



# AGENDA

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## Visit San Luis Obispo County Board of Directors

### Visit San Luis Obispo County Board of Directors Agenda

Wednesday, September 21, 2016

8:30 am

Inn at Morro Bay

60 State Park Rd, Morro Bay, CA 93442

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

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
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<b>CONSENT AGENDA - <i>motion required</i></b>	<b>C. Davison</b>
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3. **Approval of August 17, 2016 Board Meeting Minutes (yellow)**  
*Staff will ask for Board approval of the August VSLOC Board Meeting Minutes.*

**Approval of August VSLOC Financials (green)**  
*Staff will ask for Board approval of the August VSLOC Financials.*

**Approval of Marketing Committee Application – Jennifer Little**  
*Staff will ask for Committee approval of Jennifer Little’s Marketing Committee application.*

<b>CEO REPORT</b>	<b>C. Davison</b>
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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.*

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
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5. **FY2015-16 Annual Report (10 min) - *motion required***  
*Staff will ask for Board approval of the FY2015-16 Annual Report.*
6. **Event Sponsorship Update (10 min) - *motion required***  
*Staff will ask for Board approval of the Marketing Committee’s recommendations for VSLOC event sponsorship criteria.*
7. **SAVOR the Central Coast (10 minutes) - *motion required***  
*Staff will present an offer that VSLOC received for the local event management of SAVOR the Central Coast.*
8. **Airport Development (10 min) - *motion required***  
*Staff will discuss the progress of SLO County Regional Airport development, and the opportunities it creates for San Luis Obispo County tourism.*

9. **Seattle Flight Launch Update (10 min)**  
*Staff will provide an update on VSLOC marketing preparations for the launch of Alaska Airline's new air service from Seattle to San Luis Obispo.*
10. **Operational Planning Update (5 min)**  
*Staff will provide an update on VSLOC's Operational Planning efforts with Coraggio Group.*
11. **Marketing Agency Update (10 min)**  
*Staff will provide an update on BCF Agency's current and future projects.*

<b>PRESENTATION</b>	<b>J. Worthley</b>
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12. **Measure J (20 min) - *motion required***  
*SLOCOG will discuss Measure J, a new tax initiative that would support infrastructure funding throughout San Luis Obispo County, and staff will ask for Board approval of VSLOC advocacy for the initiative.*

**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

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## Visit San Luis Obispo County Board of Directors

### Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, August 17, 2016

8:30am

Inn at Morro Bay

60 State Park Rd, Morro Bay, CA 93442

#### 1. **CALL TO ORDER:** Jay Jamison

**PRESENT:** Aaron Graves, Clint Pearce, James Davison, Jay Jamison, John Arnold, Mark Eads, Rachel Lima, Roger Wightman, Sam Miller, Val Seymour

**ABSENT:** Jim Hamilton, Kathy Bonelli, JP Patel, Nipool Patel, Noreen Martin

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

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**Call to Order at 8:33am.**

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

None.

#### **ANNOUNCEMENTS**

Visit San Luis Obispo County distributed communications about the Chimney Fire over the last 24 hours. Due to the current containment of 25 percent, updates will be distributed once daily. Updates are being sent to constituents only, with no current plans to push consumer messaging. Announcements are shifting to note that business partners are not affected. C. Davison will seek help from The Tribune to get the message out that San Luis Obispo County is open for business.

Next Thursday, C. Davison will be in Monterey to speak at Congressman Farr's celebratory luncheon.

Board Discussion.

Public Comment – None.

#### **CONSENT AGENDA**

#### 3. **Approval of July 20, 2016 Board Meeting Minutes** **Approval of July VSLOC Financials**

Board Discussion.

Public Comment – None.

**ACTION:** Moved by Wightman/Eads to approve the Consent Agenda as presented.

**Motion carried: 10:0**

## **CEO REPORT**

### **4. CEO Report**

C. Davison provided an update on the VSLOC positions that have recently been filled and the positions that are currently open, as well as an update on his summer/fall travel schedule. He also provided an update on the VSLOC strategic plan and the operational plan schedule.

Board Discussion.

Public Comment – None.

## **BUSINESS ITEMS**

### **5. Seattle Flight Launch Update**

C. Davison will travel to Seattle in September to discuss co-op opportunities with Alaska Airlines and Visit Seattle. Taste Washington is normally exclusive to Washington, but C. Davison will discuss possibilities to showcase San Luis Obispo County during his September visit. VSLOC is working toward similar partnership meetings with Expedia and Hootsuite.

Direct flights from Seattle to San Luis Obispo are scheduled to begin April 13, 2017. C. Davison will be meeting with the SLO EVC and the San Luis Obispo County Airport to discuss ways to advance county air service.

Board Discussion.

Public Comment – None.

### **6. SAVOR on the Road Update**

The new website for SAVOR is [www.SAVORSLOCounty.com](http://www.SAVORSLOCounty.com) and the logo was redesigned to be on-brand with the new name, SAVOR A San Luis Obispo County Experience. For the San Diego Bay Food & Wine Festival, the booth is designed to create a destination experience. Winery, brewery, and restaurant partners will be included in the VSLOC booth, rather than separate booths. VSLOC's event participation included a two-page spread in the festival pamphlet, which resulted in the centerfold.

VSLOC is looking into other possible events, such as the Seattle Wine & Food Festival (February 2017) and Taste Washington (March 2017).

Board Discussion.

Public Comment – None.

### **7. 2017 Visitor Magazine**

VSLOC is working with Pace to develop the 2017 Visitors Magazine. These magazines will be printed and distributed in January 2017, and distributed at media events, tradeshow, visitor centers, and hotels. The Visitors Magazine is produced at no cost to VSLOC, with Pace incurring all costs. VSLOC and Pace will share revenue at 50% each once sales exceed \$100,000. VSLOC works with Pace on creative design and vets content, but Pace manages the sales process.

Board Discussion.

Public Comment – None.

## **8. Board Meeting Time Discussion**

Some board members have expressed difficulty attending the Board Meetings, currently scheduled for the third Wednesday of the month at 8:30am. C. Davison also asked if the current rotation schedule of meetings around the County is working well.

Board Discussion. The Board members in attendance expressed no opposition to the current meeting time or location.

Public Comment – None.

## **9. Year-End Survey Results**

One of the initiatives of the Strategic Plan is to increase stakeholder satisfaction scores. As such, VSLOC's Year-End Satisfaction Survey was sent out to 939 members a total of five times. VSLOC received 35 responses, and will use these responses as the base-line for future survey results.

Board Discussion. The Board agreed that the next year-end survey should be sent to board members separately from the rest of VSLOC's constituency, so as to not skew results. The Board also agreed that individual members should be responsible for outreach within their own communities, gift card drawings could be used as an incentive for completed surveys, distribution should be changed to August or September and the headline should be revised to encourage more responses.

Public Comment - None

## **10. Marketing Agency Update**

Current projects include membership folders, annual report, scope of work, VSLOC branding, marketing plan, and SAVOR. The annual report is in development. VSLOC was granted an extension for the annual report until end of September by the County. The first draft is expected back from BCF next week. The concept was shifted to be higher level, and number of graphics were increased to promote engagement. C. Davison stated this report will be coming to the board for approval in September.

Board Discussion.

Public Comment - None

## **ADJOURNMENT**

**Meeting adjourned at 10:00am.**

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

<b>Income</b>	<b>This Month</b>	<b>Budgeted for Month</b>	<b>MTD Variance</b>	<b>FISCAL YTD</b>	<b>Annual Budgeted</b>	<b>YTD Variance</b>
PY TBID Collected in CY	\$ 446,317	\$ -	\$ 446,317	\$ 701,582	\$ 204,228	\$ 497,354
Membership Dues	\$ 3,801	\$ 20,625	\$ (16,824)	\$ 13,208	\$ 165,000	\$ (151,792)
<b>TBID Income</b>						
SLO County Unincorporated	\$ 111,067	\$ 111,067	\$ -	\$ 184,768	\$ 855,533	\$ (670,765)
SLO City	\$ 100,543	\$ 100,543	\$ -	\$ 150,452	\$ 699,716	\$ (549,264)
Pismo Beach	\$ 109,820	\$ 109,820	\$ -	\$ 232,063	\$ 861,887	\$ (629,824)
Morro Bay	\$ 40,131	\$ 40,131	\$ -	\$ 80,262	\$ 290,750	\$ (210,488)
Paso Robles	\$ 45,779	\$ 45,779	\$ -	\$ 97,030	\$ 451,580	\$ (354,551)
Arroyo Grande	\$ 10,606	\$ 10,606	\$ -	\$ 18,573	\$ 90,613	\$ (72,039)
Atascadero *	\$ -	\$ -	\$ -	\$ -	\$ 111,151	\$ (111,151)
Grover	\$ 4,624	\$ 4,624	\$ -	\$ 9,247	\$ 41,461	\$ (32,214)
Adjustment for Actual TBID Collected	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Income</b>	<b>\$ 872,688</b>	<b>\$ 443,195</b>	<b>\$ 429,494</b>	<b>\$ 1,487,186</b>	<b>\$ 3,771,919</b>	<b>\$ (2,284,734)</b>
* District pays quarterly						
<b>Expenses</b>						
Accumulated Reserve				\$ -	\$ 331,252	\$ (331,252)
G&A	\$ 17,161	\$ 16,252	\$ 909	\$ 36,549	\$ 210,214	\$ (173,665)
Industry Research and Resources	\$ 27,146	\$ 25,245	\$ 1,901	\$ 33,827	\$ 274,248	\$ (240,421)
Travel Trade	\$ 27,759	\$ 27,837	\$ (78)	\$ 48,169	\$ 449,653	\$ (401,484)
Communications	\$ 10,344	\$ 10,642	\$ (298)	\$ 27,709	\$ 209,169	\$ (181,460)
Advertising	\$ 26,168	\$ 39,255	\$ (13,087)	\$ 41,928	\$ 850,703	\$ (808,775)
Promotions	\$ 2,655	\$ 3,049	\$ (394)	\$ 4,255	\$ 70,792	\$ (67,654)
Events	\$ 56,190	\$ 150	\$ 56,040	\$ 71,060	\$ 201,800	\$ (130,740)
Digital Marketing	\$ 23,693	\$ 99,853	\$ (76,160)	\$ 42,160	\$ 1,110,498	\$ (1,068,466)
Film Commission	\$ 1,278	\$ 4,213	\$ (2,935)	\$ 5,160	\$ 60,057	\$ (54,897)
<b>Total Expenses</b>	<b>\$ 192,394</b>	<b>\$ 226,496</b>	<b>\$ (34,102)</b>	<b>\$ 310,817</b>	<b>\$ 3,768,386</b>	<b>\$ (3,458,815)</b>
<b>Surplus(Deficit)</b>	<b>\$ 680,294</b>	<b>\$ 216,699</b>	<b>\$ 463,596</b>	<b>\$ 1,176,369</b>	<b>\$ 3,534</b>	<b>\$ 1,174,081</b>
<hr style="border: 2px solid red;"/>						
<b>Cash Flow</b>						
Surplus (Deficit)	\$ 680,294			\$ 1,176,369		
Beginning Cash Balance	\$ 642,615			\$ 467,503		
Change in Accounts Receivable	\$ (421,770)			\$ (774,718)		
Change in Accrued Expenses	\$ (1,422)			\$ (1,422)		
Change in Prepaid Expenses	\$ -			\$ (569)		
Change in Accounts Payable	\$ 23,232			\$ 55,787		
	<u>\$ -</u>			<u>\$ -</u>		
<b>Visit SLO County Cash Balances</b>	<b>\$ 922,950</b>			<b>\$ 922,950</b>		
Reserve & Contingency - 5% of Cummulative Revenues	\$ (192,518)			\$ (331,252)		
<b>Net Available Cash</b>	<b>\$ 730,432</b>			<b>\$ 591,698</b>		

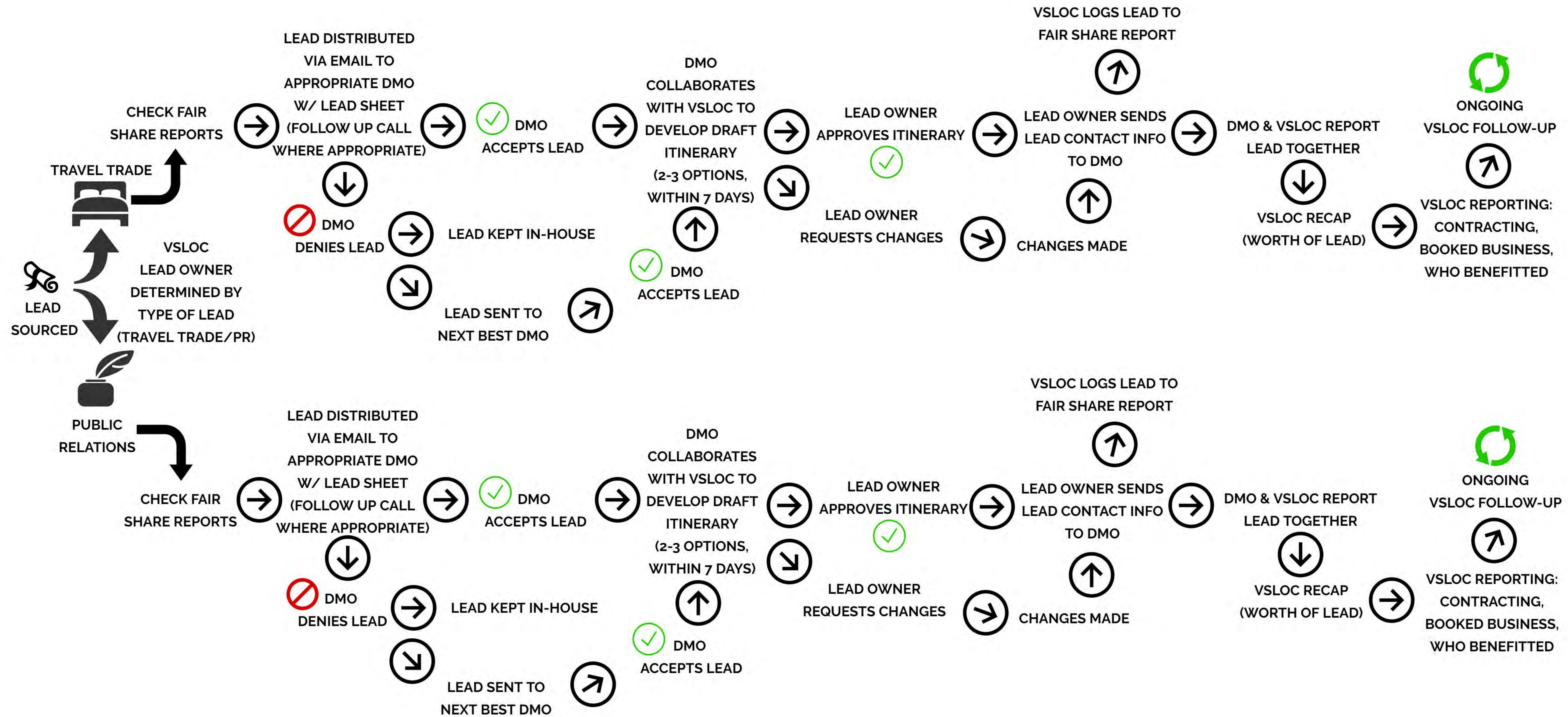
**Visit San Luis Obispo County**  
**5. Balance Sheet Prev Year Comparison**  
As of August 31, 2016

Accrual Basis

	Aug 31, 16	Aug 31, 15
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
1010 · Bank of the Sierra - TMD	906,585.95	19,855.66
1022 · Rabobank Checking	0.00	48,651.54
1020 · Bank of the Sierra - Membership	16,363.99	0.00
1030 · HOB - SAVOR	0.00	287,671.84
<b>Total Checking/Savings</b>	922,949.94	356,179.04
<b>Accounts Receivable</b>		
1200 · Accounts Receivable	774,717.73	931,306.20
<b>Total Accounts Receivable</b>	774,717.73	931,306.20
<b>Other Current Assets</b>		
1350 · Accrued Expenses	1,421.60	0.00
1340 · Workman's Comp Deposit	569.00	0.00
1220 · Savor Receivable	0.00	17,126.50
1320 · Prepaid Rent	3,326.70	3,326.70
<b>Total Other Current Assets</b>	5,317.30	20,453.20
<b>Total Current Assets</b>	1,702,984.97	1,307,938.44
<b>Fixed Assets</b>		
1400 · Fixed Assets	108,936.92	32,782.67
1500 · Accumulated Depreciation	-23,658.17	-23,658.17
<b>Total Fixed Assets</b>	85,278.75	9,124.50
<b>TOTAL ASSETS</b>	<b>1,788,263.72</b>	<b>1,317,062.94</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
2000 · Accounts Payable	56,118.32	29,089.51
<b>Total Accounts Payable</b>	56,118.32	29,089.51
<b>Other Current Liabilities</b>		
2100 · Payroll Liabilities	76.30	94.31
2200 · Coast National Line of Credit	0.00	165,418.00
<b>Total Other Current Liabilities</b>	76.30	165,512.31
<b>Total Current Liabilities</b>	56,194.62	194,601.82
<b>Total Liabilities</b>	56,194.62	194,601.82
<b>Equity</b>		
3110 · Fund Balance	34,053.44	34,053.44
1110 · Retained Earnings	521,646.94	257,794.86
Net Income	1,176,368.72	830,612.82
<b>Total Equity</b>	1,732,069.10	1,122,461.12
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,788,263.72</b>	<b>1,317,062.94</b>



# VSLOC TO DMO LEADS MANAGEMENT PROCESS



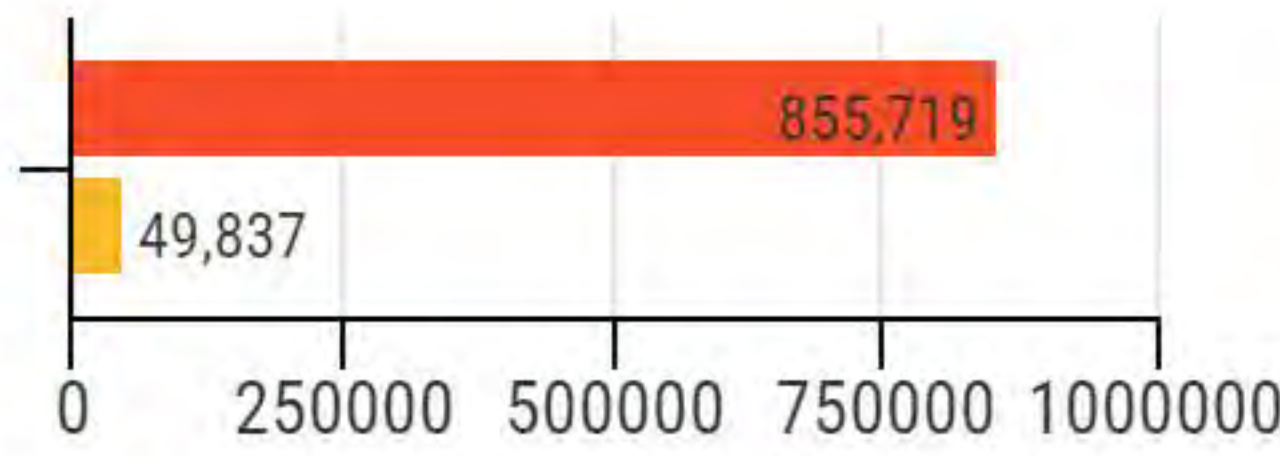


# VisaVue Travel - Domestic Tourism - San Luis Obispo County - Q2 2016\*

TOTAL SPEND: \$146,504,083



## CARDHOLDER COUNT



## TRANSACTION COUNT

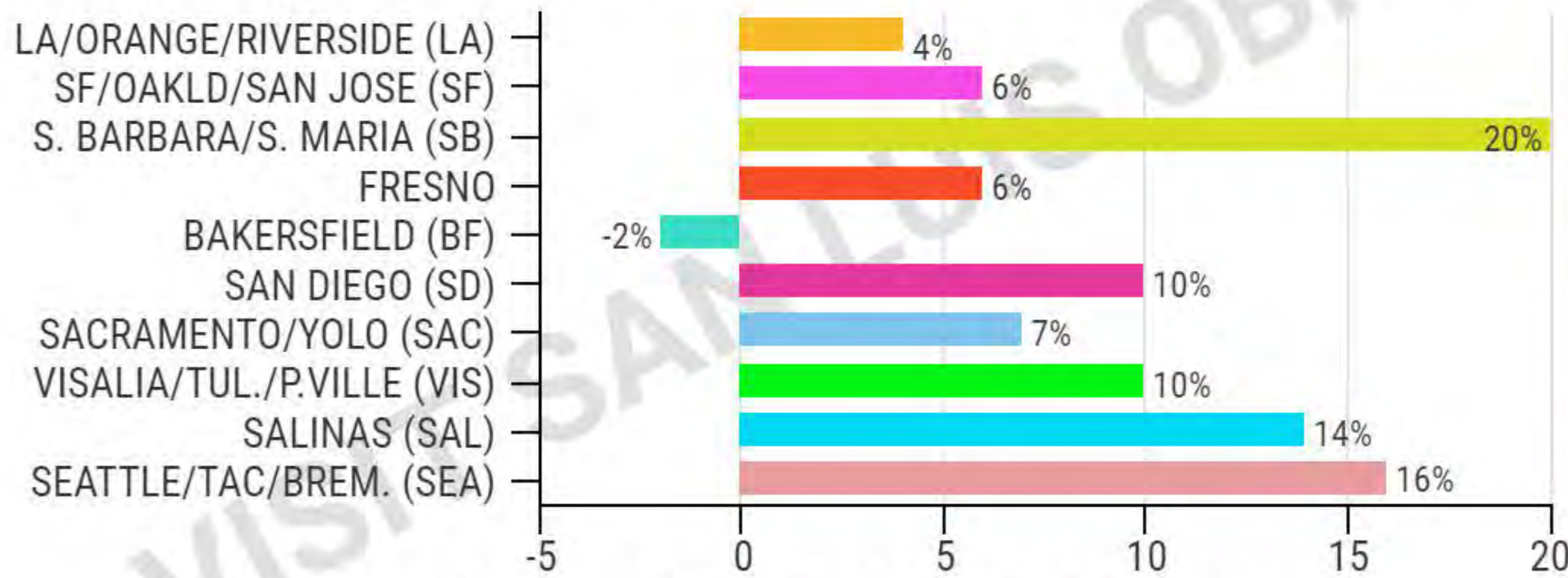


CONSUMER COMMERCIAL

COMMERCIAL CONSUMER

COMMERCIAL CONSUMER

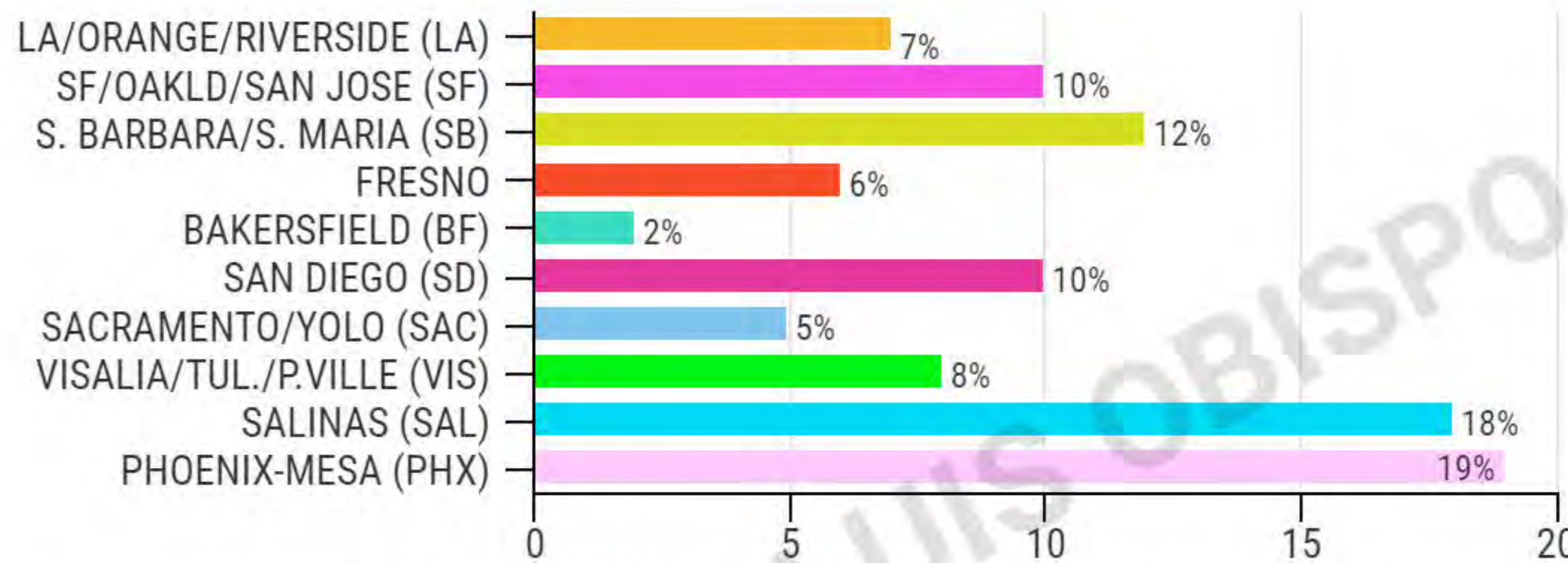
## Top Originating MSAs Y/Y \$ Growth



## TOP ORIGINATING MSAs BY SPEND AMOUNT (\$M)



## Top Originating MSAs Y/Y Cardholder Growth



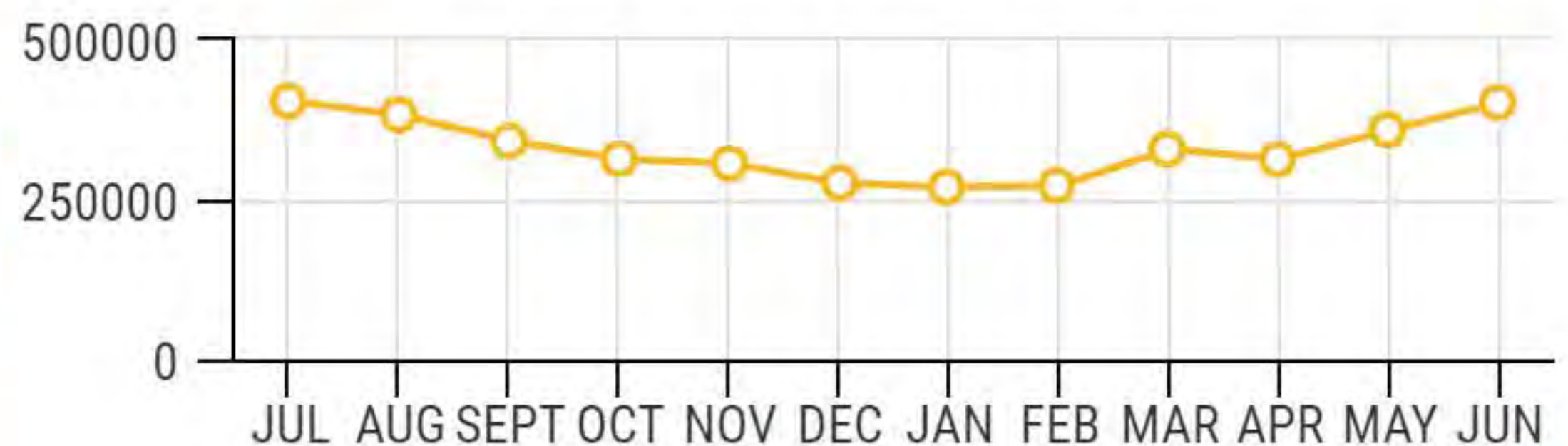
## TOP ORIGINATING MSAs BY CARDHOLDER COUNT (1000's)



## TOP MARKET SEGMENTS BY SPEND AMT (\$M)



## Cardholder Count Trend



\*Q2 represents April 1-June 30, 2016. For more reports, visit your Members Area at [VisitSanLuisObispoCounty.com](http://VisitSanLuisObispoCounty.com).



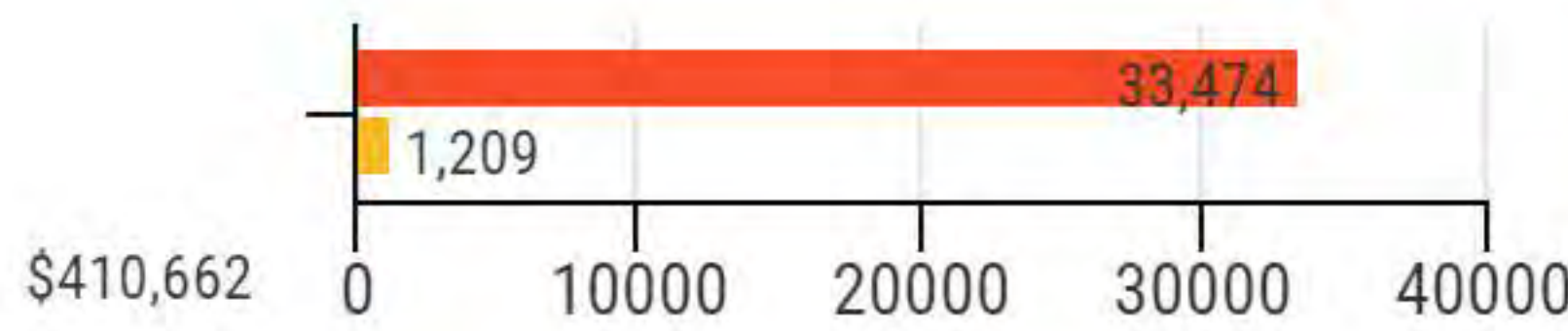
# VisaVue Travel - International Tourism - San Luis Obispo County - Q2 2016

TOTAL SPEND: \$4,976,950

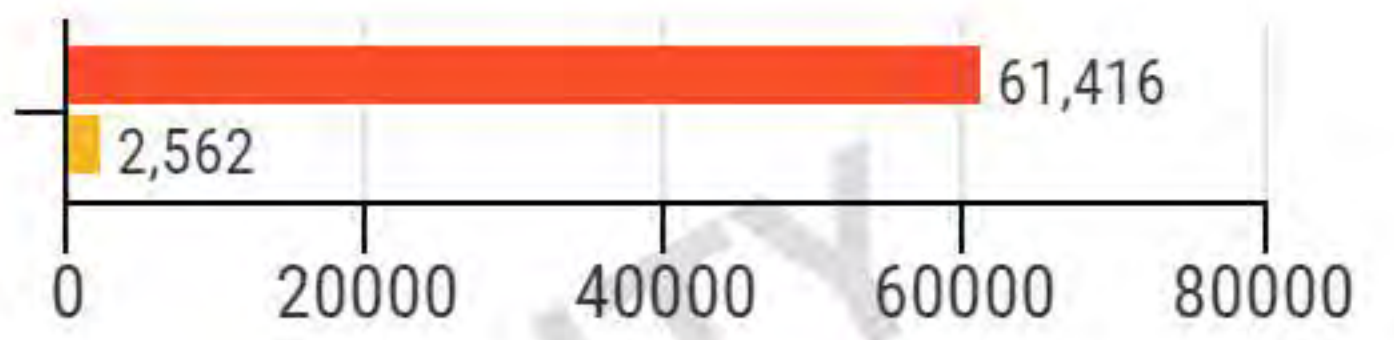
\$4,566,288



## CARDHOLDER COUNT



## TRANSACTION COUNT



CONSUMER COMMERCIAL

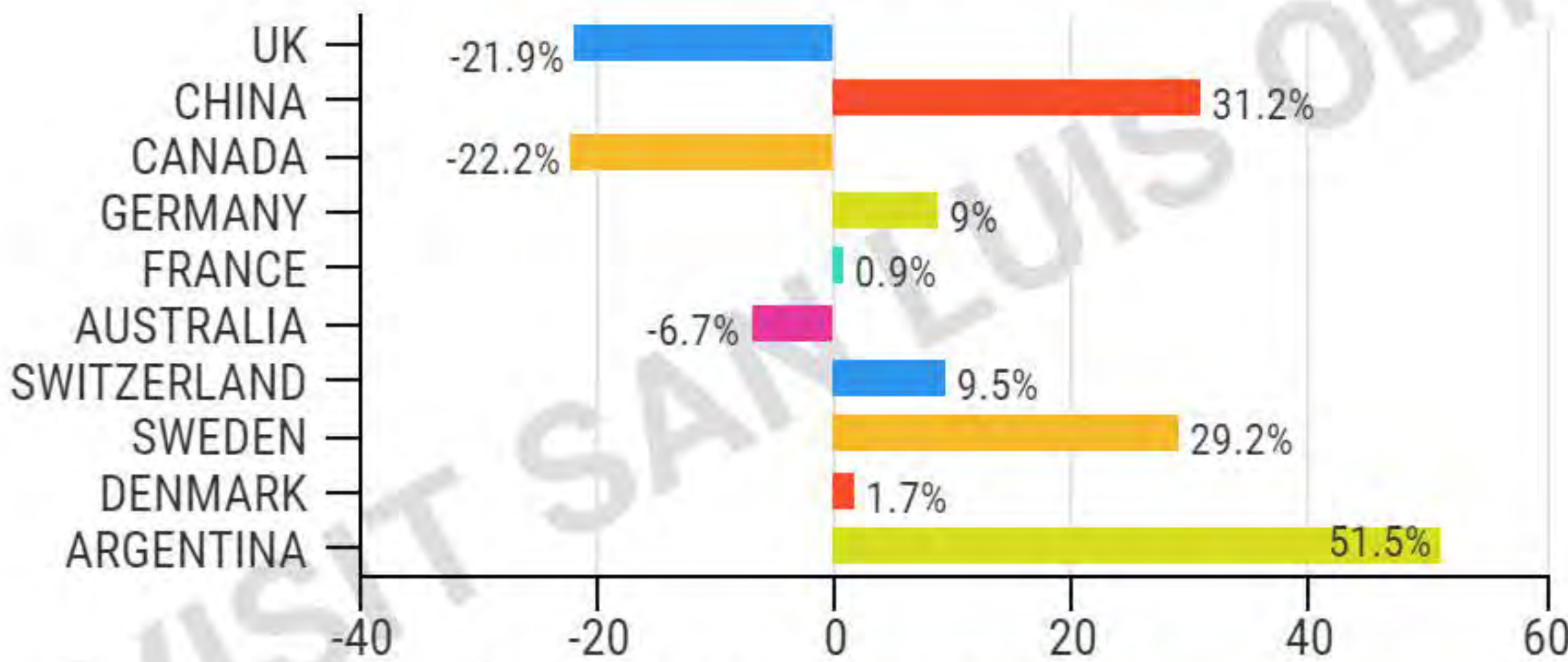
COMMERCIAL CONSUMER

COMMERCIAL CONSUMER

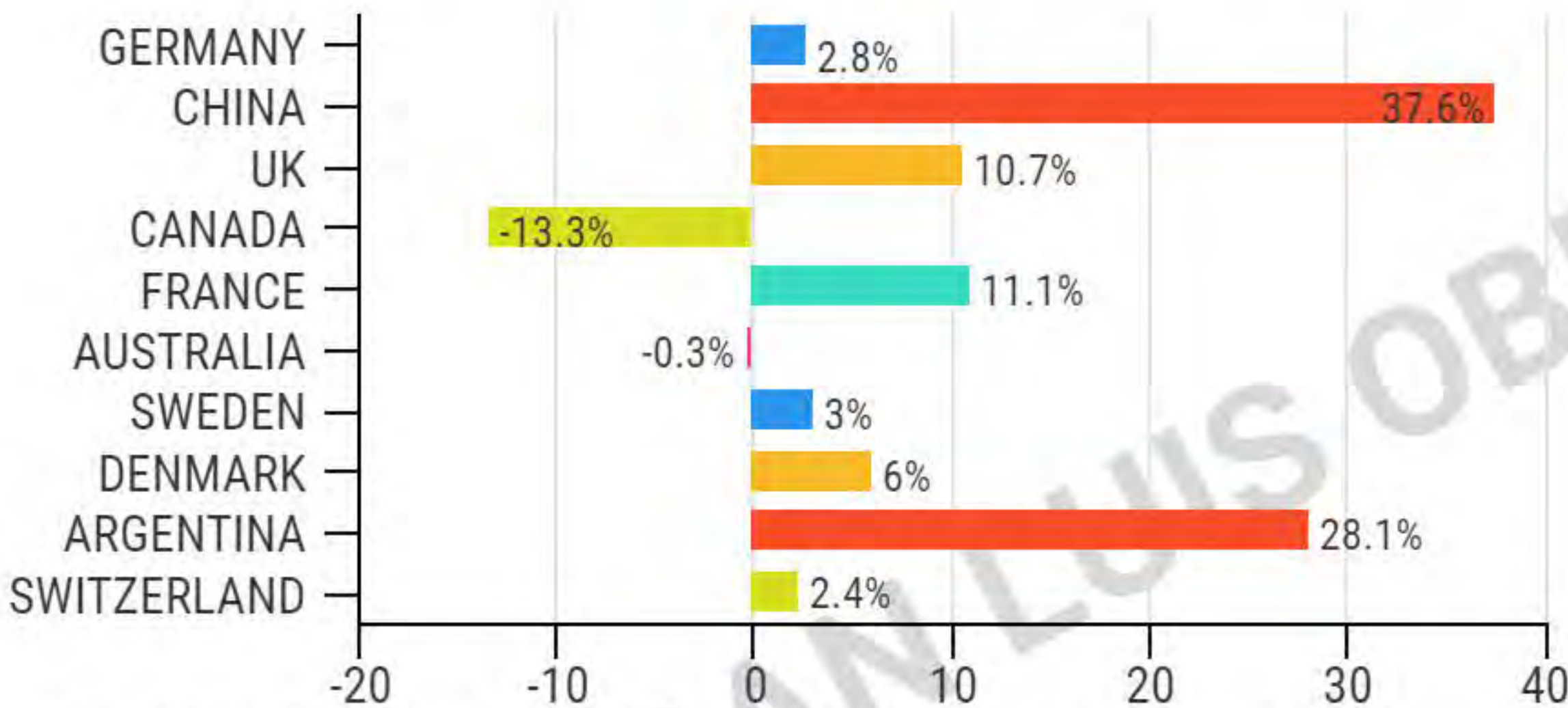
## TOP ORIGINATING COUNTRIES BY SPEND AMOUNT (\$M)



## Top \$ Countries Y/Y Growth



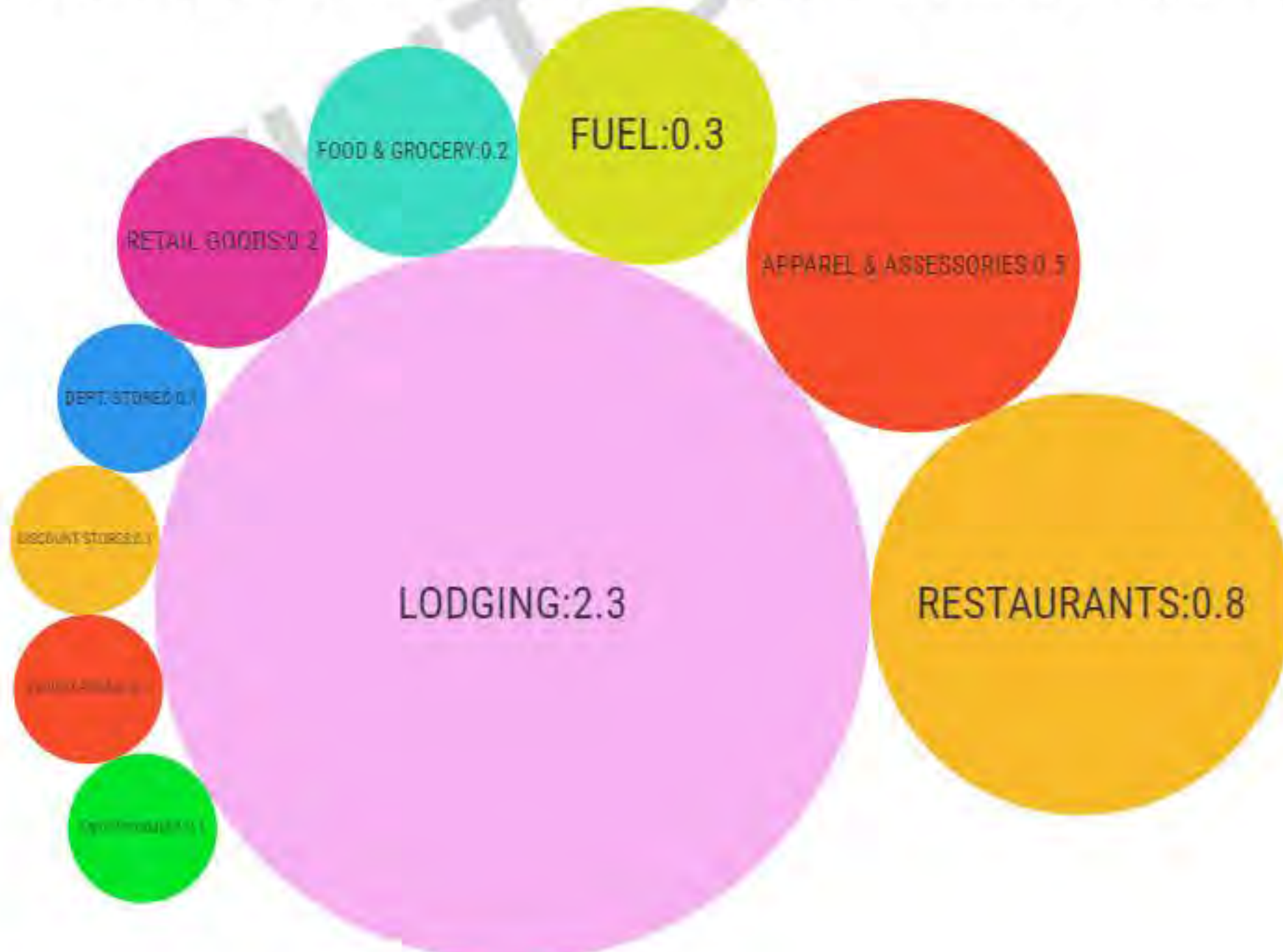
## Top Cardholder Countries Y/Y Growth



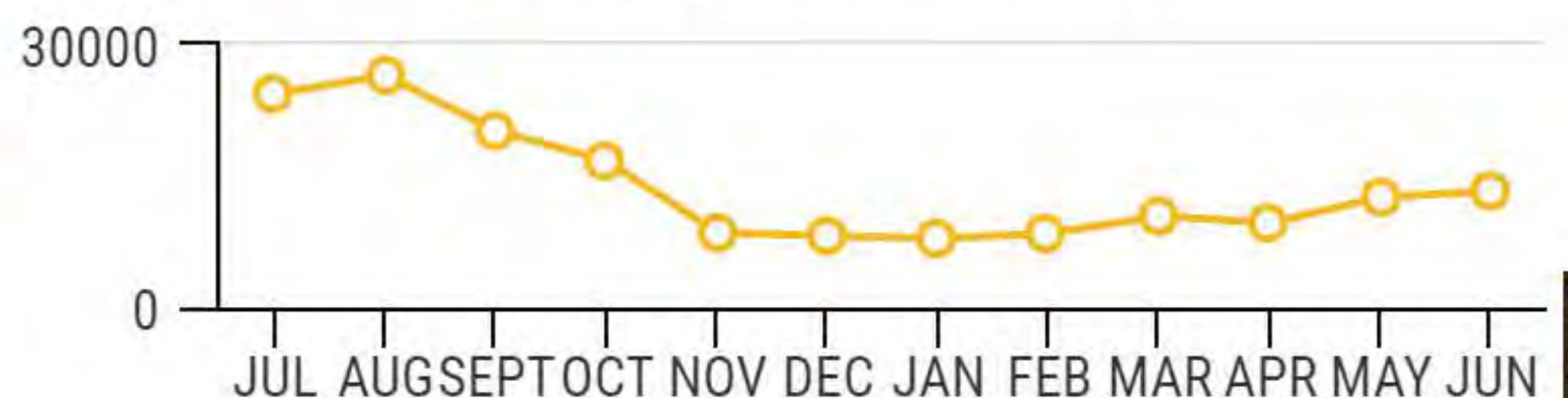
## TOP ORIGINATING COUNTRIES BY CARDHOLDER COUNT (1000's)



## TOP MARKET SEGMENTS BY SPEND AMT (\$M)



## Cardholder Count Trend



\*Q2 represents April 1-June 30, 2016. For more reports, visit your Members Area at [VisitSanLuisObispoCounty.com](http://VisitSanLuisObispoCounty.com).





DRAFT 9-16-2016

FY2015/16  
**ANNUAL  
REPORT**



[www.VisitSanLuisObispoCounty.com](http://www.VisitSanLuisObispoCounty.com)



# DRAFT 9-16-2016

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## DEAR STAKEHOLDERS AND PARTNERS,

Fiscal 2015/16 was a productive year for Visit San Luis Obispo County, and we are excited to share with you the progress and results of our efforts. The passage of the Tourism Marketing District in June 2015 enabled the creation of substantial opportunities for the local tourism industry. Visit San Luis Obispo County (VSLOC) launched a first-of-its-kind shoulder season marketing campaign designed to increase feeder market awareness of our destination throughout the San Francisco Bay Area, Los Angeles, the Central Valley, Phoenix and Las Vegas. We crafted the first countywide tourism Crisis Communication Plan based on the threat of El Niño.

As the second largest economic driver in San Luis Obispo County, tourism spending reached \$1.58 billion in 2015, a four percent increase over 2014. Industry earnings generated by travel and tourism spending reached their highest number yet at \$510 million, a \$40 million increase YOY. In 2016, we contracted Coraggio Group to assemble a multi-year, countywide strategic plan, interviewing stakeholders over the course of several months to determine key initiatives. The strategic plan will provide our organization with a compass to navigate the next three years of the Tourism Marketing District.

In June 2016, we celebrated a big win in partnership with the San Luis Obispo County Regional Airport and the Economic Vitality Corporation, as Alaska Airlines announced new nonstop service to San Luis Obispo from Seattle, beginning April 2017. Over the past year, our team has increased its digital marketing initiatives, leveraged its key strategic partnerships and strengthened its travel trade outreach. Our public relations program continues to increase its earned media coverage, and the San Luis Obispo County Film Commission is laying the groundwork for future economic impact. In addition, the introduction of quarterly Industry Educational Symposiums provides timely tourism industry information to our constituents and members.

Our continued focus moving forward is to: 1) create greater awareness of our county and its assets, and 2) increase demand for overnight stays. We understand key challenges lie ahead for our region, which include tourism infrastructure concerns, the pending closure of Diablo Canyon Nuclear Power Plant, illegal vacation rentals bypassing government regulation and affecting market share, and the possible economic downturn forecasted for 2018, among others.

While these challenges seem daunting, Visit San Luis Obispo County is well equipped with a sustainable funding model and a clear strategic plan for continuing to increase the economic impact of tourism on our county. Visit San Luis Obispo County is leading the countywide tourism charge, and we look forward to advancing the voice for our region and its stakeholders.

I am proud of what we have accomplished in year one, however, we still have a long way to go. As we continue making progress toward our mission of inspiring travel and increasing tourism revenue, positioning San Luis Obispo County as a preferred destination, I invite you to take a few minutes to read about our recent accomplishments.

All the Best,



Chuck Davison  
President & CEO  
Visit San Luis Obispo County

DRAFT 9-16-2016

# OUR VISION

A vibrant and prosperous San Luis Obispo County,  
fueled by a collaborative and flourishing tourism industry

## Our Mission

Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County

## Our Values

**Future Focused:** Delivering today with an eye on tomorrow

**Collaboration:** Our partnerships inform and support economic success

**Drive:** We bring enthusiasm to our initiatives and focus on results

**Stewardship:** We are mindful of our resources and the San Luis Obispo County brand

## Our Brand Intention

**Strategic:** "They plan and execute."

**Connector:** "They bring people together."

**Creative:** "They innovate and think differently."

**Inspiring:** "They show us what's possible."

**Essential:** "We need them in order to succeed."

## Our Position

In order to best support the tourism economy in San Luis Obispo County, VSLOC provides:

- High-quality and high-impact marketing initiatives scaled to reach key regional, national and global targets
- A long-term, collaborative and holistic approach that enables success for each tourism district and the county
- Strategic research and sharing of vital tourism knowledge to all of its stakeholders, partners and communities



# STRATEGIC PLAN

Under the facilitation of Coraggio Group and with the active participation of stakeholders throughout the county, Visit San Luis Obispo County assembled a three-year Strategic Plan to align staff and stakeholders on the direction of the organization, its strategy and how the organization's success will be measured. The process, which spanned from April to June 2016, began with a stakeholder survey about the long-term direction of tourism in San Luis Obispo County. At the same time, Coraggio Group conducted telephone interviews with 20 stakeholders, including several lodging partners, local Destination Marketing Organization (DMO) representatives and city managers. Next, Coraggio held three two-day workshops. Each workshop included several hours spent with the Planning Team, consisting of VSLOC leadership, Michael Manchak from the San Luis Obispo Economic Vitality Corporation and Clint Pearce of Madonna Enterprises as the appointed board representative. These workshops were each followed by sessions with the Board Strategic Planning Task Force, as well as separate sessions with stakeholders.

## Imperatives

### Optimize our organizational capacity

#### Objectives:

- Increased employee engagement and satisfaction scores
- Ratio of administrative cost to economic impact

#### Initiatives:

- Align our organizational structure with our strategic plan
- Establish a continuous learning program for the VSLOC Team
- Evaluate and develop the tools, systems and technologies we need to succeed

### Establish brand clarity and increased awareness through unified efforts

#### Objectives:

- Bi-annual growth of awareness in targeted visitor categories
- Bi-annual growth of awareness in targeted markets
- Bi-annual growth of awareness in targeted segments

#### Initiatives:

- Establish a unifying and emotionally resonant SLO County brand
- Produce and share data-driven strategic insights
- Inspire and activate tourism ambassadors

### Build and expand strategic partnerships

#### Objectives:

- Balanced inventory of partnerships
- Inbound partnership opportunities
- Earned Partnership Value (EPV)

#### Initiatives:

- Develop a system for annual partnership planning
- Align resources to manage partnerships
- Identify, develop and activate relationships
- Work with our partners to identify and reduce duplication of efforts

### Advocate for the development of critical tourism infrastructure

#### Objectives:

- Increased visitor volume
- Increased international visitor volume
- Draft of Tourism Infrastructure Master Plan completed
- Increased total air service

#### Initiatives:

- Develop long-term Tourism Infrastructure Master Plan
- Enable access to SLO County via increased transportation options
- Initiate feasibility study for conference center
- Advocate and educate to support international tourism readiness

### Demonstrate value to our stakeholders, partners and communities

#### Objectives:

- Year-over-year growth in total stakeholder participation at VSLOC events/meetings
- Increased stakeholder satisfaction scores
- Year-over-year growth in local media coverage
- Deliver on objectives as stated in annual marketing plan
- Community engagement with countywide tourism

#### Initiatives:

- Develop an engaged and high-functioning tourism culture for SLO County
- Create an impactful annual marketing plan and timeline
- Develop and execute a local communication strategy
- Develop a plan for advocacy on behalf of stakeholders

# BOARD AND COMMITTEES

## FY2015/16 Board of Directors

**Jay Jamison • Chair**  
*Pismo Coast Village*  
Representing: Pismo Beach  
Elected Designated RV Park Seat  
(-June 2019)

**Clint Pearce • Vice Chair**  
*Madonna Inn*  
Representing: San Luis Obispo  
Elected Designated At-Large Seat  
(-June 2019)

**JP Patel • Secretary**  
*Best Western Plus Colony Inn*  
Representing: Atascadero  
Appointed Atascadero Seat  
(-June 2017)

**John Arnold • Treasurer**  
*Holiday Inn Express*  
Representing: Paso Robles  
Appointed Paso Robles Seat  
(-June 2018)

**Noreen Martin • Past President**  
*Martin Resorts*  
Representing: San Luis Obispo  
County Unincorporated Area  
Elected Designated At-Large Seat  
(-June 2017)

**Kathleen Bonelli**  
*Paso Robles Vacation Rentals*  
Representing: Paso Robles  
Elected Designated Vacation Rental Seat  
(-June 2019)

**James Davison**  
*Pelican Inn & Suites*  
Representing: San Luis Obispo  
County Unincorporated Area  
Appointed SLOC Unincorporated Area Seat  
(-June 2019)

**Mark Eads**  
*SeaVenture Beach Hotel*  
Representing: Pismo Beach  
Elected Designated At-Large Seat  
(-June 2019)

**Aaron Graves**  
*Burton Inn*  
Representing: Cambria  
Elected Designated Bed & Breakfast Seat  
(-June 2018)

**Jim Hamilton**  
*County of San Luis Obispo*  
Representing: County of  
San Luis Obispo  
County At-Large Appointee  
(-June 2017)

**Sam Miller**  
*Holiday Inn Express*  
Representing: Grover Beach  
Appointed Grover Beach Seat  
(-June 2018)

**Nipool Patel**  
*Lamplighter Inn & Suites*  
Representing: San Luis Obispo  
Appointed San Luis Obispo Seat  
(-June 2017)

**Rachel Lima**  
*Hampton Inn & Suites*  
Representing: Arroyo Grande  
Appointed Arroyo Grande Seat  
(-June 2018)

**Val Seymour**  
*The Front Street Inn & Spa*  
Representing: Morro Bay  
Appointed Morro Bay Seat  
(-June 2017)

**Roger Wightman**  
*Sandcastle Inn*  
Representing: Pismo Beach  
Appointed Pismo Beach Seat  
(-June 2018)

## FY2015/16 Marketing Committee

**Ashlee Akers**  
*Vice President, Client Services*  
Verdin

**Jim Allen**  
*Director of Marketing and Communications*  
Hearst Castle

**Terrie Banish**  
*Deputy City Manager – Outreach/  
Promotions/Events*  
City of Atascadero

**Molly Cano**  
*Tourism Manager*  
City of San Luis Obispo

**Cheryl Cuming**  
*Chief Administrative Officer*  
Unincorporated County Business  
Improvement District (CBID)

**Amanda Diefenderfer**  
*Destination Manager*  
Travel Paso Robles Alliance

**Christen Goldie**  
*Revenue and Marketing Director*  
The Apple Farm

**Gordon Jackson**  
*Executive Director*  
Pismo Beach Conference and Visitors  
Bureau (CVB)

**Lori Keller**  
*Vice President of Strategy  
and Marketing*  
Martin Resorts

**Heather Muran**  
*Executive Director*  
San Luis Obispo Wine Country  
Association

**Jennifer Porter**  
*Executive Director*  
Paso Robles Wine Country Alliance

**John Sorgenfrei**  
*President & Owner*  
TJA Advertising

## FY2015/16 Advisory Committee

**Jim Copsey**  
*Interim City Manager*  
City of Grover Beach

**David Buckingham**  
*City Manager*  
City of Morro Bay

**Dan Buckshi**  
*County Administrator*  
County of San Luis Obispo

**Lynn Compton**  
*Supervisor*  
County of San Luis Obispo

**Thomas Frutchey**  
*City Manager*  
City of Paso Robles

**Jim Guthrie**  
*Councilmember*  
City of Arroyo Grande

**Erik Howell**  
*Councilmember*  
City of Pismo Beach

**Jim Lewis**  
*City Manager*  
City of Pismo Beach

**Katie Lichtig**  
*City Manager*  
City of San Luis Obispo

**Tom O'Malley**  
*Mayor*  
City of Atascadero

**Steve Martin**  
*Mayor*  
City of Paso Robles

**Jan Marx**  
*Mayor*  
City of San Luis Obispo

**Rachelle Rickard**  
*City Manager*  
City of Atascadero

**Mariam Shah**  
*Councilmember*  
City of Grover Beach

**John Headding**  
*Councilmember*  
City of Morro Bay

**Dianne Thompson**  
*City Manager*  
City of Arroyo Grande

# OUR TEAM



**Chuck Davison**  
*President & CEO*

- Leads the VSLOC team, advancing the initiatives of the Strategic Plan to position the organization for success
- Manages board, committee, community, strategic partner and agency relations



**Brendan Pringle**

*Office Manager*

- Provides general support to the President & CEO and office management for the VSLOC team
- Serves as the board and committee liaison, manages projects between multiple departments and contract requirements for VSLOC



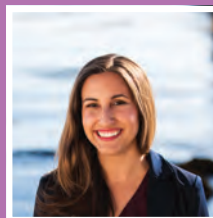
**Michael Wambolt**

*Director of Travel Trade*

- Leads the Travel Trade Department, representing VSLOC at tradeshow and sales missions throughout the country and internationally, and hosting FAMs in the county
- Advances domestic and international awareness of the county in the meeting and conference and the travel and leisure segments

**(Open)**

*VP of Marketing*



**Kylee Jepsen**

*Sr. Communications Coordinator & Film Commission Liaison*

- Coordinates the communications arm of VSLOC, hosting and meeting with journalists and highlighting the experiences of the region in news releases
- Serves as the Film Commissioner assisting scouts and filmmakers in the planning and permitting process

**(Open)**

*Digital Manager*

**Research**

*Research Agency*

**BCF**

*Marketing Agency*



**Pam Roberts**

*Membership & Travel Trade Sales Coordinator*

- Coordinates the member services arm of VSLOC, providing support to existing members and activating new non-lodging members
- Supports the Director of Travel Trade in executing sales strategies for market segments



**Jordan Carson**

*Marketing Coordinator*

- Coordinates consumer and industry social media efforts for VSLOC, including Facebook, Twitter, Instagram, Pinterest and the VSLOC blog
- Provides support to the VP of Marketing, including the coordination of monthly promotions, content development and sponsorship events

## About Us

Established in 1986 as a 501(c)6, Visit San Luis Obispo County (VSLOC) is the countywide destination marketing organization. Its goal is to promote San Luis Obispo County through marketing, advertising, public relations, group sales, promotions, events and sponsorship, branding the region as a choice destination for regional, national and international travelers alike. To do so, VSLOC partners with tourism-related businesses, including lodging properties, restaurants, wineries, activities, golf courses and retail stores to create a unified marketing approach that promotes the Culinary, Cultural and Coastal assets of the county.

# IMPACT OF TOURISM ON LOCAL ECONOMY

In 2015, tourism continued to keep San Luis Obispo County's local communities economically vibrant, growing at a rate 4 percent higher than that of 2014. With the formation of the new Tourism Marketing District, Visit San Luis Obispo County is unifying the county brand and promoting its unique lodging mix, leading to greater awareness and travel to the area.



## 17,870 Jobs

(up 4.5% over 2014)

Tourism accounts for more than **10% of total** employment in the county

### Areas of Employment Include:

- Accommodations
- Arts
- Recreation
- Transportation
- Food Service
- Entertainment
- Retail

### FY2015/16:

ADR:  
**\$144.00**

RevPAR:  
**\$100.64**



Room Nights Available:  
**3,239,832** (3.1% increase)

### FY2014/15:

ADR:  
**\$135.64**

RevPAR:  
**\$95.63**



Room Nights Available:  
**3,141,633**

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TOT:  
**\$36,014,195**  
(7.3% increase over FY2014/15)

**\$132M**  
in local & state  
tax receipts



Tourism spending:  
**\$1.58B**  
in SLOC for 2015



Travel & tourism earnings:  
**\$510M**  
(up \$40M from 2014)

Travel spending created **\$59.1M in local tax revenue**. Equal to:

**886**  
police officers

**69** paved miles  
of 2-lane roads

**1,052**  
firefighters



## CONSTITUENT AND MEMBER PROGRAMS



### Crisis Communication Plan

In 2015, Visit San Luis Obispo County created a first-of-its-kind crisis communication plan for the San Luis Obispo County tourism industry. The plan addresses:

- How to effectively respond to a crisis that may negatively impact tourism in the county
- Tools for connecting with key organizations and affected communities
- The role of VSLOC as the communications command center and the voice for the tourism industry
- How VSLOC will assist the county teams in communications, assuring safety for visitors

### Annual Community Guides

Visit San Luis Obispo County continued distribution of its annual guides, including a Community Event Directory, Holiday Guide and Pet-Friendly Guide.

Visit San Luis Obispo County and Cal Poly partnered again in 2015 to promote Poly Parent Adventures. This program offers parents of new students special value-added deals and packages.

- 45 wineries, lodging, restaurants and activity partners participated
- Marketed through email blasts and branded materials, driving traffic to the VSLOC website

### Countywide Promotions

Annual calendar of monthly promotional campaigns provides lodging constituents and members with a unique opportunity to spotlight their local businesses and drive additional awareness and traffic to their establishments.

Month	Promotion	Example of Members Who Benefit
January	Restaurant Month	Restaurants
February	Romance Month	Lodging Partners, Spas, Adventure Activities, Wellness
March	Film & Arts Month	Museums, SLO Film Festival, Film Locations, Entertainment
April	Pet-Friendly Month	Lodging Partners, Wineries, Breweries, Restaurants, Events, Attractions
May	Bike Month National Travel & Tourism Month	Activity Partners, Regional Transit
June	SLO County Great Outdoors Month	Coastal Adventure Activities, RV Parks and Camping
July	Historic Markers, Buildings & Monuments Month	Missions, Museums, Historical Sites, Film Locations
August	SLO County Family Travel Tips	Lodging Partners, Wineries, Breweries, Restaurants, Activities
September	CA Wine Month	Lodging Partners, Activities, Wineries, Restaurants
October	Culinary Harvest Month	Artisan Products, Restaurants, Wineries, Breweries, Hard Cider Producers, Distilleries
November	Golf & Stay Month	Golf Courses, Lodging Partners, Spas
December	Holidays	All Members

### 2016/17 Visitors Magazine: Themes: Culinary, Cultural and Coastal

Themes: Culinary, Cultural and Coastal

- New "Ask a Local" section features local-insider tips on favorite activities in the region

In addition to digital copies, 45,000 San Luis Obispo County 2016/17 Official Visitors Magazines were distributed in/to:

- California Welcome Centers in San Francisco, Merced, Pismo Beach and Oxnard
- San Jose International Airport, Santa Barbara Airport, Burbank/Bob Hope Airport & San Luis Obispo County Regional Airport
- Local lodging facilities
- Trade and travel shows
- Meeting planners, tour operators and travel agents
- Film industry professionals
- Inquiring media

Digital copies are available to download from the home page of the VSLOC website.



### This Month in San Luis Obispo County Newsletter

- Distributed on a monthly basis to a database of over 36,000 subscribers (a 26% increase YOY)
- Updated format highlights details on monthly promotions, giveaways and deals, video content, blog posts, an overview of events happening throughout the county and more
- The "Deals of the Month" section includes specials and opportunities from both lodging and non-lodging members, and provides partners with additional opportunities to grow awareness of their business



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# TRAVEL TRADE

FY2015/16 delivered a resurgence of travel trade priorities, including the re-establishment of the Director of Travel Trade position and the development of a sales plan and consistent sales strategy. Building upon new and current relationships, the department focused on creating awareness within the key segments of international and domestic tour and travel, as well as the meeting and conference market. Through participation in tradeshow, hosting industry familiarization (FAM) trips, leveraging strategic partnerships and working with industry associations, VSLOC was able to elevate the sales efforts of San Luis Obispo County as a destination.

Visit California UK SuperFAM (9/26-9/28/15)	Brand USA/ Visit California Chinese FAM (11/3/15)	Visit California Australian SuperFAM (11/12/15)	CalSAE Seasonal Spectacular (12/3/15)	Smart Meetings Northern California Event (1/6/16) NTA Travel Exchange (1/31-2/4/16)	MPI Northern California Expo (2/9-2/10/16) Go West (2/21-2/25/16)	MPI Sacramento/ Sierra Nevada Tradeshow (3/15/16)	Visit California China Sales Mission (4/8-4/18/16)	TUI Travel Agency FAM (4/25/16)	Visit California/NTA- Approved Chinese Receptive FAM (5/28-5/29/16)	US Travel Association's IPW (6/18-6/22/16)
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
2015	2015	2015	2015	2016	2016	2016	2016	2016	2016	2016

## Travel Trade

In an effort to raise awareness of the county, uncover emerging markets and cultivate relationships, Visit San Luis Obispo County attended NTA Travel Exchange, Go West and US Travel Association's IPW meeting with a total of 150 domestic and international buyers.

## Meetings & Conferences

Visit San Luis Obispo County's increased focus on the meeting and conference market in FY2015/16 included attendance at CalSAE's Seasonal Spectacular, Smart Meetings Northern California, MPI Northern California Expo and MPI Sacramento/Sierra Nevada. During these shows, VSLOC pitched the county to dozens of meeting planners representing meeting sizes ranging from ten-person board meetings to 500-person staff incentive groups. From these shows, VSLOC produced 101 leads and contacts, and will use these to foster future meeting and conference business, including facilitating a sales mission into Northern California in November 2016.

## Sales Missions

In April, for the first time ever, Visit San Luis Obispo County participated in Visit California's China Sales Mission. Over the course of 10 days, VSLOC's Director of Travel Trade, Michael Wambolt, held 88 one-on-one appointments with travel companies, tour operators and travel agents from Eastern, Southern, Southwestern and Northern China. The mission included visits to four of the largest travel companies: Spring International, Galaxy Tours, Caissa and Ctrip. During these visits, Wambolt was able to meet with CEOs and product managers, gaining a better understanding of Chinese tourist trends.

## FAM Tours

Visit San Luis Obispo County also worked with several partners to host multiple travel trade-specific FAMs. These FAMs included UK and Australian SuperFAMs, Chinese and French FAMs, a TUI Travel Agency FAM and a Chinese receptive FAM, representing over 20 million dollars in buying power.

# MARKETING

## Shoulder Season Campaign

One of the driving forces behind the Tourism Marketing District was the push for an aggressive shoulder season marketing campaign. Visit San Luis Obispo County worked closely with Catalyst Marketing Company to craft a multi-channel strategy for reaching target markets during the off-season. Prior to launching this campaign, VSLOC worked with a local media company to procure new photo and video assets for use in static ads and all-new pre-roll advertising. Media exposure featured new creative, delivered across a palette of traditional and non-traditional media. Sophisticated placements were highly targeted geographically, behaviorally and contextually, and placement strategy was optimized to maximize results.



## Digital Marketing Strategy

With the approval of the Tourism Marketing District, new funding provided a first-of-its-kind opportunity to create a regional marketing campaign showcasing San Luis Obispo County as a travel destination. Due to the size of the budget and the need for measurable results, digital marketing was chosen as the focused advertising mechanism for the campaign, allowing Visit San Luis Obispo County to target consumers by lodging type and preference, geographic area, demographics and psychographics, among other specifics.



### TripAdvisor

- Destination Marketing Organization program with destination sponsorship page on the TripAdvisor website
- Users looking for the county on the TripAdvisor website were directed to VSLOC's page

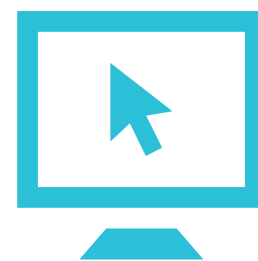


### Weekend Sherpa "Takeover" (February)

- Blog and email takeover of Weekend Sherpa — a popular online outdoor enthusiast publication
- Guest interview of the publisher on KFOG radio (Bay Area) about San Luis Obispo County



## Results



**50M**  
media impressions



**408K**  
SEM impressions



**2.1M**  
social media impressions



**80K clicks**  
to landing page  
(www.VisitSLOCounty.com)

## Print Co-Op Advertising



### American Way

A 10-page advertorial feature in the April 2016 issue of American Way, the in-flight magazine of American Airlines.

Co-Op Partners: San Luis Obispo TBID, Pismo Beach CVB, Unincorporated CBID, Morro Bay Tourism Bureau, Atascadero TBID, Avila Beach Tourism Alliance, Travel Paso Robles Alliance and Paso Robles Wine Country Alliance.

Distribution: 16 million

### California 2016 Official Visitor's Guide

Co-Op Partners: San Luis Obispo TBID, Morro Bay Tourism Bureau, the City of Arroyo Grande, Unincorporated CBID, the Pismo Beach CVB and Allegretto Vineyard Resort.

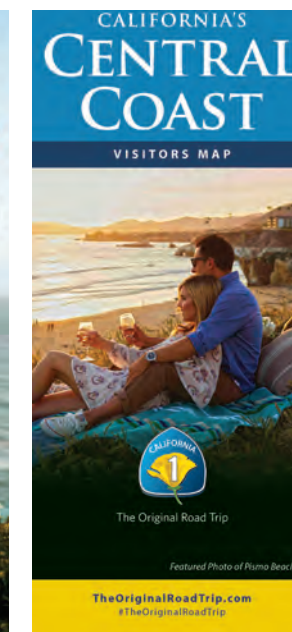
Print Distribution: 500,000

Online Distribution: 3.5 million

### California's Central Coast Visitors Map

Partnership with Certified Folder and the Central Coast Tourism Council (CCTC) to produce their main collateral piece.

Distribution: 200,000



# Website

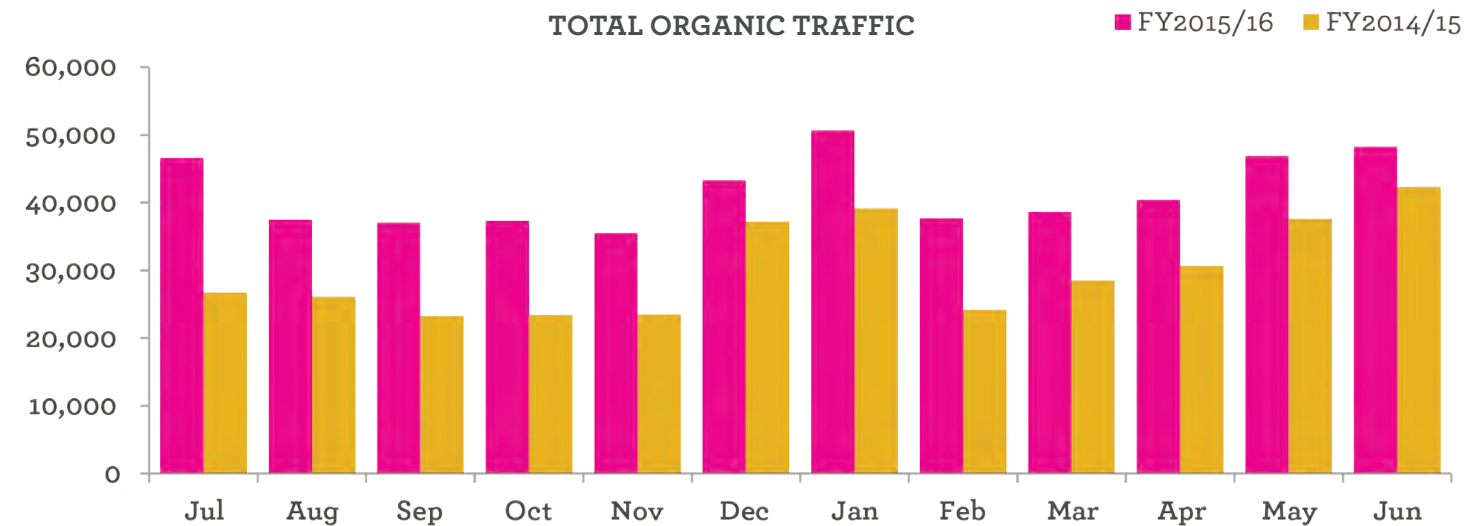
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# SEO

FY2015/16 marks the **three-year anniversary** of the Visit San Luis Obispo County website, VisitSanLuisObispoCounty.com.



TOTAL ORGANIC TRAFFIC



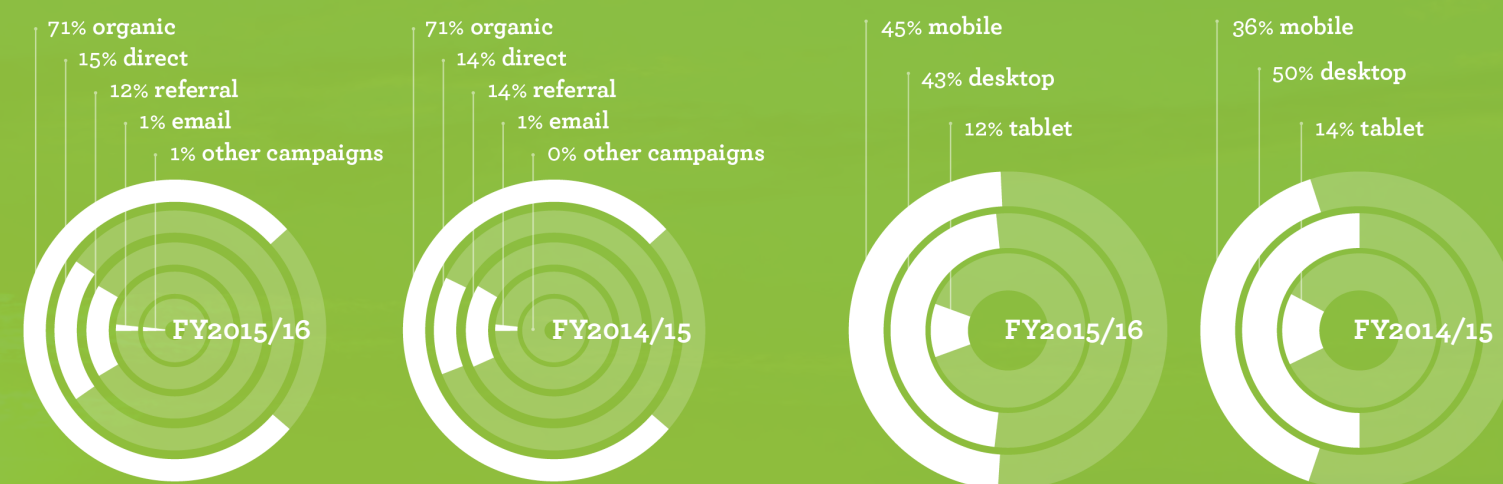
## VSLOC Blog

The Visit San Luis Obispo County blog also had its highest traffic year. By creating articles in listicle (an article in the form of a numbered or bullet-pointed list), Q&A, itinerary and other engaging formats, visitation to the VSLOC blog grew 48%. A few of the most shared blogs included:

- "2016 Community Summer Concert Guide" (554 shares)
- "Mother's Day Activities in SLO County" (366 shares)
- "Meet Chef Chris Beckett, Executive Chef of Fish Gaucho in Paso Robles" (336 shares)
- "Cayucos in Thomas Cook Travel Magazine" (2,100 shares)
- "Choose your Own Adventure: The Cambria Story" (289 shares)

## Booking.com Partnership

In January, Visit San Luis Obispo County contracted with Booking.com as the VisitSanLuisObispoCounty.com website booking engine, replacing its previous JackRabbit referral tool. The free Booking.com solution provides detailed reporting, mobile functionality and a revenue-share model in which 40% of commission revenue is returned to VSLOC for additional marketing programs.

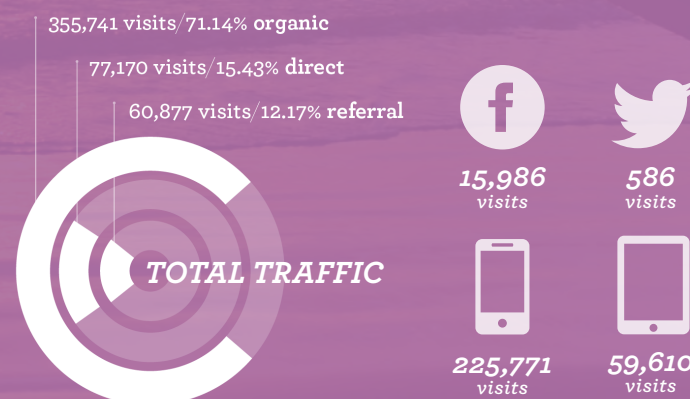


TRAFFIC SOURCES

DEVICE BREAKDOWN

## FY2015/16 Snapshot: Total Website Statistics

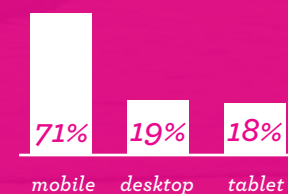
- 500,023 visits and 378,610 unique visitors
- 1,486,237 pageviews
- 2.97 pages per visit & 2:17 time on site



## FY2015/16 - 2014/15 Year Over Year Snapshot

- Unique visitors increased by 39%
- Pageviews increased by 25%
- Organic search traffic increased by 37%
- Referring traffic increased by 20%

TRAFFIC INCREASE



Over the past year, the website continued to see record traffic due to:

- Search engine optimization (SEO) efforts
- Direct response advertising
- Active social media presence
- A new landing page to coincide with shoulder season campaign

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# PUBLIC RELATIONS

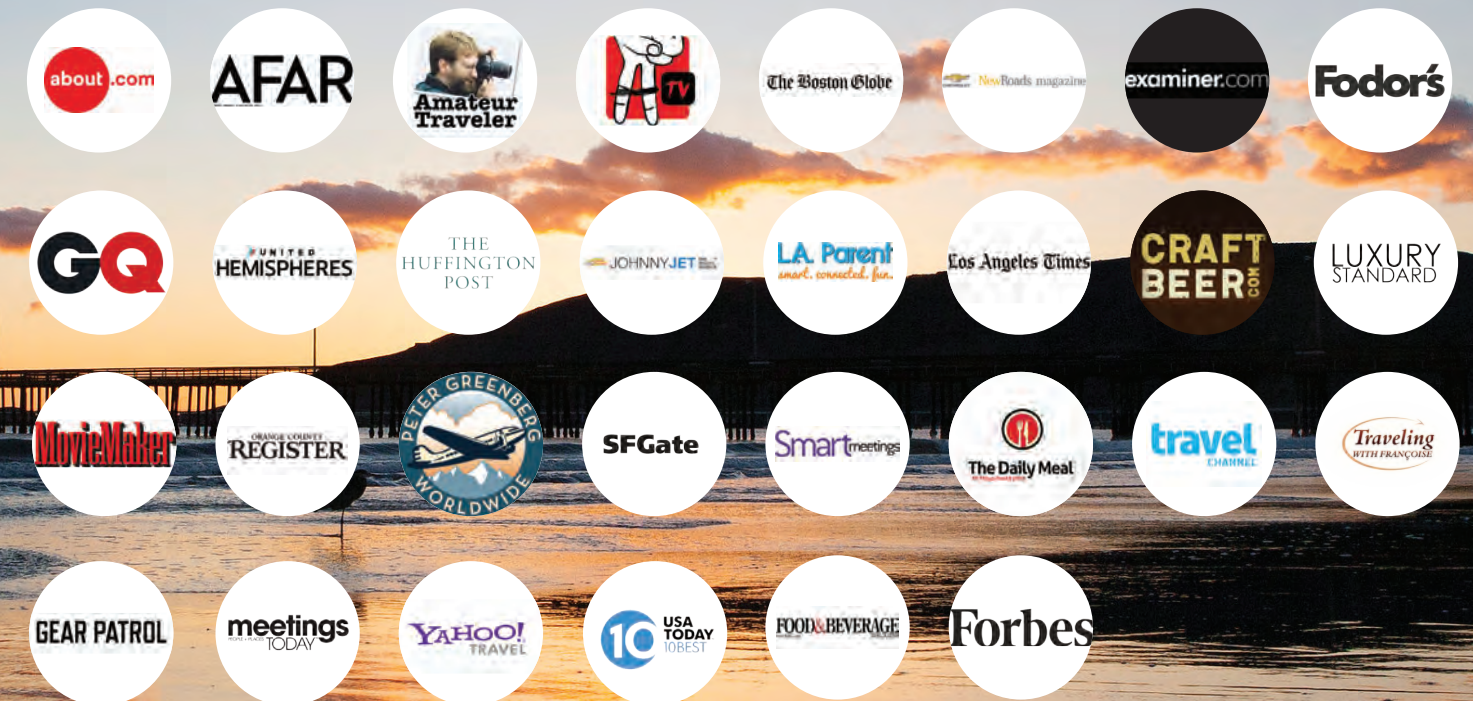
## Earned Media Coverage

The following are just a few of the media outlets that featured the beautiful assets of San Luis Obispo County

### Local



### National



### International



Visit San Luis Obispo County enjoyed regional, national and international PR exposure in FY2015/16, with more than 50 million media impressions.



#### Press Kit

This year, Visit San Luis Obispo County developed a first-of-its-kind countywide press kit. This visually appealing collateral piece serves as a valuable communication mechanism for working with press and media. In addition to highlighting the Culinary, Cultural and Coastal assets of the county with itinerary recommendations, the press kit also describes the economic impact of tourism for San Luis Obispo County.

#### Visit California Media Receptions

Throughout FY2015/16, VSLOC had the opportunity to attend five media events in partnership with Visit California. At these events, more than 300 media contacts were introduced to San Luis Obispo County.

- **San Francisco Media Event** (September 2015)
- **New York Media Event** (March 2016)
- **Texas Media Boot Camp** (April 2016)
- **Vancouver Media Luncheon** (May 2016)
- **Calgary Media Hour** (May 2016)

#### Media FAM Tours/Hosted Media

In addition to the international FAMs hosted by Visit San Luis Obispo County, we also worked with several partners to host multiple media-specific FAMs and journalists. These FAMs included Visit California Chinese, French and Australian FAMs, a SAVOR Media FAM and a North American Travel Journalists Association (NATJA) FAM throughout the year.

#### Press Releases

Visit San Luis Obispo County is the leading resource for visitor information in San Luis Obispo County. VSLOC distributed eight major press releases to PR Newswire on topics ranging from holiday season and pet-friendly activities to culinary and cultural scenes. In total, these releases received more than 160,000 views.



In October, Visit San Luis Obispo County contracted with WebDAM for a new digital asset management system. This sophisticated system houses photo and video assets collected from various communities, making it convenient to find and credit images.

#### IPW 2016 Media Marketplace

Visit San Luis Obispo County contracted with PR professional Jeanne Sullivan to represent San Luis Obispo County at the IPW Media Marketplace on June 20. There, Sullivan met with 34 different travel writers, pitching the superb offerings of and news about San Luis Obispo County tourism, as well as providing media leads for the VSLOC communications team.

#### Visit California "Average Joes" Ad

Visit California's new "Average Joes" commercial, which features a "bubblesmith" in front of Morro Rock, began airing in the US and internationally in October 2015. The commercial is San Luis Obispo County's first appearance of this magnitude on the international TV stage, the result of VSLOC's strong partnership with Visit California. National spots have aired on several channels, including A&E, ABC Family, Animal Planet, Bravo and ESPN, as well as during programs like "Good Morning America" on ABC and "The Today Show" on NBC. The commercials have been deployed digitally through Hulu, Yahoo!, ABC, NBC and YouTube.

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# FILM COMMISSION

Visit San Luis Obispo County leveraged their growing social media audience by using scheduled posts, boosted posts, daily themed hashtags and accompanying hashtags, blogs and promotional giveaways. By strategically posting user-generated photos and custom content, VSLOC has positioned itself to consumers as the destination for all things Culinary, Cultural and Coastal in San Luis Obispo County.

## SOCIAL MEDIA

Daily themed hashtags include:

**#MoveItMonday** – Featuring outdoor activities

**#TastyTuesday** – Featuring all things food

**#WineWednesday** – Featuring SLO County wines

**#TravelThursday** – Featuring a specific location/activity in San Luis Obispo County

**#FanFriday** – Featuring a unique, user-generated landscape photo

**#ScenicSaturday** – Featuring a destination or unique outdoor activity

**#SundayFunday** – Featuring a leisurely activity

Additionally, VSLOC used local DMO hashtags and these supporting hashtags to increase traffic and awareness:

**#VisitSLOCounty #SLOCounty #CentralCoast #California #VisitCalifornia**

The San Luis Obispo County Film Commission, a department of Visit San Luis Obispo County, reported a significant increase in the number of filming days in the 2015 calendar year. As of December 31, 2015, the Film Commission recorded:

### 100+ project leads that came through the Film Commission office

- Feature films
- Television programs
- Commercials
- Catalog shoots
- Music videos
- Documentaries

### 271 filming days and a \$6.3M economic impact for San Luis Obispo County

### 80+ productions including:

- Redwood Kings (Animal Planet)
- American Pickers (History Channel)
- Diablo feature film
- Nitro Circus
- Reading Rainbow
- Keeping Up With the Kardashians (E!)
- Commercials/still shoots for Mazda, Mitsubishi, Chevy, Toyota, Audi, SAS Airlines, Amtrak and Pottery Barn
- "Average Joes" TV commercial
- Awesomeness TV



- Host to 20+ film producers and location managers for a full-day Film Scout FAM Tour of the county
- Raised awareness of the county's filming locations to industry professionals
- Generated valuable leads for the Film Commission

### Major Film Industry Conferences

- AFCI Locations & Global Finance Show
- FLICS Film in California Conference

### Film Liaisons in California Statewide (FLICS)

The San Luis Obispo County Film Commission is a proud partner with FLICS. VSLOC attended the Film in California Conference (organized by FLICS), where they had access to over 500 filming professionals. FLICS offers various opportunities throughout the year for Film Commissions to broaden their reach statewide and nationally.



16,569 likes, 4.6M impressions, 127K engagements

Facebook

5,636 followers, 729 posts

Instagram

677 followers, 802 pins

Pinterest

6,421 followers, 569K impressions, 6,753 tweets, 5,687 engagements

Twitter

114,015 visitors

Blog

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# SPONSORSHIPS

Developing partnerships and sponsorships that align with the organization's mission is a key component to marketing San Luis Obispo County as a destination and showcasing its key Culinary, Cultural and Coastal assets.



## Sunset SAVOR the Central Coast

Visit San Luis Obispo County invited wine and food lovers to embark on the culinary journey of a lifetime at the sixth annual Sunset SAVOR the Central Coast. The event included an exciting schedule, jam-packed with new events, tasting experiences, culinary headliners and adventure tours. Throughout the four-day event, attendees indulged in the unspoiled Central Coast lifestyle and enjoyed countless delicious moments.

**Total economic impact:**  
**\$3.47M**

Average length of guest stay: **2.64 days**  
Average party size: **3.43 persons**

**Total economic impact from attendee spending:**  
**\$1.16M**

**Economic impact from operations/preparation:**  
**\$1.91M**

**Impressions generated by media coverage:**  
**511M**

**Total dollars spent by attendees:**  
**\$779,000**

**Estimated local sales tax generated:**  
**\$53,277**

**Publicity value:**  
**\$78.8M**

**5,063**

total unique attendees

**Local/Non-local split:**  
**59.3%/40.7%**  
*(15% increase in non-local attendance over 2014)*



47% of attendees had an average household income of **over \$100,000**



56% of attendees were **45-64 years of age**



26% of attendees were **25-44 years of age**



- Visit San Luis Obispo County provided \$30,000 to sponsor the May 18, 2016 start in Morro Bay.
- VSLOC created a 30-second television commercial, which was viewed on NBC Sports as well as the online Tour Tracker, a half-page ad in the program guide and other representation.



# INDUSTRY EDUCATION

Visit San Luis Obispo County is dedicated to providing the latest industry information, research and resources to its lodging constituents and members. VSLOC distributes key information and updates through several channels, including quarterly educational symposiums, weekly "This Week in San Luis Obispo County" email blasts and new industry social media channels on Facebook and Twitter.

## Industry Educational Symposiums

In November, VSLOC launched its quarterly Industry Educational Symposium series. Complimentary to all lodging constituents and members, the symposium series is designed to cover important and timely industry topics, which are focused on:

- 1) Perfecting operational effectiveness
- 2) Increasing revenue

### Topics:

- Vacation Rental Advocacy
- Water Conservation during the Drought
- TripAdvisor Resources
- Booking.com Travel Trends & Innovation
- Impact of Filming on the Economy
- Yelp Resources



**SAN LUIS OBISPO COUNTY TOURISM EXCHANGE**  
20/16

On May 6, more than 150 lodging constituents and members joined Visit San Luis Obispo County at the historic Fremont Theatre in San Luis Obispo to celebrate the countywide impact achieved by the TMD in its first year.

### Topics & Speakers:

- **Major Initiatives for the VSLOC Tourism Marketing District:**  
Chuck Davison: VSLOC President & CEO
- **Feeder Market Awareness Study Results:**  
Pat Merrill: Partner at Merrill Research
- **2017 Lodging Forecast:**  
Brandon Feighner: Director at CBRE Hotels, Valuation and Advisory Services
- **State of Tourism in California:**  
Caroline Beteta: Visit California President & CEO

## Visit San Luis Obispo County's New Industry-Oriented Social Media Channels

Visit San Luis Obispo County has rolled out two new social media channels to inform constituents and industry partners about relevant tourism news and updates.

These new channels keep lodging constituents and members in-the-know about items such as VSLOC's annual Tourism Exchange, quarterly Industry Educational Symposiums, emergency notifications, countywide initiatives, travel trade updates and more.



## This Week in SLO County

Every Thursday, Visit San Luis Obispo County delivers "This Week in San Luis Obispo County" to its lodging constituents and members providing information on up-to-date industry trends, intelligence and local events. It also shares industry articles, market and regulation updates, along with other valuable tourism industry information.

DRAFT 9-16-2016

# RESEARCH


In 2016 Visit San Luis Obispo County funded groundbreaking new research intended to inform the development of Visit San Luis Obispo County's brand and future marketing campaigns.



# STRATEGIC PARTNERSHIPS

In its effort to provide a unified voice to the countywide tourism industry, Visit San Luis Obispo County has strengthened several strategic statewide and regional relationships to grow sales and increase awareness.

## Research Project

 Visit San Luis Obispo County worked with Merrill Research on two distinct market research projects to define existing and potential visitors.

Local destination marketing organizations had the opportunity to "buy-in" to the projects, allowing them to add specific questions about their communities to the survey. The outcome of the study will be used to develop VSLOC's marketing program in the years to come, as well as provide a comparison of San Luis Obispo County to its competitive markets.

### Project 1: Share of Wallet Study and Demographic Study

#### Objectives:

- Build understanding of the customer share-of-wallet spent when visiting San Luis Obispo County (SLOC)
- Build understanding of the consumer share-of-wallet when visiting SLOC competitor destinations
- Develop demographic and psychographic profile of current and potential visitors to SLOC and competing markets

#### Methodology:

- 1000 respondents (500 California Residents/500 Non-California Residents) were surveyed, including San Luis Obispo County visitors, prospects and fence-sitters

### Project 2: Feeder Market Awareness Study

#### Objectives:

- Understand awareness levels of SLOC in regional markets
- Gather thoughts and attitudes related to why people would or would not visit

#### Methodology:

- 1254 respondents from San Francisco, Central Valley, Los Angeles, San Diego, Phoenix, Las Vegas and Seattle were surveyed on their awareness and perception of San Luis Obispo County

## Smith Travel Research Reports

Visit San Luis Obispo County initiated a subscription to weekly and monthly STR reports. The lodging reports provide an overview on 11 segments of San Luis Obispo County, as well as a comparison of SLOC to Monterey/Salinas, Santa Barbara/Santa Maria and California as a whole.

## VisaVue® Travel

This year, Visit San Luis Obispo County began its participation in a Visit California co-op to receive VisaVue® Travel data on both domestic and international travelers to San Luis Obispo County. The reports offer key information on travelers and their spending by market segment or merchant category code.



## Industry Relations

 – Visit California is a nonprofit organization with a mission to develop and maintain marketing programs—in partnership with the state's travel industry—that keep California top-of-mind as a premier travel destination. Visit San Luis Obispo County has continued to cultivate its relationship with Visit California. President & CEO Chuck Davison is a member of Visit California's Research Committee and has worked diligently to put San Luis Obispo County on the map with the organization. This has directly led to many tour operator FAM and media FAM leads, along with other special opportunities.

On September 19, Awesomeness TV aired an episode that highlighted the Oceano Dunes, which was produced in partnership with Visit California. The episode reached an aggregate base of 24 million subscribers and engaged several hundred thousand viewers.

California is the top U.S. destination for Chinese visitors, welcoming over 1 million visitors in 2014, who collectively spent \$2.5 billion in the Golden State. VSLOC recognizes the importance of reaching this tourism demographic and has taken advantage of Visit California's market strategies to welcome Chinese visitors both now and in the upcoming year. VSLOC Director of Travel Trade Michael Wambolt attended one of Visit California's China Ready presentations in November, and in April, he traveled to Beijing and Shanghai on their annual China Sales Mission. In May, VSLOC President & CEO Chuck Davison pitched San Luis Obispo County in Beijing,

Shanghai, Guangzhou and Hong Kong during Visit California's 12-day China CEO Mission. As part of the CEO Mission, Davison represented San Luis Obispo County at the Beijing International Travel Exhibition (the largest Beijing trade show), the Pan China CA Advisory Board Meeting, the China Southern Airlines Executive Summit and Press Conference, and Vinexpo Hong Kong. In addition, Davison was introduced to China National Tourism Administration (CNTA)'s Chairman Li, and Deputy Chief of Mission U.S. Embassy Beijing, David H. Rank, and was also included in a 20-page Global People Magazine supplement that featured SLO County.

Visit California also featured San Luis Obispo County in their "Average Joes" TV commercial, which began airing nationally and internationally in the fall.

On February 22-24, 2016, in San Francisco, Visit San Luis Obispo County and its partner communities were represented at Visit California's Outlook Forum, California's premier tourism marketing conference. In conjunction with this event, Visit California held its Poppy Awards, a biennial contest that honors the best and brightest of California tourism promotion. Out of only ten winners selected, VSLOC won a Poppy Award for Best PR Campaign, in partnership with Black Ink PR. Two other San Luis Obispo County DMOs joined Visit San Luis Obispo County in winning Poppy Awards of their own: the San Luis Obispo Tourism Business Improvement District (TBID) and the Unincorporated County Business Improvement District (CBID).



## Other Industry Relations



### Brand USA

Brand USA leads the nation's global marketing effort to promote the United States as a premier travel destination.

VSLOC partnered with Brand USA on a multi-channel program in Canada that included an Expedia landing page focused on driving lodging room nights and works with Brand USA as a national partner in tourism.



### U.S. Travel Association

U.S. Travel is the leading force that grows and sustains travel, and protects the freedom to travel. VSLOC is a participating member.



### Destination Marketing Association International (DMAI)

DMAI is the global trade association for official destination marketing organizations, providing cutting-edge educational enrichment and networking opportunities. VSLOC President & CEO Chuck Davison attended this year's annual DMAI CEO Summit in San Juan, Puerto Rico.



### Destination Marketing Association of the West (DMA West)

DMA West is a regional membership organization of more than 145 DMOs. As a participating member of DMA West, VSLOC has access to their online resource & educational summits.



### CalTravel

CalTravel protects and enhances the interests of California travel and tourism through advocacy, collaboration and education. VSLOC attended the annual CalTravel Summit in May 2016.



### Central Coast Tourism Council (CCTC)

VSLOC partnered with CCTC to attract international tour groups and media FAM tours to the county throughout the year.

VSLOC President & CEO Chuck Davison is a board member of the CCTC. In March, VSLOC sponsored the closing reception for CCTC's Retreat and Planning Conference at Hearst Castle.

## Local Partnerships

In addition to partnering with local DMOs and chambers, VSLOC has strategic partnerships with the following:



### Economic Vitality Corporation (EVC)

The EVC is a regional nonprofit, economic development organization committed to developing a vibrant and sustainable economy throughout San Luis Obispo County.

VSLOC President & CEO Chuck Davison chairs the Uniquely SLO Cluster group, advocating additional air service and working with the business community to promote the lifestyle that tourism creates in San Luis Obispo County. EVC President Michael Manchak was integral in the development of VSLOC's Strategic Plan as part of the Planning Team.



### San Luis Obispo County Regional Airport

VSLOC continues to serve as a strategic partner of the San Luis Obispo County Regional Airport to attract visitors. New service this year included an additional flight from the San Luis Obispo County Regional Airport to Phoenix on American Airlines.

After years of discussion with Alaska Airlines, new air service from San Luis Obispo to Seattle will begin in April 2017. This was a big win for San Luis Obispo County tourism and key in the effort to bring more regional flights to target markets.



### California Polytechnic State University (Cal Poly), San Luis Obispo

VSLOC partnered with Cal Poly on several opportunities, including the Poly Parent Adventures previously noted.

VSLOC President & CEO Chuck Davison is a member of the Local Economic Development Committee on Cal Poly's President's Council of Advisors.

VSLOC President & CEO Chuck Davison also guest lectures at Cal Poly about destination marketing organizations, analytics and tourism research, and served as a guest judge for "Dragon's Den," a project that encouraged students to work together on the development of a new tourism product.



### Amtrak

Amtrak featured VSLOC's 2016 San Luis Obispo County Visitors Magazines at the Fullerton Railroad Days consumer event.

The event drew more than 15,000 attendees, and 400 Visitors Magazines were distributed.

# LOOKING >>> FORWARD



## Visit San Luis Obispo County Announces New Marketing Agency-of-Record

In April 2016, Visit San Luis Obispo County announced their new marketing agency partnership with BCF Agency, effective July 1, 2016. BCF will use market research and a multi-year strategic plan to create an impactful new brand for Visit San Luis Obispo County, ultimately resulting in a marketing campaign geared towards promoting the region in the shoulder season, during off-peak months.

BCF is a tourism destination marketing firm based in Virginia Beach, Virginia, that specializes in working with destinations, hotels, resorts and travel-related experiences throughout the United States. With previous work that includes the widely recognized "Virginia is for Lovers" campaign, as well as Aspen, Colorado's campaign, BCF was chosen from 14 national agencies that submitted and pitched for the business. For 60 days prior to the start of their contract, BCF had professionals in the market working hand-in-hand with the organization to begin crafting a marketing strategy that would convey San Luis Obispo County's unique destination position.

## New Branding

In 2016, Visit San Luis Obispo County completed consumer research for its core target markets (Primary Designated Marketing Areas (DMAs): San Francisco, Los Angeles and the Central Valley; Secondary DMAs [based on direct air service]: Phoenix, Las Vegas and Seattle). Due to the lack of a developed and well-known destination brand, the research findings will be used to influence the development of a Visit San Luis Obispo County rebrand. VSLOC's new agency of record (AOR), BCF, will create a comprehensive brand identity, including naming, visual identity, photography and video style guide, along with brand messaging architecture in the coming months.

## New Website Features

In the coming year, VSLOC will develop and launch a new engaging web experience. Visit San Luis Obispo County's website agency, Simpleview, will develop and build the new website in cooperation with the AOR, BCF. The new site will include improved functionality and new features not currently available, and is expected to launch in 2017.



## A SAN LUIS OBISPO COUNTY EXPERIENCE

Visit San Luis Obispo County is partnering with local restaurant, winery, brewery, distillery and activity partners to take SAVOR on the road, creating SAVOR – A San Luis Obispo County Experience at food, wine and lifestyle events in key regional feeder markets. These roadshow experiences begin with the San Diego Bay Wine and Food Festival in November 2016 and will continue on into 2017, with additional shows being announced soon.

SAVOR – A San Luis Obispo County Experience will feature a large destination experience tent showcasing some of the best wine, beer, craft spirits and culinary delicacies of San Luis Obispo County with a goal of encouraging those attending to plan a trip to San Luis Obispo County to experience the destination firsthand.

## FY2016/17 Budget

Estimated cost of providing activities in the next fiscal year:

**\$3,281,339**

Estimated amount of contribution from non-assessment sources:

**\$165,000**

Estimated amount of surplus or deficit revenue carried over from the previous fiscal year:

Reserves:

**\$142,656**

Cash Carry-Over:

**\$60,464**

32.36% Marketing-Digital

23.61% Marketing-Advertising

12.73% Travel Trade

8.15% Industry Research & Resources

6.83% General & Administrative

6.31% Communications

6.15% Marketing-Events

2.07% Marketing-Promotions

1.78% Film Commission

## Appendix

### Method and Basis of Levying Assessment

The annual assessment rate is one percent (1%) of gross short-term (stays 30 or fewer consecutive days) room rental revenue. With the passage of the TMD on June 10, 2015, implementation of the assessment began July 1, 2015, and continues for five (5) years through June 30, 2020. The County and each city are responsible for collecting the assessment from lodging businesses within their respective jurisdictions on a monthly or quarterly basis, including any delinquencies, penalties and/or interest. Within thirty (30) days of receipt, the County and each city then forward the assessments collected to the Tourism Marketing District managed by VSLOC.

### Proposed Boundary, Zone or Classification Changes

There are no proposed boundary, zone or classification changes for the coming year.

### San Luis Obispo County Tourism Marketing District

Developed by Visit San Luis Obispo County, the San Luis Obispo County Tourism Marketing District (SLOCTMD) is a new countywide cooperative effort to collectively market all that the county has to offer for the benefit of assessed lodging businesses. The assessment district provides specific benefits to payors by funding marketing, advertising, promotions and sales efforts for assessed businesses.

The SLOCTMD provides an opportunity for lodging businesses throughout the county to collaboratively engage in marketing, advertising, sales and promotional efforts. This joint effort helps foster synergy among the county and businesses, and ensures Tourism Marketing District (TMD) dollars are spent in the most streamlined manner possible. It aims to establish San Luis Obispo County as a premier Central Coast tourism destination and a leader in the California tourism community.

The core focus of the SLOCTMD is twofold: to put more heads in beds and to increase the average daily rate charged for those beds.

To that end, the programs funded by the SLOCTMD have two specific goals: (1) to increase awareness of San Luis Obispo County as an overnight destination, and (2) to increase lodging demand for the destination and lengthen visitors' average stay (leading to boosted lodging sales and revenue).

### Assessed Funds from FY2015/16:

City of Arroyo Grande	\$71,501
City of Atascadero	\$83,372
City of Grover Beach	\$21,303
City of Morro Bay	\$238,059
City of Paso Robles	\$338,895
City of Pismo Beach	\$712,887
City of San Luis Obispo	\$565,095
SLO County Unincorporated Area	\$710,490

\*Collections remitted from July 1, 2015 to June 30, 2016. Please note that funds are typically remitted 30-60 days after the month they are collected.

### FY2015/16 Budget:

General & Administrative	\$130,967.00 (4.71%)
Industry Research & Resources	\$266,978.00 (9.61%)
Travel Trade	\$268,102.00 (9.65%)
Communications	\$123,733.00 (4.45%)
Marketing-Advertising	\$627,869.00 (22.59%)
Marketing-Promotions	\$26,079.00 (0.94%)
Marketing-Events	\$177,008.00 (6.37%)
Marketing-Digital	\$593,942.00 (21.37%)
Film Commission	\$25,894.00 (0.93%)
Carryover	\$538,594.00 (19.38%)



## **Facts & Stats**

### ***Why Measure J is a smart, well-designed decision for San Luis Obispo County...***

- **Sacramento is Broken**

For years our local representatives have made a strong case in and to Sacramento to help fix our deteriorating infrastructure, but the fact is that it hasn't worked and our road funds have dwindled. The larger counties and their pet projects get all the funds. We can't continue to wait and hope while costs increase for repairs and improvements, it's time to join the 20 other Self-Help counties and act!

- **Local Priorities and Accountability**

San Luis Obispo is a unique county, we hold ourselves accountable with our Self-Help designation. The investment plan that Measure J will fund is a sound, locally managed plan that will benefit to all parts SLO County. Each part of our community had a voice in creating this investment plan and will receive funds for transportation needs in their area.

- **Locally Controlled and Well-Designed**

The funds raised by Measure J can't be grabbed by state or federal politicians, they stay right here in San Luis Obispo County to pay for street, road and transportation improvements. Every dime.

- Measure J is a ½ cent sales tax expected to generate about \$25 million dollars per year for local roads and transportation.
- Over 50% will be paid by visitors and tourists that use and expect good infrastructure.
- Measure J includes a 9-year sunset date and public reporting of an annual audit.
- The measure forms an Independent Taxpayer Oversight Committee to hold everyone accountable and has a 1% administrative expense cap.
- The funds raised will not replace current local investments in roads and transportation, but will supplement them.

For further information about the details of San Luis Obispo County's Measure J on the November 2016 ballot, please visit or email us at:

**[www.YesOnJ-SLO.org](http://www.YesOnJ-SLO.org)**

**[info@YesOnJ-SLO.org](mailto:info@YesOnJ-SLO.org)**



## Endorsement Form



**Yes!** I/We support Measure J for San Luis Obispo County! This measure to fund local transportation needs is well-designed so that every dime stays in San Luis Obispo County. Please add my name/organization to the list of individuals and organizations publicly supporting this much needed measure. You can email this completed form to:

**info@YesOnJ-SLO.org**

### You can count on me/us to:

- Connect with the campaign on social media
- Post a yard sign
- Talk to friends and neighbors
- Write a letter to the editor

### Please select any applicable category:

- Organization       Company       Individual       Elected Official

Company/Organization: \_\_\_\_\_

Name: \_\_\_\_\_

Title (if any, to be used publicly): \_\_\_\_\_

Home or Business Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Twitter: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For further information about the details of San Luis Obispo County's Measure J on the November 2016 ballot, please visit or email us at:

**[www.YesOnJ-SLO.org](http://www.YesOnJ-SLO.org)**

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN



## Measure J-16

*Adopted by the San Luis Obispo Council of Governments on July 13, 2016*

[www.selfhelpslo.org](http://www.selfhelpslo.org)

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN



State and federal transportation funding has dropped severely in recent years, with once dependable funds becoming increasingly unreliable. Transportation's primary fund source, the gas tax, hasn't been raised in 20 years and our cars are more fuel efficient than ever. Therefore, revenues available to operate, maintain and improve our local transportation system have not kept up with the needs of our community. Over the next decade, SLO County's population will continue to grow and our senior population will almost triple. This means without new funding San Luis Obispo County will have increased congestion, increasingly deteriorating roadways and fewer and more costly transportation services.

## ***A new, reliable source of transportation funding is needed to maintain our communities and quality of life.***

San Luis Obispo County voters are being asked to approve a 9-year, ½ cent sales tax to address these needs. Twenty other counties in California have already approved similar ballot measures making them 'Self-Help' Counties. With these voter-approved local transportation funds, Self-Help Counties are able to maintain and improve their transportation systems. They are also more successful in competing for funding and leveraging a larger share of state and federal dollars. Self-Help funds generated must stay local and can only be spent on transportation.

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## INTRODUCTION

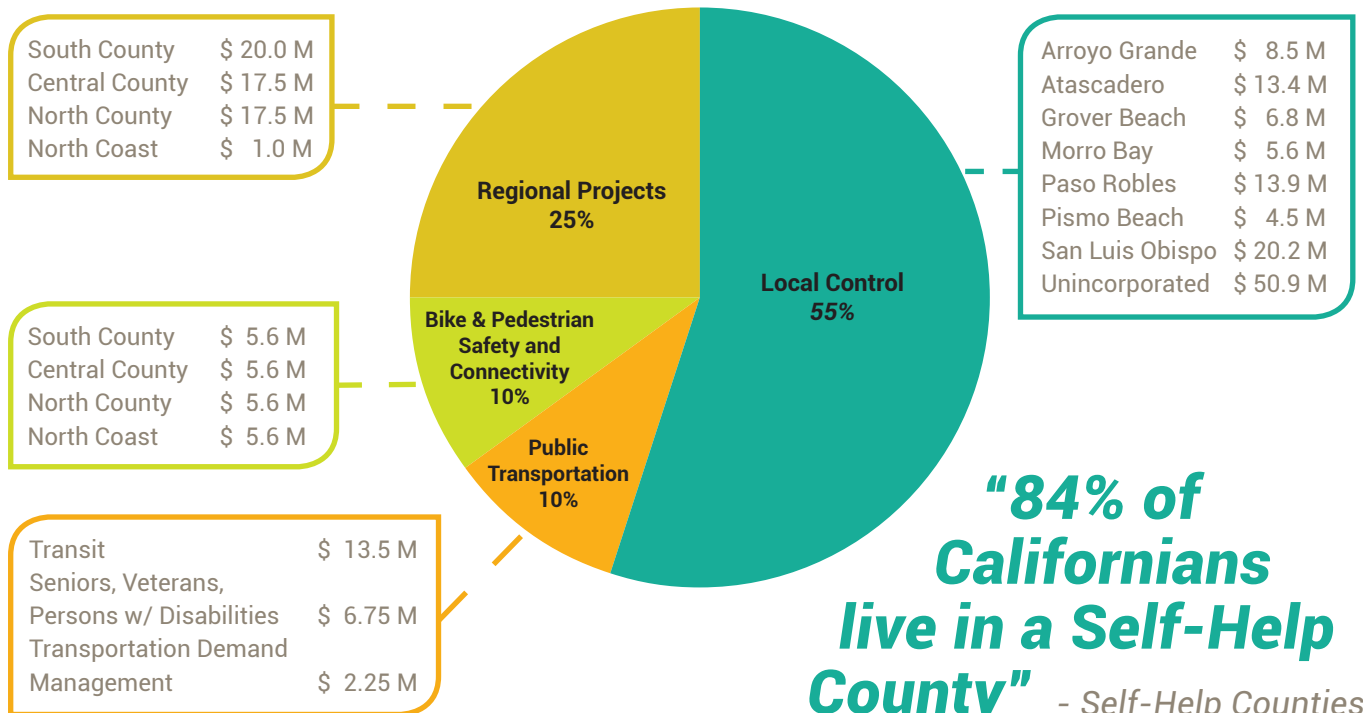
The San Luis Obispo County Self-Help Local Transportation Investment Plan was developed through a comprehensive public outreach program that asked residents to identify their priorities for future transportation programs and projects. Outreach included over 75 meetings with community organizations and leaders representing diverse viewpoints. Additionally, a series of focus groups representing the southern, northern and central portions of the county, plus the north coast were conducted along with a statistically valid phone poll. The Plan has been approved by the San Luis Obispo Council of Governments, all seven cities in the region and the County Board of Supervisors.

### Self-Help in SLO County:

- Generates \$25 million new dollars per year to fix our roads and improve transportation, half of which would be paid for by visitors to our county
- Can only be used for local projects and transportation priorities
- Prohibits Sacramento from taking possession of these locally generated funds
- Allows SLO County to compete for State and Federal grants and leverage funds, thereby increasing revenues
- Delivers a Transportation Investment Plan with a list of projects and programs
- Includes an Independent Taxpayer Oversight Committee to ensure projects and programs in the Plan are actually funded and/or completed

### 9-Year Proposed Investments

1% max in administrative costs off the top



**“84% of Californians live in a Self-Help County”** - Self-Help Counties Coalition

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

9-YEAR PLAN TOTALING \$225 MILLION		Percent of Funds	Fund Allocation (\$ millions)
<b>Local Control</b>	Funds controlled by local jurisdictions with at least 4% for Safe Routes to School	<b>55%</b>	<b>\$123.8</b>
<p><i>Local Control distributed by formula of \$150k base per jurisdiction, plus share of regional population</i></p> <p><i>Note: Dollar amounts shown in millions reflect amount from a ½ cent sales tax generating \$25M/year for 9 years; while percent per category would not change, actual amount generated by a local sales tax per year would fluctuate based on local retail sales.</i></p>			
	<i>Arroyo Grande</i>	6.9%	\$8.5
	<i>Atascadero</i>	10.8%	\$13.4
	<i>Grover Beach</i>	5.5%	\$6.8
	<i>Morro Bay</i>	4.5%	\$5.6
	<i>Paso Robles</i>	11.2%	\$13.9
	<i>Pismo Beach</i>	3.7%	\$4.5
	<i>San Luis Obispo</i>	16.3%	\$20.2
	<i>SLO County</i>	41.1%	\$50.9
<b>Regional Projects</b>	<ul style="list-style-type: none"> <li>• Shell Beach/Pismo Beach congestion relief on US 101 South</li> <li>• Safety and congestion relief in south SLO City area (Prado &amp; Hwy 227)</li> <li>• North County 101 and 46E congestion relief</li> <li>• North Coast Highway 1 improvements</li> </ul>	<b>25%</b>	<b>\$56.2</b>
<b>Bike &amp; Pedestrian Safety and Connectivity</b>	Regional connectors including: <ul style="list-style-type: none"> <li>• City-to-the-Sea/Bob Jones</li> <li>• Atascadero/Templeton Connector</li> <li>• Morro Bay/Cayucos Connector</li> <li>• Plus local bike/ped improvement program</li> </ul>	<b>10%</b>	<b>\$22.5</b>
<b>Public Transportation</b>	Transit (6%); Improved mobility for Senior, Veterans, Persons w/Disabilities (3%); Transportation Demand Management (1%)	<b>10%</b>	<b>\$22.5</b>
<b>TOTAL</b>		<b>100%</b>	<b>\$225</b>

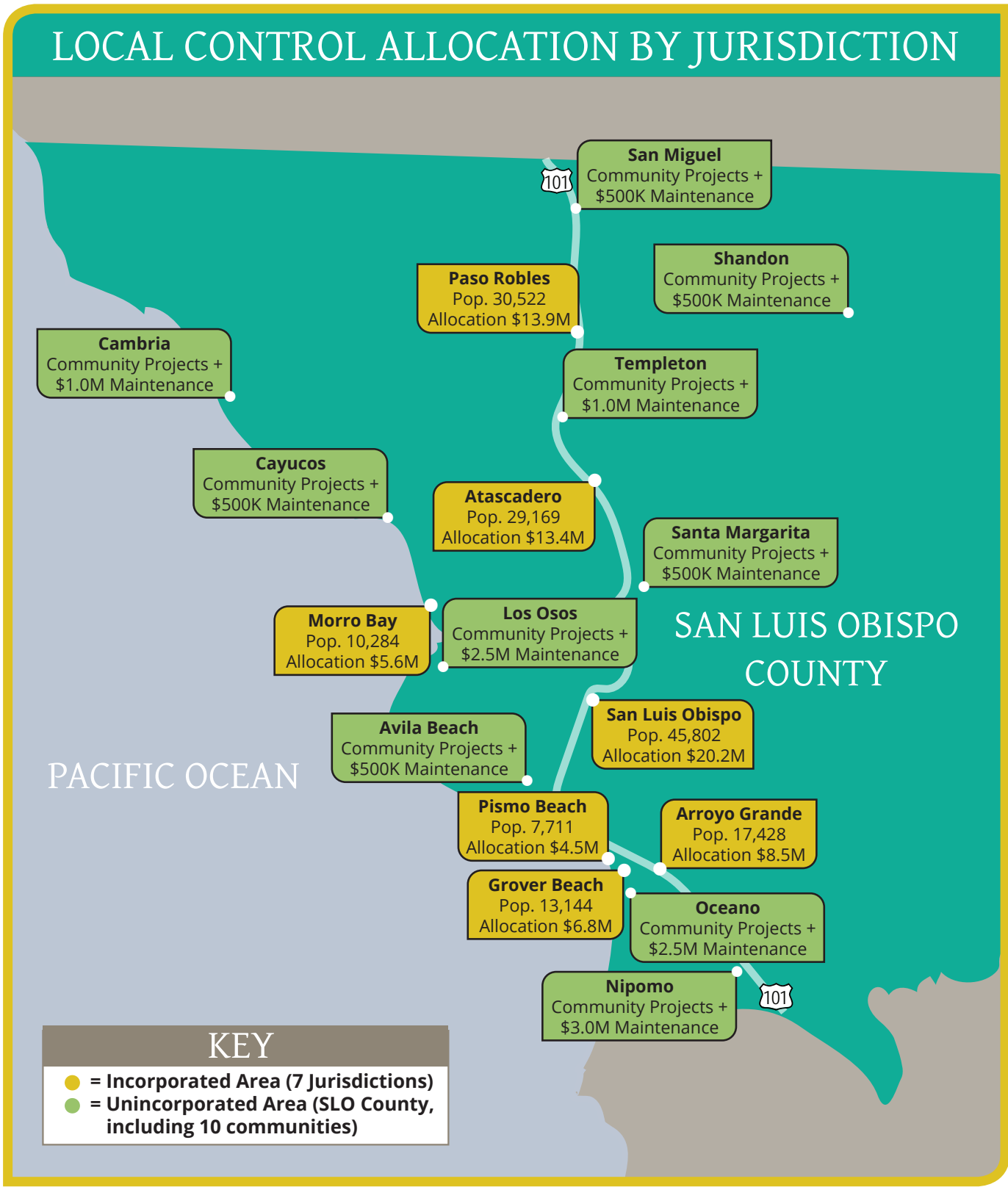
**Revenue Estimates and Distribution:** Over the course of the 9-year plan, \$225 million dollars will be generated for local transportation investments. Most projects will be funded by a mix of funding sources, using the locally generated sales tax revenues to leverage state and federal funding sources. Allocation of Self-Help revenues is established within this Plan. The estimated revenue and allocation among categories is based upon 2016 value of money and is not binding or controlling. Transportation sales tax funds shall be allocated by percentage of the actual revenue received.

This funding will serve as an investment that will leverage future local, state and federal funding. Funds would be used for all phases of project implementation, including: planning, environmental, permits, and design, right-of-way, and/or construction capital and operations projects. State and federal fund sources that may also be used to implement transportation projects and programs in the next decade include the State Regional Transportation Improvement Program (regional-estimate \$25M), Inter-regional Transportation Improvement Program, Fixing America's Surface Transportation (FAST) Act Freight and Highway Projects Program, Congestion Mitigation Air Quality (regional-estimate \$15M), Regional Surface Transportation Program Funds (regional-estimate \$10M), and Local Funding (e.g. developer fees, general funds, and Measure "Local Control" funds).



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## LOCAL CONTROL ALLOCATION BY JURISDICTION



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## THE PLAN: LOCAL CONTROL



### **Local Control, 55%, \$123,750,000**

*Formula based upon \$150k base per jurisdiction with balance allocated by population, and modified in 2022 with new population percentages*

Recognizing that local streets are the backbone of our transportation system, this Plan provides funds to local cities and San Luis Obispo County, distributed primarily based on 2015 population to support local roads. These funds may be used for any transportation purpose at the discretion of each jurisdiction such as, road and pothole repair, sidewalks, bridge and seismic safety investments, local match funding for highway improvements and public transit.

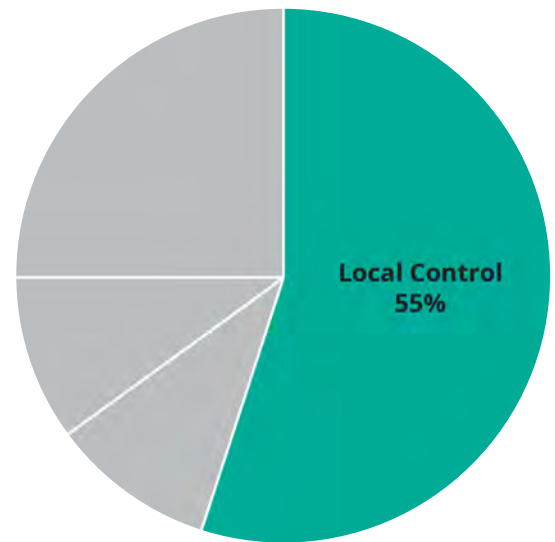
Based on local jurisdiction priorities, 4% of the total Revenues collected will be used for Safe Routes to Schools and Colleges. Safe Routes to School funds promote the safety and health of children by funding projects and encouragement programs that improve bicycle and pedestrian access and safety near or to schools and colleges.

Local jurisdictions are also encouraged to use these funds for community enhancements such as improvements to downtown areas, additional pedestrian and bike paths, wayfinding, lighting, street or median trees and other local enhancements.

Every city and community has identified specific projects they want funded in this Plan.

### **Allowable uses for the Local Control funding category include:**

- Maintaining, improving or constructing streets, roads, bridges, and bicycle and pedestrian facilities,
- Community Enhancements, such as downtown streetscapes, transportation enhancements, wayfinding, and accessibility improvements, street lighting, street furniture and trees,
- Safety Improvements,
- Bus and rail transit services and support facilities,
- Programs that reduce transportation demand,
- Storm damage repair to transportation facilities,
- Roadway drainage facilities,
- Traffic signal coordination, intersection and channelization,
- Traffic management,
- Landscaping Maintenance,
- Reduced transit fares for seniors, veterans, students, and persons with disabilities,
- Education and incentives designed to reduce single occupant auto trips,
- And other transportation purposes as allowable under the Surface Transportation Program.



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

*Projects selected through public engagement by each jurisdiction include:*

<b>LOCAL CONTROL CITY ALLOCATIONS, TOTAL \$72.6M</b>
<b><i>ARROYO GRANDE, TOTAL \$8.5M</i></b>
Street maintenance and repair; Congestion relief and operational improvements: E. Branch/E. Grand area, Halcyon Corridor improvements; Operational and bike/pedestrian safety improvements at E. Branch/Crown Hill/Huasna
<b><i>ATASCADERO, TOTAL \$13.4M</i></b>
Street maintenance, repair and rehabilitation; Congestion management at key intersections; Bike/Pedestrian safety improvements and connectivity
<b><i>GROVER BEACH, TOTAL \$6.8M</i></b>
Repair and maintenance of local major streets; Grand Avenue Enhancements; Sidewalk infill and accessibility improvements; Gateway entry and Wayfinding Signs; Grover Beach bike paths per Bike Master Plan
<b><i>MORRO BAY, TOTAL \$5.6M</i></b>
Local street reconstruction, rehabilitation and repair
<b><i>PASO ROBLES, TOTAL \$13.9M</i></b>
High-priority street repair, maintenance and reconstruction; Union Road and Golden Hill intersection improvements; other high-priority traffic and intersection improvements; congestion management
<b><i>PISMO BEACH, TOTAL \$4.5M</i></b>
Street maintenance and repair; Local interchange/intersections improvements; Boardwalk extension; Downtown, Shell Beach, and other streetscape and pedestrian improvements
<b><i>SAN LUIS OBISPO, TOTAL \$20.2M</i></b>
Roadway Repair & Maintenance: Madonna, Foothill, Los Osos Valley Road, Grand Ave; Broad Street Corridor Improvements; Bike and Pedestrian Improvements; Safe Routes to School projects

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

LOCAL CONTROL SLO COUNTY ALLOCATION, TOTAL \$50.9M		
	Community Projects	Additional Maintenance Funding
Avila Beach	<ul style="list-style-type: none"> <li>Pedestrian and Parking Improvements</li> </ul>	Plus additional maintenance funding of \$500,000
Cambria	<ul style="list-style-type: none"> <li>Burton Drive Pedestrian Path</li> </ul>	Plus additional maintenance funding of \$1,000,000
Cayucos	<ul style="list-style-type: none"> <li>Ocean Avenue Downtown Pedestrian Improvements</li> </ul>	Plus additional maintenance funding of \$500,000
Los Osos	<ul style="list-style-type: none"> <li>Los Osos Valley Road Multi-Use Path</li> <li>El Moro Avenue Path</li> </ul>	Plus additional maintenance funding of \$2,500,000
Nipomo	<ul style="list-style-type: none"> <li>Orchard-Tefft-Hazel Ped Improvements</li> <li>Tefft Street Operational Interchange Improvements</li> <li>Olde Towne Nipomo Streetscape</li> <li>Los Berros and Dale Ave left turn lane</li> </ul>	Plus additional maintenance funding of \$3,000,000
Oceano	<ul style="list-style-type: none"> <li>Front Street Enhancements</li> <li>17th Street Pedestrian Improvements</li> </ul>	Plus additional maintenance funding of \$2,500,000
San Miguel	<ul style="list-style-type: none"> <li>Mission Street Sidewalk Improvements</li> <li>Tenth Street Sidewalk Improvements</li> </ul>	Plus additional maintenance funding of \$500,000
Santa Margarita	<ul style="list-style-type: none"> <li>Safe Routes to School Pedestrian Path</li> </ul>	Plus additional maintenance funding of \$500,000
Shandon	<ul style="list-style-type: none"> <li>San Juan Creek Pedestrian Bridge and Pedestrian Path</li> </ul>	Plus additional maintenance funding of \$500,000
Templeton	<ul style="list-style-type: none"> <li>Theater Drive Bike Lanes</li> <li>Florence St. sidewalks</li> <li>Bethel/Vineyard signalization</li> <li>Las Tablas Operational Interchange Improvements</li> </ul>	Plus additional maintenance funding of \$1,000,000
All	<ul style="list-style-type: none"> <li>Regional roadways improvements, such as intersection improvements on Highway 227 and Los Ranchos</li> </ul>	Plus additional maintenance funding of \$20,500,000

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## REGIONAL FUNDING DISTRIBUTION



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

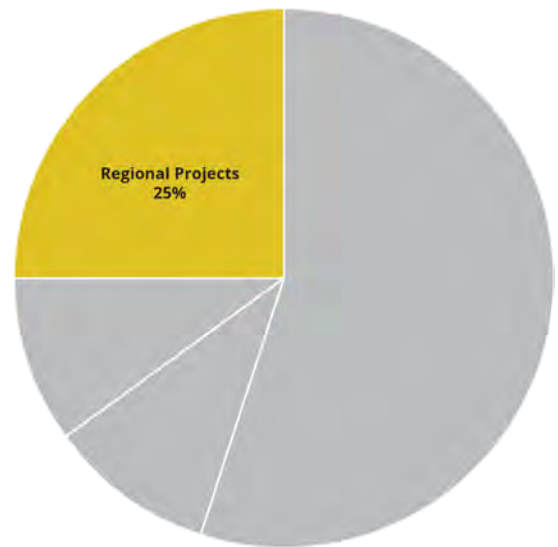
## THE PLAN: REGIONWIDE



### **Regional Highway and Major Roadway Projects, 25%, \$56,250,000**

These funds would be used for planning, project development, right-of-way, and/or construction of major corridor, capital projects. Proposed regional projects are at different stages of implementation. Improvements in the South and Central County are at a higher level of planning and design than project improvements planned for the North County.

Sub-regional allocation targets are based on general population, need for improvement(s), and project(s) readiness over the nine-year time horizon. This funding will serve as an investment that will leverage future local, state and federal funding. Allocation targets are also based on factors such as location of employment centers and housing, and the net impact to related transportation facilities.



### **South County - Highway 101 congestion relief and interchange improvements - \$20M:**

Highway 101 in the Shell Beach/Pismo Beach area and interchanges in the South County area are experiencing increasing congestion during peak traffic hours and heavy summer/seasonal and weekend events. The traffic flow is easily disrupted by access movements at ramps or lane drops near ramp connections, including the truck lane merging. Potential improvements include: adding lanes, extending and consolidating on/off ramps, and improving interchanges.



### **PROJECT BENEFITS:**

- Improves safety and relieves peak hour and summer traffic congestion on US 101
- Reduces congestion and the disruption of mainline traffic flow and increases safety at local interchanges
- Improves access for local residents and visitors
- Supports regional travel, goods movement and our economy

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## **Central County- Congestion relief and safety improvements - \$17.5M:**

Funding is recommended in the Measure to address emerging traffic congestion in two areas: Southern San Luis Obispo arterials, intersections and freeways (\$9.5M); and Highway 227 south of the airport to Los Ranchos Road (\$8M).

**Southern San Luis Obispo City** is experiencing increasing traffic on its east-west connector routes impacting all intersections and the adjacent Madonna Road and Los Osos Valley Road interchanges. Due to a lack of east-west and north-south road connections, the existing roadways in the south SLO City area must bear the burden of local and regional traffic, and increasing congestion. Funding will be matched with local developer fees to improve traffic operations in congested areas.

### **PROJECT BENEFITS:**

- Improves East-West and North-South connections within the City of San Luis Obispo
- Provides traffic operations improvements at intersections that relieve congestion

**Highway 227**, which serves as an alternative to Highway 101 during congested periods, is experiencing increased traffic volumes. Traffic counts showed a 30% increase in traffic from 2005 to 2013, and, over the next 20 years, further increases of 25%-35% in peak hour and daily traffic are projected. Residents of this area have access issues and serious safety concerns during peak-hour congestion. Funding will implement a plan to improve the traffic flow between the Airport and Los Ranchos Road.

### **PROJECT BENEFITS:**

- Provides traffic congestion relief, and eliminates stop and go traffic
- Improves safety at intersections
- Improves access to SLO Regional Airport
- Includes safe bicycle and pedestrian improvements



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

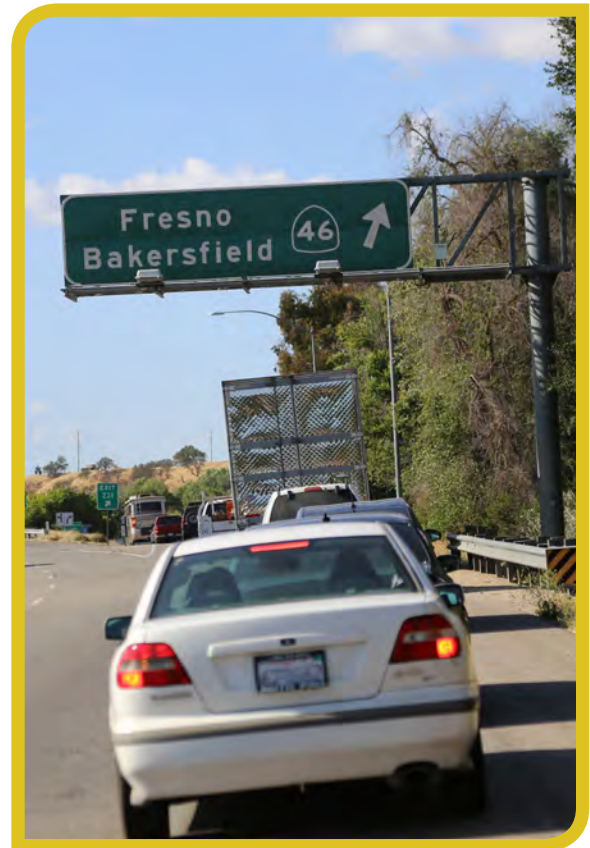
## **North County - Highways 101 and 46E congestion relief - \$17.5M:**

Highways 101 and 46 in the North County are experiencing minor problems today, but worsening in the near future. For some interchanges, a safety improvement with a longer ramp or a wider ramp with additional turn lanes would improve operations (Las Tablas, 46E), others have recurring congestion at the interchanges (Traffic Way, Curbaril, Main Street, Santa Rosa, 46W). At-grade crossings where vehicles must cross multiple high speed lanes to turn left onto or from Highway 101 pose another safety issue on the corridor (Wellsona). A similar issue exists on 46E at several intersections.

Funds would be used for planning, project development, and construction of capital projects on the corridor, on parallel routes, and for key interchanges in Atascadero, Templeton, and Paso Robles. Improvements will be selected based on their contribution to improving system reliability, safety, reducing congestion, cost, and local funding contributions.

### **PROJECT BENEFITS:**

- Improves congestion and highway access at interchanges
- Improves safety and access for local residents and our growing tourist economy
- Creates safe, improved bicycle and pedestrian features at congested interchanges



## **North Coast Highway 1 improvements - \$1M:**

These funds would be to augment existing funding to construct an improvement to reduce the congestion, pedestrian conflicts, and improve safety at the 41/1/Main Street intersection in Morro Bay.



### **PROJECT BENEFITS:**

- Improves major congested interchange
- Provides safe connection from neighborhood to Morro Bay High School across Highway 1

*\* Subregional dollar amounts may not total full amount due to rounding. Actual dollars will be distributed based on percent share.*



# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## ***Bike & Pedestrian Safety and Connectivity Program, 10%, \$22,500,000***

The following proposed bike and pedestrian improvements are at different stages of implementation. Funds would be used for planning, project development, right-of-way, and/or construction of capital projects. Leverage of other local, state, and federal funding may require improvements to be phased, yet provide independent utility.

Funding in this program is equitably divided by the four sub-regions of the county. Improvements will be selected based on project readiness, cost, benefits and ability to leverage state, regional and federal funds.

### ***South County - \$5.6M***

- Highway 1 bike and pedestrian improvements (Pismo Beach to Oceano)
- Coastal Trail Boardwalk, extend Grover Beach Boardwalk to Grand Ave
- Other regional bikeway improvements

### ***Central County - \$5.6M***

- City to the Sea / Bob Jones Multi-use Path (SLO to Avila Beach)
- Other regional bikeway improvements

### ***North County - \$5.6M***

Intercommunity Bikeway Improvements: including

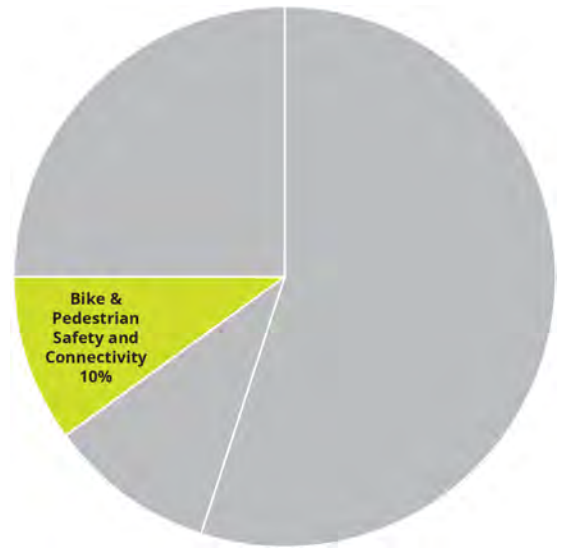
- The Atascadero/Templeton Connector;
- Templeton to Paso Robles roadway improvements (Main Street and Theater Drive)
- Highway 41 bike and pedestrian improvements between 101 and San Gabriel Road.
- Other regional bikeway improvements

### ***North Coast - \$5.6M***

- Coastal Trail: Morro Bay to Cayucos pathway
- Other regional bikeway improvements

## ***Other Regional Bikeway and Shoulder Improvement Programs***

Within each sub region, additional projects may receive funding through a competitive grant process to expand and improve the regional bicycle and pedestrian facilities network. Local cities and the County would be eligible to compete for funding or cosponsor with other agencies or districts. Funds would be used for planning, project development, and construction of capital projects, and education programs. Eligible projects include, but are not limited to: new and extended bike routes and pedestrian paths connecting communities, eliminating gaps and missing links in the regional network, and improving high use rural roads with wider shoulders.



### **PROJECT BENEFITS:**

- Provides safe connections between residential areas, schools, work place, regional parks and city services
- Enhances property values along the corridors
- Provides community health benefits from active transportation alternatives
- Creates economic benefits from associated retail, hospitality, and competitive events.

*\* Subregional dollar amounts may not total full amount due to rounding. Actual dollars will be distributed based on percent share.*

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## **Public Transportation, 10%, \$22,500,000:**

This Plan provides approximately \$22.5 million for our local and regional public transportation system preservation and improvements. This includes funding for transit, point-to-point improvements for seniors, veterans and people with disabilities; and, support of Transportation Demand Management programs and projects that are meant to be a low cost alternative to system efficiency improvements.

## **Transit - 6%**

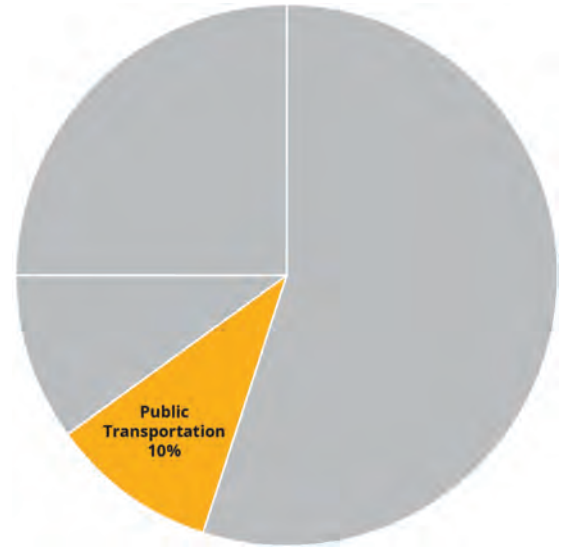
The goal of this program is for system preservation and improvement. Three quarters, 75% (\$1,125,000/year) of this apportionment would go to fixed route operators by formula, based on 40% revenue hours, 40% riders, 20% passenger miles; and, one-quarter, 25% (\$375,000/year) for capital grants. Recommended uses may include: New routes, enhancing existing services, express service, night/weekend services, buses, bus shelters and/or other capital improvements.

## **Mobility for Seniors, Veterans and Persons with Disabilities - 3%**

This funding (\$750,000/year) provides funds for local solutions to the growing transportation needs of older adults, veterans, and people with disabilities. Funds will be provided to Dial-a-Ride operators via a formula, and specialized transportation services mandated by the Americans with Disabilities Act (ADA). In addition, funds will be provided for local programs aimed at improving mobility for seniors, veterans, and persons with disabilities via point to point services.

## **Transportation Demand Management - 1%**

This funding (\$250,000/year) provides funds for low cost deployment, monitoring and promotion of alternative transportation choices (other than driving alone) programs and projects such as first/last mile solutions (shuttles, taxi subsidies, park and ride lots, et al) that encourage transit use, vanpool and carpools promotion and programs, intelligent transportation systems investments, additional support of the employer commute program and Safe Routes to School non-infrastructure public outreach and advocacy.



## **PROJECT BENEFITS:**

- Triples regional investment in senior and veteran transportation options
- Supports independent travel by people with disabilities
- Provides more reliable senior and veteran transportation options
- Supports more cost effective solutions to system wide congestion issues
- Includes funding for system preservation
- Increases frequency and span of service for fixed route system
- Reduces greenhouse gas emissions

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## SAFEGUARDS BUILT INTO THE PLAN

This Transportation Investment Plan includes strong taxpayer safeguards to ensure that the projects and programs approved by the voters are funded and delivered.

***Independent Taxpayer Oversight Committee:*** This committee will be created to provide an enhanced level of accountability for expenditures made under this investment plan to ensure that all voter mandates are carried out and that the financial integrity and performance of the program is maintained.

***Annual Independent Audit and Annual Reporting:*** Annual fiscal and compliance audits will be conducted by a CPA, selected by the Independent Taxpayers Oversight Committee, to assure that the revenues expended are necessary and reasonable. The audit's results and annual report must be published and made available to the general public.

***Sunset Date:*** This measure terminates in 9 years.

***1% Administrative Expense Cap:*** Expenditures on staff salaries, wages, benefits and overhead necessary to administer the program will be limited to no more than one percent of the annual gross revenues provided by the measure.

***No revenue generated from this tax shall be used to replace fair share contribution from new development:*** Revenues provided from this measure shall not be used to replace private developer funding that has been or will be committed for any project to help alleviate the direct traffic impacts of any new or redeveloped residential, commercial or industrial development in San Luis Obispo County or its cities.

***Eligibility Verification:*** The cities and County will select transportation projects that meet eligibility criteria as identified in this Plan. The local jurisdictions will certify in the annual verification submitted to the San Luis Obispo Council of Governments that these transportation funds were used for eligible expenses.

***Maintaining Local Transportation Funding Efforts:*** The local jurisdictions will certify in the annual verification submitted to San Luis Obispo Council of Governments that these transportation funds will be used to augment and not supplant local resources spent. For purposes of this calculation an average of the prior three (3) years spent for local transportation purposes as defined in the Ordinance will be used.

***Strategic Plan:*** SLOCOG will prepare and adopt a Strategic Plan within twelve months of the sales tax taking effect. The Strategic Plan will include project cost estimates, revenue estimates, other matching funds, and a draft timeline for regional project delivery. Its prime purpose is to clarify program and project costs, schedule, financial plans and project readiness to expedite project delivery and to allow projects that are 'ready' to proceed forward within the parameters of this Investment Plan.

# ATTACHMENT A: SAN LUIS OBISPO COUNTY SELF-HELP LOCAL TRANSPORTATION INVESTMENT PLAN

## ABOUT THE PLAN

SLOCOG is an association of local governments representing all seven cities and the County of San Luis Obispo that brings creative, big-picture solutions to transportation in the San Luis Obispo region. SLOCOG builds consensus, makes strategic plans and obtains and allocates funding and resources for to regionally significant transportation projects and oversees regional land use modeling and the determination of regional housing needs. By allocating federal and state funds and planning for the future, SLOCOG connects our communities by facilitating the collaboration of all levels of government, interested parties, and residents toward a common goal.

This plan was developed in partnership with the following member jurisdictions of the San Luis Obispo Council of Governments:



## FOR MORE INFORMATION

Contact the San Luis Obispo Council of Governments to inquire about the Measure process, discuss the candidate projects and programs contained within this Plan, or to inquire about the next steps in the Measure process.



[www.selfhelpslo.org](http://www.selfhelpslo.org)

## Public Engagement

The San Luis Obispo County Self-Help Local Transportation Investment Plan was developed through a comprehensive public outreach program that asked residents to identify their priorities for future transportation programs and projects. Outreach included over 75 meetings with community organizations and leaders representing diverse viewpoints. Additionally, a series of focus groups representing the southern, northern and central portions of the county, plus the north coast were conducted along with a statistically valid phone poll.

*The Plan has been approved by the San Luis Obispo Council of Governments, all seven cities in the region and the County Board of Supervisors.*

## Self-Help in SLO County:

- Generates \$25 million new dollars per year to fix our roads and improve transportation, half of which would be paid for by visitors to our county
- Restricted to local transportation projects and transportation priorities
- Prohibits Sacramento from taking possession of these locally generated funds
- Improves opportunity for SLO County to compete for State and Federal grants, thereby increasing revenues
- Delivers a Transportation Investment Plan with a list of projects and programs
- Includes an Independent Taxpayer Oversight Committee to ensure projects and programs in the Plan are funded and completed

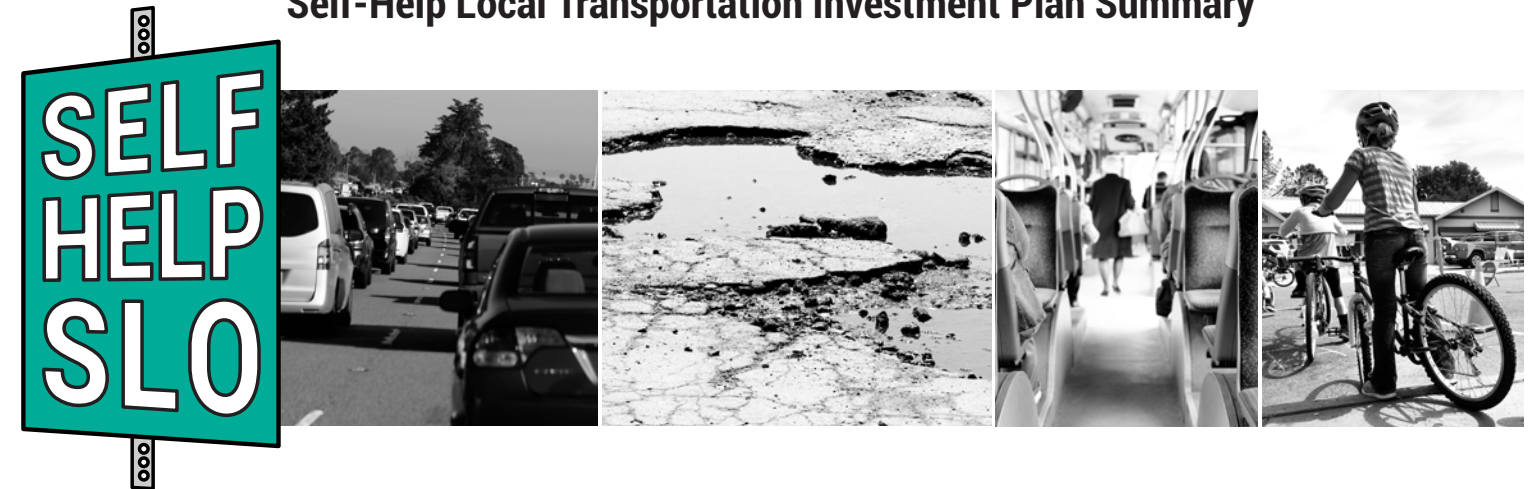
## Safeguards Built into the Plan

This Transportation Investment Plan includes strong taxpayer safeguards to ensure that the projects and programs approved by the voters are funded and delivered.

- **Independent Taxpayer Oversight Committee**
- **Annual Independent Audit and Annual Reporting**
- **9-Year Sunset Date**
- **1% Administrative Expense Cap**
- **No revenue generated from this tax shall be used to replace fair share contribution from new development**
- **Funding will be used to augment and not replace local funds**

For more information, visit [www.selfhelpslo.org](http://www.selfhelpslo.org)

## Self-Help Local Transportation Investment Plan Summary

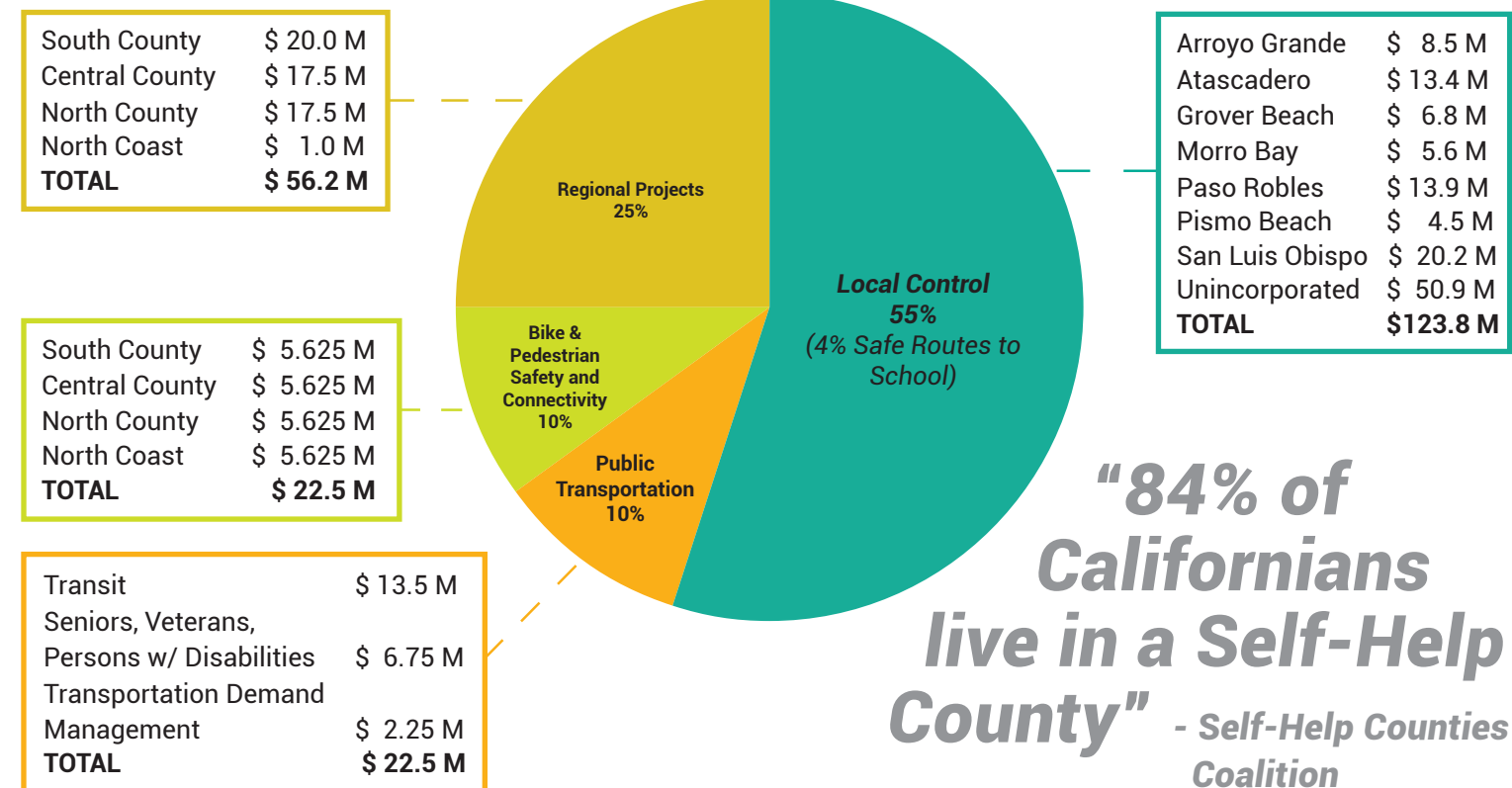


**New transportation investments are needed throughout San Luis Obispo County.** Revenues available to operate, maintain and improve our transportation system have not kept up with the needs of our community. State and federal funding has dropped severely in recent years and those funds are increasingly unreliable. Over the term of this Plan, SLO County's population will grow and the senior population will almost triple. This means more demand on our streets, highways and transit. Without new funding, SLO County will lose job opportunities, experience increased traffic on degraded streets and highways, suffer service cuts on buses and see more costly transportation services for youth, seniors and people with disabilities.

**In November 2016**, voters will be asked to approve a ½ cent sales tax to address these needs. Communities that have local transportation funds are able to do more themselves and are more successful in competing for funding, leveraging a larger share of state and federal dollars.

## 9-Year Proposed Investments: \$225M

1% max in administrative costs off the top



For more information, visit [www.selfhelpslo.org](http://www.selfhelpslo.org)

# TRANSPORTATION INVESTMENT PLAN:

COUNTYWIDE ALLOCATIONS, TOTAL \$101.2M
<b>REGIONAL PROJECTS, TOTAL \$56.2M</b>
Shell Beach/Pismo Beach congestion relief on US 101 South; Safety and congestion relief in south SLO City area (Prado & Hwy 227); North County 101 and 46E congestion relief; North Coast Highway 1 improvements
<b>BICYCLE &amp; PEDESTRIAN PROJECTS, TOTAL \$22.5M</b>
Regional connectors including: City-to-the-Sea/Bob Jones; Atascadero/Templeton Connector; Morro Bay/Cayucos Connector; Plus local bike/ped improvement program
<b>PUBLIC TRANSPORTATION PROJECTS, TOTAL \$22.5M</b>
Transit (6%); Improved mobility for Senior, Veterans, Persons w/Disabilities (3%); Transportation Demand Management (1%)

LOCAL CONTROL CITY ALLOCATIONS, TOTAL \$72.9M
<b>ARROYO GRANDE, TOTAL \$8.5M</b>
Street maintenance and repair; Congestion relief and operational improvements: E. Branch/E. Grand area, Halcyon Corridor improvements; Operational and bike/pedestrian safety improvements at E. Branch/Crown Hill/Huasna
<b>ATASCADERO, TOTAL \$13.4M</b>
Street maintenance, repair and rehabilitation; Congestion management at key intersections; Bike/Pedestrian safety improvements and connectivity
<b>GROVER BEACH, TOTAL \$6.8M</b>
Repair and maintenance of local major streets; Grand Avenue Enhancements; Sidewalk infill and accessibility improvements; Gateway entry and Wayfinding Signs; Grover Beach bike paths per Bike Master Plan
<b>MORRO BAY, TOTAL \$5.6M</b>
Local street reconstruction, rehabilitation and repair
<b>PASO ROBLES, TOTAL \$13.9M</b>
High-priority street repair, maintenance and reconstruction; Union Road and Golden Hill intersection improvements; other high-priority traffic and intersection improvements; congestion management
<b>PISMO BEACH, TOTAL \$4.5M</b>
Street maintenance and repair; Local interchange/intersections improvements; Boardwalk extension; Downtown, Shell Beach, and other streetscape and pedestrian improvements
<b>SAN LUIS OBISPO, TOTAL \$20.2M</b>
Roadway Repair & Maintenance: Madonna, Foothill, Los Osos Valley Road, Grand Ave; Broad Street Corridor Improvements; Bike and Pedestrian Improvements; Safe Routes to School projects

Note: Dollar amounts shown in millions reflect amount from a ½ cent sales tax generating \$25M/year for 9 years; while percent per category would not change, actual amount generated by a local sales tax per year would fluctuate based on local retail sales.

# SUMMARY OF PROPOSED INVESTMENTS

LOCAL CONTROL SLO COUNTY ALLOCATION, TOTAL \$50.9M		
	Community Projects	Additional Maintenance Funding
<b>AVILA BEACH</b>	• Pedestrian and Parking Improvements	Plus additional maintenance funding of \$500,000
<b>CAMBRIA</b>	• Burton Drive Pedestrian Path	Plus additional maintenance funding of \$1,000,000
<b>CAYUCOS</b>	• Ocean Avenue Downtown Pedestrian Improvements	Plus additional maintenance funding of \$500,000
<b>LOS OSOS</b>	• Los Osos Valley Road Multi-Use Path • El Moro Avenue Path	Plus additional maintenance funding of \$2,500,000
<b>NIPOMO</b>	• Orchard-Tefft-Hazel Ped Improvements • Tefft Street Operational Interchange Improvements • Olde Towne Nipomo Streetscape • Los Berros and Dale Ave left turn lane	Plus additional maintenance funding of \$3,000,000
<b>OCEANO</b>	• Front Street Enhancements • 17th Street Pedestrian Improvements	Plus additional maintenance funding of \$2,500,000
<b>SAN MIGUEL</b>	• Mission Street Sidewalk Improvements • Tenth Street Sidewalk Improvements	Plus additional maintenance funding of \$500,000
<b>SANTA MARGARITA</b>	• Safe Routes to School Pedestrian Path	Plus additional maintenance funding of \$500,000
<b>SHANDON</b>	• San Juan Creek Pedestrian Bridge and Pedestrian Path	Plus additional maintenance funding of \$500,000
<b>TEMPLETON</b>	• Theater Drive Bike Lanes • Florence St. sidewalks • Bethel/Vineyard signalization • Las Tablas Operational Interchange Improvements	Plus additional maintenance funding of \$1,000,000
<b>ALL</b>	• Regional roadways improvements, such as intersection improvements on Highway 227 and Los Ranchos	Plus additional maintenance funding of \$20,500,000

Note: Dollar amounts shown in millions reflect amount from a ½ cent sales tax generating \$25M/year for 9 years; while percent per category would not change, actual amount generated by a local sales tax per year would fluctuate based on local retail sales.



# Visit San Luis Obispo County

## Activity Report, August 2016

### - What's New -

#### **RSVP Today – Industry Educational Symposium: October 5**

Visit San Luis Obispo County proudly invites you to the fall edition of our quarterly industry educational symposiums, on **Wednesday, October 5, 2016** at the Embassy Suites in San Luis Obispo. The symposium series is designed to cover important and timely industry topics, focused on perfecting operational effectiveness and increasing revenue. Confirmed speakers include AmericanTours International, SLOCOG, PG&E and VSLOC President & CEO Chuck Davison. RSVP here for this event: <http://bit.ly/fall-symposium>.

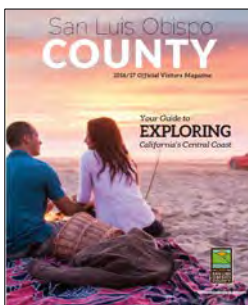


#### **Renew Your Visit San Luis Obispo County Membership Today!**

Visit San Luis Obispo County has started the renewal application process for all non-lodging members. Don't miss out on unique members-only opportunities to promote your business! Contact our Membership and Travel Trade Sales Coordinator, Pam Roberts, at 805-541-8000 or [Pam@VisitSanLuisObispoCounty.com](mailto:Pam@VisitSanLuisObispoCounty.com) with any questions.

#### **VSLOC Welcomes Helen Pratt, Executive Assistant to the President & CEO**

Visit San Luis Obispo County is excited to welcome its new Executive Assistant to the President & CEO—Helen Pratt. Born and raised in San Luis Obispo, Helen decided to stay in the area to obtain a Bachelor of Science in Animal Science from Cal Poly. After graduation, she took a brief sabbatical, but returned to San Luis Obispo and began working at MINDBODY, Inc. During her time at MINDBODY, Inc. she assisted the Sr. Vice President of the Payments Division, Sr. Director of Merchant Operations and the company's General Counsel. She is very passionate about this area, and is excited to help share the San Luis Obispo County experience with the rest of the world.



#### **Reserve Today: San Luis Obispo County 2017 Official Visitors Magazine**

Production of the San Luis Obispo County 2017 Official Visitors Magazine is underway! Visit San Luis Obispo County is again partnering with our publisher Pace to produce a fresh, content rich piece. The magazine is the gateway for tourists pursuing more information about our destination's unique qualities and activities. Custom content space reservations are first-come, first-served—so don't miss this special year-round opportunity. The space and materials deadline is **October 6**. For details and pricing, you can view the Media Kit: <http://bit.ly/2aUf7qO>. Please contact Nicole Bordges of Pace at 310-266-1292 or [Nicole.Bordges@PaceCo.com](mailto:Nicole.Bordges@PaceCo.com) if you are interested.

#### **Holiday Events – Content Deadline: October 14**

Visit San Luis Obispo County is looking for content for the upcoming holiday season, which is quickly approaching. This information will be used for our annual Holiday Press Release, Holiday Happenings blog post, Holiday Event Guide and for social media posts. Please submit all content to VSLOC Marketing Coordinator Jordan Carson at [Jordan@VisitSanLuisObispoCounty.com](mailto:Jordan@VisitSanLuisObispoCounty.com). In addition, we are looking for partners to submit events, deals and specials to the Deals Page of the VSLOC website, as well as giveaway items for our "12 Days of SLO County" Giveaway. The deadline to submit holiday content is **Friday, October 14**.



#### **VSLOC President & CEO Honors Congressman Sam Farr at Luncheon**

On August 25, VSLOC President & CEO Chuck Davison attended Monterey County CVB's Annual Luncheon to celebrate the career of Congressman Sam Farr, who is retiring from office this year. Congressman Farr has been a great champion of the tourism industry in his many years in office. Davison joined several other CVB leaders at the luncheon in expressing his gratitude.



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



Featured in *LA Times*: Montaña de Oro State Park (left); and in *Lonely Planet*: Atascadero City Hall (right).



## Trending

### Media

- LA Times: Los Osos is big enough to keep a golfer and kayaker happy <http://lat.ms/2cH41t5>
- Lonely Planet: San Luis Obispo: the perfect pit-stop on your California road trip <http://bit.ly/2cajUpV>
- KGO 810 Radio "On-The-Go" Travel & Leisure Show: Getaways in SLO County
- 30 Day Adventures: A SLO Hotel That Oozes Country Charm <http://bit.ly/2csmx04X>
- CRN Digital Talk Radio "What's Cookin' Today": August is Family Travel Month <http://bit.ly/2cHeNyD>
- The Independent: Shell Beach Luxury in the Five Cities Area <http://bit.ly/2cHfvf8>
- Bravo California: Notable Encounters at Festival Mozaic in San Luis Obispo <http://bit.ly/2cxsmx1>

### Public Relations

- Travel Planners Radio: September 15-16
- Visit California Los Angeles Media Reception: September 27
- Visit California Crisis Communications Workshop: September 28
- Visit California "California Dream" Italian FAM: September 30

### Travel Trade

- Visit California China FAM: September 16-17
- Tour & Travel Sales Mission: September 20-22 (Los Angeles)
- Visit California UK SuperFAM: October 1-3
- Meeting & Conference Sales Mission: November 7-9 (Sacramento)
- CalSAE Seasonal Spectacular: December 1

### VSLOC Co-Op Opportunities: Contact Us Now!

Visit San Luis Obispo County is looking for co-op partners on two separate sales missions: a Tour and Travel Sales Mission in LA (Sept. 20-22) and a Meeting & Conference Sales Mission targeting association and government meeting planners in Sacramento (Nov. 7-9). The latter will be occurring in conjunction with the MPI Sacramento Sierra Nevada Chapter Luncheon on November 8. We are also looking for co-op partners for IPW in Washington D.C., June 3-7, 2017. If you are interested in these opportunities, please contact VSLOC Director of Travel Trade Michael Wambolt at [Michael@VisitSanLuisObispoCounty.com](mailto:Michael@VisitSanLuisObispoCounty.com).



### Reminder: Watch for Leads in This Week in SLO County

This is just a reminder that various leads are circulated through This Week in San Luis Obispo County every week. If you believe your property fits the specifications detailed in these leads, please be sure to send us a response by the noted deadline in order to qualify.



### Chimney Fire Efforts: Thank You!

Over the past few weeks, VSLOC kept constituents up to date on tourism messaging during the Chimney Fire as part of its Crisis Communication Plan. Coordinated efforts to assist first responders and those displaced among the tourism community was critical. Thank you for all your support!



### VISIT SLO COUNTY WEB ACTIVITY

VISITS:	43,809
UNIQUE VISITORS:	36,664
PAGE VIEWS:	128,985
AVG. PAGE VIEWS/VISIT:	2.94
AVG. TIME ON SITE:	2:13
TOTAL ORGANIC TRAFFIC:	34,060
% OF ORGANIC:	78%
MOBILE VISITS:	26,506

#### MOST VISITED EVENT PAGE:

THURSDAY FARMERS MARKET  
(1,205 VIEWS)

TOTAL BLOG VISITS: 8,460

MOST SHARED BLOG: SEPTEMBER IS CALIFORNIA WINE MONTH!  
[HTTP://BIT.LY/CAWINEMONTH16](http://bit.ly/CAWINEMONTH16)

### VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

#### FACEBOOK

LIKES: 17,381      NEW: 334  
TOT. IMPRESSIONS: 486,335

HIGHEST ENGAGEMENT: CARE TO KAYAK OR TAKE A BOAT CRUISE?  
#TRAVELTHURSDAY (1.5K ENGAGEMENTS)

MOST REACTIONS: CARE TO KAYAK OR TAKE A BOAT CRUISE?  
#TRAVELTHURSDAY (1.2K REACTIONS)

	FOLLOWERS	NEW
TWITTER:	6,584	93

37K IMPRESSIONS

TWEETS: 6,850

PINTEREST:	680	3
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PINS: 802

INSTAGRAM:	6,575	461
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POSTS: 790

#### VISITOR GUIDE DIST.

WEB DOWNLOADS:	63
GUIDES DISTRIBUTED:	1,194
TOTAL:	1,257

#### THIS MONTH IN SLO COUNTY

SUBSCRIBERS:	36,419
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# OF OPENS:	6,061
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# OF CLICK-THROUGHS:	1,030
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#### THIS WEEK IN SLO COUNTY

CIRCULATION:	936
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MOST CLICKED LINK:  
STR Report



## July 2016 vs July 2015 Lodging Statistics (STR, Inc.)

Current Month - July 2016 vs July 2015												
	Occ %		ADR		RevPAR		Percent Change from July 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	83.3	75.1	149.13	142.09	124.17	106.70	10.9	5.0	16.4	16.4	0.0	10.9
Morro Bay, CA+	85.3	84.2	170.80	151.66	145.66	127.72	1.3	12.6	14.0	14.2	0.1	1.4
Paso Robles, CA+	83.8	82.9	168.31	157.27	140.99	130.31	1.1	7.0	8.2	23.3	14.0	15.2
Pismo Beach, CA+	89.0	90.0	221.53	202.00	197.05	181.84	-1.2	9.7	8.4	8.2	-0.1	-1.3
San Luis Obispo, CA+	84.7	88.3	175.36	160.52	148.48	141.66	-4.1	9.2	4.8	4.8	0.0	-4.1
San Simeon, CA+	85.6	80.5	162.69	155.73	139.32	125.31	6.4	4.5	11.2	11.2	0.0	6.4
Five Cities+	87.8	88.7	211.68	193.70	185.87	171.87	-1.0	9.3	8.1	8.1	-0.1	-1.1
North Coast+	86.7	84.2	196.49	184.13	170.29	155.12	2.9	6.7	9.8	9.8	0.0	2.9
North County+	83.6	80.6	163.19	153.10	136.48	123.36	3.8	6.6	10.6	21.5	9.9	14.0
South County+	86.3	88.5	194.88	178.10	168.24	157.63	-2.5	9.4	6.7	6.7	-0.0	-2.5
San Luis Obispo County	85.7	85.7	186.61	172.10	160.01	147.54	0.0	8.4	8.5	10.6	1.9	2.0
<b>Santa Barbara/Santa Maria</b>	86.2	86.0	231.68	217.41	199.65	187.01	0.2	6.6	6.8	7.0	0.2	0.4
<b>Monterey/Salinas</b>	89.0	85.4	224.71	211.75	200.03	180.78	4.3	6.1	10.6	10.4	-0.2	4.1
<b>California</b>	83.6	82.9	171.48	164.38	143.28	136.24	0.8	4.3	5.2	5.8	0.6	1.5

**SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.**

## Executive Overview

**SEO Overview**

**SEO Activities completed last month:**

- \* Competitor Analysis report completed.
- \* Google Analytics Check. No unusual activity noted.
- \* Found two lower-performing pages in Google Analytics and set up heat maps.
- \* August monthly call with client.
- \* Crawl error check, 60 cleared.
- \* SEO review and reviewed past recommendations. Added internal links to blog posts.
- \* New meta tags written for 14 pages, will be live in September.

**Organic Traffic Overview:**

Organic traffic increased 25% over last year. Some of the pages with the best year-over-year growth were: Events by 7%, the Lake Lopez Rec Area listing by 8,000%+, Farmers Markets by 75%, Music & Dance by 42%, and Morro Bay by 416%. Last month, organic traffic from Google grew 28% while Yahoo declined and Bing grew by 45%.

**Other Notes:**

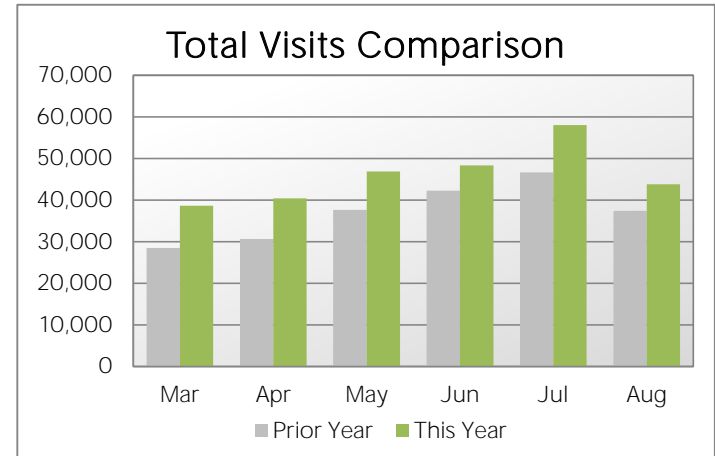
- \* Total visits increased by 17%, unique visitors increased by 20% and pageviews increased by 14%.
- \* The blog home page received 168 pageviews last month.
- \* The entire blog received 8,460 pageviews last month.

## Industry Averages

Engagement Metrics	Industry Average	Your Website	% Difference	
Total Pages Per Visit:	2.45	2.94	●	16.79%
Total Average Visit Duration:	0:02:08	0:02:13	●	3.45%
Total Bounce Rate:	53.38%	48.48%	●	-10.10%
Organic Pages Per Visit:	2.64	3.06	●	13.77%
Organic Average Visit Duration:	0:02:11	0:02:18	●	5.38%
Organic Bounce Rate:	52.89%	45.68%	●	-15.78%

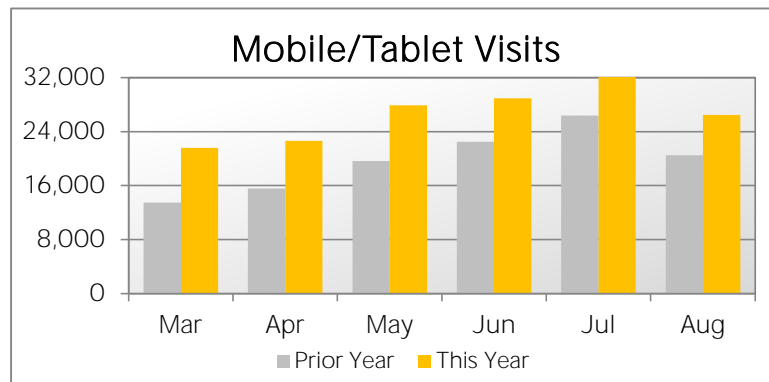
### Total Traffic Overview:

	Mar	Apr	May	Jun	Jul	Aug
Visits:	38,636	40,417	46,916	48,327	58,075	43,809
Unique Visitors:	32,504	34,203	39,349	40,379	47,698	36,664
Bounce Rate:	50%	51%	48%	47%	47%	48%
Pageviews:	108,338	110,213	132,744	141,856	172,916	128,985
Avg Pageviews Per Visit:	2.80	2.73	2.83	2.94	2.98	2.94
Avg Time on Site:	0:02:04	0:02:01	0:02:07	0:02:15	0:02:13	0:02:13
Total Organic Search Traffic:	28,907	29,043	36,032	37,646	46,079	34,060
% of Traffic Organic Search:	75%	72%	77%	78%	79%	78%
Entry Pages From Search:	1,943	1,882	1,966	1,904	2,045	1,935
VisitSLOCounty Visits:	14,643	16,518	6,854	555	286	110
VisitSLOCounty Bounce Rate:	73%	68%	80%	55%	79%	49%

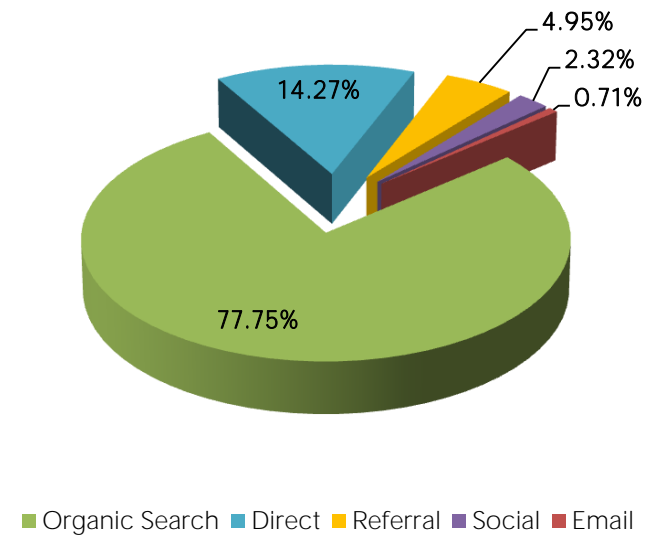


### Mobile/Tablet SnapShot:

	Mar	Apr	May	Jun	Jul	Aug
Visits:	21,612	22,655	27,916	28,965	38,096	26,506
% of visits	56%	56%	60%	60%	66%	61%
Bounce Rate:	54%	53%	51%	51%	51%	52%
Pageviews:	53,305	55,662	70,124	74,402	100,032	69,193
Avg Time on Site:	0:01:45	0:01:46	0:01:49	0:01:49	0:01:52	0:01:54



### Traffic Sources



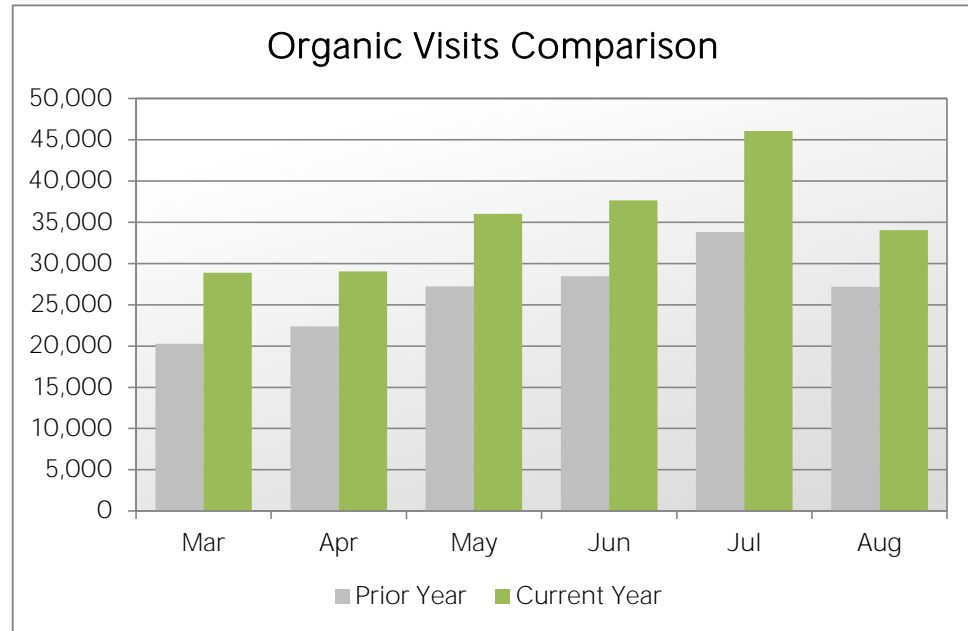
## Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	34,060	77.75%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.06	3.98%
Avg. Time on Site	0:02:18	4.43%
New Visits	76.40%	0.12%
Bounce Rate	45.68%	-5.78%

Search Engine	Visits	Percent
google	31,601	92.78%
yahoo	1,373	4.03%
bing	970	2.85%
aol	79	0.23%
ask	16	0.05%
images.google	8	0.02%

Exact Keyword	Visits	Percent
(not provided)	32,808	96.32%
san luis obispo	117	0.34%
morro bay	29	0.09%
san luis obispo events	18	0.05%
addie vacation townhomes	14	0.04%
san luis obispo ca	14	0.04%
sharebutton.org	10	0.03%
avila beach	8	0.02%
dog beach pismo	7	0.02%
lake lopez	7	0.02%



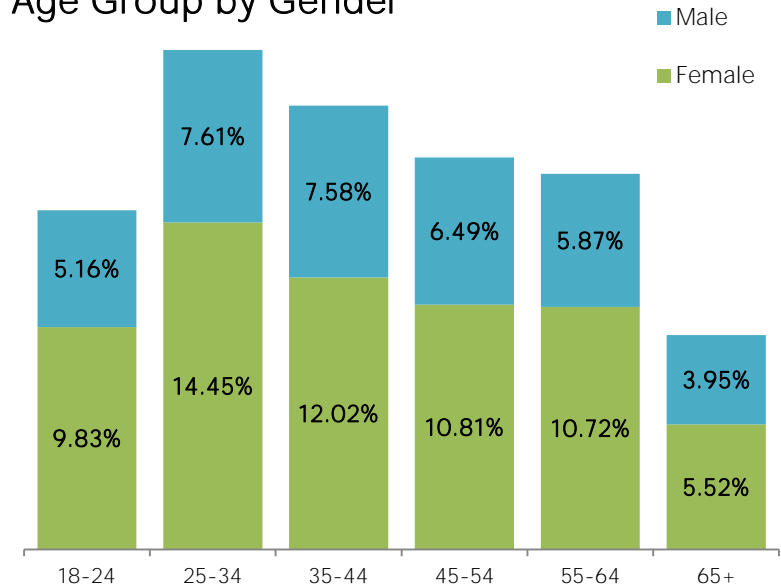
Landing Page	Visits	Percent
/events	5,179	15.21%
/	2,608	7.66%
/events/461	1,205	3.54%
/profile/402/lake-lopez-recreation-area	1,104	3.24%
/community/morro-bay	1,014	2.98%
/events/all/fairs_and_festivals	932	2.74%
/our-area	882	2.59%
/activities	704	2.07%
/profile/1468/avila-beach-farmers-market	603	1.77%
/community/paso-robles	565	1.66%

## Demographics & Interests

### Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	20,266
TV Lovers	16,980
News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	16,926
Travel Buffs	16,227
Home Decor Enthusiasts	15,815
Shoppers/Shopaholics	15,385
Cooking Enthusiasts/Aspiring Chefs	14,877
Technophiles	14,123
Health & Fitness Buffs	13,312
News Junkies & Avid Readers	13,255

### Age Group by Gender



### Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	9,365
Travel/Hotels & Accommodations	6,282
News/Politics/Campaigns & Elections	5,845
Food & Drink/Cooking & Recipes	5,670
Arts & Entertainment/TV & Video/Online Video	5,668
News/Weather	5,365
Real Estate/Real Estate Listings	4,778
Travel/Air Travel	3,692
Sports/World Sports Competitions/Olympics	3,326
Shopping/Mass Merchants & Department Stores	3,160

**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:

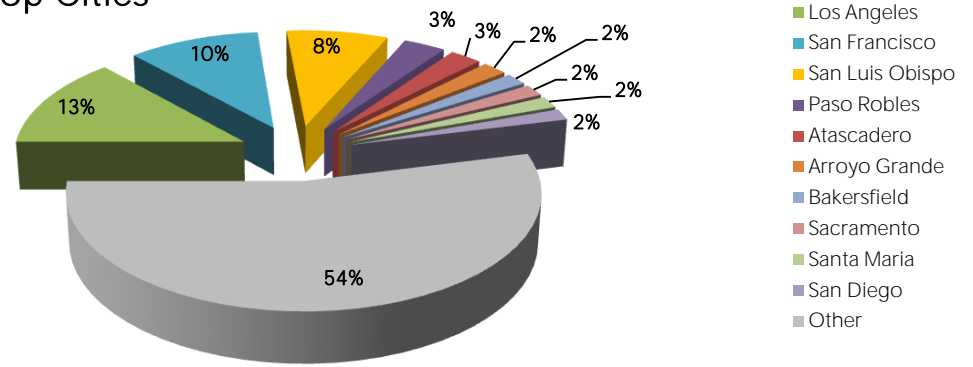
Top Landing Pages	Entrances
/events	5,920
/	4,197
/events/461	1,368
/profile/402/lake-lopez-recreation-area	1,352
/community/morro-bay	1,147
/our-area	1,056
/events/all/fairs_and_festivals	1,043
/activities	803
/profile/1468/avila-beach-farmers-market	664
/community/paso-robles	635

Top Content Pages	Pageviews
/events	10,915
/	5,971
/events/all/fairs_and_festivals	2,938
/events/3038/avocado-and-margarita-festival	2,754
/our-area	2,161
/profile/402/lake-lopez-recreation-area	1,683
/events?page=1	1,577
/community/morro-bay	1,537
/events/461	1,525
/deals	1,217

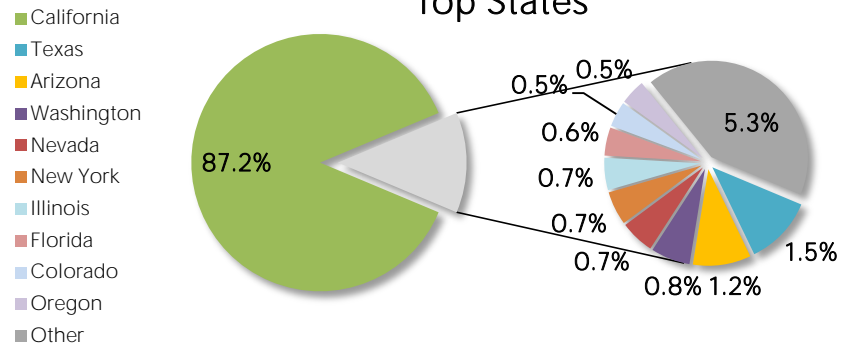
Top Exit Pages	Exits
/events	2,446
/	2,436
/events/461	1,241
/profile/402/lake-lopez-recreation-area	1,095
/our-area	1,076
/community/morro-bay	739
/events/all/fairs_and_festivals	687
/profile/1468/avila-beach-farmers-market	636
/special-fire-notice	604
/blog/915/ghostbust-your-way-across-slo-county	530

### Geographic:

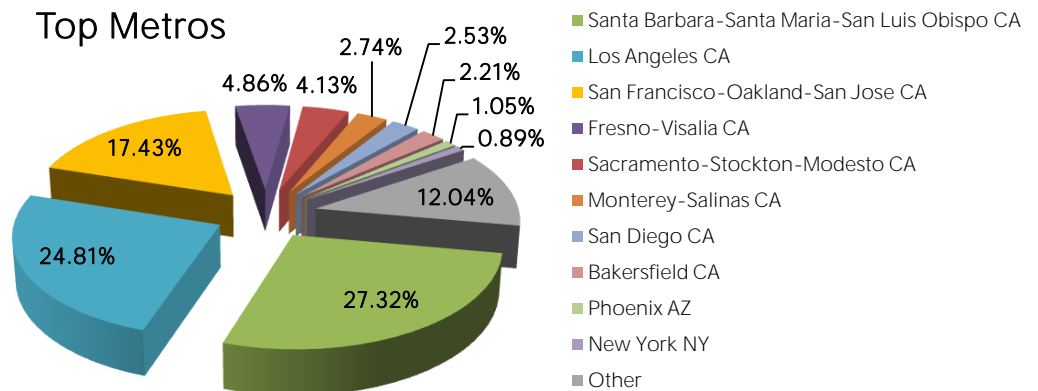
#### Top Cities



#### Top States

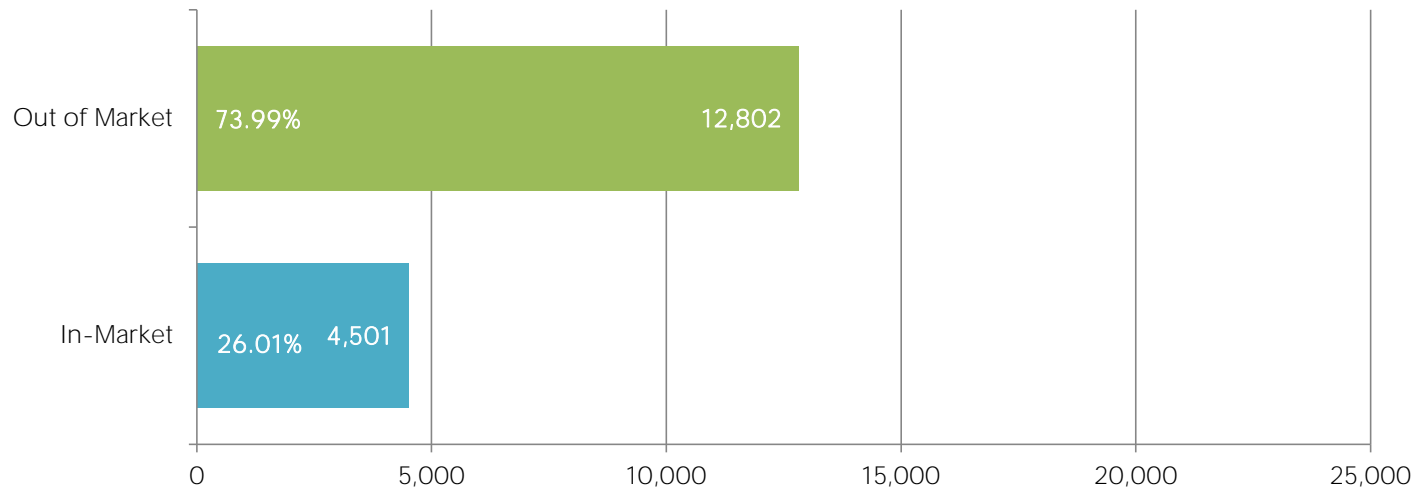


#### Top Metros



## In-MarketVsVisitor:

### Desktop Visits



### Mobile/Tablet Visits

