AGENDA



# Visit SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Agenda

Wednesday, May 20, 2020

8:30am

Video Conference – URL: https://us02web.zoom.us/j/83994556758 Meeting ID: 839 9455 6758 Call-In Phone Number: (669) 900-6833

1. CALL TO ORDER

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

ANNOUNCEMENTS

**CONSENT AGENDA** - *motion required* 

- 3. Approval of March 18, 2020 Board of Directors Meeting Minutes
- 4. Approval of March Visit SLO CAL Financials
- 5. Approval of April Visit SLO CAL Financials
- 6. Ratification of John Conner as San Luis Obispo's Appointed Board Member

**7.** Approval of Resolution to Increase Line of Credit Staff will request Board approval of the March 18, 2020 Board of Directors Meeting Minutes, the March and April Visit SLO CAL Financials, the ratification of the appointment of John Conner to the Visit SLO CAL Board and the ability to

# increase Visit SLO CAL's line of credit amount from \$250,000 to \$500,000 in response to the COVID-19 crisis.

### CEO REPORT

### 8. 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
- 9. COVID-19 Impact & Response Update (30 min) Staff will provide an update on the impact of COVID-19 to the tourism industry and Visit SLO CAL's response to-date, as well as its planned response efforts.
- **10.** Approval of Strategic Direction 2023 (45 min) motion required

Coraggio Group will present Strategic Direction 2023 and staff will request Board approval.

11. FY2020/21 Budget Planning Update (10 min)

Staff will provide an update on the FY2020/21 Budget Planning process and TMD revenue projections based on the forecasted data.

### 12. Marketing Update (10 min)

Staff will provide an update on key indicators and marketing planning efforts for FY2020/21.

C. Davison

C. Davison

C. Davison

### **13. CEO Annual Review** (15 min) – motion required

The Board will discuss the President & CEO's annual contract year (May 2019 – April 2020) review and bonus and will consider a recommendation for approval.

### 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, March 18, 2020 8:30am Oxford Suites 800 4th St, Paso Robles, CA 93446 (Video conferencing option also provided to the Board)

1. CALL TO ORDER: Clint Pearce

PRESENT: Kathy Bonelli, Mark Eads, Aaron Graves, Jay Jamison, Toni LeGras, Hemant Patel, Nipool Patel, Victor Popp

PRESENT (VIA VIDEOCONFERENCE): Jed Bickel, Sam Miller, Clint Pearce, Amar Sohi

ABSENT: Alma Ayon, Jim Hamilton

STAFF PRESENT: Chuck Davison, Lisa Verbeck, Derek Kirk, Brendan Pringle

Call to Order at 8:35 am.

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

None.

#### ANNOUNCEMENTS

Davison provided instructions for Board members utilizing video conference to participate in the meeting. On behalf of the organization and the Board, he also offered condolences to Bonelli on the loss of her husband, Craig.

#### **CONSENT AGENDA**

- 3. Approval of February 19, 2020 Board Meeting Minutes
- 4. Approval of January Visit SLO CAL Financials
- 5. Approval of February Visit SLO CAL Financials

Public Comment – None.

Board Discussion.

ACTION: Moved by <u>N. Patel/Popp</u> to approve the Consent Agenda as presented.

Motion carried: 11:0 Bonelli arrived after the vote.

### 6. CEO Report

Davison noted that the Board received a copy of Visit SLO CAL's first Board Summary as part of its Data Analytics and Insights Dashboard through Tourism Economics – an effort to collect all key insights in one platform. Once the dashboard is finalized, Visit SLO CAL will be able to provide custom reports to each DMO so that they can see how their metrics compare with other communities and the county as a whole. He reported out that, at their March 9, 2020 meeting, the Executive Committee endorsed advocacy of the Countywide Regional Compact, an aspirational document about what SLO CAL's communities aim to do to address the region's critical housing and related infrastructure challenges together. He noted that Visit SLO CAL is lending its name in support as county staff work with all of the cities and the Board of Supervisors to adopt this compact. He provided an update on the rescheduling of the Strategic Direction 2023 Work Sessions (1 & 2). He updated the Board that the Executive Committee approved finalizing the CEO contract, and the contract has been executed. Davison thanked the Board for their support. He reviewed U.S. Travel's Travel Trends Index for January 2020 vs. January 2019. He recapped the latest updates on the impact of COVID-19 on the industry, and described Visit SLO CAL's response to the pandemic thus far, with current Phase 1 budget reductions of more than \$572,000 in this fiscal year, including three position openings placed on hold. A cashflow projection is being developed which will inform Phase 2 and Phase 3 budget cuts for Board review at a proposed special meeting in the next few weeks. All spending has been paused except for items essential to business today. He also reminded the Board of its current reserve funds (\$963k) and that it has an untapped \$250k line of credit. Davison reported out on his United HQ meeting on March 12, 2020, and noted that United has cut one flight, and is expected to cut additional flights this week. Alaska is expected to pause Portland's June launch, and Contour will suspend service to Las Vegas for 120+ days effective March 25, 2020. Davison recapped the results of the COVID-19 Hospitality Business Impact Survey that Visit SLO CAL sent to all investors and partners, as well as what staff has heard from investors in lodging property call arounds, which are currently taking place twice weekly. He also shared highlights from Tourism Economics' report on the "Economic Impact of the Coronavirus Due to Travel Losses."

Public Comment. Danna Stroud, Travel Paso, noted that she was excited to hear that Visit SLO CAL is working with Tourism Economics on the Data Analytics and Insights Dashboard, and that this is the type of research that DMOs in the county will benefit from. In a response to LeGras' question about communities breaking out TOT by lodging type (like the City of Morro Bay), Stroud also noted that Paso Robles reports out TOT by lodging type, but not on a day-by-day basis like the City of Morro Bay.

Board Discussion. Bickel and Sohi questioned the ADR results from the survey, which suggested the industry was seeing an increase in ADR. Staff agreed to revise the question in the next survey to gain more clarity.

### **BUSINESS ITEMS**

### 7. Board Member Guidelines

Prior to launching the Board seat application process, Visit SLO CAL used this time as an opportunity to update its Board Member Guidelines and outline responsibilities, a new code of conduct and expectations on how Board members should interact with Visit SLO CAL staff and each other. Davison reviewed the major changes, and noted that the document would be signed by all current Board members at the next meeting, if approved, and would be reviewed and signed by all Board applicants. Davison outlined the appointed seats up for re-appointment at the end of the FY (Hemant Patel, Morro Bay seat; Nipool Patel, San Luis Obispo seat; Amar Sohi, Atascadero seat; Jim Hamilton, County-appointed seat), and outlined the elected seats up for election at the end of the fiscal year (Aaron Graves, at-large seat; and four new at-large seats, as defined in the Bylaws). The application process will open on March 18, 2020 and close on April 10, 2020. The Executive Committee will hold an ad hoc board nominating committee meeting to discuss applications for elected seats and to recommend a slate to the Board. All applications will be in the May Board agenda packet and elected Board members will take their seat at the July meeting.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by <u>Eads/Graves</u> to approve the updated Board Member Guidelines as presented, as recommended by the Executive Committee.

### Motion carried: 12:0

### 8. Experience SLO CAL 2050 Prioritization

Visit SLO CAL staff and Resonance Consultancy hosted four sub-regional workshops to learn from partners the recommendations they see as critical for their communities and those they would like to engage in. Different than the unified approach heard from the DMS Visioning Workshops hosted in 2018, staff heard very different priorities from each of the communities and sub-regions. Staff and Resonance Consultancy worked to create a draft prioritization of recommendations for the Board's review. Kirk noted the top priorities requested in each subregion, as well as the number of votes received from partners on each recommendation, and he reviewed the process for how priorities were selected. He outlined the recommendations that fall under Visit SLO CAL's existing scope of work; recommendations that Visit SLO CAL would advocate for; and recommendations Visit SLO CAL would prioritize for FY2020-21 funding. He provided detail on each FY2020/21 recommendation that would require funding and provided the action items for each. Kirk noted that while the Chief Investment Officer (CIO) recommendation was only prioritized by one sub-region, many of the recommendations that the CIO would own gained wide support across the county, which is why it was included in the proposed prioritization. Davison noted that much of the funding for DMS recommendations would likely be delayed to January 2021 as a result of decreased funding due to the COVID-19 pandemic. Kirk outlined next steps and requested feedback from the Committee. Kirk noted that Visit SLO CAL is looking to set up a conversation with the Advisory Committee after the March Board Meeting to gain buy-in on the prioritization. Davison added that there is leeway for priorities to be changed based on Advisory Committee feedback, that the Board will take the Advisory Committee's feedback into consideration, and that the Board will ultimately make their decision based on what they believe is best for the organization and the industry.

Public Comment. Stroud noted that she was excited to see where Visit SLO CAL was in this process, and acknowledged the work that has gone into it. She added that having priorities established is important and timely, and that while she understands there are lanes, Travel Paso will intersect as needed.

Board Discussion. The Board agreed with the prioritization of the recommendations as presented.

### 9. FY2020/21 Budget Discussion

Davison acknowledged the unprecedented factors that staff is considering as they work towards the FY2020/21 budget, noting that Visit SLO CAL is projecting flat or down for July-December with increases in programing likely not occurring until Q3 and Q4 of the new fiscal year. Visit SLO CAL will consider adding a June Board of Directors meeting for approval of the budget, and Davison noted that the budget will need to remain nimble. He reviewed some of the high-level items that staff is proposing (based on when funds are available), including international representation, readiness and education; marketing and public relations; research; and Experience SLO CAL 2050 recommendations.

Public Comment.

Board Discussion.

#### 10. Marketing Update

This item was pulled from the agenda in the interest of time.

#### ADJOURNMENT

Adjourned at 10:45 am.

#### San Luis Obispo County Visitors & Conference Bureau 2019-2020 Financial Summary - March

Income         This Month         Budget or Month         MTD Value         MTD v. Budget %         MTD v. Budget %         MTD v. Budget %         Income/ v. Budget %         FISCAL YTD FISCAL YTD         Budget YD Budget YD         YTD Actual YD Variance         Income/ v. Budget %           Web & Ticket Revenue         \$ 640         \$ 850         \$ (210)         75%         0.18%         \$ 7.729         \$ 9.505         \$ (1,796)         81%         0.23%           Co-op Revenue         \$ -         \$ 3.007         \$ 1,920         \$ (3,000)         0%         0.08%         \$ 39,555         \$ 59,500         \$ (1,796)         81%         0.23%           Interest Income         \$ 3.073         \$ 1,920         \$ 1,153         160%         0.87%         \$ 22,869         \$ 16.025         \$ 6,843         143%         0.69%           IMD Income         \$ 8.094         \$ 88,094         \$ -         100%         24,94%         \$ 934,260         \$ 16.025         \$ 6,843         11%         0.07%           SLO County Unincorporated         \$ 88,094         \$ -         100%         22,949         \$ 934,260         \$ 10.0%         2.11%           Morro Bay         \$ 20,554         \$ 20,554         \$ 20,554         \$ -         100%         2.25%         \$ 77,890																NTD 0/ -6 T-4-1
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Contingency Reserve         \$             17,500         \$             17,001         \$	Expenses															
G&A       s       26,292       \$       30,961       \$       (4,022)       87%       8.39%       \$       242,74       \$       (22,211)       88%       6.39%         Industry Reserve hand Resources       \$       22,251       \$       49,864       \$       (27,813)       44%       6.87%       \$       222,319       \$       (64,061)       82%       6.44611		\$ 17	509	\$ 17.031	\$	477	103%	5.46%	\$	163 408	\$	163 003	s	405	100%	4 84%
Industry Research and Resources       \$       28,2576       \$       28,015       \$       561       102%       8.90%       \$       22,2319       \$       28,930       \$       (67,070)       77%       6.58%         Communications       \$       22,0518       \$       22,0518       \$       22,0518       \$       22,0518       \$       22,0518       \$       22,0518       \$       22,0518       \$       22,0518       \$       22,0588       \$       220,0538       \$       (63,061)       82%       6.47%         Advertising       \$       146,081       \$       22,0149       \$       (143,539)       51%       4.577%       \$       15,0033       \$       (10,7165)       94%       52,14%         Promotions       \$       9,966       \$       66,505       \$       (66)       95%       0.057%       \$       13,1394       \$       22,148       \$       21,492       5       3,0278       \$       13,292%       \$       13,292%       \$       13,292%       \$       13,292%       \$       13,292%       \$       149,400       73%       3,292%       14%       6,17%       \$       20,906       \$       (21,825)       41%       6,17%																
Tarde       \$ 22,051       \$ 49,864       \$ (27,813)       44%       6.87%       \$ 229,680       \$ (64,641)       82%       6.44%         Communications       \$ 26,584       30,502       \$ (39,18)       87%       8.28%       \$ 229,688       \$ (107,158)       94%       62,74%         Advertising       \$ 146,881       \$ 290,419       \$ (143,539)       51%       45,77%       \$ 1,761,877       \$ 1,869,035       \$ (107,158)       94%       62,74%         Promotions       \$ 1,959       \$ 2,055       \$ (06)       99%       0,01%       \$ 28,505       \$ 10,054       \$ (2,038)       93%       0,84%         Events       \$ 8,966       \$ 8,956       \$ 60,505       \$ (05,59)       13%       4.87%       \$ 12,254       \$ (10,01)       \$ 3,9629       84%       6,79%       \$ 12,254       \$ (10,01)       \$ 3,9629       84%       6,79%       \$ 132,546       \$ (21,20)       3 44%       6,79%       \$ 132,546       \$ (23,829)       84%       6,79%       \$ 132,546       \$ (23,829)       84%       6,79%       \$ 1,259       \$ 5,86,797       \$ 1,229,41       6,952       \$ 1,81,808       \$ (24,21,31)       \$ 26,792       \$ 1,859,745       \$ 1,595,410       6,953       \$ 1,598,714       \$ 296,729       \$ 1,859																
Communications       \$ 26,584       \$ 30,502       \$ (3,918)       87%       8.28%       \$ 229,588       \$ (27,88)       \$ (38,005)       86%       6.79%         Advertising       \$ 146,881       \$ 200,419       \$ (143,539)       51%       4.577%       \$ 1,890,035       \$ (107,158)       94%       6.278%         Events       \$ 1,959       \$ 2,055       \$ (60,539)       13%       2.77%       \$ 13,090,035       \$ (2,038)       93%       0.84%         Digital Marketing       \$ 20,128       \$ 31,367       \$ (11,299)       64%       6.27%       \$ 120,546       \$ (49,440)       73%       3.22%         Film Commission       \$ 4,380       \$ 8,196       \$ (3,816)       53%       1.36%       \$ 15,101       \$ 36,926       \$ (21,825)       44%       0.45%         Film Commission       \$ 14,596       \$ 20,922       \$ (11,202)       59%       55%       100.00%       \$ 3,379,227       \$ 3,850,726       \$ (47,1499)       88%       100.00%         Surplus (Deficit)       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (613,270)       \$ 464,618       9%         Change in Accounts Revivable       \$ (155,5410       \$ 2,265       \$ (21,297)       \$ 1,59,714       \$																
Adversing       \$ 146.881 \$ 290.419 \$ (143.539)       51% 47778       \$ 1,761.877 \$ 1,809,035 \$ (107.158)       94% 52.14%         Promotions       \$ 1,959 \$ 2,055 \$ (96)       95% 0.61% \$ 28,505 \$ 30,643 \$ (2038)       93% 0.84%         Events       \$ 8,966 \$ 69,505 \$ (11,239)       13% 2.7% \$ 20,026 \$ 248,916 \$ (39,229)       84% 6.19%         Digital Marketing       \$ 20,128 \$ 31,367 \$ (11,239)       64% 6.27% \$ 200,066 \$ 248,916 \$ (39,229)       84% 6.19%         Engagement & Advocacy       \$ 16,969 \$ 28,872 \$ (11,902)       59% 5.29% \$ 183,188 \$ 254,694 \$ (71,507)       72% 5.42%         Total Expenses       \$ 32,318 \$ (241,238) \$ 273,557 - 13%       \$ (48,652) \$ (513,270) \$ 464,618 9%       9%         Surplus (Deficit)       \$ 32,318 \$ (48,363)       \$ (112,804)       \$ 1,859,714       \$ (18,962) \$ (12,825)       \$ 464,618 9%         Change in Accounts Receivable       \$ (148,836)       \$ 266,279 \$ (112,807)       \$ 464,618 9%       \$ 1,859,714         Change in Accounts Receivable       \$ (112,804)       \$ 1,859,714       \$ 1,859,714       \$ 1,859,714         Change in Reserve Contingency       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663         Cumage in Reserve Contingency       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663         Cumage in Reserve Contingency       \$ 1,850,663		+,		+,	- T.											
Promotions       \$       1969       \$       2,055       \$       (065)       95%       0.61%       \$       28,056       \$       30,643       \$       (2,038)       93%       0.84%         Events       \$       8,966       \$       69,555       \$       (05,59)       137,274       \$       132,246       \$       181,866       \$       (49,440)       73%       3.92%         Flim Commission       \$       2.0,128       \$       31,367       \$       (11,239)       64%       6.27%       \$       130,865       \$       (49,440)       73%       3.92%         Flim Commission       \$       4.380       \$       8,196       \$       (33,16)       53%       1.96%       \$       151,101       \$       36,226       \$       (21,825)       41%       0.45%         Engagement & Advocacy       \$       16,969       2.8,272       \$       (13,922)       55%       100.00%       \$       3,379,227       \$       3.850,726       \$       (47,499)       88%       100.00%         Surplus (Deficit)       \$       32,318       \$       273,557       -13%       \$       (48,652)       \$       (51,270)       \$       464,618 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>																
Events       \$ 8,866       \$ 06,053       \$ (00,539)       13%       2.79%       \$ 132,546       \$ 181,966       \$ (49,400)       73%       3.92%         Digital Marketing       \$ 20,128       \$ 31,367       \$ (11,239)       64%       6.27%       \$ 20,9086       \$ (24,916)       \$ (39,829)       84%       6.19%         Engagement & Advocacy       \$ 10,969       \$ 28,872       \$ (11,902)       59%       5.29%       \$ 183,188       \$ 254,694       \$ (71,507)       72%       5.42%         Total Expenses       \$ 32,318       \$ 22,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (613,270)       \$ 464,618       9%         Cash Flow       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (613,270)       \$ 464,618       9%         Cash Flow       \$ 1,589,714       \$ (48,652)       \$ (48,652)       \$ (112,907)       \$ 286,779       \$ (265,655)       \$ (12,904)       \$ 296,279       \$ (12,907)       \$ 266,779       \$ (28,979)       \$ (28,79)       \$ (28,79)       \$ (28,79)       \$ (28,79)       \$ (28,79)       \$ (28,79)       \$ (12,907)       \$ (12,907)       \$ (12,907)       \$ (12,907)       \$ (12,907)       \$ (12,907)       \$ (13,200)       \$ (12,902)       \$ (12,																
Digital Marketing       \$ 20,128       \$ 31,387       \$ (11,239)       64%       6.27%       \$ 20,006       \$ 248,916       \$ (38,829)       94%       6.19%         Film Commission       \$ 4,380       \$ 8,196       \$ (3,816)       53%       1.36%       \$ 15,111       \$ 36,926       \$ (21,825)       41%       0.45%         Engagement & Advocacy       \$ 16,909       \$ 228,72       \$ (11,902)       59%       5.29%       \$ 13,188       \$ (241,238)       \$ 72,557       130%       \$ 3,379,227       \$ 3,850,726       \$ (471,499)       88%       100.00%         Surplus(Deficit)       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (513,270)       \$ 464,618       9%         Cash Flow       \$ 1,955,410       \$ 1,599,714       \$ 266,083       \$ (48,652)       \$ (112,907)       \$ 206,279       \$ 1,599,714         Change in Accounts Receivable       \$ (48,836)       \$ 2,2013       \$ 206,133       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663																
Film Commission       \$ 4,380       \$ 8,196       \$ (3,816)       53%       1.36%       \$ 15,101       \$ 36,926       \$ (21,825)       41%       0.45%         Engagement & Advocacy       \$ 16,969       \$ 28,872       \$ (11,902)       59%       5.29%       \$ 183,188       \$ 224,694       \$ (71,507)       72%       5.42%         Total Expenses       \$ 320,932       \$ 586,787       \$ (266,855)       55%       100.00%       \$ 3,379,227       \$ 3,850,726       \$ (471,499)       88%       100.00%         Surplus(Deficit)       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (613,270)       \$ 464,618       9%         Change in Accounts Receivable       \$ (48,636)       \$ (266,797)       \$ (48,652)       \$ (99,192)       \$ (112,807)       \$ 464,618       9%         Change in Accounts Receivable       \$ (148,363)       \$ (19,197)       \$ 266,279       \$ (162,907)       \$ (162,907)       \$ (162,907)       \$ (162,907)       \$ (162,907)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (162,408)       \$ (102,907)																
Engagement & Advocacy       \$ 16,969       \$ 28,872       \$ (11,902)       59%       5.29%       \$ 183,188       \$ 254,694       \$ (71,507)       72%       5.42%         Total Expenses       \$ 320,932       \$ 586,787       \$ (265,855)       55%       100.00%       \$ 3,379,227       \$ 3,850,726       \$ (471,499)       88%       100.00%         Surplus(Deficit)       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (513,270)       \$ 464,618       9%         Cash Flow																
Total Expenses       \$ 320,932       \$ 586,787       \$ (265,855)       55%       100.00%       \$ 3,379,227       \$ 3,850,726       \$ (471,499)       88%       100.00%         Surplus(Deficit)       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (513,270)       \$ 464,618       9%         Cash Flow       \$ upplus (Deficit)       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (513,270)       \$ 464,618       9%         Change in Accounts Receivable       \$ 1,955,410       \$ 1,589,714       \$ 2,662,79       \$ 2,013       \$ 92,013       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,952,837       \$ 1,952,837       \$ 1,952,837       \$ 1,952,837       \$ 1,952,837       \$ 1,952,837       \$ 1,952,837       \$ 1,952,83																
Surplus(Deficit)       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (513,270)       \$ 464,618       9%         Cash Flow       Surplus (Deficit)       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (513,270)       \$ 464,618       9%         Cash Flow       Surplus (Deficit)       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (513,270)       \$ 464,618       9%         Cash Flow       Surplus (Deficit)       \$ 32,318       \$ (241,238)       \$ 273,557       -13%       \$ (48,652)       \$ (513,270)       \$ 464,618       9%         Cash Flow       Surplus (Deficit)       \$ 32,318       \$ 200,12       \$ (12,07)       \$ 1,859,714       \$ 266,279       \$ 201,33       \$ 92,013       \$ 92,013       \$ 92,013       \$ 92,013       \$ 92,013       \$ 163,408       \$ 1(12,907)       \$ 163,408       \$ 1(12,907)       \$ 163,408       \$ 163,408       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,850,663       \$ 1,952,837)       \$ 1,952,837)       \$ 1,952,837)       \$ 1,952,837)       \$ 1,952,837)       \$ 1,952,837)       \$ 1,952,837)       \$ 1,952,837)				• • • • •												
Cash Flow         Surplus (Deficit)       \$ 32,318         Beginning Cash Balance       \$ 1,955,410         Change in Accounts Receivable       \$ (48,836)         Change in Accounts Receivable       \$ (48,836)         Change in Prepaid Expenses       \$ (112,804)         Change in Prepaid Expenses       \$ 6,903         Change in Reserve Contingency       \$ 12,509         Change in Reserve Contingency       \$ 17,509         Ending Cash Balance       \$ 1,850,663         Contingency Reserve - 5% of Cumulative Revenue       \$ (952,837)         Liability on Bilance Sheet       \$ 1,850,663	lotal Expenses	\$ 320,	932	\$ 586,787	\$	(265,855)	55%	100.00%	\$	3,379,227	\$	3,850,726	\$	(471,499)	88%	100.00%
Surplus (Deficit)       \$ 32,318       \$ (48,652)         Beginning Cash Balance       \$ 1,955,410       \$ 1,589,714         Change in Accound Receivable       \$ (448,366)       \$ 266,279         Change in Accound Expenses       \$ (112,804)       \$ 92,013         Change in Prepaid Expenses       \$ 6,003       \$ 92,013         Change in Reserve Contingency       \$ 17,509       \$ 163,408         Ending Cash Balance       \$ 1,850,663       \$ 1,850,663         Contingency Reserve - 5% of Cumulative Revenue       \$ (952,837)       \$ (952,837)         Liability on Bilance Sheet       ************************************	Surplus(Deficit)	\$ 32,	318	\$ (241,238)	\$	273,557	-13%		\$	(48,652)	\$	(513,270)	\$	464,618	9%	
Surplus (Deficit)       \$ 32,318       \$ (48,652)         Beginning Cash Balance       \$ 1,955,410       \$ 1,589,714         Change in Accound Receivable       \$ (448,366)       \$ 266,279         Change in Accound Expenses       \$ (112,804)       \$ 92,013         Change in Prepaid Expenses       \$ 6,003       \$ 92,013         Change in Reserve Contingency       \$ 17,509       \$ 163,408         Ending Cash Balance       \$ 1,850,663       \$ 1,850,663         Contingency Reserve - 5% of Cumulative Revenue       \$ (952,837)       \$ (952,837)         Liability on Bilance Sheet       ************************************																
Beginning Cash Balance       \$ 1,955,410       \$ 1,589,714         Change in Accounts Receivable       \$ (48,836)       \$ 266,279         Change in Accounts Reserves       \$ (112,804)       \$ 92,013         Change in Prepaid Expenses       \$ (112,804)       \$ (99,192)         Change in Reserve Contingency       \$ 162       \$ (112,907)         Change in Reserve Contingency       \$ 1,850,663       \$ 1,850,663         Contingency Reserve - 5% of Cumulative Revenue       \$ (952,837)       \$ (952,837)         Liability on Bilance Sheet       Liability on Bilance Sheet       \$ (952,837)																
Change in Accounts Receivable       \$ (48,836)       \$ 266,279         Change in Accrued Expenses       \$ (112,804)       \$ 92,013         Change in Accounts Payable       \$ 162       \$ (112,907)         Change in Reserve Contingency       \$ 1,7509       \$ 163,408         Ending Cash Balance       \$ 1,850,663       \$ 1,850,663         Contingency Reserve - 5% of Cumulative Revenue       \$ (952,837)       \$ (952,837)         Liability on Bielance Sheet       ************************************	Surplus (Deficit)	\$ 32,	318						\$	(48,652)						
Change in Accrued Expenses       \$ (112,804)       \$ 92,013         Change in Prepaid Expenses       \$ 6,903       \$ (99,192)         Change in Accrued Expenses       \$ 6,903       \$ (112,907)         Change in Reserve Contingency       \$ 17,509       \$ 163,408         Ending Cash Balance       \$ 1,850,663       \$ 1,850,663         Contingency Reserve - 5% of Cumulative Revenue       \$ (952,837)       \$ (952,837)         Liability on Bielance Sheet       \$ 1,850,663       \$ (952,837)	Beginning Cash Balance	\$ 1,955,4	\$10						\$	1,589,714						
Change in Prepaid Expenses       \$ 6,903       \$ (99,192)         Change in Accounts Payable       \$ 162       \$ (112,907)         Change in Reserve Contingency       \$ 17,509       \$ 163,408         Ending Cash Balance       \$ 1,850,663       \$ 1,850,663         Contingency Reserve - 5% of Cumulative Revenue       \$ (952,837)       \$ (952,837)         Liability on Bilance Sheet       Vertex of the second secon	Change in Accounts Receivable	\$ (48,	336)						\$	266,279						
Change in Accounts Payable       \$ 162       \$ (112,907)         Change in Reserve Contingency       \$ 17,509       \$ 163,408         Ending Cash Balance       \$ 1,850,663       \$ 1,850,663         Contingency Reserve - 5% of Cumulative Revenue       \$ (952,837)       \$ (952,837)         Liability on Bilance Sheet       * (952,837)       * (952,837)									\$	92,013						
Change in Reserve Contingency         \$ 17,509         \$ 163,408           Ending Cash Balance         \$ 1,850,663         \$ 1,850,663           Contingency Reserve - 5% of Cumulative Revenue         \$ (952,837)         \$ (952,837)           Liability on Balance Sheet         Contingency Reserve - 5% of Cumulative Revenue         \$ (952,837)	Change in Prepaid Expenses	\$ 6,	903						\$	(99,192)						
Ending Cash Balance         \$ 1,850,663         \$ 1,850,663           Contingency Reserve - 5% of Cumulative Revenue         \$ (952,837)         \$ (952,837)           Liability on Bilance Sheet         ************************************										(112,907)						
Contingency Reserve - 5% of Cumulative Revenue \$ (952,837) \$ (952,837) Liability on Bilance Sheet	Change in Reserve Contingency	\$ 17,	509						\$	163,408						
Liability on Balance Sheet	Ending Cash Balance	\$ 1,850,	663						\$	1,850,663						
Liability on Balance Sheet	Contingency Reserve - 5% of Cumulative Revenue	\$ (952)	337)						\$	(952,837)						
Net Available Cash \$ 897,826 \$ 897.826		<u>+ (852</u> ;							Ţ	(002,001)						
	Net Available Cash	\$ 897,	326						\$	897,826						

#### Notes:

- \$32k surplus for March (\$274k larger surplus than budgeted). \$49k deficit year-to-date (\$465k smaller deficit than budgeted).

- All TMD amounts accrued through January have been collected.

- 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.

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04/14/20

#### Accrual Basis

## Visit SLO CAL Balance Sheet Prev Year Comparison

As of March 31, 2020

	Mar 31, 20	Mar 31, 19	\$ Change	% Change
SSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	631,455.41	1,326,749.56	-695,294.15	-52.4%
1020 · Bank of the Sierra - Membership	261,642.21	226,718.18	34,924.03	15.4%
1030 · Morgan Stanley - TMD	851,061.19	627,965.78	223,095.41 3.646.64	35.5% 3.6%
1040 · Morgan Stanley - Membership	106,504.34	102,857.70	3,040.04	3.0%
Total Checking/Savings	1,850,663.15	2,284,291.22	-433,628.07	-19.0%
Accounts Receivable			0 =0 / =0	1.00
1200 · Accounts Receivable	644,411.48	653,146.00	-8,734.52	-1.3%
Total Accounts Receivable	644,411.48	653,146.00	-8,734.52	-1.3%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	4,369.95	0.00	0.0%
1340 · Workman's Comp Deposit	744.40	367.00	377.40	102.8%
1350 · Prepaid Expenses	153,617.81	135,451.43	18,166.38	13.4%
1330 · Employee Advances	7.26	0.00	7.26	100.0%
Total Other Current Assets	158,739.42	140,188.38	18,551.04	13.2%
Total Current Assets	2,653,814.05	3,077,625.60	-423,811.55	-13.8%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	31,747.44	31,747.44	0.00	0.0%
1410 · Furniture & Fixtures	102,213.07	102,213.07	0.00	0.0%
1415 · Leasehold Improvements	71,766.15	71,766.15	0.00	0.0%
1425 · Office Equipment	19,488.10	19,488.10	0.00	0.0%
Total 1400 · Fixed Assets	225,214.76	225,214.76	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-17,156.17	-17,156.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-10,765.00	-10,765.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-2,987.00	-2,987.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-15,556.00	-15,556.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-46,464.17	-46,464.17	0.00	0.0%
Total Fixed Assets	178,750.59	178,750.59	0.00	0.0%
Other Assets				
1600 · Intangibles				
1605 · Trademark - Slocal	15,750.00	15,750.00	0.00	0.0%

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#### 04/14/20

Accrual Basis

# Visit SLO CAL Balance Sheet Prev Year Comparison

As of March 31, 2020

	Mar 31, 20	Mar 31, 19	\$ Change	% Change
Total Other Assets	15,750.00	15,750.00	0.00	0.0%
TOTAL ASSETS	2,848,314.64	3,272,126.19	-423,811.55	-13.0%
LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable				
2000 · Accounts Payable	240,948.37	305,508.56	-64,560.19	-21.1%
Total Accounts Payable	240,948.37	305,508.56	-64,560.19	-21.1%
Credit Cards 2060 · American Express Credit Card	6,878.79	223.18	6,655.61	2,982.2%
Total Credit Cards	6,878.79	223.18	6,655.61	2,982.2%
Other Current Liabilities 2070 · Accrued Liabilities 2010 · Deferred Revenue 2100 · Payroll Liabilities 2160 · Health Insurance Withheld	88,584.03 5,120.00 -1,657.75	252,282.87 44,920.00 -507.26	-163,698.84 -39,800.00 -1,150.49	-64.9% -88.6% -226.8%
Total 2100 · Payroll Liabilities	-1,657.75	-507.26	-1,150.49	-226.8%
Total Other Current Liabilities	92,046.28	296,695.61	-204,649.33	-69.0%
Total Current Liabilities	339,873.44	602,427.35	-262,553.91	-43.6%
Total Liabilities	339,873.44	602,427.35	-262,553.91	-43.6%
Equity 3120 · Reserved Earnings 3130 · Retained Earnings Net Income	952,837.39 1,604,255.37 -48,651.56	729,437.26 1,522,038.79 418,222.79	223,400.13 82,216.58 -466,874.35	30.6% 5.4% -111.6%
Total Equity	2,508,441.20	2,669,698.84	-161,257.64	-6.0%
TOTAL LIABILITIES & EQUITY	2,848,314.64	3,272,126.19	-423,811.55	-13.0%

#### San Luis Obispo County Visitors & Conference Bureau 2019-2020 Financial Summary - April

							MTD % of Total								YTD % of Total
			Budgeted for		MTD	MTD Actual	Income/							YTD Actual	Income/
Income	This Mo	nth	Month		Variance	v. Budget %	Expenses	F	ISCAL YTD	в	udget YTD	YΤ	D Variance	v. Budget %	Expenses
Web & Ticket Revenue	\$	201	\$ 850	\$	(649)	24%	0.25%	\$	7,930	\$	10,375	\$	(2,445)	76%	0.23%
Co-op Revenue	\$	-	\$ 500	\$	(500)	0%	0.00%	\$	39,555	\$	60,000	\$	(20,445)	66%	1.16%
Interest Income		.933	\$ 1,920	\$	8,013	517%	12.12%	\$		\$	17,945	\$	14,856	183%	0.96%
TMD Income															
Collected from Prior Year Assessments	\$	-	\$-	\$	-	100%	0.00%	\$	2,188	\$	20,000	\$	(17,813)	11%	0.06%
SLO County Unincorporated		.232	\$ 85,390	\$	(67,158)	21%	22.25%	\$		\$	1,019,650	\$	(67,158)	93%	27.91%
SLO City		.601	\$ 73,067	ŝ	(57,466)	21%	19.03%	ŝ		ŝ	669,134	ŝ	(57,466)	91%	17.92%
Pismo Beach		,358	\$ 85,980	\$	(67,622)	21%	22.40%	\$		\$	855,616	\$	(67,622)	92%	23.09%
Morro Bay		.592	\$ 26,192	ŝ	(20,600)	21%	6.82%	\$		ŝ	285.575	ŝ	(20,600)	93%	7.76%
Paso Robles		.323	\$ 57.716	ŝ	(45,393)	21%	15.04%	ŝ		ŝ	509,992	Š	(45,393)	91%	13.61%
Arroyo Grande		.810	\$ 8,479		(40,000)	21%	2.21%	\$	79.201	\$	85.869	\$	(6,669)	92%	2.32%
Atascadero **	φ i \$	,010	\$ 0,479 \$ -	\$	(0,009)	100%	0.00%	۹ S	99,100	s \$	99,100	\$	(0,009)	100%	2.90%
Grover Beach	\$	637	\$ 2.983	S	(2,346)	21%	0.78%	\$		\$	32,277	Ŝ	(2,346)	93%	0.88%
-	-	(729)	\$ 2,903 \$ -	ŝ		100%	-0.89%	э \$	40.099	\$	15.000		25,099	267%	1.18%
Adjustment for Actual TMD Collected Total TMD Income		.824		· •	(729)	100%	-0.09%	э \$				\$		20770	1.10%
	•			\$	(267,983)							\$	(259,967)		
Total Income	\$81	,959	\$ 343,078	\$	(261,119)	24%	100.00%	\$	3,412,534	\$	3,680,534	\$	(268,000)	93%	100.00%
** District pays quarterly															
Expenses															
Contingency Reserve	\$ 3	.601	\$ 17,033	\$	(13,432)	21%	1.99%	\$	167.009	\$	180.036	\$	(13.027)	93%	4.69%
G&A		.350	\$ 29,666	ŝ	(15,316)	48%	7.91%	\$	230.353	ŝ	273.940	ŝ	(43,586)	84%	6.47%
Industry Research and Resources		,527	\$ 32,676		(13,150)	60%	10.76%	\$		ŝ	322,066	ŝ	(80,220)	75%	6.79%
Travel Trade		.108	\$ 31,484		3.624	112%	19.35%	\$		\$	295.550	ŝ	(42,837)	86%	7.10%
Communications	+	.576	\$ 46,027		- / -	6%	1.42%	э \$	232,713	ې ۲	313.921			74%	6.52%
-			+,		(43,452)							\$	(81,756)		
Advertising		,838	\$ 281,299	\$	(209,462)	26%	39.60%	\$		\$	2,150,334	\$	(316,619)	85%	51.50%
Promotions		,940	\$ 2,055	\$	(115)	94%	1.07%	\$		\$	32,598	\$	(2,153)	93%	0.86%
Events		,892	\$ 4,505	\$	(2,613)	42%	1.04%	\$		\$	186,491	\$	(52,053)	72%	3.78%
Digital Marketing		,767	\$ 32,440	\$	(16,674)	49%	8.69%	\$	224,853	\$	281,356	\$	(56,503)	80%	6.31%
Film Commission	\$	200	\$ 3,736	\$	(3,536)	5%	0.11%	\$		\$		\$	(25,361)	38%	0.43%
Engagement & Advocacy		,612	\$ 35,642		(21,030)	41%	8.05%	\$		\$	290,336	\$	(92,536)	68%	5.56%
Total Expenses	\$ 181	,410	\$ 516,563	\$	(335,153)	35%	100.00%	\$	3,560,637	\$	4,367,288	\$	(806,652)	82%	100.00%
Surplus(Deficit)	\$ (99	,451)	\$ (173,485)	\$	74,034	57%		\$	(148,103)	\$	(686,755)	\$	538,652	22%	
Cash Flow															
Surplus (Deficit)	\$ (99	,451)						\$	(148,103)						
Beginning Cash Balance	\$ 1,850	,663						\$	1,589,714						
Change in Accounts Receivable	\$ 151	,395						\$	417,673						
Change in Accrued Expenses		,386)						\$	2,627						
Change in Prepaid Expenses		,873						\$	(76,320)						
Change in Accounts Payable	\$ (116	,847)						\$	(229,754)						
Change in Reserve Contingency	\$ 3	,601						\$	167,009	-					
Ending Cash Balance	\$ 1,722	,847						\$	1,722,847						
Contingency Reserve - 5% of Cumulative Revenue	\$ (956	4301						\$	(956,439)						
Liability on Balance Sheet	<u>ψ (300</u>	,-100)						<u>ب</u>	(000,400)						
Net Available Cash	\$ 766	,408						\$	766,408						

#### Notes:

- \$99k deficit for April (\$74k smaller deficit than budgeted). \$148k deficit year-to-date (\$539k smaller deficit than budgeted).

- All TMD amounts accrued through February have been collected, with the exception of City of SLO and Morro Bay.

- April TMD revenue has been revised downward from budgeted amounts to reflect revised COVID-crisis estimated occupancy rates (74% originally budgeted; 16% revised estimate).

2:00 PM

05/11/20

Accrual Basis

## Visit SLO CAL **Balance Sheet Prev Year Comparison** As of April 30, 2020

	Apr 30, 20	Apr 30, 19	\$ Change	% Change
ASSETS				
Current Assets Checking/Savings				
1010 · Bank of the Sierra - TMD	499,789.86	1,049,692.70	-549,902.84	-52.4%
1020 · Bank of the Sierra - Membership 1030 · Morgan Stanley - TMD	255,558.53 860,763.26	216,973.74 629.809.96	38,584.79 230,953.30	17.8% 36.7%
1040 · Morgan Stanley - Membership	106,735.22	103,091.70	3,643.52	3.5%
Total Checking/Savings	1,722,846.87	1,999,568.10	-276,721.23	-13.8%
Accounts Receivable 1200 · Accounts Receivable	493.016.79	688,801.99	-195,785.20	-28.4%
Total Accounts Receivable	493,016.79	688,801.99	-195,785.20	-28.4%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	4,369.95	0.00	0.0%
1340 · Workman's Comp Deposit	744.40	367.00	377.40	102.8%
1350 · Prepaid Expenses 1330 · Employee Advances	130,745.24 7.26	200,039.09 7.26	-69,293.85 0.00	-34.6% 0.0%
Total Other Current Assets	135,866.85	204,783.30	-68,916.45	-33.7%
Total Current Assets	2,351,730.51	2,893,153.39	-541,422.88	-18.7%
Fixed Assets				
1400 · Fixed Assets	o / = / = / /			0.00/
1405 · Computer Hardware/Software 1410 · Furniture & Fixtures	31,747.44 102,213.07	31,747.44 102,213.07	0.00 0.00	0.0% 0.0%
1415 · Leasehold Improvements	71,766.15	71,766.15	0.00	0.0%
1425 · Office Equipment	19,488.10	19,488.10	0.00	0.0%
Total 1400 · Fixed Assets	225,214.76	225,214.76	0.00	0.0%
1500 · Accumulated Depreciation	47 450 47	47 450 47	0.00	0.0%
1505 · Comp. Hdwr/Sftwr. Acc. Depr. 1510 · Furn. & Fixt. Accum. Depr.	-17,156.17 -10,765.00	-17,156.17 -10,765.00	0.00 0.00	0.0% 0.0%
1515 · Leasehold Imp. Accum. Depr.	-2,987.00	-2,987.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-15,556.00	-15,556.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-46,464.17	-46,464.17	0.00	0.0%
Total Fixed Assets	178,750.59	178,750.59	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	2,546,231.10	3,087,653.98	-541,422.88	-17.5%
LIABILITIES & EQUITY				
Liabilities Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	136,071.99	302,472.81	-166,400.82	-55.0%
Total Accounts Payable	136,071.99	302,472.81	-166,400.82	-55.0%
Credit Cards 2060 · American Express Credit Card	-5,092.16	-870.36	-4,221.80	-485.1%
Total Credit Cards	-5,092.16	-870.36	-4,221.80	-485.1%
Other Current Liabilities				
2070 · Accrued Liabilities	4,300.00	367,472.44	-363,172.44	-98.8%
2010 · Deferred Revenue 2100 · Payroll Liabilities	0.00	38,920.00	-38,920.00	-100.0%
2115 · Company ETT Payable	3.23	0.00	3.23	100.0%
2125 · Company FUTA Payable	19.32	0.00	19.32	100.0%
2135 · Company SUI Payable 2160 · Health Insurance Withheld	157.72 -1,820.04	0.00 -507.23	157.72 -1,312.81	100.0% -258.8%
Total 2100 · Payroll Liabilities	-1,639.77	-507.23	-1,312.81	-230.0% -223.3%
Total Other Current Liabilities	2,660.23	405,885.21	-403,224.98	-99.3%
Total Current Liabilities	133,640.06	707,487.66	-573,847.60	-81.1%
	133,040.00	/ 0/ ,40/ .00	-010,041.00	-01.1%

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05/11/20

Accrual Basis

# Visit SLO CAL Balance Sheet Prev Year Comparison As of April 30, 2020

٩s	of	April	30,	202	0
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Apr 30, 20	Apr 30, 19	\$ Change	% Change
133,640.06	707,487.66	-573,847.60	-81.1%
956,438.68	744,488.96	211,949.72	28.5%
1,604,255.37	1,522,038.79	82,216.58	5.4%
-148,103.01	113,638.57	-261,741.58	-230.3%
2,412,591.04	2,380,166.32	32,424.72	1.4%
2,546,231.10	3,087,653.98	-541,422.88	-17.5%
	133,640.06 956,438.68 1,604,255.37 -148,103.01 2,412,591.04	133,640.06         707,487.66           956,438.68         744,488.96           1,604,255.37         1,522,038.79           -148,103.01         113,638.57           2,412,591.04         2,380,166.32	133,640.06         707,487.66         -573,847.60           956,438.68         744,488.96         211,949.72           1,604,255.37         1,522,038.79         82,216.58           -148,103.01         113,638.57         -261,741.58           2,412,591.04         2,380,166.32         32,424.72



# **STRATEGIC DIRECTION 2023**

A vibrant and Inspi prosperous SLO and CAL, fueled by a unique collaborative and to cr flourishing tourism amb industry ecor	SSION pire travel d foster our que experiences create life-long bassadors and onomic growth SLO CAL	<ul> <li>VALUES</li> <li>Stewardship: We are mindful of our resources and seek to enhance the SLO CAL lifestyle</li> <li>Authenticity: We are attuned to our own well-being and strive to bring the SLO CAL brand to life</li> <li>Inclusion: We engage and collaborate with an array of voices and perspectives</li> <li>Drive: We bring enthusiasm to our work and prioritize initiatives to achieve results</li> <li>Future Focus: We deliver today with an innovative eye on tomorrow</li> </ul>	REPUTATIO Visionary Strategic Collaborativ Creative Responsive Essential	جر) e	<ul> <li>POSITION</li> <li>To best support SLO CAL's tourism economy, Visit SLO CAL provides:</li> <li>Strategic research and vital tourism knowledge to investors, partners, stakeholders and communities</li> <li>A long-term, collaborative and holistic roadmap that enables success for our community</li> <li>High-quality and high-impact marketing and sales initiatives tailored to reach regional, national and international target markets</li> <li>Leadership in destination management and community engagement to enhance quality of life for residents and quality of experience for visitors</li> </ul>
IMPERATIVES Enhance our organizational capacity and culture Amplify and steward the SLC CAL brand through unified efforts	<ul> <li>Return ra</li> <li>Increase sections t</li> <li>Increase (Return o</li> <li>Increase</li> <li>Increase</li> <li>Increase</li> <li>Increase</li> </ul>	mean Employee Engagement score to 3.85 tio of administrative cost to economic impact to 2019 level or higher Team Net Promoter score to 11 or higher, and maintain Whole Systems mean score on "Systems and Processes" and "Capabilities and Talent"	nd ROI	<ul> <li>Dev</li> <li>Fos</li> <li>Exe dest</li> <li>Incr</li> </ul>	vess       and refine interdepartmental communication and processes         velop and enable our team       velop and enable our team         ter an engaged and focused team culture       velop         cute a "house of brands" strategy that honors the experiences of our individual tinations       velop         ease share of voice and intent to travel through targeted media strategies       velop         get and nurture marketing partnerships that increase our brand awareness       velop
Lead the county tourism industry in a collaborative resilience planning effort Demonstrate value to	Restore t     Outperfor	visitor volume with growth 5% or more above competitive set, per Visit California number otal air service to 80% of 2019 baseline or higher rm California tourism recovery by 5%, per Dean Runyan Economic Impact Report ilanced year-over-year growth of engagement in Visit SLO CAL opportunities	s	• Dev • Fos	ine and activate pathways to accelerate recovery for our tourism industry relop mechanisms to quickly gather, report and leverage crisis-related data ter long-term resilience for our tourism industry d local awareness of Visit SLO CAL and its positive impacts
investors, partners, stakeholders and communities	<ul> <li>Increase</li> <li>Secure at Principles</li> </ul>	investor/partner/stakeholder Net Promoter Score by 5% year-over-year t least 2 local media articles annually that receive a perfect score of 10 using the Barcelo s scoring rubric community acceptance of tourism survey score at or above 2018 baseline	ona	<ul><li>Incr</li><li>Innc</li></ul>	ease opportunities for engagement with our investors, partners and stakeholders ovate in development of data resources for our tourism community ance advocacy efforts to promote the value of tourism



May 5, 2020

Board of Trustees California State University c/o Office of the Chancellor 401 Golden Shore Long Beach CA 90802

### Re: Cal Poly SLO Master Plan

Members of the CSU Board of Trustees,

I am writing on behalf of Visit SLO CAL, the countywide destination marketing and management organization for San Luis Obispo County (SLO CAL) to encourage you to approve the draft Master Plan for Cal Poly, San Luis Obispo. The Master Plan, which outlines the development of Cal Poly's physical facilities through 2035, strikes the right balance among the interests of the various stakeholders including the Travel & Tourism industry. It will be good for the CSU system and the people of California, good for Cal Poly and its students, and good for the entire Central Coast region.

Visit SLO CAL is the primary organization responsible for promoting the county, enhancing our public image as an excellent place to live and work and attracting additional air service to our regional airport. In recent years, Cal Poly has also gone out of its way to be a good partner, neighbor and a leader in supporting our work through data, collaboration and the convening of our region's top leaders to support economic development.

The Master Plan before you for consideration continues these practices in several ways: first, by focusing on building more student housing on campus. The plan ensures that Cal Poly will continue its long-term trend of reducing its impact on the local housing market (even as enrollment has grown) by housing a larger share of its students on campus. Second, the Master Plan's focus on sustainability will mean that Cal Poly will continue to reduce its per capita impact on the region's electricity, water, and waste water resources. Third, although having more students on campus will probably increase vehicle traffic at some times and at some intersections near the campus, it seems likely to reduce the traffic impact overall, if only for the self-evident reason that there will be so many fewer students commuting to and from campus each day.



All three of these factors--reduced pressure on local housing, reduced impact on resources and services, and reduced traffic impact--are important to enhancing quality of life for our residents and enhancing the experience of our visitors, which are the top two priorities of Visit SLO CAL. They also all point to the win-win future that the Master Plan aims at: a top-notch university producing highly qualified employees, which is a tremendous positive for our area, while simultaneously reducing three of the primary drawbacks of having a large university in a relatively small community.

From the perspective of Visit SLO CAL, the draft Master Plan is yet another excellent example of why our community is so fortunate to have Cal Poly in it. I urge you to approve it.

Thank you for taking the time to consider my input.

All the best,

amon

Chuck Davison, CDME President & CEO Visit SLO CAL

1334 Marsh St, San Luis Obispo, CA 93401 P: 805.541.8000 | SLOCAL.com

# WESTERN STATES PACT

May 11, 2020

The Honorable Nancy Pelosi Speaker United States House of Representatives 1236 Longworth House Office Building Washington, D.C. 20515

The Honorable Kevin McCarthy Republican Leader United States House of Representatives 2468 Rayburn House Office Building Washington, D.C. 20515 The Honorable Mitch McConnell Majority Leader United States Senate 317 Russell Senate Office Building Washington, D.C. 20510

The Honorable Chuck Schumer Democratic Leader United States Senate 322 Hart Senate Office Building Washington, D.C. 20510

Dear Speaker Pelosi, Leader McConnell, Leader McCarthy and Leader Schumer:

It is now clear that COVID-19 will be with us for the foreseeable future, and the worst of its economic impact is yet to come. Our states are on the front line against the virus while at the same time leading our states' recovery. Each of us has seen first-hand how COVID-19 has caused a national recession that we are seeing play out in our states – resulting in a record amount of lost wages and business failures, spiraling unemployment and substantial, unplanned COVID-19-driven costs.

We deeply appreciated the quick financial assistance you provided workers, small business people and those who have been displaced by this crisis. But now, however, our states will be forced to make deep cuts to programs that help those same individuals without similar relief efforts for state and local governments. Even states that began the year in a strong fiscal position are facing staggering deficits amid growing costs of responding to the crisis. With unemployment projected to surpass that of the Great Recession, we are facing unprecedented and ongoing economic challenges.

Without federal support, states and cities will be forced to make impossible decisions – like whether to fund critical public healthcare that will help us recover, or prevent layoffs of teachers, police officers, firefighters and other first responders. And, without additional assistance, the very programs that will help people get back to work – like job training and help for small business owners – will be forced up on the chopping block.

That's why we are respectfully, and urgently, requesting \$1 trillion in direct and flexible relief to states and local governments. Though even this amount will not replace the decline in revenue that we forecast, it will make a meaningful difference in our ability to make-up for COVID-19 revenue losses. This aid would preserve core government services like public health, public safety, public education and help people get back to work. It would help our states and cities come out of this crisis stronger and more resilient.

Red and blue states alike all are faced with the same COVID-19 math, as are Democratic and Republican mayors across our states. The moment requires unprecedented partnership from all of us – across every level of government and across party.

We urge you to take swift action to help states and local governments provide core government services for American families.

Sincerely,

Gavin Newsom Governor of California

Join & achina

Toni Atkins President Pro Tempore of the California State Senate

AR

Anthony Rendon Speaker of the California State Assembly

Marie Waldron

Marie Waldron Minority Leader of the California State Assembly

Jared Polis Governor of Colorado

Leroy Garcia President of the Colorado State Senate

Steve Fenberg Majority Leader of the Colorado State Senate

K C Becker

KC Becker Speaker of the Colorado House of Representatives

Ten Com

Alec Garnett Majority Leader of the Colorado House of Representatives

Kata Brown

Kate Brown Governor of Oregon

/ in Katet

Tina Kotek Speaker of the Oregon House of Representatives

Peter Courting

Peter Courtney President of the Oregon Senate

Steve Sisolak Governor of Nevada

Nicole Cannizzaro Majority Leader of the Nevada Senate

for fin

Jason Frierson Speaker of the Nevada State Assembly

cc: California congressional delegation cc: Colorado congressional delegation cc: Oregon congressional delegation cc: Nevada congressional delegation cc: Washington congressional delegation

Jay Inslee Governor of Washington

Andy Billig Majority Leader of the Washington State Senate

Laurie Jinkins Speaker of the Washington House of Representative

# Loreli Cappel, EVC (4/16)

EDA Grant discussion

# Visit California DMO CEO Council Meeting (4/16)

Update from VCA and other DMOs on COVID-19 response

# SLO CAL Tourism COVID-19 Task Force (4/16)

Weekly update with DMOs

# RecoverCentralCoast Website Working Group Meeting (4/17)

Post-COVID-19 economic recovery

# REACH Weekly Leaders COVID-19 Call (4/20)

COVID-19 response

# County Reopening Sector Team Leads Call (4/21)

Phased re-opening plan discussion

# Andrew Firestone, StonePark Capital (4/21)

Phased re-opening plan discussion

- Nate Huff & Mina Robertson, Miles Partnership (4/21)
  - Contract discussion (planning fees, etc)
- Lodging Sector Re-Opening Planning Call (4/22)
- Event/Venue/Attraction Sector Re-Opening Planning Call (4/22)
- SD2023 Work Session 3 (4/22)
- SD2023 Work Session 4 (4/23)
- Guy Savage, County of San Luis Obispo (4/23)
- SLO CAL Tourism COVID-19 Task Force (4/23)
  - Weekly update with DMOs
- Geoff Lacher, Tourism Economics (4/24)
  - Lodging forecast discussion
- Destinations International Board Meeting Call (4/24)
  - Phased re-opening plan discussion

- Industry Advisory Group Call with Assembly Member Cunningham (4/24)
  - Call with local lodging leaders
- REACH Weekly Leaders COVID-19 Call (4/27)
  - COVID-19 response
- Kathy Janega Dykes, Visit Santa Barbara (4/28)
  - COVID-19 re-opening
- Nate Huff & Mina Robertson, Miles Partnership (4/29)
  - Google DMO proposal
- Visit Arroyo Grande Strategic Planning Meeting (4/29)
- Virtual Town Hall Meeting with Rep. Salud Carbajal (4/29)
- Erik Evjen, Tourism Economics (4/30)
  - Data analytics dashboard
- Matthew Landkamer, Coraggio Group (4/30)
  - Follow-up discussion on SD2023 Imperative 1

- Visit California DMO CEO Council Meeting (4/30)
- Alma Ayon, Sundance B&B (4/30)
  - Engagement with B&B owners/operators
- SLO CAL Tourism COVID-19 Task Force (4/30)
  - Weekly update with DMOs
- RecoverCentralCoast Website Touch Base (5/1)
- Nick Dodds, FEI (5/4)
  - Events & Festivals Strategy proposal
- CalTravel Executive Committee Meeting (5/4)
- Dave Alley, KCOY (5/4)
  - Interview
- REACH Weekly Leaders COVID-19 Call (5/4)
- Melissa James & Andrew Hackleman, REACH(5/4)
  - Events, Venues & Attractions Re-Opening Recommendations Follow-up

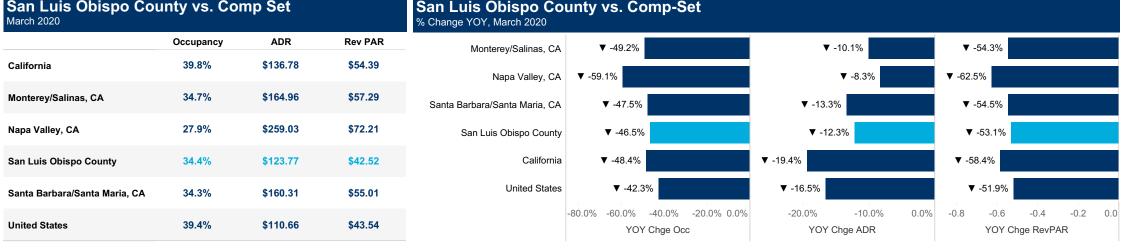
- Jamie Wallace, Cal Poly (5/5)
  - Touch-base re: Cal Poly guest speaker presentation
- Kenny O'Connell, Morgan Stanley (5/5)
  - 401K Review?
- Matthew Landkamer, Coraggio Group (5/6)
  - Follow-up discussion on SD2023
- Recovery Task Force Call (5/6)
- Kailey Cox, Verdin Marketing (5/6)
- County Weekly Meeting of Key Leaders (5/7)
  - COVID-19 Recovery
- SLO CAL Tourism COVID-19 Task Force (5/7)
  - Weekly update with DMOs
- Yen Tsutsumi, George P. Johnson (5/8)
  - Zoom call with Cal Poly EIM Advisory Council on live events/experiential marketing

- Marketing Committee Meeting (5/12)
- John Conner, Petit Soleil (5/12)
  - New Board Member on-boarding
- Recovery Task Force Call (5/13)
- Cal Poly Intro to Hospitality & Travel Guest Presentation (5/13)
- County Press Conference (5/13)
  - Tourism update
- Morris & Garritano Hospitality Roundtable (5/14)
  - Guest speaker
- Organizational Rebuilding Discussion Forum (5/14)
  - Discussion with several other DMO CEOs
- SLO CAL Tourism COVID-19 Task Force (5/14)
  - Weekly update with DMOs

- Jeff Miraglia, Greater Palm Springs (5/15)
- RecoverCentralCoast Website Touch Base (5/15)

## San Luis Obispo County | Monthly Market Performance Dashboard

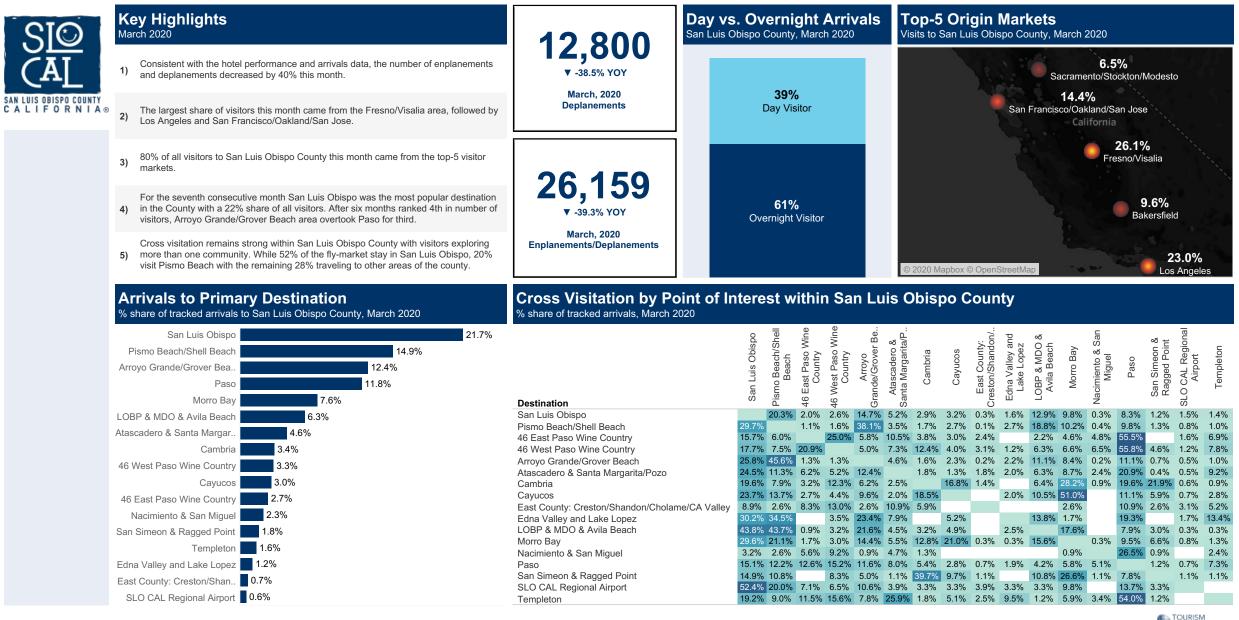
	otel Performance									\$1.8M	
S	an Luis Obispo County	Occupancy <b>34.4%</b>	<sup>ADR</sup> \$123.77	Rev PA <b>\$42.5</b>	- 11 7	Rooms <b>102,</b> 1		Room Revenue <b>\$12.6M</b>		▼ -39.8% YOY Transient Occupancy Tax	
	ey Highlights arch 2020				Hotel Performan March 2020	ce by Com	nmunity		Transient Occu March FY 2020	pancy Tax	
	With measures taken to contair	the spread of COVIC	-19 travel demand came to a	a halt		Occupancy	ADR	Rev PAR	Unincorporated	\$607,900, ▼ -	
1)	midway through March resulting	g in the lowest monthly	hotel performance on record	d.	Pismo Beach	36.8%	\$142.68	\$52.57	Pismo Beach	\$368,906, ▼ -48.1%	
					Five Cities	36.5%	\$131.59	\$48.08			
2)	As a result of the drop in demar	It of the drop in demand, transient occupancy tax revenue decreased 39.8% umber that – based on preliminary numbers - are expected to worsen in Ap		8%	South County	35.6%	\$131.37	\$46.82	San Luis Obispo	\$309,880, ▼ -48.9%	
,	YOY. A number that - based or	n preliminary numbers	- are expected to worsen in a	April.	Cambria	32.0%	\$142.68	\$45.69	Atascadero	\$215,630, ▼ -9.0%	
	The impect from COV/ID 10 was	falt agreed the state	of Colifornia and the country		San Luis Obispo	34.6%	\$131.11	\$45.39	Paso Robles	\$170,142, ▼ -64.0%	
3)	The impact from COVID-19 was occupancy levels dropped to 39	9.8% and 39.4% respe	ectively.	as	San Luis Obispo County	34.4%	\$123.77	\$42.52	Morro Bay		
					Paso Robles	35.1%	\$114.25	\$40.16		, ,	
4	Most of San Luis Obispo Count				North County	35.4%	\$111.63	\$39.55	Arroyo Grande \$28,24		
4)	as well, with Napa Valley seein YOY.	g the biggest impact a	t a 59.1% decrease in occup	ancy	Atascadero	36.3%	\$104.11	\$37.74	Grover Beach \$16,515	, ▼ -44.9%	
					North Coast	29.8%	\$124.47	\$37.13			
5)	5) Recovery period is expected to be focused around June/July time-frame with majority the demand coming from regional day- and overnight leisure travelers.		ority of	Morro Bay	32.0%	\$102.59	\$32.85	Note: Atascadero reports quarterly			
,	the demand coming from region	ial day- and overnight	leisure travelers.		San Simeon	26.5%	\$101.45	\$26.93		inities reporting incomplete data.	



\* Transient Occupancy Tax Revenue is reported with a month lag. Source: Tourism Economics, STR, Visit SLO CAL (TOT Revenue)

Powered By

## San Luis Obispo County | Monthly Market Performance Dashboard (cont.)



Source: Tourism Economics, San Luis Obispo County Regional Airport, and Arrivalist

Powered By

**Insights & Actions** 1) Hotel performance the week ending May 9: 21,222 hotel demand, -46.4 YOY, +18.7 WoW. 2) Regional travel positioned to recover more quickly with pent-up leisure demand presenting opportunity in the second half of 2020. **Insights** 3) 2.1 million people reside within a 100-mile radius of San Luis Obispo County, with another 23 million within 200 miles. According to a recent survey from Skift, 61% of consumers expect to travel within 6 months after travel restrictions are lifted. 67% will travel by car on their first trip with 41% traveling less than 100 miles. 85% A recent survey shows only 14% of meeting planners are planning to hold a live event in 2020Q3. 48% would hold a live event in 2020Q4 while 39% said they will of summer visits to 5) not hold a live event until 2021 San Luis Obispo County travel less than 1) Maximize ROI near term by focusing on the local drive market and regional travel. 200 miles 2) Focus first on the top-5 drive markets, then expand to other top regional markets in the fall. Actions 3) More than 85% of summer-time visitors to San Luis Obispo County travel less than 200 miles positioning the region well to shorten the recovery period. 4) Convert a portion of the day visitors (30% of total) to overnight. Opportunity to steal share of international trips with US residents who want to travel and feel safer staying domestic (risk aversion). Focus messaging on scenic beauty, outdoor activities, and open spaces.





April 2020

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**Executive Summary** 

# **COVID-19 Impact Update**

Traffc Overview

# -

Visitor Geographic Data

Overall Traffc Drive Market Overall

Traffc Fly Market Overall Traffc UK

In-Market vs Visitor

# 3

Engagement, Referrals & Goals

**Top Content** 

Onsite Performance

Site Engagement vs Industry

Campaign Performance Partner

Referrals 1&2 Partner Website

Referrals Goals



# **Executive Summary**

# Analysis

The COVD-19 pandemic continues to have a significant industry-wide impact on website traffic. Like what we're seeing industrywide, your site's organic sessions, starting mid-April is showing slow but sure improvement. Your site's April YoYloss in organic traffic (69%) is more than the industry average, mainly because California has been slower in easing travel restrictions. Afew notable bright spots: /things-to-do/beaches-parks-nature/beaches/, /listing/irish-hills-natural- reserve/1691/, and /blog/post/iconic-eats-every-visitor-should-try/ were in your top 10 organic landing pages and showed YoYincrease in sessions. The focus of these pages would suggest a direction for post-COVID content development.

# **Recommendations**

With many states publishing plans for relaxing shutdown rules, leisure travel has become feasible once more, and users are starting to show up on DMO sites as a result. Now is the perfect time to inspire these users to consider your destination for that first vacation after social distancing with fresh, targeted content.

Some content topic ideas for this recovery:

- Logistical information on expected reopening dates
- Acentralized hub for announcements of reopenings of specific hospitality businesses in your area
- Photo posts of people enjoying leisure activities in socially responsible ways

-Sample weekend-long drive-market vacation itineraries for your destination that will keep travelers safe yet allow them to enjoy newly opened restaurants and attractions where appropriate



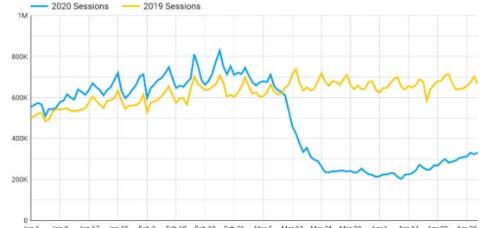
# **COVID-19 Impact On Website Traffic**

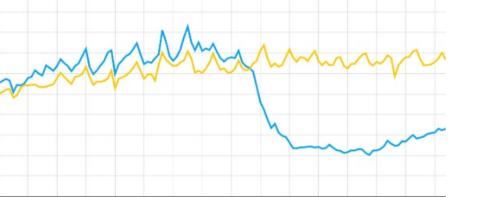
At the end of March, we were looking at the worst month for DMO website traffic in, literally, the recorded history of the industry. The restrictions and uncertainties of the Coronavirus pandemic took a huge bite out of sessions from all channels, which is not surprising considering what they were doing to more direct measures of travel. April, though, has been a different story, with clear indications of recovery, certainly over the second half of the month.

From their low point on April 12 through the end of the month, all DMO sessions grew almost 2.5% per day and 54% overall. They now sit about 50% below last year's levels, which is significantly better than the situation a month ago.

Organic search traffic has recovered faster than all sessions, up 61% since the low point in the middle of the month. They now stand 43% below where they did last year. The recovery has been fastest overall for fly-market visitors (over four hours from the destination whose website they were visiting), but the drive market has really picked up in recent days as travel starts to become a tangible possibility once more.

As we did last month, we can look at Google Trends data to get an idea of how search volumes have changed during the pandemic. "Book hotel" searches have ticked up similarly to DMO web traffic, with search interest some 40% above where it was.

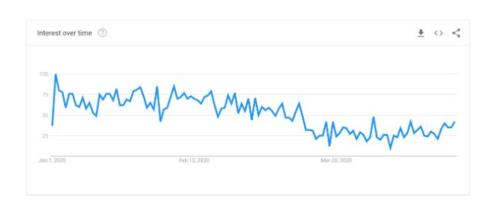




YTD YoY All Sessions All DMOs



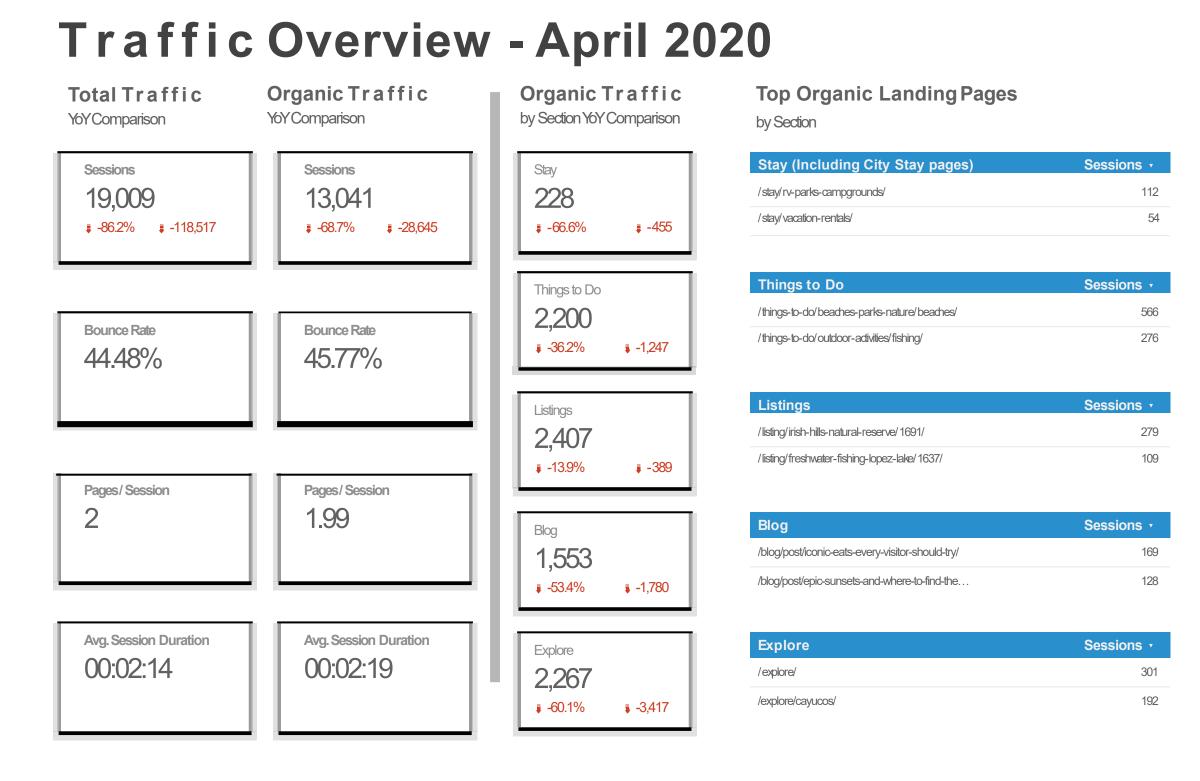




### YTD YoY Organic Sessions All DMOs by Visitor Segment

## **Google Trends** search term: book hotel





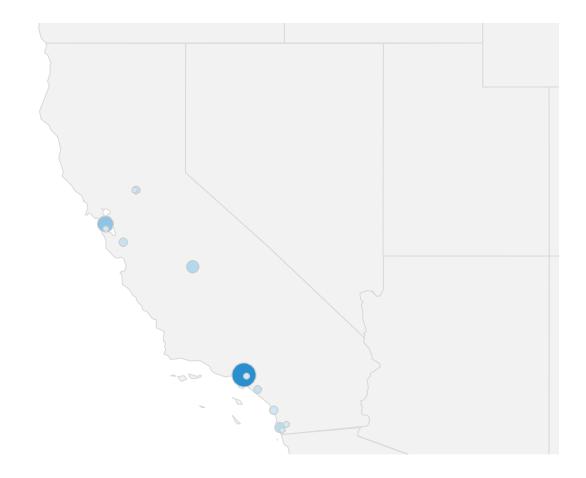
# simpleview 🙏

# **Visitor Geographic Data**

## How many sessions are coming from my drive market?

by City, Sessions, and %Change Year over Year

City	Sessions •
Los Angeles	1,383
San Francisco	567
Fresno	265
San Diego	202
Irvine	119
Sacramento	109
San Joze	104
Carlsbad	47
WestSacramento	32
Chula Vista	26
⊟Cajon	12
South San Francisco	9
EastLos Angeles	6
Grand total	2,881



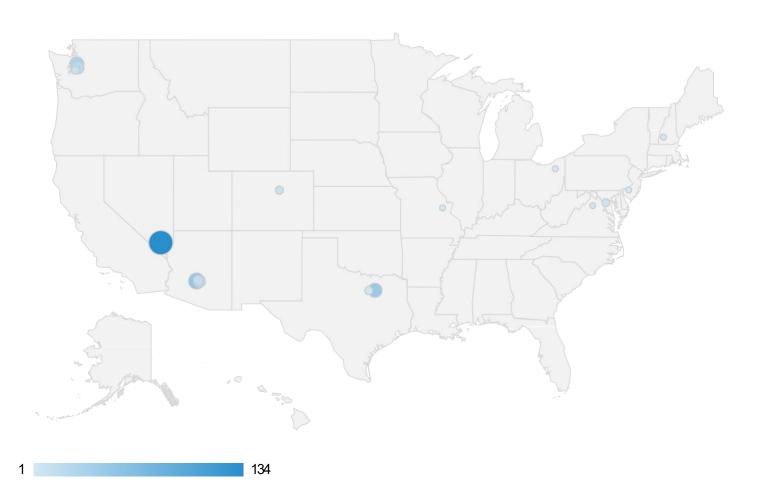




## What cities are users from?

by City, Sessions, and %Change Year over Year

City	Sessi
Las Vegas	134
Phoenix	51
Dallas	44
Seattle	34
Mesa	25
Kent	24
Scottsdale	17
Washington	13
Tacoma	12
Denver	11
FortWorth	5
Washington Township	1



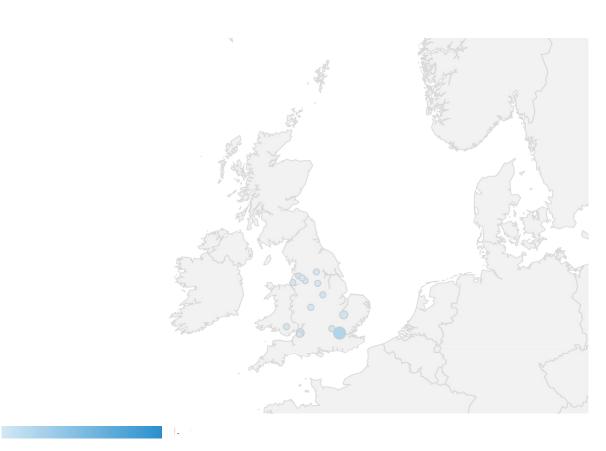


Apr, 1 2020 – Apr 30, 2020

## What cities are users from?

by City, Sessions, and %Change Year over Year

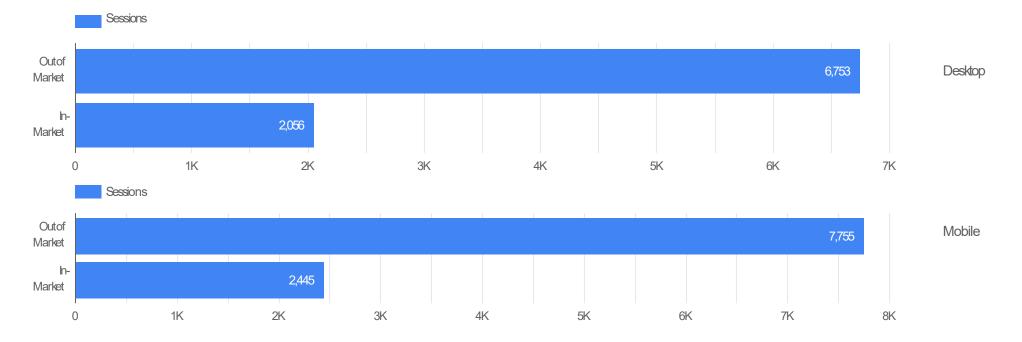
Metro	Sessions 🗸
London	36
HTVWest	17
Midlands	12
North West	12
East Of England	10
(not set)	9
Yorkshire	8
Meridian (exc. Channel Islands)	7
HTVWales	5
Central Scotland	4
South West	2
Ulster	2
North Scotland	1
North East	1





## How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate





# **Engagement, Referrals & Goals**

## How are users engaging with my landing pages?

by Sessions, Avg. Session Duration, and Bounce Rate

Top Landing Pages	Sessions
<u>/</u>	2,734
/plan/getting-here/covid-19/	1,699
things-to-do/beaches-parks-nature/beaches/	599
/explore/	433
/bartners/covid-19/	328
listing/irish-hills-natural-reserve/1691/	311
/explore/san-simeon/	301
things-to-do/outdoor-activities/fishing/	287
/explore/cayucos/	260
blog/post/iconic-eats-every-visitor-should-try/	235

Exit Page	Exits
1	1,868
/plan/getting-here/covid-19/	1,764
/things-to-do/beaches-parks-nature/beac	546
/things-to-do/	241
/explore/	382
/explore/san-simeon/	209
/stay/	121
/explore/cayucos/	209
/eat-and-drink/	118
/explore/avila-beach/	189

Page	Pageviews -
/	6,346
/plan/getting-here/covid-19/	2,437
/things-to-do/	871
/explore/	779
/things-to-do/beaches-parks-nature/beaches/	742
/stay/	710
/explore/san-simeon/	676
/explore/cayucos/	625
/explore/avila-beach/	498
/explore/paso-robles/	446

## How does my website perform compared to the industry averages?

by Pages per Session, Avg. Session Duration, and Bounce Rate for All and Organic Traffic

Metric	Industry Average	SLOCAL.com	% Diference
Total Pages Per Session	1.70	2	17.66%
Total Avg Session Duration	00:01:33	00:02:14	44.22%
Total Bounce Rate	55.86%	44.48%	-20.38%
Organic Pages Per Session	1.79	1.99	11.23%
Organic Avg Session Duration	00:01:39	00:02:19	40.36%
Organic Bounce Rate	54.31%	45.77%	-15.73%



## What's user engagement like with paid campaigns?

by Avg. Session Duration, Bounce Rate and Pagesper Session.

Source	User Type	Sessions	Avg. Session Duration	Bounce Rate	Pages / Session
Undertone	New Visitor	26	00:00:57	3.85%	2.12
Sojern	Returning Visitor	15	00:02:06	20%	1.67
Undertone	Returning Visitor	8	00:03:36	0%	1.75
Steelhouse	Returning Visitor	6	00:07:08	0%	2.17
MiQ	New Visitor	4	00:00:18	0%	7
MiQ	Returning Visitor	3	00:01:20	33.33%	1.33
adara	New Visitor	3	00:00:00	66.67%	1.33
Sojem	New Visitor	2	00:00:02	0%	2
GoodwayGroup	New Visitor	1	00:00:00	0%	2
google	Returning Visitor	1	00:00:00	0%	2

Grand total

69

00:01:56

10.14%

2.19



# Partner Referrals - Places to Stay & Things to Do

Apr, 1 2020 – Apr 30, 2020

Partner Referrals are Defined as the sum of dicks on Visit Website, Email, Book, and Phone links on Listing Detail page

Partner	Places to Stay	Total T r a i c Referrals +
Morro Dunes R/Park	RVParks & Campgrounds	22
QuicksilverRanch	VacationRentals	22
Morro Strand RVPark	RVParks & Campgrounds	20
JourneysEnd	VacationRentals	19
SeeLyon Beach Rentals	VacationRentals	17
Le Sage Riviera RVPark	RVParks & Campgrounds	15
Coastal Escapes, Inc. (Cayucos)	Vacation Rentals	15
Pismo Coast Village RV Resort	RVParks & Campgrounds	14
Wine Country RV Resort	RVParks & Campgrounds	13
Sea Pines Golf Resort	Hotels & Motels	13
Bay Pines RV& Travel Trailer Park	RVParks & Campgrounds	13
Holiday RV Park	RVParks & Campgrounds	11
Sands Inn and Suites	Hotels & Motels	10
Cayucos Beachfront House	Vacation Rentals	10
Seven Sisters Vacation Rentals	Vacation Rentals	9
Cavalier Oceanfront Resort	Hotels & Motels	6
PetitSoleil	Hotels & Motels	6
RoseGardenInn	Hotels & Motels	6
LeopoldCove	VacationRentals	6
Beruli Vineyards	VacationRentals	6

Partner	Things to Do	Total Traic Referrals →
Freshwater Fishing Lopez Lake	Fishing	48
Bob Jones Trail	Hiking & Trails	31
Elephant Seal Vista Point	Animals & Wildlife	20
Montana de Oro State Park	Parks, Preserves & Natural Areas	20
Freshwater Fishing Santa Margarita Lake	Fishing	17
Wolff Vineyards Edna Valley	Wineries & Tasting Rooms	15
Whale Rock Resevoir	Things To Do	12
Tide Pool Exploring	Things To Do	12
Ontario Ridge Trail	Hiking & Trails	12
Moonstone Beach	Things To Do	11
Biddle Ranch Vineyard House & Tasting Room	Wineries & Tasting Rooms	11
Cayucos State Beach	Beaches	10
Oceano Fishing	Fishing	10
BluffTrail	Hiking & Trails	9
Tolosa	Wineries & Tasting Rooms	9
Carrizo Plain National Monument	Parks, Preserves & Natural Areas	9
Ragged PointBeach	Beaches	8
Hi Mountain Lookout	Hiking & Trails	7
Spooner's Cove	Beaches	7
Mission San Miguel Arcangel	Missions	6
	Grand total	505





## Partner Referrals are Defined as the sum of dicks on Visit Website, Email, Book, and Phone links on Listing Detail page

9

Partner	Event	Total Tra cReferrals	•
Festival Mozaic	Events		2
Oyster Ridge at Ancient Peaks	Events		1
SLO Jazz Festival	Events		1
Baba Small Batch	Farmers Markets & Events		1
Paso Robles Farmers' Market	Farmers Markets & Events		1
San Luis Obispo Thursday Farmers Market	Farmers Markets & Events		1
Cambria Farmers Market	Farmers Markets & Events		1
Cayucos Farmers Market	Farmers Markets & Events		1

Grand total

Partner	Food & Drink	Total Tra c Referrals	•
Apple Farm Restaurant	Restaurants		6
Blue Moon over Avila	Restaurants		6
Mint + Craft	Restaurants		6
Splash Cafe ~ Artisan Bakery	Restaurants		6
Louie's At the Beach	Restaurants		3
Robin's Restaurant	Restaurants		3
SeaVenture Restaurant	Restaurants		2
60 State Park Restaurant & Lounge	Restaurants		2
Luna Red	Restaurants		2
Novo Restaurant & Lounge	Restaurants		2
FoodJets SLO	Restaurants		2
Wee Shack	Restaurants		1
Old Stone Station	Restaurants		1
Ocean Grill Avila Beach	Restaurants		1
Woodstone Marketplace	Restaurants		1
Mulligan's Bar & Grill	Restaurants		1
Ada's Fish House	Restaurants		1
The Hidden Kitchen	Restaurants		1
Linn's Restaurant	Restaurants		1
Ragged Point Restaurant	Restaurants		1

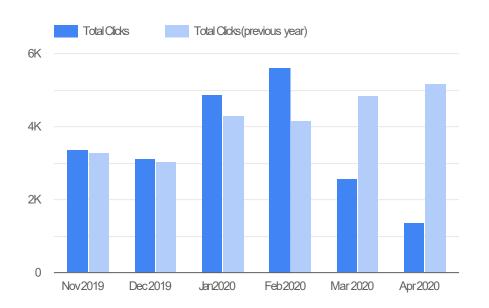
Grand total



Partner Website Referrals are Defined as dicks on Visit Website link on Listing Details page

## Website referrals to Partners

by Partner and Clicks



## Website referrals to Partners

by Partner and Clicks

Listings	Link to Website Clicks	•
Freshwater Fishing Lopez Lake		48
Bob Jones Trail		31
Montana de Oro State Park		20
Morro Dunes RVPark		20
Elephant Seal Vista Point		20
Morro Strand RVPark		18
Quicksilver Ranch		17
Freshwater Fishing Santa Margarita La		16
Wolff Vineyards Edna Valley		15
Coastal Escapes, Inc. (Cayucos)		15
Journey's End		15
SeeLyon Beach Rentals		14
Pismo Coast Village RV Resort		14
Le Sage Riviera RVPark		13
Bay Pines RV& Travel Trailer Park		13
Whale Rock Resevoir		12
Biddle Ranch Vineyard House & Tastin		12
Ontario Ridge Trail		12
Tide Pool Exploring		12
Wine Country RV Resort		12
Grand total	1,3	877



## Goals

by Goal and Completions

Visitor Magazine Request	%Δ	Media Request	% Δ	Meetings RFP	% Δ	Enewsletter Sign-up	% ∆
84	-84.6% 🖡	0	-	0	-	8	-91.2% 🖡





# Transient Occupancy Tax

Fiscal Year July 2019- June 2020	
----------------------------------	--

	SLO County						Pismo Beach			Morro Bay			Paso Robles			Arroyo Grande			Atascadero			Grover Beach					
	Unincorporated		Percent	SLO City Current		Percent	Current Fiscal		Percent	Current Fiscal		Percent	Current Fiscal		Percent	Current Fiscal		Percent	Current Fiscal		Percent	Current Fiscal		Percent	TOTAL	TOTAL	Percent
	Current Fiscal Year	FY 18-19	Change	Fiscal Year	FY 18-19	Change	Year	FY 18-19	Change	Year	FY 18-19	Change	Year	FY 18-19	Change	Year	FY 18-19	Change	Year	FY 18-19	Change	Year	FY 18-19	Change	Current Fiscal Year	FY 18-19	Change
July	\$ 1,433,966	\$ 1,097,530	30.65%	\$ 917,282	\$ 874,775	4.86%	\$ 1,441,301	1,457,882	-1.14%	\$ 487,345	\$ 493,143	-1.18%	\$ 769,609	\$ 692,469	11.14%	\$ 140,456	\$ 119,290	17.74%				\$ 65,214	\$ 56,242	15.95%	\$ 5,255,173 \$	4,791,331	9.68%
Aug	\$ 1,527,916	\$ 1,452,622	5.18%	\$ 847,791	\$ 815,225	3.99%	\$ 1,238,392	1,269,492	-2.45%	\$ 423,289	\$ 446,125	-5.12%	\$ 660,467	\$ 561,733	17.58%	\$ 126,842	\$ 103,237	22.86%				\$ 55,804	\$ 46,719	19.45%	\$ 4,880,501 \$	4,695,153	3.95%
Sep	\$ 1,294,141	\$ 1,155,937	11.96%	\$ 771,507	\$ 696,113	10.83%	\$ 933,985	921,311	1.38%	\$ 334,204	\$ 351,664	-4.97%	\$ 599,490	\$ 533,489	12.37%	\$ 125,592	\$ 108,584	15.66%	\$ 451,824	\$ 442,256	2.16%	\$ 44,803	\$ 38,001	17.90%	\$ 4,555,546 \$	4,247,355	7.26%
Oct	\$ 1,168,071	\$ 1,147,126	1.83%	\$ 712,332	\$ 704,568	1.10%	\$ 857,352	807,862	6.13%	\$ 289,902	\$ 284,187	2.01%	\$ 653,609	\$ 547,177	19.45%	\$ 92,897	\$ 78,472	18.38%				\$ 57,586	\$ 31,800	81.09%	\$ 3,831,749 \$	3,601,192	6.40%
Nov	\$ 842,165	\$ 901,979	-6.63%	\$ 592,953	\$ 565,129	4.92%	\$ 724,781	5 701,367	3.34%	\$ 231,647	\$ 251,656	-7.95%	\$ 574,669	\$ 497,928	15.41%	\$ 70,590	\$ 66,123	6.76%				\$ 40,807	\$ 28,111	45.16%	\$ 3,077,613 \$	3,012,293	2.17%
Dec	\$ 912,590	\$ 876,943	4.06%	\$ 570,909	\$ 491,517	16.15%	\$ 569,320	564,432	0.87%	\$ 199,050	\$ 200,101	-0.52%	\$ 412,060	\$ 387,327	6.39%	\$ 75,028	\$ 71,934	4.30%	\$ 324,608	\$ 305,427	6.28%	\$ 32,411	\$ 21,334	51.92%	\$ 3,095,976 \$	2,919,015	6.06%
Jan	\$ 768,454	\$ 690,152	11.35%	\$ 511,727	\$ 468,705	9.18%	\$ 574,909	504,317	14.00%	\$ 176,808	\$ 163,835	7.92%	\$ 369,574	\$ 305,077	21.14%	\$ 51,697	\$ 48,340	6.94%				\$ 27,398	\$ 21,980	24.65%	\$ 2,480,567 \$	2,202,406	12.63%
Feb	\$ 692,966	659,368	5.10%	\$ 536,249	\$ 526,793	1.80%	\$ 681,017	520,013	30.96%	\$ 180,963	\$ 157,357	15.00%	\$ 423,174	\$ 359,475	17.72%	\$ 39,966	\$ 56,056	-28.70%				\$ 29,386	\$ 26,166	12.31%	\$ 2,583,722 \$	2,305,228	12.08%
Mar	\$ 607,900	\$ 618,511	-1.72%	\$ 175,508	\$ 606,841	-71.08%	\$ 368,906	5 710,325	-48.07%	\$ 78,254	\$ 225,023	-65.22%	\$ 170,142	\$ 472,544	-63.99%	\$ 28,240	\$ 80,813	-65.05%	\$ -	\$ 236,856		\$ 16,515	\$ 29,974	-44.90%	\$ 1,445,464 \$	2,980,886	-51.51%
April	\$ - 5	\$ 812,772		\$-	\$ 751,077		\$ - 5	912,982		\$-	\$ 299,962		\$-	\$ 534,240		\$-	\$ 84,360					\$-	\$ 42,498		\$ - \$	3,437,891	
May	\$ - 5	\$ 926,607		\$ -	\$ 688,231		\$ - !	858,315		\$ -	\$ 300,035		\$ -	\$ 596,457		\$ -	\$ 78,305					\$ -	\$ 38,896		\$-\$	3,486,845	
June	\$ - 5	\$ 973,126		\$ -	\$ 843,999		\$ - !	1,154,795		\$ -	\$ 396,114		\$ -	\$ 657,124		\$ -	\$ 122,043		\$-	\$ 406,434		\$ -	\$ 52,400		\$-\$	4,606,036	
Total	\$ - !	\$ 11,312,674		\$ -	\$ 8,032,973			10,383,093		\$ -	\$ 3,569,201		\$ -	\$ 6,145,040		\$ -	\$ 1,017,558		\$ -	\$ 1,390,972		\$ -	\$ 434,120		\$-\$	42,285,630	

\*SLO has more than 10 unreported properties and Atascadero has not reported

YTD % Change:

1.47%