In March 2020, the Visit SLO CAL Team supported local partners through the following initiatives:

- Provided bi-weekly email updates with important industry resources
- Advocated at the county level for sensible ordinances and regulations
- Worked with Tourism Economics to develop a 24-month economic forecast
- Led START Guide Task Force subgroups and shared re-opening guidelines and resources
- Hosted virtual happy hours with A-list media and meeting planners
- Responded to and helped mitigate COVID-19 concerns

In mid-March, paid media was cut, and a spring media familiarization tour, two Tour and Travel trade shows, and two international sales missions were canceled.

In March 2020, the Visit SLO CAL Board approved prioritized and budgeted the following initiatives of work in FY2020/21:

**EXPERIENCE SLO CAL 2050**

- **ITEMS IN VISIT SLO CAL’S EXISTING SCOPE**
  - Air Service & Airport Development
  - International Visitors
  - Pass Mobile & SLO Event Wine
  - SLO CAL Confed

- **ITEMS VISIT SLO CAL WILL ADVOCATE FOR/PARTNER ON**
  - Authentic Communities
  - Countywide Trail System
  - Nightlife, Music & Entertainment
  - Workforce Housing & Transportation

- **ITEMS VISIT SLO CAL WILL FUND/COMPLETE**
  - Chief Investment Officer
  - Customer Service Training Program
  - Events & Festivals Strategy
  - Open Source Projects
  - Thematic Routes

**TRAVEL TRADE**

- **FILM**
  - 62 Productions
  - 85 Filming Days
  - 65 Leads
  - 1.4M ESTIMATED SPEND IN SLO CAL ECONOMIC IMPACT

- **11K REACH**
  - 30 INDUSTRY MEETINGS WITH TOURISM SUPPORTERS
  - 30 STAFF MEETINGS WITH LOCAL, STATE, REGIONAL, AND UNITED STATES ELECTED OFFICIALS

**ADVOCACY**

- **FINALIZED ADVOCACY PLAN**
  - 2 INDUSTRY MEETINGS
  - 2 INDUSTRY MEETINGS

**VISIT SLO CAL BUDGET**

- **FY 2019/20 VISIT SLO CAL BUDGET**
  - $5,016,625

- **VISIT SLO CAL MADE THE FOLLOWING EXPENSE REDUCTIONS FROM THE APPROVED BUDGET DUE TO COVID-19:**
  - Reduced balance of FY 2019/20 budget by 72%
  - Eliminated five full-time and three part-time positions
  - Implemented temporary salary reductions of 20% for remaining team members
  - Paused or reduced the scope of annual agency contracts

**BUDGET VISIT SLO CAL**

- **VISIT SLO CAL MADE THE FOLLOWING EXPENSE REDUCTIONS FROM THE APPROVED BUDGET DUE TO COVID-19:**
  - Reduced balance of FY 2019/20 budget by 72%
  - Eliminated five full-time and three part-time positions
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**VISIT SLO CAL BUDGET**

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  - Reduced balance of FY 2019/20 budget by 72%
  - Eliminated five full-time and three part-time positions
  - Implemented temporary salary reductions of 20% for remaining team members
  - Paused or reduced the scope of annual agency contracts
In March 2020, the Visit SLO CAL Board approved, prioritized and budgeted the following scope of work in FY2020/21:

**ITEMS IN VISIT SLO CAL’S EXISTING SCOPE**
- Air Service & Airport Development
- International Visitors
- Press Media & SL2 Event Wine
- SL2 Challenge

**ITEMS VISIT SLO CAL WILL ADVocate FOR/Partner On**
- Authentic Communities
- County Wide Trail System
- Nightlife, Music & Entertainment
- Workforce Housing & Transportation

**ITEMS VISIT SLO CAL WILL FUND/COMPLETE**
- Chief Investment Officer
- Customer Service Training Program
- Events & Feasibility Strategy
- Opera League Tours
- Thematic Routes

**FOLLOWING**
- Finalized advocacy plan
- Industry meetings with Assemblyman Cunningham
- Finalized advocacy plan
- Staff meetings with City Council Members, Board of Supervisors, California and United States elected Officials

**BUDGET**
- FY 2019/20: $5,016,625

**VISIT SLO CAL**
- FY 2019/20 VISIT SLO CAL BUDGET: $5,016,625

**ADVOCACY**
- FY 2019/20 VISIT SLO CAL BUDGET: $5,016,625

- Reduced balance of FY 2018/19 budget for 72%
- Eliminated five full-time and three part-time positions
- Implemented temporary salary reductions of 20% for remaining team members
- Paused or reduced the scope of annual agency contracts

**EVENTS & PARTNERSHIPS**
- 136 Press Mentions
- 24 M REACH

**TRAVEL TRADE**
- 5 TRAVEL TRADES
- 1 SOLO SESSION

**PUBLIC RELATIONS**
- 74 MEETINGS
- 261 ARTICLES
- 304M IMPRESSIONS
- $1.6M AD EQUIVALENCY

**EXPERIENCE SLO CAL**
- 2050

**AIR SERVICE DEVELOPMENT**
- 52K NEW SEATS

**SUPPORTING OUR PARTNERS**
- Provided bi-weekly media updates with important industry resources
- Advocated at the county level for favorable ordinances and regulations
- Worked with Tourism Economics to develop a 24-month economic forecast
- Launched Task Force focused on shared re-opening guidelines and resources
- Hosted virtual happy hours with A-list media and meeting planners

**COUNTY BUDGET**
- 2020

**FY 2019/20 VISIT SLO CAL BUDGET**
- $5,016,625

**VISIT SLO CAL**
- FY 2019/20 VISIT SLO CAL BUDGET: $5,016,625

**SUPPORTING OUR PARTNERS**
- Provided bi-weekly media updates with important industry resources
- Advocated at the county level for favorable ordinances and regulations
- Worked with Tourism Economics to develop a 24-month economic forecast
- Launched Task Force focused on shared re-opening guidelines and resources
- Hosted virtual happy hours with A-list media and meeting planners

**COVID-19 RESPONSE**
- In mid-March, paid media was cut, cross-country media familiarization tour, San Diego and Travel Trade shows and web international sales missions were terminated.
In March 2020, the Visit SLO CAL Board approved and prioritized and executed the following scope of work in FY2020/21:

**ITEMS IN VISIT SLO CAL’S EXISTING SCOPE**
- Air Service & Airport Development
- International Visitors
- Press Release & SLJ Event Memo
- Visit SLO CAL Offices

**ITEMS VISIT SLO CAL WILL ADVOCATE FOR/PARTNER ON**
- Authentic Communities
- Countywide Trail System
- Nightlife, Music & Entertainment
- Workforce Housing & Transportation

**ITEMS VISIT SLO CAL WILL FUND/COMPLETE**
- Chief Investment Officer
- Customer Service Training Program
- Events & Festivals Strategy
- Space Launch Events
- Thematic Routes

**BUDGET**

**VISIT SLO CAL FY 2019/20**

$5,016,625

*VISIT SLO CAL MADE THE FOLLOWING EXPENSE REDUCTIONS FROM THE APPROVED BUDGET DUE TO COVID-19:*
- Reduced balance of FY 2019/20 budget by 72%
- Eliminated five full-time and three part-time positions
- Implemented temporary salary reductions of 20% for remaining team members
- Paused or reduced the scope of annual agency contracts

**COVID-19 RESPONSE**

In mid-March, paid media was cut, and a spring media familiarization tour, two Tour and Travel trade shows, and two international sales missions were cancelled.

**PUBLIC RELATIONS**

- 74 MEETINGS
- 261 ARTICLES
- 364,000 IMPRESSIONS

**ADVERTISING**

- $980,700 SPEND
- 983,692 IMPRESSIONS

**TRAVEL TRADE**

- 28 FAM ATTENDEES
- 261 ARTICLES

**SOCIAL MEDIA**

- 19% Social
- 66% SEM
- 15% Display, Native, Pre-Roll, etc.

**EXPERIENCE SLO CAL**

**2050**

**AIR SERVICE DEVELOPMENT**

- 52K NEW SEATS
- 2021 LAUNCH

**VISIT SLO CAL BUDGET**

**FY 2019/20 VISIT SLO CAL BUDGET**

$5,016,625

**VISIT SLO CAL MADE THE FOLLOWING EXPENSE REDUCTIONS FROM THE APPROVED BUDGET DUE TO COVID-19:**
- Reduced balance of FY 2019/20 budget by 72%
- Eliminated five full-time and three part-time positions
- Implemented temporary salary reductions of 20% for remaining team members
- Paused or reduced the scope of annual agency contracts

**YEAR IN REVIEW**

**2019**

**2020**

**COVERAGE BREAKDOWN BY MARKET**

- Los Angeles, San Francisco: 37%
- Dallas, Denver, Las Vegas, Phoenix, Seattle: 43%
- San Diego: 19%
- Portland: 1%

**SESSIONS**

- 881K

**BOUNCE RATE**

- 50.46%

**ENGAGED SESSIONS**

- 120K

**QUALIFIED SESSIONS**

- 36K

**INTERNATIONAL CONNECTED TV VIDEO COMPLETION RATE**

- 5%

**SEMI CLICK-THROUGH RATE**

- 97%

**FOLLOWING**

- 297k

**ENGAGEMENT RATIOS**

- Social: 19%
- SEM: 66%
- Display, Native, Pre-Roll, etc.: 15%

**ENGAGEMENT BREAKDOWN BY CHANNEL**

- Social: 19%
- SEM: 66%
- Display, Native, Pre-Roll, etc.: 15%

**ENGAGEMENT BREAKDOWN BY MARKET**

- Los Angeles, San Francisco: 37%
- Dallas, Denver, Las Vegas, Phoenix, Seattle: 43%
- San Diego: 19%
- Portland: 1%

**RESPONSE**

- Provided bi-weekly email updates with important industry resources
- Advocated at the county level for sensible ordinances and regulations
- Worked with Tourism Economics to develop a 24-month economic forecast
- Led START Guide Task Force subgroups and shared re-opening guidelines and resources
- Hosted virtual happy hours with A-list media and meeting planners

**EVENTS & PARTNERSHIPS**

- 136 PRESS MENTIONS
- 24M REACH
- 340K VIEWS
- 245K VIEWS

**ADVOCACY**

- $1.4M ESTIMATED SPEND IN SLO CAL ECONOMIC IMPACT

**IMPRESSIONS**

- 1,061,062

**CLICKS**

- 971,062

**SESSIONS**

- 97,062