



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, March 17, 2021

8:30am-10:30am

Video Conference – URL: <https://us02web.zoom.us/j/84484147373>

Meeting ID: 844 8414 7373

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

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 January 20, 2021 Board of Directors Meeting Minutes
4. Approval of January 2021 & February 2021 Visit SLO CAL Financials
Staff will request Board approval of the January 20, 2021 Board of Directors Meeting Minutes, and the January 2021 and February 2021 Visit SLO CAL Financials.

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. 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.
7. Travel Trade & Marketing Update (25 min)
Staff will provide an update on key travel trade and marketing initiatives, an update on Mering's on-boarding and next steps, on-boarding of the Chief Marketing Consultant, and the Annual Marketing Committee Retreat.

ANNOUNCEMENT OF CLOSED SESSION ITEM(S)	C. Davison
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8. Employee Dismissal (15 min)

CLOSED SESSION REPORT	C. Davison
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9. CEO Annual Review (30 min) – motion required

The Board will discuss the President & CEO's annual review and bonus and will consider the Executive Committee's 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

Thursday, January 20, 2021

8:30am

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

Meeting ID: 830 8913 5436 Passcode: 289333

1. CALL TO ORDER: Clint Pearce

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

ABSENT: John Conner, Sam Miller

STAFF PRESENT: Chuck Davison, Annie Frew, Brendan Pringle

Call to Order at 8:34am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

3. Approval of November 18, 2020 Board of Directors Meeting Minutes

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

Public Comment – None.

Board Discussion. Graves noted he would abstain due to being absent for the November 18, 2020 meeting.

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

Motion carried: 12:0:1

Graves abstained. LeGras joined the meeting after the Consent Agenda item.

CEO REPORT

5. CEO Report

Visit SLO CAL exercised its second option to extend its office lease at 1334 Marsh Street, which was set to expire March 2021, and received confirmation from the property manager on January 8, 2021. This extends the lease through March 2023. The California Welcome Center (CWC) officially opened on December 18, 2020 and was featured on KSBY on

December 19, 2020. The CWC features video assets from each community and has been working closely with each community. As approved by the Board, Visit SLO CAL's sponsorship is \$7500 per month, and the organization will continue to make sure they are in compliance with the terms of its sponsorship agreement. Davison encouraged Committee members to register for Visit California's virtual Outlook Forum, happening on February 18-19, 2021, which is free of charge this year. Davison provided an update on Spartan, stating that the County Office of Emergency Services notified Spartan that the event will not be approved for March 2021 and won't be considered for approval until the county reaches its final re-opening phase. Visit SLO CAL and Spartan suspected this would occur, and Spartan has a contingency plan for a date change to November, and the event would remain a National Series event; Spartan will keep Visit SLO CAL informed of the new date for the event. Davison reviewed the TOT update through November 2020. He provided a staffing update on the hiring process for the open positions (Chief Marketing Officer, PR & Communications Manager and Finance & HR Manager).

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

6. COVID-19 Impact & Response Update

Davison noted that, at a local level, as of January 15, 2021, County Public Health has received 17,600 doses of the COVID-19 vaccine (including both first and second doses). The County has activated Phase 1b, distributing vaccines to the 75+ demographic. The SLO County COVID-19 Vaccine Task Force, made up of local leaders from each sector, had its first meeting two weeks ago and will continue to meet weekly to ensure that high-risk, vulnerable community members have quick and equitable access to the vaccine. Davison provided a state update, outlining Governor Newsom's proposed budget, which includes COVID-19 relief for state residents and businesses, and he provided an update on the 2021-22 legislative cycle. He also provided a national update on former President Trump's signing of a new COVID-19 relief and funding bill, and noted the highlights of the components that impact the tourism industry (expansion of the Paycheck Protection Program (PPP), extension of the Economic Injury Disaster Loan (EIDL) Program, Live Venue Grant Program, extension of the Employee Retention Tax Credit, extension of Payroll Tax Deferral, Transportation Relief Funding and REAL ID Transition changes. He outlined current air service effective January 2021, and provided data forecasting the year-over-year percentage change in enplanements over the next two years. He reviewed the December STR report. He informed the Committee that Visit SLO CAL would explore the following potential forgivable COVID-19 relief options: PPP (which would provide a forgivable loan of up to \$161,783), and EIDL (\$10k forgivable loan advance), and outlined how Visit SLO CAL would allocate the forgivable loan to its payroll and operating expenses. On January 14, 2021, the Executive Committee approved authorizing the CEO to accept forgivable PPP and EIDL loans if applications are granted. Davison reviewed the latest cash flow projection for January-June 2021.

Public Comment – None.

Board Discussion.

7. Travel Trade & Marketing Update

Davison provided an update on recent and upcoming travel trade programs, and noted that many lodging properties have cut sales staff, so Visit SLO CAL is working to bridge those gaps as they follow up with sales leads from the two December shows. He reviewed the highlights of Mering's agency-of-record (AOR) agreement, including gross media and production budgets, advertising commission (beginning in July), and retainer, as well as their scope of work. He provided an update on Visit SLO CAL's FY2020/21 Media Campaign with Miles Partnership, noting that Visit SLO CAL reallocated \$600k in surplus funds to the remaining FY2020/21 Media Plan, increasing total FY2020/21 media spend to \$1.7M. He noted that monthly media spend numbers will be adjusted as travel reopens. He reviewed December 2020 paid, earned and owned media highlights, and provided an update on Restaurant Month, happening throughout the month of January. He noted that many destination partners have pitched in to help support this effort and Visit SLO CAL has received great appreciation from the industry for our help during this challenging time.

Public Comment – None

Board Discussion.

8. Oceano Dunes SVRA Advocacy

Frew provided background information on the Oceano Dunes SVRA. The California Coastal Commission (CCC) and the California Department of Parks and Recreation (State Parks) have historically held conflicting views on how to best utilize the Oceano Dunes, balancing preserving the environmentally sensitive habitat with the attraction to the recreation area from both visitors and residents alike. Due to federal and state laws, both the Coastal Commission and State Parks maintain separate yet equal jurisdiction over the State Park. CCC believes that after many attempts to find sensible solutions, it is time to begin the phase-out of the off-highway vehicle (OHV) component of the Oceano Dunes State Vehicular Recreation Area (SVRA). On December 31, 2020, State Parks published the Public Works Plan (PWP) and draft Environment Impact Report (EIR) for the Oceano Dunes. These documents will likely be reviewed by Coastal Commission in the coming months; however, CCC cannot take action until a certified EIR is submitted. Coastal Commission staff has held meetings with the City of Grover Beach, the City of Pismo Beach, the South County Chambers of Commerce and other prominent business owners in the area. County and City officials have not taken an official position at this time although at least one community is ready to support the CCC's view. Visit SLO CAL is currently in the beginning phases of planning for a co-op economic impact report on the potential phase out of the OHV area or hypothetical full park closure as previous research appears incomplete. The economic impact report will provide a robust analysis of potential revenue losses, subsequent impacts of closure and mitigation measure for growth and possible opportunities to re-envision the park and its future potential. South County Chambers will submit a letter to advocate for the OHV to remain open. Frew noted that the Coastal Commission staff report will be released six weeks in advance of the meeting, and outlined their expected recommendations. The California Coastal Commission is scheduled to hold a meeting on March 18, 2021 to address this topic. Frew noted that the loss of OHV access could have a significant impact on international travel to the area, as OHV rentals are a key draw for this group. In line with Visit SLO CAL's Advocacy Plan and the potential impact of the closure on multiple communities, at their January 14, 2021 meeting, the Executive Committee approved allowing Visit SLO CAL to spearhead advocacy efforts in favor of re-permitting the Oceano Dunes SVRA, in advance of the upcoming Coastal Commission hearings. Frew noted that advocacy could include a draft letter of coalition support, speaking during public comment at the hearings and supporting the development of an economic impact report, which is currently in the budget re-forecast. Davison added that this advocacy effort is part of a fluid process, and that Visit SLO CAL is working with State Parks and South County Chambers to understand the best mitigation efforts. He noted that the Oceano Dunes SVRA remains a unique feature in the County that the organization will continue to support.

Public Comment – None

Board Discussion. The Board agreed that advocacy on the Oceano Dunes SVRA was critical.

9. FY 2020/21 Budget Re-Forecast

Davison provided an overview of Visit SLO CAL's proposed re-forecasted budget for FY 2020/21, which reflects programs and operational expenses that were postponed, removed or reduced based on capacity and changes in light of COVID-19 recovery, and also the re-allocation of surplus TMD revenue. Based on the estimated income and expenses, there was a surplus of \$851,644. Davison noted that it wouldn't make sense to activate a total of \$2M on media in the last half of the year, as we wouldn't see 1:1 incremental visitation as a result. It is important to note that revenues for December – February are expected to be well below the forecast, absorbing much of the summer surplus. As such, the Executive Committee approved investing half of the amount to ladder CDs (\$425,844), and leaving the balance as a surplus on the budget. Re-forecasted TMD revenue includes the adjustment for actual income received from each community through November, the estimated income for December, which is less than previously budgeted, and prior year assessments collected in the current year. Staff has not made any changes to budgeted income for January or February, which are based off of the Tourism Economics 24-month forecast, but are now expected to be much lower than anticipated. However, March through June forecasted revenues have been adjusted based on community performance during the pandemic. Davison clarified that the revenue figures do not account for any potential COVID-19 relief that we may receive from the federal government, and that PPP and EIDL loans would not be written off of the financial statements until they are actually

forgiven. Davison noted that invested funds would be held with Morgan Stanley as we await the adjustment in CD interest rates as it doesn't currently make sense to invest in long-term CDs at such low rates. Davison reviewed the changes by department.

Public Comment – None

Board Discussion.

ACTION: Moved by Hamilton/Graves to approve the FY2020/21 Budget Re-Forecast as presented, as recommended by the Executive Committee.

Motion carried: 14:0

ANNOUNCEMENT OF CLOSED SESSION

10. Employee Dismissal

CLOSED SESSION REPORT

Pearce noted that no action by the Board was taken during Closed Session.

Davison noted upcoming agenda items.

ADJOURNMENT

Adjourned at 10:19am.

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

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	\$ 686	\$ 700	\$ (14)	-1.95%	0.20%	\$ 6,886	\$ 6,900	\$ (14)	-0.20%	0.18%
Co-op Revenue	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%
Interest Income	\$ 267	\$ 300	\$ (33)	-10.99%	0.08%	\$ 2,787	\$ 2,820	\$ (33)	-1.17%	0.07%
TMD Income										
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 111,509	\$ 111,509	\$ -	0.00%	2.96%
Arroyo Grande	\$ 5,087	\$ 5,087	\$ -	0.00%	1.50%	\$ 57,361	\$ 57,361	\$ -	0.00%	1.52%
Atascadero **	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 64,806	\$ 64,806	\$ -	0.00%	1.72%
Grover Beach	\$ 1,885	\$ 1,885	\$ -	0.00%	0.55%	\$ 23,115	\$ 23,115	\$ -	0.00%	0.61%
Morro Bay	\$ 16,709	\$ 16,709	\$ -	0.00%	4.92%	\$ 193,537	\$ 193,537	\$ -	0.00%	5.13%
Paso Robles	\$ 27,255	\$ 27,255	\$ -	0.00%	8.02%	\$ 269,179	\$ 269,179	\$ -	0.00%	7.14%
Pismo Beach	\$ 66,321	\$ 66,321	\$ -	0.00%	19.52%	\$ 746,066	\$ 746,066	\$ -	0.00%	19.78%
City of San Luis Obispo	\$ 47,287	\$ 47,287	\$ -	0.00%	13.92%	\$ 380,414	\$ 380,414	\$ -	0.00%	10.09%
Unincorporated SLO County	\$ 77,093	\$ 77,093	\$ -	0.00%	22.69%	\$ 740,547	\$ 740,547	\$ -	0.00%	19.64%
Adjustment for Actual TMD Collected	\$ 97,142	\$ 114,000	\$ (16,858)	-14.79%	28.59%	\$ 1,174,739	\$ 1,191,597	\$ (16,858)	-1.41%	31.15%
Total TMD Income	\$ 338,778	\$ 355,636	\$ (16,858)	-4.74%	99.72%	\$ 3,761,274	\$ 3,778,132	\$ (16,858)	-0.45%	1107.13%
Total Income	\$ 339,731	\$ 356,636	\$ (16,905)	-4.74%	100.00%	\$ 3,770,948	\$ 3,787,853	\$ (16,905)	-0.45%	100.00%
** District pays quarterly										
Expenses										
Contingency Reserve	\$ 442,817	\$ 17,817	\$ 425,000	2385.39%	69.16%	\$ 614,252	\$ 189,252	\$ 425,000	224.57%	23.77%
G&A	\$ 22,712	\$ 22,085	\$ 627	2.84%	3.55%	\$ 152,140	\$ 151,513	\$ 627	0.41%	5.89%
Industry Research and Resources	\$ 12,832	\$ 14,347	\$ (1,515)	-10.56%	2.00%	\$ 105,039	\$ 106,554	\$ (1,515)	-1.42%	4.07%
Travel Trade	\$ 8,068	\$ 8,610	\$ (543)	-6.30%	1.26%	\$ 91,516	\$ 92,059	\$ (543)	-0.59%	3.54%
Communications	\$ 11,693	\$ 14,249	\$ (2,556)	-17.94%	1.83%	\$ 111,754	\$ 114,310	\$ (2,556)	-2.24%	4.33%
Advertising	\$ 59,355	\$ 234,609	\$ (175,254)	-74.70%	9.27%	\$ 1,158,749	\$ 1,334,003	\$ (175,254)	-13.14%	44.85%
Promotions & Events	\$ 14,459	\$ 13,966	\$ 492	3.52%	2.26%	\$ 41,289	\$ 40,797	\$ 492	1.21%	1.60%
Digital Marketing	\$ 39,904	\$ 39,478	\$ 425	1.08%	6.23%	\$ 194,396	\$ 193,971	\$ 425	0.22%	7.52%
Film Commission	\$ -	\$ 194	\$ (194)	-100.00%	0.00%	\$ 300	\$ 494	\$ (194)	-39.21%	0.01%
Engagement & Advocacy	\$ 28,425	\$ 22,745	\$ 5,680	24.97%	4.44%	\$ 114,452	\$ 108,771	\$ 5,680	5.22%	4.43%
Total Expenses	\$ 640,264	\$ 388,101	\$ 252,163	64.97%	100.00%	\$ 2,583,886	\$ 2,331,723	\$ 252,163	10.81%	100.00%
Surplus(Deficit)	\$ (300,533)	\$ (31,465)	\$ (269,068)	-855.14%		\$ 1,187,061	\$ 1,456,130	\$ (269,068)	-18.48%	

Cash Flow				
Surplus (Deficit)	\$ (300,533)		\$ 1,187,061	
Beginning Cash Balance	\$ 3,381,438		\$ 1,605,945	
Change in Accounts Receivable	\$ (28,991)		\$ (161,538)	
Change in Accrued Expenses	\$ (21,201)		\$ 66,107	
Change in Prepaid Expenses	\$ (36,894)		\$ (12,854)	
Change in Accounts Payable	\$ (57,735)		\$ 79,927	
Change in Reserve Contingency	\$ 442,817		\$ 614,252	
Visit SLO CAL Cash Balances	\$ 3,378,901		\$ 3,378,901	
Contingency Reserve - 5% of Cumulative Rev.	<u>\$ (1,155,961)</u>		<u>\$ (1,155,961)</u>	
Liability on Balance Sheet				
Net Available Cash	\$ 2,222,940		\$ 2,222,940	

Notes:

- \$300k deficit for January (\$269k larger deficit than budgeted). \$1.19 Million surplus year-to-date (\$269k smaller surplus than budgeted).

- All TMD amounts accrued through November have been collected.

- Contingency Reserve line item for January includes \$425,844 of budgeted surplus, as stated in the FY 20-21 Reforecasted Budget.

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of January 31, 2021

	Jan 31, 21	Jan 31, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,455,578.60	832,192.20	623,386.40	74.9%
1020 · Bank of the Sierra - Membership	291,131.40	269,065.39	22,066.01	8.2%
1030 · Morgan Stanley - TMD	1,524,885.29	844,017.64	680,867.65	80.7%
1040 · Morgan Stanley - Membership	107,305.41	106,094.82	1,210.59	1.1%
Total Checking/Savings	3,378,900.70	2,051,370.05	1,327,530.65	64.7%
Accounts Receivable				
1200 · Accounts Receivable	607,909.42	599,915.92	7,993.50	1.3%
Total Accounts Receivable	607,909.42	599,915.92	7,993.50	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	744.40	0.00	0.0%
1350 · Prepaid Expenses	106,212.03	181,183.28	-74,971.25	-41.4%
1330 · Employee Advances	74.85	7.26	67.59	931.0%
Total Other Current Assets	111,401.23	186,304.89	-74,903.66	-40.2%
Total Current Assets	4,098,211.35	2,837,590.86	1,260,620.49	44.4%
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	4,275,233.76	3,014,613.27	1,260,620.49	41.8%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	111,726.48	141,940.30	-30,213.82	-21.3%
Total Accounts Payable	111,726.48	141,940.30	-30,213.82	-21.3%
Credit Cards				
2060 · American Express Credit Card	12,171.70	-2,407.43	14,579.13	605.6%
Total Credit Cards	12,171.70	-2,407.43	14,579.13	605.6%
Other Current Liabilities				
2070 · Accrued Liabilities	66,139.25	240,233.48	-174,094.23	-72.5%
2010 · Deferred Revenue	0.00	5,120.00	-5,120.00	-100.0%

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of January 31, 2021

	Jan 31, 21	Jan 31, 20	\$ Change	% Change
2100 · Payroll Liabilities				
2115 · Company ETT Payable	0.00	48.02	-48.02	-100.0%
2125 · Company FUTA Payable	0.00	288.31	-288.31	-100.0%
2135 · Company SUI Payable	0.00	2,354.52	-2,354.52	-100.0%
2160 · Health Insurance Withheld	-1,198.51	-1,303.59	105.08	8.1%
Total 2100 · Payroll Liabilities	-1,198.51	1,387.26	-2,585.77	-186.4%
Total Other Current Liabilities	64,940.74	246,740.74	-181,800.00	-73.7%
Total Current Liabilities	188,838.92	386,273.61	-197,434.69	-51.1%
Total Liabilities	188,838.92	386,273.61	-197,434.69	-51.1%
Equity				
3120 · Reserved Earnings	1,581,804.58	922,748.68	659,055.90	71.4%
3130 · Retained Earnings	1,317,528.76	1,586,777.19	-269,248.43	-17.0%
Net Income	1,187,061.50	118,813.79	1,068,247.71	899.1%
Total Equity	4,086,394.84	2,628,339.66	1,458,055.18	55.5%
TOTAL LIABILITIES & EQUITY	4,275,233.76	3,014,613.27	1,260,620.49	41.8%

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

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	\$ 739	\$ 700	\$ 39	5.50%	0.21%	\$ 7,625	\$ 7,600	\$ 25	0.33%	0.19%
Co-op Revenue	\$ -	\$ -	\$ -	0.00%	0.00%	\$ -	\$ -	\$ -	0.00%	0.00%
Interest Income	\$ (78)	\$ 300	\$ (378)	-126.09%	-0.02%	\$ 2,709	\$ 3,120	\$ (411)	-13.18%	0.07%
TMD Income										
Collected from Prior Year Assessments	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 111,509	\$ 111,509	\$ -	0.00%	2.71%
Arroyo Grande	\$ 6,548	\$ 6,548	\$ -	0.00%	1.90%	\$ 63,909	\$ 63,909	\$ -	0.00%	1.55%
Atascadero **	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 64,806	\$ 64,806	\$ -	0.00%	1.57%
Grover Beach	\$ 2,774	\$ 2,774	\$ -	0.00%	0.81%	\$ 25,889	\$ 25,889	\$ -	0.00%	0.63%
Morro Bay	\$ 18,557	\$ 18,557	\$ -	0.00%	5.40%	\$ 212,094	\$ 212,094	\$ -	0.00%	5.15%
Paso Robles	\$ 34,776	\$ 34,776	\$ -	0.00%	10.11%	\$ 303,956	\$ 303,956	\$ -	0.00%	7.39%
Pismo Beach	\$ 72,080	\$ 72,080	\$ -	0.00%	20.96%	\$ 818,146	\$ 818,146	\$ -	0.00%	19.88%
City of San Luis Obispo	\$ 55,686	\$ 55,686	\$ -	0.00%	16.19%	\$ 436,100	\$ 436,100	\$ -	0.00%	10.60%
Unincorporated SLO County	\$ 80,279	\$ 80,279	\$ -	0.00%	23.35%	\$ 820,826	\$ 820,826	\$ -	0.00%	19.95%
Adjustment for Actual TMD Collected	\$ 72,509	\$ (32,000)	\$ 104,509	326.59%	21.09%	\$ 1,247,248	\$ 1,159,597	\$ 87,651	7.56%	30.31%
Total TMD Income	\$ 343,208	\$ 238,699	\$ 104,509	43.78%	99.81%	\$ 4,104,482	\$ 4,016,832	\$ 87,651	2.18%	1193.62%
Total Income	\$ 343,869	\$ 239,699	\$ 104,169	43.46%	100.00%	\$ 4,114,816	\$ 4,027,552	\$ 87,264	2.17%	100.00%
** District pays quarterly										
Expenses										
Contingency Reserve	\$ 17,197	\$ 11,970	\$ 5,227	43.67%	4.88%	\$ 631,449	\$ 201,222	\$ 430,228	213.81%	21.51%
G&A	\$ 22,628	\$ 24,937	\$ (2,309)	-9.26%	6.43%	\$ 174,768	\$ 176,450	\$ (1,682)	-0.95%	5.95%
Industry Research and Resources	\$ 15,341	\$ 24,072	\$ (8,731)	-36.27%	4.36%	\$ 120,380	\$ 130,627	\$ (10,247)	-7.84%	4.10%
Travel Trade	\$ 8,362	\$ 7,910	\$ 451	5.71%	2.37%	\$ 99,878	\$ 99,969	\$ (91)	-0.09%	3.40%
Communications	\$ 12,168	\$ 15,533	\$ (3,365)	-21.67%	3.46%	\$ 123,922	\$ 129,843	\$ (5,921)	-4.56%	4.22%
Advertising	\$ 223,449	\$ 267,993	\$ (44,545)	-16.62%	63.46%	\$ 1,382,198	\$ 1,601,997	\$ (219,799)	-13.72%	47.08%
Promotions & Events	\$ 7,091	\$ 6,802	\$ 288	4.24%	2.01%	\$ 48,380	\$ 47,599	\$ 780	1.64%	1.65%
Digital Marketing	\$ 30,564	\$ 31,478	\$ (914)	-2.90%	8.68%	\$ 224,960	\$ 225,449	\$ (489)	-0.22%	7.66%
Film Commission	\$ -	\$ 694	\$ (694)	-100.00%	0.00%	\$ 300	\$ 1,187	\$ (887)	-74.73%	0.01%
Engagement & Advocacy	\$ 15,299	\$ 36,578	\$ (21,279)	-58.18%	4.34%	\$ 129,750	\$ 145,349	\$ (15,599)	-10.73%	4.42%
Total Expenses	\$ 352,098	\$ 427,968	\$ (75,870)	-17.73%	100.00%	\$ 2,935,984	\$ 2,759,691	\$ 176,293	6.39%	100.00%
Surplus(Deficit)	\$ (8,229)	\$ (188,269)	\$ 180,040	95.63%		\$ 1,178,832	\$ 1,267,861	\$ (89,028)	-7.02%	

Cash Flow					
Surplus (Deficit)	\$ (8,229)		\$ 1,178,832		
Beginning Cash Balance	\$ 3,378,901		\$ 1,605,945		
Change in Accounts Receivable	\$ (39,936)		\$ (201,474)		
Change in Accrued Expenses	\$ 138,127		\$ 204,234		
Change in Prepaid Expenses	\$ 3,183		\$ (9,671)		
Change in Accounts Payable	\$ 17,364		\$ 97,292		
Change in Reserve Contingency	\$ 17,197		\$ 631,449		
Visit SLO CAL Cash Balances	\$ 3,506,607		\$ 3,506,607		
Contingency Reserve - 5% of Cumulative Rev.	\$ (1,599,002)		\$ (1,599,002)		
Liability on Balance Sheet					
Net Available Cash	\$ 1,907,605		\$ 1,907,605		

Notes:

- \$8k deficit for February (\$180 smaller deficit than budgeted). \$1.17 Million surplus year-to-date (\$89k smaller surplus than budgeted).

- All TMD amounts accrued through December have been collected.

February Interest Income is negative due to market fluctuations in Morgan Stanley investment accounts.

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of February 28, 2021

	Feb 28, 21	Feb 29, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,581,475.61	706,973.62	874,501.99	123.7%
1020 · Bank of the Sierra - Membership	293,036.55	260,969.37	32,067.18	12.3%
1030 · Morgan Stanley - TMD	1,524,785.02	848,244.03	676,540.99	79.8%
1040 · Morgan Stanley - Membership	107,309.52	106,265.64	1,043.88	1.0%
Total Checking/Savings	3,506,606.70	1,922,452.66	1,584,154.04	82.4%
Accounts Receivable				
1200 · Accounts Receivable	647,845.42	595,575.96	52,269.46	8.8%
Total Accounts Receivable	647,845.42	595,575.96	52,269.46	8.8%
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	103,029.34	160,520.39	-57,491.05	-35.8%
1330 · Employee Advances	74.85	7.26	67.59	931.0%
1499 · Undeposited Funds	0.00	32,956.63	-32,956.63	-100.0%
Total Other Current Assets	108,218.54	198,598.63	-90,380.09	-45.5%
Total Current Assets	4,262,670.66	2,716,627.25	1,546,043.41	56.9%
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	4,439,693.07	2,893,649.66	1,546,043.41	53.4%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	130,207.19	236,031.38	-105,824.19	-44.8%
Total Accounts Payable	130,207.19	236,031.38	-105,824.19	-44.8%
Credit Cards				
2060 · American Express Credit Card	11,055.39	11,632.55	-577.16	-5.0%
Total Credit Cards	11,055.39	11,632.55	-577.16	-5.0%
Other Current Liabilities				
2070 · Accrued Liabilities	205,388.00	197,302.36	8,085.64	4.1%
2010 · Deferred Revenue	0.00	5,120.00	-5,120.00	-100.0%

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03/10/21

Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of February 28, 2021

	Feb 28, 21	Feb 29, 20	\$ Change	% Change
2100 · Payroll Liabilities				
2115 · Company ETT Payable	0.00	72.55	-72.55	-100.0%
2125 · Company FUTA Payable	0.00	435.34	-435.34	-100.0%
2135 · Company SUI Payable	0.00	3,555.28	-3,555.28	-100.0%
2160 · Health Insurance Withheld	-2,320.48	-1,635.50	-684.98	-41.9%
Total 2100 · Payroll Liabilities	-2,320.48	2,427.67	-4,748.15	-195.6%
Total Other Current Liabilities	203,067.52	204,850.03	-1,782.51	-0.9%
Total Current Liabilities	344,330.10	452,513.96	-108,183.86	-23.9%
Total Liabilities	344,330.10	452,513.96	-108,183.86	-23.9%
Equity				
3120 · Reserved Earnings	1,599,001.92	935,328.51	663,673.41	71.0%
3130 · Retained Earnings	1,317,528.76	1,586,777.19	-269,248.43	-17.0%
Net Income	1,178,832.29	-80,970.00	1,259,802.29	1,555.9%
Total Equity	4,095,362.97	2,441,135.70	1,654,227.27	67.8%
TOTAL LIABILITIES & EQUITY	4,439,693.07	2,893,649.66	1,546,043.41	53.4%



simpleview 

SEO REPORT

February 2021

SEO EXECUTIVE SUMMARY - February 2021

Organic Traffic Analysis

COVID-19 Impact: Industry Average YoY Organic Sessions -30%. 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 here.](#)

Organic sessions for SLO CAL were down 1% YoY. The Events section was the main driver behind YoY losses. Last month, specific towns, specific attractions, and specific activities dominated the top 20 phrases that brought traffic to the site, many of which showed a YoY increase in clicks. Of the 9 pages for which we have YoY data, 5 showed YoY growth. The top blogs combined brought in more than 5% of organic visitors. The three /explore/ pages were responsible for 5% of organic sessions. YoY organic sessions in February were very nearly at YoY parity. It is worth noting that more than half of February's day-by-day organic performance showed YoY growth.

Recommendations: Consider creating a memorial day-focused blog, it can have information about activities, events, hotel-deals, and 3-day weekend itineraries, for towns and cities throughout SLO CAL. I recommend using headers and paragraphs to organize the content by town and then by activity, event, itinerary, etc. for each town.

Content Inspiration for Upcoming National Days

05/05 Cinco de Mayo - Great way to promote holiday-related content

05/06 International No Diet Day - Great way to promote local places to eat and drink

05/09 Mother's Day - Great way to promote holiday-related content

05/15 National Chocolate Chip Day - Great way to promote local cafes, coffee shops, bakeries, sweet shops

05/21 National Pizza Party Day - Great way to promote local places to eat and drink

05/31 Memorial Day - Great way to promote holiday-related content

SEO Activity Highlights

- Google Analytics Monitoring
- Site Health Scan (Broken Links, Crawl Errors, No-Index Pages) - Issue identification and correction
- On-Page Optimization - New Blogs

Traffic Overview - February 2021

Total Traffic

YoY Comparison

Sessions 159,997 ↑ 50.7% ↑ 53,830	Bounce Rate 53.81%	Pages / Session 1.79	Avg. Session Duration 00:03:49
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Organic Traffic

YoY Comparison

Sessions 32,952 ↓ -1.0% ↓ -319	Percent of Total Sessions 20.60% ↓ -34.3%	Bounce Rate 45.68%	Pages / Session 1.83	Avg. Session Duration 00:03:05
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Organic Traffic and Top Landing Pages

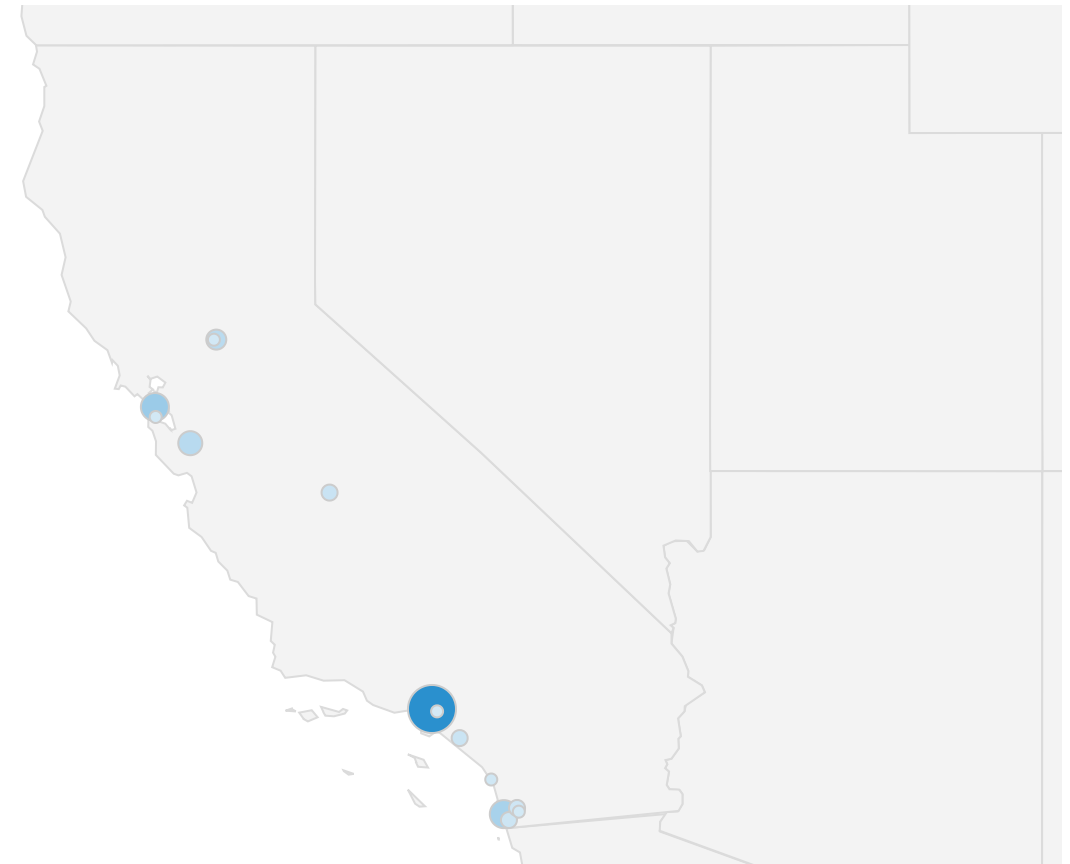
by Section YoY Comparison

Stay 815 ↑ 42.5% ↑ 243	Stay (Including City Stay pages) Sessions ▾ /stay/rv-parks-campgrounds/ 271 /stay/vacation-rentals/ 167	Blog 6,215 ↑ 49.5% ↑ 2,059	Blog Sessions ▾ /blog/post/iconic-eats-every-visitor-s... 862 /blog/post/valentines-day-and-roman... 750
Things to Do 3,840 ↑ 24.5% ↑ 755	Things to Do Sessions ▾ /things-to-do/ 606 /things-to-do/beaches-parks-nature/... 292	Explore 6,142 ↑ 20.5% ↑ 1,047	Explore Sessions ▾ /explore/cambria/ 653 /explore/edna-valley/wineries/ 458
Listings 5,526 ↑ 63.3% ↑ 2,142	Listings Sessions ▾ /listing/cypress-rv-&-mh-park/2197/ 733 /listing/irish-hills-natural-reserve/169... 315	Event Pages 558 ↓ -86.0% ↓ -3,419	Explore Sessions ▾ /event/los-osos-&-baywood-park-far... 82 /event/fiesta-in-a-bottle-–-9th... 57

How many sessions are coming from my drive market?

by City, Sessions, and % Change Year over Year

City	Sessions ▾
Los Angeles	21,432
San Francisco	7,246
San Diego	5,485
San Jose	3,550
Sacramento	3,301
Fresno	1,342
Irvine	1,272
Chula Vista	883
El Cajon	616
Carlsbad	452
West Sacramento	218
South San Francisco	200
Rancho San Diego	92
East Los Angeles	44
San Francisco del Rincon	2
San Jose del Cabo	1
Grand total	46,136

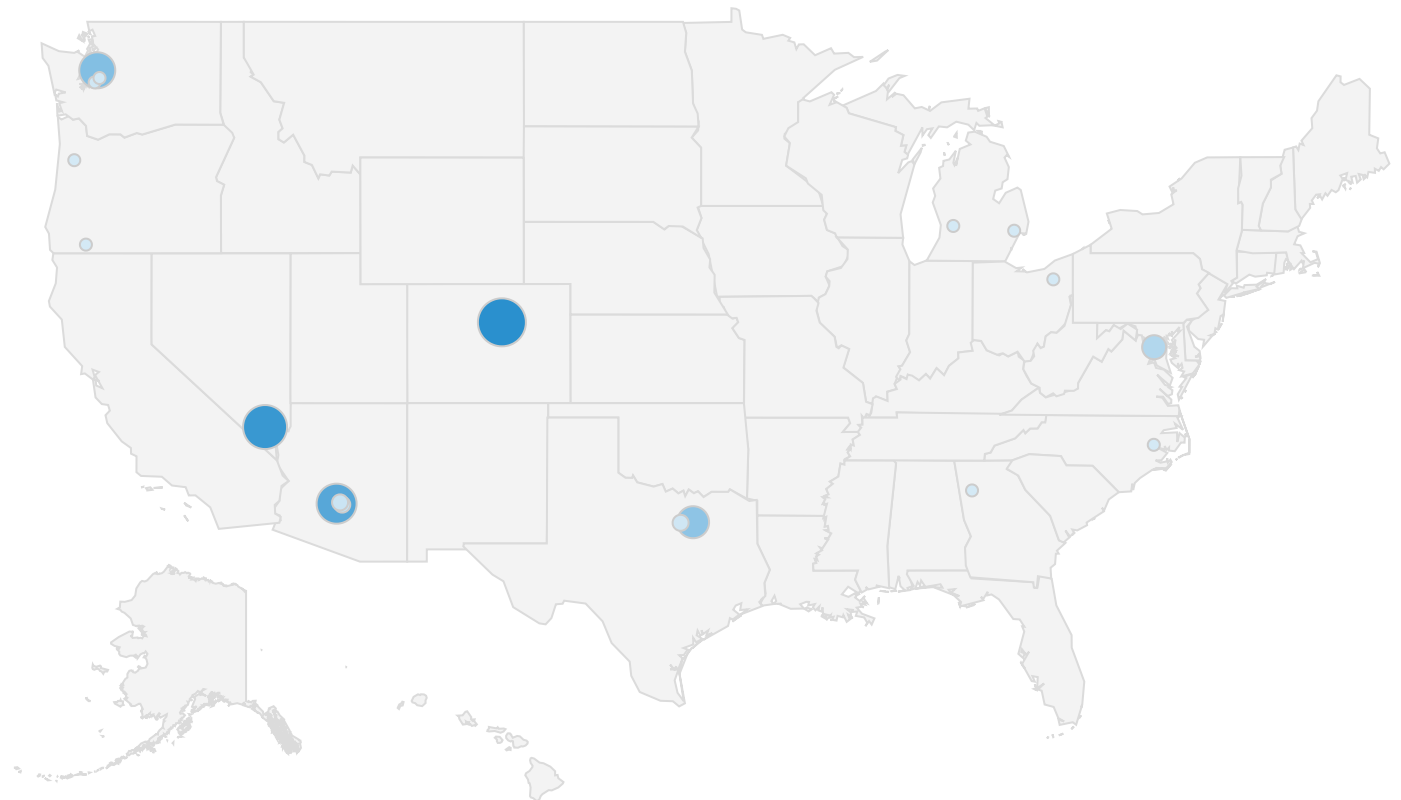


1 21,432

What cities are users from?

by City, Sessions, and % Change Year over Year

City	Sessi...
Denver	1,018
Las Vegas	927
Phoenix	752
Seattle	483
Dallas	426
Washington	207
Mesa	72
Scottsdale	59
Fort Worth	32
Tacoma	23
Kent	12
Kentwood	2
Tashkent	1



1 1,018

What cities are users from?

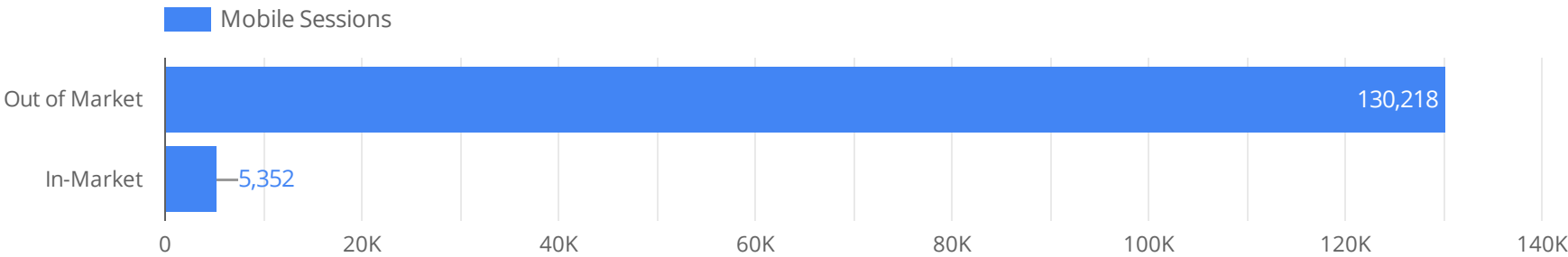
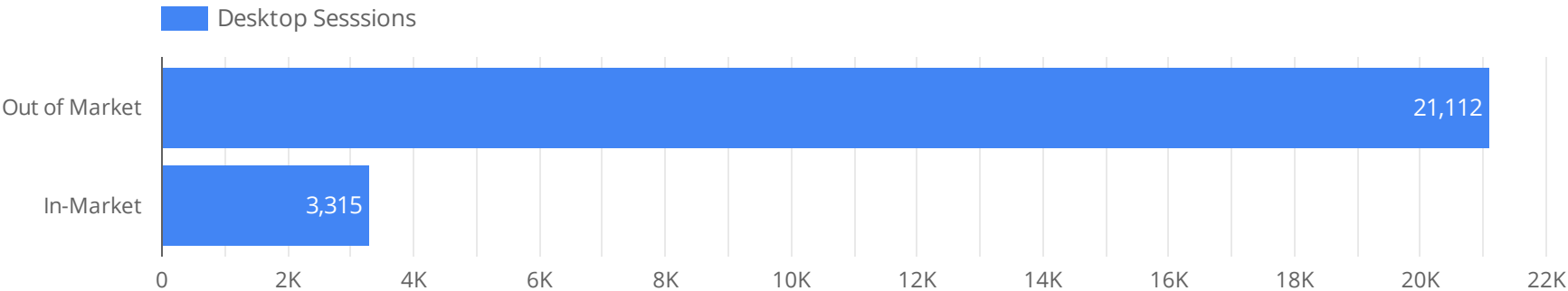
by City, Sessions, and % Change Year over Year

Metro	Sessions ▾
London	45
North West	15
Midlands	8
Meridian (exc. Channel Islands)	6
Yorkshire	5
East Of England	5
(not set)	4
HTV West	3
Central Scotland	3
North East	2
Ulster	1



What are my sessions break down?

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



What are my top pages?

by Sessions, Exits, and Pageviews

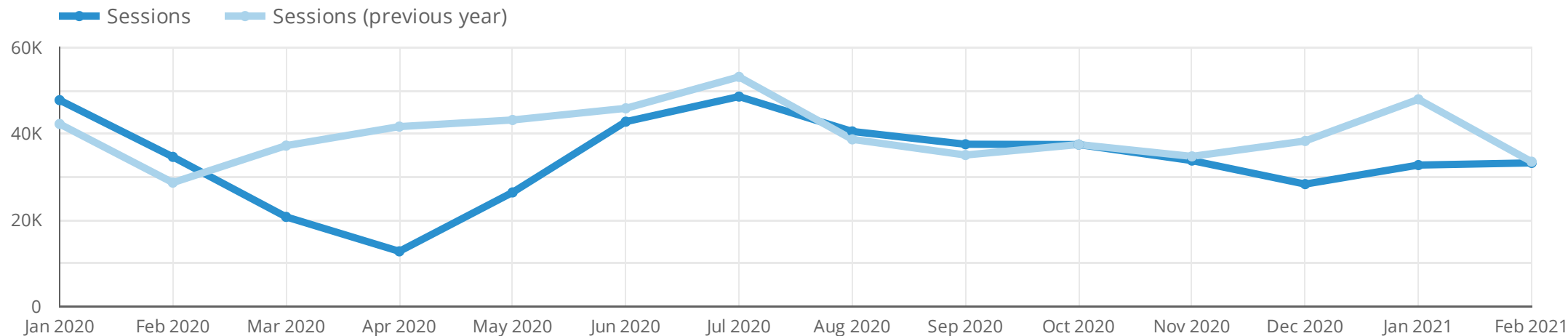
Top Landing Pages	Sessions
/	78,219
/plan/getting-here/covid-19/	2,252
?campaign=11551195581&content=477422582387&keyword=	1,009
/blog/post/iconic-eats-every-visitor-should-try/	894
/blog/post/valentines-day-and-romance-awaits-this-february-in-slo-cal/	884
/things-to-do/?campaign=10342354460&content=493343018583&keywor...	873
/explore/pismo-beach-shell-beach/	844
/listing/cypress-rv-&-mh-park/2197/	796
/explore/cambria/	771
/things-to-do/?campaign=10347873357&content=493361217598&keywor...	770

Page	Pageviews
/	155,433
/plan/getting-here/covid-19/	2,981
/things-to-do/	1,901
/explore/pismo-beach-shell-beach/	1,782
/explore/san-luis-obispo/	1,510
/stay/	1,449
/explore/paso-robles/	1,381
/events-and-festivals/	1,149
/blog/post/valentines-day-and-romance-awaits-this-february-in-...	1,134
/events-and-festivals/events-calendar/	1,121

Exit Page	Exits
/	75,357
/plan/getting-here/covid-19/	2,020
/things-to-do/	935
/explore/pismo-beach-shell-beach/	788
/explore/san-luis-obispo/	616
/stay/	448
/events-and-festivals/events-calendar/	597
/explore/paso-robles/	526
?campaign=11551195581&content=477...	971
/events-and-festivals/	498

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
/	3,875	-16.5% ↓	12.53%	-15.7% ↓
/plan/getting-here/covid-19/	1,667	-	5.39%	-
/blog/post/iconic-eats-every-visitor-should-try/	862	-31.4% ↓	2.79%	-30.8% ↓
/blog/post/valentines-day-and-romance-awaits-this-february-...	750	443.5% ↑	2.42%	448.5% ↑
/listing/cypress-rv-&-mh-park/2197/	733	6,563.6% ↑	2.37%	6,631.8% ↑
/explore/cambria/	653	114.1% ↑	2.11%	116.1% ↑
/things-to-do/	606	-37.0% ↓	1.96%	-36.4% ↓
/events-and-festivals/events-calendar/	498	-61.7% ↓	1.61%	-61.3% ↓
/explore/edna-valley/wineries/	458	21.5% ↑	1.48%	22.6% ↑
/explore/san-luis-obispo/wineries/	446	86.6% ↑	1.44%	88.3% ↑

Analysis:

Of the 9 pages for which we have YoY data, 5 showed YoY growth. The top blogs combined brought in more than 5% of organic visitors. The three /explore/ pages were responsible for 5% of organic sessions.

YoY organic sessions in February were very nearly at YoY parity. It is worth noting that more than half of February's day-by-day organic performance showed YoY growth.

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	522
Irish Hills Natural Reserve	Parks, Preserves & Natural Areas	130
Bruce Munro: Field of Light at Sensorio	Art Galleries & Museums	129
Wolff Vineyards Edna Valley	Wineries & Tasting Rooms	110
Biddle Ranch Vineyard House & Tasting Room	Wineries & Tasting Rooms	108
Tolosa	Wineries & Tasting Rooms	97
Chamisal Vineyards	Wineries & Tasting Rooms	79
Piedra Creek Winery	Wineries & Tasting Rooms	67
Claiborne & Churchill Winery	Wineries & Tasting Rooms	61
Charles Paddock Zoo	Aquariums and Zoos	61
Oceano Dunes State Park	ATVs & Off-roading	60
Sycamore Mineral Springs Resort & Spa	Hotels & Motels	59
Elephant Seal Vista Point	Animals & Wildlife	56
Avila Lighthouse Suites	Hotels & Motels	56
B.J.'s ATV Rental Inc.	ATVs & Off-roading	53
Edna Valley Vineyard	Wineries & Tasting Rooms	51
Central Coast Aquarium	Aquariums and Zoos	50
Baileyana, Tangent & True Myth Tasting Room	Wineries & Tasting Rooms	50
Sextant Wines - Edna Valley	Wineries & Tasting Rooms	50
Margarita Adventures	Adventure Tours	49