



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, January 20, 2021

8:30am-10:30am

Video Conference – URL: <https://us02web.zoom.us/j/83089135436>

Meeting ID: 830 8913 5436

Call-In Phone Number: (669) 900-6833

Passcode: 289333

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 November 18, 2020 Board of Directors Meeting Minutes

4. Approval of November 2020 & December 2020 Visit SLO CAL Financials

Staff will request Board approval of the November 18, 2020 Board of Directors Meeting Minutes, and the November 2020 and December 2020 Visit SLO CAL Financials.

CEO REPORT	C. Davison
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5. CEO Report (10 min)

Staff will provide an update on current projects, reporting and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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6. COVID-19 Impact & Response Update (15 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 efforts moving forward, and update the Board on Visit SLO CAL's pursuit of forgivable federal relief dollars, as approved by the Executive Committee.

7. Travel Trade & Marketing Update (20 min)

Staff will provide an update on key travel trade and marketing initiatives, an overview of the scope and timeline for Visit SLO CAL's agreement with Mering as our Agency of Record (AOR), as well as recommendations for additional funds allocated to media in the current fiscal year with Miles Partnership.

8. Oceano Dunes SVRA Advocacy (15 min)

Staff will discuss proposed advocacy efforts in favor of re-permitting the Oceano Dunes SVRA, in advance of the upcoming Coastal Commission hearings, as approved by the Executive Committee.

9. FY2020-21 Budget Re-Forecast Update (30 min) – *motion required*

The Board will review Visit SLO CAL's FY2020/21 budget mid-year re-forecast for approval, as recommended by the Executive Committee.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)

C. Davison

8. Employee Dismissal *(15 min)*

CLOSED SESSION REPORT

C. Davison

ADJOURN.

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

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



MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, November 18, 2020

8:30am

Video Conference – URL: <https://us02web.zoom.us/j/82060680124> Meeting ID: 820 6068 0124

Call-In Phone Number: (669) 900-6833

1. CALL TO ORDER: Clint Pearce

PRESENT (VIA VIDEO CONFERENCE): Alma Ayon, Jed Bickel, Kathy Bonelli, John Conner, Mark Eads, Jim Hamilton, Jay Jamison, Toni LeGras, Clint Pearce, Amit Patel, Hemant Patel, Nipool Patel, Victor Popp, Amar Sohi

ABSENT: Aaron Graves, Sam Miller

STAFF PRESENT: Chuck Davison, Lisa Verbeck, Annie Frew, Brendan Pringle, Kyla Boast

Call to Order at 8:32 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison congratulated Aaron Graves and his wife Katelyn on their recent nuptials.

CONSENT AGENDA

3. Approval of September 16, 2020 Board of Directors Meeting Minutes
4. Approval of September Visit SLO CAL Financials
5. Approval of October Visit SLO CAL Financials
6. Approval of Kathleen Naughton's Marketing Committee Application

Davison noted that the market continued to overperform Visit SLO CAL's forecast (from Tourism Economics), which means that revenue is pacing ahead of what was budgeted. He also noted that Kathleen Naughton is the new Executive Director of SLO Coast Wine Collective, and would take the seat formerly held by Anne Steinhauer, their former Executive Director.

Public Comment – None.

Board Discussion.

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

Motion carried: 12:0
Conner and Hamilton joined after this motion.

CEO REPORT

7. CEO Report

Visit SLO CAL and the South County Chambers are working with communities in the Five Cities on an effort to commission an economic impact report on the Oceano Dunes SVR. The report would identify key economic impacts should Oceano Dunes State Park remain shut down or portions of the park are closed, and provide the necessary data to inform the cities, the County and economic development agencies in our region. It would also provide guidance for future areas of economic opportunity. Visit SLO CAL's role would be a supportive one, providing oversight in the process, and funding if approved by the Board in the mid-year re-forecast. Likewise, Visit SLO CAL has been in conversations with the City of San Luis Obispo and Cal Poly about the development of an economic impact report that would identify how the full or partial closure of Cal Poly impacts the region's tourism industry. Discussions for this report are still in the planning phases, and Visit SLO CAL would co-lead this work with Cal Poly, with assistance and contribution from the City of San Luis Obispo. Visit SLO CAL's role would be a supportive one, providing oversight and funding, if approved by the Board in the re-forecast. Davison provided an update on current advocacy efforts. With the November 3, 2020 election, eight new elected officials will be taking their seats across the county in 2021, one of whom has previously served (Council Member-Elect Jan Marx). He noted that he and Annie Frew, Director of Community Engagement & Advocacy, will be scheduling meetings with each of these officials over the next few weeks to familiarize them with Visit SLO CAL's efforts, and asked Board members in each applicable community to consider participating in these meetings. He noted that staff will be reaching out individually as those meetings are scheduled. On November 5, 2020, Visit SLO CAL submitted a letter of support to the Board of Supervisors requesting their approval of Stadium 805's Commercial Outdoor Entertainment License request. The Board of Supervisors unanimously approved the application (with modifications) on November 10, 2020. Davison provided an update on TOT through September 2020. He also provided a staffing update, noting that Kyla Boast will be on maternity leave from December 7 - March 1, 2020, and that during her absence, Charles Crellin, former GM at the Sycamore Mineral Springs Resort, will be serving as a sales contractor at around 10 hours per week. The South County Chambers of Commerce is actively working on the redesign of the California Welcome Center, and is currently interviewing for a Welcome Center Manager. Their intent is to re-open the center before Black Friday and they are working with the local DMOs on representation buildout for their communities. Davison reviewed the Board Business Intelligence Report.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

8. Marketing Agency RFP Update

Verbeck outlined the timeline and process for Visit SLO CAL's marketing agency RFP. She noted that out of the seven responses, four agencies were invited to provide an oral presentation, and of those invited, three agencies - MMGY, Miles Partnership and Mering - presented to the evaluation committee, which consisted of three Marketing Committee members (Molly Cano, John Sorgenfrei and Ashlee Akers). She reviewed how the agencies were judged. She noted that Mering provided the strongest responses to the two oral presentation prompt questions, and demonstrated the strongest performance in creativity and media planning. She also noted that Mering's familiarity with SLO CAL as Visit California's agency was demonstrated in their presentation. On November 10, 2020, the evaluation committee presented their feedback and recommendation to the Marketing Committee, and the Marketing Committee recommended that the Board approve a contract with Mering as Visit SLO CAL's Agency-of-Record. On November 12, 2020, the Executive Committee also made this recommendation. Dave Mering, CEO and Principal of Mering, reviewed Mering's structure and tourism industry credentials, shared Mering's highlight reel and presented their ideas on how they would address mid-week business. Davison asked the Board if there were questions for Mering. Davison shared Mering's proposed work schedule. He reminded the Board that Miles Partnership is already contracted to buy Visit SLO CAL's media through June, and that the first few months of the new agency's contract (January-June) would be focused on the brand evolution and website refresh in addition to FY2021/22 planning. Davison commented that Visit SLO CAL owes a debt of gratitude to Keith Ireland of

Sunshine & Bourbon, formerly BCF, for his development of the SLO CAL brand and that Keith would be pleased to see Mering take the brand to the next level. Davison commented on how far the destination has come in the last five years that the gold standard in California tourism advertising (Mering) wanted to pitch our account. He remarked on his longstanding relationship with Dave Mering, and the extremely positive references that Visit California, Mammoth Lakes and San Diego Tourism Authority provided. He also noted how Mering's relationship with Visit California will be hugely beneficial to Visit SLO CAL. Davison noted that Visit SLO CAL would be Mering's fifth largest account. Mering noted that having Visit California as a client has enabled them to bring on new talent that serves all of their other accounts. Mering disconnected from the call while the Board provided additional discussion.

Public Comment – None.

Board Discussion.

ACTION: Moved by Eads/N. Patel to allow the CEO enter into contract negotiations with Mering as Visit SLO CAL's marketing agency-of-record, as recommended by the Marketing Committee and Executive Committee.

Motion carried: 13:0
Conner was not present for this vote.

9. COVID-19 Impact & Response Update

As part of the Strategic Direction 2023 imperative to "Lead the county tourism industry in a collaborative resilience planning effort, Davison shared the latest draft of a three-page COVID-19 Recovery Tracker that will be sent with the Board Business Intelligence Report and Community Business Intelligence Report in the future. Davison noted SLO CAL continues to outpace its competitive set by double digits. Davison noted that on November 16, Governor Newsom announced that San Luis Obispo County would move back to the State's Purple Tier (Tier 1-Widespread), which means that several business sectors have to resume outdoor-only operations or reduce capacity for indoor operations. According to the State, businesses no longer have a three-day grace period to implement protocols and safety enhancements. However, the County said that it understands that it may take a matter of two to three days for universal compliance. As the rate of positive cases continues to rise throughout the state, additional restrictions or changes from the state can be anticipated as numbers continue to rise over the coming weeks. On November 13, 2020, Governor Newsom, along with Washington Governor Jay Inslee and Oregon Governor Kate Brown, issued a travel advisory; Davison clarified that the advisory is not a mandate. As such, Visit SLO CAL's drive market advertising will continue, but the messaging may change. Visit SLO CAL continues to share its "Open and Safe Toolkit" with partners to help them communicate with guests the health and safety precautions being taken to keep everyone safe and healthy. He also provided a national update on US Travel's COVID RELIEF NOW Coalition efforts, focused on increasing the possibility for a recovery package during the Congressional lame duck session. He shared national research on consumer sentiment around travel and current travel spending levels, as well as a forecast from US Travel on travel growth over the coming years. According to the forecast, travel will not fully return to pre-COVID-19 levels until 2022. He outlined current air service effective December 2020, and outlined consolidated STR data for March through September, which shows that Visit SLO CAL is faring well against its competitive set during the pandemic. Davison reviewed updated cash flow projections for November 2020 to June 2021. He requested feedback from the Board on Visit SLO CAL's COVID-19 recovery efforts.

Public Comment – None.

Board Discussion. Bonelli noted that vacation rental cancellations have started to come in, especially around Thanksgiving. She requested a list of what is open and places where tourists can recreate and enjoy SLO CAL. Davison noted that this content has already been created, and that staff would follow-up with an aggregation of this content that could be shared with current and potential visitors to assuage their concerns.

10. Operational Plan Update

On November 3, 2020, the Visit SLO CAL Leadership Team held a quarterly check-in with Coraggio to discuss its progress on the Strategic Direction 2023 (SD2023) Operational Plan. During this check-in, the team provided updates on the current challenges impeding progress on Operational Plan items, planned responses to those challenges and the items they are tackling in the current and upcoming quarters. Davison outlined the key progress made on SD2023 initiatives.

Public Comment – None.

Board Discussion.

11. FY2020-21 Budget Re-Forecast Update

Davison provided an update on the budget re-forecast timeline. He also outlined the key programming and staff updates, and requested Board feedback on items that Visit SLO CAL should or should not include in the re-forecast.

Public Comment – None.

Board Discussion.

12. Travel Trade & Marketing Update

Boast reported out on recent and upcoming travel trade efforts. Verbeck reported out on paid and owned media highlights for October. She also provided an update on partnerships and events, noting that five communities have approved a \$5000 sponsorship co-op, which will provide the additional funding necessary to host a National Series race in SLO CAL. She noted that all partners now have an Enhanced Listing (more robust than the standard listing) on the SLOCAL.com website, and that all Enhanced Listings were upgraded to Featured Listings. She also noted that Restaurant Month will be happening in January, and Visit SLO CAL has begun reaching out to restaurants for specials, including take-out options.

Public Comment – None.

Board Discussion.

Davison reviewed the agenda items for the next Board Meeting, scheduled for January 20, 2021.

ADJOURNMENT

Adjourned at 10:20am.

San Luis Obispo County
Visitors & Conference Bureau
2020-2021 Financial Summary - November

Income	This Month	Budgeted for Month	MTD Variance	% Variance	MTD % of Total Income/ Expenses	FISCAL YTD	Budget YTD	YTD Variance	% Variance	YTD % of Total Income/ Expenses
Web & Ticket Revenue	\$ 1,253	\$ 700	\$ 553	79.06%	0.20%	\$ 5,242	\$ 3,500	\$ 1,742	49.78%	0.18%
Co-op Revenue	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ 1,500	\$ (1,500)	-100.00%	0.00%
Interest Income	\$ 137	\$ 2,131	\$ (1,993)	-93.55%	0.02%	\$ 2,267	\$ 10,170	\$ (7,903)	-77.71%	0.08%
TMD Income										
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 111,509	\$ -	\$ 111,509	0.00%	3.88%
Arroyo Grande	\$ 6,955	\$ 6,955	\$ -	0.00%	1.13%	\$ 46,127	\$ 46,127	\$ -	0.00%	1.61%
Atascadero **	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 36,426	\$ 36,426	\$ -	0.00%	1.27%
Grover Beach	\$ 3,265	\$ 3,265	\$ -	0.00%	0.53%	\$ 19,278	\$ 19,278	\$ -	0.00%	0.67%
Morro Bay	\$ 23,304	\$ 23,304	\$ -	0.00%	3.78%	\$ 158,386	\$ 158,386	\$ -	0.00%	5.51%
Paso Robles	\$ 40,429	\$ 40,429	\$ -	0.00%	6.56%	\$ 212,442	\$ 212,442	\$ -	0.00%	7.40%
Pismo Beach	\$ 89,611	\$ 89,611	\$ -	0.00%	14.54%	\$ 608,838	\$ 608,838	\$ -	0.00%	21.20%
City of San Luis Obispo	\$ 50,154	\$ 50,154	\$ -	0.00%	8.14%	\$ 291,154	\$ 291,154	\$ -	0.00%	10.14%
Unincorporated SLO County	\$ 102,563	\$ 102,563	\$ -	0.00%	16.64%	\$ 598,103	\$ 598,103	\$ -	0.00%	20.82%
Adjustment for Actual TMD Collected	\$ 298,642	\$ -	\$ 298,642	100.00%	48.46%	\$ 782,682	\$ -	\$ 782,682	100.00%	27.25%
Total TMD Income	\$ 614,923	\$ 316,281	\$ 298,642	94.42%	99.77%	\$ 2,864,944	\$ 1,970,754	\$ 894,190	45.37%	464.85%
Total Income	\$ 616,314	\$ 319,112	\$ 297,202	93.13%	100.00%	\$ 2,872,453	\$ 1,985,923	\$ 886,530	44.64%	100.00%
** District pays quarterly										
Expenses										
Contingency Reserve	\$ 30,809	\$ 15,849	\$ 14,960	94.39%	8.32%	\$ 143,509	\$ 98,713	\$ 44,797	45.38%	8.44%
G&A	\$ 16,525	\$ 17,842	\$ (1,317)	-7.38%	4.46%	\$ 112,098	\$ 118,117	\$ (6,019)	-5.10%	6.59%
Industry Research and Resources	\$ 13,586	\$ 15,767	\$ (2,181)	-13.83%	3.67%	\$ 80,609	\$ 80,914	\$ (306)	-0.38%	4.74%
Travel Trade	\$ 14,608	\$ 16,859	\$ (2,252)	-13.36%	3.95%	\$ 71,993	\$ 94,126	\$ (22,133)	-23.51%	4.24%
Communications	\$ 18,046	\$ 17,512	\$ 534	3.05%	4.88%	\$ 86,837	\$ 116,264	\$ (29,427)	-25.31%	5.11%
Advertising	\$ 226,882	\$ 244,128	\$ (17,246)	-7.06%	61.30%	\$ 991,426	\$ 1,180,985	\$ (189,558)	-16.05%	58.33%
Promotions & Events	\$ 5,839	\$ 27,576	\$ (21,737)	-78.83%	1.58%	\$ 17,486	\$ 45,146	\$ (27,659)	-61.27%	1.03%
Digital Marketing	\$ 28,206	\$ 26,167	\$ 2,039	7.79%	7.62%	\$ 126,712	\$ 139,857	\$ (13,145)	-9.40%	7.45%
Film Commission	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 300	\$ 5,325	\$ (5,025)	-94.37%	0.02%
Engagement & Advocacy	\$ 15,629	\$ 26,060	\$ (10,431)	-40.03%	4.22%	\$ 68,795	\$ 107,261	\$ (38,466)	-35.86%	4.05%
Total Expenses	\$ 370,129	\$ 407,760	\$ (37,631)	-9.23%	100.00%	\$ 1,699,766	\$ 1,986,707	\$ (286,942)	-14.44%	100.00%
Surplus(Deficit)	\$ 246,185	\$ (88,648)	\$ 334,833	377.71%		\$ 1,172,687	\$ (784)	\$ 1,173,471	149706.39%	

Cash Flow		
Surplus (Deficit)	\$ 246,185	\$ 1,172,687
Beginning Cash Balance	\$ 2,738,771	\$ 1,605,945
Change in Accounts Receivable	\$ 142,098	\$ (234,076)
Change in Accrued Expenses	\$ (70,541)	\$ 199,587
Change in Prepaid Expenses	\$ 27,412	\$ (3,243)
Change in Accounts Payable	\$ 7,954	\$ 238,279
Change in Reserve Contingency	\$ 30,809	\$ 143,509
Visit SLO CAL Cash Balances	\$ 3,122,689	\$ 3,122,689
Contingency Reserve - 5% of Cumulative Rev.	\$ (1,111,062)	\$ (1,111,062)
Liability on Balance Sheet		
Net Available Cash	\$ 2,011,627	\$ 2,011,627

Notes:

- \$246k surplus for November(\$335k larger surplus than budgeted). \$1.173 Million surplus year-to-date (\$1.173 Million larger surplus than budgeted).
- All TMD amounts accrued through September have been collected.

8:04 PM

12/14/20

Accrual Basis

Visit SLO CAL

Balance Sheet Prev Year Comparison

As of November 30, 2020

	Nov 30, 20	Nov 30, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,626,380.75	957,985.98	668,394.77	69.8%
1020 · Bank of the Sierra - Membership	288,327.96	276,702.34	11,625.62	4.2%
1030 · Morgan Stanley - TMD	1,039,950.06	812,848.50	227,101.56	27.9%
1040 · Morgan Stanley - Membership	107,180.79	105,833.75	1,347.04	1.3%
Total Checking/Savings	3,061,839.56	2,153,370.57	908,468.99	42.2%
Accounts Receivable				
1200 · Accounts Receivable	680,447.62	636,971.79	43,475.83	6.8%
Total Accounts Receivable	680,447.62	636,971.79	43,475.83	6.8%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	4,369.95	0.00	0.0%
1340 · Workman's Comp Deposit	744.40	744.40	0.00	0.0%
1350 · Prepaid Expenses	96,668.96	186,710.99	-90,042.03	-48.2%
1330 · Employee Advances	7.26	60.52	-53.26	-88.0%
1499 · Undeposited Funds	60,849.33	98,383.12	-37,533.79	-38.2%
Total Other Current Assets	162,639.90	290,268.98	-127,629.08	-44.0%
Total Current Assets	3,904,927.08	3,080,611.34	824,315.74	26.8%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	37,349.33	37,349.33	0.00	0.0%
1410 · Furniture & Fixtures	101,040.00	101,040.00	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	229,643.58	229,643.58	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-21,231.17	-21,231.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-14,984.00	-14,984.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-5,959.00	-5,959.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-26,197.00	-26,197.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-68,371.17	-68,371.17	0.00	0.0%
Total Fixed Assets	161,272.41	161,272.41	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	4,081,949.49	3,257,633.75	824,315.74	25.3%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	273,587.90	211,171.93	62,415.97	29.6%
Total Accounts Payable	273,587.90	211,171.93	62,415.97	29.6%
Credit Cards				
2060 · American Express Credit Card	8,662.53	16,709.01	-8,046.48	-48.2%
Total Credit Cards	8,662.53	16,709.01	-8,046.48	-48.2%
Other Current Liabilities				
2070 · Accrued Liabilities	198,972.00	166,409.56	32,562.44	19.6%
2010 · Deferred Revenue	0.00	4,000.00	-4,000.00	-100.0%

8:04 PM

12/14/20

Accrual Basis

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

	Nov 30, 20	Nov 30, 19	\$ Change	% Change
2100 · Payroll Liabilities				
2115 · Company ETT Payable	0.00	0.28	-0.28	-100.0%
2125 · Company FUTA Payable	0.00	1.65	-1.65	-100.0%
2135 · Company SUI Payable	0.00	13.48	-13.48	-100.0%
2160 · Health Insurance Withheld	-550.98	-976.01	425.03	43.6%
Total 2100 · Payroll Liabilities	-550.98	-960.60	409.62	42.6%
Total Other Current Liabilities	198,421.02	169,448.96	28,972.06	17.1%
Total Current Liabilities	480,671.45	397,329.90	83,341.55	21.0%
Total Liabilities	480,671.45	397,329.90	83,341.55	21.0%
Equity				
3120 · Reserved Earnings	1,111,061.88	894,196.72	216,865.16	24.3%
3130 · Retained Earnings	1,317,528.76	1,586,777.19	-269,248.43	-17.0%
Net Income	1,172,687.40	379,329.94	793,357.46	209.2%
Total Equity	3,601,278.04	2,860,303.85	740,974.19	25.9%
TOTAL LIABILITIES & EQUITY	4,081,949.49	3,257,633.75	824,315.74	25.3%

San Luis Obispo County
Visitors & Conference Bureau
2020-2021 Financial Summary - December

Income	This Month	Budgeted for Month	MTD Variance	% Variance	MTD % of Total Income/ Expenses	FISCAL YTD	Budget YTD	YTD Variance	% Variance	YTD % of Total Income/ Expenses
Web & Ticket Revenue	\$ 958	\$ 700	\$ 258	36.82%	0.17%	\$ 6,200	\$ 4,200	\$ 2,000	47.62%	0.18%
Co-op Revenue	\$ -	\$ 2,000	\$ (2,000)	-100.00%	0.00%	\$ -	\$ 3,500	\$ (1,500)	-42.86%	0.00%
Interest Income	\$ 254	\$ 2,131	\$ (1,877)	-88.09%	0.05%	\$ 2,520	\$ 12,300	\$ (9,780)	-79.51%	0.07%
TMD Income										
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 111,509	\$ -	\$ 111,509	100.00%	3.25%
Arroyo Grande	\$ 6,148	\$ 6,148	\$ -	0.00%	1.10%	\$ 52,274	\$ 52,274	\$ -	0.00%	1.52%
Atascadero **	\$ 28,380	\$ 28,380	\$ -	0.00%	5.08%	\$ 64,806	\$ 64,806	\$ -	0.00%	1.89%
Grover Beach	\$ 1,952	\$ 1,952	\$ -	0.00%	0.35%	\$ 21,230	\$ 21,230	\$ -	0.00%	0.62%
Morro Bay	\$ 18,443	\$ 18,443	\$ -	0.00%	3.30%	\$ 176,829	\$ 176,829	\$ -	0.00%	5.15%
Paso Robles	\$ 29,482	\$ 29,482	\$ -	0.00%	5.28%	\$ 241,924	\$ 241,924	\$ -	0.00%	7.05%
Pismo Beach	\$ 70,907	\$ 70,907	\$ -	0.00%	12.69%	\$ 679,745	\$ 679,745	\$ -	0.00%	19.81%
City of San Luis Obispo	\$ 41,973	\$ 41,973	\$ -	0.00%	7.51%	\$ 333,127	\$ 333,127	\$ -	0.00%	9.71%
Unincorporated SLO County	\$ 65,352	\$ 65,352	\$ -	0.00%	11.70%	\$ 663,455	\$ 663,455	\$ -	0.00%	19.34%
Adjustment for Actual TMD Collected	\$ 294,916	\$ -	\$ 294,916	100.00%	52.78%	\$ 1,077,597	\$ -	\$ 1,077,597	100.00%	31.41%
Total TMD Income	\$ 557,552	\$ 262,637	\$ 294,916	112.29%	99.78%	\$ 3,422,496	\$ 2,233,390	\$ 1,189,106	53.24%	612.51%
Total Income	\$ 558,764	\$ 267,467	\$ 291,296	108.91%	100.00%	\$ 3,431,217	\$ 2,253,391	\$ 1,179,826	52.36%	100.00%
** District pays quarterly										
Expenses										
Contingency Reserve	\$ 27,926	\$ 13,167	\$ 14,759	112.09%	11.45%	\$ 171,435	\$ 111,880	\$ 59,555	53.23%	8.82%
G&A	\$ 17,330	\$ 18,102	\$ (771)	-4.26%	7.11%	\$ 129,428	\$ 136,219	\$ (6,791)	-4.99%	6.66%
Industry Research and Resources	\$ 11,598	\$ 18,467	\$ (6,869)	-37.20%	4.76%	\$ 92,207	\$ 99,382	\$ (7,175)	-7.22%	4.74%
Travel Trade	\$ 11,456	\$ 18,284	\$ (6,828)	-37.35%	4.70%	\$ 83,449	\$ 112,410	\$ (28,961)	-25.76%	4.29%
Communications	\$ 13,224	\$ 17,887	\$ (4,662)	-26.07%	5.42%	\$ 100,061	\$ 134,151	\$ (34,090)	-25.41%	5.15%
Advertising	\$ 107,967	\$ 97,428	\$ 10,540	10.82%	44.27%	\$ 1,099,394	\$ 1,278,412	\$ (179,019)	-14.00%	56.56%
Promotions & Events	\$ 9,344	\$ 5,601	\$ 3,743	66.84%	3.83%	\$ 26,830	\$ 50,746	\$ (23,916)	-47.13%	1.38%
Digital Marketing	\$ 27,780	\$ 26,532	\$ 1,248	4.71%	11.39%	\$ 154,492	\$ 166,389	\$ (11,896)	-7.15%	7.95%
Film Commission	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 300	\$ 5,325	\$ (5,025)	-94.37%	0.02%
Engagement & Advocacy	\$ 17,231	\$ 30,093	\$ (12,862)	-42.74%	7.07%	\$ 86,027	\$ 137,354	\$ (51,328)	-37.37%	4.43%
Total Expenses	\$ 243,857	\$ 245,560	\$ (1,704)	-0.69%	100.00%	\$ 1,943,622	\$ 2,232,268	\$ (288,645)	-12.93%	100.00%
Surplus(Deficit)	\$ 314,907	\$ 21,907	\$ 293,000	1337.47%		\$ 1,487,594	\$ 21,123	\$ 1,468,471	6951.94%	

Cash Flow

Surplus (Deficit)	\$ 314,907	\$ 1,487,594
Beginning Cash Balance	\$ 3,122,689	\$ 1,605,945
Change in Accounts Receivable	\$ 101,530	\$ (132,546)
Change in Accrued Expenses	\$ (112,279)	\$ 87,308
Change in Prepaid Expenses	\$ 27,283	\$ 24,040
Change in Accounts Payable	\$ (100,617)	\$ 137,662
Change in Reserve Contingency	\$ 27,926	\$ 171,435

Visit SLO CAL Cash Balances

	\$ 3,381,438	\$ 3,381,438
--	--------------	--------------

Contingency Reserve - 5% of Cumulative Rev.	\$ (1,138,987)	\$ (1,138,987)
---	----------------	----------------

Liability on Balance Sheet

Net Available Cash	\$ 2,242,451	\$ 2,242,451
---------------------------	---------------------	---------------------

Notes:

- \$315k surplus for December (\$293k larger surplus than budgeted). \$1.49 Million surplus year-to-date (\$1.47 Million larger surplus than budgeted).

- All TMD amounts accrued through October have been collected.

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of December 31, 2020

	Dec 31, 20	Dec 31, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,943,537.12	885,312.30	1,058,224.82	119.5%
1020 · Bank of the Sierra - Membership	290,535.90	277,896.30	12,639.60	4.6%
1030 · Morgan Stanley - TMD	1,040,175.21	813,737.78	226,437.43	27.8%
1040 · Morgan Stanley - Membership	107,189.86	105,933.03	1,256.83	1.2%
Total Checking/Savings	3,381,438.09	2,082,879.41	1,298,558.68	62.3%
Accounts Receivable				
1200 · Accounts Receivable	578,917.99	592,489.75	-13,571.76	-2.3%
Total Accounts Receivable	578,917.99	592,489.75	-13,571.76	-2.3%
Other Current Assets				
1320 · Prepaid Rent	4,369.95	4,369.95	0.00	0.0%
1340 · Workman's Comp Deposit	744.40	744.40	0.00	0.0%
1350 · Prepaid Expenses	69,243.00	209,368.02	-140,125.02	-66.9%
1330 · Employee Advances	149.85	7.26	142.59	1,964.1%
1499 · Undeposited Funds	0.00	64,154.99	-64,154.99	-100.0%
Total Other Current Assets	74,507.20	278,644.62	-204,137.42	-73.3%
Total Current Assets	4,034,863.28	2,954,013.78	1,080,849.50	36.6%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	37,349.33	37,349.33	0.00	0.0%
1410 · Furniture & Fixtures	101,040.00	101,040.00	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	229,643.58	229,643.58	0.00	0.0%
1500 · Accumulated Depreciation				
1505 · Comp. Hdw'r/Sftwr. Acc. Depr.	-21,231.17	-21,231.17	0.00	0.0%
1510 · Furn. & Fixt. Accum. Depr.	-14,984.00	-14,984.00	0.00	0.0%
1515 · Leasehold Imp. Accum. Depr.	-5,959.00	-5,959.00	0.00	0.0%
1525 · Office Equip. Accum. Depr.	-26,197.00	-26,197.00	0.00	0.0%
Total 1500 · Accumulated Depreciation	-68,371.17	-68,371.17	0.00	0.0%
Total Fixed Assets	161,272.41	161,272.41	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	4,211,885.69	3,131,036.19	1,080,849.50	34.5%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	172,500.03	183,273.59	-10,773.56	-5.9%
Total Accounts Payable	172,500.03	183,273.59	-10,773.56	-5.9%
Credit Cards				
2060 · American Express Credit Card	9,133.09	20,114.16	-10,981.07	-54.6%
Total Credit Cards	9,133.09	20,114.16	-10,981.07	-54.6%
Other Current Liabilities				
2070 · Accrued Liabilities	85,720.00	124,085.85	-38,365.85	-30.9%

10:47 AM

01/13/21

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of December 31, 2020

	Dec 31, 20	Dec 31, 19	\$ Change	% Change
2100 · Payroll Liabilities				
2105 · 401K Deferred Savings Liability	0.00	880.85	-880.85	-100.0%
2115 · Company ETT Payable	0.00	7.44	-7.44	-100.0%
2125 · Company FUTA Payable	0.00	44.61	-44.61	-100.0%
2135 · Company SUI Payable	0.00	364.34	-364.34	-100.0%
2160 · Health Insurance Withheld	422.02	-1,938.35	2,360.37	121.8%
Total 2100 · Payroll Liabilities	422.02	-641.11	1,063.13	165.8%
Total Other Current Liabilities	86,142.02	123,444.74	-37,302.72	-30.2%
Total Current Liabilities	267,775.14	326,832.49	-59,057.35	-18.1%
Total Liabilities	267,775.14	326,832.49	-59,057.35	-18.1%
Equity				
3120 · Reserved Earnings	1,138,987.38	909,043.26	229,944.12	25.3%
3130 · Retained Earnings	1,317,528.76	1,586,777.19	-269,248.43	-17.0%
Net Income	1,487,594.41	308,383.25	1,179,211.16	382.4%
Total Equity	3,944,110.55	2,804,203.70	1,139,906.85	40.7%
TOTAL LIABILITIES & EQUITY	4,211,885.69	3,131,036.19	1,080,849.50	34.5%

San Luis Obispo County
Visitors & Conference Bureau
2020/2021 Budget - Reforecasted

	Total 20/21 Re-forecasted Budget	Total 20/21 Original Budget	Variance \$	% Variance
Income				
Web & Ticket Revenue	\$ 10,400	\$ 8,400	\$ 2,000	23.81%
Co-op Revenue	\$ -	\$ 35,025	\$ (35,025)	-100.00%
Interest Income	\$ 5,620	\$ 25,801	\$ (20,181)	-78.22%
<u>TMD Income</u>				
Collected from Prior Year Assessments	\$ 111,509	\$ -	\$ 111,509	100.00%
Arroyo Grande	\$ 106,521	\$ 106,521	\$ 0	0.00%
Atascadero **	\$ 132,961	\$ 134,414	\$ (1,453)	-1.08%
Grover Beach	\$ 41,988	\$ 41,988	\$ 0	0.00%
Morro Bay	\$ 370,764	\$ 352,110	\$ 18,654	5.30%
Paso Robles	\$ 526,803	\$ 526,803	\$ 0	0.00%
Pismo Beach	\$ 1,539,842	\$ 1,306,277	\$ 233,565	17.88%
City of San Luis Obispo	\$ 810,252	\$ 761,784	\$ 48,468	6.36%
Unincorporated SLO County	\$ 1,248,440	\$ 1,350,808	\$ (102,368)	-7.58%
Adjustment for Actual TMD Collected	\$ 1,159,597	\$ -	\$ 1,159,597	100.00%
Total TMD Income	\$ 6,048,676	\$ 4,580,705	\$ 1,467,971	32.05%
Total Income	\$ 6,064,696	\$ 4,649,931	\$ 1,414,765	30.43%
** District pays quarterly				
Expenses				
Contingency Reserve	\$ 302,954	\$ 229,455	\$ 73,499	32.03%
G&A	\$ 288,033	\$ 301,937	\$ (13,904)	-4.61%
Industry Research and Resources	\$ 249,517	\$ 206,735	\$ 42,782	20.69%
Travel Trade	\$ 252,275	\$ 324,454	\$ (72,179)	-22.25%
Communications	\$ 286,342	\$ 319,665	\$ (33,323)	-10.42%
Advertising	\$ 2,886,065	\$ 2,291,918	\$ 594,147	25.92%
Promotions & Events	\$ 87,711	\$ 100,861	\$ (13,150)	-13.04%
Digital Marketing	\$ 424,118	\$ 383,127	\$ 40,991	10.70%
Film Commission	\$ 11,961	\$ 21,325	\$ (9,364)	-43.91%
Engagement & Advocacy	\$ 424,076	\$ 469,996	\$ (45,920)	-9.77%
Total Expenses	\$ 5,213,052	\$ 4,649,473	\$ 563,579	12.12%
Additional Transfer to Reserves	\$ (425,844)	\$ -	\$ (425,844)	100.00%
Surplus(Deficit)	\$ 425,800	\$ 458	\$ 425,343	92940.58%

Notes:



SEO REPORT

December 2020

SEO EXECUTIVE SUMMARY - December 2020

Organic Traffic Analysis

COVID-19 Impact - Industry Average YoY Organic Sessions -23%. Our Data Insights Hub is a compilation of data-driven resources to aid the eventual recovery process. These regularly updated insights and analyses help to demonstrate the impact of the pandemic on destinations around the world. Learn more at <https://www.simpleviewinc.com/insights-hub/>

Organic sessions -25% YoY. Last month, specific keywords phrases dominated the top 20 list; specific towns, specific attractions, and specific things to do. Paso Robles Christmas appeared in the top 20 twice. The COVID resurgence and impact is evident not only in the decrease in sessions to events pages but also in the reappearance of covid pages in your top 10. The COVID page brought in nearly 13% of organic sessions. The SLO Christmas Eve Dining Guide blog brought in nearly 9% of organic sessions. Consider increasing the content on the home page to include content for and links to the COVID page and to pages that feature safe activities (outdoors, beaches, outdoor dining, etc)

Recommendations

Consider expanding the content on all your town pages to include content and internal links to their child pages (things to do, restaurants, etc.). Blogs could be another way to highlight SLO County's various towns; Top Things to Do in, Can't-miss Things to See in, Top Reasons to Visit, Why You'll Fall in Love with. For the next holiday season consider creating a holiday round-up page for all of SLO, this page could be the ultimate resource center for all holiday happenings in the county, with content and internal links that would feature events like the Vine Street Christmas in Paso Robles.

Content Inspiration for March National Days

03/05 National Day of Unplugging - Great way to promote content featuring outdoor activities
03/06 National Oreo Cookie Day - Great way to promote local bakery candy/dessert shops
03/09 National Meatball Day - Great way to promote local places to eat and drink
03/14 National Pi Day - Great way to promote local bakery/candy/dessert shops
03/17 St. Patrick's Day - Great way to promote local places to eat and drink
03/29 National Mom and Pop Business Owners Day - Great way to promote locally-owned businesses

SEO Activity Highlights

- Google Analytics Monitoring
- Site Health Scan (Broken Links, Crawl Errors, No-Index Pages) - Issue identification and correction
- Report Preparation and Delivery

Traffic Overview - December 2020

Total Traffic

YoY Comparison

Sessions 69,987 ↓ -1.2% ↓ -846	Bounce Rate 63.48%	Pages / Session 1.42	Avg. Session Duration 00:01:53
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Organic Traffic

YoY Comparison

Sessions 28,250 ↓ -25.8% ↓ -9,815	Percent of Total Sessions 40.36% ↓ -24.9%	Bounce Rate 49.87%	Pages / Session 1.63	Avg. Session Duration 00:02:47
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Organic Traffic and Top Landing Pages

by Section YoY Comparison

Stay 457 ↑ 41.9% ↑ 135	Stay (Including City Stay pages) Sessions ▾ /stay/rv-parks-campgrounds/ 238 /stay/vacation-rentals/ 77	Blog 5,102 ↓ -14.0% ↓ -834	Blog Sessions ▾ /blog/post/slo-cal-christmas-eve-chri... 1,394 /blog/post/new-years-eve-in-san-luis-... 683
Things to Do 2,455 ↑ 6.5% ↑ 149	Things to Do Sessions ▾ /things-to-do/ 319 /things-to-do/outdoor-activities/moun... 224	Explore 3,564 ↓ -16.8% ↓ -720	Explore Sessions ▾ /explore/cambria/ 453 /explore/san-luis-obispo/ 265
Listings 3,613 ↑ 46.9% ↑ 1,154	Listings Sessions ▾ /listing/cypress-rv-&-mh-park/2197/ 536 /listing/irish-hills-natural-reserve/169... 224	Event Pages 2,522 ↓ -75.6% ↓ -7,806	Explore Sessions ▾ /event/34th-annual-vine-street-victor... 1,238 /event/59th-annual-christmas-light-p... 265



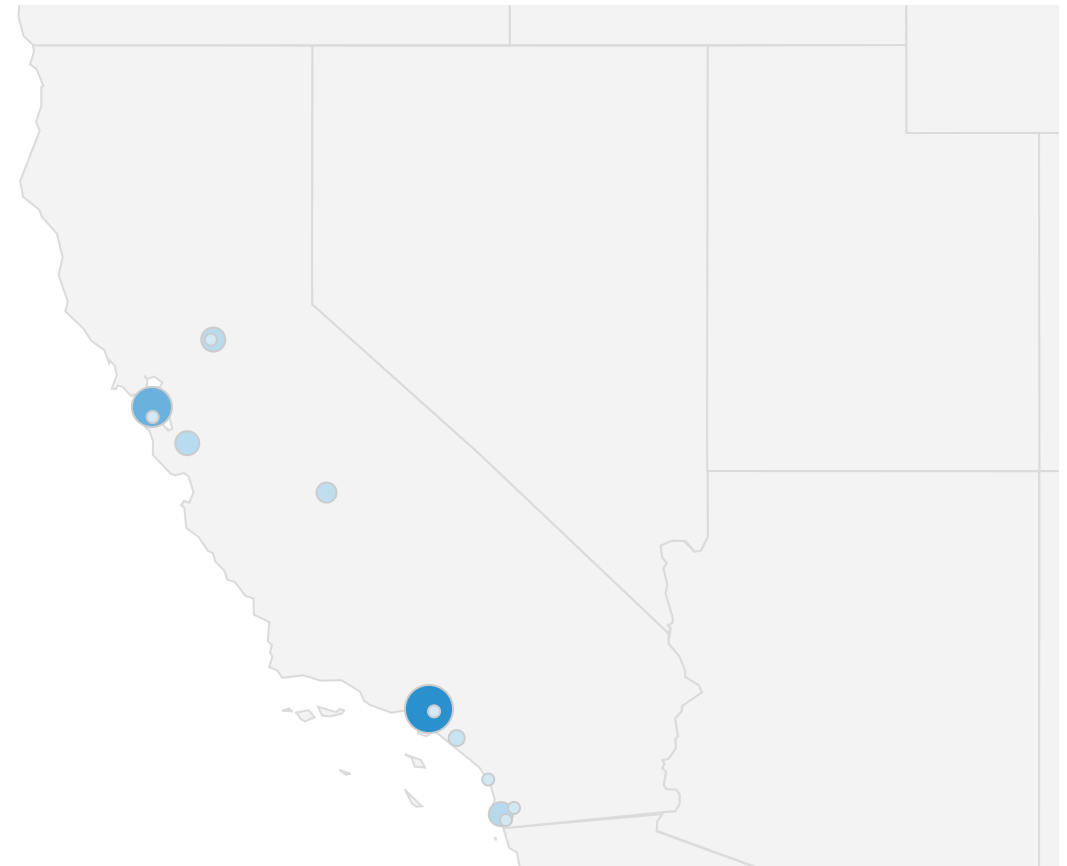
Visitor Geographic Data

How many sessions are coming from my drive market?

by City, Sessions, and % Change Year over Year

City	Sessions ▾
Los Angeles	8,790
San Francisco	5,498
San Diego	1,533
San Jose	1,435
Sacramento	1,431
Fresno	1,111
Irvine	622
Chula Vista	167
Carlsbad	87
El Cajon	63
South San Francisco	42
West Sacramento	35
East Los Angeles	6
San Jose del Cabo	3
San Francisco del Rincon	1

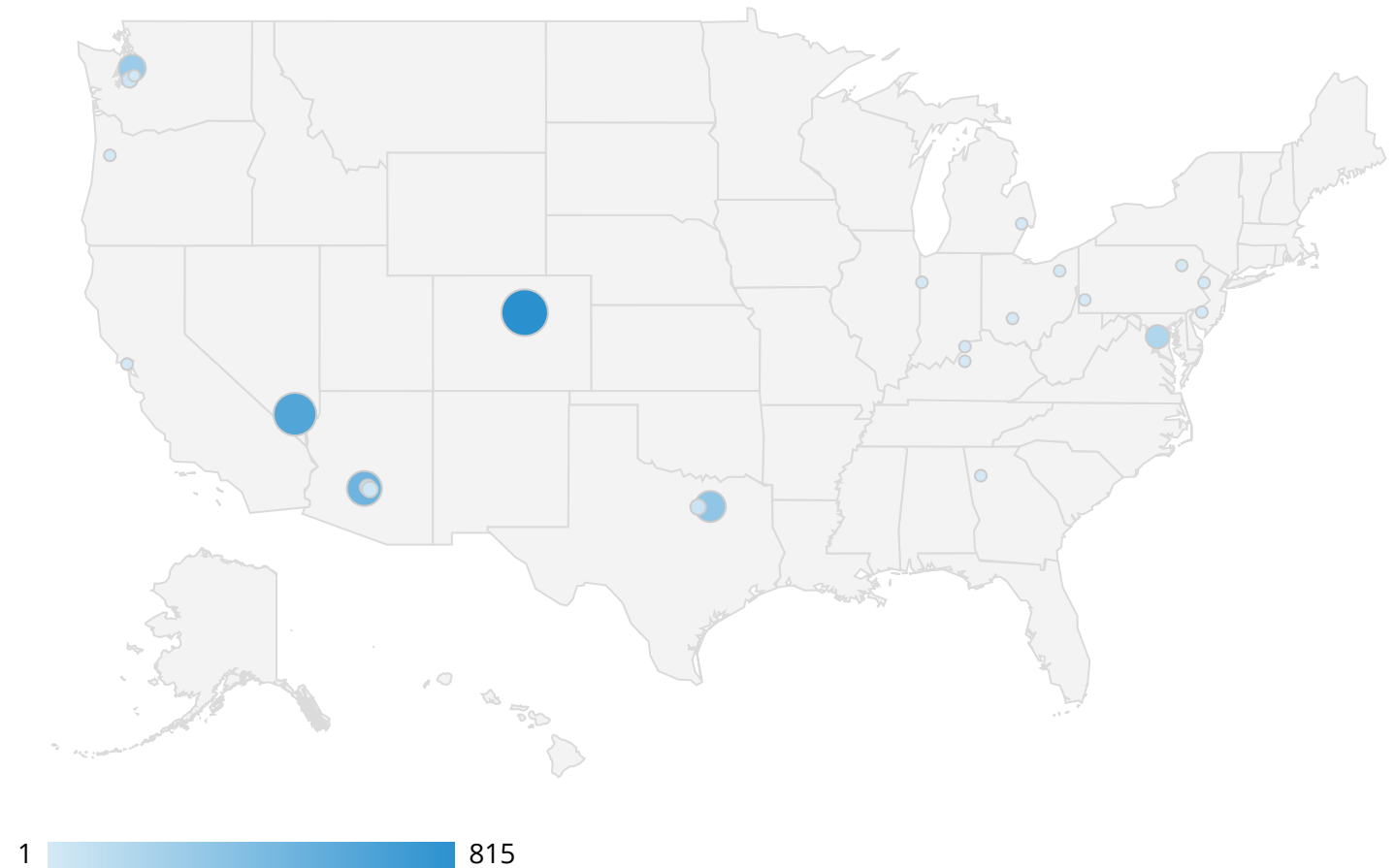
Grand total 20,824



What cities are users from?

by City, Sessions, and % Change Year over Year

City	Sessi...
Denver	815
Las Vegas	624
Phoenix	488
Dallas	333
Seattle	275
Washington	180
Scottsdale	47
Fort Worth	47
Tacoma	39
Mesa	29
Kent	11
Washington Township	2
Kentfield	2
Mount Washington	1
Washington Court House	1
New Washington	1
Shymkent	1
Kentland	1



What cities are users from?

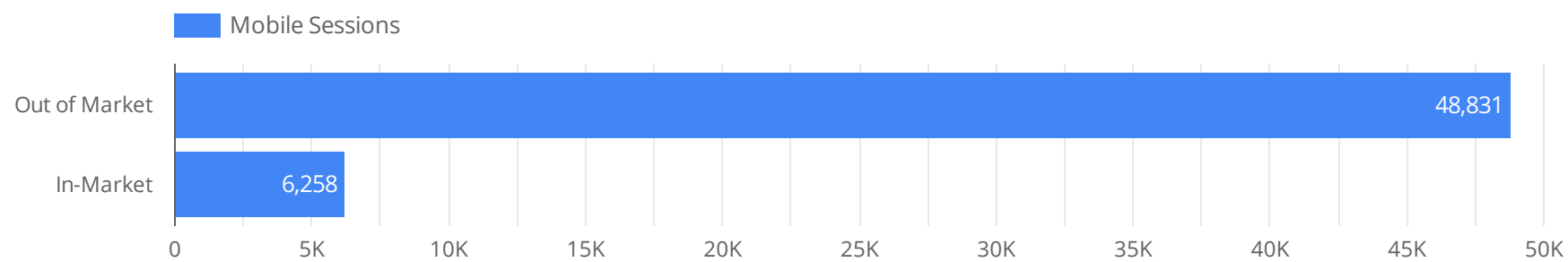
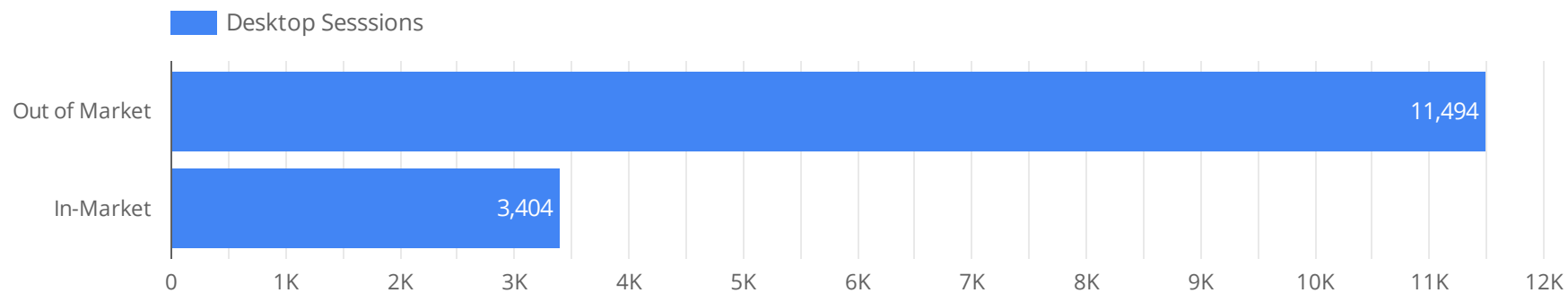
by City, Sessions, and % Change Year over Year

Metro	Sessions ▾
London	24
Midlands	9
North West	7
Meridian (exc. Channel Islands)	4
Central Scotland	3
Ulster	2
(not set)	2
HTV Wales	2
North East	2
North Scotland	2
HTV West	2
Yorkshire	1
East Of England	1



What are my sessions break down?

by Sessions, by Out of Market and In-Market, and by Desktop and Mobile



The background of the slide features a blurred image of hands interacting with a laptop. One hand is holding a pen, poised to write on a document, while the other is positioned near the laptop's trackpad. The scene is overlaid with various digital graphics: a line graph with data points in the upper left, a network of interconnected nodes and lines in the upper right, a horizontal bar chart with multiple colored segments (orange, green, blue, red, purple, teal) across the middle, and a large, semi-transparent circular gauge or progress indicator in the lower right. The overall aesthetic is modern and tech-oriented, with a soft, warm light source in the upper left corner.

Engagement Goals

What are my top pages?

by Sessions, Exits, and Pageviews

Top Landing Pages	Sessions
/	5,350
/plan/getting-here/covid-19/	4,130
/blog/post/slo-cal-christmas-eve-christmas-day-dining-guide/	1,681
/event/34th-annual-vine-street-victorian-christmas-showcase/7296/	1,312
/events-and-festivals/holiday-events-festivals/	1,092
/blog/post/new-years-eve-in-san-luis-obispo-county/	851
/events-and-festivals/signature-events/restaurant-month/	644
/listing/cypress-rv-&-mh-park/2197/	593
/blog/post/iconic-eats-every-visitor-should-try/	592
/things-to-do/?campaign=955010141&content=294170391252&keyword=...	524

Page	Pageviews
/	6,164
/plan/getting-here/covid-19/	4,782
/blog/post/slo-cal-christmas-eve-christmas-day-dining-guide/	2,257
/event/34th-annual-vine-street-victorian-christmas-showcase/7...	1,567
/events-and-festivals/holiday-events-festivals/	1,459
/events-and-festivals/signature-events/restaurant-month/	1,304
/blog/post/new-years-eve-in-san-luis-obispo-county/	1,167
/things-to-do/	918
/events-and-festivals/	844
/listing/cypress-rv-&-mh-park/2197/	740

Exit Page	Exits
/	4,023
/plan/getting-here/covid-19/	3,530
/blog/post/slo-cal-christmas-eve-christm...	1,636
/event/34th-annual-vine-street-victorian-...	1,322
/events-and-festivals/holiday-events-festi...	878
/events-and-festivals/signature-events/re...	495
/blog/post/new-years-eve-in-san-luis-obis...	725
/things-to-do/	459
/things-to-do/beaches-parks-nature/beac...	398
/events-and-festivals/events-calendar/	408

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

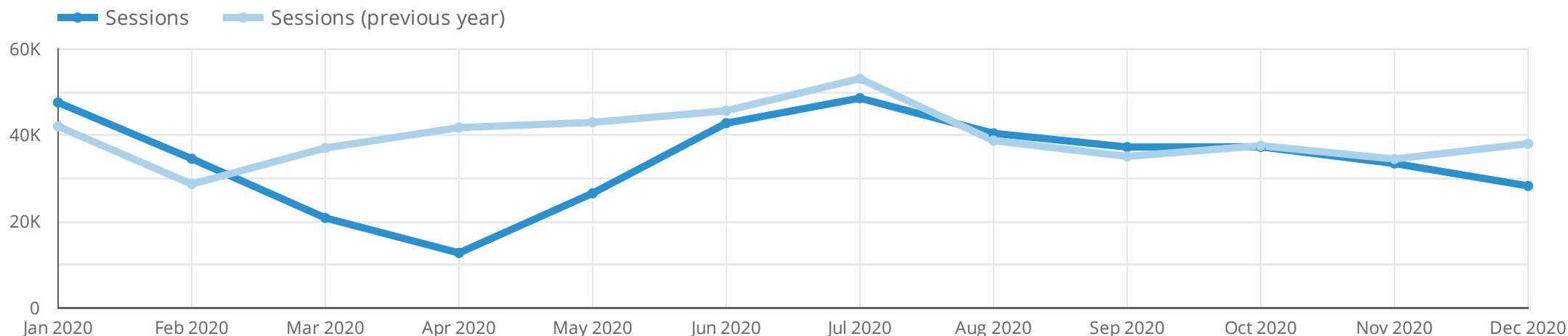
Metric	Industry Average	SLOCAL.com	% Difference
Total Pages Per Session	1.76	1.42	-19.15%
Total Avg Session Duration	00:01:37	00:01:53	15.98%
Total Bounce Rate	56.58%	63.48%	12.20%
Organic Pages Per Session	1.89	1.63	-13.72%
Organic Avg Session Duration	00:01:59	00:02:47	39.78%
Organic Bounce Rate	50.22%	49.87%	-0.70%



Organic Traffic

How are organic sessions trending?

by Sessions Year over Year



What pages are organic search visitors landing on?

by Landing Page, Sessions, and Percent of Total Sessions Year over Year

Landing Page	Sessions	% Δ	% of Total	% Δ
/plan/getting-here/covid-19/	3,452	-	12.87%	-
/	2,321	-31.2% ↓	8.66%	-6.9% ↓
/blog/post/slo-cal-christmas-eve-christmas-day-dining-guide/	1,394	-26.2% ↓	5.2%	-0.1% ↓
/event/34th-annual-vine-street-victorian-christmas-showcase...	1,238	-	4.62%	-
/events-and-festivals/holiday-events-festivals/	1,062	-29.3% ↓	3.96%	-4.3% ↓
/blog/post/new-years-eve-in-san-luis-obispo-county/	683	92.9% ↑	2.55%	161.2% ↑
/listing/cypress-rv-&-mh-park/2197/	536	53,500.0% ↑	2%	71,285.7% ↑
/blog/post/iconic-eats-every-visitor-should-try/	503	-62.0% ↓	1.88%	-48.5% ↓
/partners/covid-19/	458	-	1.71%	-
/explore/cambria/	453	110.7% ↑	1.69%	185.2% ↑

Analysis:

The COVID resurgence and impact is evident not only in the decrease in sessions to events pages but also in the reappearance of covid pages in your top 10. The COVID page brought in nearly 13% of organic sessions. The SLO Christmas Eve Dining Guide blog brought in nearly 9% of organic sessions.

Consider increasing the content on the home page to include content for and links to the COVID page and to pages that feature safe activities (outdoors, beaches, outdoor dining, etc)

Partner Referrals - Organic Traffic

Dec 1, 2020 - Dec 31, 2020



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

Partner	Event	Total Referrals ▾
Cypress RV & MH Park	RV Parks & Campgrounds	378
Bruce Munro: Field of Light at Sensorio	Art Galleries & Museums	162
Irish Hills Natural Reserve	Parks, Preserves & Natural Areas	94
Elephant Seal Vista Point	Animals & Wildlife	58
Morro Dunes RV Park	RV Parks & Campgrounds	45
Bay Pines RV & Travel Trailer Park	RV Parks & Campgrounds	37
Cava Robles RV Resort	RV Parks & Campgrounds	34
Cliffs Hotel and Spa	Hotels & Motels	33
Novo Restaurant & Lounge	Restaurants	31
Tolosa	Wineries & Tasting Rooms	28
Wolff Vineyards Edna Valley	Wineries & Tasting Rooms	27
Arroyo Grande Farmers Markets	Farmers Markets & Events	26
Biddle Ranch Vineyard House & Tasting Room	Wineries & Tasting Rooms	26
Pismo Coast Village RV Resort	RV Parks & Campgrounds	25
Apple Farm Restaurant	Restaurants	23
Oceano Dunes State Park	ATVs & Off-roading	23
Morro Strand RV Park	RV Parks & Campgrounds	23
Pismo Preserve	Parks, Preserves & Natural Areas	22
Fiscalini Ranch Preserve	Parks, Preserves & Natural Areas	22
Cambria Pines Lodge Restaurant	Restaurants	22

Organic Clicks

23,782

Organic Impressions

1,607,978

Organic CTR%

1.48%

Average Ranking Position

15.55

How is my site performing organically on Google search results?

Top 20 Queries by Clicks, Average Position, and Site Clickthrough Rate Year over Year

Query	Clicks ▾	% Δ	Average Position	% Δ	Site CTR
san luis obispo	1,296	-46.9% ↓	4.82	50.9% ↑	1.45%
vine street paso robles	201	20.4% ↑	2.08	-41.4% ↓	41.27%
visit slo cal	188	0.0%	1.2	-42.0% ↓	57.67%
cambria	184	127.2% ↑	9.48	-0.5% ↓	0.44%
slo	145	184.3% ↑	4.69	-45.3% ↓	0.39%
things to do in san luis obispo during covid	145	-	1	-	56.42%
cambria ca	130	100.0% ↑	6.04	-34.6% ↓	1.07%
paso robles	101	-40.6% ↓	9.59	-2.3% ↓	0.2%
elephant seal vista point	92	15.0% ↑	1.79	-66.0% ↓	10.5%
edna valley wineries	92	-47.7% ↓	2.56	-43.2% ↓	8.95%
san luis obispo county	83	-3.5% ↓	4.07	-8.9% ↓	0.8%
avila beach	79	36.2% ↑	6.24	-21.4% ↓	0.67%
things to do in san luis obispo	79	-24.0% ↓	5.92	-15.6% ↓	3.28%
slocal	68	-28.4% ↓	1.3	-57.6% ↓	17.48%
nipomo ca	65	80.6% ↑	3.62	-34.4% ↓	1.51%
paso robles christmas 2020	62	-	1.93	-	49.6%
vine street christmas paso robles	61	510.0% ↑	1	-46.3% ↓	78.21%
santa margarita	60	22.4% ↑	5.6	19.6% ↑	0.79%
slo cal	54	-23.9% ↓	1.48	0.4% ↑	32.14%
san luis obispo restaurants	52	-57.7% ↓	6.04	-13.0% ↓	3.34%

Analysis:

Last month, specific keywords phrases dominated the top 20 list; specific towns, specific attractions, and specific things to do. Paso Robles Christmas appeared in the top 20 twice.

Recommendations:

Consider expanding the content on all your town pages to include content and internal links to their child pages (things to do, restaurants, etc.). Blogs could be another way to highlight SLO County's various towns; Top Things to Do in, Can't-miss Things to See in, Top Reasons to Visit, Why You'll Fall in Love with. For the next holiday season consider creating a holiday round-up page for all of SLO, this page could be the ultimate resource center for all holiday happenings in the county, with content and internal links that would feature events like the Vine Street Christmas in Paso Robles