



AGENDA

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Agenda

Wednesday, August 19, 2015

8:45 am – 10:15 am

Morro Bay Golf Course

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

3. Introduction of New Board Members

CONSENT AGENDA – Motion Required

C. Davison

4. Approval of July 15, 2015 Board Meeting Minutes (*yellow*)
5. Approval of June Year-End Visit SLO County Financials (*green*)
6. Approval of July 2015 Financials (*green*)

BUSINESS ITEMS

C. Davison

7. New Board Members - Term Length
8. Fast Forward/VSLC Contract – *motion required*
9. Approval of Updated Bylaws – *motion required*
10. County Contract Update
11. 403b Update – *motion required*
12. Coast National Bank New Account/Signature Card Update – *motion required*
13. FY2014-2015 Annual Report – *motion required*

PRESENTATIONS

M. Metter

14. SAVOR the Central Coast Update

CEO REPORT

C. Davison

15. CEO Report

ADJOURN.

– Next Board Meeting –
Wednesday, September 16, 2015
Location: TBD

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 San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, July 15, 2015

8:30am

Morro Bay Golf Course

201 State Park Rd, Morro Bay, CA 93442

1. **CALL TO ORDER:** Chuck Davison

PRESENT: Kevin Phipps, Jay Jamison, Clint Pearce, JP Patel, Noreen Martin, John Arnold, Kathleen Bonelli, Mark Eads, Lois Fox, Sam Miller, Rachel Patranella, Val Seymour

STAFF PRESENT: Chuck Davison, Brendan Pringle, Kylee Jepsen

Call to Order at 8:35am.

2. **PUBLIC COMMENT (On Non-Agenda Items)**

Gordon Jackson, Pismo Beach Visitors & Conference Bureau, welcomed and congratulated the new members of the Board. John Solu, Embarcadero Inn in Morro Bay, said he looked forward to seeing the progress that the Visit San Luis Obispo County Board will be making for the County. Joel Clay, Morro Bay Golf Course, welcomed everyone to the venue.

ANNOUNCEMENTS

Davison thanked former Board members and highlighted the seats that remain open on the Board. He also thanked Joel Clay for allowing us to use the Morro Bay Golf Course for the meeting.

The SLO Railroad Museum is having an open house/private FAM for local tourism professionals on Tuesday, July 28th from 5:00-7:00pm. The event includes guided tours, food, beverages, and a museum presentation at 5:30pm.

3. **Brown Act Guidelines Reminder**

Davison pointed out that the Visit San Luis Obispo County Board is under the Brown Act, and announced several guidelines for the Board members to follow.

NEW BOARD ESTABLISHMENT

4. **Board Terms**

Board members drew for 1-year, 2-year, and 3-year terms. Results: Arnold-3, Bonelli-1, Eads-1, Jamison-1, Martin-2, Miller-3, Patel-2, Patranella-3, Pearce-1, Phipps-2, Seymour-2.

Public Comment – None.

5. **Establishment of Officers**

Davison announced the positions on the Executive Committee—Chair, Vice Chair, Treasurer, Secretary, and Past President—and opened the floor for nominations. Board Discussion. Davison clarified that the officer terms were one year.

Public Comment – None.

ACTION: Moved by Patel/Eads to nominate Kevin Phipps as Chair, Jay Jamison as Vice Chair, and Noreen Martin as Past President.

Motion carried: 11:0

ACTION: Moved by Jamison/Eads to nominate Clint Pearce as Treasurer and JP Patel as Secretary.

Motion carried: 11:0

6. B&B Seat

Davison acknowledged that there is still a remaining board seat held for a B&B/Inn representative, and that Visit San Luis Obispo County received two applications. The first was from Kevin Beauchamp of the Kaleidoscope Inn in Nipomo. However, due to unfavorable feedback received about the Kaleidoscope Inn online and the inability to conduct a site inspection, his application was withdrawn and the seat was left vacant. Later, VSLOC received an application from Lois Fox of Belvino Viaggio Bed & Breakfast. Lois Fox was an opponent of the TMD, but with its passage would like to be involved for the good of the B&B lodging mix. Davison noted that the board could consider her application at this time. Board discussion.

Public Comment – Lois Fox described her early opposition to the TMD based on the belief that the benefits did not outweigh the cost. Fox noted that she would like to be a board member to ensure the TMD is successful in achieving more.

ACTION: Moved by Pearce/Martin to appoint Lois Fox to the Board of Directors.

Motion carried: 11:0

Fox accepted her seat on the Board.

CONSENT AGENDA

7. Official Acceptance of 2014-15 Board Resignations

Davison asked the Board to accept the official resignations from our 2014-15 Board. Board discussion.

Public Comment – None.

8. Approval of June 17, 2015 Board Meeting Minutes

Davison asked the Board to approve the June 17, 2015 Board Meeting Minutes. Board discussion.

Public Comment – None.

ACTION: Moved by Jamison/Patel to approve the Consent Agenda.

Motion carried: 12:0

BUSINESS ITEMS

9. Estimated June (Year-End) Visit SLO County Financials

Davison noted that the financials in the Board Packet are draft financials. Visit San Luis Obispo County expects to bring the final year-end financials to the Board for approval at the August 19, 2015 meeting.

Public Comment – None.

10. TMD Bridge Loan Update

10.1. Coast National Bank Line of Credit

Davison noted that we received a \$1M line of credit from Coast National Bank, and established a checking account. The line of credit is for 12 months and can be extended with the thought we would pay it back over 18 months, but the process can be accelerated which is the intent of Visit San Luis Obispo County. This allows Visit San Luis Obispo County to operate over the next few months. Board Discussion.

Public Comment – None.

10.2. Ratification of Resolution to Authorize Coast National Bank Account

On June 17, 2015, the Board of Directors unanimously adopted a resolution to authorize the establishment of a business depository account and related services including the establishment of a \$1M LOC at Coast National Bank in SLO County, California. Board discussion. Patel asked about the interest rate and when a budget was expected. Davison responded that the interest rate was prime + 1%, and that he hoped to have a final budget for the Board for approval in August or September.

Public Comment – None.

ACTION: Moved by Patel/Eads to ratify this resolution to authorize the establishment of the Coast National Bank LOC Account.

Motion carried: 12:0

10.3. Signature Cards

Motion requested to approve Chuck Davison and new Executive Committee members (Kevin Phipps, Jay Jamison, Clint Pearce, JP Patel, and Noreen Martin) as authorized signers on Visit San Luis Obispo County's Coast National Bank account and Heritage Oaks Bank (SAVOR) account. Board discussion.

Public Comment – None.

ACTION: Moved by Pearce/Martin to approve Chuck Davison and the new Executive Committee members as authorized signers on the Coast National Bank account and the Heritage Oaks Bank (SAVOR) account.

Motion carried: 12:0

10.4 Upcoming Closure of Rabobank Account

Motion requested to close VSLOC's current Rabobank account on or before August 31, 2015 as VSLOC's checking account will now be with CNB (per requirement of LOC). Board discussion.

Public Comment – None.

ACTION: Moved by Martin/Jamison to close VSLOC's current Rabobank account on or before August 31, 2015.

Motion carried: 12:0

11. Approval of Updated Bylaws

Davison noted that, in order to update Visit San Luis Obispo County's bylaws, a vote of 10% of the members is required to constitute a quorum. The corporation currently has 836 members; thus, the quorum is satisfied with 84 members. Visit San Luis Obispo County received 103 yes votes by the deadline of July 10, 2015 at 5:00 pm. Davison explained that the bylaws update changes Visit San Luis Obispo County from a membership organization to a TMD, under the District Management Plan, which stipulates how Board members are elected. Board discussion. Jamison expressed confusion about the term "members," and Patel requested that this be clarified in a revised copy of the bylaws. Pearce recommended having Civitas review it for clarification. Davison agreed and said that he would bring a revised copy to the August 19, 2015 Board Meeting. Public Comment – None.

12. TMD County Contract Update

Davison noted that Visit San Luis Obispo County received the initial contract from the County of San Luis Obispo, and revisions were submitted by Civitas on July 8, 2015. The contract needs to be completed by the end of August to receive funds on time from the Un-incorporated Area. The county may choose not to remit payment of collected funds until this is complete. Visit San Luis Obispo County will be renewing its engagement contract with Civitas for three months to assist with TMD implementation items and the County contract process. Board discussion.

Public Comment – None.

13. TMD Marketing Committee Update

13.1 Agency Presentation Updates

On June 25, 2015, the VSLOC Marketing Committee heard presentations from three marketing agencies (Riester, Catalyst, and B+D). During the Q&A follow-up, B+D withdrew. On July 1, 2015, agencies responded to follow-up questions provided by VSLOC Marketing Committee members. On July 11, 2015, the VSLOC Marketing Committee held a meeting to discuss their recommendations. The Marketing Committee unanimously recommended approval of Catalyst

as VSLOC's marketing agency. Major factors for this recommendation included their creative, as well as a significant cost difference. Davison presented Catalyst's creative, as well as a video Catalyst conducted throughout the County. Davison also commented on their positive references. Motion requested to approve the President & CEO to contract with Catalyst as Visit San Luis Obispo County's Marketing Agency. Davison noted that after 18 months, VSLOC would go back to the RFP process. Board discussion.

Public Comment – Gordon Jackson, City of Pismo Beach, noted that as a Marketing Committee member, he appreciated how Catalyst brought the account representative to the meeting, and how they emphasized the importance of accountability. Molly Cano, City of San Luis Obispo (Marketing Committee member) highlighted Catalyst's knowledge of the industry, their potential to work well with VSLOC, and their ability to move quickly. Lori Keller, Martin Resorts (Marketing Committee member) commented that Catalyst understands this business and VSLOC.

ACTION: Moved by Pearce/Seymour to approve the President & CEO to contract with Catalyst as VSLOC's Marketing Agency.

Motion carried: 12:0

14. SAVOR the Central Coast Update

Michelle Metter and Lauryn Edwards provided an update on ticket sales and marketing efforts for *Sunset SAVOR* the Central Coast. Public Comment – None.

15. CEO Report

Davison noted that the office is relocating to 1334 Marsh Street in the week of August 10, 2015, and VSLOC's lease in Paso Robles has been extended to August 15, 2015.

VSLOC is having conversations with finance directors to see how TMD funds from the City/County will be transferred.

VSLOC has two candidates on the radar for the Director of Travel Trade position. The candidate search for both the Director of Travel Trade and Marketing Director positions is ongoing.

Davison attended Visit California's Research Committee meeting. Now that the Dream Big funding was passed, they are developing how money is going to be allocated. SLO County (Morro Bay) will be featured on the next Dream Big commercial.

VSLOC is working closely with Morris & Garritano on a Human Resources Audit.

Davison will be out of the office August 1-9, 2015 for vacation.

Marketing Committee Meeting is August 11, 2015, and the next Board of Directors meeting will be August 19, 2015 at 8:30am at the Morro Bay Golf Course. Board discussion. Public Comment – None.

ADJOURNMENT

Meeting adjourned at 10:32am.

Fox drew for the length of her term at the end of the meeting. She drew a term of 3 years.

San Luis Obispo County
Visitor's & Conference Bureau
2014/2015 June Financial Summary

Income	FY:14-15 Actual	FY: 14-15 Budget	Adjusted Budget FY: 14- 15	Variance Favorable (Unfavorable)	% of Budget
PY Carryover	\$ 5,421	\$ 5,421	\$ 5,421	\$ -	100.00%
Current Year Dues Paid In Prior Year	\$ -	\$ -	\$ -	\$ -	0.00%
Membership Dues	\$ 93,922	\$ 100,000	\$ 92,000	\$ 1,922	93.92%
Government /TBID Funding	\$ 717,821	\$ 726,568	\$ 726,568	\$ (8,747)	98.80%
Website Revenue	\$ 2,750	\$ 35,000	\$ 10,000	\$ (7,250)	7.86%
Destination Guide Ads	\$ -	\$ -	\$ -	\$ -	0.00%
Film Commission Memberships	\$ -	\$ -	\$ -	\$ -	0.00%
Voluntary Contrib./Film Comm. Programs & Special Projects	\$ 100	\$ 2,000	\$ 100	\$ -	5.00%
	\$ -	\$ -	\$ -	\$ -	0.00%
Total Income	\$ 820,014	\$ 868,989	\$ 834,089	\$ (14,075)	

Expenses	FY: 14-15 YTD	FY: 14-15 Budget	Adjusted Budget FY: 14- 15	Variance Favorable (Unfavorable)	
Unclassified(Reserve & Contingency)	\$ -	\$ 19,103	\$ 2,548	\$ 2,548	0.00%
G&A	\$ 191,099	\$ 148,410	\$ 151,432	\$ (39,667)	128.76%
Member Relations	\$ 143,130	\$ 139,106	\$ 122,963	\$ (20,167)	102.89%
Group Sales	\$ 101,809	\$ 135,039	\$ 121,912	\$ 20,103	75.39%
Fam Trips	\$ 3,304	\$ 67,700	\$ 59,699	\$ 56,395	4.88%
PR	\$ 81,251	\$ 86,405	\$ 84,355	\$ 3,104	94.04%
Ad Co-Op	\$ 3,876	\$ 3,500	\$ (13,086)	\$ (16,962)	110.74%
BID Ad Co-Op	\$ 1,313	\$ 10,000	\$ 10,000	\$ 8,688	13.13%
Branding	\$ 14,470	\$ 12,288	\$ 10,000	\$ (4,470)	117.76%
County Wide Themed Programs	\$ 4,962	\$ 4,500	\$ 4,500	\$ (462)	110.26%
Fulfillment	\$ 7,800	\$ 9,310	\$ 8,260	\$ 460	83.79%
General Events	\$ 5,356	\$ 6,396	\$ 6,421	\$ 1,065	83.74%
Multi Purpose Info Kit	\$ -	\$ -	\$ -	\$ -	0.00%
Savor	\$ 124,322	\$ 101,347	\$ 100,721	\$ (23,601)	122.67%
Social Media	\$ -	\$ 24,000	\$ 6,000	\$ 6,000	0.00%
Website	\$ 58,182	\$ 84,780	\$ 61,500	\$ 3,318	68.63%
County Programs & Special Projects	\$ 8,000	\$ 10,000	\$ 10,000	\$ 2,000	80.00%
Film Commission	\$ 2,191	\$ 7,105	\$ 7,105	\$ 4,914	30.84%
Total Expenses	\$ 751,065	\$ 868,989	\$ 754,330	\$ 3,265	86.43%

Cash Surplus(Deficit)	\$ 68,949	\$ (0)	\$ 79,759
Savor Receivable - Money transferred to SAVOR account	\$ 79,759.00	\$ -	\$ 79,759.00
Adjusted Cash Surplus (Deficit)	\$ (10,810)	\$ -	\$ -

	Current Year Month End	Prior Year Month End	Increase (Decrease)
VCB Cash Balances	\$ 13,217	\$ 5,421	\$ 7,796

**Visit San Luis Obispo County
Balance Sheet Prev Year Comparison
As of June 30, 2015**

Cash Basis

	Jun 30, 15	Jun 30, 14
ASSETS		
Current Assets		
Checking/Savings		
Rabobank Checking	13,217.38	5,421.08
Savor Checking Account	156,747.75	190,582.92
Total Checking/Savings	169,965.13	196,004.00
Accounts Receivable		
Accounts Receivable	0.00	-160.40
Total Accounts Receivable	0.00	-160.40
Other Current Assets		
Savor Receivable	9,086.17	11,645.53
Total Other Current Assets	9,086.17	11,645.53
Total Current Assets	179,051.30	207,489.13
Fixed Assets		
Fixed Assets	32,782.67	32,782.67
Accumulated Depreciation	-20,832.17	-20,832.17
Total Fixed Assets	11,950.50	11,950.50
TOTAL ASSETS	191,001.80	219,439.63
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	0.00	-15.34
Total Accounts Payable	0.00	-15.34
Credit Cards		
Rabobank Credit Card	6,011.15	0.00
Chase 5458/Master	706.39	9,715.98
Total Credit Cards	6,717.54	9,715.98
Total Current Liabilities	6,717.54	9,700.64
Total Liabilities	6,717.54	9,700.64
Equity		
Fund Balance	34,053.44	34,053.44
Retained Earnings	175,685.55	385,475.25
Net Income	-25,454.73**	-209,789.70
Total Equity	184,284.26	209,738.99
TOTAL LIABILITIES & EQUITY	191,001.80	219,439.63

** Net Income includes both Visit SLO County and SAVOR the Central Coast for the period beginning July 1, 2014 through June 30, 2015.

San Luis Obispo County
 Visitor's & Conference Bureau
 2015/2016 Proposed Budget and Financial Summary for July

Income	FY:15-16 Actual	Proposed 15/16 Budget	Variance Favorable (Unfavorable)	% of Budget
PY Carryover	\$ -	\$ -	\$ -	#DIV/0!
Current Year Dues Paid In Prior Year	\$ 8,747	\$ -	\$ 8,747	#DIV/0!
Membership Dues	\$ 4,850	\$ 46,000	\$ (41,150)	10.54%
TBID Income			\$ -	#DIV/0!
SLO County Unincorporated	\$ -	\$ 800,597	\$ (800,597)	0.00%
SLO City	\$ -	\$ 549,189	\$ (549,189)	0.00%
Pismo Beach	\$ -	\$ 728,012	\$ (728,012)	0.00%
Morro Bay	\$ -	\$ 241,066	\$ (241,066)	0.00%
Paso Robles	\$ -	\$ 353,608	\$ (353,608)	0.00%
Arroyo Grande	\$ -	\$ 85,956	\$ (85,956)	0.00%
Atascadero	\$ -	\$ 62,395	\$ (62,395)	0.00%
Grover	\$ -	\$ 24,717	\$ (24,717)	0.00%

Total Income \$ 13,597 \$ 2,891,540 \$ (2,877,943)

Expenses	FY:15-16 Actual	Proposed 15/16 Budget	Variance Favorable (Unfavorable)	% of Budget
Unclassified(Reserve & Contingency)	\$ -	\$ 142,277	\$ (142,277)	0.00%
G&A	\$ 19,155	\$ 432,512	\$ (413,357)	4.43%
Industry Research and Resources	\$ 5,095	\$ 266,420	\$ (261,325)	1.91%
Travel Trade	\$ 5,553	\$ 345,800	\$ (340,247)	1.61%
PR	\$ 1,429	\$ 315,200	\$ (313,771)	0.45%
Advertising	\$ 5,957	\$ 1,015,975	\$ (1,010,018)	0.59%
Promotions	\$ -	\$ 107,600	\$ (107,600)	0.00%
Events	\$ 2,058	\$ 268,600	\$ (266,542)	0.77%
Digital Marketing	\$ 5,152	\$ 406,200	\$ (401,048)	1.27%
Film Commission	\$ -	\$ 102,425	\$ (102,425)	0.00%
Total Expenses	\$ 44,399	\$ 3,403,009	\$ (3,358,610)	1.30%

Cash Surplus(Deficit) \$ (30,802) \$ (511,469)

Contingency/Renewal \$ -

Net Cash Surplus (Deficit) \$ - \$ (511,469) *This excludes the principal portion of the debt payment which will decrease cash on a monthly basis as reflected on the Balance Sheet*

Adjusted Cash Surplus (Deficit) \$ (30,802)

	Current Year Month End	Prior Year Month End	Increase (Decrease)
VCB Cash Balances	\$ -	\$ -	\$ -

**Visit San Luis Obispo County
Balance Sheet Prev Year Comparison
As of July 31, 2015**

Cash Basis

	Jul 31, 15	Jul 31, 14
ASSETS		
Current Assets		
Checking/Savings		
Coast National Bank Checking	58,571.94	0.00
Rabobank Checking	24,880.52	71,128.54
Savor Checking Account	186,679.50	302,097.65
Total Checking/Savings	270,131.96	373,226.19
Accounts Receivable		
Accounts Receivable	0.00	-85.40
Total Accounts Receivable	0.00	-85.40
Other Current Assets		
Prepaid Rent	6,653.40	0.00
Savor Receivable	13,508.86	14,382.01
Undeposited Funds	6,175.00	0.00
Total Other Current Assets	26,337.26	14,382.01
Total Current Assets	296,469.22	387,522.80
Fixed Assets		
Fixed Assets	40,718.51	32,782.67
Accumulated Depreciation	-20,832.17	-20,832.17
Total Fixed Assets	19,886.34	11,950.50
TOTAL ASSETS	316,355.56	399,473.30
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	3,988.32	13,056.88
Total Accounts Payable	3,988.32	13,056.88
Credit Cards		
Rabobank Credit Card	21,906.60	0.00
Chase 5458/Master	770.06	626.70
Total Credit Cards	22,676.66	626.70
Other Current Liabilities		
Coast National Line of Credit	105,418.00	0.00
Payroll Liabilities	-0.84	219.70
Total Other Current Liabilities	105,417.16	219.70
Total Current Liabilities	132,082.14	13,903.28
Total Liabilities	132,082.14	13,903.28
Equity		
Fund Balance	34,053.44	34,053.44
Retained Earnings	150,230.82	175,685.55
Net Income	-10.84 **	175,831.03
Total Equity	184,273.42	385,570.02
TOTAL LIABILITIES & EQUITY	316,355.56	399,473.30

** Net income includes Visit SLO County and SAVOR the Central Coast activity from July 1, 2015 through July 31, 2015.

AMENDED AND RESTATED
BYLAWS FOR THE REGULATION, EXCEPT AS OTHERWISE
PROVIDED BY STATUTE OR ITS ARTICLES OF INCORPORATION OF

SAN LUIS OBISPO COUNTY
VISITORS AND CONFERENCE BUREAU, INCORPORATED

A CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION

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AMENDED AND RESTATED BYLAWS OF
SAN LUIS OBISPO COUNTY
VISITORS AND CONFERENCE BUREAU, INCORPORATED
A CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION

The name of this Corporation is SAN LUIS OBISPO COUNTY VISITORS AND CONFERENCE BUREAU, INCORPORATED.

ARTICLE I. OFFICES OF THE CORPORATION

Section 1. Principal Office. The principal office for the transaction of the activities and affairs of the Corporation (principal office) is located at 1334 Marsh Street, San Luis Obispo, in San Luis Obispo County, California. The Board of Directors (“Board”) may change the principal office from one location to another. Any change of location of the principal office shall be noted by the secretary on these Bylaws opposite this section, or this section may be amended to state the new location.

Section 2. Other Offices. The Board may at any time establish branch or subordinate offices at any place or places where the Corporation is qualified to conduct its activities.

ARTICLE II. PURPOSES AND LIMITATIONS

Section 1. General Purposes. The objectives and purpose of the Corporation shall be to promote tourism and common business interests and complement the efforts of local communities and organizations in the County of San Luis Obispo, California.

Section 2. Specific Purposes. Within the context of the general purposes stated above, this Corporation shall promote public use of lodging, restaurant, retail and recreational facilities and activities within the County of San Luis Obispo to the fullest potential and to join together public agencies, private industry and nonprofit corporations, all to enhance the economy of San Luis Obispo County through tourism enhancement and development.

ARTICLE III. MEMBERS

Section 1. Qualifications and Rights of Membership.

(a) Classes and Qualifications. This Corporation shall have no members within the meaning of California Nonprofit Corporation Law, pursuant to Corporations Code section 7332(a).

(b) Other Persons Associated With the Corporation. The Corporation may refer to persons of affiliated nonvoting classes or other persons or entities associated with it as “partners,” even though those persons or entities are not voting members as set forth in Section 1(b) of this Article III, no such reference shall constitute anyone a member within the meaning of Section 5056 of the California Nonprofit Corporation Law. By amendment of its Articles of Incorporation or of these Bylaws, the Corporation may grant some or all the rights of a member of any class, as set forth in these Bylaws, to any person or entity that does not have the right to vote on any of the matters specified in Section 1(b) of Article III of these Bylaws, but no such person or entity shall be a member within the meaning of Section 5056 of the California Nonprofit Corporation Law.

ARTICLE IV. DIRECTORS

Section 1. Powers.

(a) General Corporate Powers. Subject to the provisions and limitations of the California Nonprofit Mutual Benefit Corporation Law and any other applicable laws the Corporation’s activities and affairs shall be managed, and all corporate powers shall be exercised, by or under the direction of the Board.

(b) Specific Powers. Without prejudice to the general powers set forth in Section 1 of this Article IX, but subject to the same limitations, the directors shall have the power to:

(i) Appoint and remove, at the pleasure of the Board, all the Corporation’s officers, agents, and employees; prescribe powers and duties for them that are consistent with law, with the Articles of Incorporation, and with these Bylaws; and fix their compensation and require from them security for faithful performance of their duties.

(ii) Change the principal office or the principal business office in California from one location to another, within San Luis Obispo County; cause the Corporation to be qualified to conduct its activities in any other state, territory, dependency, or country and conduct its activities within or outside California; and designate any place within San Luis Obispo County for holding any meeting.

(iii) Adopt and use a corporate seal; prescribe the forms of partnership certificates; and alter the forms of the seal and certificates.

(iv) Borrow money and incur indebtedness on behalf of the Corporation and cause to be executed and delivered for the Corporation’s purposes, in the corporate name, promissory notes, bonds, debentures, deeds of trust, mortgages, pledges, hypothecations and other evidences of debt and securities.

Section 2. Number and Qualification of Directors.

- (a) Authorized Number. The authorized number of directors shall be fifteen.
- (b) Qualifications. The Board will strive to ensure that each jurisdiction in the SLOCTMD is represented in approximate proportion to the amount of assessment contributed by lodging businesses in that jurisdiction. Each Director must be a representative of an assessed lodging business, except for the County representative. Among the fifteen directors there shall be:
 - i. At least one representative of a lodging business in each jurisdiction in the SLOCTMD;
 - ii. One representative each from a vacation rental, a bed and breakfast, and an R.V. Park;
 - iii. One representative who is appointed by the County of San Luis Obispo; and
 - iv. Three at-large members.

Section 3. Election, Designation, and Term of Office.

(a) Term. Each director whose term is expiring shall be elected at the annual meeting, to hold office for three (3) years, provided however, that directors' terms shall be staggered so that every year five (5) new directors shall be elected. For the first year of operation, in order to stagger the terms of the directors, one-third (1/3) of the directors will serve a one-year term, one-third (1/3) of the directors will serve a two-year term and the remaining one-third (1/3) of the directors will complete the three-year term.

If any such directors are not elected at any annual meeting, they may be elected at any special meeting held for that purpose. Each such director, including a director elected to fill a vacancy or elected at a special meeting, shall hold office until expiration of the term for which elected and until a successor has been elected and qualified.

- (b) Designated Directors. Nine Directors shall be designated as follows:
 - i. One lodging business representative from each of the cities shall be appointed by the respective jurisdiction's city council or tourism organization, as each city determines.
 - ii. One lodging business representative shall be appointed by the County Board of Supervisors.
 - iii. One additional representative at-large shall be appointed by the County Board of Supervisors.

(c) Elected Directors. The remaining six Directors shall be nominated by SLOCTMD assessment payors and elected by the Board. The Board shall create an ad hoc nominating committee as needed. The committee will seek nominations from the assessed lodging businesses for the six elected seats. Nominations will be verified by the nominating committee and a slate provided to the Board of Directors for election. The nominating

committee will recommend a slate to the Board of Directors that ensures diversity of geography and takes into consideration SLOCTMD assessment contribution. The slate will take into consideration the requirements of Section 2(b) above.

Section 4. Vacancies on Board.

(a) Events Causing Vacancy. A vacancy or vacancies on the Board shall exist on the occurrence of the following: (i) the death or resignation of any director, provided, however, that a director who was designated as a director may be removed by the Board; (ii) the declaration by resolution of the Board of a vacancy in the office of a director who has been declared of unsound mind by an order of court, convicted of a felony, or found by final order or judgment of any court to have breached a duty under Article 3 of Chapter 2 of the California Nonprofit Mutual Benefit Corporation Law; (iii) the increase of the authorized number of directors; or (iv) the failure of the Board, at any meeting at which any director or directors are to be elected, to elect the number of directors required to be elected at such meeting; or (v) a director no longer meeting the criteria of Section 2(b) above.

(b) Resignations. Except as provided below, any director may resign by giving written notice to the chairperson or the secretary of the Board. The resignation shall be effective when the notice is given unless it specifies a later time for the resignation to become effective. If a director's resignation is effective at a later time, the Board may elect a successor to take office as of the date when the resignation becomes effective. Except on notice to the Attorney General of California, no director may resign if the Corporation would be left without a duly elected director or directors.

(c) Removal. Any director who in a twelve-month period either does not attend three (3) successive Board meetings or who misses a total of three (3) meetings without an approved excuse will automatically be removed from the Board without Board resolution unless (i) the director requests a leave of absence for a limited period of time, and the leave is approved by the directors at a regular or special meeting (if such leave is granted, the number of Board members will be reduced by one in determining whether a quorum is or is not present); (ii) the director suffers from an illness or disability that prevents him or her from attending meetings and the Board by resolution waives the automatic removal procedure of this subsection; or (iii) the Board by resolution of the majority of Board members must agree before a director who has missed three (3) successive meetings or three (3) meetings total may be reinstated.

(d) Filling Vacancies. Vacancies on the Board may be filled by a majority of the directors then in office, whether or not less than a quorum, or by a sole remaining director. Vacancies shall be filled by individuals who meet the requirements of Sections 2(b), 3(b) and 3(c) above.

(e) No Vacancy On Reduction of Number of Directors. No reduction of the authorized number of directors shall have the effect of removing any director before that director's term of office expires.

Section 5. Directors' Meetings.

(a) Place of Meetings. Meetings of the Board shall be held at any place within the County of San Luis Obispo that has been designated by resolution of the Board or in the notice of the meeting or, if not so designated, at the principal office of the Corporation.

(b) Meetings by Telephone Conference or other Communication Equipment. Teleconferencing, as authorized by §54953 of the Ralph M. Brown Act may be used for all purposes in connection with meetings. All votes taken during a teleconferenced meeting shall be by roll call. If teleconferencing is used, the Board shall post the agenda at all teleconference locations and conduct teleconference meetings in a manner that protects the statutory and constitutional rights of the parties or the public appearing before the Board. Each teleconference location shall be identified in the notice and agenda of the meeting, and each teleconference location shall be accessible to the public. During the teleconference, at least a quorum of the members of the Board shall participate from locations within the boundaries of San Luis Obispo County. The agenda shall provide an opportunity for members of the public to address the legislative body directly pursuant to §54954.3 at each teleconference location.

Members of the Board may participate in a meeting through use of conference telephone, electronic video screen communication, or other communications equipment. Participation in a meeting pursuant to this section constitutes presence in person at that meeting if all of the following apply:

(i) Each member participating in the meeting can communicate with all of the other members concurrently.

(ii) Each member is provided the means of participating in all matters before the Board, including the capacity to propose, or to interpose an objection, to a specific action to be taken by the Corporation.

(iii) The Corporation adopts and implements some means of verifying both of the following:

(1) A person communicating by telephone, electronic video screen, or other communications equipment is a director entitled to participate in the Board meeting.

(2) All statements, questions, actions, or votes were made by that director and not by another person not permitted to participate as a director.

(c) Annual Meeting. The Board shall hold a regular annual meeting for purposes of organization, election of officers, and transaction of other business. Notice of the annual meeting shall be posted at least seventy-two hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act. Each such notice shall state the general business to be transacted,

and the day, time and place of the meeting. Business may be transacted at any regular meeting of the Board in accordance with the requirements of the Ralph M. Brown Act. Each notice shall state the general business to be transacted, and the day, time and place of the meeting.

(d) Other Regular Meetings. Other regular meetings of the Board may be held at such time and place as the Board may fix from time to time. Notice of regular meetings shall be posted at least seventy-two hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act. Each such notice shall state the general business to be transacted, and the day, time and place of the meeting. Business may be transacted at any regular meeting of the Board in accordance with the requirements of the Ralph M. Brown Act. Each notice shall state the general business to be transacted, and the day, time and place of the meeting.

(e) Special Meetings.

(i) Authority To Call. Special meetings of the Board for any purpose may be called at any time by the chairperson or any vice chairperson, or the secretary or any two (2) directors.

(ii) Manner of Giving Notice. Notice of the time and place of any special meetings of the Board shall be given to each director upon four (4) days' written notice delivered by first-class mail or forty-eight (48) hours' notice delivered personally or by telephone, including a voice messaging system or other system or technology designed to record and communicate messages, telegraph, facsimile, electronic mail, or other electronic means. All such notices shall be given or sent to the director's address, telephone number or facsimile number as shown on the records of the Corporation. Notice shall also be posted at least twenty-four hours prior to the meeting in a publicly accessible location, and on the corporation's website, if any, in accordance with the requirements of the Ralph M. Brown Act.

(iii) Notice Contents. Each notice shall state the general business to be transacted, and the day, time and place of the meeting.

(f) Quorum. A majority of the directors then in office shall constitute a quorum for the transaction of business, except to adjourn. Every action taken or decision made by a majority of the directors present at a duly held meeting at which a quorum is present shall be the act of the Board, subject to the more stringent provisions of the California Nonprofit Mutual Benefit Corporation Law, including, without limitation, those provisions relating to (i) approval of contracts or transactions in which a director has a direct or indirect material financial interest; (ii) approval of certain transactions between Corporations having common directorships; (iii) creation of and appointments to committees of the Board; and (iv) indemnification of directors.

(g) Adjournment. A majority of the directors present, whether or not a quorum is present, may adjourn any meeting to another time and place.

(h) Notice of Adjourned Meeting. Notice of the time and place of holding an adjourned meeting need not be given unless the original meeting is adjourned for more than twenty-four (24) hours. If the original meeting is adjourned for more than twenty-four (24) hours, notice of any adjournment to another time and place shall be given, before the time of the adjourned meeting, to the directors who were not present at the time of the adjournment.

Section 6. Compensation and Reimbursement. Directors and members of committees of the Board may receive such compensation, if any, for their services as directors or officers, and such reimbursement of expenses, as the Board may determine by resolution to be just and reasonable as to the Corporation at the time that the resolution is adopted.

Section 7. Committees.

(a) Committees of the Board. The Board, by resolution adopted by a majority of the directors then in office, provided a quorum is present, may create (1) one or more committees each consisting of two (2) or more directors and no persons who are not directors to serve at the pleasure of the Board. Appointments to committees of the Board shall be by majority vote of the directors then in office. The Board may appoint one (1) or more directors as alternate members of any such committee, who may replace any absent member at any meeting. Any such committee, to the extent provided in the Board resolution, shall have all the authority of the Board, except that no committee, regardless of Board resolution, may:

- (i) Fill vacancies on the Board or on any committee that has the authority of the Board;
- (ii) Fix compensation of the directors for serving on the Board or on any committee;
- (iii) Amend or repeal these Bylaws or adopt new bylaws;
- (iv) Amend or repeal any resolution of the Board that by its express terms is not so amendable or repealable;
- (v) Create any other committees of the Board or appoint the members of committees of the Board;
- (vi) Expend corporate funds to support a nominee for director after more people have been nominated for director than can be elected; or
- (vii) Approve any contract or transaction to which the Corporation is a party and in which one (1) or more of its directors has a material financial interest, except as special approval is provided for in Section 5233(d)(3) of the California Corporations Code.

(b) Advisory Committees. The Board may establish one or more advisory

committees. The members of any advisory committee may consist of directors or non-directors. Advisory committees may not exercise the authority of the Board to make decisions on behalf of the corporation, but shall be limited to making recommendations to the Board or the Board's authorized representatives and to implementing Board decisions and policies. Advisory committees shall be subject to the supervision and control of the Board.

(c) Executive Committee. Pursuant to Section 8(a) of this Article IX, the Board may appoint two (2) or more directors of the Corporation to serve as the executive committee of the Board. The executive committee, unless limited by a resolution of the Board, shall have and may exercise all the authority of the Board in the management of the business and affairs of the Corporation between meetings of the Board; provided, however, that the executive committee shall not have the authority of the Board in reference to those matters enumerated in Section 1 of this Article IX. All actions of the executive committee shall be reported to and ratified by the full Board at the next duly scheduled Board meeting.

(d) Marketing Committee. The Board shall create an advisory committee to be known as the Marketing Committee. The Marketing Committee's purpose will be to align marketing objectives and complementary strategies between community and county tourism marketing programming to optimize collaboration and reduce duplication. The committee will consist of 13-18 destination managers and marketing professionals who have been selected through an application process that is managed and reviewed by the Board of Directors and staff. The committee's recommendations will be submitted to the Board of Directors for approval.

(e) SLOCTMD Advisory Committee. The Board shall create an advisory committee to be known as the SLOCTMD Advisory Committee. The SLOCTMD Advisory Committee will be comprised of 10-20 elected officials and city managers, who will participate in semi-annual meetings and liaise back to the communities they represent with programming updates and overall metrics demonstrating the impacts of the SLOCTMD on the County and cities. Each participating community will determine its representative(s) on the SLOCTMD Advisory Committee.

(f) Meetings and Actions of Committees. Meetings and actions of committees of the Board shall be governed by, held, and taken in accordance with the provisions of these Bylaws concerning meetings and other Board actions, except that the time for regular meetings of such committees and the calling of special meetings of such committees may be determined either by Board resolution or, if there is none, by resolution of the committee of the Board. Minutes of each meeting of any committee of the Board shall be kept and shall be filed with the corporate records. The Board may adopt rules for the government of any committee, provided they are consistent with these Bylaws or, in the absence of rules adopted by the Board, the committee may adopt such rules.

ARTICLE X. OFFICERS

Section 1. Officers of the Corporation. The officers of the Corporation shall be a chairperson, and one (1) or more vice chairperson(s), a secretary, a treasurer, and if applicable the immediate past chairperson. Any number of offices may be held by the same person, except that neither the secretary nor the treasurer may serve concurrently as the chairperson of the Board.

Section 2. Election of Officers. The officers of the Corporation, except those appointed under Section 1 of this Article X, shall be chosen annually by the Board and shall serve at the pleasure of the Board, subject to the rights, if any, of any officer under any contract of employment.

Section 3. Other Officers. The Board may appoint and may authorize the chairperson, or other officer, to appoint any other officers that the Corporation may require. Each officer so appointed shall have the title, hold office for the period, have the authority, and perform the duties specified in these Bylaws or determined by the Board.

Section 4. Removal of Officers. Without prejudice to any rights of an officer under any contract of employment, any officer may be removed with or without cause by the Board and also, if the officer was not chosen by the Board, by any officer on whom the Board may confer that power of removal.

Section 5. Resignation of Officers. Any officer may resign at any time by giving written notice to the Corporation. The resignation shall take effect as of the date the notice is received or at any later time specified in the notice and, unless otherwise specified in the notice, the resignation need not be accepted to be effective. Any resignation shall be without prejudice to the rights, if any, of the Corporation under any contract to which the officer is a party.

Section 6. Vacancies in Office. A vacancy in any office because of death, resignation, removal, disqualification, or any other cause shall be filled in the manner prescribed in these Bylaws for regular appointments to that office, provided, however, that vacancies need not be filled on an annual basis.

Section 7. Responsibilities of Officers.

(a) Chairperson. Subject to the control of the Board, the chairperson shall be the general manager of the Corporation. The chairperson shall preside at all Board meetings. The chairperson shall have such other powers and duties as the Board or these Bylaws may prescribe.

(b) Vice Chairpersons. If the chairperson is absent or disabled, the vice chairpersons, if any, in order of their rank as fixed by the Board, or, if not ranked, a vice chairperson designated by the Board, shall perform all duties of the chairperson. When so acting, a vice chairperson shall have all powers of and be subject to all restrictions on the chairperson.

The vice chairpersons shall have such other powers and perform such other duties as the Board or these Bylaws may prescribe.

(c) Secretary.

(i) Book of Minutes. The secretary shall keep or cause to be kept, at the Corporation's principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, and of committees of the Board. The minutes of meetings shall include the time and place that the meeting was held, whether the meeting was annual, regular, or special, and, if special, how authorized, the notice given, the names of those present at Board and committee meetings. The secretary shall keep or cause to be kept, at the principal office in California, a copy of the Articles of Incorporation and these Bylaws, as amended to date.

(ii) Notices, Seal, and Other Duties. The secretary shall give, or cause to be given, notice of all meetings of the Board and of committees of the Board required by these Bylaws to be given. The secretary shall keep the corporate seal in safe custody and shall have such other powers and perform such other duties as the Board or these Bylaws may prescribe.

(d) Treasurer.

(i) Books of Account. The treasurer shall keep and maintain, or cause to be kept and maintained, adequate and correct books and accounts of the Corporation's properties and transactions. The treasurer shall send or cause to be given to the directors such financial statements and reports as are required to be given by law, by these Bylaws, or by the Board. The books of account shall be open to inspection by any director at all reasonable times.

(ii) Deposit and Disbursement of Money and Valuables. The treasurer shall deposit, or cause to be deposited, all money and other valuables in the name and to the credit of the Corporation with such depositories as the Board may designate, shall disburse the Corporation's funds as the Board may order, shall render to the chairperson, and the Board, when requested, an account of all transactions as treasurer and of the financial condition of the Corporation, and shall have such other powers and perform such other duties as the Board or these Bylaws may prescribe.

(iii) Bond. If required by the Board, the treasurer shall give the Corporation a bond in the amount and with the surety or sureties specified by the Board for faithful performance of the duties of the office and for restoration to the Corporation of all of its books, papers, vouchers, money, and other property of every kind in the possession or under the control of the treasurer on his or her death, resignation, retirement, or removal from office.

(e) Immediate Past Chairperson.

If the Immediate Past Chairperson remains on the Board after serving as Chairperson, that individual will also serve as a member of the Executive Committee. The Immediate Past Chair shall have such duties as the Board or Executive Committee may require.

ARTICLE XI. INDEMNIFICATION

Section 1. Right of Indemnity. To the fullest extent permitted by law, this Corporation shall indemnify its directors, officers, employees, and other persons described in Section 5238(a) of the California Corporations Code, including persons formerly occupying any such position, against all expenses, judgments, fines, settlements and other amounts actually and reasonably incurred by them in connection with any “proceeding,” as that term is used in that section, and including an action by or in the right of the Corporation, by reason of the fact that the person is or was a person described in that section. “Expenses,” as used in these Bylaws, shall have the same meaning as in Section 5238(a) of the California Corporations Code.

Section 2. Approval of Indemnity. On written request to the Board by any person seeking indemnification under Section 5238(b) or Section 5238(c) of the California Corporations Code, the Board shall promptly determine under Section 5238(e) of the California Corporations Code whether the applicable standard of conduct set forth in Section 5238(b) or Section 5238(c) has been met and, if so, the Board shall authorize indemnification.

Section 3. Advancement of Expenses. To the fullest extent permitted by law and except as otherwise determined by the Board in a specific instance, expenses incurred by a person seeking indemnification under Sections 1 and 2 of this Article XI in defending any proceeding covered by those sections shall be advanced by the Corporation before final disposition of the proceeding, on receipt by the Corporation of an undertaking by or on behalf of that person that the advance will be repaid unless it is ultimately determined that the person is entitled to be indemnified by the Corporation for those expenses.

ARTICLE XII. INSURANCE

The Corporation shall have the right to purchase and maintain insurance to the full extent permitted by law on behalf of its officers, directors, employees, and other agents, against any liability asserted against or incurred by any officer, director, employee, or agent in such capacity or arising out of the officer’s, director’s, employee’s, or agent’s status as such.

ARTICLE XIII. RECORDS AND REPORTS

Section 1. Maintenance of Corporate Records. The Corporation shall keep:

- (a) Adequate and correct books and records of account; and
- (b) Written minutes of the proceedings of its Board, and committees of the Board.

Section 2. Maintenance and Inspection of Articles and Bylaws. The Corporation shall keep at its principal office, or if its principal office is not in California, at its principal business office in this state, the original or a copy of the Articles of Incorporation and these Bylaws, as amended to date, which shall be open to inspection by the directors at all reasonable times during office hours. If the principal office of the Corporation is outside California and the Corporation has no principal business office in this state, the secretary shall, on the written request of any director, furnish a copy of the Articles of Incorporation and these Bylaws, as amended to date.

Section 3. Inspection by Directors. Every director shall have the absolute right at any reasonable time to inspect the Corporation's books, records, documents of every kind, physical properties, and the records of each of its subsidiaries. The inspection may be made in person or by the director's agent or attorney. The right of inspection includes the right to copy and make extracts of documents.

Section 4. Annual Report. The Board shall cause an annual report to be sent to the directors within one hundred twenty (120) days after the end of the Corporation's fiscal year. That report shall contain the following information, in appropriate detail, for the fiscal year:

- (a) The assets and liabilities, including the trust funds, of the Corporation as of the end of the fiscal year.
- (b) The principal changes in assets and liabilities, including trust funds.
- (c) The revenue or receipts of the Corporation, both unrestricted and restricted to particular purposes.
- (d) The expenses or disbursements of the Corporation for both general and restricted purposes.
- (e) Any information required by Section 6 of this Article XIII.

The annual report shall be accompanied by any report on it of independent accountants or, if there is no such report, by the certificate of an authorized officer of the Corporation that such statements were prepared without audit from the Corporation's books and records.

This requirement of an annual report shall not apply if the Corporation receives less than Twenty-five Thousand Dollars (\$25,000) in gross receipts during the fiscal year; provided, however, that the information specified above for inclusion in an annual report must be furnished annually to all directors.

Section 5. Annual Statement of Certain Transactions and Indemnifications. As part of the annual report, or as a separate document if no annual report is issued, the Corporation shall annually prepare and furnish to each director a statement of any transaction or indemnification of

the following kind within one hundred twenty (120) days after the end of the Corporation's fiscal year:

(a) Any transaction (i) in which the Corporation, its parent, or its subsidiary was a party; (ii) in which an "interested person" had a direct or indirect material financial interest; and (iii) which involved more than Fifty Thousand Dollars (\$50,000), or was one of a number of transactions with the same interested person involving, in the aggregate, more than Fifty Thousand Dollars (\$50,000). For this purpose, an "interested person" is either of the following:

(i) Any director or officer of the Corporation, its parent, or subsidiary (but mere common directorship shall not be considered such an interest); or

(ii) Any holder of more than ten percent (10%) of the voting power of the Corporation, its parent, or its subsidiary. The statement shall include a brief description of the transaction, the names of interested persons involved, their relationship to the Corporation, the nature of their interest in the transaction and, if practicable, the amount of that interest, provided that if the transaction was with a partnership in which the interested person is a partner, only the interest of the partnership need be stated.

(b) Any indemnifications or advances aggregating more than Ten Thousand Dollars (\$10,000) paid during the fiscal year to any officer or director of the Corporation under Sections 1, 2 and 3 of Article XI, unless that indemnification has already been approved by the members under Section 5238(e) (2) of the California Corporations Code.

ARTICLE XIV. CONSTRUCTION AND DEFINITIONS

Unless the context requires otherwise, the general provisions, rules of construction and definitions in the California Nonprofit Corporation Law shall govern the construction of these Bylaws. Without limiting the generality of the preceding sentence, the masculine gender includes the feminine and neuter, the singular includes the plural, the plural includes the singular, and the term "person" includes both a legal entity and a natural person.

ARTICLE XV. AMENDMENTS

Section 1. Amendment by Board. Except as otherwise provided herein, and subject to the power of Directors to amend or repeal the Bylaws, these Bylaws may be altered, amended or repealed and new Bylaws may be adopted by an affirmative vote of a majority of the Directors present at any regular or special meeting, a quorum being assembled, provided that written notice of such meeting, setting forth in detail the proposed revision(s) and explanation(s) therefore, be given not less than 7 days prior to such meeting.

Section 2. Review by Board of Directors. These Bylaws shall be reviewed by the Board as needed.

CERTIFICATE OF SECRETARY

I certify that I am the duly elected and acting secretary of SAN LUIS OBISPO COUNTY VISITORS AND CONFERENCE BUREAU, INCORPORATED, a California nonprofit MUTUAL BENEFIT corporation, that the above Bylaws, consisting of fifteen (15) pages, are the Bylaws of this Corporation as adopted by the Board of Directors on _____, 2015 and that they have not been amended or modified since that date.

Executed on _____ day of _____, 2015 in San Luis Obispo, California.

_____, Secretary
Print

Sign



Visit San Luis Obispo County

Annual Report

Fiscal Year: 2014 - 2015

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Letter from the President & CEO

Dear Tourism Constituents,

2014-2015 has been a year of great excitement and tremendous transformation for Visit San Luis Obispo County. The core focus, as directed by the Board of Directors and guided by the Task Force, was to build consensus among the tourism industry to create the first countywide Tourism Marketing District (TMD). For the first time in our county, this public/private partnership creates a sustainable funding model and becomes the foundation for a comprehensive and unified marketing plan around tourism in San Luis Obispo County.

I am honored to have stepped into the organization at this critical milestone, taking over as President & CEO on May 1, 2015. As I look at the accomplishments of the past year, the progress is impressive. Balancing marketing initiatives, countywide collaboration, the formation of the TMD, and a critical transition for *Sunset SAVOR* the Central Coast, has positioned Visit San Luis Obispo County to lead the industry in the organization's five-year strategic plan.

Our focus moving forward is to 1) increase demand for overnight stays and 2) create greater awareness of our county and its assets. The foundation of our programming is now in place and it is strong. The industry has the opportunity to accelerate its reach within the State of California, throughout new regional markets and across the globe internationally and Visit San Luis Obispo County will help lead that charge.

As we continue making progress toward our mission to increase tourism revenue and position San Luis Obispo County as the preferred destination, I invite you to take a few minutes to read about our recent accomplishments.

Building upon the San Luis Obispo County brand, our team has increased its digital marketing initiatives, built upon its key strategic partnerships and strengthened its travel trade outreach. Our public relations program continues to build earned media impressions and the Film Commission is refocused for the future.

I am thrilled to serve as your President & CEO and look forward to guiding the organization to reach its full potential. Enjoy reviewing the Annual Report.

All the Best,



Chuck Davison
President & CEO

The Big Picture

About Visit San Luis Obispo County:

Visit San Luis Obispo County is the countywide destination marketing organization and tourism agency. Its goal is to promote the inspirational assets of San Luis Obispo County through marketing, advertising, public relations, group sales, promotions, events, sponsorships, strategic partnerships and the film commission to brand the region as a choice destination for regional, national and international travelers alike. Visit San Luis Obispo County works in partnership with tourism industry-related businesses including lodging properties, restaurants, wineries, attractions golf courses, transportation companies and retail stores to create a unified marketing approach that promotes the Culinary, Coastal and Cultural assets of the County.

For more information, go to VisitSanLuisObispoCounty.com.

Vision:

To establish San Luis Obispo County as a premiere Central Coast tourism destination, and a leader in the California tourism community.

Mission:

Increase tourism revenue by positioning, branding, and promoting San Luis Obispo County as a preferred destination for regional, national and global visitors.



Tourism Marketing District

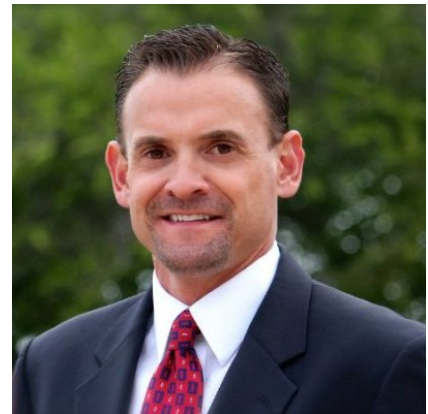
On June 10, 2015, the team at Visit San Luis Obispo County received unanimous approval by all City Councils and ultimately the County Board of Supervisors for the formation of the San Luis Obispo County Tourism Marketing District (TMD). Congratulations to all tourism partners! Years of dedication, commitment and staying the course to create a unified tourism voice have finally paid off. Your voice was heard and together the industry made a difference to move forward with the first ever unified tourism marketing plan in San Luis Obispo County.

This 1% countywide lodging assessment includes hotels, motels, vacation rentals, bed-and-breakfasts and RV Parks. The TMD funding will expand the marketing budget of Visit San Luis Obispo County, allocating an estimated \$3.4M in year-one (FY: 15-16) to be used towards promoting and marketing the destination.

About Us

Visit San Luis Obispo County Announces New President & CEO

On April 29, the Visit San Luis Obispo County Board of Directors unanimously voted to install Chuck Davison as its new President and CEO. Chuck along with his wife, Kristin and their four daughters Kylie, Savannah, Samantha and Carissa, moved to Pismo Beach in San Luis Obispo County almost three years ago seeking a balanced quality of life. Chuck's 25 years of career experience in travel, tourism, hospitality, lodging and management immediately had him seeking ways to get involved in tourism locally.



From managing hotels and working in the hospitality/gaming industry in Las Vegas, to a career at Expedia, where he led the opening of the new Local Expert division across North America, to his experience in managing an international non-profit organization, Chuck's results oriented approach was widely recognized by the Board of Directors to make an immediate impact on Visit San Luis Obispo County.

Chuck began his position on May 1, 2015 after working alongside Visit San Luis Obispo County as a contractor. In that role, Chuck served as the Senior Director for Visit San Luis Obispo County since August 2014. His focus had been: business development and community outreach for the Tourism

Marketing District (TMD) campaign, group sales, developing marketing plan priorities, forging strategic partnerships and providing strategic direction for *Sunset SAVOR* the Central Coast.

Chuck's vision for San Luis Obispo County Tourism along with his knowledge of the tourism industry and charismatic personality places him in the leadership role as Visit San Luis Obispo County transitions into a Tourism Marketing District funding model.

Chuck succeeded Stacie Jacob who served as Executive Director for nearly four years. During her tenure, Stacie helped build the *Sunset SAVOR* the Central Coast brand, cooperated with community BID programming, extended awareness for San Luis Obispo County through earned media and helped spearhead the TMD plan by building consensus among the tourism industry to realize the power of securing dedicated marketing funds.

2014-15 Visit San Luis Obispo County Board of Directors

- **Noreen Martin**, Martin Resorts— **Chair**
- **Charlie Yates**, Pelican Inn & Suites— **Vice Chair**
- **Jay Jamison**, Pismo Coast Village RV Resort— **Treasurer/Secretary**
- **Kevin Phipps**, Embassy Suites San Luis Obispo— **Executive Officer**
- **Jim Allen**, Hearst Castle
- **Mike Casola**, Cliffs Resort/Boutique Hotel Collection
- **Joel Clay**, Chalk Mountain Golf Course
- **Philip D'Acri**, C.M., SLO County Airport
- **Bill Hendricks**, Ph.D., Cal Poly, Professor & Department Head RPTA
- **Anna Olsen**, Ayres Hotel
- **JP Patel**, Best Western Plus Colony Inn
- **Jennifer Porter**, Paso Robles Wine Country Alliance
- **Nikki Schmidt**, County of San Luis Obispo
- **Jill Tweedie**, Breakaway Tours and Event Planning

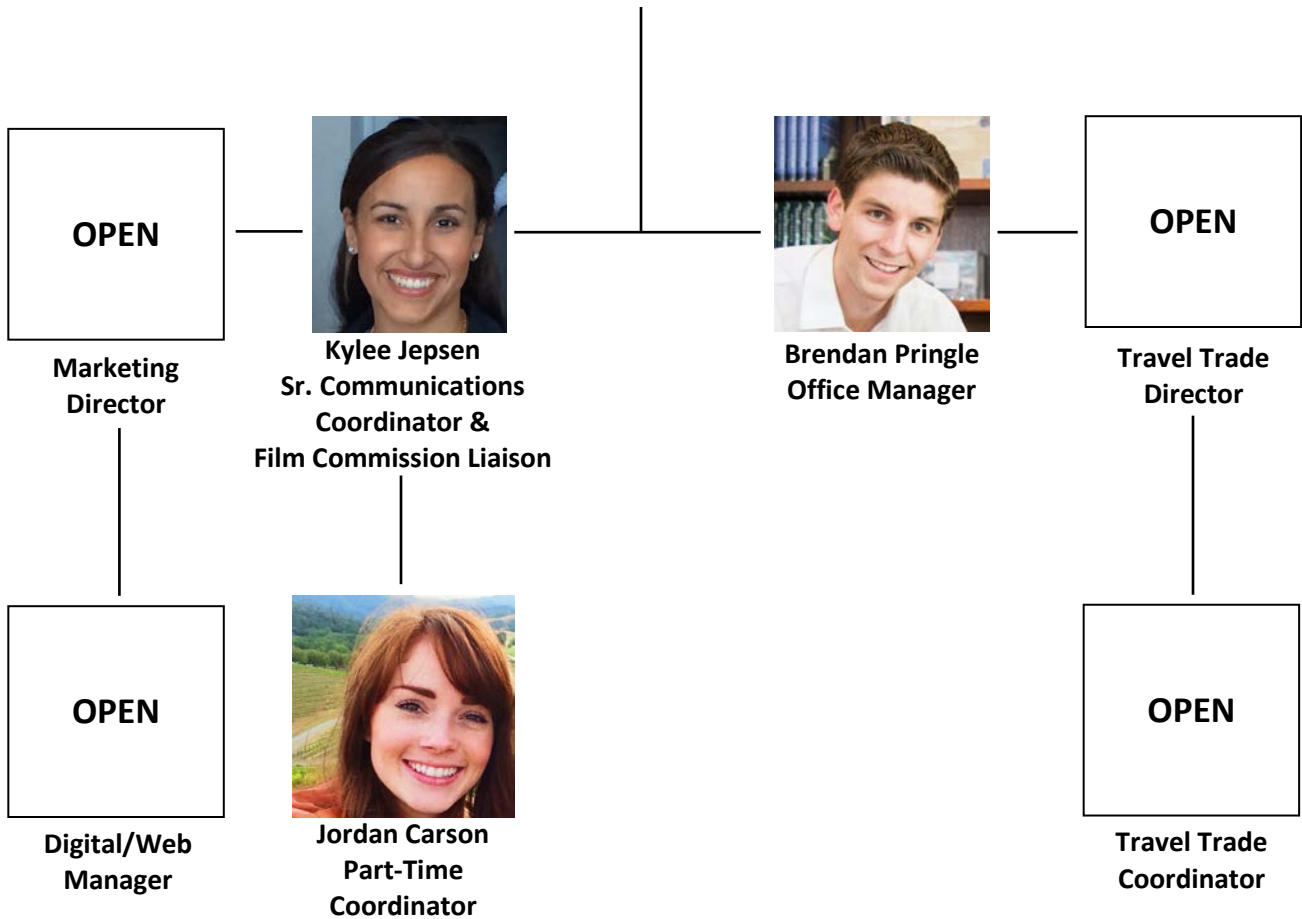
2014-15 Visit San Luis Obispo County Resource Council

- Judith Bean, Arroyo Grande & Grover Beach Chamber of Commerce
- Suzen Brasile, Pismo Beach Conference and Visitor's Bureau
- Molly Cano, City of San Luis Obispo
- Brent Haugen, Morro Bay Tourism Bureau
- Mariam Shah, Grover Beach City Council
- Marcia Torgerson, City of Atascadero
- Meg Williamson, City of Paso Robles

Visit San Luis Obispo County Team



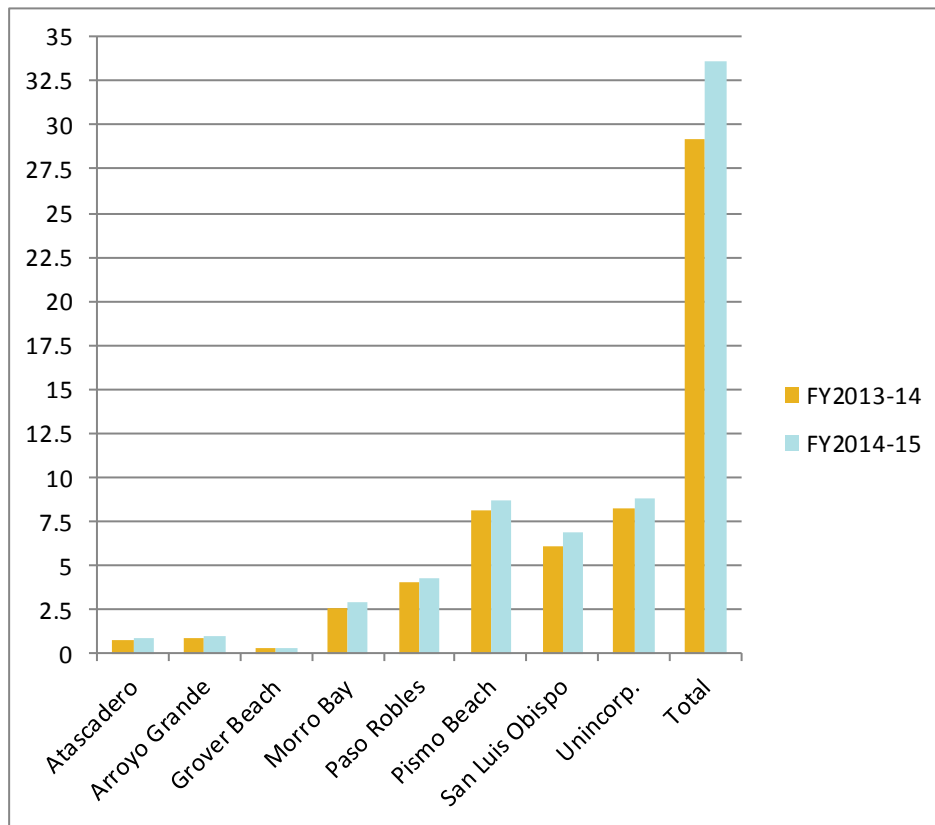
Chuck Davison
President & CEO



Brand Development

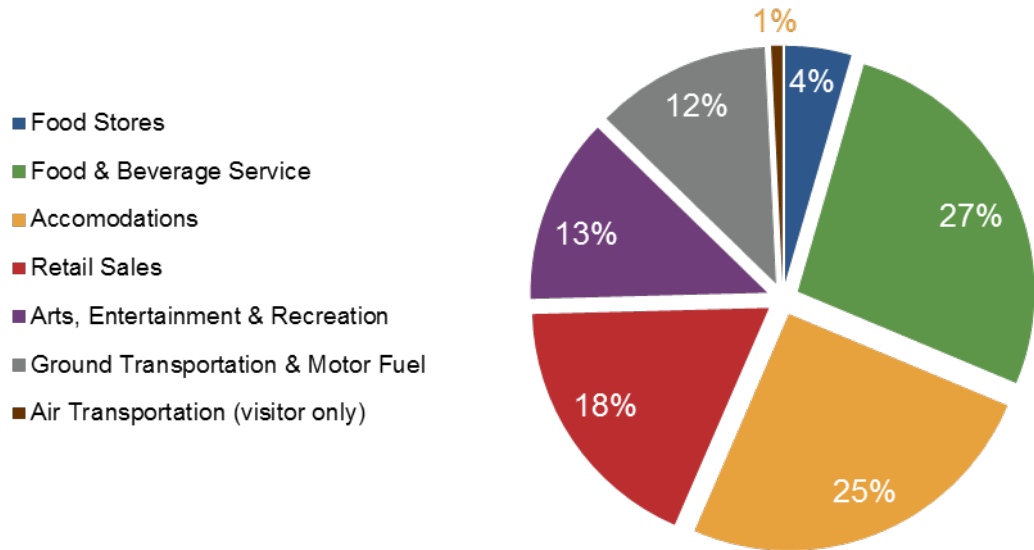
Value of Brand Awareness

Tourism marketing continues to be the best return on investment (ROI) for San Luis Obispo County. Tourism is the largest industry next to agriculture in the county, and wine tourism links these two key industries together. Visit San Luis Obispo County celebrated National Travel & Tourism Week in May and gleaned statistics on the local impact of tourism in San Luis Obispo County. Tourism keeps San Luis Obispo County's local communities economically vibrant, growing at a **3.3% rate** year over year. Industry earnings generated by travel and tourism spending reached its highest number yet, at **\$470 million**, in 2014. Jobs also **increased at 2.7% over 2013** and total tourism-related jobs in San Luis Obispo County reached an all-time high of **17,160** persons employed, making up approximately **10.5% of total employment** in the County. Positions include divisions of accommodations, food service, arts, entertainment, recreation, retail, and transportation. Local and State Tax Receipts totaled **\$125 million** in revenue generated by travel spending, reflecting an **8% and 2.9% increase** over 2013 respectively. San Luis Obispo County has also recorded an **approximate 15.0% average increase** in Transient Occupancy Tax for the 2014/15 fiscal year. Tourism continues to keep local communities economically viable, create jobs and support local businesses.



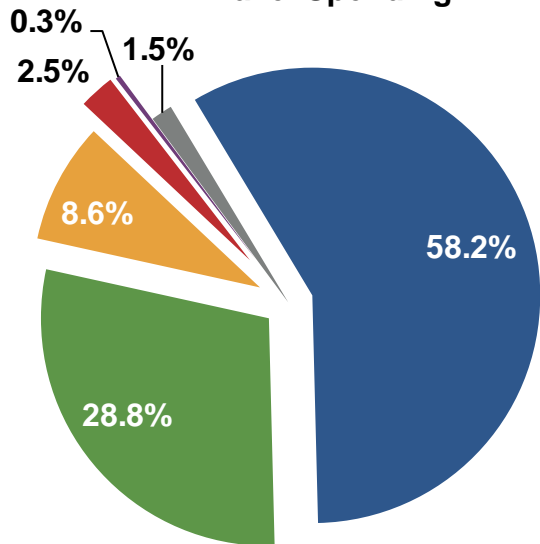
TRAVEL IS SERIOUS BUSINESS

Visitor Spending by Commodity Purchased



TRAVEL MEANS JOBS

Industry Employment Generated by Travel Spending



Total Direct Employment reaches 17,160

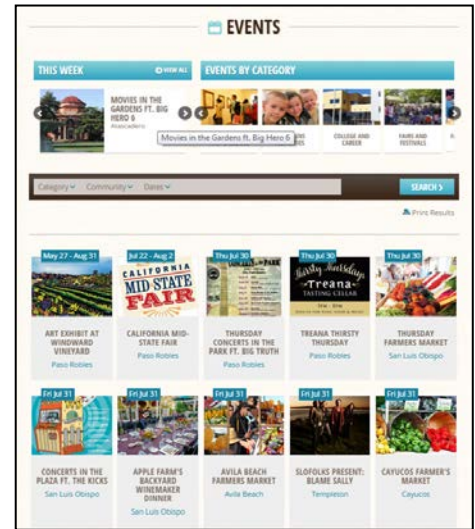
- Accommodations & Food Service (9990)
- Arts, Entertainment & Recreation (4950)
- Retail (1470)
- Ground Transportation (430)
- Airport Transportation (visitor only) (60)
- Other Travel (260)

Website

The 2014-15 year marks the two-year anniversary of the Visit San Luis Obispo County website VisitSanLuisObispoCounty.com, which has boosted brand awareness and created a portal to funnel visitors directly to the websites of members.

VisitSanLuisObispoCounty.com continues to increase traffic at a rapid rate due to a combination of search engine optimization (SEO) efforts that began in October 2014, and an active social media presence.

The **Events Page** of the website continues to drive the most significant amount of traffic out of any interior page. This feature allows members a unique opportunity to showcase upcoming events on a visually-appealing, highly trafficked calendar. Over the past year alone, the Events page received more than one million views.



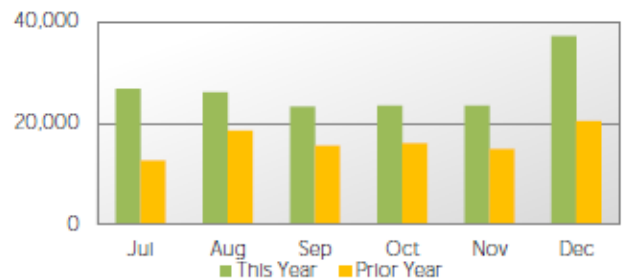
Visit San Luis Obispo County Events Page

The website also featured successful monthly promotions, including Holiday promotions, Restaurant Month, the Month of Love and Pet-Friendly month. The popularity of Restaurant Month attracted thousands of visitors to the site, eager to explore the culinary richness of the county. Likewise, members had the opportunity to advertise their romantic deals and specials on the site throughout the Month of Love in February, and pet-friendly partners had an outlet to show their “puppy love” on the site by offering dog-friendly deals throughout April.

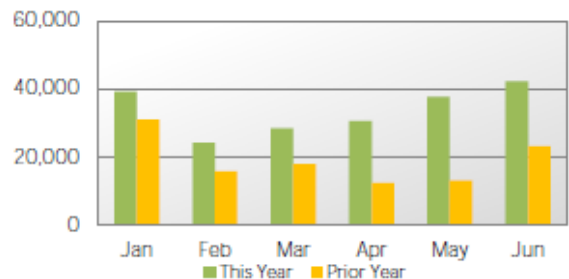
Search Engine Optimization Implemented

In October 2014, Visit San Luis Obispo County partnered with SimpleView to manage its search engine optimization (SEO) efforts and analytics. Their strategic recommendations have yielded 100%+ increases in visitors and organic traffic to the site. In April 2015, visits increased 146% compared to 2014, and organic traffic increased 244% year over year. In May 2015, visits increase 186% vs. 2014, and organic traffic increased 291% YOY. A major priority in FY:2015-16 is focused on increasing the percentage of out-of-market traffic to the site. For FY:2014-2015, with an October 2014 campaign start, the website saw out-of-market traffic increase from 22% in December to 26% five months later in May.

2014/2013 Visits Year-Over-Year

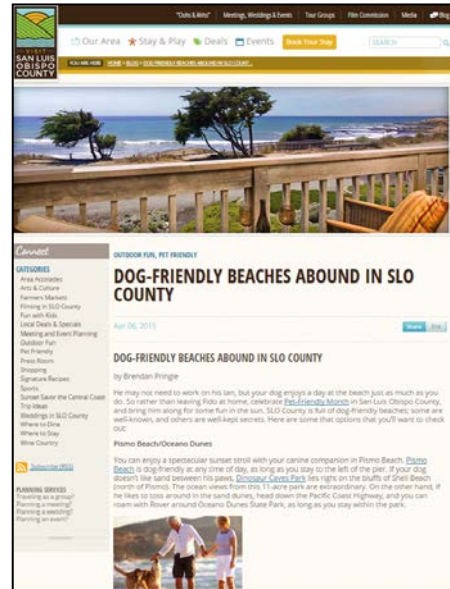
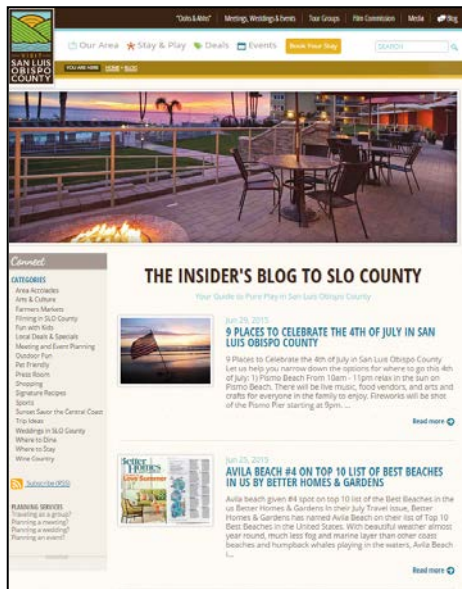


2015/2014 Visits Year-Over-Year



Visit San Luis Obispo County Blog

The Visit San Luis Obispo County blog has consistently gained traction. The blog features content from local community members, posts about media recognition, posts about local events, and travel recommendations and tips. In the coming year, Visit San Luis Obispo County will be increasing the amount of constituent and member content by offering featured blog posts as a new benefit.



Visit San Luis Obispo County Blog

Constituent & Member Programs

2015 Visitor Guide - In 2015, Visit San Luis Obispo County partnered with publisher PACE Communications to transform the publication and create a fresh, new, content-rich Visitors Guide. The Guide is the publication gateway for tourists pursuing more information about San Luis Obispo County's unique Culinary, Coastal and Cultural assets when planning their multi-day getaway. Published annually, the colorful magazine-style travel planner comes in the form of a lifestyle format, which includes in-depth features on a number of county attractions. A section titled "The Lay of the Land" offers visitors a helpful overview of San Luis Obispo County communities with various tips and highlighted activities. Complemented by colorful, vibrant photos, the article targets the reasons why people come to San Luis Obispo County to play —from outdoor attractions such as beaches, biking and wildlife, to local and cultural events.

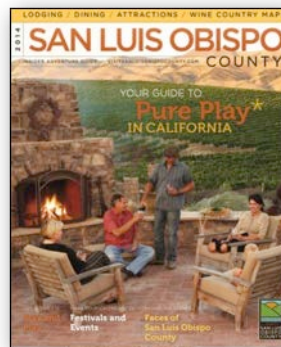
New in 2015, the Guide features a special section called "Ask a Local," where local tourism industry professionals offer insider tips, highlighting their favorite activities in San Luis Obispo County. The Guide

also includes a section on wine country, attractions, events, restaurants, golf courses and guides for lodging.

Forty-five thousand guides were printed and sent to potential visitors, leisure and business travelers, meeting planners, travel agents, tour operators and media throughout the country. The guide is also available in a digital format which is used to target tour operators and media both in the United States and abroad. Additionally, the Guide is available to all Visit San Luis Obispo County partners through local chambers, visitor centers and lodging partners. The Guide is currently available in California Welcome Centers in San Francisco, Oxnard and Pismo Beach and at airport locations in Santa Barbara, Burbank, San Luis Obispo and San Jose. The 2015 Visitor Guide continued with the tagline “Pure Play” to showcase the publication as the official guide to authentic play in California.

- 2015 Visitor Guide Total Distribution: **45,000**
- Distribution through online downloads, bulk mailings and call-in requests: **4195**
- 2014 Distribution through SAVOR: **5,000**
- Distribution to meeting planners, tour operators, group organizers, etc.:
- Distribution through CA Welcome Centers in San Francisco, Oxnard, Pismo Beach, Burbank/Bob Hope Airport, San Jose Airport: **29,000**

2015 Visitors Guide



2014 Visitors Guide

Event Directory and Holiday Guide - Visit San Luis Obispo County continued distribution of its Community Event Directory. This event directory is used by members and visitors to anticipate upcoming events, and in hotels to provide guests with a listing of festivals, fairs, celebrations, special events and performing arts around the county.

In addition, Visit San Luis Obispo County’s 2014 Holiday Guide offered a city-by-city resource on all the holiday happenings up and down the county.



Tourism Vision Workshop/National Travel & Tourism Week Reception (5/8/15) – In conjunction with U.S. Travel Association’s National Travel & Tourism Week, Visit San Luis Obispo County held its fifth annual Tourism Vision Workshop at the historic Atascadero City Hall. Attendees listened attentively to

presentations from Visit California President & CEO Caroline Beteta and Jim Rogers, Chairman & CEO of Kampgrounds of America, Inc., on the importance of a unified tourism direction in San Luis Obispo County. Visit San Luis Obispo County President & CEO Chuck Davison also shared his year-one priorities for the organization on the cusp of finalizing the Tourism Marketing District (TMD). Following this presentation, longtime Pismo Beach CVB Executive Director Suzen Brasile was honored with Visit San Luis Obispo County's Tourism Ambassador Award, which was presented by Beteta. After the workshop, attendees were invited to toast tourism at the SeaVenture Beach Hotel in Pismo Beach, where beach muralist Andres Amador rendered a 140-foot Visit San Luis Obispo County brand logo in the sand. The events attracted about 150 Visit San Luis Obispo County members, local dignitaries, tourism partners and media. A copy of all presentations can be found on Members Area of VisitSanLuisObispoCounty.com.



**Tourism Vision Workshop
Atascadero City Hall**



**Suzen Brasile, pictured with Chuck
Davison, Caroline Beteta, Stacie Jacob,
and Jim Rogers**



**National Travel & Tourism Week Reception
Pismo Beach**

Packaging Networking Parties (4/1/15-4/2/15) – Visit San Luis Obispo County hosted two back-to-back packaging networking parties in North and South County. Members were able to network through a “speed meeting” format to establish potential relationships for creating hotel packages. On April 1, attendees gathered at Avila Beach Golf Resort for the South County event, and on April 2, Vina Robles Hospitality Center in Paso Robles hosted the North County event. Over 40 representatives from member lodging properties, restaurants, wineries and activities attended. Guests enjoyed wine provided by Tolosa Winery and Vina Robles Winery, as well as small bites provided by Comfort Market in Arroyo Grande and Odyssey World Café in Paso Robles.



**South County Packaging Party (4/1)
Avila Beach Golf Resort**



**North County Packaging Party (4/2)
Vina Robles Hospitality Center**

Poly Parent Adventures (September 17-21, 2014) – Visit San Luis Obispo County and Cal Poly partnered together to create Poly Parent Adventures, which launched in 2014. This new program offered parents of Cal Poly students during Week of Welcome, special value-added deals and packages, enticing them to extend their stay while in San Luis Obispo County. Over 30 lodging, winery, restaurant and activity members participated. This new program was advertised by Cal Poly to the parents of incoming freshmen through email blasts and branded materials. We are continuing this successful partnership in 2015.



Poly Parent Adventures (9/17-9/21)

Monthly E-Special Campaign – Towards the end of every month, Visit San Luis Obispo County distributes its monthly e-special to a database of about 29,000 consumers. The purpose of the email is to let consumers know about what’s happening in SLO County in the following month. The email includes specials and opportunities from members who opt to pay for their ad placement, as well as

events taken from the online event calendar. E-specials have had an average open rate of approximately 19.6%.

Travel Trade

2014-15 areas of priority included maintaining and leveraging memberships in key industry associations, continuing active participation in relevant state and international trade shows and developing and supporting industry familiarization (FAM) trips.

In the coming 2015-16 fiscal year, the Director of Travel Trade will be expanding our presence at trade shows and cultivating new relationships through FAM trips with tour operators, incentive meeting planners and travel trade media.

FAM Tours

- **Visit CA UK SuperFAM (9/29-9/30)** – Visit San Luis Obispo County hosted 11 UK tour operators and one Visit CA representative for a tour of Hearst Castle and San Luis Obispo, in partnership with the City of San Luis Obispo, the SLO Chamber, and Hearst Castle. These tour operators book luxury-style tours for smaller groups in the UK market.
- **Visit CA Chinese FAM (3/14, Shanghai)** – In partnership with Visit California, Visit San Luis Obispo County hosted 20 Chinese Tour Operators from Shanghai Huating Overseas, Asia Pacific Travel Tours and other companies. The FAM visited Hearst Castle and finished their day in San Luis Obispo, where they had dinner at Mandarin Gourmet, paired with wines selected by San Luis Obispo Wine Country Association. The FAM stayed at the La Cuesta Inn in San Luis Obispo.
- **Visit CA Chinese FAM (3/25, Beijing)** – In partnership with Visit California, Visit San Luis Obispo County hosted Chinese 13 Tour Operators, including operators from Air China, Step the World, and Utour, in San Luis Obispo. The FAM stayed at the Apple Farm, and enjoyed dinner at Mandarin Gourmet. The following day, they enjoyed a site tour and lunch at the Madonna Inn.



Visit CA UK Super FAM (9/29-9/30)



Visit CA Chinese FAM (3/14)



Visit CA Chinese FAM (3/25)

Trade Shows

- **NTA Travel Exchange (1/18-1/22):** Hosted in New Orleans, Visit San Luis Obispo County conducted approximately 26 meetings with tour and receptive operators doing business inside our county along with several who are considering SLO County as part of a future tour. Travel Exchange boasts an attendance of 3,600 tourism professionals from around the globe and many networking opportunities. Sales leads from the show were pushed out to all lodging members within a week of the show ending.
- **US Travel Association's IPW (5/30-6/3)** – Visit San Luis Obispo County President & CEO Chuck Davison and other local tourism leaders travelled to Orlando, Florida for this year's IPW. In three days of intensive pre-scheduled business appointments, our delegation of SLO County tourism leaders met with more than 50 international and domestic buyers. Participating partners included: Ayres' Allegretto Vineyard Resort Paso Robles, SeaCrest OceanFront Hotel, Travel Paso Robles Alliance, and Hearst Castle. During the event, we poured wines from Edna Valley Vineyard and Halter Ranch Vineyard. Sales leads from the show were pushed out to the entire lodging community at the end of June.



Through our increased partnership with Visit CA, we also had the opportunity to showcase SLO County sparkling wine from Laetitia Vineyards and Winery at the Chairman's Circle Honors Banquet, which honors the Top 100 International Operators providing 70% of the business to the United States.

Additionally, Visit San Luis Obispo County worked with Jeanne Sullivan (Black Ink PR) to represent the region at the IPW 2015 Media Marketplace (6/1), which has already produced a number of feature articles and media visits.



IPW 2015: Orlando, FL



**Chairman’s Circle Honors Banquet at IPW
Caroline Beteta, President & CEO, Visit CA (center),
Roger Dow, President & CEO, US Travel (right)**

Film Commission

The San Luis Obispo County Film Commission (SLOCFC) is a department of Visit San Luis Obispo County that offers a variety of services to fit the production needs for feature films, commercials, television, and still photography shoots. From providing location suggestions to assisting with permitting and finding additional support services, the Film Commission acts as a liaison to scouts, location managers, and filmmakers who are interested in shooting in San Luis Obispo County. Film Commission staff continues to expand a location library of images accessible from the Visit San Luis Obispo County website. In addition, the Film Commission is actively working with local film permitting partners to ensure film permitting is a streamlined process for filmmakers.

The San Luis Obispo County Film Commission participated in many programs this year, including:

- **Travel Channel China (7/24/14)** – The SLOCFC hosted Travel Channel China in Pismo Beach and the Oceano Dunes. This Visit California lead reached more than 300 million viewers in China when it was featured in the third episode of Travel Channel China’s California series.
- **San Luis Obispo International Film Festival (3/10-3/15)** – The SLOCFC partnered with the San Luis Obispo International Film Festival as a marketing sponsor, highlighting the event with special blog posts and social media attention. A special page was also dedicated help promote the event on the Visit San Luis Obispo County website.
- **FYI.TV Network Reality Show (3/12/15)** – The reality TV show “Sliding Doors” (working title) was shot throughout San Luis Obispo County and included scenes filmed at the SeaCrest OceanFront Hotel, River Oaks Hot Springs, and the Oceano Dunes. Cast and crew stayed at the Summerwood Inn and Winery.
- **FLICS Conference (6/13/15)** - Visit San Luis Obispo County attended the annual FLICS (Film Liaisons in California Statewide) Conference in June. Over 600 film industry officials attended, including producers, location scouts and location managers. Panels included information on



drones and the new California Tax Incentive program for filmmakers.

- **Countywide Film Permitting Meeting (6/24/15):** Visit San Luis Obispo County Film Commission Liaison Kylee Jepsen held a meeting with local film permitting partners to discuss ways to streamline the film permitting process for filmmakers looking to shoot in the county. She also updated permitting partners on industry practices involving drones and the new California Tax Incentive Program.
- **Visit California Awesomeness TV (6/25/15)** – Visit San Luis Obispo County Film Commission worked in partnership with Visit California to film Awesomeness TV YouTube Series – “First Times with Jenn & Jack.” This series was filmed predominately at the Oceano Dunes and B-Roll footage was shot in San Luis Obispo and Pismo Beach. The group also stayed at the Holiday Inn Express in Grover Beach.



FLICS Conference (6/13)

Notable Credits in 2014-2015

Print:

- See by Chloe (still shoot)
- Petunia Pickle Bottom Catalog Shoot
- Blue & Blanc Mexico Upscale Travel Magazine
- Jeep, Oceano Dunes (still shoot)

AÉROPOSTALE

Commercial:

- American Eagle Outfitter
- Aeropostale Clothing
- The North Face



Television:

- The Redwood Kings (continued series)
- Travel Channel China

Feature Films:

- The Gael, Paso Robles
- Knowledge Tree Films
- The Legacy of Avril Kyte
- Day Six



The Gael
Filming in Paso Robles

Web:

- “Cry No More” music video
- Awesomeness TV Youtube Series

Public Relations

Visit San Luis Obispo County continued to develop and leverage partnerships with Visit California to garner media coverage nationally and internationally. From July 2014 to March 2015, Visit San Luis Obispo County extended its partnership with Black Ink PR, who assisted with destination PR for the region, creating press releases that highlighted key brand-supporting travel themes. They also worked in partnership with Visit San Luis Obispo County to attract interest from media through pitching the destination and writing about the year-round experience in SLO County. Visit San Luis Obispo County continues to monitor media leads daily, sharing the latest destination developments with the right media to garner attraction for San Luis Obispo County and its partners. Visit San Luis Obispo County also continues to leverage relationships with Visit California and Black Diamond, partnering in various national and international media FAMs coming to the region.

Media FAM Tours:

- **Visit CA French Press FAM (3/18-3/19)** – Visit San Luis Obispo County worked in partnership with the City of San Luis Obispo on a FAM that hosted five journalists from major media in France, including *Elle*, *Le Point*, *Les Echos Serie Limitee*, *Biba* and *L’Obs*. Traveling with the group was one Visit CA France representative. They visited Hearst Castle, enjoyed lunch and wine tasting at Claiborne & Churchill, as well as dinner at Novo, and stayed at the Madonna Inn.
- **Visit CA Brazilian Press FAM (5/19)** – Visit San Luis Obispo County hosted three Brazilian media representatives and one Visit CA representative in San Luis Obispo. The trip included media from *Do Pão Ao Caviar* and *O Estado de S.Paulo*. Participants had drinks at Sidecar and dinner at

Foremost Wine Co., as well as a tour of Downtown SLO. The group stayed at the Hampton Inn & Suites in San Luis Obispo.

- **Thomas Cook Travel Magazine (6/6)** – In partnership with Black Diamond, Visit San Luis Obispo County hosted a journalist writing an article for Thomas Cook Magazine. The journalist focused on Cayucos, staying at the Shoreline Inn and visiting Cayucos Cellars and other local businesses.
- **Visit CA UK Press FAM (6/16)** – Visit San Luis Obispo County hosted seven journalists from the UK including publications as Travel Weekly, The Sun, Daily Mirror and Press Association, one Virgin Holidays representative, and one Visit CA representative in Pismo Beach. The group was greeted by a private wine tasting from Adelaida Cellars and Kelsey See Canyon, and then had dinner at the Madonna Inn. The next day they traveled to the Oceano Dunes for dune bugging. The group stayed at the Cottage Inn and Suites in Pismo Beach.
- **Visit CA Chinese Press FAM (6/25)** – A Chinese Press Tour was brought to San Luis Obispo County in partnership with Visit CA China. This tour included journalists from the Chinese GQ, Esquire, Trading Up, National Geographic Traveler, and Traveler Weekly. The FAM visited Hearst Castle, the San Luis Obispo Downtown Farmer’s Market and stayed at the SeaCrest OceanFront Hotel in Pismo Beach.



Visit CA UK Press FAM (6/16)



Visit CA Chinese Press FAM (6/25)

Press Releases:

Visit San Luis Obispo County and Black Ink PR produced several press releases throughout the fiscal year focusing on special Visit San Luis Obispo County programs and projects, as well as targeted vacation planning itineraries and information. Several of these were released through all media platforms:

- “What’s New in SLO County” (5/21/15): Visit San Luis Obispo County reached out to its members asking for submissions on new developments happening throughout San Luis Obispo County to include in this yearly news release to Visit California and other media channels. This release was posted on PR Newswire and received approximately \$460,000 in media value with approximately 4,586,750 media impressions, reaching an audience total of 18,347,000.
- “Tourist Spending in San Luis Obispo County Grows at Steady Pace Reaching \$1.5 billion in 2014” (5/1/15): Visit San Luis Obispo County highlighted the local and national impact of tourism in celebration of National Travel and Tourism Week. This release was sent to local and regional media.
- “Enjoy Romance this Valentine’s Day in San Luis Obispo County, California” (2/2/15): Announced Visit San Luis Obispo County’s Month of Love with featured deals and packages from local partners. This release was distributed through PR Newswire, reporting an audience of 20,153,000, which is estimated have about 5,038,250 impressions and a \$504,000 media value.

- “Visit San Luis Obispo County Launches Restaurant Month Promotion January 2, 2015” (12/16/14): Announced the eighth annual Restaurant Month and the introduction of “Go Local Wine Deals”. This release was sent to local and regional media.
- “Top 10 Reasons You Should Spend the Holidays in San Luis Obispo County on California’s Central Coast (11/5/14): Featuring holiday attractions throughout the county. This release was released via PR Newswire, reporting back an audience of 20,608,000 which estimated to have about 5,152,000 impressions and \$515,000 in media value.
- San Luis Obispo County Welcomes the 2014 Wine Conference, Nov. 12-14 (10/28/14). This release was sent to local and regional media.
- Visit San Luis Obispo County and Cal Poly Partner to Encourage Mid-Week Tourism During Week of Welcome (7/16/14). This release was sent to local and regional media.

Earned Media Coverage:

San Luis Obispo County was featured in many notable publications during the year. Securing placements through earned media is among the most beneficial ROI for tourism marketing. Visit San Luis Obispo County hosted numerous media FAMs through Visit California leads resulting in press.

International Press

Visit San Luis Obispo County hosted many international travel writers representing a variety of publications. These familiarization trips included media from:

- *Thomas Cook Travel Magazine (UK)*
- *Resorts Magazine (Italy)*
- *Plein Air Magazine (Italy)*
- *Great Golf & Great Spa (Norway)*
- *Air New Zealand In-Flight Magazine (New Zealand)*
- *National Geographic Weekly (China)*
- *Travel Weekly (United Kingdom)*
- *Esquire (Article coming in 2015- China)*
- *UK Daily Star*
- *GQ (Article coming in 2015- China)*
- *Trading UP (Article coming in 2015- China)*
- *The Sun (United Kingdom)*
- *The Daily Mirror (United Kingdom)*
- *Vancouver Sun (Canada)*
- *Bon Voyage Travel*
- *Guide des destinations golfs (France)*
- *Tendance (France)*



“Go West”
Air New Zealand In-Flight Magazine



Local, Regional and National Press

Highlights include articles/coverage in:

- **Local Media**

KSBY, KCOY/KCET/KKFX, *The Tribune*, *Paso Robles Daily New*, *805 Living*

- **Regional Media**

San Francisco Chronicle, *The Los Angeles Times*, *LA Weekly*, *San Jose Mercury News*, *SacMag*, *Westways*, *Sunset*, *CA's Adventure Sports Journal*

- **National Media**

The New York Times, *The Washington Post*, *Conde Nast Traveler*, *Better Homes & Gardens*, *National Geographic*, *Huffington Post*, *Forbes*, *Travel + Leisure*, *Martha Stewart Living*, *Passport Magazine*, *Movie Maker Magazine*, *Self Magazine*, *CNN Travel*, *Modern Luxury*, *Travel Channel*, *Fodor's Print & Online*, *CNN Travel*, *Epoch Times*

Radio & Online Media

KCBX, *BudgetTravel.com*, *Cruisin' California*, *SF Gate*, *TripAdvisor*, *OpenTable*, *Vagabondish*, *NBCBayArea.com*, *AZDailySun.com*, *Examiner.com*, *PeterGreenberg.com*, *Queerty.com*, *MentalFloss.com*

Public Relations Events:

Visit San Luis Obispo County participated in Visit California's Los Angeles Media Reception (4/12/15) to target key media outlets and network with travel journalists. Through the event, Visit San Luis Obispo County distributed branded, preloaded flash drives containing itineraries, photos, and story ideas to over 40 qualified media personnel. San Luis Obispo County was also asked to be the official wine sponsor for the event. Wine donated from SLO Wine Country Association and the Paso Robles Wine Country Alliance was placed into gift bags for each media in attendance.

Visit San Luis Obispo County also worked with Jeanne Sullivan (Black Ink PR) to represent the region at the IPW 2015 Media Marketplace (6/1/15). Here, Visit San Luis Obispo County met with more than 50 journalists, pitching the culinary, coastal and cultural assets of San Luis Obispo County.

Countywide Themed Events:

Restaurant Month (January 2015) – This eighth annual, month-long promotion celebrated some of the finest cuisine on the Central Coast in a slower, off-season month. In January 2015, 45 restaurants representing eight SLO County communities participated by offering Prix Fixe menus at 3 for \$30, 3 for \$40, 2 for \$30, or 4 for \$40. In addition, Visit San Luis Obispo County partnered with San Luis Obispo Wine Country Association and Paso Robles Wine Country Alliance to introduce "Go Local Wine Deals," which featured about 60 local wineries throughout the county. The promotion contributed to 71,833 dining related views in January, and 51,679 views to the Restaurant Month splash page—a 106%



increase over 2014. Media partners included QuickBite, KRUSH Radio, KJUG Radio, KZOZ, New Times, KCBX and KIQO. Coverage included media from *San Luis Obispo Tribune*, *SF Gate* & *San Francisco Chronicle*, and the *New Times SLO*.

SLO County Month of Love (February 2015) –

During the Month of Love, Visit San Luis Obispo County encouraged tourism partners to upload their romantic deals and events to the website, and published blog posts highlighting the many romantic things to do throughout the county around Valentine’s Day and the entire month of February.



Pet-Friendly Month (April 2015) –

This monthly thematic promotion focused content and buzz around San Luis Obispo County as a dog-friendly destination. Visit San Luis Obispo County created blogs about local pet-friendly vacation ideas, highlighting members with pet-friendly facilities. On Facebook, Twitter and Instagram, Visit San Luis Obispo County attracted buzz through a Top Dog photo contest with 20 entries. The winner was awarded a two-night stay at Ayres’ Allegretto Vineyard Resort Paso Robles, lunch at Hunter Ranch Golf Course, and wine tastings from Castoro Cellars, Hammersky Vineyards, Wolff Vineyards and Steinbeck Vineyards. The Visit San Luis Obispo County blog received 8,104 visits, and the Facebook page saw more than 58,000 impressions.



Social Media

Using scheduled posts and daily themed posts, social media outlets provided a huge opportunity to leverage and bring traffic to the website. Visit San Luis Obispo County collaborated with community partners to advertise local happenings and recognition, positioning our social media platform as the central place for insider information about San Luis Obispo County.

Daily themed hashtags included:

#MondayMinute: Posts featuring a blog or area accolade from the Visit San Luis Obispo County website.

#TastyTuesday: Posts featuring the delicious culinary experiences in San Luis Obispo County.

#WineWednesday: Posts featuring all the great wines the region has to offer.

#TravelThursday: Posts featuring lodging options and insider travel tips for those visiting the region.

#FanFotoFriday: Posts featuring a unique photo of San Luis Obispo County landscape, activities, or events, submitted by Visit San Luis Obispo County fans.

#SAVORSaturday/#SAVORSunday: Posts highlighting the Central Coast’s beautiful assets and updates on *Sunset SAVOR* the Central Coast event features.

Visit San Luis Obispo County Social Media Statistics:



Marketing

Magazine Co-op Advertising:

Visit San Luis Obispo County offered a co-op for partners in the 2014 CA State Visitor's Guide. The half-page ad featured participation from Travel Paso Robles Alliance and the City of San Luis Obispo. The CA State Visitor's Guide has an annual production of 500,000 and an online distribution of 3.5 million. The Guide is also used in California Welcome Centers and Visitor Information Centers, at sales missions, consumer and travel trade shows and various newsstands through Time Inc.



2014 CA State Visitor's Guide



Touring & Tasting

In 2015, Visit San Luis Obispo County also worked in partnership with Touring and Tasting Magazine on a special editorial section dedicated to the region. Through this co-op advertisement, members of Visit San Luis Obispo County were given discounted rates when buying into the section. The result was a 36-page destination feature highlighting food, wine and lodging in San Luis Obispo County.

The Central Coast Map

Every year, Visit San Luis Obispo County works in partnership with Certified Folder and the Central Coast Tourism Council to produce their main collateral piece: The Central Coast Map. Approximately 200,000 Maps are printed each year, and distributed in over 400 hotels and visitor centers in both San Francisco and Los Angeles Gateways, as well as, various Tradeshows, six California Airports, seven California Welcome Centers, and over ten International Visit California Offices.



Advertisements

In June, Visit San Luis Obispo County ran a 2-page spread in *Sunset Magazine's* Travel Awards issue. The ad leveraged the impact of the many award-winning San Luis Obispo County attractions featured in this issue.



Sunset SAVOR the Central Coast

In 2014, *Sunset SAVOR the Central Coast* remained a key marketing program of Visit San Luis Obispo County. The fifth annual event, held September 24-28, 2014, maintained its draw among a lifestyle and experience driven demographic. Adventure Tours offered 12 countywide experiences and special events and dinners offered 5 unique opportunities for attendees. The event garnered high honors nationwide, and was recognized as an Honoree for the TASTE Awards in the category of Outstanding Food Event.

Total Attendees: **9,500 tickets sold (6,342 unique attendees)**

Attendee Data:

- **61%** of attendees have an average household income over \$100,000
- **56%** of Attendees are between 45 – 64 years of age; 33% of Attendees are between 25 – 44 years of age
- **36%** from out of county / 64% San Luis Obispo County
- **5.36%** out of state (22 states represented plus Australia)
- **10.8%** from Southern CA / LA area
- **11.2%** from Bay Area
- **5%** from California Central Valley

Of the total attendees, **2,213** or **23%** of participated in an event in addition to the main event festivities.

- Total Economic Impact: **\$4.48 million**
- Economic Impact from attendee spending: **\$1.15 million**
- Economic Impact from operations/preparation: **\$2.55 million**
- Economic Impact from Local Leavers: **\$.783 million**
- Total dollars spent by attendee: **\$0.819 million**
- Estimated local Hotel/Motel bed tax generated: **\$29,626**
- Estimated local sales tax generated: **\$73,106**
- Average length of guest stay: **2.31** days with an average party size of **3.68** persons

SAVOR 2014 Events:



Celebrity Chef Fabio Viviani



Celebrity Chef Tanya Holland



Main Event Attendees



**Roam with the Clydesdales
Adventure Tour**



**Indulge in Ocean Rose Abalone
Adventure Tour**

SAVOR 2014 Media & Marketing

Public Relations- Sunset SAVOR the Central Coast:

- Total Media Impressions: **304,641,264 million**
- Publicity Value: **\$46.9 million**
- Media hosted: **27**
- Key publication coverage: Antelope Valley Press, LA Times, SF Chronicle, The Epoch Times, US Airways Magazine, San Jose Mercury News, Huffington Post, Vagabondish.com, Wanderlustandlipstick.com, About.com, Donnahup.com, Examiner.com, Two Guys From Napa, TasteTV.com, SF Eater, NBC Bay Area News, Via Magazine, CNBC, Blue Lifestyle Radio, Travel Planners Radio Show, Grape Encounters Radio, Quick Bite Ratio, CRN Radio, New Times SLO, San Luis Obispo Tribune and many more.



Celebration Weekend (June 6-7, 2015)

Visit San Luis Obispo County showcased the bounty of San Luis Obispo County at *Sunset's* Celebration Weekend, the sister event to *Sunset SAVOR* the Central Coast. This two-day food and wine festival, held at *Sunset* Headquarters in Menlo Park, featured Visit San Luis Obispo County and several SAVOR partners in the coveted inner courtyard. The SAVOR Courtyard showcased wine provided by the Paso Robles Wine Country Alliance, SLO Wine Country Association, Lone Madrone Winery as well as various SAVOR artisan purveyors including: Life Elements, The Pistachio Company, Pasolivo and Bristol's Cider. SAVOR welcomed guests, collected more than 1,000 names and distributed SAVOR bags along with Visit San Luis Obispo County Visitor Guides.

Sunset
CELEBRATION
WEEKEND

SAVOR 2015 Partnership with Fast Forward Events

In February, Visit San Luis Obispo County's Board of Directors voted to approve Fast Forward Events, a national event production and marketing agency based in San Diego, CA, as the operator and production partner for *Sunset* SAVOR the Central Coast.

Fast Forward brings with it an established portfolio of award-winning luxury food and wine experiences, a talented and experienced team of event professionals, and a keen understanding of the latest trends in the industry.

Under its management, Fast Forward is handling turnkey event operations including marketing and public relations, sponsorship and exhibitor sales, vendor management, event production, operations and logistics, brand management and activation. Working with the team at Visit San Luis Obispo County, Fast Forward is engaging with the strong community base that has been critical to building the SAVOR brand. The agency is known nationally as an award-winning production agency, with credits including the annual San Diego Bay Wine & Food Festival, Cooking Light & Health's The Fit Foodie series, Editor Showcase NYC, and SommCon, a four-day educational conference for wine industry professionals.

The partnership is a four-year deal, in which Fast Forward Events will ultimately own 100% of SAVOR the Central Coast in 2018. Visit San Luis Obispo County will continue to license the SAVOR name, brand and assets in exchange for a 10% profit share.

Visit San Luis Obispo County continues its partnership with *Sunset*, the West's leading lifestyle brand, to produce *Sunset* SAVOR the Central Coast. Ticket sales launched on May 1, 2015 at SAVORCentralCoast.com.



Strategic Partnerships

Visit San Luis Obispo County continued to position itself as an educational resource to its membership, disseminating valuable tourism information within San Luis Obispo County. Moreover, in its effort to provide a unified voice to the countywide tourism industry, we have strengthened several strategic statewide and regional relationships to grow sales and boost our tourism presence.

Industry Relations:

Visit California: Visit California is a non-profit organization with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top-of-mind

as a premier travel destination. Visit San Luis Obispo County has continued to cultivate a strong relationship with Visit California.

Chuck Davison, President & CEO of Visit San Luis Obispo County, is a member of Visit CA's Research Committee. His focus to increase activity with the organization has directly led to many tour operator FAM and media FAM leads, and other special opportunities. In January 2015, the organization took San Luis Obispo County on the road to the Visit California corporate office in Sacramento for "Third Thursday." This once-a-month educational promotional opportunity allowed the team to showcase San Luis Obispo County in a new way for the 40+ Visit California staff in attendance. The road show included a cultural, culinary, and coastal trip throughout our county through a visual presentation which featured SLO County wine along the way, a Santa Maria BBQ lunch, and an expansive gift bag offering a taste of everything San Luis Obispo County.

Visit CA President & CEO Caroline Beteta celebrated National Travel & Tourism Week as a keynote speaker at the Tourism Vision Workshop, and provided Visit San Luis Obispo County the opportunity to feature San Luis Obispo County sparkling wine, from Laetitia Vineyards and Winery, at the Chairman's Circle Honors Banquet at US Travel's IPW. This banquet gave SLO County exposure to the Top 100 International Operators who provide 70% of the business to the United States.



"Third Thursday" (1/15)

Visit San Luis Obispo County and its partner communities were all represented at Visit CA's Outlook Forum, California's premier tourism marketing conference, held on February 23-24, 2015. More than 500 industry professionals came together to hear trends, look at innovative marketing ideas and network with industry authorities from across the state.

Central Coast Tourism Council (CCTC): CCTC is a non-profit, regional tourism marketing organization with an all-volunteer board of tourism and hospitality professionals representing each area within the Central Coast region. Chuck Davison, President & CEO of Visit San Luis Obispo County is a board member of the Central Coast Tourism Council, ensuring that your voice is heard. This important relationship attracts international tour groups and media visits to SLO County.

CalTravel: CalTravel is the unified voice of California's travel and tourism industry, protecting and enhancing the interests of the California travel and tourism through advocacy, collaboration, and education. Visit San Luis Obispo County attended their annual California Travel Summit (June 17-19), where Sr. Communications Coordinator & Film Commission Liaison Kylee Jepsen received their "30 and Under Award." Cal Travel's November 2015 Board meeting will be held in Paso Robles.



**Kylee Jepsen (center),
receiving CalTravel's
"30 & Under Award"**

Brand USA: Brand USA leads the nation's global marketing effort to promote the United States as a premier travel destination and communicates U.S. entry/exit policies and procedures to worldwide travelers. Visit San Luis Obispo County continues to work in partnership with Brand USA, as a national partner in tourism. This relationship will be leveraged event greater in the 2015/16 fiscal year.

FLICS: The San Luis Obispo County Film Commission continued their membership with FLICS (Film Liaisons in California Statewide) in 2015/16. This membership is vital to the film commission as FLICS provides a gateway to location leads, industry information, networking events and partnerships.



Local Partnerships:

SLO County Regional Airport: Visit San Luis Obispo County continues to serve as a strategic partner to attract additional air service to the county. As a partner for the Sixel Airports Conference, hosted by the SLO County Regional Airport, Visit San Luis Obispo County provided a taste of San Luis Obispo County in a luxury gift bag for the top 30 airline executives in attendance. Visit San Luis Obispo County also had the opportunity to meet with Alaska Airlines in order to pitch direct flights to Seattle—a key to growing regional tourism markets.

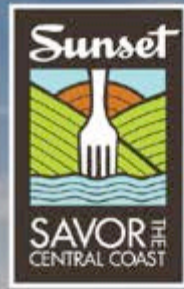
Cal Poly: Visit San Luis Obispo County partnered again with Cal Poly on several opportunities, including Poly Parent Adventures. Additionally, Chuck Davison, President & CEO of Visit San Luis Obispo County sits on the Cal Poly President’s Local Economic Development Committee.

Economic Vitality Corporation: Economic Vitality Corporation (EVC) is a regional non-profit, economic development organization committed to developing a vibrant and sustainable economy throughout San Luis Obispo County. Leading the county’s economic strategy, Visit San Luis Obispo County is an active partner in the Uniquely SLO Cluster group, advocating additional airline service and working with the business community to promote the lifestyle tourism creates in San Luis Obispo County.

Amtrak: Amtrak featured our new 2015 San Luis Obispo County Visitor Guides at the Fullerton Railroad Days, which took place at the Fullerton Railroad Station on May 2-3. The event drew more than 30,000 attendees, and nearly 450 guides were distributed.



For additional information on Visit San Luis Obispo County programs and projects, please contact (805) 541-8000, email: info@visitsanluisobispocounty.com or go to VisitSanLuisObispoCounty.com.



VOLVO presents

Sunset & Visit San Luis Obispo County's

SAVOR
THE CENTRAL COAST

Main Event at the historic SANTA MARGARITA RANCH

ALL ROADS LEAD TO SAVOR

SEPTEMBER 24 - 27, 2015

Media Preview



You're Invited!

To the Sunset SAVOR the Central Coast Media Preview

Please join us for a hosted lunch at Edna Valley Vineyards as we unveil the brand new SAVOR lineup! Meet celebrity chefs, headlining personalities, the featured artist, and more!

THURSDAY, AUGUST 20 • 11 AM-1 PM • 2015

Edna Valley Vineyard
2585 Biddle Ranch Road, San Luis Obispo, CA 93401
RSVP to Haley at messner@fastforwardevents.com by Thursday, August 6.

For more information visit www.savorcentralcoast.com/media.html

    EDNA VALLEY VINEYARD 

When: August 20, 2015, 11am – 1pm

Where: Edna Valley Vineyards

What: Media preview of all things new and exciting at this year's Sunset SAVOR the Central Coast.


Who: 10 - 15 members of the media

Social Media

Facebook: 16,250+ Likes

 4,700 new
community
members


Twitter: 4,147 Followers


 220 new
followers

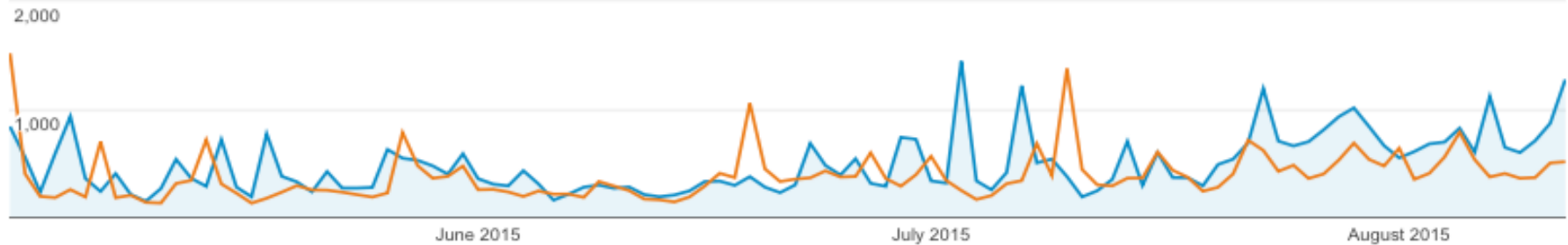
Instagram: 1,018 Followers

 150 new
followers


Website Traffic


May 1, 2015 - Aug 12, 2015:  Sessions

May 1, 2014 - Aug 12, 2014:  Sessions



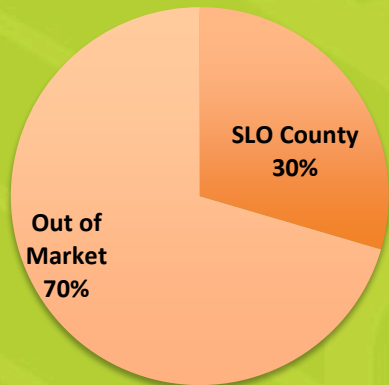
 **20.81% users (+37,481)**

 **18.63% page views**

 **23.34% new visitors**

Out of Market Digital Engagement

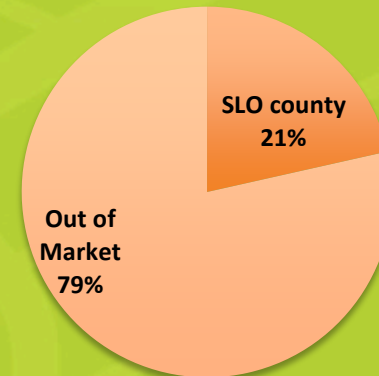
2014 Website Traffic



Top Cities:

- San Luis Obispo (12%)
- Los Angeles (10%)
- San Francisco (8%)
- Paso Robles (6%)
- Arroyo Grande (4%)

2015 Website Traffic



Top Cities:

- Los Angeles (13%)
- San Francisco (9%)
- San Luis Obispo (7%)
- San Diego (6%)
- Paso Robles (5%)

*39% increase in total
out of market website visitors*

Out of Market Attendees (May 1 – July 31)

2014 Total:
879

2015 Total:
991

2014 % of
Attendees:
49%

2015 % of
Attendees:
57%

Financial Reporting

(May 1 – August 13, 2015)

Sponsorships	2014 to 2015
Exhibit Sales	2014 to 2015
Event Ticket Income	2014 to 2015
Expense Projections	2014 to 2015
Projection Summary	



V O L V O *presents*

Sunset & Visit San Luis Obispo County's

SAVOR

THE CENTRAL COAST

Main Event at the historic **SANTA MARGARITA RANCH**

Visit San Luis Obispo County

Activity Report, July 2015



June 2015 vs June 2014 Lodging Statistics

	Occ %		ADR			RevPAR		
	2015	2014	2015	2014	+/-	2015	2014	+/-
California	80.4	77.9	152.83	142.91	6.9%	122.81	111.31	10.3%
Santa Barbara/Santa Maria, CA	83.8	78.1	187.96	181.15	3.8%	157.58	141.52	11.3%
San Luis Obispo/Paso Robles, CA	77.9	75.9	153.12	145.82	5.0%	119.31	110.70	7.8%
Monterey/Salinas, CA	78.2	74.5	179.97	174.52	3.1%	140.78	130.07	8.2%

- What's New -

Visit SLO County Announces Marketing Agency Partnership to Accelerate Year One Priorities



Visit SLO County has announced its first-year priorities and their new marketing agency partnership with Catalyst Marketing. The Tourism Marketing District will expand the marketing budget of the organization, allocating an estimated \$3.4M in Year One to be used towards promoting and marketing the region. Targeting the off-peak, slower months for visiting travelers and tourist spending, Visit SLO County and Catalyst will plan an integrated marketing campaign to reach new customers and encourage visitors to choose SLO County as a preferred destination. Set to launch this fall, the campaign will be the most extensive outreach effort by the countywide marketing agency, and in the initial phase, includes advertising in key feeder markets: the Bay Area, Southern California and the Central Valley.

Visit SLO County Welcomes FY2015-16 Board of Directors

Visit SLO County welcomed its new Board of Directors in July: Kevin Phipps, Embassy Suites (SLO) – Chair; Jay Jamison, Pismo Coast Village (PB) - Vice Chair; Clint Pearce, Madonna Inn (SLO) – Treasurer; JP Patel, Best Western Plus Colony Inn (AT) – Secretary; Noreen Martin, Martin Resorts (SLO County Unincorporated) – Past President; John Arnold, Holiday Inn Express (PR); Kathleen Bonelli, Paso Robles Vacation Rentals (PR); Mark Eads, SeaVenture Beach Hotel (PB); Lois Fox, Belvino Viaggio B&B (PR); Sam Miller, Holiday Inn Express (GB); Rachel Patranella, Hampton Inn & Suites (AG); Val Seymour, The Front Street Inn & Spa (MB). Congratulations to our new board members and thank you for your service!



Visit SLO County Prepares Move to Downtown SLO

Visit San Luis Obispo County is pleased to announce that its office will be moving to the City of San Luis Obispo on August 12th, putting the organization back in the hub of the county. The new office will be at 1334 Marsh Street, just east of Johnson Avenue.



Poly Parent Adventures 2015 Set to Launch in September



Visit SLO County and Cal Poly are once again partnering together for the second year of Poly Parent Adventures. Poly Parent Adventures features local deals and specials, allowing parents to explore SLO County. This program encourages mid-week business and focuses on assisting Cal Poly parents in creating a vacation out of dropping their students off at school for Cal Poly Week of Welcome. For details, please email Kylee at kyleej@visitsanluisobispo.com.

SAVOR Lodging Partner Marketing Toolkit

Marketing Toolkits are now available for Sunset SAVOR the Central Coast Lodging Partners! Not a Lodging partner yet? Sign up today to receive your marketing toolkit, increase your occupancy and add value for your guests through participation in 2015 Sunset SAVOR the Central Coast Lodging Partner opportunities. As a Lodging Partner, you will have access to two types of discounted tickets that you may choose to use in packaging your guests' SAVOR offer. Details on the program and the enriched listings are available here: <http://bit.ly/1fC26BT>.





Visit San Luis Obispo County is a 501c6 tourism non-profit. For more information please call (805)541-8000.



Featured in *Vicky Flip Flop Travels*: "My Pacific Coast Highway Road Trip" *Oceano Dunes (left)*; and in *OC Register Firestone Walker Brewing Company (right)*.



VISIT SLO COUNTY WEB ACTIVITY

VISITS: 46,651
UNIQUE VISITORS: 38,075
PAGE VIEWS: 138,129
AVG. PAGE VIEWS/VISIT: 2.96
AVG. TIME ON SITE: 2:17
TOTAL ORGANIC TRAFFIC: 33,837
% OF ORGANIC: 73%
MOBILE VISITS: 20,591

MOST VISITED EVENT:
FARMERS MARKET – SAN LUIS OBISPO (1401 VIEWS)
TOTAL BLOG VISITS: 12,413
MOST SHARED BLOG: AN INTERVIEW WITH LUKE UDSEN, MR. BEAVERSTOCK <http://bit.ly/1LiXxZi>

VISIT SLO COUNTY

FACEBOOK
LIKES: 12,381 NEW: 205
TOT. IMPRESSIONS: 104,567
HIGHEST ENGAGEMENT:
#FANFRIDAY PHOTO OF MORRO ROCK (599 ENGAGEMENTS)
MOST LIKED: #FANFRIDAY PHOTO OF MORRO ROCK (141 LIKES)
FOLLOWERS **NEW**
TWITTER: 5,375 120
25.7K IMPRESSIONS
TWEETS: 5,974
PINTEREST: 600 10
PINS: 773
INSTAGRAM: 1,158 91
POSTS: 349

VISITOR GUIDE DIST.

WEB DOWNLOADS: 69
GUIDES DISTRIBUTED: 374
TOTAL: 443

MONTHLY E-SPECIAL

SUBSCRIBERS: 34,769
OF OPENS: 6,055
OF CLICK-THROUGHS: 1,029

THIS WEEK IN SLO COUNTY

CIRCULATION: 820
MOST CLICKED LINK:
Upcoming Events in San Luis Obispo County

Trending

Public Relations

- Volkswagen Magazine (published by Brutus) – San Luis Obispo: August 5-6
- TravelingMom.com/LA Parent Magazine – Morro Bay: August 13
- UK Daily Mail – Pismo Beach: September 17

Media

- Travel Weekly – Ocean Drive <http://bit.ly/1ghUh5t>
- Daily Meal – 101 Best Wineries in America for 2015 <http://bit.ly/1MSZMIb>
- Wine Spectator – 2015 Award of Excellence <http://bit.ly/1VKj6gR>
- Sunset – Best California Beach Vacation Spots <http://bit.ly/1evxMs3>
- Vicky Flip Flop Travels – My Pacific Coast Highway Road Trip <http://bit.ly/1VKisJL>
- OC Register – Go to SLO County for the wine? Sure - but stay for the craft beer scene <http://bit.ly/1Kv1zwr>

Travel Trade

- UK SuperFAM – Paso Robles: September 26-27

Touring & Tasting Features SLO County Advertorial

In their Summer/Fall issue, *Touring & Tasting* featured a twenty-page advertorial about SLO County, highlighting the coastal, culinary, and cultural possibilities for visitors. This Visit SLO County co-op advertising partnership reached a circulation of 66,000. Read the individual stories here: <http://bit.ly/1h1lnOi>.



San Francisco Chronicle and SFGATE Highlight

"10 Reasons to Visit SLO County"

This month, the San Francisco Chronicle and SFGATE published a travel section devoted to the attractions of San Luis Obispo County. The article highlighted *Sunset* SAVOR the Central Coast, several local wineries and craft breweries, Margarita Adventures, Madonna Inn, and other members. Read the full story here: <http://bit.ly/1MtXfQn>



New Research from Project: Time Off

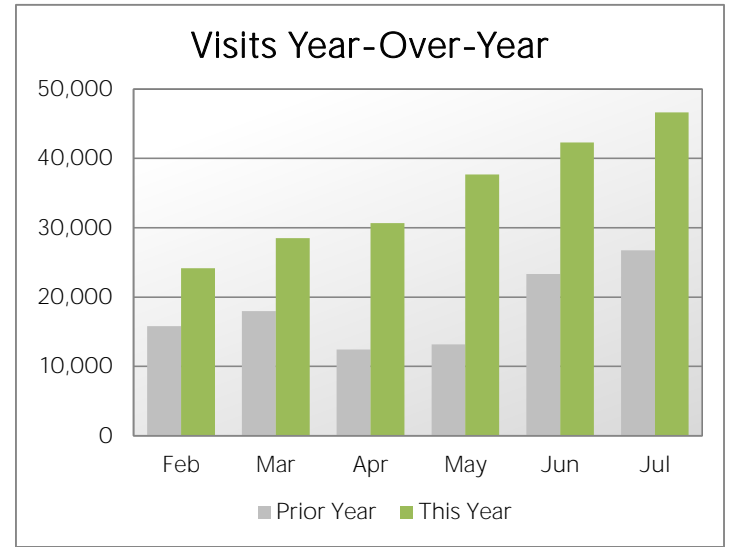
Project: Time Off's latest study, "The Work Martyr's Affair: How America's Lost Week Quietly Threatens Our Relationships," examines the balance in workers' professional and personal lives. Nearly all employees (96%) report that their families understand when work infringes on family time. Yet 36% of couples argue about the time needed for work versus the amount of quality time needed for each other.

Read the full study here: <http://bit.ly/1gXL2r3>



Total Traffic Overview:

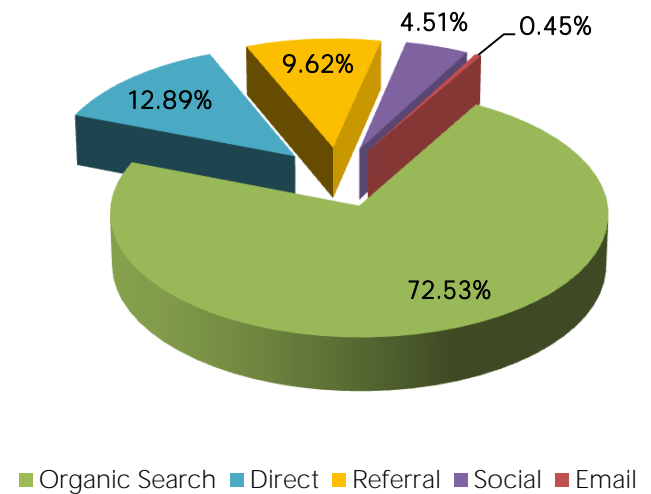
	Feb	Mar	Apr	May	Jun	Jul
Visits:	24,147	28,478	30,648	37,667	42,305	46,651
Unique Visitors:	20,009	23,833	25,365	31,136	35,058	38,075
Bounce Rate:	48%	49%	48%	49%	52%	50%
Pageviews:	77,981	90,475	96,341	116,951	128,578	138,129
Avg Pageviews Per Visit:	3.23	3.18	3.14	3.10	3.04	2.96
Avg Time on Site:	0:02:30	0:02:19	0:02:23	0:02:21	0:02:19	0:02:17
Total Organic Search Traffic:	17,546	20,287	22,385	27,209	28,464	33,837
% of Traffic Organic Search:	73%	71%	73%	72%	67%	73%
Entry Pages From Search:	1,788	1,954	1,826	1,996	2,013	2,185



Mobile SnapShot:

	Feb	Mar	Apr	May	Jun	Jul
Visits:	8,036	9,566	11,424	14,734	17,022	20,591
% of visits	33%	34%	37%	39%	40%	44%
Bounce Rate:	53%	54%	53%	53%	56%	55%
Pageviews:	21,817	24,678	29,455	38,438	42,110	50,941
Avg Time on Site:	0:01:56	0:01:42	0:01:47	0:01:51	0:01:44	0:01:46

Traffic Sources



SEO Overview:

- * Visits increased 74% compared to last year.
- * Unique Visitors on the main site increased 71% year over year.
- * Pageviews increased 47% compared over this time last year.
- * Organic traffic increased 70% year over year.
- * Organic entries to the Events page increased by 15%, by 17% on the Activities page, and by 68% on the Home page.

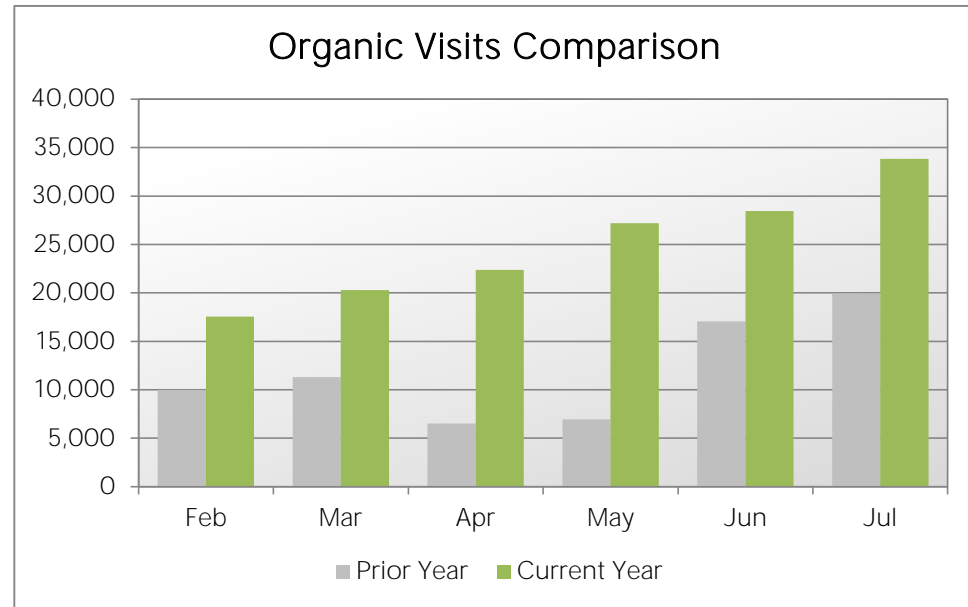
Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	33,837	72.53%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.14	6.10%
Avg. Time on Site	0:02:25	5.77%
New Visits	74.94%	-0.03%
Bounce Rate	45.63%	-9.52%

Search Engine	Visits	Percent
google	30,951	91.47%
yahoo	1,915	5.66%
bing	751	2.22%
aol	144	0.43%
ask	50	0.15%
baidu	11	0.03%

Exact Keyword	Visits	Percent
(not provided)	31,125	91.99%
san luis obispo	242	0.72%
san luis obispo events	36	0.11%
san luis obispo ca	27	0.08%
events in san luis obispo	18	0.05%
san luis obispo farmers market	18	0.05%
erot.co	17	0.05%
san luis obispo county	16	0.05%
avila beach	15	0.04%
visit san luis obispo county	14	0.04%



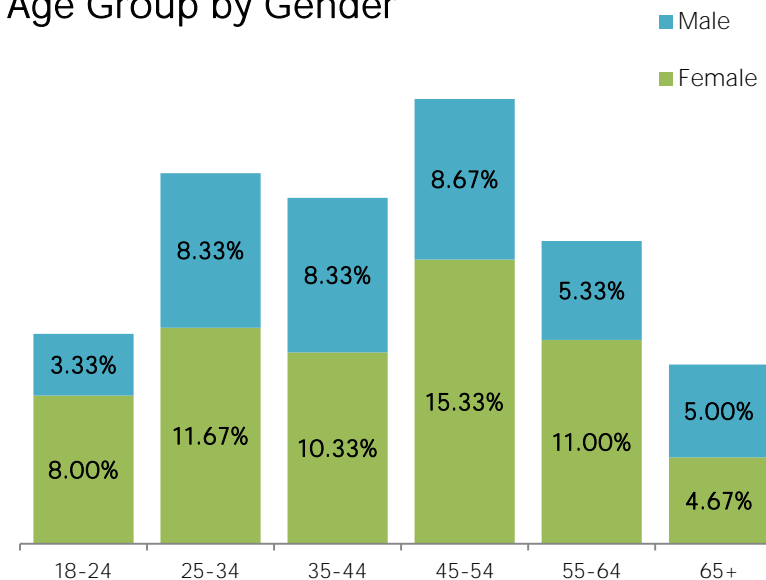
Landing Page	Visits	Percent
/events	7,548	22.31%
/	3,945	11.66%
/activities	1,151	3.40%
/events/461/thursday-farmers-market	891	2.63%
/events/all/fairs_and_festivals	780	2.31%
/our-area	743	2.20%
/lodging	687	2.03%
/events/1791/rock-to-pier-fun-run-half-marathon	569	1.68%
/community/avila-beach	527	1.56%
/events/178/central-coast-renaissance-festival	510	1.51%

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
TV Lovers	188
Movie Lovers	186
News Junkies & Avid Readers	138
Travel Buffs	138
Technophiles	136
Cooking Enthusiasts/Aspiring Chefs	130
Shutterbugs	114
Music Lovers	106
Health & Fitness Buffs	105
Cooking Enthusiasts	104

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
News/Weather	64
Internet & Telecom/Email & Messaging	63
Arts & Entertainment/Celebrities & Entertainment News	62
Food & Drink/Cooking & Recipes	62
Online Communities/Social Networks	59
Arts & Entertainment/TV & Video/Online Video	41
Travel/Hotels & Accommodations	41
Real Estate/Real Estate Listings	40
Reference/General Reference/Dictionaries & Encyclopedias	36
Travel/Tourist Destinations/Beaches & Islands	36

Affinity Categories broaden the scope to identify users in terms of lifestyle; for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined in a similar way to TV audiences, and represent an opportunity to understand the behavior of your audience.

Other Categories are used to classify groups of users based on the specific content they consume, along with how recently and frequently they consume that content. This category data provides a more focused view of your users, and lets you analyze behavior more narrowly than Affinity Categories.

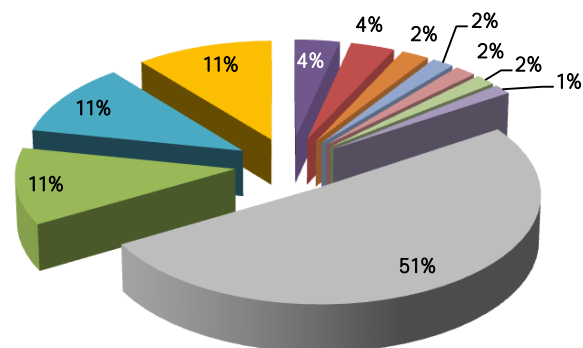
* Per Google

Top Content:

Top Landing Pages	Entrances	Top Content Pages	Pageviews
/events	8,773	/events	14,714
/	7,781	/	10,704
/activities	1,289	/our-area	2,668
/our-area	1,064	/events/all/fairs_and_festivals	2,625
/events/461/thursday-farmers-market	973	/events?page=1	1,910
/events/all/fairs_and_festivals	866	/activities	1,818
/lodging	841	/events/all/childrens_activities	1,689
better-homes-gardens	651	/lodging	1,489
/events/1791/rock-to-pier-fun-run-half-marathon	636	/events/461/thursday-farmers-market	1,262
county	621	/deals	1,228

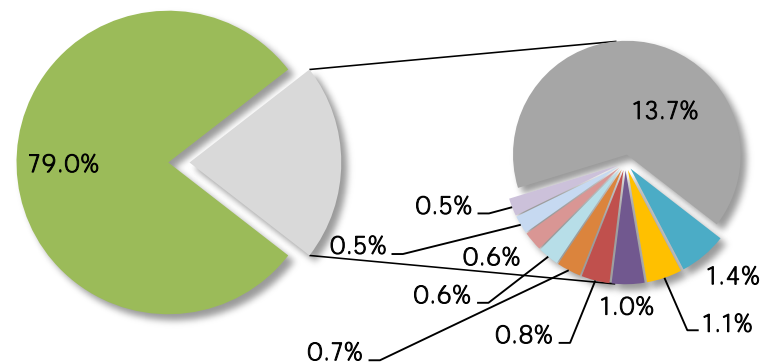
Geographic:

Top Cities



- Los Angeles
- San Luis Obispo
- San Francisco
- Paso Robles
- Atascadero
- Arroyo Grande
- (not set)
- Bakersfield
- Sacramento
- Baywood-Los Osos
- Other

Top States



- California
- Texas
- Arizona
- New York
- Nevada
- Washington
- Illinois
- Florida
- Oregon
- Colorado
- Other