



# AGENDA

---

## Visit San Luis Obispo County Board of Directors

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

Wednesday, July 20, 2016

8:30 am

Avila Lighthouse Suites

550 Front St, Avila Beach, CA 93424

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

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
----------------------	-------------------

<b>CONSENT AGENDA - <i>motion required</i></b>	<b>C. Davison</b>
--	-------------------

3. **Approval of June 15, 2016 Board Meeting Minutes (yellow)**  
*Staff will ask for Board approval of the June VSLOC Board Meeting Minutes.*

**Approval of June (Year-End) VSLOC Financials (green)**  
*Staff will ask for Board approval of the June (Year-End) VSLOC Financials.*

**Approval of Heritage Oaks Bank Account Closure**  
*Staff will request Board approval to close VSLOC's SAVOR checking account at Heritage Oaks Bank.*

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

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

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
-----------------------	-------------------

5. **Strategic Plan (10 min) - *motion required***  
*VSLOC staff will provide an update on next steps for VSLOC's three-year strategic plan, including engagement with Coraggio Group for facilitation of operational planning.*
6. **Alaska Airlines Update (10 min)**  
*Staff will provide an update on Alaska Airlines' decision to add air service between San Luis Obispo and Seattle and next steps for VSLOC in expanding into the Seattle market.*
7. **CEO Contract Update (5 min)**  
*Staff will update the Board on the year two bonus compensation metrics for the President & CEO, based on the approval of the Executive Committee.*
8. **Travel Trade Update (10 min)**  
*Staff will provide a recap of US Travel's 2016 IPW and discuss opportunities for 2017.*

9. **Appointed Seat Reporting (10 min)**  
*Staff will discuss opportunities for appointed Board members to report back to their respective communities on the progress of VSLOC.*
10. **Marketing Agency Update (5 min)**  
*Staff will provide an update on the contract with VSLOC's Marketing Agency-of-Record, BCF, and their on-boarding process.*

**PRESENTATION**

**G. Ward/K. Ireland**

11. **BCF Agency (20 min)**  
*VSLOC's Marketing Agency-of-Record will provide an update on their on-boarding process and next steps.*

**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.

**– Next Board Meeting –  
Tuesday, August 17, 2016  
Location: TBD**



# Minutes

---

## Visit San Luis Obispo County Board of Directors

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

Wednesday, June 15, 2016

8:30am

Avila Lighthouse Suites

550 Front Street, Avila Beach, CA 93424

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

**PRESENT:** Kathy Bonelli, James Davison, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Sam Miller, JP Patel, Rachel Patranella, Val Seymour, Roger Wightman

**ABSENT:** John Arnold, Noreen Martin, Nipool Patel, Clint Pearce

**STAFF PRESENT:** Chuck Davison, Michael Wambolt, Jordan Carson

---

**Call to Order at 8:32am.**

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

None.

#### ANNOUNCEMENTS

VSLOC Staff and Board Members congratulate Rachel Patranella and Brendan Pringle on each of their recent nuptials.

Board Discussion.

Public Comment – None.

#### CONSENT AGENDA

#### 3. Approval of April 20, 2016 Board Meeting Minutes Approval of April and May VSLOC Financials Line of Credit Reduction

Board Discussion.

Public Comment – None.

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

**Motion carried: 11:0**

#### CEO REPORT

#### 4. CEO Report

Becky Singh resigned at the beginning of June. VSLOC has retained a national executive search firm, focused on the DMO space, to fill the position, which has been elevated from Director to VP of Marketing.

Kylee Jepsen has given 3 months' notice and her last day will be August 5<sup>th</sup>. The Communications Manager position has been posted on the Jobs Page of the VSLOC website.

Davison provided a recap of his recent China CEO Mission with Visit California. VSLOC along with seven other California destinations, visited four cities in twelve days. He attended the Beijing International Travel Exhibition, a private meeting with China National Tourism Administration's Chairman LI, the China Southern Airlines Executive Summit, a special press conference, MOU signing and lunch, along with the Vin Expo in Hong Kong, among many other activities. This visit provided many integral takeaways in regards to future Chinese business.

Davison provided an update on the Merrill Research project from results released at the June 6, 2016 research presentation. VSLOC will provide a one-page document with key highlights for general overview in the months ahead.

Davison provided a quick recap of the 2016 Tourism Exchange held on May 6 at the Fremont Theatre. All of those in attendance offered great feedback for next year, and videos of the event are up on the VSLOC website for those not in attendance.

Board Discussion.

Public Comment – None.

## **BUSINESS ITEMS**

### **5. 2015/2016 Year End Video**

The Board viewed VSLOC's end of year recap video, previously showcased at the 2016 Tourism Exchange in May.

Board Discussion.

Public Comment – None.

### **6. FY2016-17 Budget Update**

Davison presented the FY2016-17 annual budget. This budget does not include any items from the Strategic Plan and will likely be re-forecasted in September to reflect this.

Board Discussion.

Public Comment – None.

**ACTION:** Moved by Graves/Eads to approve FY2016-17 budget as presented.

**Motion carried: 11:0**

### **7. Strategic Plan**

Matthew from Coraggio Group presented the final draft of VSLOC's three-year Strategic Plan.

Board Discussion. JP Patel requested that an amendment be made in the Strategic Imperatives section to include advocacy for stakeholders. After Board discussion, Davison notes the proposed amendment would fit best in Strategic Imperative #5.

Public Comment – Kristin Huebner, Pismo Beach CVB, inquired about targets to measure the success of specific Strategic Imperatives. Davison noted these targets and modes of measuring will be outlined in the forthcoming Operational Plan. Joan Solu, Embarcadero 456 Inn & Suites, noted how much depth there is in VSLOC’s Strategic Plan and would hope to see mirrored plans from each municipality.

**ACTION:** Moved by Graves/Wightman to approve the Strategic Plan with the addition of stakeholder advocacy verbiage to Strategic Imperative #5.

**Motion carried: 11:0**

## **8. CEO Annual Review**

Jamison discussed the Executive Committee’s recommendation for the President & CEO’s annual review and bonus compensation of up to 10% of salary. The Executive Committee met in May and were given a list of accomplishments from the President & CEO for the past contract year. Committee felt unanimously that Davison has done a great job for the organization and proposed a full 10% bonus.

The contract for year 2 calls for an up to 20% of salary bonus. The President & CEO’s employment is through April 2017 with an auto-renew. There is an option to renegotiate, which Davison plans to exercise, and that discussion would likely need to begin in January 2017.

Board Discussion. Roger Wightman noted that each Board Member should be given the list of accomplishments ahead of time for future annual reviews. This will ensure Board Members have the details leading up to the approval.

Public Comment – None.

**ACTION:** Moved by Hamilton/Graves to approve a 10% Bonus for the President & CEO, Chuck Davison, as noted in the CEO Contract Agreement and as proposed by the Executive Committee.

**Motion carried: 11:0**

## **9. Board Member Selection Process**

The Board reviewed applications for the two at-large board seats, one vacation rental seat, and one RV seat. One unincorporated appointed seat is currently occupied by James Davison and he has submitted a letter to the county asking to be reappointed. Eads and Pearce both reapplied for their seats, Bonelli reapplied for the vacation rental seat and was the lone applicant and Jamison reapplied for the RV Park seat and he was also the lone applicant for the seat. Board reviewed new applications from Joan Solu, Embarcadero 456 Inn & Suites, and Tom Pugh, Embassy Suites San Luis Obispo, for the two at-large board seats. Under the recommendation of the Executive Committee, Davison asked the Board to reappoint the two open Board seats to current members Eads and Pearce since they had only currently served 10 months based on the passage of the TMD, and to also reappoint Bonelli and Jamison.

Board Discussion.

Public Comment – Joan Solu, Embarcadero 456 Inn & Suites, commented about being a stakeholder as a hotelier and how she would like to be considered to be a Board Member for the FY2016-17.

**ACTION:** Moved by Wightman/J. Davison to approve the re-applications for Board Seats as recommended by the Executive Committee.

**Motion carried: 10:0:3**

**Jamison, Eads, and Bonelli abstained from voting regarding their specific seats.**

## **10. Executive Committee Seats**

VSLOC staff recommended current Executive Committee remain in their respective places for continuity purposes. This committee has only been appointed for 7.5 months due to Board Member changes.

Board Discussion.

Public Comment - None

**ACTION:** Moved by Wightman/Hamilton to approve the reappointment of the Executive Committee.

**Motion carried: 9:0:2**  
**Jamison and J. Patel abstain**

### **11. Coast National Bank Line of Credit (LOC) Payoff**

VSLOC staff requested to pay-off the Coast National Bank Line of Credit remainder prior to the end of the FY2015-16.

Board Discussion.

Public Comment - None

**ACTION:** Moved by Seymour/Miller to approve the payment of remaining balance for the Coast National Bank Line of Credit prior to the end of the FY2015-16.

**Motion carried: 11:0**

### **12. Marketing Agency Update**

Davison updated the Board about the contract finalization process with VSLOC's new agency-of-record, BCF. The contract is likely to be finalized in the coming week.

BCF has been in market two times, each for a period lasting one week. During this time, they have conducted visitor intercepts, stakeholder interviews and have gathered information from the VSLOC staff. BCF will be back in market in the coming months, each time staying in a new destination. They will likely present their consolidated information at an upcoming Educational Symposium.

Board Discussion – Bonelli asked if there would be any other opportunity to supply them with information. Davison assured her that she can either send that information directly to VSLOC staff or to BCF.

Public Comment – None.

### **ADJOURNMENT**

**Meeting adjourned at 10:58am.**

San Luis Obispo County  
 Visitor's & Conference Bureau  
 2015/2016 June Financial Summary - As of June 30, 2016

Income	This Month	Budgeted for Month	MTD Variance	FISCAL YTD	Budgeted YTD	VTD Variance
PY Carryover	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Current Year Dues Paid In Prior Year	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Membership Dues	\$ 1,500	\$ -	\$ 1,500	\$ 37,562	\$ 46,000	\$ (8,438)
TBID Income						
SLO County Unincorporated	\$ 67,109	\$ 60,676	\$ 6,433	\$ 710,490	\$ 774,378	\$ (63,889)
SLO City	\$ 69,622	\$ 64,330	\$ 5,292	\$ 565,095	\$ 577,764	\$ (12,668)
Pismo Beach	\$ 142,166	\$ 77,114	\$ 65,052	\$ 712,887	\$ 729,197	\$ (16,310)
Morro Bay	\$ 23,864	\$ 23,227	\$ 637	\$ 238,059	\$ 245,307	\$ (7,248)
Paso Robles	\$ 42,887	\$ 37,730	\$ 5,157	\$ 338,895	\$ 356,496	\$ (17,600)
Arroyo Grande	\$ 7,725	\$ 8,410	\$ (684)	\$ 71,501	\$ 76,751	\$ (5,250)
Atascadero *	\$ -	\$ -	\$ -	\$ 83,372	\$ 66,971	\$ 16,401
Grover	\$ -	\$ 2,987	\$ (2,987)	\$ 21,303	\$ 26,249	\$ (4,945)
<b>Total Income</b>	<b>\$ 354,874</b>	<b>\$ 274,473</b>	<b>\$ 80,401</b>	<b>\$ 2,779,165</b>	<b>\$ 2,899,113</b>	<b>\$ (119,949)</b>
* District pays quarterly						
<b>Expenses</b>						
G&A	\$ (59,600)	\$ 10,744	\$ (70,344)	\$ 130,967	\$ 199,893	\$ (68,927)
Industry Research and Resources	\$ 75,222	\$ 13,963	\$ 61,259	\$ 266,978	\$ 278,617	\$ (11,639)
Travel Trade	\$ 54,528	\$ 39,016	\$ 15,512	\$ 268,102	\$ 325,652	\$ (57,550)
Communications	\$ 12,747	\$ 20,496	\$ (7,749)	\$ 123,733	\$ 170,914	\$ (47,181)
Advertising	\$ 47,670	\$ 26,741	\$ 20,929	\$ 627,869	\$ 668,972	\$ (41,103)
Promotions	\$ 1,810	\$ 11,028	\$ (9,218)	\$ 26,079	\$ 57,079	\$ (31,000)
Events	\$ 24,010	\$ 19,800	\$ 4,210	\$ 177,008	\$ 177,680	\$ (673)
Digital Marketing	\$ 23,274	\$ 44,154	\$ (20,881)	\$ 593,942	\$ 611,301	\$ (17,359)
Film Commission	\$ 1,392	\$ 8,365	\$ (6,973)	\$ 25,894	\$ 66,039	\$ (40,145)
<b>Total Expenses</b>	<b>\$ 181,052</b>	<b>\$ 194,308</b>	<b>\$ (13,256)</b>	<b>\$ 2,240,571</b>	<b>\$ 2,556,147</b>	<b>\$ (315,576)</b>
<b>Surplus(Deficit)</b>	<b>\$ 173,822</b>	<b>\$ 80,165</b>	<b>\$ 93,657</b>	<b>\$ 538,594</b>	<b>\$ 342,966</b>	<b>\$ 195,628</b>
<b>Cash Flow</b>						
Cash spent on Capital Assets during FYE 6/30/16				\$ (76,154)		
Payroll Liabilities Expensed in FYE 6/30/16 to be paid in FYE 16/17				\$ (333)		
<b>Visit SLO County Cash Balances</b>				<b>\$ 462,107</b>		
Reserve & Contingency				\$ (142,656)		
<b>Net Available Cash</b>				<b>\$ 319,451</b>		
<b>Reconciliation to Previously Discussed Available for Cash at 6/30/16</b>						
<b>Visit SLO County Cash Balances</b>				<b>\$ 319,451</b>		
Less Transfer of 2015 SAVOR funds				\$ (5,497) <sup>A</sup>		
Less 2016/2017 TBID Revenue collected in FYE 6/30/16				\$ (282,804) <sup>B</sup>		
Less 2016/2017 Trade Booth Co-Op funds collected in FYE 6/30/16				\$ (3,600) <sup>C</sup>		
Plus 2016/2017 Expense paid in FYE 6/30/16				\$ 32,944 <sup>D</sup>		
<b>Previously discussed Available for Cash</b>				<b>\$ 60,493</b>		

<sup>A</sup> Balance in Heritage Oaks Bank from 2015 SAVOR transferred to Coast National Bank / Membership bank account

<sup>B</sup> SLO City, Paso, Pismo, Morro Bay, Arroyo Grande & County of SLO paid TBID fees accrued for in FYE 6/30/17

<sup>C</sup> Holiday Inn Express - Atascadero

<sup>D</sup> Searchwide fees and Tradeshow registration fees

**Visit San Luis Obispo County**  
**Balance Sheet Prev Year Comparison**  
**As of June 30, 2016**

Cash Basis

	Jun 30, 16	Jun 30, 15	\$ Change
<b>ASSETS</b>			
<b>Current Assets</b>			
<b>Checking/Savings</b>			
1010 - CNB - TMD	461,388.71	0.00	461,388.71
1022 - Rabobank Checking	0.00	13,217.38	-13,217.38
1020 - CNB - Membership	6,114.17	0.00	6,114.17
1030 - HOB - SAVOR <sup>A</sup>	0.00	156,747.75	-156,747.75
<b>Total Checking/Savings</b>	<u>467,502.88</u>	<u>169,965.13</u>	<u>297,537.75</u>
<b>Other Current Assets</b>			
1220 - Savor Receivable	0.00	9,086.17	-9,086.17
1320 - Prepaid Rent	3,326.70	0.00	3,326.70
<b>Total Other Current Assets</b>	<u>3,326.70</u>	<u>9,086.17</u>	<u>-5,759.47</u>
<b>Total Current Assets</b>	<u>470,829.58</u>	<u>179,051.30</u>	<u>291,778.28</u>
<b>Fixed Assets</b>			
<b>1400 - Fixed Assets</b>			
1405 - Computer Hardware/Software	25,497.00	18,482.10	7,014.90
1410 - Furniture & Fixtures	30,204.21	10,457.32	19,746.89
1415 - Leasehold Improvements	34,831.19	0.00	34,831.19
1425 - Office Equipment	18,404.52	3,843.25	14,561.27
<b>Total 1400 - Fixed Assets</b>	<u>108,936.92</u>	<u>32,782.67</u>	<u>76,154.25</u>
1500 - Accumulated Depreciation	-23,658.17	-23,658.17	0.00
<b>Total Fixed Assets</b>	<u>85,278.75</u>	<u>9,124.50</u>	<u>76,154.25</u>
<b>TOTAL ASSETS</b>	<u><b>556,108.33</b></u>	<u><b>188,175.80</b></u>	<u><b>367,932.53</b></u>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Liabilities</b>			
<b>Current Liabilities</b>			
<b>Credit Cards</b>			
2050 - Rabobank Credit Card	0.00	6,011.15	-6,011.15
Chase 5458/Master	0.00	706.39	-706.39
<b>Total Credit Cards</b>	<u>0.00</u>	<u>6,717.54</u>	<u>-6,717.54</u>
<b>Other Current Liabilities</b>			
2100 - Payroll Liabilities	332.95	0.00	332.95
<b>Total Other Current Liabilities</b>	<u>332.95</u>	<u>0.00</u>	<u>332.95</u>
<b>Total Current Liabilities</b>	<u>332.95</u>	<u>6,717.54</u>	<u>-6,384.59</u>
<b>Total Liabilities</b>	<u>332.95</u>	<u>6,717.54</u>	<u>-6,384.59</u>
<b>Equity</b>			
3110 - Fund Balance	34,053.44	34,053.44	0.00
1110 - Retained Earnings	147,404.82	175,685.55	-28,280.73
Net Income	374,317.12	-28,280.73	402,597.85
<b>Total Equity</b>	<u>555,775.38</u>	<u>181,458.26</u>	<u>374,317.12</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>556,108.33</b></u>	<u><b>188,175.80</b></u>	<u><b>367,932.53</b></u>

<sup>A</sup> - This bank account was closed in July 2016 as such the funds remaining at 6/30/16 has been re-classed to be included in the #1020 - CNB - Membership bank account (\$5,497).



# Visit San Luis Obispo County: Strategic Direction 2020



CLARITY

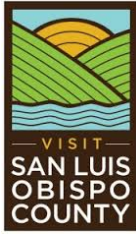
Vision	Mission	Values	Brand Intention	Position
A vibrant and prosperous San Luis Obispo County, fueled by a collaborative and flourishing tourism industry	Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County	<b>Future Focused</b> Delivering today with an eye on tomorrow <b>Collaboration</b> Our partnerships inform and support economic success <b>Drive</b> We bring enthusiasm to our initiatives and a focus on results <b>Stewardship</b> We are mindful of our resources and the SLO County brand	<ul style="list-style-type: none"> <li>• Strategic</li> <li>• Connector</li> <li>• Creative</li> <li>• Inspiring</li> <li>• Essential</li> </ul>	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

FOCUS

Imperatives	Objectives
<b>Optimize our organizational capacity</b>	<ul style="list-style-type: none"> <li>○ Increased employee engagement and satisfaction scores</li> <li>○ Ratio of administrative cost to economic impact</li> </ul>
<b>Establish brand clarity and increased awareness through unified efforts</b>	<ul style="list-style-type: none"> <li>○ Bi-annual growth of awareness in targeted visitor categories</li> <li>○ Bi-annual growth of awareness in targeted markets</li> <li>○ Bi-annual growth of awareness in targeted segments</li> </ul>
<b>Build and expand strategic partnerships</b>	<ul style="list-style-type: none"> <li>○ Balanced inventory of partnerships</li> <li>○ Inbound partnership opportunities</li> <li>○ Earned Partnership Value (EPV)</li> </ul>
<b>Take a leadership role in the development of critical tourism infrastructure</b>	<ul style="list-style-type: none"> <li>○ Increased visitor volume</li> <li>○ Increased international visitor volume</li> <li>○ Draft of Tourism Infrastructure Master Plan completed</li> <li>○ Increased total air service</li> </ul>
<b>Demonstrate value to our stakeholders, partners and communities</b>	<ul style="list-style-type: none"> <li>○ Year-over-year growth in total stakeholder participation at VSLOC events/meetings</li> <li>○ Increased stakeholder satisfaction scores</li> <li>○ Year-over-year growth in local media coverage</li> <li>○ Deliver on objectives as stated in annual marketing plan</li> <li>○ Community engagement with county-wide tourism</li> </ul>

Initiatives
<ul style="list-style-type: none"> <li>➤ Align our organizational structure with our strategic plan</li> <li>➤ Establish a continuous learning program for the VSLOC Team</li> <li>➤ Evaluate and develop the tools, systems and technologies we need to succeed</li> </ul>
<ul style="list-style-type: none"> <li>➤ Establish a unifying and emotionally resonant SLO County brand</li> <li>➤ Produce and share data-driven strategic insights</li> <li>➤ Inspire and activate tourism ambassadors</li> </ul>
<ul style="list-style-type: none"> <li>➤ Develop a system for annual partnership planning</li> <li>➤ Align resources to manage partnerships</li> <li>➤ Identify, develop, and activate relationships</li> <li>➤ Work with our partners to identify and reduce duplication of efforts</li> </ul>
<ul style="list-style-type: none"> <li>➤ Develop long-term Tourism Infrastructure Master Plan</li> <li>➤ Enable access to SLO County via increased transportation options</li> <li>➤ Initiate feasibility study for conference center</li> <li>➤ Advocate and educate to support international tourism readiness</li> </ul>
<ul style="list-style-type: none"> <li>➤ Develop an engaged and high-functioning tourism culture for SLO County</li> <li>➤ Create an impactful annual marketing plan and timeline</li> <li>➤ Develop and execute a local communication strategy</li> <li>➤ Develop a plan for advocacy on behalf of stakeholders</li> </ul>

ACTION



**BONUS CRITERIA**  
**FOR**  
**PRESIDENT AND CHIEF EXECUTIVE OFFICER**  
**VISIT SAN LUIS OBISPO COUNTY**

July 12, 2016

In accordance with Article 5 of the President and CEO Employment Contract, the Executive Committee of the Board of Directors of Visit San Luis Obispo County and the President and CEO have mutually agreed to the criteria listed below for the year two (2) (May 1, 2016 – April 30, 2017) bonus compensation.

The Initial Bonus of up to 10% of Employee's annual salary shall be tied to VSLOC's operation and will be based on results in the following operational categories:

1. Administration (25%)
2. Financial & Operations (25%)
3. Marketing & Promotions (25%)
4. Board Relations (25%)

An Additional Bonus of up to 10% of Employee's annual salary shall be tied to *Strategic Direction 2020* as outlined in the multi-year strategic plan and will be based on the following Strategic Imperatives:

1. Optimize VSLOC Organizational Capacity (20%)
2. Establish Brand Clarity and Increased Awareness Through Unified Efforts (20%)
3. Build and Expand Strategic Partnerships (20%)
4. Take a Leadership Role in the Development of Critical Tourism Infrastructure (20%)
5. Demonstrate Value to VSLOC Stakeholders, Partners and Communities (20%)

The above items total nine (9) criteria for which the President and CEO's annual bonus will be evaluated. Each of the nine (9) criteria will be scored on a scale of one (1) to ten (10) with one (1) representing the lowest score and ten (10) representing the highest score. The scores will then be totaled to determine the annual bonus as outlined in the percentages above. Should the Board remove or reduce the priority of one of the five (5) Strategic Imperatives above the weight of that Imperative will be divided evenly among the remaining Imperatives.



# Minutes

---

## Visit San Luis Obispo County Marketing Committee

### Visit San Luis Obispo County Marketing Committee Meeting Minutes

Tuesday, June 14, 2016

8:30am

Embassy Suites

333 Madonna Road, San Luis Obispo, CA 93405

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

**PRESENT:** Ashlee Akers, Terrie Banish, Molly Cano, Cheryl Cuming, Amanda Diefenderfer, Christen Goldie, Brent Haugen, Gordon Jackson, Lori Keller, Heather Muran, Jennifer Porter, John Sorgenfrei

**ABSENT:** Jim Allen

**STAFF PRESENT:** Chuck Davison, Michael Wambolt, Jordan Carson

---

**Call to Order at 8:31am.**

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

None.

#### **ANNOUNCEMENTS**

Haugen introduced the new Tourism Manager for the City of Morro Bay, Jennifer Little. Haugen also reminded the Committee to be cautious when promoting giveaways or promotional months. He noted that anyone hosting specials or promotions should add a disclaimer to everything to ensure there are no legal issues, especially regarding discrimination.

Cano introduced the new Tourism Intern for the City of San Luis Obispo, Katie Conroy.

Davison offered Brendan Pringle, VSLOC Office Manager, congratulations for his recent nuptials and let the Committee know he will be on his honeymoon for two weeks.

#### **CONSENT AGENDA**

#### 3. **Approval of May 10, 2016 Marketing Committee Meeting Minutes**

Committee Discussion.

Public Comment – None.

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

**Motion carried: 11:0:1**  
**Keller abstained.**

#### 4. **CEO Report**

Davison announced the resignation of Judith Bean from the VSLOC Marketing Committee. There will likely be no representation from Arroyo Grande/Grover Beach in the coming months on the Committee.

Davison announced the resignation of Becky Singh, VSLOC Marketing Director, and noted that VSLOC is working with a national executive search firm to fill the position. The Director of Marketing position has been elevated to a VP of Marketing position.

Davison noted that Kylee Jepsen, Senior Communications Coordinator & Film Commission Liason, has given three months notice. VSLOC will push the job description out to the Marketing Committee under the new title, Communications Manager.

Davison provided an update on the recently presented Merrill Research Study stating that during the first week of July, VSLOC will likely be releasing a multi-sheet document highlighting various aspects of the study deemed important by VSLOC staff. Along with the VSLOC's research study, the research studies done for local DMO partners in the county will all be made available to BCF.

Davison reported out on his recent Visit California China CEO Mission. During the CAISSA Touristic Beijing Office site visit, in which Visit California was doing an office takeover, Davison mentioned that there was no SLO County representation on the wall clings adorning the office walls. This theme was prevalent throughout other events and visits during the trip. Davison made note that VSLOC should produce a more traditional tri-fold SLO County brochure to be issued to these travel agencies. During the media interviews, Davison observed a clear lack of understanding of what lies between San Francisco and Los Angeles as tour operators look for unique experiences in California. Davison noted that the banners hung at the consumer activation event with Willie Cauley-Stein didn't have any SLO County representation, reminiscent of the VCA office takeover. During the visit to VinExpo, Davison found that there was limited representation from SLO County. Davison added that one of the key takeaways was ensuring photos of blue skies make it into all future China advertising, as well as including "California" in SLOC logos for international messaging.

Committee Discussion – Porter noted that the Paso Wine jobs page is one of the most trafficked area of the website and they can post the VP of Marketing job there as well. Sorgenfrei asked if VCA had a solution for the lack of SLO County representation and Davison proposed we give them 4-5 iconic SLO County photos for future use. Porter noted that while J.Lohr has representation in VinExpo, other producers in the area would likely not participate because they are small production wineries and don't have the distribution in place. More feasible options where SLO County could possibly have representation would be Canada, U.K. and Germany. Sorgenfrei questioned how we make people aware that we have a wine region once in China if the wine alliances and most producers won't be in attendance.

## **BUSINESS ITEMS**

### **5. Marketing Agency Update**

Davison updated the Marketing Committee on BCF's current immersion schedule. BCF has already been in market two times, each spanning a week. Their goal is to stay in a different destination each time they visit and perform intercepts, stakeholder interviews and conduct meetings with VSLOC staff while also gaining a better understanding of each community's offerings.

Committee Discussion – Cuming expressed concern that the agency is not getting enough exposure in the 10 unincorporated areas. Davison noted that they have stayed in the unincorporated areas and they will have additional visits after their initial two month immersion plan, but that they are immersing themselves in 16+ communities in 6-8 visits, and that during that time, they have to visit each DMO's region. Haugen and Diefenderfer were unaware that BCF were holding stakeholder interviews. Each would like to offer additional experiences, but were unaware BCF was in or going to be in their respective communities. Sorgenfrei thought it was great that BCF was taking the time to come to SLO County and immerse themselves and asked if they needed to be shown around while they were in market. Davison

assured the Committee that BCF was going about this from the tourist perspective and did not need to be given a tour. BCF will be in attendance at the July Marketing Committee meeting to give a high level informative presentation about what they've learned from their intercepts thus far.

Public Comment – None.

## **6. Strategic Plan Update**

Davison presented the three-year Strategic Plan developed in partnership with Coraggio Group. Coraggio and VSLOC conducted six, in-depth planning meetings over six weeks to form this three-year strategic plan. Next steps, after approval by the Board, are developing an Operational Implementation Plan with a three-bucket component: items that we start today, items already in the works such as the Marketing Plan and countywide conference feasibility study, and long term items that we begin in small steps today.

Committee Discussion - Sorgenfrei asked if the agency will be handling the implantation of Brand Clarity. Davison assured the Committee that they are and noted that BCF attended meetings with Coraggio. Cuming asked if the Countywide Icon would be revisited. Davison noted that it most likely won't be revisited right now and it hasn't been used as robustly as everyone had hoped, but that perhaps it would be in the future. Davison also noted that the VSLOC brand will be changing and likely not be inclusive of the words "Visit" and "County" which may make it easier for a local community to include the new Visit SLO County brand. Sorgenfrei agreed that the brand should be the first priority.

Public Comment – None.

## **7. Sponsorship**

Davison opened the floor for discussion about current duplication of sponsorship efforts between communities, application process and criteria, and recommendations on ways to improve it for FY2016-17.

Committee Discussion – Diefenderfer recommended that VSLOC move forward with a bi-annual sponsorship application process. Diefenderfer noted that Travel Paso has a subcommittee that goes through the process, makes recommendations and sends those to their Board. Sorgenfrei noted that it is better to see one large sponsor for an event rather than many smaller. Having many small sponsors created issues with advertising and ensuring everyone has exposure. Sorgenfrei said it would be better to choose one or two larger opportunities, like the American Airlines Co-Op.

Keller suggested VSLOC set aside money to promote specific events and fund marketing about the events themselves instead of individually. Porter noted that one event per year will save a lot of time.

Cano provided insight into the City of SLO's process, noting it can be difficult with individual communities because if you say no, then it seems as though the City isn't supportive. Cano wanted to make note of what events individual communities are attending to ensure there isn't duplication and competition. SLO pulled out of the San Diego Bay Wine and Food Festival after hearing VSLOC and the SAVOR Brand were attending. Davison noted that the VSLOC San Diego Bay Wine and Food discussion began in July 2015 after Fast Forward was contracted to run SAVOR and that he attended last year's San Diego event to determine build-out and opportunities at the event. Porter noted that PasoWine would like to go on the road with SAVOR or convince a winery partner to participate in the booth.

Haugen noted that Morro Bay is also on one sponsorship cycle. If there is any money left over, then they open the process back up. This year, Morro Bay attached dollar amounts to event criteria.

Both Morro Bay and Atascadero have developed new sponsorship applications and will send to VSLOC staff. Davison noted that VSLOC gathered all the individual communities' applications for input before ultimately creating their own similar application and that VSLOC will need to develop more specific requirements if it continues to fund local events. Davison suggested that it might be more valuable for VSLOC to spend the sponsorship dollars by taking SAVOR on the Road to reach a 100% tourist audience.

Davison noted that local events in question need to span two communities, otherwise it should be up to the individual community to sponsor since it is not a county event. It was decided that this topic would be discussed again at the next meeting to obtain additional feedback.

Public Comment – None.

## **8. AMGEN Tour of California Recap**

The Stage 4 start of AMGEN Tour of California happened in Morro Bay on May 18. Davison requested feedback from the Committee.

Committee Discussion – Haugen noted that the logistics team was outstanding and the marketing team brought things together as the event grew closer. Morro Bay experienced problems on the PR Side and with AEG for accommodations. Haugen noted that 83 rooms were booked from spectators. Part of the rooms that Morro Bay helped sponsor went unused and they never received a rooming list.

Cuming asked if VSLOC will pursue a relationship for the 2017 race. Davison noted that VSLOC is waiting on key analytics from AEG as far as perceived versus actual coverage. For a future race, VSLOC is pushing for a start and finish in the County. Cuming asked if there was a process for an unincorporated community to submit to be a start or finish in upcoming races. Davison noted that AEG makes that decision based on logistics, but asked that if a community is interested, please let VSLOC know.

Haugen suggested that a booklet should be made for future partners that explains what it means to participate as a start or finish. It would be useful to come together as previous host cities to create a document that would make it easier for communities to decide. Davison asked the communities for their notes regarding this.

Public Comment – None.

## **PRESENTATION**

### **9. DMO Spotlight – City of Atascadero**

This presentation was tabled until the July Marketing Committee Meeting.

## **ADJOURNMENT**

Meeting adjourned at 10:36am.



# Visit San Luis Obispo County

## Activity Report, June 2016

### - What's New -



#### **SLO County Airport Announces New Seattle Flight with Alaska Airlines**

On June 29, San Luis Obispo County Regional Airport revealed that Alaska Airlines will commence nonstop service between San Luis Obispo (SBP) and Seattle (SEA) next spring. This is a major victory for the airport and the County of San Luis Obispo. Visit San Luis Obispo County worked closely with the airport and the SLO EVC in persuading the sought-after airline to begin service in the County. Daily flights begin April 13, 2017, and tickets are now available online. This flight allows the local tourism industry to introduce San Luis Obispo County to new visitors, and based on our recent consumer research study, Seattle is the perfect new market for SLO County.

#### **VSLOC Heads to New Orleans for US Travel Association's IPW**

June 18-23, Visit San Luis Obispo County and other local tourism leaders traveled to New Orleans, Louisiana for this year's IPW. In three days of intensive business appointments, our delegation met with more than 70 international and domestic buyers. Our combined 50-foot booth this year, in addition to wine pourings every day of the event, made San Luis Obispo County's presence stand out among its competitors, and even drew additional meetings. Early-bird registration for IPW 2017 in Washington D.C ends July 29, 2016. Contact VSLOC Director of Travel Trade Michael Wambolt if you would like to learn more about this opportunity. Thank you to our booth partners and to Vina Robles, Halter Ranch, Peachy Canyon, Chronic Cellars, J. Lohr, Biddle Ranch, Niner Wine Estates and Ancient Peaks for providing wine for this event.



#### **Visit San Luis Obispo County Research Takeaways Now Available**

Visit San Luis Obispo County is excited to share the results of its Awareness Study and Demographic and Share-of-Wallet Research Study in a concise multi-page form. Both research studies are the first of their kind for San Luis Obispo County, and shed light on the core consumer who visits San Luis Obispo County, along with insights into prospective customers. The documents are now accessible from the Members Area of the VSLOC website, as are the YouTube videos of the research presentations from Merrill Research. Simply navigate to [www.VisitSanLuisObispoCounty.com/Members-Area](http://www.VisitSanLuisObispoCounty.com/Members-Area), and enter your member credentials to view the password-protected page. If you need log-in assistance, please contact Pam Roberts at [Pam@VisitSanLuisObispoCounty.com](mailto:Pam@VisitSanLuisObispoCounty.com).



#### **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.

From access to digital marketing tools to quarterly education seminars and other valuable resources, there has never been a better time to become a VSLOC member. FY2016-17 renewal invoices have been distributed, and are due this month. Also, this is a great time to update your profile with current pictures and new information. Please don't hesitate to contact our Travel Trade and Membership Sales Coordinator, Pam Roberts, at 805-541-8000 or [Pam@VisitSanLuisObispoCounty.com](mailto:Pam@VisitSanLuisObispoCounty.com) with any questions.



#### **July is Historic Monuments, Buildings and Markers Month in SLO County**

From the San Luis Obispo and San Miguel Missions to the Atascadero City Hall to Nitt Witt Ridge in Cambria, San Luis Obispo County has a rich history to share with visitors. Follow our social media channels throughout July as we celebrate Historic Monuments, Buildings and Markers Month. We are always looking for content, so if you have information you would like to include during the month of July about tours or an historic site, please contact our Marketing Coordinator, Jordan Carson, at [Jordan@VisitSanLuisObispoCounty.com](mailto:Jordan@VisitSanLuisObispoCounty.com). We will be covering everything from well-known to little-known and unique, so nothing is off limits.



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



Featured in *Destinations Detours & Dreams*: Cambria's West Village (left); and in *USA Today*: Alaska Airline's new air service to Seattle (right).



### VISIT SLO COUNTY WEB ACTIVITY

<b>VISITS:</b>	48,327
<b>UNIQUE VISITORS:</b>	40,379
<b>PAGE VIEWS:</b>	141,856
<b>AVG. PAGE VIEWS/VISIT:</b>	2.94
<b>AVG. TIME ON SITE:</b>	2:15
<b>TOTAL ORGANIC TRAFFIC:</b>	37,646
<b>% OF ORGANIC:</b>	78%
<b>MOBILE VISITS:</b>	28,965

#### **MOST VISITED EVENT:**

SAN LUIS OBISPO FARMERS MARKET (1520 VIEWS)

**TOTAL BLOG VISITS:** 10,978

**MOST SHARED BLOG:** EPIC SUNSETS AND WHERE TO FIND THEM IN SLO COUNTY [HTTP://BIT.LY/EPICSUNSETS](http://bit.ly/epicsunsets)

### VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

#### **FACEBOOK**

<b>LIKES:</b> 16,593	<b>NEW:</b> 362
<b>TOT. IMPRESSIONS:</b>	364,418
<b>HIGHEST ENGAGEMENT:</b> SCHOOL'S OUT FOR SUMMER...HEAD OVER TO GROVER BEACH FOR A PROPER BEACH BONFIRE. (1.7K ENGAGEMENTS)	

**MOST REACTIONS:** SCHOOL'S OUT FOR SUMMER...HEAD OVER TO GROVER BEACH FOR A PROPER BEACH BONFIRE. (1.5K REACTIONS)

	<b>FOLLOWERS</b>	<b>NEW</b>
<b>TWITTER:</b>	6,421	104
32.2K IMPRESSIONS		
TWEETS: 6,753		
<b>PINTEREST:</b>	677	8
PINS: 802		
<b>INSTAGRAM:</b>	5,636	662
POSTS: 729		

#### **VISITOR GUIDE DIST.**

<b>WEB DOWNLOADS:</b>	91
<b>GUIDES DISTRIBUTED:</b>	1,037
<b>TOTAL:</b>	<b>1,128</b>

#### **THIS MONTH IN SLO COUNTY**

<b>SUBSCRIBERS:</b>	36,372
<b># OF OPENS:</b>	5,066
<b># OF CLICK-THROUGHS:</b>	995

#### **THIS WEEK IN SLO COUNTY**

<b>CIRCULATION:</b>	824
<b>MOST CLICKED LINK:</b>	US Secret Service: Know Your Money

## Trending

### Media

- Destinations Detours & Dreams: Enchanting Cambria <http://bit.ly/29kJ3P>
- USA Today: Alaska Air's West Coast growth continues with new CA city <http://usat.ly/29ifzAH>
- KSBY: SLO Airport adding flights to Seattle <http://bit.ly/29ONGx8>
- KEYT: SLO Airport announces new daily flight to Seattle <http://bit.ly/29ONRbH>
- Destinations Detours & Dreams: Craft beer in wine country <http://bit.ly/29if4ly>
- Pacific Coast Business Times: Alaska Airlines to begin service between San Luis Obispo and Seattle <http://bit.ly/29iidIA>

### Travel Trade

- Meeting & Conference Sales Mission: August (Sacramento)
- Tour & Travel Sales Mission: September (Los Angeles)

### Film Commission

- Semi-Annual Film Permitting Partners Meeting: July

### VSLOC Plans Summer Sales Missions in Northern CA and LA

Visit San Luis Obispo County travel trade efforts will be continuing in full force throughout the summer. VSLOC Director of Travel Trade Michael Wambolt will be heading to Northern California in August for a Meeting and Conference sales mission, where he will be targeting Bay Area meeting professionals and Sacramento government meeting planners. In September, he will be heading to Los Angeles to target international groups and receptive operators in a Tour and Travel sales mission. If you are interested in co-op opportunities for these sales missions, please contact Michael at [Michael@VisitSanLuisObispoCounty.com](mailto:Michael@VisitSanLuisObispoCounty.com).



### VSLOC Creates Buzz at IPW Media Marketplace

Visit San Luis Obispo County contracted with Jeanne Sullivan to represent our region at the IPW Media Marketplace on June 20. Sullivan, along with Jim Allen from Hearst Castle, met with 34 different travel writers where they pitched the great assets and news about San Luis Obispo County tourism. Visit San Luis Obispo County's communications department is currently following up with these media.



### Semi-Annual Film Permitting Partners Meeting Set for July

The San Luis Obispo County Film Commission will be holding their semi-annual film permitting partners meeting this July. The purpose of this meeting is to update permitting partners on industry news and review the filming economic impact for 2015.





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

Current Month - May 2016 vs May 2015												
	Occ %		ADR		RevPAR		Percent Change from May 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	69.7		121.30		84.57							
Morro Bay, CA+	67.4	66.8	130.25	123.34	87.77	82.44	0.8	5.6	6.5	6.5	0.0	0.8
Paso Robles, CA+	74.2	74.3	140.67	142.47	104.44	105.91	-0.1	-1.3	-1.4	15.9	17.5	17.4
Pismo Beach, CA+	72.8	71.3	161.47	159.07	117.62	113.49	2.1	1.5	3.6	3.5	-0.1	2.0
San Luis Obispo, CA+	70.7	73.7	145.55	138.90	102.93	102.36	-4.0	4.8	0.6	0.6	0.0	-4.0
San Simeon, CA+	64.2	63.8	127.38	125.49	81.75	80.12	0.5	1.5	2.0	2.0	0.0	0.5
Five Cities+	71.2	70.6	155.83	152.36	110.98	107.51	0.9	2.3	3.2	3.1	-0.1	0.8
North Coast+	68.6	69.4	152.79	149.01	104.83	103.40	-1.1	2.5	1.4	1.4	0.0	-1.1
North County+	73.0	72.5	135.72	137.94	99.12	99.94	0.8	-1.6	-0.8	20.5	21.5	22.5
South County+	71.0	72.0	151.00	145.87	107.18	105.08	-1.5	3.5	2.0	2.0	-0.0	-1.5
San Luis Obispo County	70.7	71.2	146.12	142.86	103.27	101.67	-0.7	2.3	1.6	5.5	3.9	3.2
<b>Santa Barbara/Santa Maria</b>	<b>72.8</b>	<b>75.5</b>	<b>178.93</b>	<b>178.66</b>	<b>130.25</b>	<b>134.85</b>	<b>-3.6</b>	<b>0.2</b>	<b>-3.4</b>	<b>-3.3</b>	<b>0.1</b>	<b>-3.5</b>
<b>Monterey/Salinas</b>	<b>75.2</b>	<b>71.0</b>	<b>190.32</b>	<b>191.00</b>	<b>143.19</b>	<b>135.70</b>	<b>5.9</b>	<b>-0.4</b>	<b>5.5</b>	<b>5.7</b>	<b>0.2</b>	<b>6.1</b>
<b>California</b>	<b>75.1</b>	<b>75.0</b>	<b>155.97</b>	<b>146.65</b>	<b>117.05</b>	<b>110.04</b>	<b>0.0</b>	<b>6.4</b>	<b>6.4</b>	<b>7.1</b>	<b>0.6</b>	<b>0.7</b>

## Executive Overview

**SEO Overview**

**SEO Activities completed last month:**

- \* 71 crawl errors reviewed, no errors needed corrections.
- \* Bot added to spam filtering view in Google Analytics.
- \* Quarterly duplicate content scan completed on 237 pages; no action needed.
- \* Quarterly Google Search Console review completed; no action needed.
- \* Quarterly spell check scan completed and 25 errors corrected.

**Organic Traffic Overview:**

Organic traffic increased by 32% over last year. Some of the pages with the best year-over-year growth were the Lake Lopez Recreation Area listing by 63,900%, the Morro Bay community page by 1,212%, the Our Area page by 9%, the Avila Beach Farmers Market listing by 57,600% and the Cambria community page by 129%. Last month, organic traffic from Google grew 36% while Yahoo grew by 1% and Bing grew by 1%.

**Other Notes:**

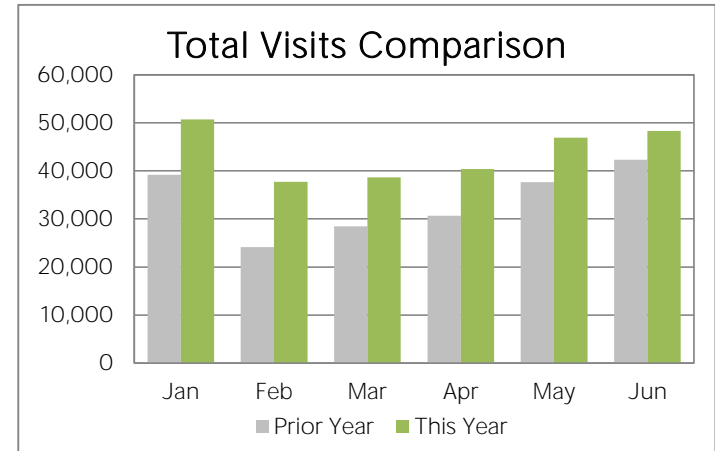
- \* Total visits increased by 14%, unique visitors increased by 15% and pageviews increased by 10%.
- \* The blog home page received 117 pageviews last month.
- \* The entire blog received 10,978 pageviews last month.

## Industry Averages

Engagement Metrics	Industry Average	Your Website		% Difference
Total Pages Per Visit:	2.47	2.94	●	15.85%
Total Average Visit Duration:	0:02:11	0:02:15	●	2.66%
Total Bounce Rate:	56.06%	47.07%	●	-19.11%
Organic Pages Per Visit:	2.57	3.02	●	14.79%
Organic Average Visit Duration:	0:02:07	0:02:17	●	6.99%
Organic Bounce Rate:	48.23%	44.86%	●	-7.51%

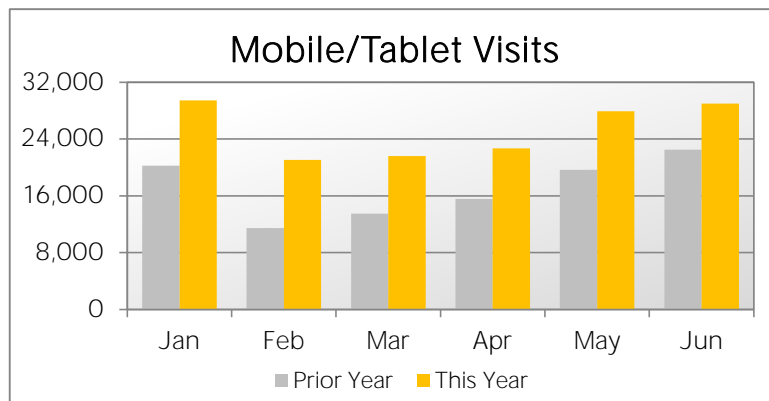
### Total Traffic Overview:

	Jan	Feb	Mar	Apr	May	Jun
Visits:	50,686	37,694	38,636	40,417	46,916	48,327
Unique Visitors:	38,376	31,853	32,504	34,203	39,349	40,379
Bounce Rate:	51%	51%	50%	51%	48%	47%
Pageviews:	156,974	107,927	108,338	110,213	132,744	141,856
Avg Pageviews Per Visit:	3.10	2.86	2.80	2.73	2.83	2.94
Avg Time on Site:	0:02:38	0:02:07	0:02:04	0:02:01	0:02:07	0:02:15
Total Organic Search Traffic:	29,823	24,262	28,907	29,043	36,032	37,646
% of Traffic Organic Search:	59%	64%	75%	72%	77%	78%
Entry Pages From Search:	1,918	1,934	1,943	1,882	1,966	1,904
VisitSLOCounty Visits:	13,938	18,182	14,643	16,518	6,854	555
VisitSLOCounty Bounce Rate:	86%	75%	73%	68%	80%	55%

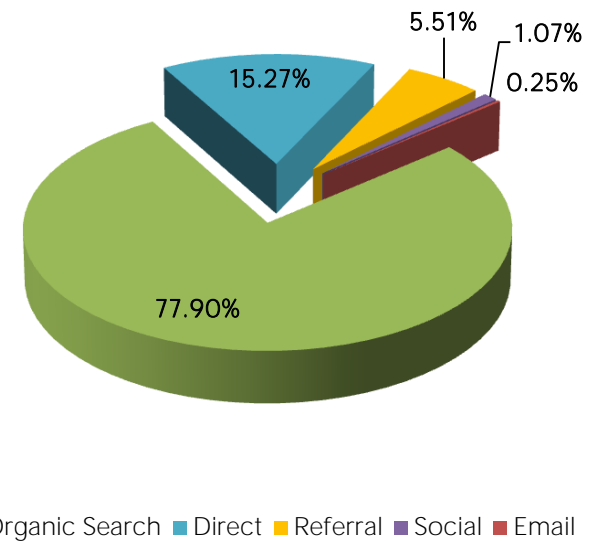


### Mobile/Tablet SnapShot:

	Jan	Feb	Mar	Apr	May	Jun
Visits:	29,441	21,035	21,612	22,655	27,916	28,965
% of visits	58%	56%	56%	56%	60%	60%
Bounce Rate:	57%	57%	54%	53%	51%	51%
Pageviews:	74,611	51,046	53,305	55,662	70,124	74,402
Avg Time on Site:	0:02:08	0:01:44	0:01:45	0:01:46	0:01:49	0:01:49



### Traffic Sources



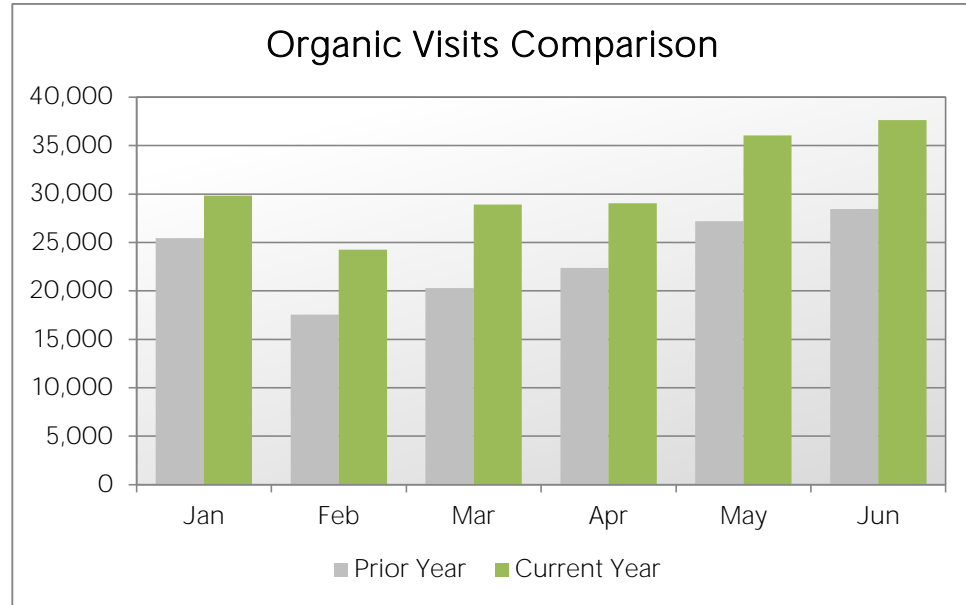
## Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	37,646	77.90%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.02	2.75%
Avg. Time on Site	0:02:17	1.46%
New Visits	76.75%	0.17%
Bounce Rate	44.86%	-4.68%

Search Engine	Visits	Percent
google	34,937	92.80%
yahoo	1,598	4.24%
bing	1,007	2.67%
aol	59	0.16%
ask	22	0.06%
images.google	11	0.03%

Exact Keyword	Visits	Percent
(not provided)	36,093	95.87%
san luis obispo	122	0.32%
share buttons sharebutton.org	29	0.08%
morro bay	22	0.06%
lopez lake	16	0.04%
san luis obispo county	16	0.04%
cambria ca	15	0.04%
san luis obispo events	15	0.04%
lake lopez	13	0.03%
avila beach	12	0.03%



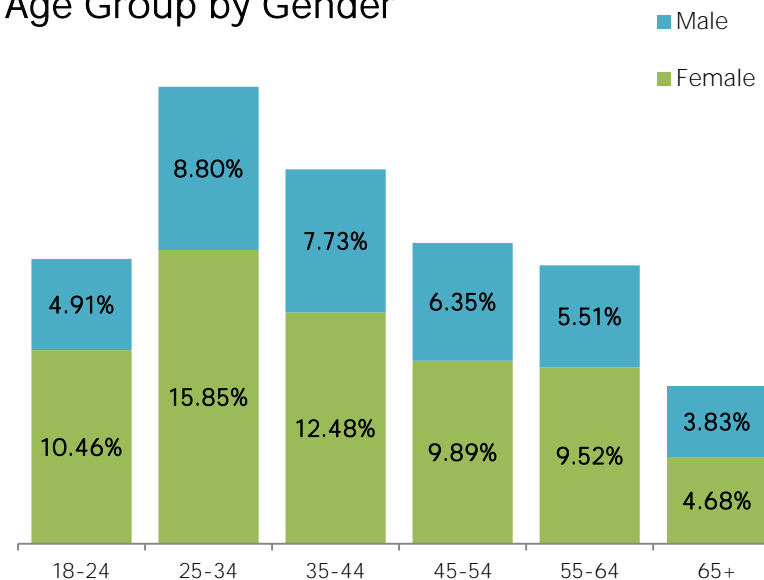
Landing Page	Visits	Percent
/events	6,758	17.95%
/	3,226	8.57%
/profile/402/lake-lopez-recreation-area	1,920	5.10%
/community/morro-bay	1,246	3.31%
/events/461	1,161	3.08%
/blog/839/9-places-to-celebrate-the-4th-of-july-in-san-luis-obispo-county	953	2.53%
/events/all/fairs_and_festivals	839	2.23%
/activities	760	2.02%
/our-area	736	1.96%
/profile/1468/avila-beach-farmers-market	577	1.53%

## Demographics & Interests

### Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	21,210
News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	17,583
TV Lovers	17,446
Travel Buffs	17,143
Home Decor Enthusiasts	15,924
Shoppers/Shopaholics	15,902
Cooking Enthusiasts/Aspiring Chefs	15,856
Technophiles	14,880
News Junkies & Avid Readers	14,561
Health & Fitness Buffs	13,773

### Age Group by Gender



### Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	9,566
News/Weather	7,108
Travel/Hotels & Accommodations	7,002
Arts & Entertainment/TV & Video/Online Video	6,416
Food & Drink/Cooking & Recipes	6,005
Real Estate/Real Estate Listings	4,765
Travel/Air Travel	4,233
Reference/General Reference/Dictionaries & Encyclopedias	3,749
Shopping/Mass Merchants & Department Stores	3,559
Internet & Telecom/Email & Messaging	3,505

**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:

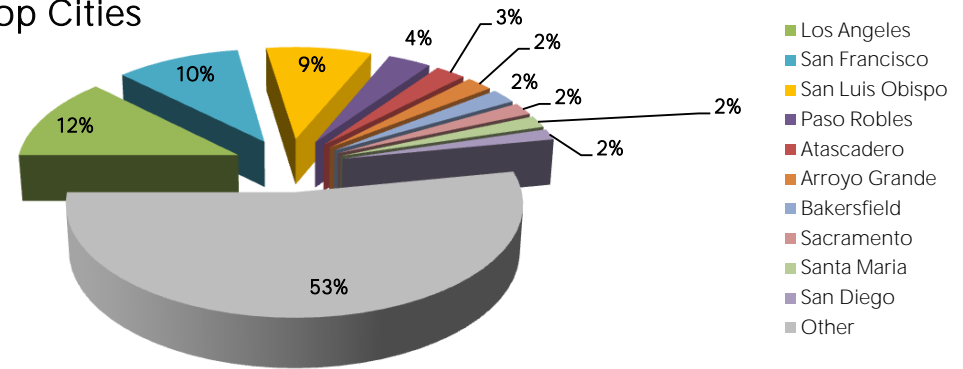
Top Landing Pages	Entrances
/events	7,767
/	5,125
/profile/402/lake-lopez-recreation-area	2,384
/community/morro-bay	1,460
/events/461	1,353
obispo-county	1,129
/events/all/fairs_and_festivals	944
/our-area	921
/activities	851
/profile/1468/avila-beach-farmers-market	675

Top Content Pages	Pageviews
/events	13,674
/	7,197
/profile/402/lake-lopez-recreation-area	3,037
/events/all/fairs_and_festivals	2,819
/our-area	2,304
/events?page=1	2,080
/community/morro-bay	1,962
/blog/839/9-places-to-celebrate-the-4th-of-july-in-san-luis-c	1,597
/events/461	1,520
/events/all/childrens_activities	1,382

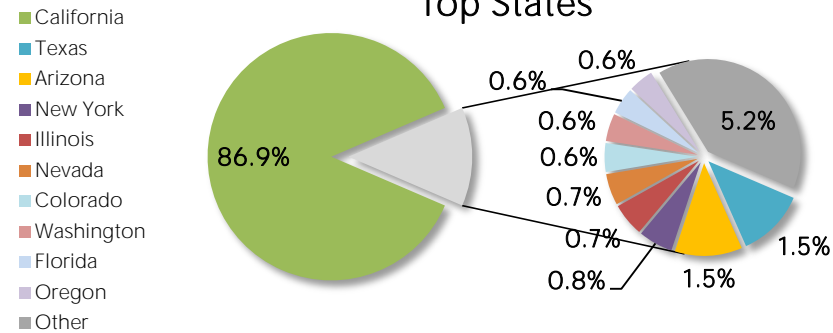
Top Exit Pages	Exits
/events	3,267
/	2,888
/profile/402/lake-lopez-recreation-area	1,857
/events/461	1,245
/blog/839/9-places-to-celebrate-the-4th-of-july-in-san-luis-c	1,180
/our-area	1,008
/community/morro-bay	952
/events/all/fairs_and_festivals	656
/profile/1468/avila-beach-farmers-market	642
/profile/1760/morro-bay-sea-life	549

### Geographic:

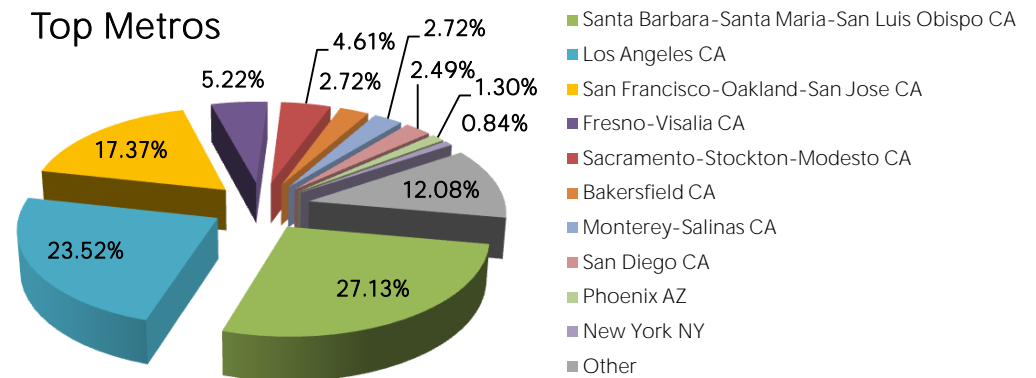
#### Top Cities



#### Top States

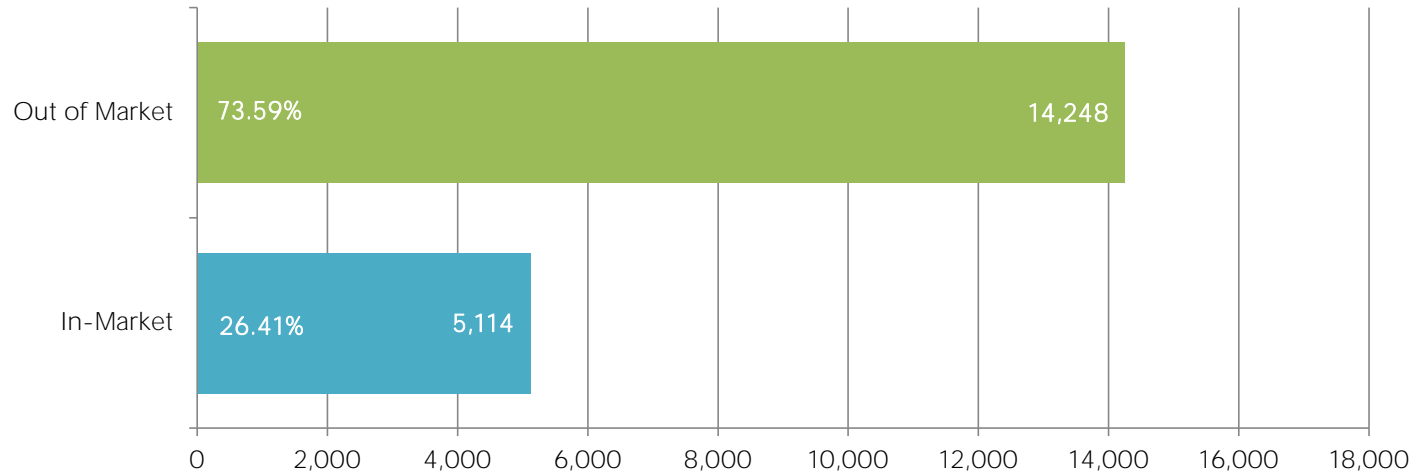


#### Top Metros



## In-MarketVsVistor:

### Desktop Visits



### Mobile/Tablet Visits

