



SLO CAL

CRAFTED

Celebrating the outstanding
quality of SLO CAL's farmers,
crafters and artists

Who is **Visit SLO CAL?**



We are a non-profit destination marketing and management organization, promoting SLO CAL (San Luis Obispo County) as a place to visit for both domestic and international travelers.

Our mission is to inspire travel and foster SLO CAL's unique experiences to create life-long ambassadors and economic growth.

We are dedicated to the continuous improvement of the resident quality of life in SLO CAL by enhancing its public image as a dynamic place to live, work and travel.

Why tourism matters* . . .

**Last year travel
spending created**

\$1.78B

**in direct
community investment**

**Last year SLO CAL's
tourism industry earned**

\$760M

**Tourism
comprises**

8.8%

**of SLO CAL's
GDP**

**Without tourism each SLO CAL
household would need to
spend an additional**

\$16,753

**annually, to create
the same community benefit**

**Without tourism tax revenue SLO CAL
households would pay an additional**

\$1,751

in annual taxes

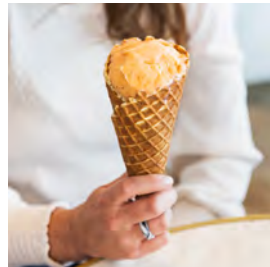
Tourism puts

19,760

**residents to work
every day**

****Sources: Dean Runyan Inc, Tourism Economics, Visit SLO CAL***

What is



SLO CAL Crafted?



SLO CAL has long been home to the highest quality of farmers, crafters and artists.

We want to celebrate that.

The SLO CAL Crafted Certified label helps consumers identify genuine local products and support the community of business owners that make SLO CAL so special. We strive to promote SLO CAL as a destination filled with unique products worth traveling for and encourage visitors and residents alike to seek out our SLO CAL Crafted certified businesses.

Who is eligible for the program?

We invite all SLO CAL businesses that meet the following criteria to apply:

- ★ Must be headquartered in SLO CAL
- ★ At least 50% of the primary product design and manufacturing must be done in SLO CAL
- ★ Products must be available in a brick & mortar or retail location in SLO CAL
- ★ Must employ at least one full time employee based in SLO CAL
- ★ Must provide a uniquely local product, experience, or service that enhances tourism in SLO CAL



Become a SLO CAL Crafted Certified partner, scan the QR code to apply.

What comes with your SLO CAL Crafted Certification?



SLOCAL.com

Create a free listing on SLOCAL.com, which traffics approximately 1.684M sessions annually, to increase exposure



Promotional Support

SLO CAL Crafted partners are our go-to reference when collaborating with third party organizations on sales or PR initiatives



Content Creation

We love working with our SLO CAL Crafted partners on photo, video, and editorial content



SLO CAL Crafted Events

Our SLO CAL Crafted partners are at the top of our list to participate in our sponsored local events

Let us be your partner in promotion and collaboration

Our goal is to bring as much value as possible to our partners by creating opportunities to participate in programs and projects that provide additional exposure to new audiences through our platforms.



***Download the digital
SLO CAL Crafted Certified
label to embed on your website
and use in your marketing
materials.***

By proudly displaying the SLO CAL Crafted Certified label you are joining the team of small business owners dedicated to keeping resources and dollars local. You are also signaling to consumers that by shopping “here” they are directly supporting local families and enriching our communities.

***We believe that when our small
businesses thrive, all of SLO CAL thrives***





SLOCAL.com



(805) 541-8000



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