



AGENDA

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Agenda

Wednesday, January 18, 2017

8:30 am

La Bellasera Inn & 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 November 16, 2016 Board Meeting Minutes (yellow)**
Staff will ask for Board approval of the November VSLOC Board Meeting Minutes.

Approval of November and December VSLOC Financials (green)
Staff will ask for Board approval of the November and December VSLOC 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. **Advisory Committee Meeting Recap (10 min)**
Staff will provide a recap of the December Advisory Committee meeting and request feedback.
6. **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.
7. **Conference Center Feasibility Study Update (15 min)**
Staff will provide an update on the progress of the Countywide Conference Center Feasibility Study including next steps in the study development.
8. **Budget Re-Forecast (20 min) – *motion required***
Staff will ask for Board approval of VSLOC's FY2016/17 budget re-forecast.
9. **Marketing Agency Update (20 min)**
 - a. **Brand Roll-Out**
 - b. **Landing Page Update**
 - c. **Shoulder Season Campaign**
Staff will provide an update on the new brand roll-out and the new landing page, and show the initial drafts of shoulder season campaign creative.

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.



MINUTES

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, November 16, 2016

8:30am

Holiday Inn Express, Atascadero
9010 W. Front Rd, Atascadero, CA 93422

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Kathleen Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Nipool Patel, Clint Pearce

ABSENT: Rachel Lima, Noreen Martin, Sam Miller, JP Patel, Val Seymour, Roger Wightman

STAFF PRESENT: Chuck Davison, Michael Wambolt, Brendan Pringle, Helen Pratt

Call to Order at 8:50 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

None.

CONSENT AGENDA

**3. Approval of October 19, 2016 Board Meeting Minutes
Approval of October VSLOC Financials
Document Retention Policy**

Board Discussion – None.

Public Comment – None.

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

Motion carried: 8:0

CEO REPORT

4. CEO Report

James Davison, who holds the appointed County Unincorporated Area seat on our Board, had to resign after Pacifica Hotels relocated him from Cambria to Pismo Beach. The County has posted the vacancy and will keep VSLOC informed as they determine the next steps for the appointed seat.

Davison provided a staffing update, noting that VSLOC has the same number of staff today as before the TMD passed, though the team has taken on significantly more initiatives.

Global Ready China Training will be held on December 7, 2016, from 8:30-11:30am, at the Courtyard by Marriott in SLO. Davison noted that this will be the only one held on the Central Coast this year. Visit California (VCA) is gearing the training toward properties of all sizes (large and small).

In light of California Proposition 64's passage, Davison has asked Cal Travel to outline best practices. This information will be funneled down to VSLOC constituents as it becomes available.

VSLOC Operations Manager, Brendan Pringle, attended the 28th Annual Southern California Visitor Industry Outlook Conference and provided key takeaways. The CBRE forecast was emailed to lodging constituents.

Davison provided an overview of his upcoming travel.

Board Discussion – None.

Public Comment – None.

BUSINESS ITEMS

5. Operational Plan Update

Davison gave a brief overview of the Operational Plan, and discussed the prioritization of initiatives and potential budget impacts. He also noted that a budget reforecast would be presented to the Board in January, and new budget items would be discussed in May.

Board Discussion.

Public Comment – None.

ACTION: Moved by Graves/N. Patel to approve the VSLOC Operational Plan priorities as presented.

Motion carried: 8:0

6. Conference Center Feasibility Study

Davison recapitulated the Board's decision to pursue a conference center feasibility study prior to development of the strategic plan, and then again approved it as part of the strategic plan. Staff has recommended this as a top priority in the Operational Plan.

Davison noted that VSLOC is looking to understand demand for a conference facility that seats more than 1,000 people to bring in new business. Wambolt commented that he has been seeing demand for a conference center that can accommodate these numbers. Davison summarized the four conference center feasibility study proposals that VSLOC received.

Board Discussion – Arnold noted that in the Executive Committee meeting, JP Patel made it clear he was against this study, as he does not believe marketing dollars should be spent on this.

Public Comment – None.

ACTION: Moved by Graves/N. Patel to allow the President & CEO to enter into contract negotiations with B&D for a conference feasibility study.

7. Marketing Agency Update

a. Branding

Davison gave an overview of the brand concept testing and results. The testing included 700 participants, half of which reside in the continental United States outside of California. The SLO CAL brand with the creative tested in the 70th percentile across all fronts.

The Marketing Committee had voted 8:2 in favor of SLO CAL. Pismo Beach CVB and Morro Bay Tourism Bureau voted against SLO CAL as they believed the brand could be improved, but noted that they did not want to delay the shoulder season campaign.

VSLOC's attorney reached out to the owner of the SLOCAL.com URL, merchandising trademark and merchandise to purchase these items. The owner is asking for \$20,000. Considering the long-term strategy of the brand, Davison encouraged the Board to approve this spend, but noted that VSLOC's attorney would attempt to negotiate.

Davison walked the Board through media recommendations for January through May of 2017, and noted that VSLOC is requesting an additional \$100K in funding specific to Seattle for this market launch.

The Executive Committee recommended approving the brand as presented, allocating an extra \$100K for marketing in Seattle, and allocating up to \$20K to secure the SLOCAL.com URL, trademark, and merchandise.

Davison noted that once the Marketing Plan is finalized, printed copies will be delivered to Board members.

Board Discussion.

Public Comment – None.

ACTION: Moved by Arnold/Pearce to approve SLO CAL as the new brand to replace VSLOC, allocate an extra \$100,000 from VSLOC's contingency budget for the Seattle market launch and allocate up to \$20,000 to allow legal to secure the SLOCAL.com URL, merchandising trademark and merchandise.

Motion carried: 8:0

ADJOURNMENT

Meeting adjourned at 10:04am.

REMINDERS

The next Advisory Committee meeting will be held on December 8, 2016, from 3:00-5:00pm, at the Embassy Suites in SLO. Davison requested all Board members attend.

San Luis Obispo County
 Visitor's & Conference Bureau
 2016/2017 November Financial Summary

Income	This Month	Budgeted for Month	MTD Variance	FISCAL YTD	Annual Budgeted	YTD Variance
PY TBID Collected in CY	\$ -	\$ -	\$ -	\$ 749,410	\$ 204,228	\$ 545,182
Membership Dues	\$ 5,255	\$ 20,625	\$ (15,370)	\$ 26,721	\$ 165,000	\$ (138,279)
TBID Income						
SLO County Unincorporated	\$ 81,178	\$ 81,178	\$ -	\$ 438,348	\$ 855,533	\$ (417,185)
SLO City	\$ 75,483	\$ 75,483	\$ -	\$ 343,435	\$ 699,716	\$ (356,280)
Pismo Beach	\$ 59,700	\$ 59,700	\$ -	\$ 453,473	\$ 861,887	\$ (408,414)
Morro Bay	\$ 20,406	\$ 20,406	\$ -	\$ 158,673	\$ 290,750	\$ (132,077)
Paso Robles	\$ 38,907	\$ 38,907	\$ -	\$ 220,833	\$ 451,580	\$ (230,748)
Arroyo Grande	\$ 5,986	\$ 5,986	\$ -	\$ 42,411	\$ 90,613	\$ (48,202)
Atascadero *	\$ -	\$ -	\$ -	\$ 39,126	\$ 111,151	\$ (72,026)
Grover	\$ 3,139	\$ 3,139	\$ -	\$ 16,303	\$ 41,461	\$ (25,158)
Adjustment for Actual TBID Collected	\$ 25,297	\$ -	\$ 25,297	\$ 161,834	\$ -	\$ 161,834
Total Income	\$ 315,350	\$ 305,423	\$ 9,927	\$ 2,650,566	\$ 3,771,919	\$ (1,121,353)
* District pays quarterly						
Expenses						
Accumulated Reserve				\$ -	\$ 331,252	\$ (331,252)
G&A	\$ 21,773	\$ 21,084	\$ 689	\$ 103,758	\$ 210,214	\$ (106,455)
Industry Research and Resources	\$ 22,739	\$ 11,623	\$ 11,117	\$ 97,921	\$ 274,248	\$ (176,327)
Travel Trade	\$ 23,840	\$ 67,837	\$ (43,997)	\$ 105,434	\$ 449,653	\$ (344,219)
Communications	\$ 7,940	\$ 15,978	\$ (8,038)	\$ 49,048	\$ 209,169	\$ (160,121)
Advertising	\$ 65,417	\$ 72,855	\$ (7,438)	\$ 161,400	\$ 850,703	\$ (689,302)
Promotions	\$ 1,533	\$ 7,335	\$ (5,802)	\$ 13,518	\$ 70,792	\$ (57,274)
Events	\$ 34,320	\$ 15,150	\$ 19,170	\$ 70,380	\$ 201,800	\$ (131,420)
Digital Marketing	\$ 47,329	\$ 108,632	\$ (61,303)	\$ 160,815	\$ 1,110,498	\$ (950,329)
Film Commission	\$ 420	\$ 1,213	\$ (793)	\$ 7,228	\$ 60,057	\$ (52,829)
Total Expenses	\$ 225,312	\$ 321,707	\$ (96,395)	\$ 769,502	\$ 3,768,386	\$ (2,999,530)
Surplus(Deficit)	\$ 90,038	\$ (16,283)	\$ 106,321	\$ 1,881,064	\$ 3,534	\$ 1,878,176
<hr style="border: 2px solid red;"/>						
Cash Flow						
Surplus (Deficit)	\$ 90,038			\$ 1,881,064		
Beginning Cash Balance	\$ 1,401,254			\$ 467,503		
Change in Accounts Receivable	\$ 195,747			\$ (612,543)		
Change in Accrued Expenses	\$ 37,415			\$ (15,304)		
Change in Prepaid Expenses	\$ -			\$ (569)		
Change in Accounts Payable	\$ 62,063			\$ 66,365		
	<hr/>			<hr/>		
Visit SLO County Cash Balances	\$ 1,786,516			\$ 1,786,516		
Reserve & Contingency - 5% of Cumulative Revenues	\$ (242,622)			\$ (331,252)		
Net Available Cash	<u>\$ 1,543,894</u>			<u>\$ 1,455,264</u>		

Visit San Luis Obispo County
5. Balance Sheet Prev Year Comparison
As of November 30, 2016

Accrual Basis

	Nov 30, 16	Nov 30, 15
ASSETS		
Current Assets		
Checking/Savings		
1010 - Bank of the Sierra - TMD	1,759,774.58	646,837.24
1020 - Bank of the Sierra - Membership	26,741.10	80,446.62
1030 - HOB - SAVOR	0.00	42,053.55
Total Checking/Savings	1,786,515.68	769,337.41
Accounts Receivable		
1200 - Accounts Receivable	612,142.52	741,724.51
Total Accounts Receivable	612,142.52	741,724.51
Other Current Assets		
1350 - Accrued Expenses	18,437.40	0.00
1340 - Workman's Comp Deposit	569.00	0.00
1310 - Prepaid Payroll Tax	0.00	3,227.72
1320 - Prepaid Rent	3,326.70	3,326.70
Total Other Current Assets	22,333.10	6,554.42
Total Current Assets	2,420,991.30	1,517,616.34
Fixed Assets		
1400 - Fixed Assets	90,547.19	32,782.67
1500 - Accumulated Depreciation	-16,547.17	-23,658.17
Total Fixed Assets	74,000.02	9,124.50
TOTAL ASSETS	2,494,991.32	1,526,740.84
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 - Accounts Payable	66,147.23	238,554.53
Total Accounts Payable	66,147.23	238,554.53
Credit Cards		
2050 - Rabobank Credit Card	0.00	13,479.11
Total Credit Cards	0.00	13,479.11
Other Current Liabilities		
2200 - Coast National Line of Credit	0.00	235,418.00
Total Other Current Liabilities	0.00	235,418.00
Total Current Liabilities	66,147.23	487,451.64
Total Liabilities	66,147.23	487,451.64
Equity		
3110 - Fund Balance	34,053.44	34,053.44
1110 - Retained Earnings	510,368.21	257,794.86
Net Income	1,884,422.44	747,440.90
Total Equity	2,428,844.09	1,039,289.20
TOTAL LIABILITIES & EQUITY	2,494,991.32	1,526,740.84

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

Income	This Month	Budgeted for Month	MTD Variance	MTD Actual v. Budget %	FISCAL YTD	Reforecasted YTD Budget	YTD Variance	YTD Actual v. Budget %
PY TBID Collected in CY	\$ -	\$ -	\$ -		\$ 749,410	\$ 749,410	\$ -	
Membership Dues	\$ 3,602	\$ 3,070	\$ 532	117.32%	\$ 30,322	\$ 29,790	\$ 532	101.79%
TBID Income								
SLO County Unincorporated	\$ 61,913	\$ 61,913	\$ -	100.00%	\$ 500,262	\$ 500,262	\$ -	100.00%
SLO City	\$ 37,812	\$ 37,812	\$ -	100.00%	\$ 381,247	\$ 381,247	\$ -	100.00%
Pismo Beach	\$ 49,354	\$ 49,354	\$ -	100.00%	\$ 502,827	\$ 502,827	\$ -	100.00%
Morro Bay	\$ 14,586	\$ 14,586	\$ -	100.00%	\$ 173,259	\$ 173,259	\$ -	100.00%
Paso Robles	\$ 28,961	\$ 28,961	\$ -	100.00%	\$ 249,794	\$ 249,794	\$ -	100.00%
Arroyo Grande	\$ 5,704	\$ 5,704	\$ -	100.00%	\$ 48,115	\$ 48,115	\$ -	100.00%
Atascadero *	\$ 25,966	\$ 25,966	\$ -	100.00%	\$ 65,092	\$ 65,092	\$ -	100.00%
Grover	\$ 3,139	\$ 3,139	\$ -	100.00%	\$ 19,442	\$ 19,442	\$ -	100.00%
Adjustment for Actual TBID Collected	\$ 653	\$ -	\$ 653		\$ 162,487	\$ 161,834	\$ 653	
Total Income	\$ 231,690	\$ 230,505	\$ 1,185	100.51%	\$ 2,882,256	\$ 2,881,071	\$ 1,185	100.04%
* District pays quarterly								
Expenses								
Accumulated Reserve						\$ 286,710	\$ 59	0.00%
G&A	\$ 21,356	\$ 20,555	\$ 801	103.90%	\$ 125,114	\$ 124,313	\$ 801	100.64%
Industry Research and Resources	\$ 7,311	\$ 9,568	\$ (2,257)	76.41%	\$ 103,635	\$ 105,892	\$ (2,257)	97.87%
Travel Trade	\$ 25,023	\$ 36,074	\$ (11,051)	69.37%	\$ 130,457	\$ 141,508	\$ (11,051)	92.19%
Communications	\$ 6,439	\$ 22,996	\$ (16,557)	28.00%	\$ 55,487	\$ 72,044	\$ (16,557)	77.02%
Advertising	\$ 147,293	\$ 76,431	\$ 70,862	192.71%	\$ 308,694	\$ 237,832	\$ 70,862	129.80%
Promotions	\$ 1,704	\$ 3,342	\$ (1,637)	51.00%	\$ 15,222	\$ 16,860	\$ (1,637)	90.29%
Events	\$ 9,024	\$ 12,150	\$ (3,126)	74.27%	\$ 79,404	\$ 82,530	\$ (3,126)	96.21%
Digital Marketing	\$ 109,825	\$ 38,741	\$ 71,084	283.49%	\$ 270,640	\$ 199,556	\$ 71,084	135.62%
Film Commission	\$ 1,650	\$ 661	\$ 989	249.62%	\$ 8,878	\$ 7,889	\$ 989	112.54%
Total Expenses	\$ 329,625	\$ 220,518	\$ 109,107	149.48%	\$ 1,097,530	\$ 1,275,133	\$ 109,166	86.07%
Surplus(Deficit)	\$ (97,935)	\$ 9,987	\$ (107,922)	-980.60%	\$ 1,784,726	\$ 1,605,938	\$ (107,981)	111.13%
Cash Flow								
Surplus (Deficit)	\$ (97,935)				\$ 1,784,726			
Beginning Cash Balance	\$ 1,786,516				\$ 467,503			
Change in Accounts Receivable	\$ 92,084				\$ (520,458)			
Change in Accrued Expenses	\$ (6,063)				\$ (22,964)			
Change in Prepaid Expenses	\$ -				\$ (569)			
Change in Accounts Payable	\$ (58,696)				\$ 7,668			
Visit SLO County Cash Balances	\$ 1,715,906				\$ 1,715,906			
Reserve & Contingency - 5% of Cumulative Revenues	\$ (286,769)				\$ (360,303)			
Net Available Cash	\$ 1,429,137				\$ 1,355,603			

Visit San Luis Obispo County
5. Balance Sheet Prev Year Comparison
As of December 31, 2016

Accrual Basis

	<u>Dec 31, 16</u>	<u>Dec 31, 15</u>
ASSETS		
Current Assets		
Checking/Savings		
1010 · Bank of the Sierra - TMD	1,685,420.35	725,013.59
1020 · Bank of the Sierra - Membership	30,485.69	84,986.24
1030 · HOB - SAVOR	0.00	23,384.91
Total Checking/Savings	<u>1,715,906.04</u>	<u>833,384.74</u>
Accounts Receivable		
1200 · Accounts Receivable	520,458.09	527,996.22
Total Accounts Receivable	<u>520,458.09</u>	<u>527,996.22</u>
Other Current Assets		
1350 · Accrued Expenses	22,964.05	0.00
1340 · Workman's Comp Deposit	569.00	0.00
1310 · Prepaid Payroll Tax	0.00	3,227.72
1320 · Prepaid Rent	3,326.70	3,326.70
Total Other Current Assets	<u>26,859.75</u>	<u>6,554.42</u>
Total Current Assets	<u>2,263,223.88</u>	<u>1,367,935.38</u>
Fixed Assets		
1400 · Fixed Assets	90,547.19	32,782.67
1500 · Accumulated Depreciation	-16,547.17	-23,658.17
Total Fixed Assets	<u>74,000.02</u>	<u>9,124.50</u>
TOTAL ASSETS	<u>2,337,223.90</u>	<u>1,377,059.88</u>
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 · Accounts Payable	6,942.03	1,557.11
Total Accounts Payable	<u>6,942.03</u>	<u>1,557.11</u>
Credit Cards		
2050 · Rabobank Credit Card	0.00	4,730.38
Total Credit Cards	<u>0.00</u>	<u>4,730.38</u>
Other Current Liabilities		
2100 · Payroll Liabilities	1,134.00	666.15
2200 · Coast National Line of Credit	0.00	235,418.00
Total Other Current Liabilities	<u>1,134.00</u>	<u>236,084.15</u>
Total Current Liabilities	<u>8,076.03</u>	<u>242,371.64</u>
Total Liabilities	<u>8,076.03</u>	<u>242,371.64</u>
Equity		
3110 · Fund Balance	34,053.44	34,053.44
1110 · Retained Earnings	510,368.21	257,794.86
Net Income	1,784,726.22	842,839.94
Total Equity	<u>2,329,147.87</u>	<u>1,134,688.24</u>
TOTAL LIABILITIES & EQUITY	<u>2,337,223.90</u>	<u>1,377,059.88</u>

San Luis Obispo County
 Visitor's & Conference Bureau
 2016/2017 Reforecast Summary - With November Financial Summary

Income	This Month	Budgeted for Month	MTD Variance	MTD Actual v. Budget %	FISCAL YTD	Reforecast Budget	YTD Variance	YTD Actual v. Budget %	Total Original Budget	Net Variance from Original Budget
PY TBID Collected in CY	\$ -	\$ -	\$ -		\$ 749,410	\$ 749,410	\$ -		\$ 204,228	\$ 545,182
Membership Dues	\$ 5,255	\$ 5,255	\$ 0	100.00%	\$ 26,721	\$ 39,000	\$ (12,280)	68.51%	\$ 165,000	\$ (126,000)
TBID Income										
SLO County Unincorporated	\$ 81,178	\$ 81,178	\$ -	100.00%	\$ 438,348	\$ 855,533	\$ (417,185)	51.24%	\$ 855,533	\$ -
SLO City	\$ 75,483	\$ 75,483	\$ -	100.00%	\$ 343,435	\$ 699,716	\$ (356,280)	49.08%	\$ 699,716	\$ -
Pismo Beach	\$ 59,700	\$ 59,700	\$ -	100.00%	\$ 453,473	\$ 861,887	\$ (408,414)	52.61%	\$ 861,887	\$ -
Morro Bay	\$ 20,406	\$ 20,406	\$ -	100.00%	\$ 158,673	\$ 290,750	\$ (132,077)	54.57%	\$ 290,750	\$ -
Paso Robles	\$ 38,907	\$ 38,907	\$ -	100.00%	\$ 220,833	\$ 451,580	\$ (230,748)	48.90%	\$ 451,580	\$ -
Arroyo Grande	\$ 5,986	\$ 5,986	\$ -	100.00%	\$ 42,411	\$ 90,613	\$ (48,202)	46.80%	\$ 90,613	\$ -
Atascadero *	\$ -	\$ -	\$ -	0.00%	\$ 39,126	\$ 111,151	\$ (72,026)	35.20%	\$ 111,151	\$ -
Grover	\$ 3,139	\$ 3,139	\$ -	100.00%	\$ 16,303	\$ 41,461	\$ (25,158)	39.32%	\$ 41,461	\$ -
Adjustment for Actual TBID Collected	\$ 25,297	\$ 25,297	\$ -		\$ 161,834	\$ 161,834	\$ -		\$ -	\$ 161,834
Total Income	\$ 315,350	\$ 315,350	\$ 0	100.00%	\$ 2,650,566	\$ 4,352,935	\$ (1,702,369)	60.89%	\$ 3,771,919	\$ 581,016
* District pays quarterly										
Expenses										
Accumulated Reserve					\$ -	\$ 360,303	\$ (360,303)	0.00%	\$ 331,252	\$ 29,051
G&A	\$ 21,773	\$ 21,773	\$ -	100.00%	\$ 103,758	\$ 233,202	\$ (129,444)	44.49%	\$ 210,214	\$ 22,989
Industry Research and Resources	\$ 22,215	\$ 22,215	\$ -	100.00%	\$ 96,324	\$ 401,862	\$ (305,538)	23.97%	\$ 274,248	\$ 127,614
Travel Trade	\$ 23,840	\$ 23,840	\$ -	100.00%	\$ 105,434	\$ 412,902	\$ (307,469)	25.53%	\$ 449,653	\$ (36,751)
Communications	\$ 7,940	\$ 7,940	\$ -	100.00%	\$ 49,048	\$ 373,542	\$ (324,494)	13.13%	\$ 209,169	\$ 164,373
Advertising	\$ 65,417	\$ 65,417	\$ -	100.00%	\$ 161,400	\$ 651,096	\$ (489,696)	24.79%	\$ 850,703	\$ (199,607)
Promotions	\$ 1,533	\$ 1,533	\$ -	100.00%	\$ 13,518	\$ 70,624	\$ (57,107)	19.14%	\$ 70,792	\$ (168)
Events	\$ 34,320	\$ 34,320	\$ -	100.00%	\$ 70,380	\$ 194,430	\$ (124,050)	36.20%	\$ 201,800	\$ (7,370)
Digital Marketing	\$ 47,329	\$ 47,329	\$ -	100.00%	\$ 160,815	\$ 1,592,485	\$ (1,431,670)	10.10%	\$ 1,110,498	\$ 481,987
Film Commission	\$ 420	\$ 420	\$ -	100.00%	\$ 7,228	\$ 62,182	\$ (54,954)	11.62%	\$ 60,057	\$ 2,125
Total Expenses	\$ 224,788	\$ 224,788	\$ -	100.00%	\$ 767,905	\$ 4,352,629	\$ (3,584,724)	17.64%	\$ 3,768,386	\$ 584,243
Surplus(Deficit)	\$ 90,562	\$ 90,562	\$ 0	100.00%	\$ 1,882,661	\$ 306	\$ 1,882,355	614801.44%	\$ 3,534	\$ (3,228)
Cash Flow										
Surplus (Deficit)	\$ 90,562				\$ 1,882,661					
Beginning Cash Balance	\$ 1,401,254				\$ 467,503					
Change in Accounts Receivable	\$ 195,747				\$ (612,543)					
Change in Accrued Expenses	\$ 36,816				\$ (16,901)					
Change in Prepaid Expenses	\$ -				\$ (569)					
Change in Accounts Payable	\$ 62,138				\$ 66,365					
Visit SLO County Cash Balances	\$ 1,786,516				\$ 1,786,516					
Reserve & Contingency - 5% of Cumulative Revenues	\$ (275,184)				\$ (360,303)					
Net Available Cash	\$ 1,511,332				\$ 1,426,213					



Minutes

Visit San Luis Obispo County Marketing Committee

Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, November 8, 2016

8:30am

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

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

PRESENT: Terrie Banish, Molly Cano, Cheryl Cuming, Ashlee Akers, Christen Goldie, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter, Jennifer Little, Jim Allen

ABSENT: Amanda Diefenderfer, John Sorgenfrei

STAFF PRESENT: Chuck Davison, Brendan Pringle, Helen Pratt, Jordan Carson

Call to Order at 8:31 am.

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

None.

ANNOUNCEMENTS

Muran announced that SLO Wine Association just completed their Harvest on the Coast event and had significantly more attendees than the previous year.

Banish announced that the Charles Paddock Zoo just opened a new Madagascar exhibit.

Little noted that Morro Bay had a press conference last week announcing their participation in AMGEN.

CONSENT AGENDA

3. **Approval of October 11, 2016 Marketing Committee Meeting Minutes**

Committee Discussion – None.

Public Comment – None.

ACTION: Moved by Cano/Cuming to approve the Consent Agenda as presented.

Motion carried: 11:0

CEO REPORT

4. CEO Report

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

Davison noted that WebDAM is not seeing much use, and announced that if usage doesn't increase soon, VSLOC will no longer pay for this service.

Global Ready China Training will be held on December 7, 2016, from 8:30-11:30am, at the Courtyard by Marriott in SLO. There will be a DMO luncheon following the event with Visit California (VCA) and China Ready trainers. VCA is gearing the training toward properties of all sizes (large and small).

VSLOC has secured Wines Fly Free for SLO County, which is expected to be available when the Seattle flight launches in April. VSLOC is working with SLO County Airport and Sixel Consulting Group on the facilitation of an Economic Impact Study on future air service routes (Denver & Dallas). SLO County Airport will cover the associated costs. VSLOC, SLO County Airport and Sixel Consulting will head to Chicago to meet with United Airlines on December 2nd to discuss future air service routes.

Davison recapitulated the last VCA Brand Content Committee meeting. He reminded the Committee to use the content submission tool on VCA's industry site. VCA's new California Restaurant Month Recipe Book references SLO County. The electronic version will be sent to the Committee.

Davison discussed California Proposition 64, and noted potential issues that will impact the tourism industry if the proposition passes. VCA will work with Cal Travel to develop a one sheet of best practices for distribution to DMOs and constituents.

VSLOC Marketing Coordinator, Jordan Carson, attended the eTourism Summit in San Francisco on October 19-21, 2016, and provided key takeaways. VSLOC Operations Manager, Brendan Pringle, attended the 28th Annual Southern California Visitor Industry Outlook Conference and provided key takeaways. The CBRE forecast was emailed to lodging constituents and included in This Week in SLO County.

VSLOC completed the final Operational Planning Trade-Off with Corragio on October 21, 2016. The Board will review the Operational Plan, staff recommendations and associated costs at the November Board meeting.

Davison provided an overview of his upcoming travel.

Committee Discussion – Cano noted that the TOT numbers were missing one property, as one hotel had not yet reported. Keller requested details on the Wines Fly Free program. Davison responded that logistics are currently being discussed.

Public Comment – None.

BUSINESS ITEMS

5. Update on Board Action

The Board approved VSLOC's FY2015/16 audit.

The Board approved VSLOC's FY2016/18 marketing plan and positioning. Davison noted that VSLOC will have a printed version to Marketing Committee members once the brand is finalized. The Board recommended sending the brand back to BCF for more creative development and research.

Committee Discussion.

Public Comment – None.

6. AMGEN Update

The contract for AMGEN has been finalized, with a stage start in Pismo Beach and stage finish in Morro Bay. VSLOC will provide \$50,000 sponsorship to be split between the start and finish. The sponsorship will include domestic and international television exposure via NBC Sports. Additional details are forthcoming.

Committee Discussion.

Public Comment – None.

7. Restaurant Month Update

Carson noted that the deadline to register for Restaurant Month is November 11, 2016. Davison asked for assistance from members in reaching out to restaurants in their areas for additional sign-ups

Committee Discussion.

Public Comment – None.

8. Marketing Agency Update

a. Branding

Davison gave an overview of the brand concept testing and results. The testing included 700 participants, half of which reside in the continental United States outside of California. The SLO CAL brand with the creative tested in the 70th percentile across all fronts.

VSLOC's attorney reached out to the owner of the SLOCAL.com URL, merchandising trademark and merchandise to purchase these items. The owner is asking for \$20,000. The Board will review at the November Board meeting.

Committee Discussion – Keller reminded the Committee that the brand mark is less important than the emotional connection that is made with the creative. She asked the Committee to focus on the state of mind it can create, rather than associating it with a specific location.

Davison asked the Committee to vote on the recommendation to the Board. Based on the research results, the Marketing Committee voted 8 to 2 to recommend to the Board the approval of the brand mark. Little and Jackson opposed. Porter was absent for the vote.

Public Comment – None.

b. Media

Davison gave an overview of the recommended Media Plan. He detailed the recommended media advertising spend by market, and showed the flight path from January through May, 2017.

VSLOC will position itself in a supportive role with regards to search strategy and tactics, so it will focus on non-branded terms. Davison discussed search account parameters and the search account hierarchy at a high level. Davison presented co-op opportunities, and timelines for participation will be forthcoming upon Brand approval.

The contracting process has been completed with Simpleview for the new website build, but VSLOC will wait to finalize the contract until the VP of Marketing has been hired.

Committee Discussion.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 10:35 am.

REMINDERS

The next Advisory Committee meeting will be held on December 8, 2016, from 3:00-5:00pm, at the Embassy Suites in SLO. Davison requested all Marketing Committee members attend.



Visit San Luis Obispo County

Activity Report, December 2016

- What's New -

New Marketing Campaign Set to Launch January 23

Visit San Luis Obispo County has been working with its agency, BCF, to develop a new countywide brand awareness campaign, set to launch this month. This highly-targeted, research-based campaign will feature a variety of iconic sites and scenes in the area, complemented by fresh, vibrant branding. An interactive landing page, updated social media presence and synchronized PR efforts will support the online advertising campaign. Watch for more details in the coming weeks!



VSLOC Builds Up Digital Assets with Film and Photo Shoot

Visit San Luis Obispo County recently partnered with its agency, BCF, to execute a five-day countywide film and photo shoot. The assets will be used in the strategic marketing campaign mentioned above, and to launch the new San Luis Obispo County brand in early 2017. Stay tuned for these exciting pre-roll videos and photos!

VSLOC Welcomes Brooke Burnham, Vice President of Marketing

Visit San Luis Obispo County is excited to welcome its new VP of Marketing—Brooke Burnham. Brooke comes to VSLOC from Estes Park, Colorado, the basecamp for Rocky Mountain National Park. There, she was the Director of Marketing and Communications for Visit Estes Park, overseeing a \$1.1 million marketing budget. While at Visit Estes Park, Brooke was integral in managing crisis communications during a forest fire and a flood, and in winning awards for both public relations and advertising campaigns. Brooke has over seven years of destination marketing experience, including sales, public relations, advertising and international marketing. She holds a bachelor degree in public relations from Colorado State University and an MBA from the University of Northern Iowa. Brooke is moving to SLO County with her husband, Charles, and two sons, ages seven and ten.



VSLOC Contracts with Black Diamond to Build UK Presence



Visit San Luis Obispo County now has direct travel trade and media representation in the United Kingdom and Ireland through Black Diamond. Black Diamond will expand our presence in this key international market, pitching SLO County at trade and consumer shows, supplying market intelligence and analysis, delivering travel trade and media FAMs, and providing other key support.

VSLOC Board Seat Open – Call for Applications

Visit San Luis Obispo County currently has an open seat on its Board of Directors. Applicants should be on the management team of a lodging business in the unincorporated area of San Luis Obispo County and be able to serve through June 2019. Meetings are on the first Wednesday of each month from 8:30am-10:30am. Please contact Nikki Schmidt at the County of San Luis Obispo via email at nschmidt@co.slo.ca.us for more details and information on how to apply.



Join Us for SAVOR – A San Luis Obispo County Experience in Seattle!

Visit San Luis Obispo County is taking SAVOR on the road again, this time to Seattle, Washington! We are partnering again partner with local restaurant, winery, brewery, spirit and activity partners at the Seattle Wine & Food Experience Grand Tasting on Sunday, February 26, 2017. *SAVOR - A San Luis Obispo County Experience* will feature a large destination-experience exhibit, showcasing some of the best wine, beer, craft spirits and culinary delicacies of SLO County. If your business would like to partner and go on the road with VSLOC and participate in an upcoming *SAVOR - A San Luis Obispo County Experience*, please contact Pam Roberts, Membership and Travel Trade Sales Coordinator, at Pam@VisitSanLuisObispoCounty.com by January 11.



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



Featured on *Go World Travel*: Elephant Seals in San Simeon (left); and in *The Coast News Group* – Taste of Wine: Miso Glazed Black Cod at Foremost Wine Company (right).



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	47,186
UNIQUE VISITORS:	37,616
PAGE VIEWS:	147,724
AVG. PAGE VIEWS/VISIT:	3.13
AVG. TIME ON SITE:	2:30
TOTAL ORGANIC TRAFFIC:	36,317
% OF ORGANIC:	77%
MOBILE VISITS:	30,008
MOST VISITED EVENT PAGE:	
HOLIDAY ACTIVITIES (8,065 VIEWS)	
TOTAL BLOG VISITS:	11,977
MOST SHARED BLOG:	101 WAYS TO EXPERIENCE SLO COUNTY
HTTP://BIT.LY/2iMADrw	(88 SHARES)

VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

FACEBOOK		
LIKES:	18,305	NEW: 295
TOT. IMPRESSIONS:	277,698	
HIGHEST ENGAGEMENT:	LET'S ALL GO TO THE SUNSET DRIVE-IN...WITH ADVENTURE COW (820 ENGAGEMENTS)	
MOST REACTIONS:	WE LOVE OUR GOLDEN HILLS... #FANFRIDAY (211 REACTIONS)	
	FOLLOWERS	NEW
TWITTER:	6,819	53
28.8K IMPRESSIONS		
TWEETS:	6,982	
PINTEREST:	688	4
PINS:	802	
INSTAGRAM:	7973	372
POSTS:	937	

VISITOR GUIDE DIST.

WEB DOWNLOADS:	46
GUIDES DISTRIBUTED:	102
TOTAL:	148
THIS MONTH IN SLO COUNTY	
SUBSCRIBERS:	36,067
# OF OPENS:	5,640
# OF CLICK-THROUGHS:	1,047
THIS WEEK IN SLO COUNTY	
CIRCULATION:	912
MOST CLICKED LINK:	
MEMBERS AREA	

Trending

Media

- Go World Travel: Driving the Pacific Coast Highway <http://bit.ly/2j5JPiz>
- KCBX Radio: Chinese tourists poised to soon become CA Central Coast's #1 international demographic <http://bit.ly/2iQKcyg>
- North Hills Monthly: The Laid-back Life: Visiting San Luis Obispo County, CA <http://bit.ly/2iJkWMZ>
- KSBY: Central Coast businesses trying to attract more Chinese travelers <http://bit.ly/2hU6mB3>
- Love Wins Texas: Grape Adventures (print)
- The Coast News Group – Taste of Wine: The Wine & Food of San Luis Obispo County (print)
- The Wine Buzz: SLO Wine Country (print)

Public Relations

- Visit California New York Media Reception: March 21

Travel Trade

- GoWest: February 22-23 (Reno, NV)
- NTA: February 26-3/1 (St. Louis, MO)
- ITB: March 8-12 (Berlin, Germany)
- US Travel Association's IPW: June 3-7 (Washington D.C.)

SLO County Launches Restaurant Month

January is Restaurant Month in San Luis Obispo County! From January 2-31, participating restaurants are offering special pre-fixe menus of three courses at \$30-\$40 per person or other special offerings. Help us promote Restaurant Month in your social media channels by sharing our Restaurant Month page at VisitSanLuisObispoCounty.com/Restaurant-Month.



Submit Your Romance Month Deals Today!

February is Romance Month in San Luis Obispo County, and we are looking for your top romantic activities and deals to include in blogs, social media and pitches to journalists. Submit your romantic activities, lodging packages, or other special deals to our website by logging on to your profile at VisitSanLuisObispoCounty.com/Members. Be sure to mark 'Romance' and 'Valentine's Day' in the category section. Also, please email your content to Jordan@VisitSanLuisObispoCounty.com and include photos and descriptions that are no longer than 150 words. All submissions are due by January 16.



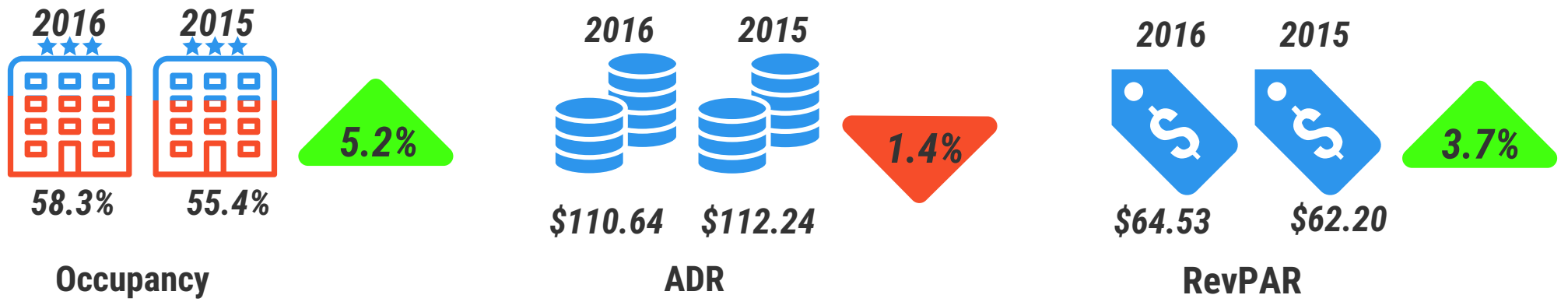
November 2016 vs November 2015 Lodging Statistics (STR, Inc.)

Current Month - November 2016 vs November 2015												
	Occ %		ADR		RevPAR		Percent Change from November 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	58.3	55.4	110.64	112.24	64.53	62.20	5.2	-1.4	3.7	3.7	0.0	5.2
Morro Bay, CA+	59.4	54.2	115.03	109.75	68.33	59.50	9.6	4.8	14.8	15.0	0.1	9.7
Paso Robles, CA+	69.0	69.2	128.97	124.24	89.01	85.95	-0.2	3.8	3.6	3.6	0.0	-0.2
Pismo Beach, CA+	60.8	60.9	151.95	144.23	92.34	87.89	-0.3	5.3	5.1	4.9	-0.1	-0.4
San Luis Obispo, CA+	66.5	65.1	133.30	128.84	88.61	83.85	2.1	3.5	5.7	5.7	0.0	2.1
San Simeon, CA+	53.5	51.7	119.23	111.93	63.77	57.88	3.4	6.5	10.2	10.2	0.0	3.4
Five Cities+	59.6	59.2	145.24	138.43	86.49	81.97	0.6	4.9	5.5	5.4	-0.1	0.5
North Coast+	59.3	57.5	143.66	137.94	85.20	79.32	3.1	4.1	7.4	7.5	0.1	3.2
North County+	66.2	65.5	124.68	121.55	82.51	79.65	1.0	2.6	3.6	3.6	0.0	1.0
South County+	62.8	62.0	139.28	133.68	87.49	82.86	1.3	4.2	5.6	5.5	-0.0	1.3
San Luis Obispo County	62.7	61.2	134.51	129.55	84.35	79.34	2.4	3.8	6.3	6.3	0.0	2.4
Cambria, CA+	64.6	62.7	164.69	160.03	106.43	100.32	3.1	2.9	6.1	6.2	0.1	3.2
Santa Barbara/Santa Maria	66.4	64.9	175.75	160.52	116.63	104.22	2.2	9.5	11.9	15.5	3.2	5.5
Monterey/Salinas	64.3	60.3	177.99	180.22	114.51	108.68	6.7	-1.2	5.4	5.8	0.4	7.1
California	70.0	68.1	148.69	143.55	104.15	97.73	2.9	3.6	6.6	7.6	0.9	3.8

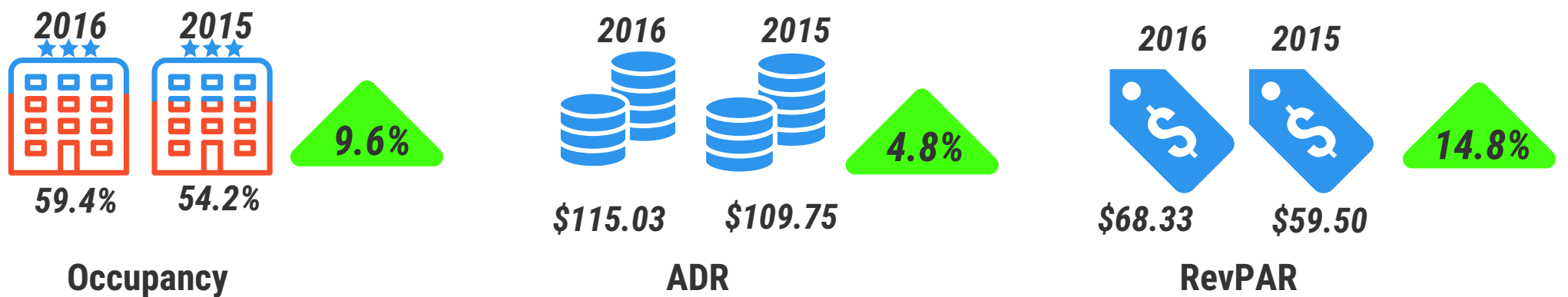
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November 2016 vs November 2015 Lodging Statistics (STR, Inc.)

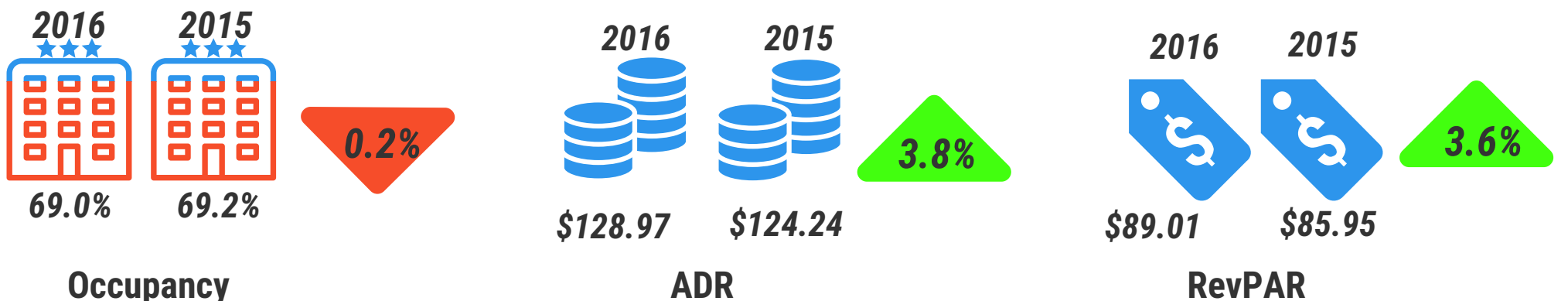
Atascadero



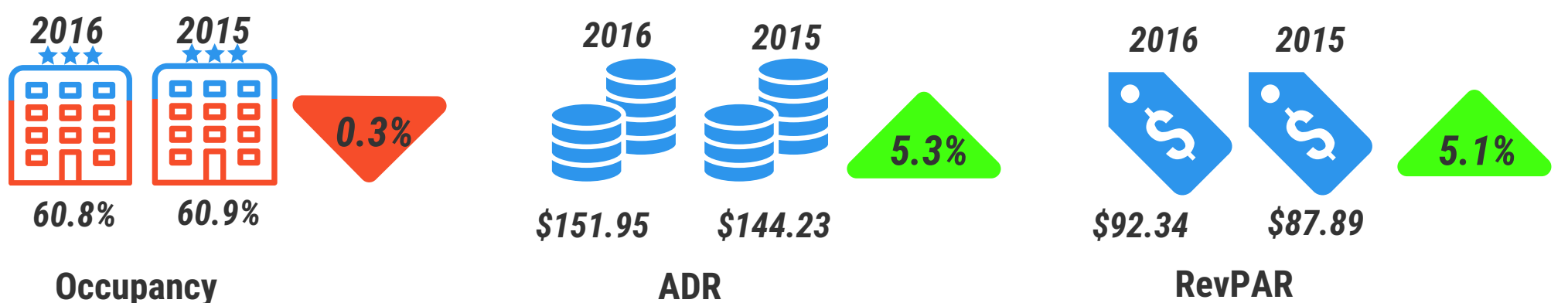
Morro Bay



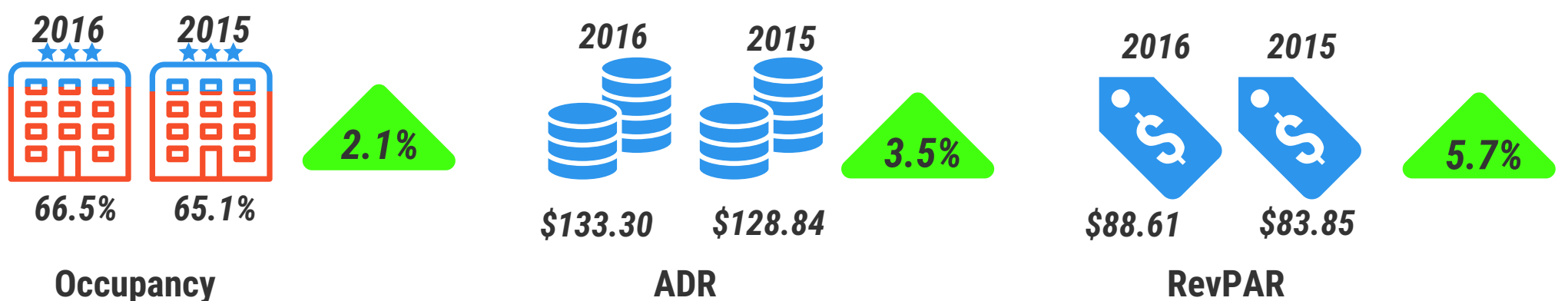
Paso Robles



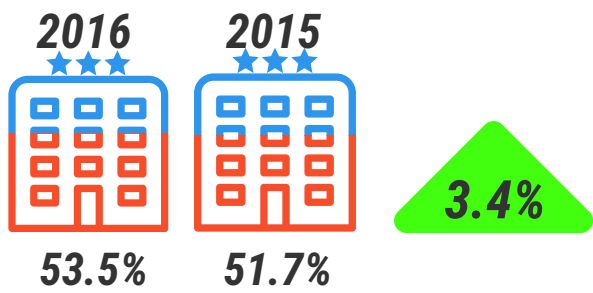
Pismo Beach



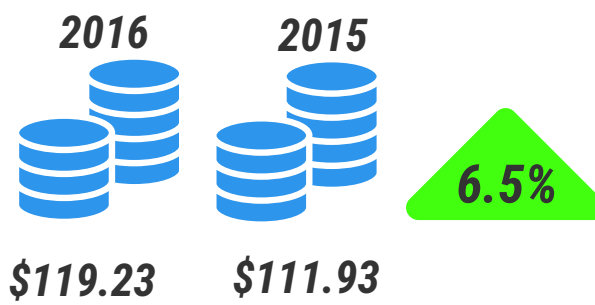
San Luis Obispo



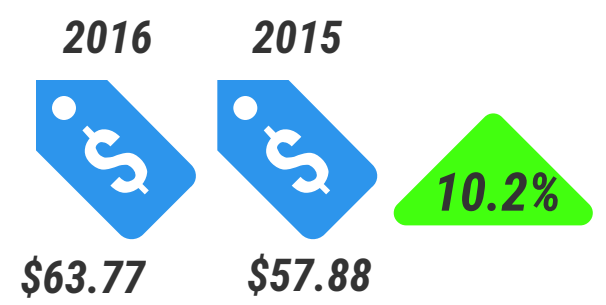
San Simeon



Occupancy

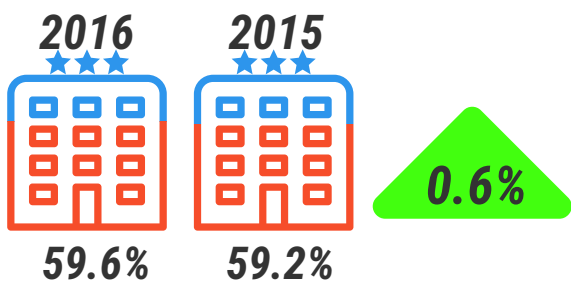


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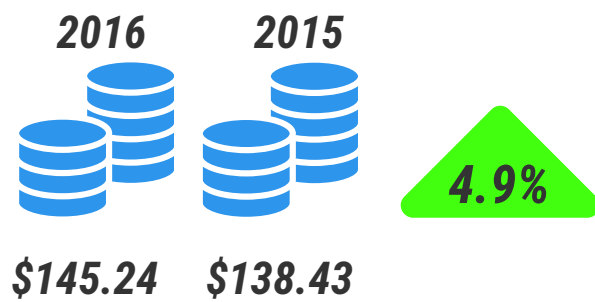


RevPAR

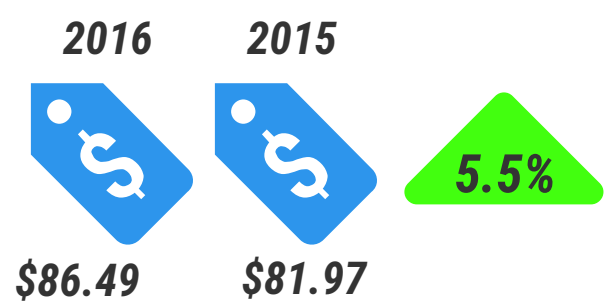
Five Cities



Occupancy

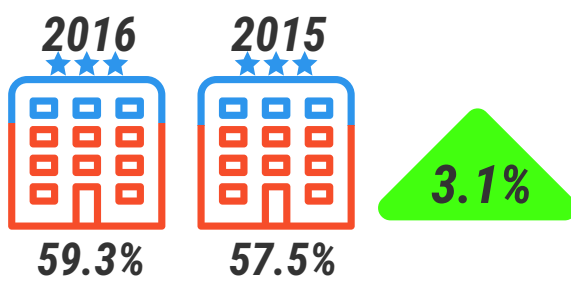


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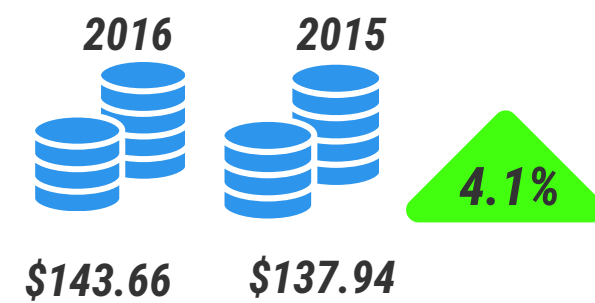


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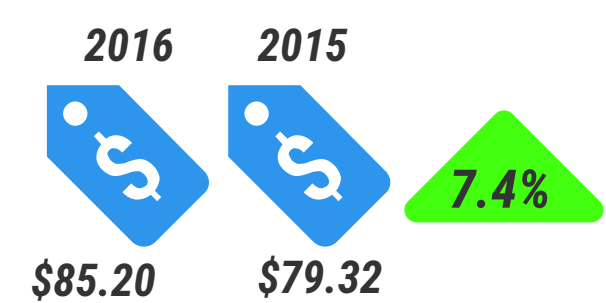
North Coast



Occupancy

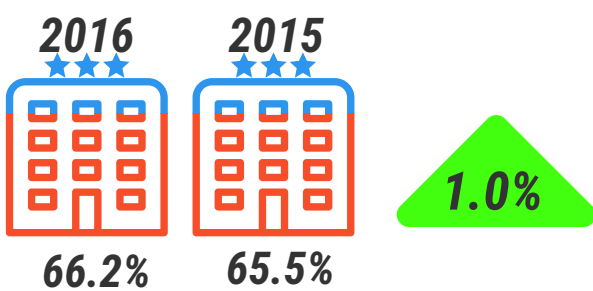


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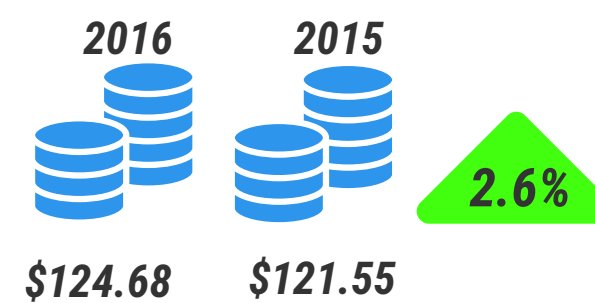


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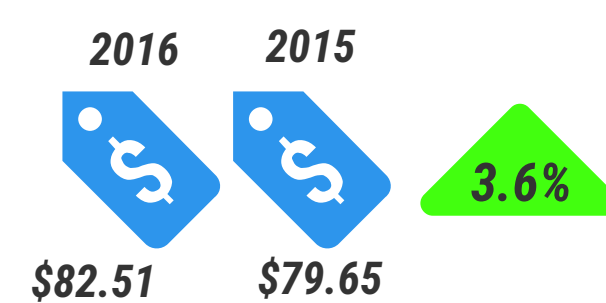
North County



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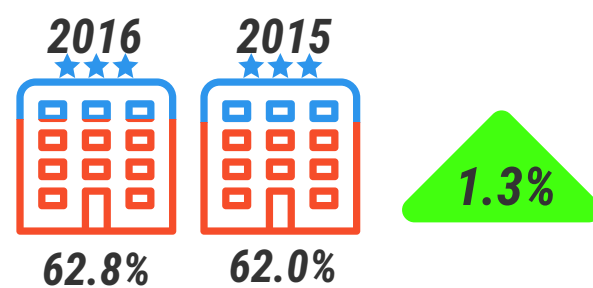


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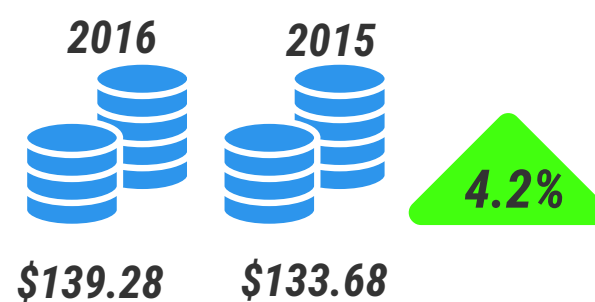


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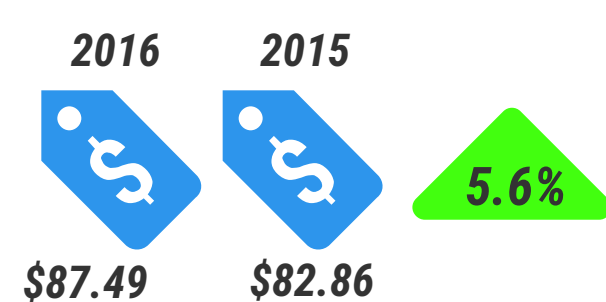
South County



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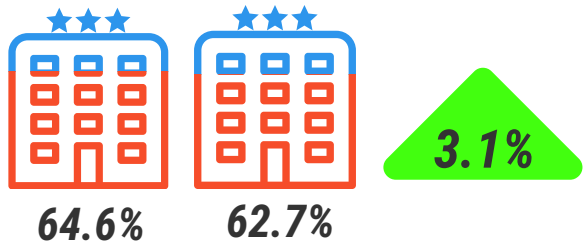


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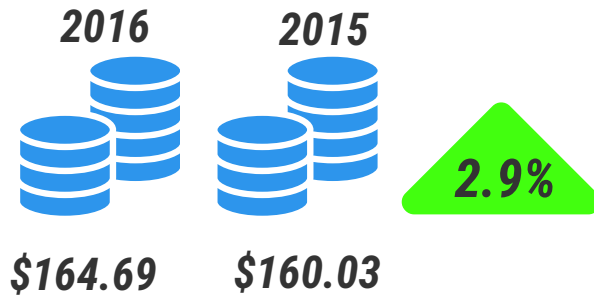


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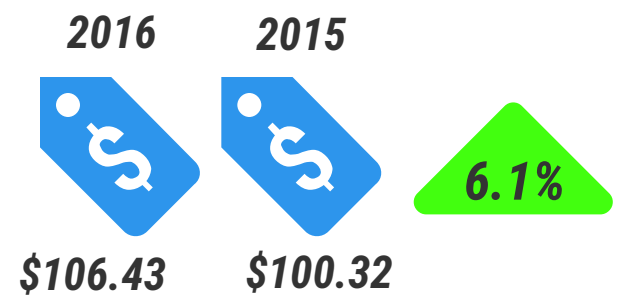
Cambria



Occupancy

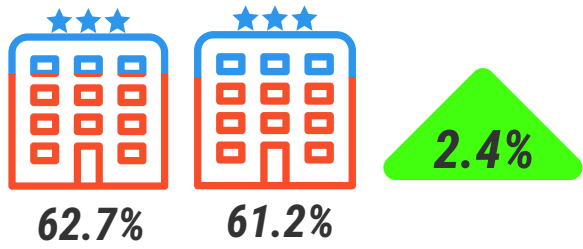


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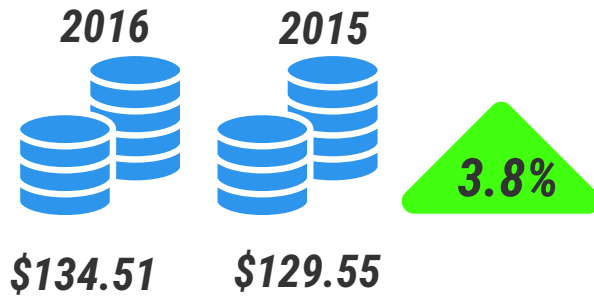


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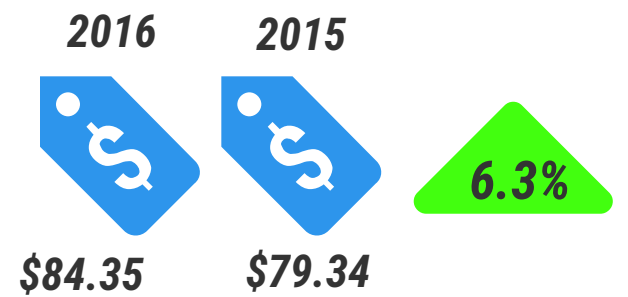
San Luis Obispo County



Occupancy



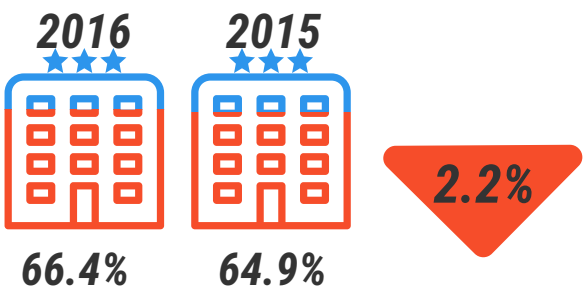
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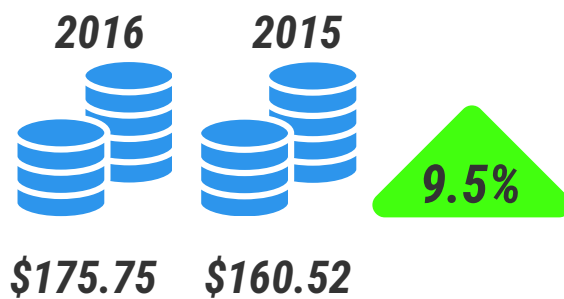
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Comparatives:

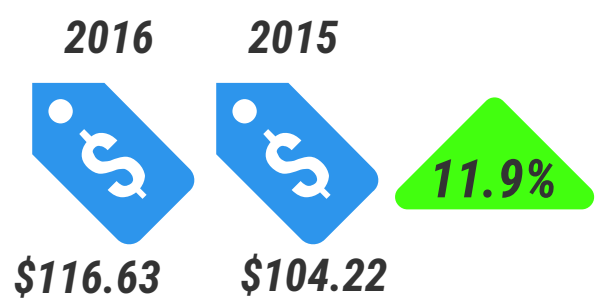
Santa Barbara/Santa Maria



Occupancy

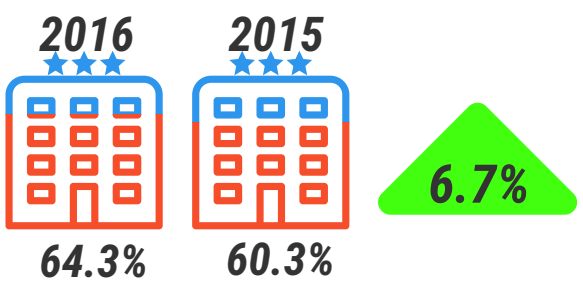


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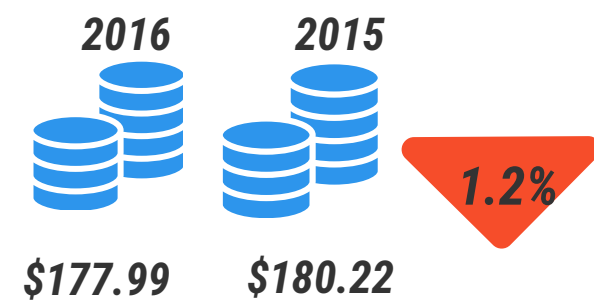


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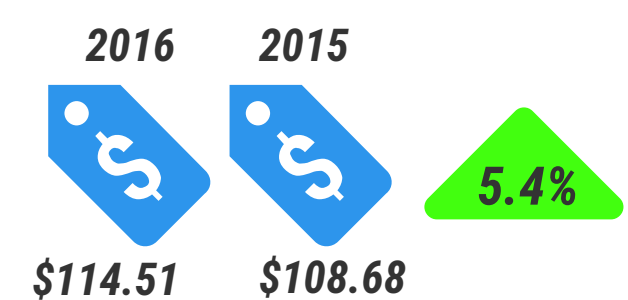
Monterey/Salinas



Occupancy

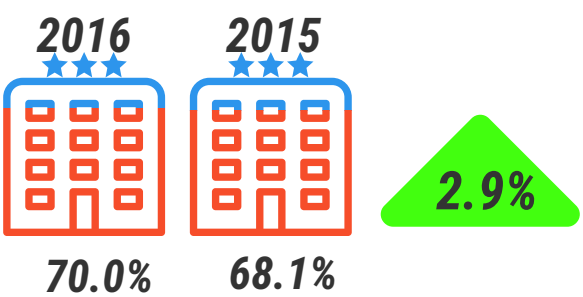


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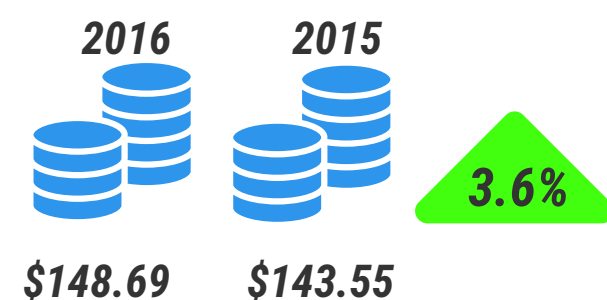


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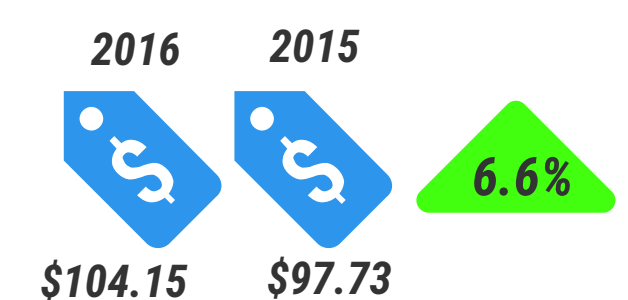
California



Occupancy



ADR



RevPAR

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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.
- * Quarterly duplicate content scan.
- * Input tracking tags and coordinated getting trigger installed.
- * Quarterly site speed check.
- * Quarterly broken link scan and correction.

Organic Traffic Overview:

Organic sessions increased 17% over last year. Some pages with the best year-over-year organic growth were: Holiday Activities by 101%, Events by 31%, Cambria Christmas Market by 49%, Fairs & Festivals by 12%, and Lighted Boat Parade event by 226%.

Other Notes:

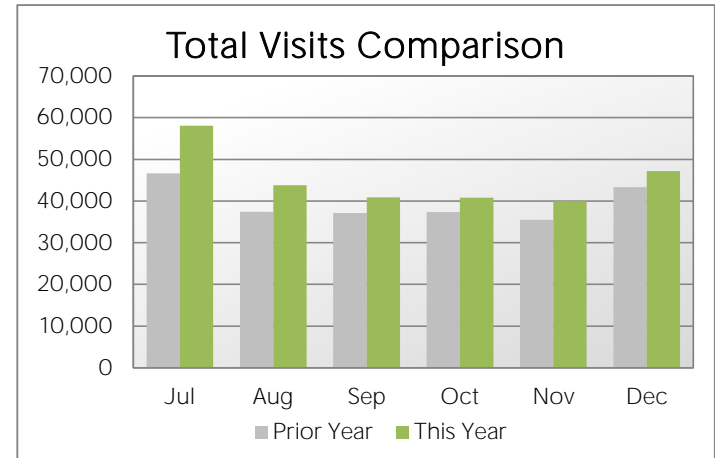
- * Total sessions increased by 9%, users increased by 9% and pageviews increased by 6.5%.
- * The blog home page received 74 pageviews last month.
- * The entire blog received 11,977 pageviews last month.

Industry Averages

Engagement Metrics	Industry Average	Your Website		% Difference
Total Pages Per Visit:	2.21	3.13	●	29.41%
Total Average Visit Duration:	0:01:56	0:02:30	●	22.89%
Total Bounce Rate:	56.21%	45.96%	●	-22.30%
Organic Pages Per Visit:	2.28	3.24	●	29.61%
Organic Average Visit Duration:	0:02:01	0:02:41	●	24.66%
Organic Bounce Rate:	54.00%	44.82%	●	-20.47%

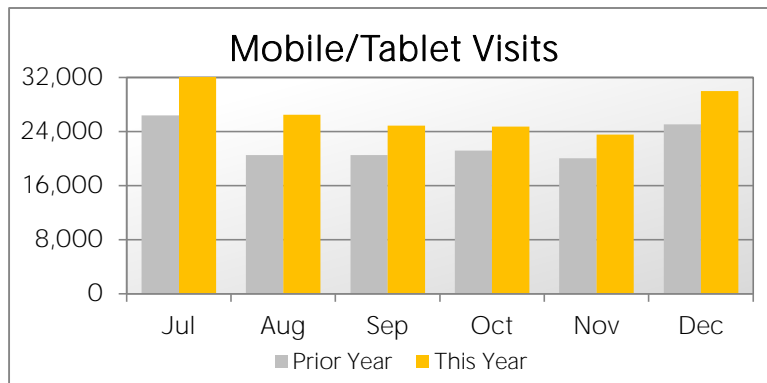
Total Traffic Overview:

	Jul	Aug	Sep	Oct	Nov	Dec
Visits:	58,075	43,809	40,843	40,780	39,981	47,186
Unique Visitors:	47,698	36,664	33,635	33,806	32,866	37,616
Bounce Rate:	47%	48%	48%	50%	46%	46%
Pageviews:	172,916	128,985	124,889	122,415	129,763	147,724
Avg Pageviews Per Visit:	2.98	2.94	3.06	3.00	3.25	3.13
Avg Time on Site:	0:02:13	0:02:13	0:02:17	0:02:13	0:02:30	0:02:30
Total Organic Search Traffic:	46,079	34,060	32,285	33,020	31,774	36,317
% of Traffic Organic Search:	79%	78%	79%	81%	79%	77%
Entry Pages From Search:	2,045	1,935	1,957	1,903	1,789	1,703
VisitSLOCounty Visits:	286	110	110	84	71	53
VisitSLOCounty Bounce Rate:	79%	49%	64%	40%	55%	40%

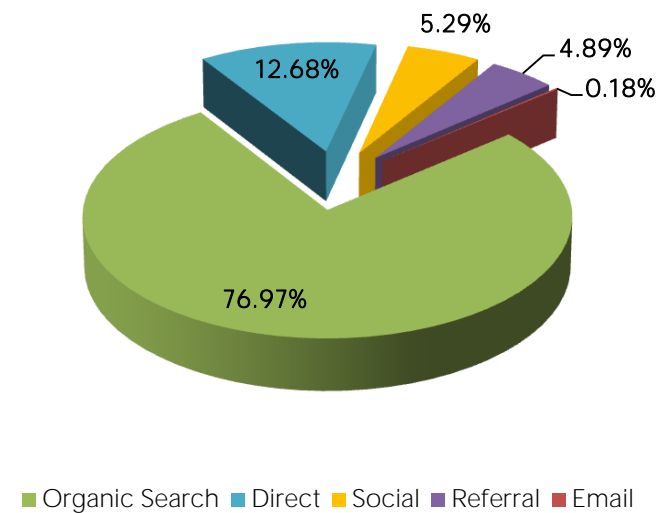


Mobile/Tablet SnapShot:

	Jul	Aug	Sep	Oct	Nov	Dec
Visits:	38,096	26,506	24,857	24,723	23,531	30,008
% of visits	66%	61%	61%	61%	59%	64%
Bounce Rate:	51%	52%	50%	53%	49%	48%
Pageviews:	100,032	69,193	68,494	65,112	68,937	85,929
Avg Time on Site:	0:01:52	0:01:54	0:02:01	0:01:53	0:02:07	0:02:08



Traffic Sources



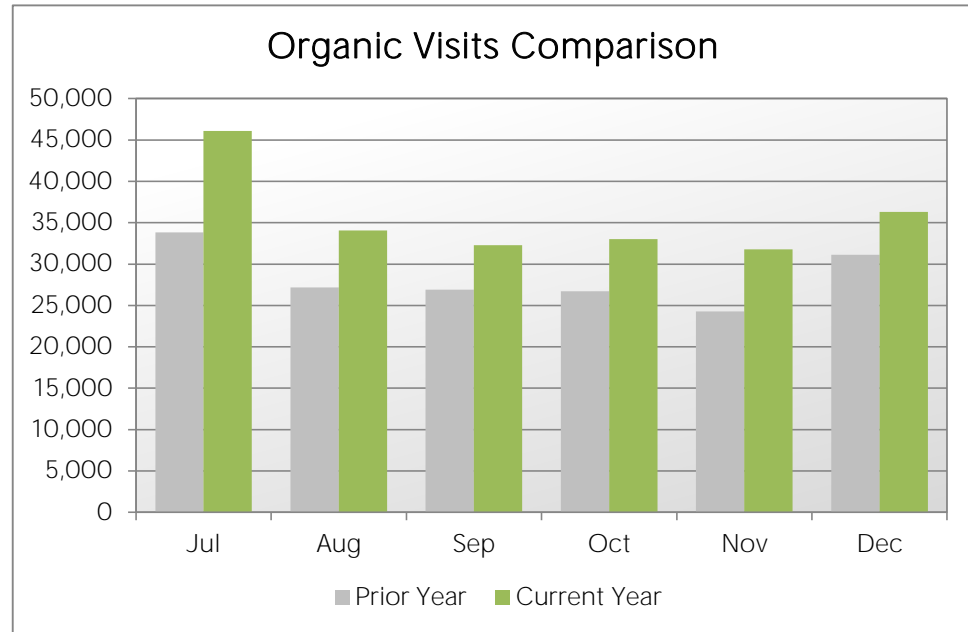
Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	36,317	76.97%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.24	3.46%
Avg. Time on Site	0:02:41	6.76%
New Visits	71.24%	-1.46%
Bounce Rate	44.82%	-2.47%

Search Engine	Visits	Percent
google	34,105	93.91%
yahoo	1,262	3.47%
bing	904	2.49%
aol	22	0.06%
ask	14	0.04%
baidu	5	0.01%

Exact Keyword	Visits	Percent
(not provided)	35,420	97.53%
san luis obispo	32	0.09%
share buttons sharebutton.to	19	0.05%
events in san luis obispo county decembe	12	0.03%
morro bay	12	0.03%
san luis obispo events	11	0.03%
central coast christmas activities	10	0.03%
pismo beach	10	0.03%
san luis obispo county	9	0.02%
website buttons sharebutton.to	9	0.02%



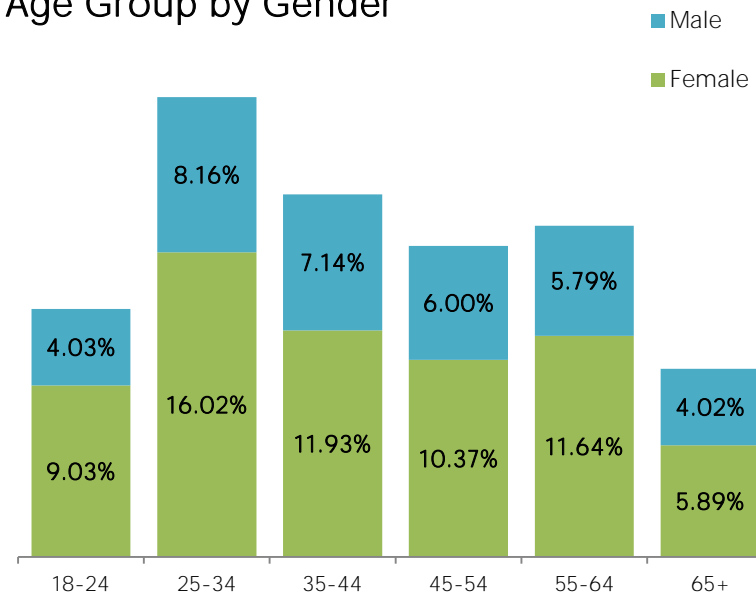
Landing Page	Visits	Percent
/events	6,086	16.76%
/events/all/holiday_activities	3,424	9.43%
/blog/778/new-years-on-the-central-coast	3,215	8.85%
/	2,267	6.24%
/blog/937/countdown-to-2017-new-year-s-eve-in-san-luis-obispo-county	1,313	3.62%
/restaurant-month	902	2.48%
/events/195/30th-annual-vine-street-victorian-showcase	584	1.61%
/community/paso-robles	533	1.47%
/our-area	511	1.41%
/community/morro-bay	491	1.35%

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	21,467
Technophiles	18,768
TV Lovers	18,590
Shoppers/Shopaholics	18,328
Travel Buffs	18,039
News Junkies/Entertainment & Celebrity News Junkies	17,853
Cooking Enthusiasts/Aspiring Chefs	17,458
Home Decor Enthusiasts	16,569
Shutterbugs	15,501
Music Lovers	14,183

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	9,238
News/Politics/Campaigns & Elections	7,995
Food & Drink/Cooking & Recipes	7,581
News/Weather	7,387
Shopping/Mass Merchants & Department Stores	6,157
Arts & Entertainment/TV & Video/Online Video	6,028
Shopping/Consumer Resources/Coupons & Discount Offers	4,157
Food & Drink/Food/Baked Goods	3,959
Sports/Team Sports/American Football	3,923
Travel/Air Travel	3,604

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:

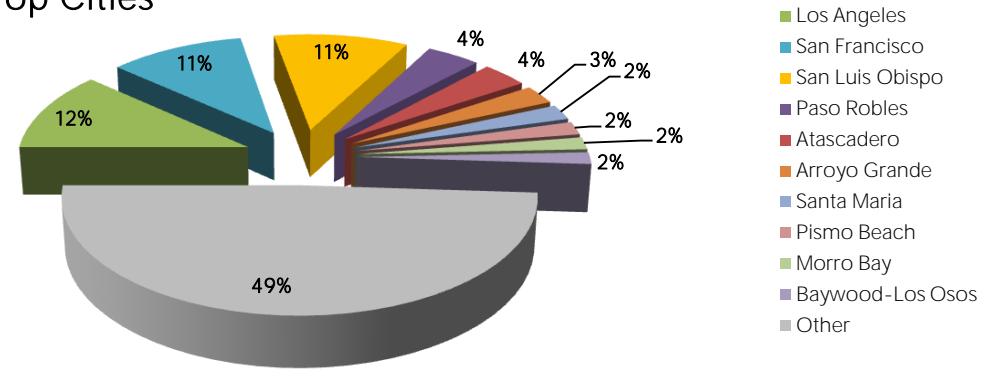
Top Landing Pages	Entrances
/events	6,657
/	5,635
/events/all/holiday_activities	3,702
/blog/778/new-years-on-the-central-coast	3,452
/restaurant-month	2,035
obispo-county	1,561
/events/195/30th-annual-vine-street-victorian-showcase	700
/our-area	612
/community/paso-robles	569
/community/morro-bay	530

Top Content Pages	Pageviews
/events	14,267
/	12,792
/events/all/holiday_activities	8,065
/blog/778/new-years-on-the-central-coast	5,261
/restaurant-month	4,425
/events/2593/cambria-christmas-market	2,881
obispo-county	2,725
/events/3299/hearst-castle-holiday-twilight-tours	2,055
/events?page=1	1,790
/events/2041/lighted-boat-parade	1,634

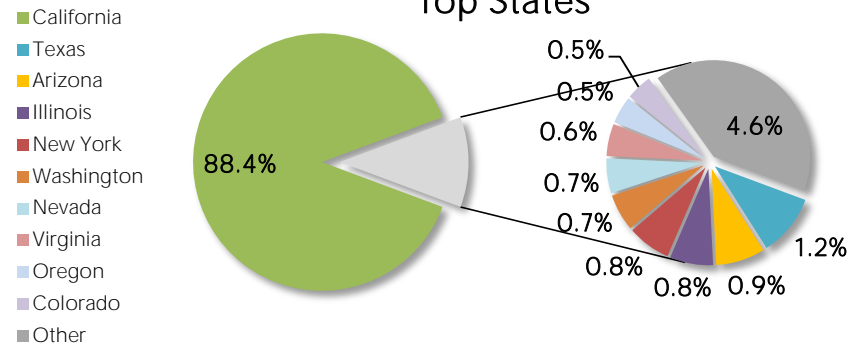
Top Exit Pages	Exits
/	3,939
/events	3,172
/blog/778/new-years-on-the-central-coast	2,291
/events/all/holiday_activities	1,791
/restaurant-month	1,724
/blog/937/countdown-to-2017-new-year-s-eve-in-san-luis-obispo-county	1,342
/events/2593/cambria-christmas-market	966
/events/195/30th-annual-vine-street-victorian-showcase	744
/our-area	685
/events/3299/hearst-castle-holiday-twilight-tours	588

Geographic:

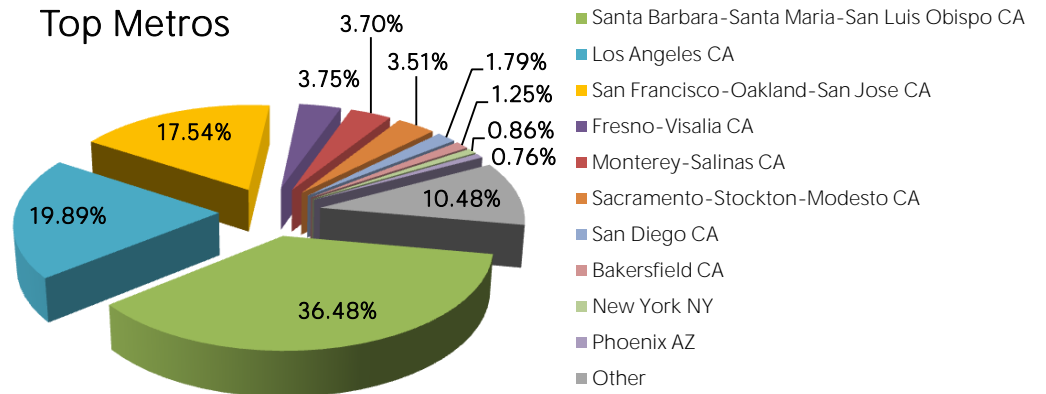
Top Cities



Top States

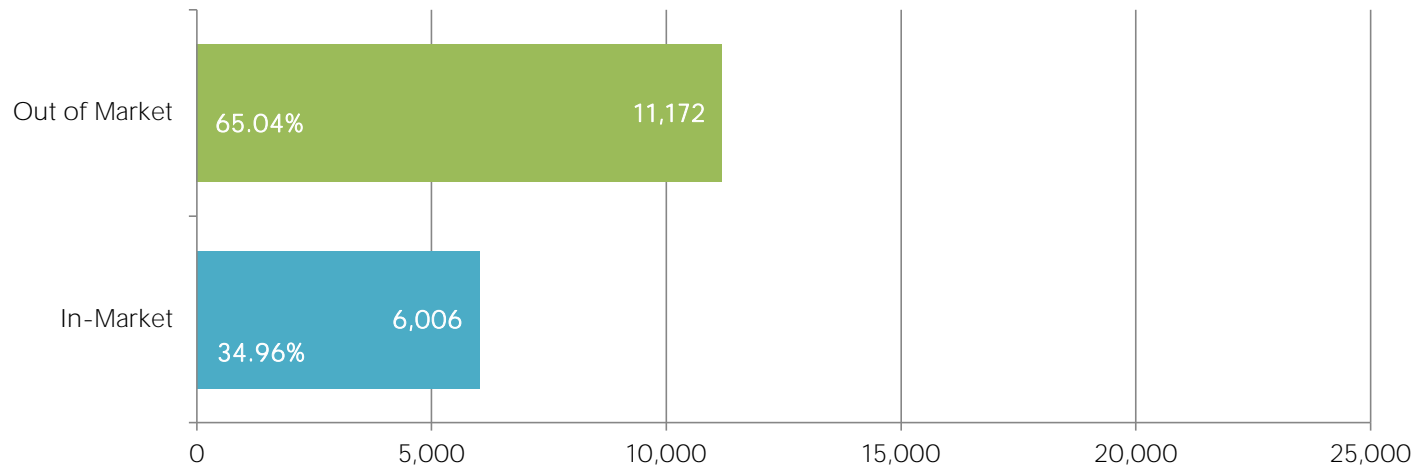


Top Metros



In-MarketVsVisitor:

Desktop Visits



Mobile/Tablet Visits

