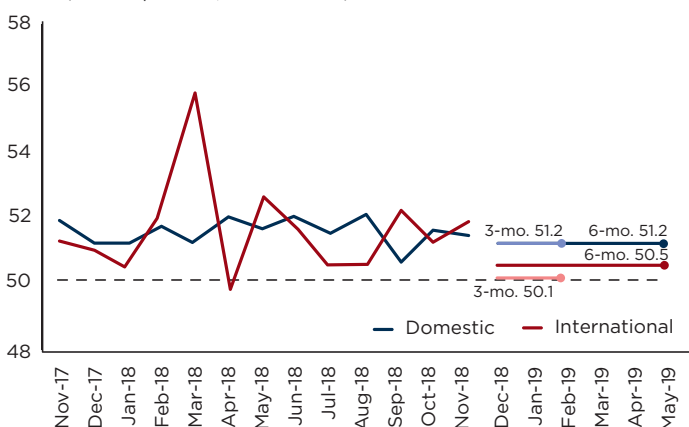
	Current Travel Index (CTI)				Leading Travel Index (LTI)		6-mo LTI vs. CTI 6-mo avg.	
	6-month avg	September	October	November	3-month*	6-month**	Direction	Speed
Total Market	51.6	50.8	51.6	51.5	51.1	51.1	Increasing ▲	Slower
International	51.4	52.2	51.2	51.9	50.1	50.5	Increasing ▲	Slower
Domestic	51.6	50.6	51.7	51.5	51.2	51.2	Increasing ▲	Slower
Business	51.4	50.0	51.9	51.1	51.6	51.6	Increasing ▲	Faster
Leisure	51.7	50.9	51.6	51.7	51.1	51.0	Increasing ▲	Slower

* Average outlook reading for Dec 2018 to Feb 2019

** Average outlook reading for Dec 2018 to May 2019

November Domestic and International Travel Index

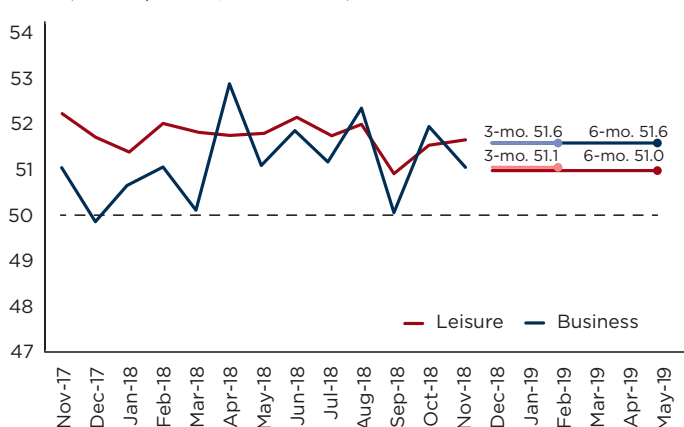
Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

November Domestic Business and Leisure Travel Index

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



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.

Executive Overview:

SEO Overview







Organic Traffic Overview:
 Sessions increased by 6%. Avg. session duration improved by 12%, and pages/session decreased by 25%.
 The top organic landing pages this month were:
 the home page, Events and Festivals, Lighted Boat Parade, SLO CAL Christmas Eve & Christmas Day Dining,
 Holiday Events & Festivals, Under the Sea 2018 New Years Eve at Marisol, 39th Annual Cayucos Polar Bear Dip

Total Traffic Overview:
 Sessions increased by 39% (19,224 sessions). Session Duration: - 8%, Pages/Session: -21%
 Top Gains by Channel: Social: 250% (9,848), Organic: 6% (2,025), Other: 1,823% (5,359)

SEO Snapshot:
YoY Organic Landing Page Traffic Comparison - Top Areas
 Events Pages saw a -35% change in Sessions. (-3,945 Sessions)
 Listing (Profile) Pages saw a -66% difference in Sessions (-3,351 Sessions)
 The Home Page saw a +91% change in Sessions. (+ 2,132 Sessions)
 Things to Do (Activities) saw a +59% difference in Sessions. (+ 951 Sessions)
 Blog Pages saw a -33% difference in Sessions. (-2,074 Sessions)
 Explore Pages saw -14% change in Sessions. (-521 Sessions)

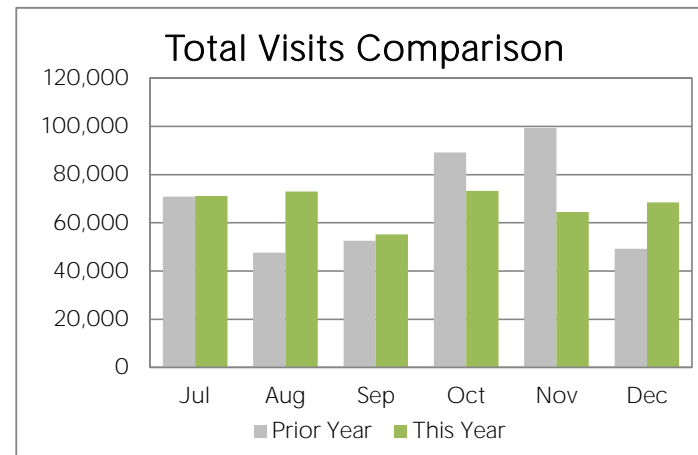
SEO Recommendation:
 I would recommend building an Events This Month page. Make the URL events-this-month, I can update the metas, h1, and content every first of the month to keep it current.

IndustryAverages:

Engagement Metrics	Industry Average	Your Website	% Difference	
Total Pages Per Session:	1.94	2.25		13.81%
Total Average Session Duration:	0:01:44	0:02:45		37.08%
Total Bounce Rate:	53.06%	13.49%		-293.34%
Organic Pages Per Session:	2.01	2.37		15.16%
Organic Average Session Duration:	0:02:01	0:03:37		44.30%
Organic Bounce Rate:	50.42%	10.71%		-370.64%

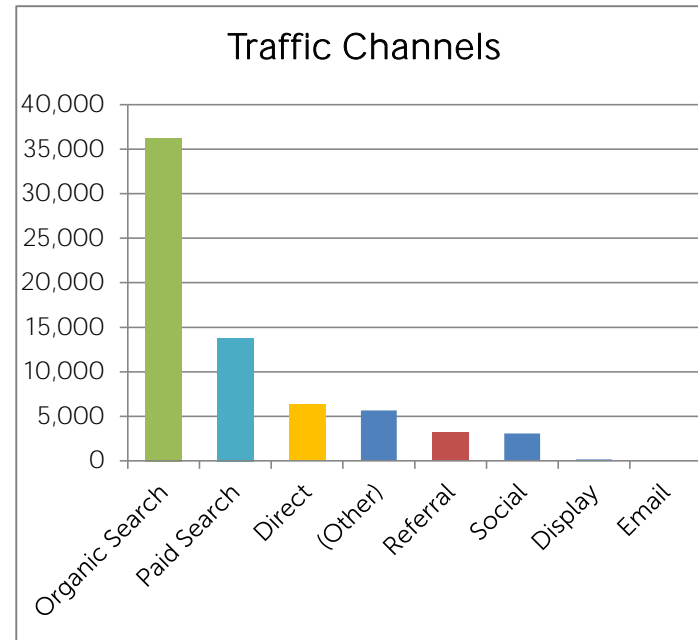
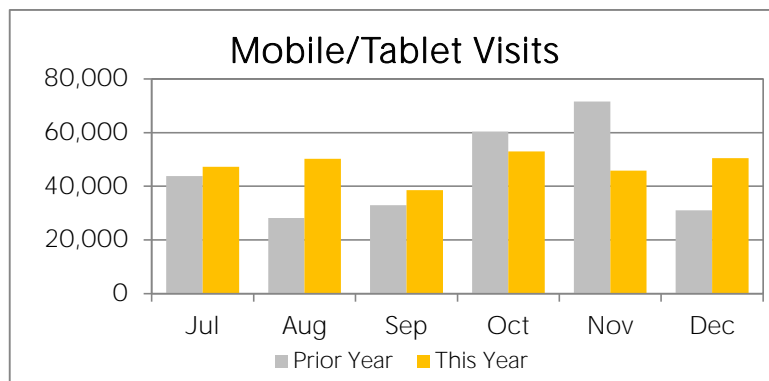
Total Traffic Overview:

	Jul	Aug	Sep	Oct	Nov	Dec
Sessions:	71,143	72,972	55,258	73,266	64,485	68,468
Users:	55,701	59,051	44,998	58,915	52,719	56,225
Bounce Rate:	17%	23%	21%	27%	15%	13%
Pageviews:	155,972	152,518	114,473	137,885	136,012	154,119
Avg Pageviews Per Visit:	2.19	2.09	2.07	1.88	2.11	2.25
Avg. Session Duration:	0:03:21	0:03:02	0:02:57	0:02:35	0:02:42	0:02:45
Total Organic Search Traffic:	49,878	37,191	30,913	32,590	32,594	36,264
% of Traffic Organic Search:	70%	51%	56%	44%	51%	53%
Entry Pages From Search:	2,026	1,834	1,772	1,760	1,703	1,675



Mobile/Tablet SnapShot:

	Jul	Aug	Sep	Oct	Nov	Dec
Sessions:	47,254	50,247	38,574	52,974	45,856	50,501
% of Sessions:	66%	69%	70%	72%	71%	74%
Bounce Rate:	16%	25%	24%	31%	14%	13%
Pageviews:	82,084	85,035	64,301	79,413	85,494	101,530
Avg. Session Duration:	0:02:51	0:02:30	0:02:27	0:02:07	0:02:18	0:02:22



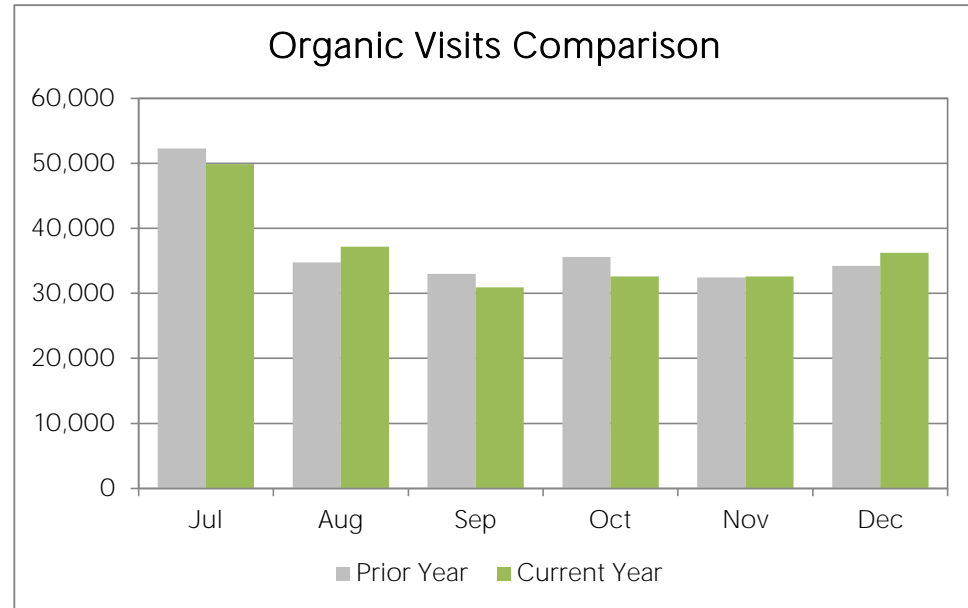
Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Sessions	36,264	52.96%

Organic Engagement Compared to Site Engagement		
Pages / Session	2.37	5.25%
Avg. Session Duration	0:03:37	31.45%
New Sessions	69.07%	-8.46%
Bounce Rate	10.71%	-20.58%

Search Engine	Visits	Percent
google	35,521	97.95%
yahoo	370	1.02%
bing	356	0.98%
ask	14	0.04%
naver	3	0.01%
Totals	36,264	100.00%

Top 10 Links to Site	Links	Pages
visitcalifornia.com	41,640	29
destinationpasorobles.com	16,103	2
reside.org	15,949	1
coterealtors.com	9,755	1
centralcoastrealestatephotography.com	7,704	4
centralcoast-tourism.com	7,420	23
pasowine.com	6,585	2
theccrg.com	4,900	3
digitalinteractive.us	4,431	2
tombarket.com	4,294	1



Landing Page	Visits	Percent
/	4,472	12.33%
/events-and-festivals/	2,630	7.25%
/event/lighted-boat-parade/3609/	2,019	5.57%
/blog/post/slo-cal-christmas-eve-christmas-day-dining-guide/	1,718	4.74%
/events-and-festivals/holiday-events-festivals/	1,649	4.55%
/event/under-the-sea-2018-new-years-eve-at-marisol/4617/	1,135	3.13%
/event/39th-annual-cayucos-polar-bear-dip/4709/	974	2.69%
/events-and-festivals/signature-events/restaurant-month/	912	2.51%
/events-and-festivals/events-calendar/	653	1.80%
/events-and-festivals/live-music-concerts/	557	1.54%

External Links

Top 10 URLs	Total Clicks
vimeo.com/254752474	1572
www.eventbrite.com/e/new-years-eve-2018-unde	431
www.facebook.com/events/145596949556861/	387
www.morrobay.org/events/lighted-boat-parade	338
www.morrobay.org/events/lighted-boat-parade/20	332
assets.simpleviewcms.com/simpleview/image/uplo	261
hearcastle.org/tour-hearst-castle/daily-tours/holi	244
www.historicseaport.org/public-tours-sails/sailing	238
www.morrobay.org/events/tall-ship-lady-washingt	234
assets.simpleviewcms.com/simpleview/image/fetch	229

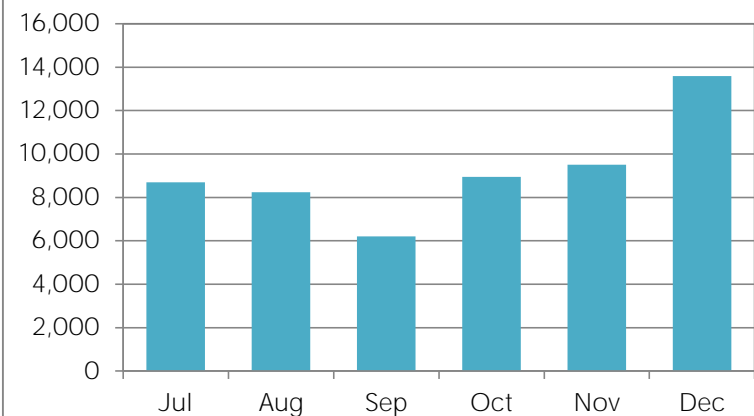
Listings: Link to Website

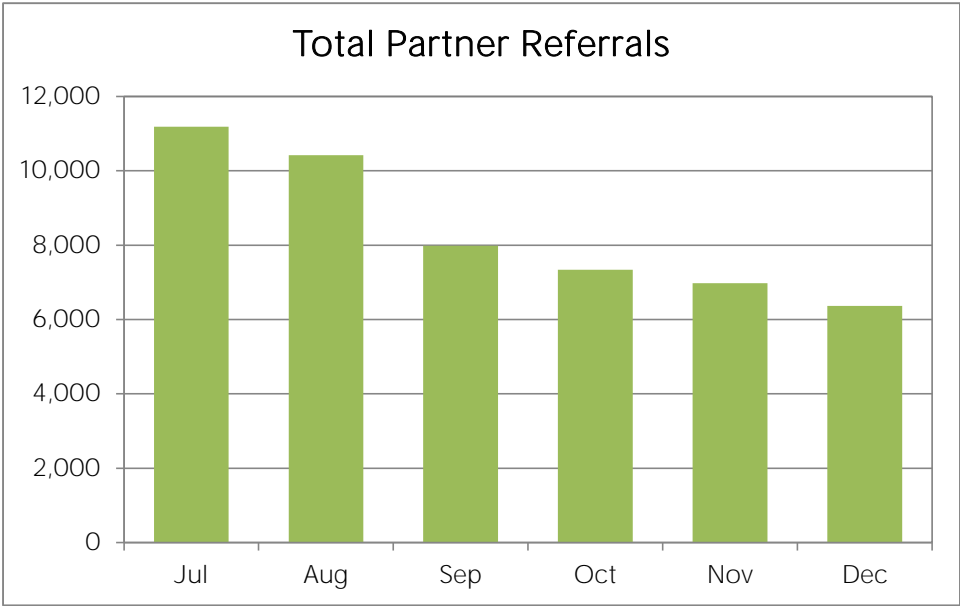
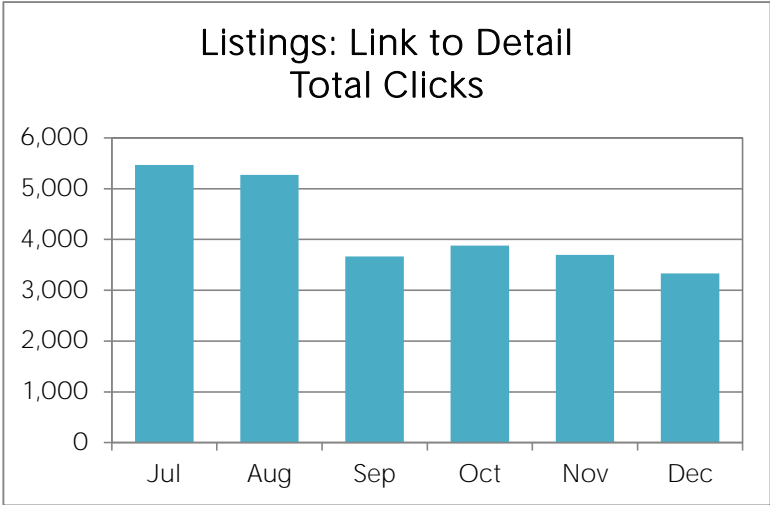
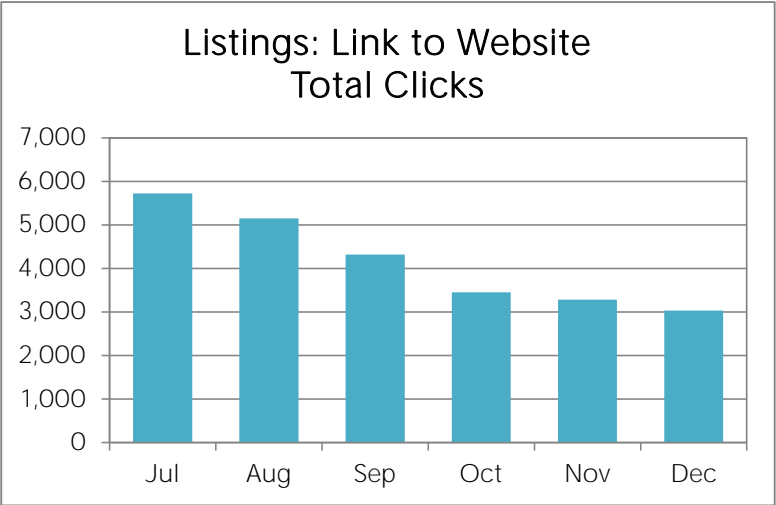
Top 10 Websites	Total Clicks
Nitt Witt Ridge	48
The Fremont Theater	48
Swinging Bridge	41
Apple Farm Restaurant	40
Mission San Luis Obispo de Tolosa	37
Sycamore Mineral Springs Resort & Sp	36
Central Coast Trailrides	28
Sunbuggy Fun Rentals	27
Inn at the Cove	26
Moonstone Beach	26

Listings: Link to Detail

Top 10 Listings	Total Clicks
Nitt Witt Ridge	78
Swinging Bridge	70
Mission San Luis Obispo de Tolosa	38
Avila Beach Horseback Riding	33
Bishop Peak	31
California Highway 1 Discovery Route	31
El Moro Elfin Forest	31
Ragged Point Beach	27
Pismo Beach Premium Outlets	25
Bubblegum Alley	23

External Links Total Clicks



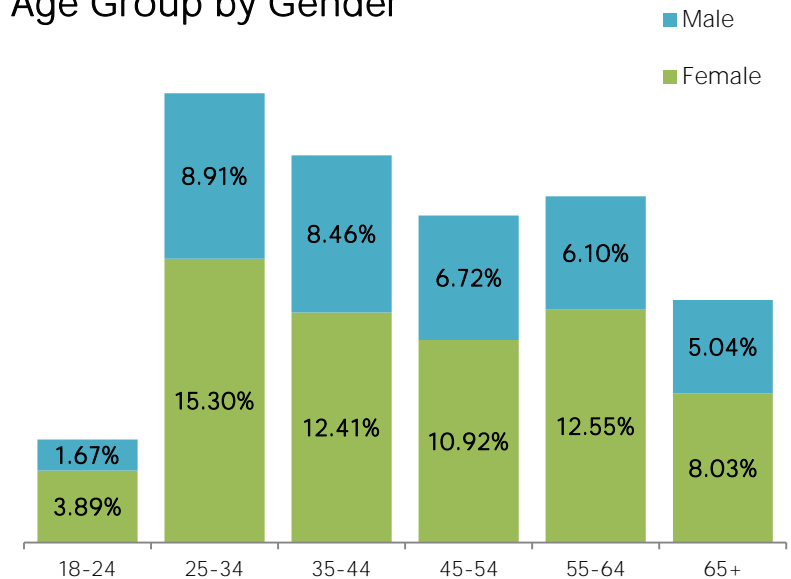


Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	16,238
Shoppers/Value Shoppers	15,773
News & Politics/Avid News Readers	13,267
Travel/Travel Buffs	13,264
Lifestyles & Hobbies/Pet Lovers	13,111
Lifestyles & Hobbies/Art & Theater Aficionados	12,844
Media & Entertainment/Book Lovers	12,635
Sports & Fitness/Health & Fitness Buffs	12,351
Banking & Finance/Avid Investors	11,333
Lifestyles & Hobbies/Business Professionals	11,182

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	8,601
Food & Drink/Cooking & Recipes	5,391
News/Weather	5,239
Arts & Entertainment/TV & Video/Online Video	3,283
Shopping/Consumer Resources/Coupons & Discount Offers	3,041
Online Communities/Social Networks	2,949
Travel/Air Travel	2,828
Sports/Team Sports/American Football	2,691
Shopping/Mass Merchants & Department Stores	2,593
News/Politics/Campaigns & Elections	2,578

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



MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, November 13, 2018

8:30 am – 10:00 am

Apple Farm

2015 Monterey St., San Luis Obispo, CA 93405

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Audrey Arellano, Terrie Banish, Molly Cano, Cheryl Cuming, Christen Goldie, Gordon Jackson, Jennifer Little, Danna Stroud, John Sorgenfrei

ABSENT: Jim Allen, Jocelyn Brennan, Lindsey Roberts, Jill Tweedie

STAFF PRESENT: Chuck Davison, Brooke Burnham, Keba Baird, Jordan Carson

Call to Order at 8:32 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Burnham asked the Committee to save the date for Visit SLO CAL's Beginning of Year Bash. Burnham also announced Morro Bay and Pismo Beach as host cities for the 2019 AMGEN Tour of California and let the Committee know about the airport announcement and press conference on Thursday, December 13, 2018.

Davison talked about the #CALove crisis response from Visit California.

3. Approval of October 9, 2018 and November 13, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None

Stroud noted her statement from the November minutes needs to be adjusted in regard to the PR evaluation tool.

ACTION: Moved by **Cano/Goldie** to approve the October 9, 2018 Marketing Committee Minutes as presented.

Motion carried: 9:0:1
Akers abstained.

ACTION: Moved by **Banish/Stroud** to approve the November 13, 2018 Marketing Committee Minutes as amended.

4. Marketing Discussions

a. Destination Presentation – Cano reviewed San Luis Obispo TBID's brand platform.

Public Comment – None.

Committee Discussion – Akers asked if the new logo mark is only used with items regarding SLO CAL. Cano noted it is with co-ops or anything in conjunction with Visit SLO CAL.

Sorgenfrei asked if the TBID's research showed that the visitor was coming to experience the nearby wine region. Cano noted that the research did not show that the visitor was coming for wine, but once in market, this became an attraction for them. Wine is part of the story, but it's not a primary driver.

a. TMD Renewal Discussion – Davison updated the Committee on the upcoming Tourism Marketing District renewal process, additional scope, key updates and timeline.

Public Comment – None.

Committee Discussion – Sorgenfrei asked if there is any research on how much the consumer can tolerate in terms of Tourism Occupancy Tax and assessments on their bills. Davison stated there is no available research showing that consumers make decisions based on taxes, but that the assumption is consumers likely make the decision on whether or not to return based on unexpected expenses, including taxes, resort fees, assessments, parking, etc.

Sorgenfrei stated that, at 2% and 10 years, if Pismo Beach decides to reject the renewal, it's not Pismo's decision; it's the Visit SLO CAL Board's decision. Davison noted that the Board's recommendation is that all communities would be part of the Tourism Marketing District under the Management District Plan. Sorgenfrei noted there will be a lot of discussion from Pismo Beach surrounding this in the future.

Stroud asked, in regard to finalizing draft allocation of additional funds based on feedback, if there are any additional opportunities between now and the January Visit SLO CAL Board of Directors meeting where other stakeholders can engage and help inform. Davison noted this portion is the legal process that has to occur for the District Plan. The conversations will not inform that particular process, but might potentially help inform the rest of the process.

Little stated that currently, Morro Bay has been actively talking about reducing their 3 percent BID assessment down to 2 percent. With an additional 1 percent at the county level, that would mean total assessment and taxes would go unchanged instead of going down by 1 percent.

Jackson noted the idea of a 10-year renewal is concerning.

Stroud asked when the meetings with City Managers will take place. Davison noted that the meeting with Paso Robles is December 14, 2018. The Morro Bay meeting is December 16. The Grover Beach meeting date is TBD. San Luis Obispo and Atascadero meetings are on December 19, and the Pismo Beach meeting is December 20.

Advertising & Marketing Update

Agenda item not covered but is in the Agenda packet.

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:32 am.