



AGENDA

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Agenda

Thursday, August 16, 2018

11:30am

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

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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3. Approval of June 27, 2018 Executive Committee Meeting Minutes (*yellow*)
4. Approval of June/Year-End VSC Financials (*green*)

CEO REPORT	C. Davison
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5. CEO Report (20 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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6. Operations Update (10 min)
Staff will provide an update on VSC's annual contract deliverables to the County, including the FY2017/18 audit and FY2017/18 annual report.
7. Destination Management Strategy Update (15 min)
Staff will provide an update on progress to-date for VSC's Destination Management Strategy.
8. TMD Renewal Update (30 min)
Staff will provide an update on the Tourism Marketing District (TMD) Renewal Process, including the initial draft of the Management District Plan and the VSC's draft timeline for renewal hearings.
9. Strategic Direction & Alignment (20 min)
Staff discussed VSC's strategic direction and alignment as it relates to our business operations, Destination Management Strategy efforts, advocacy and involvement in local business attraction efforts.
10. B&B Seat Update (10 min)
Staff will provide an update on applications received to-date for the open B&B seat on the VSC Board.
11. 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 Executive Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Executive Committee.

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



MINUTES

Visit SLO CAL Executive Committee

Visit SLO CAL Executive Committee Meeting Minutes

Wednesday, June 27, 2018

12:00pm

Visit SLO CAL Conference Room

1334 Marsh Street, San Luis Obispo, CA 93401

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Aaron Graves, Jay Jamison, Clint Pearce

STAFF PRESENT: Chuck Davison, Brendan Pringle

Call to Order at 12:16pm.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

CONSENT AGENDA

3. Approval of May 10, 2018 Executive Committee Meeting Minutes

4. Approval of May Financials

Public Comment – None.

Committee Discussion.

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

**Motion carried: 3:0:1
Arnold abstained**

CEO REPORT

5. CEO Report

Davison reviewed the April 2018 Travel Trends Index from U.S. Travel, as well as the April TOT Report. On June 22, 2018, Destinations International (DI) certified VSC for their Destination Marketing Accreditation Program (DMAP), indicating VSC had satisfied the rigorous standards (93 total) set forth by the international destination community. VSC will be formally recognized at DI's Annual Convention in July. Davison reported out on his HQ meeting with American Airlines, in partnership with Kevin Bumen (SLO Airport) and Jack Penning (Volaire). Davison noted that the City of Paso Robles, in partnership with Travel Paso and the Paso Robles Event Center are exploring plans to build a \$26M conference center on the grounds of the Paso Robles Event Center. He said that additional communities are also looking at options for a

conference space. VSC collaborated with the Jack & Jill Foundation to host Ken Schiedemeyer (a late-stage cancer patient) and his family from June 18-22, 2018. The family went ziplining, kayaking, surfing and winetasting, and VSC's staff and their families hosted them for a bonfire in Oceano, with non-TMD funds. Davison gave an update on office expansion efforts, including the addition of more cubicles and new offices at the back of the current office. Wambolt, Burnham and Davison hosted a Morro Bay lodging meeting on June 21, 2018 for mid and small-sized properties, in an effort to increase engagement. Davison updated the Committee that multiple local communities are considering TOT/Assessment rate increases. With regards to Highway 1's re-opening, VSC conducted a site visit of the Mud Creek Slide on June 5, 2018, and Caltrans announced that Highway 1 will re-open at the end of July. Davison and Burnham met with the CBID, San Simeon Tourism Alliance and Cambria Tourism Alliance on the re-opening and held a call with Caltrans and VCA about re-activation on June 20, 2018. Davison thanked all who were able to attend the Advisory Committee Meeting on June 7, 2018 and highlighted some of the positive feedback VSC received from elected officials. He also noted that VSC had some conversation during the meeting on the status of contracts with Airbnb to collect TOT and assessment dollars, and that Pringle has put Grover Beach and Arroyo Grande in contact with VSC Board member Jim Hamilton, who was integral to the County's contract with Airbnb. VSC held its quarterly check-in meeting with Coraggio group to identify challenges and map out solutions on the Operational Plan deliverables. VSC also began the discussion with Coraggio of adding new initiatives now that items like the Conference Center Feasibility Study are complete and the DMS is in progress. Davison outlined his travel schedule.

Public Comment – None.

Committee Discussion.

BUSINESS ITEMS

6. Destination Management Strategy Update

Davison provided an update on the Destination Management Strategy (DMS). Interviews and group meetings with investors, stakeholders, business leaders, non-profit leaders and residents have been completed. A total of 135 stakeholders met with our consultants via 35 sessions and 2 calls. VSC has met with the Tribune Editorial Board. Christine Robertson, VP of Community Engagement and Advocacy, onboarded full-time on June 1, 2018. VSC's Destination Assessment, including a 14-market competitive analysis has been completed, and 2017 Economic Impact Study and Visitor Volume reports have been finalized by Tourism Economics. Our Visitor Survey closed on June 25 with 2080 responses. VSC held its second Steering Committee Meeting on June 25, 2018 and Davison met with Supervisor Adam Hill on June 27 to discuss the DMS. Supervisor Hill expressed his support of this work and even offered to provide a testimonial. Davison has additional meetings scheduled with the 4 other supervisors.

Davison noted he is meeting with the Pacific Coast Business Times Editorial Board today (June 27, 2018), and that the Resident Survey is scheduled to launch in mid-July with a PSA on KSBY. The Committee also viewed this PSA.

Public Comment – None.

Committee Discussion.

7. Business Attraction Effort

Davison outlined the Economic Development Ecosystem (Visit-Live-Work-Business-Visit), and gave background on VSC's involvement in local business attraction, retention and growth discussions, spearheaded by Cal Poly President Jeffrey Armstrong's Local Economic Development Committee (LEDC). He described the composition of the LEDC, and outlined the Business Attraction Subgroup Members. He noted that VSC's involvement would be in the best interest of tourism, and that VSC is uniquely equipped to tell the SLO CAL story. He also outlined how the impending closure of Diablo Canyon, the loss of local companies, pension liabilities, and the forecasted economic downturn in 2020 make business attraction, retention and growth all the more important. Davison noted that proactive work is not currently happening in the area of business attraction, retention and growth, and that the area needs a new model based on regionalism. VSC, local chambers and Cal

Poly are in active discussions on advancing a proactive effort through a new organization. Davison requested that the Committee recommend support of this endeavor.

Public Comment – None.

Committee Discussion.

ACTION: Moved by Graves/Jamison to recommend that: VSC continue to play a leading role in new efforts to develop a proactive, regional, economic development initiative focused on business attraction, retention and growth. VSC to contribute a \$25,000 sponsorship (from non-TMD assessment funds) once the new organization is established with a business plan and governance structure that aligns with Visit SLO CAL's efforts.

Motion carried: 4:0

8. Open Board and Executive Committee Seats

With Lori Keller's resignation from the Board, the at-large seat on the BOD is now vacant. The term of this seat extends through June 2020. VSC plans to open the application process on June 29, 2018 and close collection prior to the next BOD meeting. Lori Keller's resignation means that the Secretary seat on the Executive Committee is now open. Davison noted that Mark Eads has expressed his interest in serving the Executive Committee. Davison requested Committee feedback.

Public Comment – None.

Committee Discussion. The Executive Committee discussed that Aaron Graves could apply for this at-large seat so that he doesn't lose his seat should he sell his B&B and purchase a hotel. This would open the B&B seat up for applications. The Committee suggested that Mark Eads would be a great candidate for the vacant Secretary seat on the Executive Committee. Both items will come before the Board at the July meeting.

9. Marketing Update

Davison gave an update on travel trade efforts. He provided the metrics for VSC's ad campaign, which just ended, and noted the opportunities for improvement.

Public Comment – None.

Committee Discussion.

ADJOURNMENT

Meeting adjourned at 2:00pm.

Visit SLO CAL

2017/2018 Financial Summary - June 2018 & Total Fiscal Year

	This Month	Budgeted for Month	MTD Variance	MTD Actual v. MTD Budget %	MTD % of Total Income/Expenses	FISCAL YEAR	FY Budget	FY Variance	Actual v. Budget %	% of Total Income/Expenses
Income										
PY TMD Collected in CY	\$ -	\$ -	\$ -		0.00%	\$ 127,555	\$ 127,555	\$ -	100.00%	3.17%
Membership Dues	\$ 413	\$ -	\$ 413		0.09%	\$ 44,766	\$ 44,198	\$ 568	101.29%	1.11%
TMD Income										
SLO County Unincorporated	\$ 69,558	\$ 69,558	\$ -	100.00%	15.59%	\$ 902,684	\$ 902,684	\$ -	100.00%	22.43%
SLO City	\$ 70,235	\$ 70,235	\$ -	100.00%	15.75%	\$ 720,704	\$ 720,704	\$ -	100.00%	17.91%
Pismo Beach	\$ 88,393	\$ 88,393	\$ -	100.00%	19.82%	\$ 910,692	\$ 910,692	\$ -	100.00%	22.63%
Morro Bay	\$ 25,359	\$ 25,359	\$ -	100.00%	5.69%	\$ 299,473	\$ 299,473	\$ -	100.00%	7.44%
Paso Robles	\$ 41,194	\$ 41,194	\$ -	100.00%	9.24%	\$ 465,127	\$ 465,127	\$ -	100.00%	11.56%
Arroyo Grande	\$ 9,182	\$ 9,182	\$ -	100.00%	2.06%	\$ 93,331	\$ 93,331	\$ -	100.00%	2.32%
Atascadero *	\$ 23,461	\$ -	\$ 23,461	0.00%	5.26%	\$ 114,487	\$ 114,487	\$ -	100.00%	2.84%
Grover	\$ 3,261	\$ 3,261	\$ -	100.00%	0.73%	\$ 42,706	\$ 42,706	\$ -	100.00%	1.06%
Adjustment for Actual TMD Collected	\$ 115,004	\$ -	\$ 115,004		25.78%	\$ 303,147	\$ 144,707	\$ 158,440		7.53%
Total Income	\$ 446,060	\$ 307,182	\$ 138,878	145.21%	100.00%	\$ 4,024,672	\$ 3,865,664	\$ 159,008	104.11%	100.00%
* District pays quarterly										
Expenses										
Restricted Reserve	\$ 22,303	\$ 15,359	\$ 6,944	145.21%	8.12%	\$ 201,234	\$ 193,283	\$ 7,950	104.11%	5.49%
G&A	\$ 57,081	\$ 20,068	\$ 37,013	284.44%	20.77%	\$ 291,584	\$ 267,506	\$ 24,078	109.00%	7.95%
Industry Research and Resources	\$ 87,152	\$ 43,692	\$ 43,460	199.47%	31.71%	\$ 375,733	\$ 399,135	\$ (23,402)	94.14%	10.24%
Travel Trade	\$ 28,610	\$ 26,669	\$ 1,941	107.28%	10.41%	\$ 314,646	\$ 347,756	\$ (33,109)	90.48%	8.58%
Communications	\$ 30,438	\$ 31,465	\$ (1,027)	96.74%	11.08%	\$ 286,294	\$ 296,614	\$ (10,321)	96.52%	7.81%
Advertising	\$ (1,618)	\$ 30,226	\$ (31,844)	-5.35%	-0.59%	\$ 1,698,371	\$ 1,723,793	\$ (25,422)	98.53%	46.31%
Promotions	\$ 3,742	\$ 5,562	\$ (1,820)	67.28%	1.36%	\$ 47,884	\$ 65,014	\$ (17,130)	73.65%	1.31%
Events	\$ 163	\$ 8,149	\$ (7,986)	2.00%	0.06%	\$ 103,558	\$ 161,786	\$ (58,228)	64.01%	2.82%
Digital Marketing	\$ 42,291	\$ 33,274	\$ 9,017	127.10%	15.39%	\$ 301,212	\$ 348,618	\$ (47,406)	86.40%	8.21%
Film Commission	\$ 4,641	\$ 1,765	\$ 2,876	262.97%	1.69%	\$ 47,037	\$ 54,952	\$ (7,915)	85.60%	1.28%
Total Expenses	\$ 274,803	\$ 216,229	\$ 58,574	127.09%	100.00%	\$ 3,667,552	\$ 3,858,457	\$ (190,906)	95.05%	100.00%
Surplus(Deficit)	\$ 171,257	\$ 90,953	\$ 80,304	188.29%		\$ 357,120	\$ 7,206	\$ 349,913	4955.59%	
Cash Flow										
Surplus (Deficit)	\$ 171,257					\$ 357,120				
Beginning Cash Balance	\$ 1,129,906					\$ 733,261				
Change in Accounts Receivable	\$ (81,946)					\$ 67,950				
Change in Prepaid & Accrued Expenses	\$ (54,097)					\$ (81,525)				
Change in Reserve Contingency	\$ 22,303					\$ 201,234				
Change in Accounts Payable	\$ 26,894					\$ (63,723)				
Visit SLO CAL Cash Balances	\$ 1,214,317					\$ 1,214,317				
Restricted Reserves - 5% of Cumulative Revenues	\$ (565,953)					\$ (565,953)				
Equity on Balance Sheet										
Net Available Cash	\$ 648,364					\$ 648,364				
Comments to the Board:										
-\$171k surplus for June (spent \$59k more than budgeted, but revenue was \$139k more than budgeted); Ended the year at a \$357k surplus (\$350k larger surplus than budgeted).										
-All TMD amounts accrued through April have been collected.										

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

	Jun 30, 18	Jun 30, 17	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	483,355.53	572,788.30	-89,432.77	-15.6%
1020 · Bank of the Sierra - Membership	201,886.73	160,472.38	41,414.35	25.8%
1030 · Morgan Stanley - TMD	430,886.33	0.00	430,886.33	100.0%
1040 · Morgan Stanley - Membership	100,407.50	0.00	100,407.50	100.0%
Total Checking/Savings	1,216,536.09	733,260.68	483,275.41	65.9%
Accounts Receivable				
1200 · Accounts Receivable	746,785.24	814,735.45	-67,950.21	-8.3%
Total Accounts Receivable	746,785.24	814,735.45	-67,950.21	-8.3%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	3,326.70	1,043.25	31.4%
1340 · Workman's Comp Deposit	387.00	387.00	0.00	0.0%
1350 · Prepaid Expenses	131,001.15	19,992.74	111,008.41	555.2%
1330 · Employee Advances	20.57	0.00	20.57	100.0%
1499 · Undeposited Funds	-2,219.00	0.00	-2,219.00	-100.0%
Total Other Current Assets	133,559.67	23,706.44	109,853.23	463.4%
Total Current Assets	2,096,881.00	1,571,702.57	525,178.43	33.4%
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	2,251,879.59	1,726,701.16	525,178.43	30.4%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	162,914.22	231,476.04	-68,561.82	-29.6%
Total Accounts Payable	162,914.22	231,476.04	-68,561.82	-29.6%
Credit Cards				
2060 · American Express Credit Card	9,776.00	0.00	9,776.00	100.0%
2050 · Rabobank Credit Card	0.00	4,619.90	-4,619.90	-100.0%
Total Credit Cards	9,776.00	4,619.90	5,156.10	111.6%
Other Current Liabilities				
2070 · Accrued Liabilities	30,526.99	0.00	30,526.99	100.0%
2100 · Payroll Liabilities				
2160 · Health Insurance Withheld	172.19	468.50	-296.31	-63.3%
Total 2100 · Payroll Liabilities	172.19	468.50	-296.31	-63.3%
Total Other Current Liabilities	30,699.18	468.50	30,230.68	6,452.7%
Total Current Liabilities	203,389.40	236,564.44	-33,175.04	-14.0%
Total Liabilities	203,389.40	236,564.44	-33,175.04	-14.0%
Equity				

6:36 PM

07/25/18

Accrual Basis

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

	<u>Jun 30, 18</u>	<u>Jun 30, 17</u>	<u>\$ Change</u>	<u>% Change</u>
3120 · Reserved Earnings	565,953.40	364,719.82	201,233.58	55.2%
3130 · Retained Earnings	1,125,416.90	401,839.00	723,577.90	180.1%
Net Income	357,119.89	723,577.90	-366,458.01	-50.7%
Total Equity	<u>2,048,490.19</u>	<u>1,490,136.72</u>	<u>558,353.47</u>	<u>37.5%</u>
TOTAL LIABILITIES & EQUITY	<u><u>2,251,879.59</u></u>	<u><u>1,726,701.16</u></u>	<u><u>525,178.43</u></u>	<u><u>30.4%</u></u>

TRAVEL TRENDS INDEX

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 52.0 in June 2018 shows that travel to or within the U.S. grew 4.0% in June 2018 compared to June 2017. LTI predicts moderating travel growth through December 2018, as both domestic and international travel gain.

Overall travel volume (person trips to or within the United States involving a hotel stay or air travel) grew at a faster year-over-year rate in June 2018 than in May 2018, thanks to solid gains in both domestic business and leisure travel. International inbound traveled slowed relative to May, but remained positive on a year-over-year basis.

► HIGHLIGHTS:

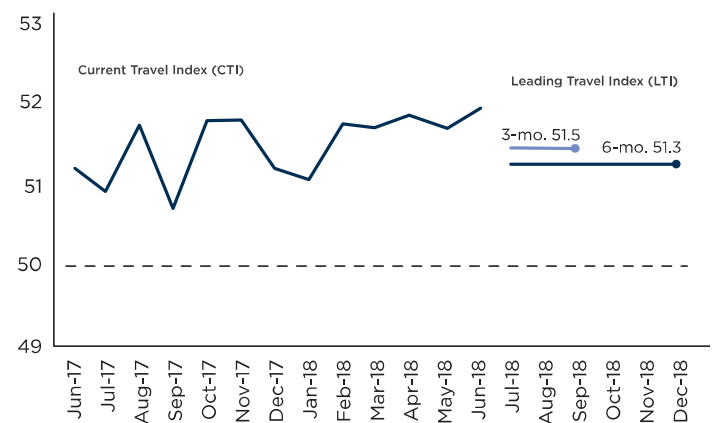
* For CTI and LTI definitions, please see below.

- The Current Travel Index (CTI) has registered at or above the 50 mark for 102 straight months, as the industry moves through its ninth consecutive year of expansion.
- The CTI was positive in June, registering 52.0. This is higher than the 6-month moving average of 51.7.
- International inbound travel slowed in June relative to May but remained positive, registering 51.7. The Leading Travel Index (LTI) continues to project moderate growth in inbound travel.
- Domestic leisure and business travel both grew in June, with the leisure segment slightly outpacing the business segment.
- The 6-month LTI reading of 51.3 indicates that total U.S. travel volume is expected to grow at a rate of around 2.6% through December 2018. Domestic travel is expected to increase at a similar pace, while international travel is expected to average 2.2%.

June Travel Trends Index

Current Travel Index and Leading Travel Index

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



Source: Oxford Economics, U.S. Travel Association

“For the first time in the history of the Travel Trends Index, both the business and leisure segments of domestic travel expanded every month during the first half of the year. Continued growth in leisure travel was joined by a resurgence in business travel, a trend that is projected to continue in the second half of the year.”

– David Huether
Senior Vice President, Research

	CTI	3-month LTI*	6-month LTI**
May Index	51.7	51.4	51.2
June Index	52.0	51.5	51.3
Direction and Speed	Travel demand increased; at a faster 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 Jul 2018 to Sept 2018

** Average outlook reading for Jul 2018 to Dec 2018

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

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

TRAVEL TRENDS INDEX (Continued)

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

► DETAILED RESULTS

Domestic leisure and business segments contributed to gains in June, supported by solid income growth, upbeat demand and lower taxes. Consumer confidence remains near historic highs, and still-positive growth in forward-looking bookings and searches supports an optimistic, yet restrained, outlook for the domestic market.

International inbound travel slowed down in June. Although continued strength in forward-looking international travel bookings suggests moderate growth in the coming months, considerable risks remain.

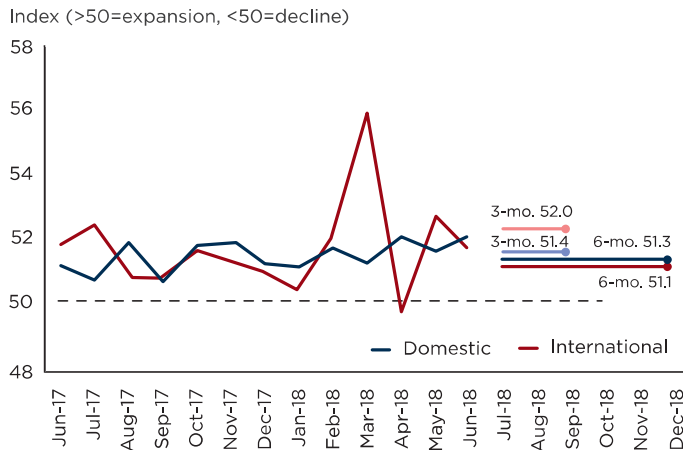
Travel Trends Index Summary

	Current Travel Index (CTI)				Leading Travel Index (LTI)		6-mo LTI vs. CTI 6-mo avg.	
	6-month avg	April	May	June	3-month*	6-month**	Direction	Speed
Total Market	51.7	51.8	51.7	52.0	51.5	51.3	Increasing ▲	Slower
International	52.1	49.8	52.6	51.7	52.0	51.1	Increasing ▲	Slower
Domestic	51.6	52.0	51.6	52.1	51.4	51.3	Increasing ▲	Slower
Business	51.3	52.8	51.1	51.9	51.7	51.6	Increasing ▲	Faster
Leisure	51.8	51.7	51.8	52.1	51.3	51.2	Increasing ▲	Slower

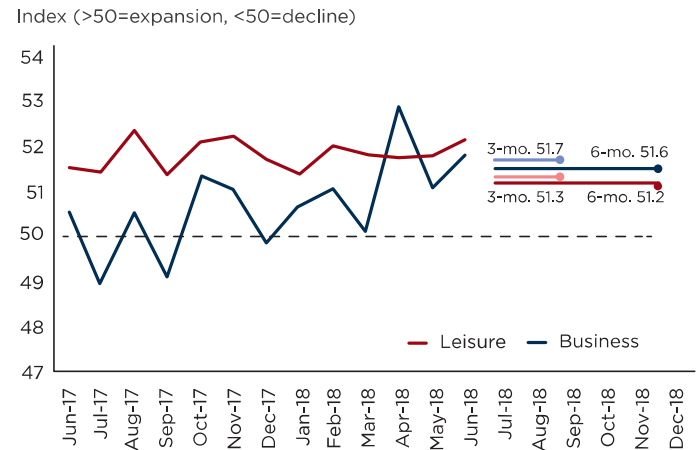
* Average outlook reading for Jul 2018 to Sept 2018

** Average outlook reading for Jul 2018 to Dec 2018

June Domestic and International Travel Index



June Domestic Business and Leisure Travel Index



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.

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VISIT SLO CAL BOARD APPLICATION FORM

NAME OF APPLICANT: *Alma Ayón*
COMPANY: *Sundance Bed & Breakfast*
ADDRESS: *7735 Sundance Trail, Paso Robles, CA 93446*
PHONE: *(805) 226-2888* EMAIL: *info@SundanceBandB.com*
TOTAL YEARS IN HOSPITALITY INDUSTRY: *5*
BACKGROUND EXPERIENCE: *Owner / Chef / Innkeeper*

Employment History

CURRENT EMPLOYER: *Sundance B&B* YRS OF SERVICE: *5*
TITLE: *Owner*
PAST EMPLOYER: *NBC / Telemundo / Algo Más Entertainment* YRS OF SERVICE: *20+ years.*
POSITION: *TV Producer*

Community/Board Involvement

ORGANIZATION: *The Wellness Kitchen* TITLE: *Cook*
DATES OF INVOLVEMENT: *winter of 2017*
ORGANIZATION: TITLE:
DATES OF INVOLVEMENT:
ORGANIZATION: TITLE:
DATES OF INVOLVEMENT: