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**Visit SLO CAL Appoints Annie Aguiñiga Frew as new
Director of Community Engagement & Advocacy**

OCTOBER 14, 2020 – San Luis Obispo County, CA – Today, Visit SLO CAL, the non-profit countywide destination marketing and management organization for San Luis Obispo County, announces the appointment of Annie Aguiñiga Frew as Director of Community Engagement and Advocacy.

As part of Visit SLO CAL's leadership team, Aguiñiga Frew will be responsible for leading Visit SLO CAL's initiative to evolve as a world-class destination, ensuring the county's economic growth and sustainability, and improving resident quality of life. In her role, Aguiñiga Frew will spearhead Visit SLO CAL's destination management strategy, [Experience SLO CAL 2050](#), in addition to Visit SLO CAL's [advocacy](#) and [equity and inclusion](#) initiatives.

"Annie's background in public policy and her relationships at the local, regional and state level will provide a solid foundation for her work and continue to elevate the efforts of Visit SLO CAL on behalf of the tourism community," said Chuck Davison, President & CEO at Visit SLO CAL. "One of the priorities of our organization is maintaining and improving resident quality of life through our destination management initiatives and as a lifelong local, Annie brings a unique perspective to execute on the goals of Experience SLO CAL 2050."

Aguiñiga Frew joins Visit SLO CAL from the California State Senate where she was responsible for State Senator Bill Monning's external communications and events. Previously, she has held roles with The Community Foundation of San Luis Obispo County and as Assistant District Director for State Senator Bill Monning where she engaged with constituents throughout four counties.

As a native San Luis Obispo resident, Aguiñiga Frew is eager to give back to her community through advocacy and get back to her roots in hospitality. Her parents have been local hospitality entrepreneurs for more than 40 years and she worked her first job at their bed and breakfast in high school. Aguiñiga Frew received a Master's Degree in Public Policy from

California Polytechnic State University in San Luis Obispo and a Bachelor's Degree in Arts, English Literature and Legal Studies from University of California, Santa Cruz.

About Visit SLO CAL

Visit SLO CAL is a team of destination marketing professionals who work with, and on behalf of, our community, and local partners and our investors to promote SLO CAL® (San Luis Obispo County) to both domestic and international visitors. As the countywide non-profit destination marketing and management organization (DMMO) for SLO CAL, Visit SLO CAL's goal is to collaborate with partners to build the SLO CAL brand through a data-driven, efficient and dynamic marketing and sales program while simultaneously enhancing the resident quality of life. Built on research with a strategy of continuous improvement, Visit SLO CAL aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences. For more information, visit [SLOCAL.com](https://www.slocal.com).