



Events & Festivals Strategy

VISION		PRIORITIES	
<p>SLO CAL welcomes events and festivals that contribute to the experience of our visitors and positive economic vitality of our communities – while respecting the quality of life of our residents.</p>		<p>Sustainability Preservation. Prosperity. Community.</p> <p>Collaboration Cooperation. Alignment. Commitment.</p>	<p>Diversity Accessibility. Equity. Inclusivity.</p> <p>Accountability Resourceful. Measurable. Objective.</p>
STRATEGIC OBJECTIVES			
FILLING OFF-PEAK PERIODS	PURSUE NEW EVENT OPPORTUNITIES	PROVIDE EFFECTIVE EVENT TOOLS AND RESOURCES	MEASURE EVENTS AND STRATEGY
STRATEGIC IMPERATIVES			
<ol style="list-style-type: none"> All destination Events & Festivals in SLO CAL must be prioritized, some reimaged, and successful events identified and pursued. All visitor-related events in San Luis Obispo County should demonstrate significant, positive economic impact. To ensure measurable impact, the SLO CAL Events & Festivals Strategy must be sustained and championed over time. Events & Festivals must continue to evolve with the changing needs of the county and consumer (includes residents). Event & Festival support criteria and resources – funding, marketing, volunteers, etc., must be clearly defined, articulated and evolve as appropriate. SLO CAL must consider new types of events and event pairing to augment existing destination and community events. 			
KEY RECOMMENDATIONS			
<ul style="list-style-type: none"> Consider moving existing events or attracting new events to off-peak, shoulder periods. Consider sunseting events that are high-resource yet provide low return. Identify new, non-holiday-related events to fill gap periods and expand beyond weekends. Expand partnership with Cal Poly to explore development of new event opportunities. 	<p>Work collaboratively to:</p> <ul style="list-style-type: none"> Identify 2-3 existing events to pair and cross-promote to extend visitor stays. Develop 1-2 new themed events based on SLO CAL assets, e.g., arts, culture, culinary, water, dark skies, etc. Example: Reimagine SAVOR SLO CAL. Identify and develop one Signature event that will elevate SLO CAL brand and be “uniquely” SLO CAL. 	<ul style="list-style-type: none"> Develop countywide calendar of events to serve as resource for residents and visitors. Create countywide resource library/tool kit for event reference. Create Event Resource Guides for each community. All event resources to be available on Visit SLO CAL website. Design strategic messaging for communities to effectively communicate value of events. 	<ul style="list-style-type: none"> Destination partners to feed event data into Destination International’s Event Impact Calculator (via VSC). All partners use the recommended Events & Festivals Evaluation Criteria and Scorecard process for objective event support decisions. Establish event economic impact targets and use as reference for future analysis. Conduct biennial analysis and inventory assessment to determine if event strategy is effective. Conduct periodic resident sentiment survey to gauge perceptions of events and impact on quality of life.