



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, February 15, 2017

8:30 am

La Bellasera Hotel & Suites

206 Alexa Ct, Paso Robles, CA 93446

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA - <i>motion required</i>	C. Davison
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3. **Approval of January 18, 2017 Board Meeting Minutes (yellow)**
Staff will ask for Board approval of the January Visit SLO CAL Board Meeting Minutes.
Approval of January Visit SLO CAL Financials (green)
Staff will ask for Board approval of the January Visit SLO CAL Financials.

CEO REPORT	C. Davison
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4. **CEO Report (15 min)**
Staff will provide an update on current projects and areas of focus for the months ahead.

BUSINESS ITEMS	C. Davison
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5. **Marketing Update (25 min)**
 - a. **Brand Roll-Out and Brand Lift Study**
 - b. **Co-Op Media Update**
 - c. **Shoulder Season Campaign***Staff will provide an update on the new brand roll-out and brand lift study, media co-ops and the progress of the shoulder season campaign.*
6. **Conference Center Feasibility Plan Update (20 min)**
Staff will provide an update on the progress of the Countywide Conference Center Feasibility Plan, including next steps in the study development.
7. **Air Service Development (10 min)**
Staff will provide an update on Visit SLO CAL's air service development efforts.
8. **SAVOR on the Road Update (10 min)**
Staff will provide an update on upcoming SAVOR – A San Luis Obispo County Experience feeder market events, including the Seattle Wine & Food Experience and Taste Washington.

ADJOURN.

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.

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Minutes

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors

Meeting Minutes

Wednesday, January 18, 2017

8:30am

La Bellasera Hotel & Suites

206 Alexa Court, Paso Robles, CA 93446

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Kathleen Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Rachel Lima, Sam Miller, JP Patel, Clint Pearce, Val Seymour

ABSENT: Noreen Martin, Nipool Patel, Roger Wightman

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Brendan Pringle

Call to Order at 8:32 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

Davison introduced VSLOC's new VP of Marketing, Brooke Burnham.

CONSENT AGENDA

3. Approval of November 16, 2016 Board Meeting Minutes Approval of November and December VSLOC Financials

Board Discussion.

Public Comment – None.

ACTION: Moved by Arnold/Graves to approve the Consent Agenda as presented.

Motion carried: 10:0
Eads arrived after the vote.

CEO REPORT

4. CEO Report

Davison gave a brief overview of the County's TOT numbers.

The Board viewed the new Visit California television ad, which features sandboarders on the Oceano Dunes.

Davison encouraged the Board to attend VSLOC's presentation of the Annual Report to the Board of Supervisors on February 7.

Davison provided an update on air service development. VSLOC met with United Airlines officials in Chicago on December 2, and United is currently running financial models to determine next steps on a Denver flight. The SLO Airport is in the process of doing an economic impact study on the Denver and Dallas flights. Also, VSLOC is currently working with BCF, the airport, Sixel and Alaska Airlines on celebrations in both Seattle and SLO for the inaugural Seattle flight.

Davison noted that CalTravel asked him to chair the Proposition 64 Task Force focused on collection and development the information necessary for communities and stakeholders to function in an approved Proposition 64 California.

With the approval of the new brand at the November BOD meeting VSLOC has now finalized the agreement with Simpleview for the design and development of the website, and the programming of the CRM and CMS. This will be a six to eight month process, with the website launch date estimated at mid-summer. Davison provided an overview of his upcoming travel.

Board Discussion.

Public Comment – None.

BUSINESS ITEMS

5. Advisory Committee Meeting Recap

Davison thanked the Board members who attended the Advisory Committee meeting on December 8, 2016, and recapped the key takeaways from the meeting. Davison also asked the Board for feedback.

Board Discussion.

Public Comment – None.

6. SAVOR on the Road Update

The San Diego Bay Wine and Food Festival was a huge success. The Board viewed photos of the booth, and Davison noted that the experience component of the booth set it apart from the other vendors.

The Seattle Wine and Food Experience is February 26, 2017. BCF is redesigning the booth to accommodate this indoor space. VSLOC has 12 confirmed winery, brewery and experience partners. Davison discussed some of the activation components of its contract for the event, including a sweepstakes promotion.

Board Discussion.

Public Comment – None.

7. Conference Center Feasibility Study

Davison provided an update on the progress of the conference center feasibility study, including next steps. B&D will be interviewing meeting planners and VSLOC is coordinating meetings with city/county officials from viable communities. He also discussed B&D's ranking matrix for the selection of viable communities.

Board Discussion.

Public Comment – None.

8. Budget Re-Forecast

Davison provided an overview of the re-forecasted budget for FY2016/17, noting that due to the conversion from cash to accrual, FY2016/17 revenue includes 14 months of assessment revenue collections for this FY only. The priorities of the Operational Plan have been incorporated into this re-forecast.

Board Discussion.

Public Comment – None.

ACTION: Moved by Pearce/Graves to approve VSLOC's FY2016/17 budget re-forecast as presented.

Motion carried: 11:0

9. Marketing Agency Update

a. Brand Roll-Out

Burnham provided an update that from December 14-19, 2016, BCF captured photos and videos from 15 scenes and 11 county locations as part of a major production asset shoot. The SLO CAL brand will be rolled out on January 23, 2017 with the launch of the shoulder season campaign including approximately a \$1M advertising spend. In the week prior to the launch, VSLOC will circulate a pdf to stakeholders about the brand change, identifying the brand platform and outlining brand guidelines. The brand style guide is being finalized and will be distributed to the Marketing Committee once it is approved. Burnham discussed the Brand Lift Study, which will track brand awareness and lift of Visit SLO CAL advertising among target audiences over three phases including a benchmark study prior to the launch of the campaign, a mid-campaign review and final study following the completion of the media run.

Board Discussion.

b. Landing Page Update

Burnham guided the Board through a demo of the landing page.

Board Discussion.

c. Shoulder Season Campaign

Burnham provided an update on the media schedule, noting that SEM and social media were rescheduled to start on January 23, 2017 with the rest of the media launch.

Board Discussion.

Public Comment – Kristin Huebner, Pismo Beach CVB, asked if it was possible to access information on the content and style of the new brand. Burnham responded that this would be provided on Thursday with the stakeholder communication.

ADJOURNMENT

Meeting adjourned at 10:05am.

REMINDERS

The Beginning of Year Bash is on January 18, 2017, from 5pm-7pm.

San Luis Obispo County
 Visitor's & Conference Bureau
 2016/2017 January Financial Summary - With Reforecasted Budget

Income	This Month	Budgeted for Month	MTD Variance	MTD Actual v. Budget %	MTD % of Total Income/Expenses	FISCAL YTD	Reforecasted YTD Budget	YTD Variance	YTD Actual v. Budget %	YTD % of Total Income/Expenses
PY TBID Collected in CY	\$ -	\$ -	\$ -			\$ 749,410	\$ 749,410	\$ -		24.44%
Membership Dues	\$ 2,194	\$ 3,070	\$ (876)	71.47%	1.19%	\$ 32,516	\$ 32,860	\$ (344)	0.00%	1.06%
TBID Income										
SLO County Unincorporated	\$ 62,605	\$ 62,605	\$ -	100.00%	33.85%	\$ 562,867	\$ 562,867	\$ -	0.00%	18.35%
SLO City	\$ 44,290	\$ 44,290	\$ -	100.00%	23.95%	\$ 425,537	\$ 425,537	\$ -	0.00%	13.88%
Pismo Beach	\$ 45,970	\$ 45,970	\$ -	100.00%	24.86%	\$ 548,797	\$ 548,797	\$ -	0.00%	17.90%
Morro Bay	\$ 14,300	\$ 14,300	\$ -	100.00%	7.73%	\$ 187,559	\$ 187,559	\$ -	0.00%	6.12%
Paso Robles	\$ 25,405	\$ 25,405	\$ -	100.00%	13.74%	\$ 275,199	\$ 275,199	\$ -	0.00%	8.97%
Arroyo Grande	\$ 4,957	\$ 4,957	\$ -	100.00%	2.68%	\$ 53,072	\$ 53,072	\$ -	0.00%	1.73%
Atascadero *	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 65,092	\$ 65,092	\$ -	0.00%	2.12%
Grover	\$ 3,139	\$ 3,139	\$ -	100.00%	1.70%	\$ 22,581	\$ 22,581	\$ -	0.00%	0.74%
Adjustment for Actual TBID Collected	\$ (17,926)	\$ -	\$ (17,926)		-9.69%	\$ 144,130	\$ 161,834	\$ (17,704)		
Total Income	\$ 184,933	\$ 203,736	\$ (18,802)	90.77%	100.00%	\$ 3,066,759	\$ 3,084,807	\$ (18,047)	0.00%	100.00%
* District pays quarterly										
Expenses										
Accumulated Reserve							\$ 296,896	\$ (902)		0.00%
G&A	\$ 19,276	\$ 19,678	\$ (401)	97.96%	6.33%	\$ 144,390	\$ 143,991	\$ 400	0.00%	10.30%
Industry Research and Resources	\$ 18,842	\$ 33,280	\$ (14,438)	56.62%	6.18%	\$ 122,476	\$ 139,172	\$ (16,696)	0.00%	8.73%
Travel Trade	\$ 21,452	\$ 36,430	\$ (14,978)	58.89%	7.04%	\$ 151,909	\$ 177,938	\$ (26,029)	0.00%	10.83%
Communications	\$ 5,780	\$ 18,315	\$ (12,535)	31.56%	1.90%	\$ 61,267	\$ 90,359	\$ (29,092)	0.00%	4.37%
Advertising	\$ 61,117	\$ 62,694	\$ (1,577)	97.48%	20.06%	\$ 369,810	\$ 300,526	\$ 69,285	0.00%	26.37%
Promotions	\$ 1,934	\$ 9,258	\$ (7,324)	20.89%	0.63%	\$ 17,156	\$ 26,117	\$ (8,961)	0.00%	1.22%
Events	\$ 208	\$ 150	\$ 58	138.79%	0.07%	\$ 79,612	\$ 82,680	\$ (3,068)	0.00%	5.68%
Digital Marketing	\$ 175,644	\$ 152,271	\$ 23,373	115.35%	57.65%	\$ 446,284	\$ 383,027	\$ 63,257	0.00%	31.83%
Film Commission	\$ 412	\$ 3,661	\$ (3,249)	11.26%	0.14%	\$ 9,290	\$ 11,550	\$ (2,260)	0.00%	0.66%
Total Expenses	\$ 304,665	\$ 335,737	\$ (31,072)	90.75%	100.00%	\$ 1,402,196	\$ 1,652,257	\$ 45,933	0.00%	100.00%
Surplus(Deficit)	\$ (119,732)	\$ (132,001)	\$ 12,269	90.71%		\$ 1,664,564	\$ 1,432,550	\$ (63,980)	0.00%	
Cash Flow										
Surplus (Deficit)	\$ (119,732)					\$ 1,664,564				
Beginning Cash Balance	\$ 1,715,906					\$ 467,503				
Change in Accounts Receivable	\$ 142,474					\$ (377,554)				
Change in Accrued Expenses	\$ (602,552)					\$ (625,515)				
Change in Prepaid Expenses	\$ -					\$ (569)				
Change in Accounts Payable	\$ 57,684					\$ 65,352				
Visit SLO County Cash Balances	\$ 1,193,781					\$ 1,193,781				
Reserve & Contingency - 5% of Cumulative Revenues	\$ (295,994)					\$ (360,303)				
Net Available Cash	\$ 897,787					\$ 833,478				

8:45 AM
02/09/17
Accrual Basis

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of January 31, 2017

	Jan 31, 17	Jan 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,107,990.77	376,943.60	731,047.17	193.9%
1020 · Bank of the Sierra - Membership	85,790.76	87,099.56	-1,308.80	-1.5%
1030 · HOB - SAVOR	0.00	18,507.96	-18,507.96	-100.0%
Total Checking/Savings	1,193,781.53	482,551.12	711,230.41	147.4%
Accounts Receivable				
1200 · Accounts Receivable	377,554.22	626,903.72	-249,349.50	-39.8%
Total Accounts Receivable	377,554.22	626,903.72	-249,349.50	-39.8%
Other Current Assets				
1310 · Prepaid Payroll Tax	0.00	3,227.72	-3,227.72	-100.0%
1320 · Prepaid Rent	3,326.70	3,326.70	0.00	0.0%
1340 · Workman's Comp Deposit	569.00	0.00	569.00	100.0%
1350 · Accrued Expenses	624,905.70	0.00	624,905.70	100.0%
1360 · 401K Forfeiture Assets	608.89	0.00	608.89	100.0%
Total Other Current Assets	629,410.29	6,554.42	622,855.87	9,502.8%
Total Current Assets	2,200,746.04	1,116,009.26	1,084,736.78	97.2%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	22,404.87	18,482.10	3,922.77	21.2%
1410 · Furniture & Fixtures	20,930.63	10,671.74	10,258.89	96.1%
1415 · Leasehold Improvements	32,651.59	0.00	32,651.59	100.0%
1425 · Office Equipment	14,560.10	3,628.83	10,931.27	301.2%
Total 1400 · Fixed Assets	90,547.19	32,782.67	57,764.52	176.2%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-12,451.17	-13,277.94	826.77	6.2%
1510 · Furn. & Fixt. Accum. Depr.	-2,465.00	-9,116.00	6,651.00	73.0%
1515 · Leasehold Imp. Accum. Depr.	-343.00	0.00	-343.00	-100.0%
1525 · Office Equip. Accum. Depr.	-1,288.00	-1,264.23	-23.77	-1.9%
Total 1500 · Accumulated Depreciation	-16,547.17	-23,658.17	7,111.00	30.1%
Total Fixed Assets	74,000.02	9,124.50	64,875.52	711.0%
TOTAL ASSETS	2,274,746.06	1,125,133.76	1,149,612.30	102.2%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	62,395.80	42,325.30	20,070.50	47.4%
Total Accounts Payable	62,395.80	42,325.30	20,070.50	47.4%
Credit Cards				
2050 · Rabobank Credit Card	3,364.33	0.00	3,364.33	100.0%
Total Credit Cards	3,364.33	0.00	3,364.33	100.0%
Other Current Liabilities				
2200 · Coast National Line of Credit	0.00	99,507.92	-99,507.92	-100.0%
Total Other Current Liabilities	0.00	99,507.92	-99,507.92	-100.0%
Total Current Liabilities	65,760.13	141,833.22	-76,073.09	-53.6%
Total Liabilities	65,760.13	141,833.22	-76,073.09	-53.6%
Equity				
3110 · Fund Balance	34,053.44	34,053.44	0.00	0.0%
1110 · Retained Earnings	510,368.21	257,794.86	252,573.35	98.0%
Net Income	1,664,564.28	691,452.24	973,112.04	140.7%
Total Equity	2,208,985.93	983,300.54	1,225,685.39	124.7%
TOTAL LIABILITIES & EQUITY	2,274,746.06	1,125,133.76	1,149,612.30	102.2%



Minutes

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, January 10, 2017

8:30am

Courtyard by Marriott, San Luis Obispo
1605 Calle Joaquin, San Luis Obispo, CA 93405

DRAFT

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

PRESENT: Ashlee Akers, Jim Allen, Terrie Banish, Cheryl Cuming, Amanda Diefenderfer, Christen Goldie, Gordon Jackson, Lori Keller, Jennifer Little, Heather Muran, Jennifer Porter, John Sorgenfrei

ABSENT: Molly Cano

STAFF PRESENT: Chuck Davison, Brooke Burnham, Brendan Pringle, Jordan Carson

Call to Order at 8:33 am.

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

None.

ANNOUNCEMENTS

Davison introduced VSLOC's new VP of Marketing, Brooke Burnham. Porter announced that BlendFest on the Coast is January 13-15, 2017. Banish announced that the Tamale Festival is January 21, 2017. Cuming announced that Coastal Discovery and Stewardship Celebration is from January 13-February 28, 2017. Little announced that the Winter Bird Festival is January 13-16, 2017.

CONSENT AGENDA

3. **Approval of November 8, 2016 Marketing Committee Meeting Minutes**

Committee Discussion – None.

Public Comment – None.

ACTION: Moved by Jackson/Porter to approve the Consent Agenda as presented.

**Motion carried: 12:0:1
Diefenderfer abstained.**

CEO REPORT

4. CEO Report



Davison gave a brief overview of the County's TOT numbers.

The Committee viewed the new Visit California television ad, which features sandboarders on the Oceano Dunes.

Davison provided an update on air service development. VSLOC met with United Airlines officials in Chicago on December 2, and United is currently running financial models to determine next steps on a Denver flight. The SLO airport is in the process of doing an economic impact study on the Denver and Dallas flights. Also, VSLOC is currently working with BCF, the airport, Sixel and Alaska Airlines on celebrations in both Seattle and SLO for the inaugural Seattle flight.

Davison noted that CalTravel asked him to chair the Proposition 64 Task Force to collect and develop the information necessary for communities and stakeholders to function in an approved Proposition 64 California.

VSLOC has signed an agreement with Simpleview for the design and development of the website, and the programming of the CRM and CMS. This will be a six to eight month process, with the website launch date estimated at mid-summer.

Davison provided an overview of his upcoming travel.

Committee Discussion.

Public Comment – None.

BUSINESS ITEMS

5. Update on Board Action

The Board approved the following at its November meeting: VSLOC's Operational Plan priorities as presented; finalizing contract negotiations with B&D for a conference center feasibility study; SLO CAL as the new brand to replace VSLOC; allocating an extra \$100k from VSLOC's contingency budget for the Seattle market launch; and allocating up to \$20k to allow legal to secure the SLO CAL URL, merchandising trademark and merchandise.

Committee Discussion – None.

Public Comment – None.

6. Advisory Committee Meeting Recap

Davison thanked the Marketing Committee members who attended the Advisory Committee meeting on December 8, 2016, and recapped the key takeaways from the meeting. Davison also asked the Committee for feedback.

Committee Discussion. Jackson noted that the information was well presented and that the city managers were all very engaged at the meeting.

Public Comment – None.

7. SAVOR on the Road Update

The San Diego Bay Wine and Food Festival was a huge success. The Committee viewed photos of the booth, and Davison noted that the experience component of the booth set it apart from the other wine vendors.

The Seattle Wine and Food Experience is February 26, 2017. BCF is redesigning the booth to accommodate this indoor space. VSLOC has 11 confirmed winery, brewery and experience partners. Davison discussed some of the activation components of its contract for the event, including a sweepstakes promotion.

Committee Discussion. Diefenderfer suggested adding a bread company to the booth (to pair with the olive oil tasting). Sorgenfrei asked if airfare was included as part of the sweepstakes. Davison responded that Alaska Airlines is providing the airfare. Sorgenfrei also commented that he liked how the branding for SAVOR incorporated the old SAVOR logo and the new SLO CAL logo

Public Comment – None.



8. Conference Center Feasibility Study

Davison provided an update on the progress of the conference center feasibility study, including next steps. B&D will be interviewing meeting planners and meeting with city officials from viable communities. He also discussed B&D's ranking matrix for viable communities.

Committee Discussion. Porter asked if proximity to the airport was one of the major considerations. Davison noted that proximity to lodging is likely more important, and that B&D would first try to understand where it would make the most sense to have the center. Sorgenfrei asked how the conference center would be funded, and noted that having a hotel connected to it would be one funding model. Davison responded that B&D would provide guidelines on multiple funding models including how communities could raise funds. Little asked about which meeting planners were interviewed. Davison responded that they would be using VSLOC's database of meeting planners. Cuming thanked Davison for taking on this initiative.

Public Comment – None.

9. Marketing Agency Update

a. Brand Roll-Out

Burnham provided an update that from December 7-12, 2016, BCF captured photos and videos from 15 scenes and 11 locations as part of a major production shoot. The SLO CAL brand will be rolled out on January 23, 2017 with the launch of the shoulder season campaign. In the week prior to the launch, VSLOC will circulate a pdf to stakeholders about the brand change, identifying the brand platform and outlining brand guidelines. The brand style guide is being finalized and will be distributed to the committee once it is approved. Burnham discussed the Brand Lift Study, which will track brand awareness and lift of Visit SLO CAL advertising among target audiences over three phases including a benchmark study prior to the launch of the campaign, a mid-campaign review and final study following the completion of the media run.

Committee Discussion. Sorgenfrei asked how "Life's too beautiful to rush" would be used. Burnham responded that it would be a tagline.

b. Co-Op Media Update

Burnham provided an update on current media co-ops, and provided the agency's recommendations for spending the remaining co-op funds. Burnham asked the Committee if VSLOC should redirect the remaining funds toward branding or if the communities have funds available for other co-ops.

Committee Discussion. Cuming commented that the CBID would be interested in a co-op that involves travel television journalists. Akers noted that Atascadero would be interested in another Matador Network video opportunity. Sorgenfrei noted that a co-op in Alaska Airlines' in-flight magazine would be a great way to advance the new branding in one of VSLOC's target markets. Diefenderfer recommended doing something more long-term that extends over the first six months of the Seattle flight launch. Jackson and Cuming noted that a print co-op like that would be more about

awareness than heads in beds, which is just as important. Davison asked if the Committee would be interested in participating in a future co-op for asset production, and the Committee expressed interest.

c. Landing Page Update



Burnham guided the Committee through a demo of the landing page.

Committee Discussion. Muran asked if there was a way to pinpoint where in California the county is located on the map. Little asked if communities were able to review copy. Burnham noted that landing page copy was based on the copy provided for the Visitor Magazine. Davison also noted the landing page has to reflect the voice of the county to sound unified.

d. Shoulder Season Campaign

Burnham provided an update on the media schedule, noting that SEM and social media were rescheduled to start on January 23, 2017 with the rest of the media launch. Davison noted that the media schedule is in the Marketing Plan.

Committee Discussion. Cuming suggested that, in future meetings, she would like to delve more into discussion among the committee to figure out common challenges and brainstorm as a county.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 10:17am.

REMINDERS

The Beginning of Year Bash is on January 18, 2017, from 5pm-7pm.

ACTIVITY REPORT, JANUARY 2017

- What's New -

VSLOC Rebrands as Visit SLO CAL

Visit San Luis Obispo County has transitioned to its new consumer brand SLO CAL and organizational brand of Visit SLO CAL. The new logo, photos and videos will be incorporated into advertising, public relations, social media, the website, email marketing and our blog. On January 23rd, the new SLO CAL brand and corresponding "Life's Too Beautiful to Rush" campaign launched in our key target markets of L.A., Seattle, San Francisco, Phoenix, Las Vegas and San Diego with a variety of online ads in banners, videos, social media and as native content. We thank you for your continued partnership and look forward to working with you to bring the SLO CAL brand to life! Click this link to view our new Brand Video: <http://bit.ly/slocal-brand>



VSLOC Begins Work on New Website



Visit SLO CAL is working with Simpleview on the design of a brand-new website. The site is set to launch later this year. In the meantime, be sure to check out Visit SLO CAL's new, interactive landing page, SLOCAL.com, which will receive the traffic from our marketing campaign.

B&D Holds Conference Center

Feasibility Meetings with Community Officials

As part of Visit SLO CAL's conference center feasibility plan, B&D hosted individual introductory one (1) hour discussions on February 2 and 3 with City/County Managers and City/County Planner from viable communities. The meetings will help B&D understand each community's political interest and will to participate, each community's overall masterplan, how a conference center would fit with each community's land use and what property might be available for consideration.



Our Social Media Handles Have Changed!



With our new brand comes new social media handles! We appreciate when all of our partners and members tag us in their posts and mention us on their social platforms. To streamline the process for you, please see our below social media handles and names.

Consumer: Facebook: @SLOCAL | Instagram: @SLOCAL | Twitter: @VisitSLOC

Industry: Facebook: @VisitSLOCAL | Twitter: @VisitSLOCAL

United Airlines Announces Additional Air Service to SF

Beginning March 9, United Express operated by SkyWest Airlines will offer an additional daily flight between San Francisco International Airport (SFO) and San Luis Obispo County Regional Airport (SBP). The additional flight times include a scheduled arrival from SFO at 11:35 p.m. and scheduled departure from SBP at 8:23 p.m. This additional flight is a result of a December 2, 2016 meeting with United at their headquarters in Chicago attended by Visit SLO CAL President & CEO, Chuck Davison and San Luis Obispo County Regional Airport's Director, Kevin Bumen.





Featured on *Sunday Times Travel Magazine*:
Madonna Inn (left); and
@food.drunk: Spanish
Octopus at Giuseppe's
Cucina Rustica (right)



Trending

Media

- SLO Tribune: Restaurant Month returns to SLO County <http://bit.ly/2kvevhM>
- KSBY: Visit San Luis Obispo County launches new brand <http://bit.ly/2k6FizR>
- Sunday Times Travel Magazine: Classic California (print)
- @Food.Drunk (social media influencer): Giuseppe's Cucina Rustica – Spanish Octopus <http://bit.ly/2kEMEsR>

Public Relations

- Visit California New York Media Reception: March 21
- Visit California San Francisco Media Reception: May 16

Travel Trade

- GoWest: February 22-23 (Reno, NV)
- NTA: February 26-3/1 (St. Louis, MO)
- US Travel Association's IPW: June 3-7 (Washington D.C.)

SLO CAL Film Commission Update

San Luis Obispo County received major attention from film crews throughout the month of January. National Geographic captured the natural majesty of the San Simeon elephant seals on January 24 for an upcoming program. In month of January, Microsoft filmed throughout the County and Visit California captured virtual reality footage of the County for their 360 Project, which will be promoted to media, travel trade and consumers. Likewise, Dodge released its newest commercial for the Ram, filmed at a private ranch off of Hwy 166 (Arroyo Grande) in December.

Watch the commercial here: <https://youtu.be/dn6VviyCpnU>



Restaurant Month 2017 Recap

In January, Visit SLO CAL hosted its 10th Annual Restaurant Month, with more than 53 restaurant participants, as well as several wineries offering Local Wine Deals. Restaurant Month received media coverage from the Tribune, New Times, AGM radio and Yelp. Visit SLO CAL's Restaurant Month press release received a total of 7,387 hits and views. Moreover, Visit SLO CAL's Restaurant Month page received 44,883 pageviews.

Thank you to all who participated in this promotion!



VISIT SLO CAL WEB ACTIVITY

VISITS:	169,053
UNIQUE VISITORS:	114,725
PAGE VIEWS:	290,378
AVG. PAGE VIEWS/VISIT:	1.72
AVG. TIME ON SITE:	1:21
TOTAL ORGANIC TRAFFIC:	34,573
% OF ORGANIC:	20%
MOBILE VISITS:	138,355
MOST VISITED EVENT PAGE:	
RESTAURANT MONTH (36,813 VIEWS)	
TOTAL BLOG VISITS:	29,496
MOST SHARED BLOG:	MEET JULIE SIMON, FOREMOST WINE CO.
	http://bit.ly/2koMV4J
	(105 SHARES)

VISIT SLO CAL SOCIAL MEDIA ACTIVITY

FACEBOOK		
LIKES:	18,896	NEW: 591
TOT. IMPRESSIONS:	4.7M	
HIGHEST ENGAGEMENT:		
INTRODUCTION TO SLO CAL BRAND VIDEO #VISIT SLOCAL (1211 ENGAGEMENTS)		
MOST REACTIONS:		
INTRODUCTION TO SLO CAL BRAND VIDEO #VISIT SLOCAL (524 REACTIONS)		
	FOLLOWERS	NEW
TWITTER:	6,903	84
44.8K IMPRESSIONS		
TWEETS: 7,059		
PINTEREST:	691	3
PINS: 802		
INSTAGRAM:	8,764	791
POSTS: 980		

VISITOR GUIDE DIST.

WEB DOWNLOADS:	46
GUIDES DISTRIBUTED:	431
TOTAL:	
THIS MONTH IN SLO CAL	
SUBSCRIBERS	35,914
OPENS:	5,817
CLICK-THROUGHS:	932
THIS WEEK IN SLO CAL	
CIRCULATION:	887
MOST CLICKED LINK:	
STR REPORT	

December 2016 vs December 2015 Lodging Statistics (STR, Inc.)

Current Month - December 2016 vs December 2015												
	Occ %		ADR		RevPAR		Percent Change from December 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	51.4	48.9	97.36	102.40	50.02	50.08	5.1	-4.9	-0.1	-0.1	0.0	5.1
Morro Bay, CA+	48.6	49.5	106.74	101.29	51.90	50.17	-1.8	5.4	3.5	3.6	0.1	-1.7
Paso Robles, CA+	57.4	58.5	116.39	113.24	66.81	66.19	-1.8	2.8	0.9	0.9	0.0	-1.8
Pismo Beach, CA+	51.9	53.3	140.16	134.36	72.71	71.60	-2.7	4.3	1.5	1.4	-0.1	-2.8
San Luis Obispo, CA+	58.9	59.7	123.17	118.86	72.52	70.92	-1.3	3.6	2.3	2.3	0.0	-1.3
San Simeon, CA+	44.6	47.1	110.92	108.97	49.44	51.28	-5.3	1.8	-3.6	-3.6	0.0	-5.3
Five Cities+	51.2	52.1	131.78	128.60	67.52	67.06	-1.7	2.5	0.7	0.6	-0.1	-1.8
North Coast+	51.0	51.8	137.91	133.30	70.32	68.99	-1.5	3.5	1.9	2.0	0.1	-1.4
North County+	55.8	55.9	111.74	110.73	62.36	61.92	-0.2	0.9	0.7	0.7	0.0	-0.2
South County+	54.8	55.7	127.42	123.68	69.88	68.88	-1.5	3.0	1.4	1.4	-0.0	-1.6
San Luis Obispo County	53.9	54.5	123.89	120.44	66.72	65.60	-1.1	2.9	1.7	1.7	0.0	-1.1
Cambria, CA+	56.8	56.1	160.05	154.91	90.86	86.86	1.2	3.3	4.6	4.8	0.1	1.4
Santa Barbara/Santa Maria	59.1	58.2	172.70	156.95	102.00	91.36	1.5	10.0	11.6	15.3	3.2	4.7
Monterey/Salinas	55.4	53.0	157.58	153.00	87.34	81.04	4.6	3.0	7.8	8.4	0.6	5.3
California	64.0	63.7	141.12	135.13	90.35	86.12	0.5	4.4	4.9	6.1	1.2	1.6

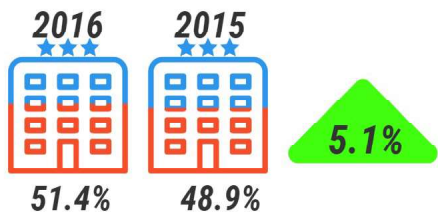
Year to Date Lodging Statistics (STR, Inc.)

Year to Date - December 2016 vs December 2015												
	Occ %		ADR		RevPAR		Percent Change from YTD 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	65.7		121.57		79.87							
Morro Bay, CA+	66.2	65.9	129.85	121.50	85.92	80.04	0.4	6.9	7.4	7.4	0.1	0.5
Paso Robles, CA+	72.1	72.6	137.98	131.90	99.43	95.79	-0.8	4.6	3.8	14.2	10.0	9.2
Pismo Beach, CA+	70.7	73.0	168.69	158.02	119.30	115.42	-3.2	6.8	3.4	3.3	-0.1	-3.3
San Luis Obispo, CA+	71.4	73.9	144.95	136.88	103.44	101.14	-3.4	5.9	2.3	2.3	0.0	-3.4
San Simeon, CA+	61.5	63.2	128.50	125.37	79.04	79.27	-2.7	2.5	-0.3	-0.3	0.0	-2.7
Five Cities+	69.6	71.6	161.60	151.87	112.50	108.81	-2.8	6.4	3.4	3.3	-0.1	-2.9
North Coast+	67.4	68.4	156.09	149.91	105.17	102.57	-1.5	4.1	2.5	2.6	0.0	-1.5
North County+	70.4	70.2	133.91	128.74	94.24	90.34	0.3	4.0	4.3	15.3	10.5	10.8
South County+	70.4	72.7	153.64	144.69	108.23	105.19	-3.1	6.2	2.9	2.8	-0.0	-3.1
San Luis Obispo County	69.6	70.7	147.73	140.37	102.75	99.29	-1.7	5.2	3.5	5.6	2.1	0.4
Cambria, CA+	72.6	73.3	179.36	171.70	130.26	125.87	-0.9	4.5	3.5	3.5	0.0	-0.9
Santa Barbara/Santa Maria	73.3	74.0	188.61	180.18	138.29	133.32	-0.9	4.7	3.7	4.7	1.0	0.0
Monterey/Salinas	72.3	70.4	193.70	188.97	140.00	133.03	2.7	2.5	5.2	5.4	0.1	2.8
California	75.4	74.6	158.23	150.10	119.36	111.96	1.1	5.4	6.6	7.3	0.7	1.8

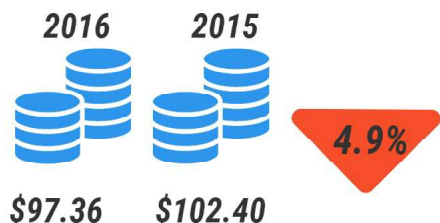
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December 2016 vs December 2015 Lodging Statistics (STR, Inc.)

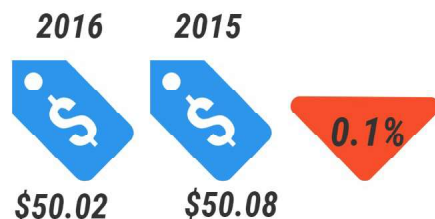
Atascadero



Occupancy

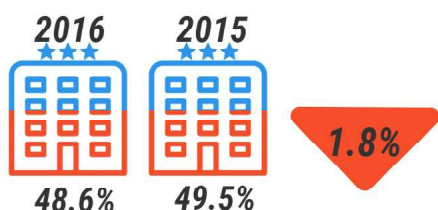


ADR

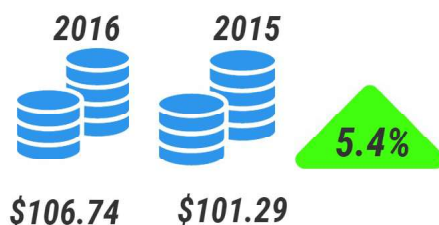


RevPAR

Morro Bay



Occupancy

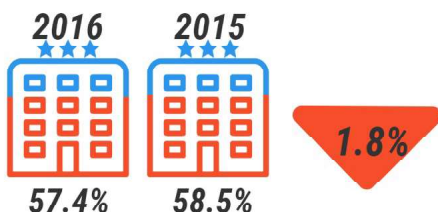


ADR



RevPAR

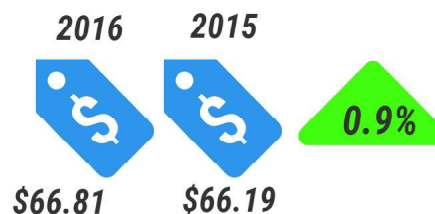
Paso Robles



Occupancy

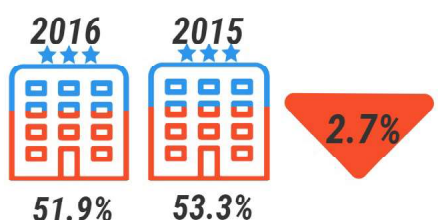


ADR



RevPAR

Pismo Beach



Occupancy

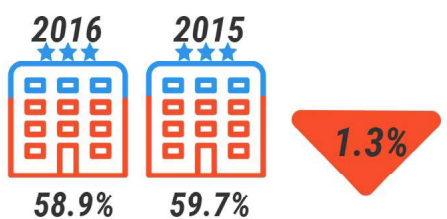


ADR



RevPAR

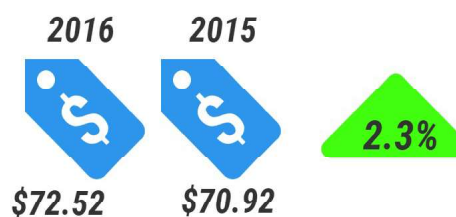
San Luis Obispo



Occupancy

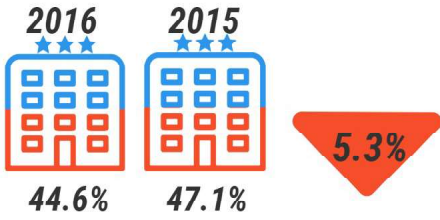


ADR

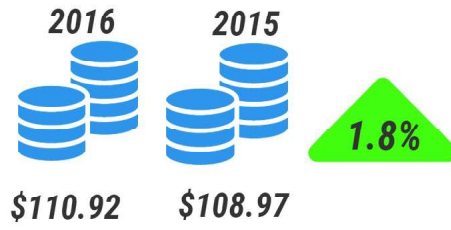


RevPAR

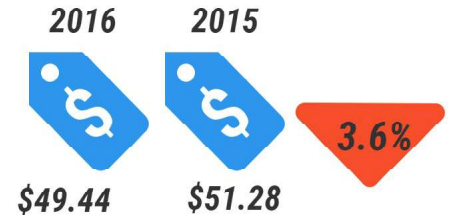
San Simeon



Occupancy

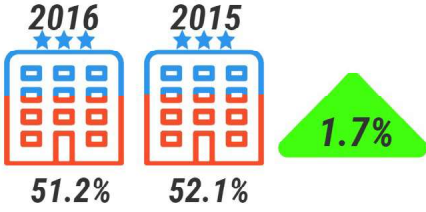


ADR



RevPAR

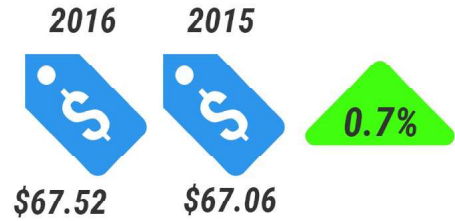
Five Cities



Occupancy

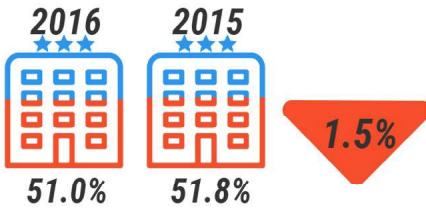


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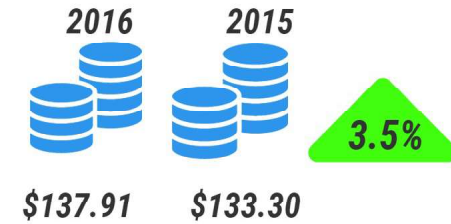


RevPAR

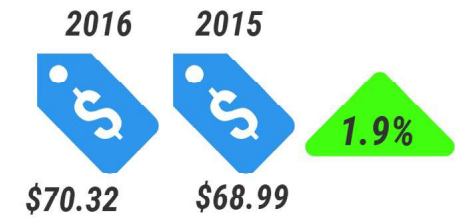
North Coast



Occupancy

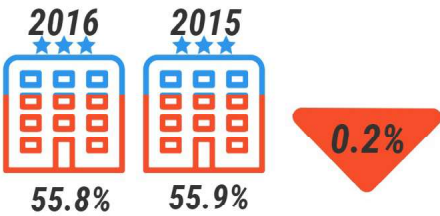


ADR

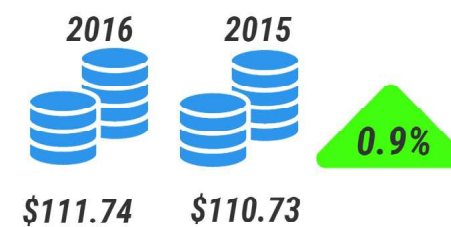


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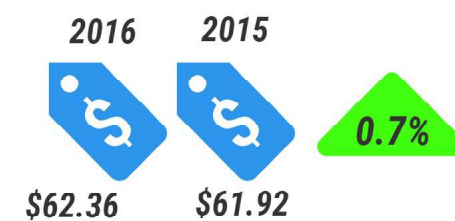
North County



Occupancy

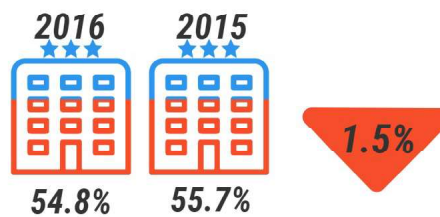


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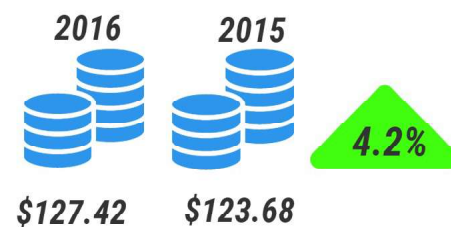


RevPAR

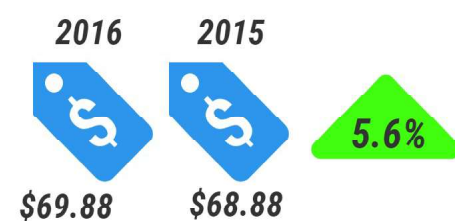
South County



Occupancy

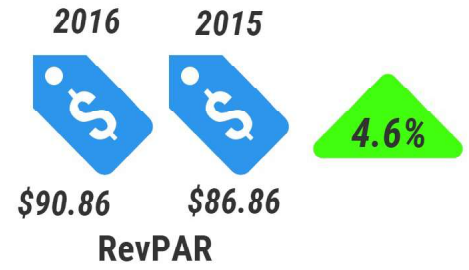
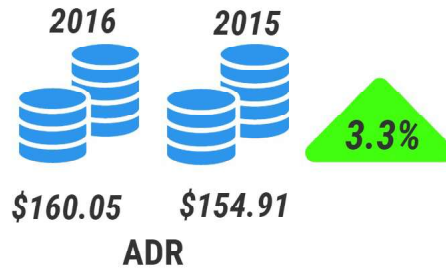
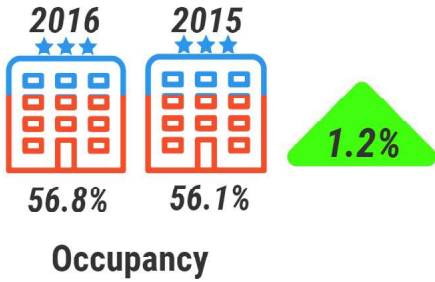


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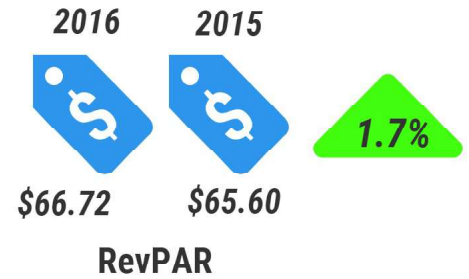
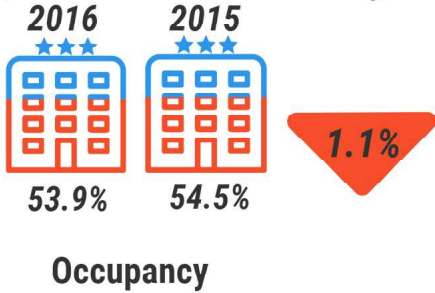


RevPAR

Cambria

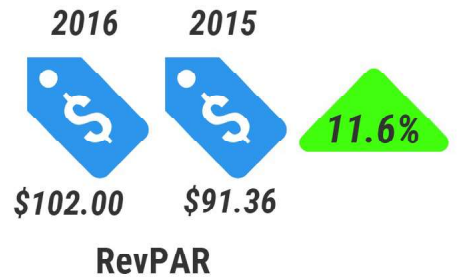
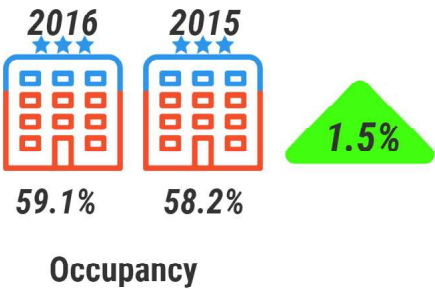


San Luis Obispo County

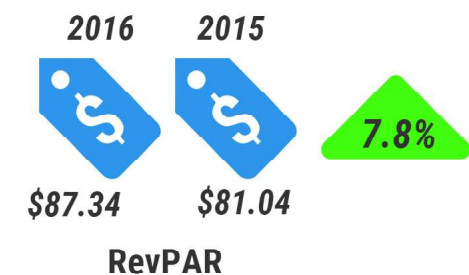
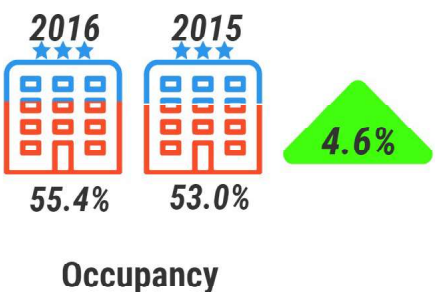


Comparatives:

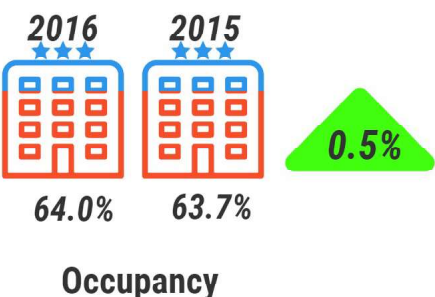
Santa Barbara/Santa Maria



Monterey/Salinas



California



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Executive Overview

SEO Overview

SEO Activities Completed Last Month:

- * Monthly SEO strategy call and report.
- * Google Analytics check. No unusual activity noted.
- * Crawl error review; none to correct at this time.
- * Annual toxic backlink check, none to disavow at this time.
- * Google Tag Manager review of agency's tags and GTM training call with Kevin.
- * Added "SLO" phrases to ranking tool.
- * Correspondence with client about tracking for campaign.
- * XML sitemap check, no abnormalities found.
- * Optimizing new blog posts.
- * Quarterly site speed review; all is good.

Organic Traffic Overview:

Organic sessions increased 16% over last year. Some high-traffic pages with the best year-over-year organic growth were: Paso Robles by 587%, Morro Bay by 215%, Events by 13%, Our Area by 10%, Music and Dance by 25%, Pismo Beach by 384%, and 7 Things To Do When It Rains On The Central Coast blog post by 22%.

Other Notes:

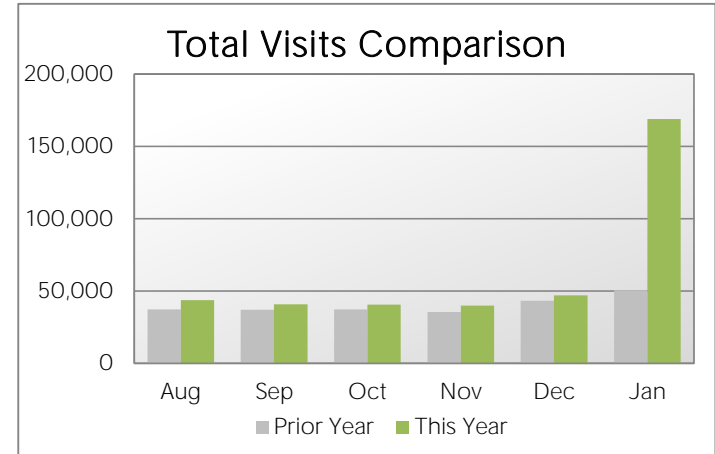
- * Total sessions increased by 234%, users increased by 199% and pageviews increased by 85%.
- * The blog home page received 284 pageviews last month.
- * The entire blog received 29,496 pageviews last month.

Industry Averages

Engagement Metrics	Industry Average	Your Website		% Difference
Total Pages Per Visit:	2.50	1.72	●	-45.55%
Total Average Visit Duration:	0:02:18	0:01:21	●	-69.41%
Total Bounce Rate:	52.90%	77.43%	●	31.68%
Organic Pages Per Visit:	2.47	3.09	●	19.99%
Organic Average Visit Duration:	0:02:16	0:02:48	●	18.87%
Organic Bounce Rate:	51.16%	47.18%	●	-8.43%

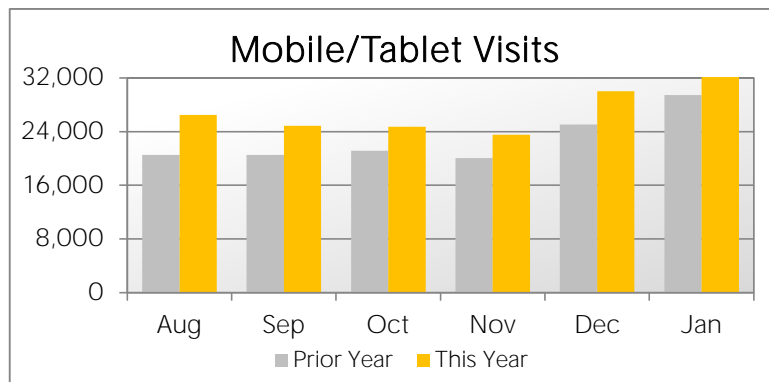
Total Traffic Overview:

	Aug	Sep	Oct	Nov	Dec	Jan
Visits:	43,809	40,843	40,780	39,981	47,186	169,053
Unique Visitors:	36,664	33,635	33,806	32,866	37,616	114,725
Bounce Rate:	48%	48%	50%	46%	46%	77%
Pageviews:	128,985	124,889	122,415	129,763	147,724	290,378
Avg Pageviews Per Visit:	2.94	3.06	3.00	3.25	3.13	1.72
Avg Time on Site:	0:02:13	0:02:17	0:02:13	0:02:30	0:02:30	0:01:21
Total Organic Search Traffic:	34,060	32,285	33,020	31,774	36,317	34,513
% of Traffic Organic Search:	78%	79%	81%	79%	77%	20%
Entry Pages From Search:	1,935	1,957	1,903	1,789	1,703	1,803
VisitSLOCounty Visits:	110	110	84	71	53	201
VisitSLOCounty Bounce Rate:	49%	64%	40%	55%	40%	56%

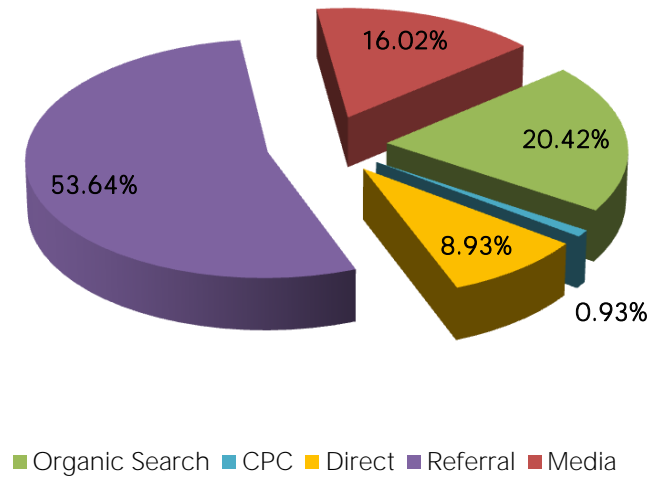


Mobile/Tablet SnapShot:

	Aug	Sep	Oct	Nov	Dec	Jan
Visits:	26,506	24,857	24,723	23,531	30,008	138,355
% of visits	61%	61%	61%	59%	64%	82%
Bounce Rate:	52%	50%	53%	49%	48%	82%
Pageviews:	69,193	68,494	65,112	68,937	85,929	198,783
Avg Time on Site:	0:01:54	0:02:01	0:01:53	0:02:07	0:02:08	0:01:07



Traffic Sources



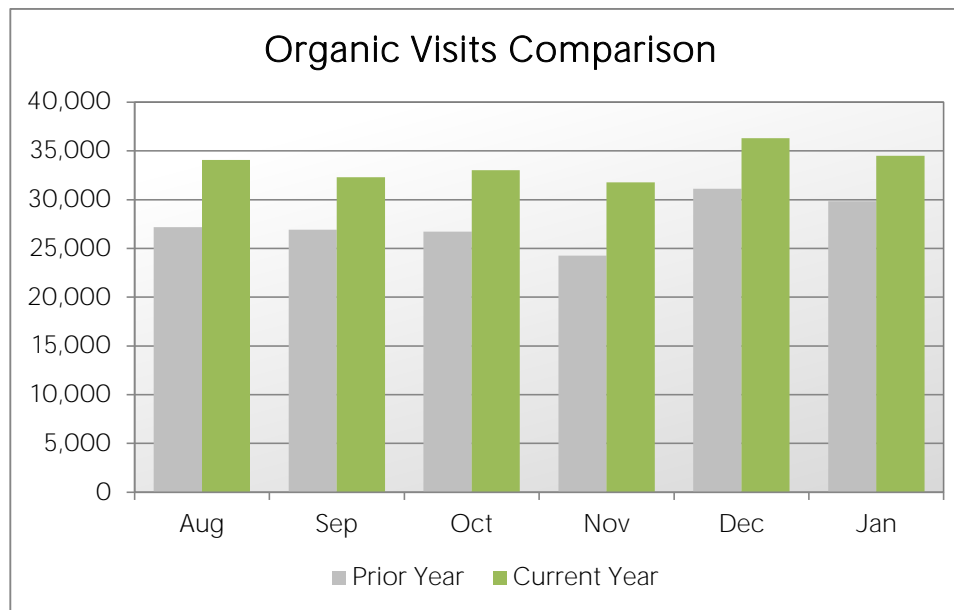
Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	34,513	20.42%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.09	79.73%
Avg. Time on Site	0:02:48	105.78%
New Visits	66.66%	1.53%
Bounce Rate	47.18%	-39.07%

Search Engine	Visits	Percent
google	31,890	92.40%
yahoo	1,507	4.37%
bing	1,054	3.05%
aol	32	0.09%
ask	15	0.04%
images.google	5	0.01%

Exact Keyword	Visits	Percent
(not provided)	33,679	97.58%
san luis obispo	29	0.08%
restaurant month san luis obispo	27	0.08%
san luis obispo restaurant month	24	0.07%
restaurant month slo	18	0.05%
hampton inn	17	0.05%
slo restaurant month	17	0.05%
january restaurant month san luis obispo	16	0.05%
paso robles	10	0.03%
san luis obispo county	10	0.03%



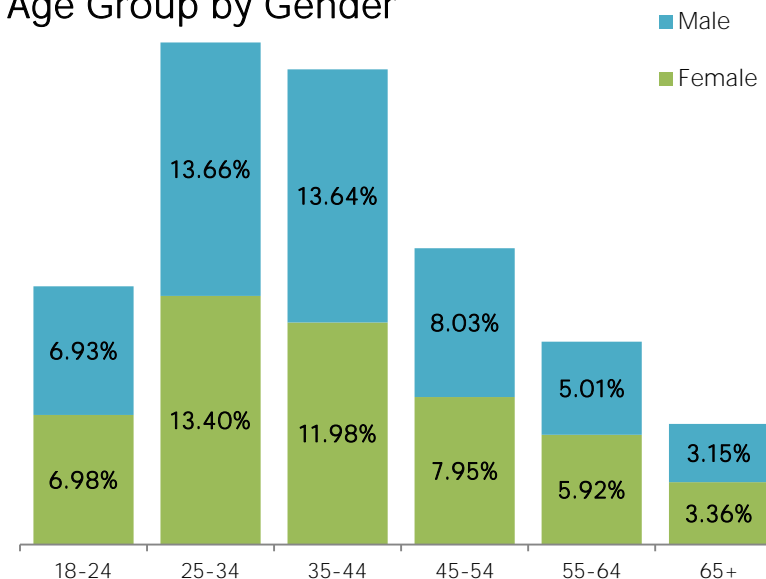
Landing Page	Visits	Percent
/restaurant-month	9,031	26.17%
/events	4,280	12.40%
/	2,839	8.23%
/community/paso-robles	713	2.07%
/our-area	613	1.78%
/community/morro-bay	521	1.51%
/blog/773/7-things-to-do-when-it-rains-on-the-central-coast	494	1.43%
/community/pismo-beach	394	1.14%
/profile/402/lake-lopez-recreation-area	378	1.10%
/activities	347	1.01%

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	59,762
News Junkies/Entertainment & Celebrity News Junkies	57,177
TV Lovers	51,588
Shoppers/Shopaholics	50,914
Travel Buffs	49,605
Mobile Enthusiasts	47,263
Cooking Enthusiasts/Aspiring Chefs	44,833
Technophiles	44,286
Home Decor Enthusiasts	43,782
News Junkies/Political News Junkies	43,528

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	34,156
News/Weather	33,053
Internet & Telecom/Service Providers/Phone Service Providers	19,996
Arts & Entertainment/TV & Video/Online Video	19,114
Food & Drink/Cooking & Recipes	15,633
Sports/Team Sports/American Football	15,324
News/Sports News	14,592
Shopping/Mass Merchants & Department Stores	11,784
News/Politics/Campaigns & Elections	10,835
Internet & Telecom/Mobile & Wireless/Mobile Phones	9,999

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:

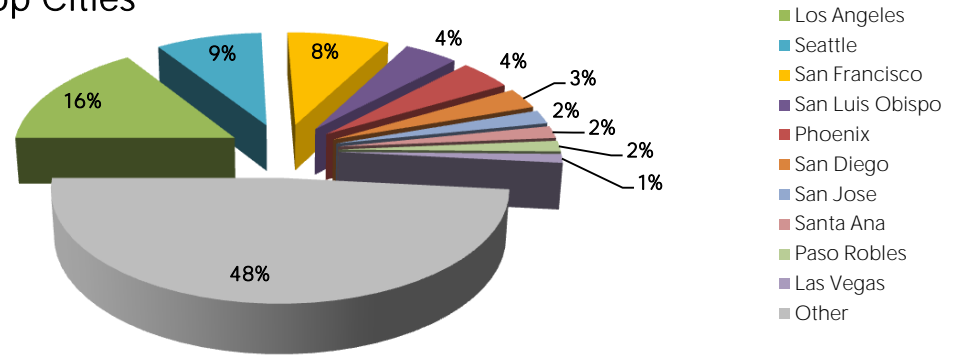
Top Landing Pages	Entrances
/lodging/all/retreat_camps_and_rvs	17,251
/restaurant-month	14,891
/activities/all/beaches?page=all	13,291
categories[1]=atvs&categories[2]=beaches&categories[3]=bikin	13,023
/activities/all/surfing	12,307
/wine-country	12,282
egories[1]=performing_arts&categories[2]=childrens_museum	10,935
/just-your-speed/	10,790
&categories[2]=lunch&categories[3]=dinner&categories[4]=nig	10,427
/	5,311

Top Content Pages	Pageviews
/restaurant-month	36,813
/lodging/all/retreat_camps_and_rvs	19,907
/activities/all/beaches?page=all	15,255
categories[1]=atvs&categories[2]=beaches&categories[3]=bikin	14,996
/wine-country	14,249
/activities/all/surfing	14,188
egories[1]=performing_arts&categories[2]=childrens_museum	12,613
/dining/search?categories[0]=breakfast&categories[1]=brunch&	11,944
/just-your-speed/	11,781
/	9,250

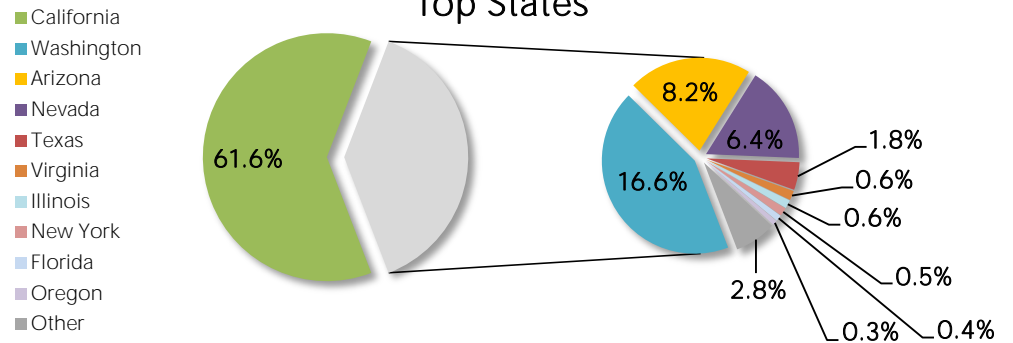
Top Exit Pages	Exits
/lodging/all/retreat_camps_and_rvs	17,182
/activities/all/beaches?page=all	13,116
/activities/search?search=true&categories[0]=air_adventures&c	12,616
/restaurant-month	12,373
/wine-country	12,143
/activities/all/surfing	12,094
/activities/search?search=true&categories[0]=art_galleries&cate	10,802
/just-your-speed/	10,792
/dining/search?categories[0]=breakfast&categories[1]=brunch&	10,240
/	3,360

Geographic:

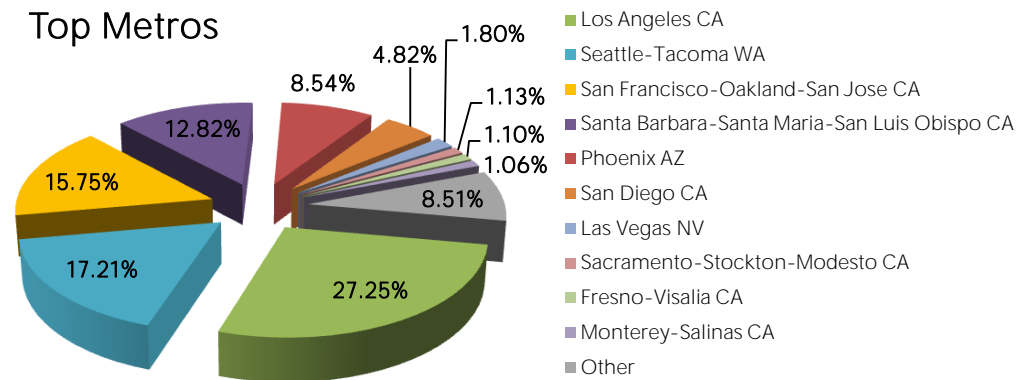
Top Cities



Top States

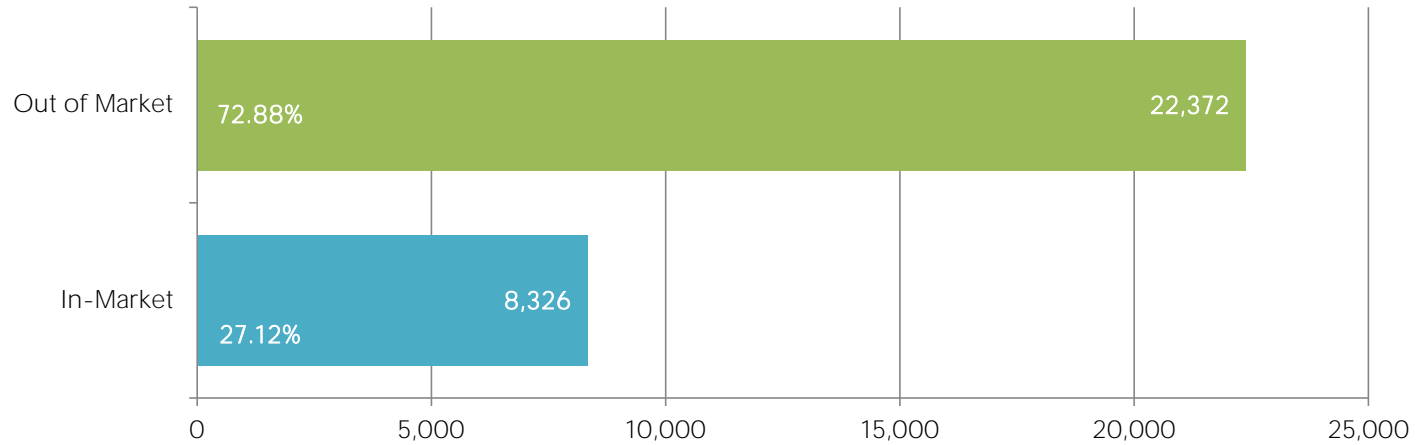


Top Metros



In-MarketVsVisitor:

Desktop Visits



Mobile/Tablet Visits

