



AGENDA

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Agenda

Wednesday, October 19, 2016

8:30 am

Holiday Inn Express, Atascadero

9010 W. Front Rd, Atascadero, CA 93422

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA - <i>motion required</i>	C. Davison
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3. **Approval of September 21, 2016 Board Meeting Minutes (yellow)**
Staff will ask for Board approval of the September VSLOC Board Meeting Minutes.

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

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

BUSINESS ITEMS	C. Davison
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5. **Approval of FY2015-16 Audit (5 minutes) – *motion required***
Staff will ask for Board approval of VSLOC's FY2015-16 audit documents.
6. **SAVOR on the Road (5 minutes)**
Staff will provide an update on VSLOC's efforts for SAVOR – A San Luis Obispo County Experience.

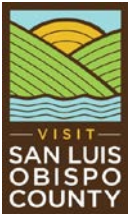
PRESENTATION	G. Ward/K. Ireland
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6. **BCF (60 min) – *motion required***
 - a. **Visit San Luis Obispo County Brand**
 - b. **FY2016-18 Marketing Plan***BCF will present the new Visit San Luis Obispo County brand and FY2016-18 Marketing Plan. Staff will request Board approval of the Marketing Committee's recommendations.*

ADJOURN.

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805)541-8000 at least 48 hours prior to the meeting.



MINUTES

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, September 21, 2016

8:30am

Inn at Morro Bay

60 State Park Rd, Morro Bay, CA 93442

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

PRESENT: John Arnold, Mark Eads, Aaron Graves, Jim Hamilton, Jay Jamison, Sam Miller, Nipool Patel, Clint Pearce, Val Seymour, Roger Wightman

ABSENT: Kathy Bonelli, James Davison, Rachel Lima, Noreen Martin, JP Patel

STAFF PRESENT: Chuck Davison, Brendan Pringle, Helen Pratt

Call to Order at 8:33am.

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

Kristin Huebner announced that there is a company called KND Safety Services, conducting fire inspections for local businesses without a business license for this area.

ANNOUNCEMENTS

None.

Public Comment – None.

CONSENT AGENDA

3. **Approval of August 17, 2016 Board Meeting Minutes**
 - Approval of August VSLOC Financials**
 - Approval of Marketing Committee Application – Jennifer Little**

Board Discussion.

Public Comment – None.

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

Motion carried: 10:0

4. **CEO Report**

C. Davison provided an update on VSLOC staffing. VSLOC is subscribing to quarterly VisaVue® Travel reports. An easy-to-read infographic form of the report will be posted to the Members Area of the VSLOC website. The annual audit process commenced on September 9, 2016 with an on-site visit. The final audit document will be reviewed at the October Board meeting. VSLOC's Crisis Communication Plan was tested for the first time with the Chimney Fire. VSLOC is making minor revisions to the plan. VSLOC developed a flow chart outlining the lead management process, including collaboration and distribution. This will be posted to the Members Area of the VSLOC website. VSLOC contracted Gladwell Governmental Services to create a document retention policy, which will be presented to the Board in October for approval. Health insurance rates increased by 14% and a greater increase is expected next year. The County and EVC are working on a plan for a forward-looking economic impact study based on the closure of Diablo Canyon. Davison expects to have updates by the next Board meeting. December's Board meeting is currently scheduled for December 21, 2016. The Executive Committee recommends cancelling that meeting. VSLOC will cancel the meeting unless there is opposition.

Board Discussion.

Public Comment – None.

BUSINESS ITEMS

5. FY2015-16 Annual Report

A draft copy of the Annual Report was distributed to the Board members. Davison asked Board for approval of the FY2015-16 Annual Report.

Board Discussion.

Public Comment – Toni LeGras of Beachside Rentals stated that the Annual Report is beautiful and easy to read.

ACTION: Moved by Graves/Seymour to approve the Annual Report.

Motion carried: 10:0

6. Event Sponsorship Update

Davison recapitulated VSLOC's sponsorship of AMGEN Tour of California's Morro Bay start and gave an update on current negotiations for the upcoming AMGEN event that are taking place directly with the cities. Davison asked the Board for direction on how to proceed with AEG, which manages the event.

The Marketing Committee recommends changing the general event sponsorship criteria to include the following: one to two large county event opportunities, a focus on out-of-market SAVOR events and assistance with other local events through in-kind marketing only. Davison asked for Board approval of the Marketing Committee's recommendations for VSLOC event sponsorship criteria.

Board Discussion.

Public Comment – None.

ACTION: Moved by Graves/Pearce to authorize VSLOC to allocate up to \$50K for AMGEN sponsorship, to be split between the start and finish as VSLOC deems proportionately appropriate. This would be in conjunction with the individual cities and BIDs, granted that AEG provides the appropriate coverage to VSLOC to justify the cost.

Motion carried: 10:0

ACTION: Moved by Wightman/Patel to change VSLOC event sponsorship criteria based on the Marketing Committee's recommendations.

Motion carried: 10:0

7. SAVOR the Central Coast

IWSC Group has made a proposal to VSLOC to purchase and operate SAVOR the Central Coast. Davison asked for the Board's recommendation as to how to proceed.

Board Discussion.

Public Comment – Toni LeGras, Beachside Rentals, asked if IWSC would own the SAVOR the Central Coast brand if an agreement was made. Kristin Huebner, Pismo Beach CVB, noted that this event has previously relied on the cities to provide funding, and that this should be considered during discussions with IWSC.

ACTION: Moved by Pearce/Graves to approve entering into proposal discussions with IWSC Group for the sale of SAVOR the Central Coast as a local event.

Motion carried: 10:0

8. Airport Development

Davison gave an update on air service development. Due to the new Seattle air service project, the airport will not be eligible for additional grant funding for air development until Q4 2018/19. Davison suggested that new service development would need to come from a minimum revenue guarantee (MRG) or LOC, which is estimated to be at \$1-1.5 million for Dallas/Denver air service. Davison asked if the Board saw a scenario where VSLOC might bet aside \$100K+ into an MRG. The Board discussed and the consensus was yes, but that it would depend on the flight city. Davison noted that an economic impact study is \$10,000, and asked the Board if VSLOC should share the cost in this study with the EVC and SLO County Regional Airport.

Board Discussion.

Public Comment – None.

ACTION: Moved by Graves/Arnold to approve participating in a shared cost program for a Dallas/Denver flight economic impact study.

Motion carried: 10:0

9. Seattle Flight Launch Update

Davison gave an update on his in-market meetings in Seattle regarding co-op opportunities with Alaska Airlines, Visit Seattle, Seattle Food & Wine Experience Weekend, and Expedia. Davison gave a brief overview on next steps.

Board Discussion – None.

Public Comment – None.

10. Operational Planning Update

Davison gave an update on VSLOC's Operational Planning efforts with Coraggio Group. Davison will present the Operational Plan and associated costs at the November meeting.

Board Discussion – None.

Public Comment – None.

11. Marketing Agency Update

Davison provided an update on BCF Agency’s current and future projects, including the membership kit, annual report, SAVOR on the Road, branding process, and strategic planning. The new brand will be presented to VSLOC staff on September 30, 2016. The Marketing Plan draft will be presented to the Marketing Committee at their October meeting.

PRESENTATION

12. Measure J

Jorge Aguilar and James Worthley from SLOCOG discussed Measure J, a new tax initiative that would support infrastructure funding throughout San Luis Obispo County. Davison asked for the Board’s position on VSLOC advocating for or against the initiative.

Board Discussion.

Public Comment – Toni LeGras, Beachside Rentals, stated that this issue isn’t something the tourism board should take a position on. Kristin Huebner, Pismo Beach CVB, suggested that a poll should be done with constituents, and that the Executive Committee should choose a stance based on those results.

ACTION: Moved by Patel/Hamilton that VSLOC will advocate in favor of Measure J.

**Motion carried: 7:2:1
Pearce abstained.
Arnold and Seymour opposed.**

ADJOURNMENT

Meeting adjourned at 10:46am.

REMINDERS

The next Advisory Committee meeting will be held on December 8, 2016. All Board members are encouraged to attend.

ADJOURNMENT

Meeting adjourned at 10:46am.

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

Income	This Month	Budgeted for Month	MTD Variance	FISCAL YTD	Annual Budgeted	YTD Variance
PY TBID Collected in CY	\$ 43,891	\$ -	\$ 43,891	\$ 745,473	\$ 204,228	\$ 541,245
Membership Dues	\$ 5,482	\$ 20,625	\$ (15,143)	\$ 18,691	\$ 165,000	\$ (146,309)
TBID Income						
SLO County Unincorporated	\$ 83,428	\$ 83,428	\$ -	\$ 268,196	\$ 855,533	\$ (587,337)
SLO City	\$ 61,657	\$ 61,657	\$ -	\$ 212,109	\$ 699,716	\$ (487,607)
Pismo Beach	\$ 82,279	\$ 82,279	\$ -	\$ 314,342	\$ 861,887	\$ (547,545)
Morro Bay	\$ 30,744	\$ 30,744	\$ -	\$ 111,006	\$ 290,750	\$ (179,745)
Paso Robles	\$ 40,513	\$ 40,513	\$ -	\$ 137,543	\$ 451,580	\$ (314,038)
Arroyo Grande	\$ 10,110	\$ 10,110	\$ -	\$ 28,683	\$ 90,613	\$ (61,929)
Atascadero *	\$ 39,126	\$ 39,126	\$ -	\$ 39,126	\$ 111,151	\$ (72,026)
Grover	\$ 972	\$ 972	\$ -	\$ 10,220	\$ 41,461	\$ (31,242)
Adjustment for Actual TBID Collected	\$ 112,160	\$ -	\$ 112,160	\$ 112,160	\$ -	\$ 112,160
Total Income	\$ 510,362	\$ 369,454	\$ 140,908	\$ 1,997,547	\$ 3,771,919	\$ (1,774,372)
* District pays quarterly						
Expenses						
Accumulated Reserve				\$ -	\$ 331,252	\$ (331,252)
G&A	\$ 15,175	\$ 16,509	\$ (1,335)	\$ 51,513	\$ 210,214	\$ (158,700)
Industry Research and Resources	\$ 7,500	\$ 7,755	\$ (255)	\$ 42,112	\$ 274,248	\$ (232,137)
Travel Trade	\$ 11,406	\$ 37,167	\$ (25,761)	\$ 59,969	\$ 449,653	\$ (389,684)
Communications	\$ 2,100	\$ 12,526	\$ (10,426)	\$ 29,809	\$ 209,169	\$ (179,360)
Advertising	\$ 44,977	\$ 50,468	\$ (5,491)	\$ 86,905	\$ 850,703	\$ (763,798)
Promotions	\$ 5,748	\$ 3,049	\$ 2,699	\$ 10,004	\$ 70,792	\$ (60,789)
Events	\$ -	\$ 150	\$ (150)	\$ 71,060	\$ 201,800	\$ (130,740)
Digital Marketing	\$ 63,520	\$ 37,353	\$ 26,167	\$ 105,680	\$ 1,110,498	\$ (1,005,186)
Film Commission	\$ 472	\$ 4,713	\$ (4,241)	\$ 5,632	\$ 60,057	\$ (54,426)
Total Expenses	\$ 150,897	\$ 169,690	\$ (18,793)	\$ 462,683	\$ 3,768,386	\$ (3,306,071)
Surplus(Deficit)	\$ 359,465	\$ 199,764	\$ 159,701	\$ 1,534,865	\$ 3,534	\$ 1,531,699
<hr style="border: 2px solid red;"/>						
Cash Flow						
Surplus (Deficit)	\$ 359,465			\$ 1,534,865		
Beginning Cash Balance	\$ 922,950			\$ 467,503		
Change in Accounts Receivable	\$ (281,416)			\$ (1,056,134)		
Change in Accrued Expenses	\$ (20,396)			\$ (21,817)		
Change in Prepaid Expenses	\$ -			\$ (569)		
Change in Accounts Payable	\$ (50,577)			\$ 6,178		
	\$ -			\$ -		
Visit SLO County Cash Balances	\$ 930,026			\$ 930,026		
Reserve & Contingency - 5% of Cummulative Revenues	\$ (210,991)			\$ (331,252)		
Net Available Cash	\$ 719,034			\$ 598,774		

Visit San Luis Obispo County

5. Balance Sheet Prev Year Comparison

As of September 30, 2016

Accrual Basis

	Sep 30, 16	Sep 30, 15
ASSETS		
Current Assets		
Checking/Savings		
1010 · Bank of the Sierra - TMD	911,561.30	93,678.21
1020 · Bank of the Sierra - Membership	18,465.21	59,691.82
1030 · HOB - SAVOR	0.00	187,211.91
Total Checking/Savings	930,026.51	340,581.94
Accounts Receivable		
1200 · Accounts Receivable	1,056,133.66	1,154,846.77
Total Accounts Receivable	1,056,133.66	1,154,846.77
Other Current Assets		
1350 · Accrued Expenses	21,817.44	0.00
1340 · Workman's Comp Deposit	569.00	0.00
1220 · Savor Receivable	0.00	25,037.97
1320 · Prepaid Rent	3,326.70	3,326.70
Total Other Current Assets	25,713.14	28,364.67
Total Current Assets	2,011,873.31	1,523,793.38
Fixed Assets		
1400 · Fixed Assets	90,547.19	32,782.67
1500 · Accumulated Depreciation	-16,547.17	-23,658.17
Total Fixed Assets	74,000.02	9,124.50
TOTAL ASSETS	2,085,873.33	1,532,917.88
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 · Accounts Payable	2,869.24	117,157.67
Total Accounts Payable	2,869.24	117,157.67
Credit Cards		
2050 · Rabobank Credit Card	3,717.15	10,901.56
Total Credit Cards	3,717.15	10,901.56
Other Current Liabilities		
2100 · Payroll Liabilities	0.00	-161.08
2200 · Coast National Line of Credit	0.00	235,418.00
Total Other Current Liabilities	0.00	235,256.92
Total Current Liabilities	6,586.39	363,316.15
Total Liabilities	6,586.39	363,316.15
Equity		
3110 · Fund Balance	34,053.44	34,053.44
1110 · Retained Earnings	510,368.21	257,794.86
Net Income	1,534,865.29	877,753.43
Total Equity	2,079,286.94	1,169,601.73
TOTAL LIABILITIES & EQUITY	2,085,873.33	1,532,917.88



September 22, 2016

Burkart & Associates, an Accountancy Corporation
694 Santa Rosa Street
San Luis Obispo, California 93401

This representation letter is provided in connection with your audit of the financial statements of Visit San Luis Obispo County (a nonprofit organization) which comprise the statement of assets, liabilities and net assets – cash basis as of June 30, 2016 and 2015, and the related comparative statements of support, revenue and expense – cash basis for the year then ended, and the related notes to the financial statements, for the purpose of expressing an opinion as to whether the financial statements are presented fairly, in all material respects, in accordance with the cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States.

Certain representations in this letter are described as being limited to matters that are material. Items are considered material, regardless of size, if they involve an omission or misstatement of accounting information that, in light of surrounding circumstances, makes it probable that the judgment of a reasonable person relying on the information would be changed or influenced by the omission or misstatement. An omission or misstatement that is monetarily small in amount could be considered material as a result of qualitative factors.

We confirm, to the best of our knowledge and belief, as of September 22, 2016 the following representations made to you during your audit:

Financial Statements

- We have fulfilled our responsibilities, as set out in the terms of the audit engagement letter dated July 15, 2016. Including our responsibility for the preparation and fair presentation of the financial statements in accordance with the cash basis of accounting.
- The financial statements referred to above are fairly presented in conformity with the cash basis of accounting which is a basis of accounting other than U.S. GAAP.
- We acknowledge our responsibility for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.
- We acknowledge our responsibility for the design, implementation, and maintenance of internal control to prevent and detect fraud.
- Significant assumptions we used in making accounting estimates, including those measured at fair value, are reasonable.

- Related party relationships and transactions have been appropriately accounted for and disclosed in accordance with the requirements of the cash basis of accounting.
- All events subsequent to the date of the financial statements and for which the cash basis of accounting requires adjustment or disclosure have been adjusted or disclosed.
- We are in agreement with the adjusting journal entries you have proposed, and they have been posted to the Organization's accounts.
- The effects of all known actual or possible litigation, claims, and assessments have been accounted for and disclosed in accordance with the cash basis of accounting.
- Material concentrations have been properly disclosed in accordance with the cash basis of accounting.
- Guarantees, whether written or oral, under which the organization is contingently liable, have been properly recorded or disclosed in accordance with the cash basis of accounting.

Information Provided

- We have provided you with:
 - Access to all information, of which we are aware, that is relevant to the preparation and fair presentation of the financial statements, such as records, documentation, and other matters.
 - Additional information that you have requested from us for the purpose of the audit.
 - Unrestricted access to persons within the Organization from whom you determined it necessary to obtain audit evidence.
 - Minutes of the meetings of the governing board or summaries of actions of recent meetings for which minutes have not yet been prepared.
- All material transactions have been recorded in the accounting records and are reflected in the financial statements.
- We have disclosed to you the results of our assessment of the risk that the financial statements may be materially misstated as a result of fraud.
- We have no knowledge of any fraud or suspected fraud that affects the organization and involves
 - Management
 - Employees who have significant roles in internal control
 - Others where the fraud could have a material effect on the financial statements.

- We have no knowledge of any allegations of fraud or suspected fraud affecting the organization's financial statements communicated by employees, former employees, grantors, regulators, or others.
- We have no knowledge of any instances of noncompliance or suspected noncompliance with laws and regulations whose effects should be considered when preparing financial statements.
- We have disclosed to you all known actual or possible litigation, claims and assessments whose effects should be considered when preparing the financial statements.
- We have disclosed to you the identity of the organization's related parties and all the related party relationships and transactions of which we are aware.
- The organization has satisfactory title to all owned assets, and there are no liens or encumbrances on such assets nor has any asset been pledged as collateral.
- We are responsible for compliance with the laws, regulations, and provisions of contracts and grant agreements applicable to us.
- Visit San Luis Obispo County is an exempt organization under Section 501 (c)(6) of the Internal Revenue Code. Any activities of which we are aware that would jeopardize the Organization's tax-exempt status, and all activities subject to tax on unrelated business income or excise or other tax, have been disclosed to you. All required filings with tax authorities are up-to-date.

Other Services

In regards to the tax services performed by you, we have:

- Made all management decisions and performed all management functions.
- Designated an individual with suitable skill, knowledge, or experience to oversee the services.
- Evaluated the adequacy and results of the services performed.
- Accepted responsibility for the results of the services.

President

Treasurer

VISIT SAN LUIS OBISPO COUNTY
INDEPENDENT AUDITORS' REPORT
AND
FINANCIAL STATEMENTS
YEAR ENDED JUNE 30, 2016

DRAFT

VISIT SAN LUIS OBISPO COUNTY
Independent Auditors' Report and Financial Statements
Year Ended June 30, 2016

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Independent Auditors' Report

To the Board of Directors
Visit San Luis Obispo County
1334 Marsh Street
San Luis Obispo, CA 93401

Report on the Financial Statements

We have audited the accompanying financial statements of Visit San Luis Obispo County (The Organization), which comprise the statement of assets, liabilities, and net assets – cash basis as of June 30, 2016, the related comparative statement of support, revenue, expenses – cash basis, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the cash basis of accounting as described in Note 1; this includes determining that the cash basis of accounting is an acceptable basis for the preparation of the financial statements in the circumstances. Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

Visit San Luis Obispo County
Independent Auditors' Report (continued)
For the year ended June 30, 2016

Auditor's responsibility (continued)

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the assets, liabilities, and net assets of Visit San Luis Obispo County as of June 30, 2016, and its support, revenue and expenses for the years then ended, in accordance with the cash basis of accounting as described in Note 1.

Basis of Accounting

We draw attention to Note 1 of the financial statements, which describes the basis of accounting. The financial statements are prepared on a cash basis, which is a comprehensive basis of accounting other than generally accepted accounting principles. Our opinion is not modified with respect to that matter.

DRAFT
BURKART & ASSOCIATES
an Accountancy Corporation

September 22, 2016

VISIT SAN LUIS OBISPO COUNTY

STATEMENT OF ASSETS, LIABILITIES AND NET ASSETS - CASH BASIS

JUNE 30, 2016

ASSETS

	2016
<u>Current Assets</u>	
Cash and cash equivalents (Note 1)	\$ 467,503
Prepaid expenses	3,327
Total current assets	470,830
Property and equipment, net of accumulated depreciation (Note 3)	74,000
Total Assets	\$ 544,830

LIABILITIES AND NET ASSETS

<u>Current Liabilities</u>	
Payroll liabilities	\$ 335
Credit card payable	-
Total current liabilities	335
<u>Unrestricted Net Assets</u>	544,495
Total Liabilities and Net Assets	\$ 544,830

See independent auditors' report.

The accompanying notes are an integral part of these financial statements.

VISIT SAN LUIS OBISPO COUNTY

STATEMENT OF SUPPORT, REVENUE AND EXPENSES - CASH BASIS

JUNE 30, 2016

PAGE 1 of 2

	2016
<u>Support and Revenues</u>	
Membership dues	\$ 28,515
Assessment revenue (Note 2)	2,750,350
Website revenue	300
Savor the Central Coast revenue - 2015	698,044
Interest	2,494
Total unrestricted support and revenues	3,479,703
 <u>Expenses</u>	
Savor the Central Coast expenses - 2015	862,421
Advertising and promotion	718,711
Board/committee meetings	28,563
Contract services	450,172
Salaries, wages and commissions	399,225
Payroll taxes	35,128
Pension plan contribution (Note 4)	7,368
Health and workers compensation insurance	45,996
Other insurance	11,842
Rent - office	36,581
Rent - storage	1,958
Janitorial	2,679
Utilities	3,919
Telephone	10,486
Repairs and maintenance	2,470
Marketing	60,721
Depreciation	5,272

See independent auditors' report.

The accompanying notes are an integral part of these financial statements.

VISIT SAN LUIS OBISPO COUNTY

STATEMENT OF SUPPORT, REVENUE AND EXPENSES - CASH BASIS

JUNE 30, 2016

PAGE 2 of 2

	2016
Event costs	598
Equipment rent	2,795
Office supplies and postage	26,437
Accounting and legal	24,535
Printing	7,988
Dues and subscriptions	21,586
Computer expenses	6,638
Staff expense	60,327
Sponsorship	143,106
Trade and media	27,308
Trade shows	70,024
Themed programs	6,424
Taxes	205
Pension plan administration fee	650
Finance and merchant charges	10,384
Website	21,006
Abandoned equipment	3,142
 Total expenses	 3,116,665
 (Decrease) increase in unrestricted net assets	 363,038
 <u>Unrestricted Net Assets - Beginning of Year</u>	 181,457
 <u>Unrestricted Net Assets - End of Year</u>	 <u>\$ 544,495</u>

See independent auditors' report.

The accompanying notes are an integral part of these financial statements.

VISIT SAN LUIS OBISPO COUNTY
NOTES TO FINANCIAL STATEMENTS
June 30, 2016

NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

ORGANIZATION AND PURPOSE

Visit San Luis Obispo County (Organization) is a not-for-profit corporation organized to promote the economic, social, civic and cultural welfare of the San Luis Obispo County area. The Organization is a membership organization, whose function is to promote the tourism attributes of San Luis Obispo County and its cities. The Organization activities include, but are not limited to: newspaper, magazine and direct mail advertising, participation at travel trade shows, brochure and other publications development, solicitation of group, conference and film business, assistance with conference planners, media relations, acting as liaison with the State Office of Tourism, and other activities which would reasonably be part of a tourism promotion program. The Organization is exempt from federal and state income taxes under Internal Revenue Code Section 501(c)(6).

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation – The Organization's policy is to prepare its financial statements on the cash basis of accounting, which is a comprehensive basis of accounting other than U.S. generally accepted accounting principles. Consequently, revenues are recognized when received rather than when earned, and expenses are recognized when cash is disbursed rather than when the obligation is incurred. The financial statements do, however, include a provision for depreciation of the Organization's fixed assets.

Cash and Cash Equivalents – Cash and cash equivalents include all monies in banks and highly liquid investments with maturity dates of less than three months. The carrying value of cash and cash equivalents approximates fair value because of the short maturities of those financial instruments.

Revenue - The Organization receives the majority of its revenues from tourist related industry memberships, member supported programs and assessment revenue, all of which are entirely within San Luis Obispo County.

Fixed Assets – Fixed assets are recorded at cost. Depreciation is provided for using accelerated methods over periods ranging from 5 to 7 years.

Employees - The Organization employs seven full-time employees and one part time employee.

Use of Estimates – The preparation of financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Financial Statement Presentation – Under Statement of Financial Standards No. 117, the Organization is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. The Organization has only unrestricted net assets. Unrestricted net assets represent the portion of expendable funds that are available for support of Organization operations.

VISIT SAN LUIS OBISPO COUNTY
NOTES TO FINANCIAL STATEMENTS
June 30, 2016

NOTE 1: SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Contributions – Statement of Financial Accounting Standards No. 116 requires the Organization to record contributions received as unrestricted, temporarily restricted, or permanently restricted support depending on the existence or nature of any donor restrictions. Donor-restricted contributions whose restrictions are met in the same year are reported as unrestricted support. SFAS No. 116 also requires recognition of contributed services meeting certain criteria, at fair values. The organization has only unrestricted contributions.

NOTE 2: ASSESSMENT REVENUE

In June 2015, the Organization was awarded a contract to manage the countywide Tourism Marketing District beginning July 1, 2015 and running through June 30, 2020. The district provides a 1% assessment on all lodging room nights in San Luis Obispo County for those businesses paying TOT. The 1% assessment is remitted to the Organization to use for countywide tourism marketing. The following amounts were received during the fiscal year ended June 30, 2016:

	<u>2016</u>
County of San Luis Obispo	\$ 710,490
City of San Luis Obispo	573,843
City of Atascadero	83,372
City of Morro Bay	238,059
City of Grover Beach	21,303
City of Arroyo Grande	71,501
City of Paso Robles	338,895
City of Pismo Beach	<u>712,887</u>
	\$ <u>2,750,350</u>

NOTE 3: FIXED ASSETS

Fixed assets at June 30, 2016 consisted of the following:

	<u>2016</u>
Furniture, fixtures and equipment	\$ 22,405
Computer hardware and software	35,491
Leasehold improvements	<u>32,651</u>
	90,547
Less: Accumulated depreciation	<u>(16,547)</u>
Net fixed assets	\$ <u>74,000</u>

Depreciation expense for the year ended June 30, 2016 was \$5,272, including amortization of assets held under capital leases.

VISIT SAN LUIS OBISPO COUNTY
NOTES TO FINANCIAL STATEMENTS
June 30, 2016

NOTE 4: PENSION PLAN

The Organization has a profit sharing plan. The Organization contributed \$7,368 to the pension plan during the fiscal year ended June 30, 2016. The plan covers all employees over the age of 18 who have been employed for one year or more and have worked 1,000 or more hours during the current year. The Organization's contribution to the profit sharing plan is not mandatory.

NOTE 5: COMMITMENTS

Building Rent

The Organization signed a lease on December 6, 2013 for new office space which provided for an initial seventeen-month term with four consecutive one-year renewal options. The base rent was \$1,643 per month plus common area expenses which are estimated to be \$575 per month. The lease was amended to extend the term through July 31, 2015. As of July 17, 2015, the Organization signed a lease for new office space located at 1334 Marsh Street in San Luis Obispo. The initial term is 36 months with optional three consecutive two-year terms.

Copier

On August 12, 2015 the Organization entered into a fifty-eight month lease agreement with De Lage Landen Financial for a copier beginning on August 12, 2015 and ending June 12, 2020. The lease calls for monthly rental payments of \$143 beginning on September 15, 2015. Future minimum lease payments are as follows:

	<u>Year</u>	<u>Amount</u>
For the year ending June 30,	2017	\$ 1,716
	2018	1,716
	2019	1,716
	2020	<u>1,573</u>
Total		<u>\$ 6,721</u>

VISIT SAN LUIS OBISPO COUNTY
NOTES TO FINANCIAL STATEMENTS
June 30, 2016

NOTE 6: CONCENTRATION OF CREDIT RISK

The Organization maintains its operating cash account at an institution which is insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000. At various times throughout the year, the balance has exceeded the insured amount. The total in excess of the FDIC insured limits amounted to \$254,072 at June 30, 2016.

NOTE 7: ADVERTISING COSTS

Advertising costs are expensed as incurred throughout the year. Advertising costs for is as follows:

	<u>2016</u>
Advertising costs for the year ending June 30,	\$ <u>718,711</u>

NOTE 8: SUBSEQUENT EVENTS

Management has evaluated subsequent events through September 22, 2016, the date which the financial statements were available to be issued.

DRAFT
VISIT SAN LUIS OBISPO COUNTY

MANAGEMENT ADVISORY COMMENTS

For the Year Ended
June 30, 2016

September 22, 2016

To The Board of Directors at
Visit San Luis Obispo County

In planning and performing our audit of the financial statements of Visit San Luis Obispo County as of and for the year ended June 30, 2016, in accordance with auditing standards generally accepted in the United States of America, we considered the Organization's internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, we do not express an opinion on the effectiveness of the Organization's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies, and therefore material weaknesses or significant deficiencies may exist that were not identified.

A *deficiency* in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A *material weakness* is a deficiency, or a combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the Organization's financial statements will not be prevented, or detected and corrected on a timely basis. We did not identify any deficiencies in internal control that we consider to be material weaknesses.

A *significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness; yet important enough to merit attention by those charged with governance.

However, during our audit we became aware of some matters that are opportunities for strengthening internal controls and operating efficiency. This letter does not affect our report dated September 22, 2016, on the financial statements of Visit San Luis Obispo County.

We will review the status of these comments during our next audit engagement. We have already discussed many of these comments and suggestions with Organization management, and we will be pleased to discuss these comments in further detail at your convenience, to perform any additional study of these matters, or to assist you in implementing the recommendations. Our comments are summarized as follows:

Segregation of Accounting Duties

During our review of the cash receipt process, it was noted that the person opening the mail was posting the cash receipts, preparing the bank deposit and taking the deposit to the bank. It is recommended that another individual open the checks when they come in the mail and make a listing of the checks received prior to giving them to that individual to prepare the bank deposit. This list can then be reconciled with the deposits recorded on the books by the bookkeeper.

Vendor Invoices

During our previous review it was noted that several vendor invoices were missing proper documentation and in some cases there were no supporting documents to substantiate the payment. Without the proper documentation vendors could be over or underpaid. We have noted a significant improvement over the last two years but it was noted a limited number of invoices still did not have the approval stamp or any type of notation as to approval for payment.

We recommend that all invoices be approved and some type of notation be made on the invoice as to approval prior to payment.

We wish to thank Chuck, Brendan and Allison at Visit San Luis Obispo County for their support and assistance during our review.

This report is intended solely for the information and use of the Board of Directors, management and others within the Organization and is not intended to be and should not be used by anyone other than these specified parties. This letter does not affect our report dated September 22, 2016 for the financial statements of Visit San Luis Obispo County.

DRAFT

BURKART & ASSOCIATES
Accountancy Corporation
Certified Public Accountants

September 22, 2016

Caution: Forms printed from within Adobe Acrobat products may not meet IRS or state taxing agency specifications. When using Acrobat 5.x products, uncheck the "Shrink oversized pages to paper size" and uncheck the "Expand small pages to paper size" options, in the Adobe "Print" dialog. When using Acrobat 6.x and later products versions, select "None" in the "Page Scaling" selection box in the Adobe "Print" dialog.

CLIENT'S COPY

DRAFT

BURKART & ASSOCIATES, ACCTCY CORP
694 SANTA ROSA STREET
SAN LUIS OBISPO, CA 93401
(805) 543-6876

CLIENT: 8089
OCTOBER 4, 2016

VISIT SAN LUIS OBISPO COUNTY
1334 MARSH STREET
SAN LUIS OBISPO, CA 93401

PROFESSIONAL SERVICES RENDERED IN THE PREPARATION OF YOUR 2015
EXEMPT ORGANIZATION TAX RETURNS, INCLUDING:

FORM 990, RETURN OF ORGANIZATION EXEMPT FROM INCOME TAX
SCHEDULE B, SCHEDULE OF CONTRIBUTORS
SCHEDULE C, POLITICAL CAMPAIGN/LOBBYING ACTIVITY
SCHEDULE D, SUPPLEMENTAL FINANCIAL STATEMENT
SCHEDULE G, SUPPL INFO FUNDRAISING/GAMING ACT
SCHEDULE J, COMPENSATION INFORMATION
SCHEDULE O, SUPPLEMENTAL INFORMATION
FORM 4562, DEPRECIATION AND AMORTIZATION
FORM 8879-EO, E-FILE SIGNATURE AUTHORIZATION
NEXT YEAR STATE DEPRECIATION REPORT
CA 199, EXEMPT ORGANIZATION RETURN
CA 3885 (199), CORPORATION DEPRECIATION/AMORTIZATION
CA 8453-EO, E-FILE RETURN AUTHORIZATION FOR EXEMPT ORGS

TAX PREPARATION FEE

\$ 600.00

Burkart & Associates, Acctcy Corp
694 Santa Rosa Street
San Luis Obispo, CA 93401
(805) 543-6876

Visit San Luis Obispo County
1334 Marsh Street
San Luis Obispo, CA 93401

Visit San Luis Obispo County:

Enclosed is the organization's 2015 Exempt Organization return.

Specific filing instructions are as follows.

FORM 990 RETURN:

This return has been prepared for electronic filing. If you wish to have it transmitted electronically to the IRS, please sign, date, and return Form 8879-EO to our office. We will then submit the electronic return to the IRS. Do not mail a paper copy of the return to the IRS.

A copy of the return is enclosed for your files. We suggest that you retain this copy indefinitely.

Sincerely,

Dennis J Burkart

TAX RETURN FILING INSTRUCTIONS

FORM 990

FOR THE YEAR ENDING

June 30, 2016

Prepared for	Visit San Luis Obispo County 1334 Marsh Street San Luis Obispo, CA 93401
Prepared by	Burkart & Associates Acctcy Corp 694 Santa Rosa Street San Luis Obispo, CA 93401
Amount due or refund	Not applicable
Make check payable to	Not applicable
Mail tax return and check (if applicable) to	Not applicable
Return must be mailed on or before	Not applicable
Special Instructions	This return has been prepared for electronic filing. If you wish to have it transmitted electronically to the IRS, please sign, date, and return Form 8879-EO to our office. We will then submit the electronic return to the IRS. Do not mail a paper copy of the return to the IRS.

IRS e-file Signature Authorization for an Exempt Organization

Form **8879-EO**

For calendar year 2015, or fiscal year beginning JUL 1, 2015, and ending JUN 30, 2016

2015

Department of the Treasury
Internal Revenue Service

▶ **Do not send to the IRS. Keep for your records.**

▶ **Information about Form 8879-EO and its instructions is at www.irs.gov/form8879eo.**

Name of exempt organization

Employer identification number

VISIT SAN LUIS OBISPO COUNTY

77-0221126

Name and title of officer

CHUCK DAVISON
PRESIDENT

Part I Type of Return and Return Information (Whole Dollars Only)

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line 1a, 2a, 3a, 4a, or 5a, below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, or 5b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. **Do not** complete more than 1 line in Part I.

1a	Form 990 check here	▶ <input checked="" type="checkbox"/>	b	Total revenue, if any (Form 990, Part VIII, column (A), line 12)	1b	<u>2,617,282.</u>
2a	Form 990-EZ check here	▶ <input type="checkbox"/>	b	Total revenue, if any (Form 990-EZ, line 9)	2b	
3a	Form 1120-POL check here	▶ <input type="checkbox"/>	b	Total tax (Form 1120-POL, line 22)	3b	
4a	Form 990-PF check here	▶ <input type="checkbox"/>	b	Tax based on investment income (Form 990-PF, Part VI, line 5)	4b	
5a	Form 8868 check here	▶ <input type="checkbox"/>	b	Balance Due (Form 8868, Part I, line 3c or Part II, line 8c)	5b	

Part II Declaration and Signature Authorization of Officer

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2015 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

Officer's PIN: check one box only

I authorize BURKART & ASSOCIATES ACCTCY CORP to enter my PIN 93401
ERO firm name Enter five numbers, but do not enter all zeros

as my signature on the organization's tax year 2015 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2015 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature ▶ ***** THIS IS NOT A FILEABLE COPY *** Date ▶ _____

Part III Certification and Authentication

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

77682971047
do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2015 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶ _____ Date ▶ 10/04/16

**ERO Must Retain This Form - See Instructions
Do Not Submit This Form To the IRS Unless Requested To Do So**

Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.
▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

A For the 2015 calendar year, or tax year beginning **JUL 1, 2015** and ending **JUN 30, 2016**

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization VISIT SAN LUIS OBISPO COUNTY Doing business as Number and street (or P.O. box if mail is not delivered to street address) Room/suite 1334 MARSH STREET City or town, state or province, country, and ZIP or foreign postal code SAN LUIS OBISPO, CA 93401	D Employer identification number 77-0221126 E Telephone number 805 541-8000
F Name and address of principal officer: CHUCK DAVISON 835 12TH STREET STE 204, PASO ROBLES, CA 93		G Gross receipts \$ 3,479,703. H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) H(c) Group exemption number ▶
I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (6) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		
J Website: ▶ WWW.VISITSANLUI SOBISPOCOUNTY.COM		
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		L Year of formation: 1986 M State of legal domicile: CA

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: THE ORGANIZATION IS A MEMBERSHIP ORGANIZATION. ITS FUNCTION IS TO PROMOTE TOURISM IN SAN LUIS OBISPO 2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets. 3 Number of voting members of the governing body (Part VI, line 1a) 3 16 4 Number of independent voting members of the governing body (Part VI, line 1b) 4 16 5 Total number of individuals employed in calendar year 2015 (Part V, line 2a) 5 8 6 Total number of volunteers (estimate if necessary) 6 46 7a Total unrelated business revenue from Part VIII, column (C), line 12 7a 0. 7b Net unrelated business taxable income from Form 990-T, line 34 7b 0.																									
Revenue		<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Prior Year</th> <th>Current Year</th> </tr> </thead> <tbody> <tr> <td>8 Contributions and grants (Part VIII, line 1h)</td> <td style="text-align: right;">811,843.</td> <td style="text-align: right;">2,778,865.</td> </tr> <tr> <td>9 Program service revenue (Part VIII, line 2g)</td> <td style="text-align: right;">2,750.</td> <td style="text-align: right;">300.</td> </tr> <tr> <td>10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)</td> <td style="text-align: right;">0.</td> <td style="text-align: right;">2,494.</td> </tr> <tr> <td>11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)</td> <td style="text-align: right;">-88,982.</td> <td style="text-align: right;">-164,377.</td> </tr> <tr> <td>12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)</td> <td style="text-align: right;">725,611.</td> <td style="text-align: right;">2,617,282.</td> </tr> </tbody> </table>		Prior Year	Current Year	8 Contributions and grants (Part VIII, line 1h)	811,843.	2,778,865.	9 Program service revenue (Part VIII, line 2g)	2,750.	300.	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	0.	2,494.	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	-88,982.	-164,377.	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	725,611.	2,617,282.						
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Expenses		<table border="1" style="width:100%; border-collapse: collapse;"> <tbody> <tr> <td>13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)</td> <td style="text-align: right;">0.</td> <td style="text-align: right;">0.</td> </tr> <tr> <td>14 Benefits paid to or for members (Part IX, column (A), line 4)</td> <td style="text-align: right;">0.</td> <td style="text-align: right;">0.</td> </tr> <tr> <td>15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)</td> <td style="text-align: right;">172,630.</td> <td style="text-align: right;">502,048.</td> </tr> <tr> <td>16a Professional fundraising fees (Part IX, column (A), line 11e)</td> <td style="text-align: right;">0.</td> <td style="text-align: right;">0.</td> </tr> <tr> <td>b Total fundraising expenses (Part IX, column (D), line 25) ▶ 0.</td> <td></td> <td></td> </tr> <tr> <td>17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)</td> <td style="text-align: right;">581,263.</td> <td style="text-align: right;">1,752,196.</td> </tr> <tr> <td>18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)</td> <td style="text-align: right;">753,893.</td> <td style="text-align: right;">2,254,244.</td> </tr> <tr> <td>19 Revenue less expenses. Subtract line 18 from line 12</td> <td style="text-align: right;">-28,282.</td> <td style="text-align: right;">363,038.</td> </tr> </tbody> </table>	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)	0.	0.	14 Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	172,630.	502,048.	16a Professional fundraising fees (Part IX, column (A), line 11e)	0.	0.	b Total fundraising expenses (Part IX, column (D), line 25) ▶ 0.			17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	581,263.	1,752,196.	18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	753,893.	2,254,244.	19 Revenue less expenses. Subtract line 18 from line 12	-28,282.	363,038.
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Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer CHUCK DAVISON, PRESIDENT Type or print name and title	Date _____
Paid Preparer Use Only	Print/Type preparer's name DENNIS J BURKART	Preparer's signature _____
	Date 10/04/16	Check <input type="checkbox"/> if self-employed PTIN P00118088
	Firm's name ▶ BURKART & ASSOCIATES ACCTCY CORP	Firm's EIN ▶ 77-0526608
	Firm's address ▶ 694 SANTA ROSA STREET SAN LUIS OBISPO, CA 93401	Phone no. 805/543-6876

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission: THE ORGANIZATION PROMOTES THE ECONOMIC, SOCIAL, CIVIC AND CULTURAL WELFARE OF THE SAN LUIS OBISPO COUNTY AREA THROUGH MEDIA SERVICES, CONFERENCES AND OTHER TOURISM PROMOTION PROGRAMS.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.

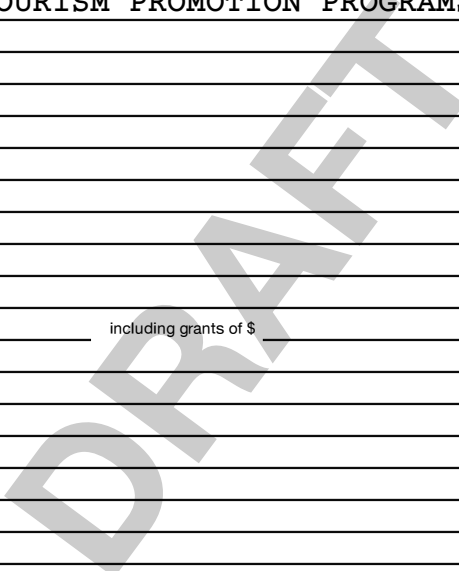
4a (Code:) (Expenses \$ including grants of \$) (Revenue \$) THE ORGANIZATION PROMOTES THE ECONOMIC, SOCIAL, CIVIC AND CULTURAL WELFARE OF THE SAN LUIS OBISPO COUNTY AREA THROUGH MEDIA SERVICES, CONFERENCES AND OTHER TOURISM PROMOTION PROGRAMS.

4b (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4d Other program services (Describe in Schedule O.) (Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses



Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>		X
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors?</i>	X	
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>		
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>	X	
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i>		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>		X
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i>	X	
b Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i>		X
c Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i>		X
d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i>		X
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i>	X	
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i>	X	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i>	X	
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i>		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i>		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i>		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>	X	
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>		X

Part IV Checklist of Required Schedules (continued)

	Yes	No
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>		X
22 Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>		
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i>		
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i>		X
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
a A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
b A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i>		X
29 Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>		X
34 Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>		
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?		
Note. All Form 990 filers are required to complete Schedule O	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

Input box for Schedule O response

Main table with columns for question number, description, and Yes/No checkboxes. Includes rows 1a-14b with various tax-related questions.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI [X]

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 1a Enter the number of voting members of the governing body at the end of the tax year (16); 1b Enter the number of voting members included in line 1a, above, who are independent (16); 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? (X); 3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person? (X); 4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? (X); 5 Did the organization become aware during the year of a significant diversion of the organization's assets? (X); 6 Did the organization have members or stockholders? (X); 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? (X); 7b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? (X); 8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: 8a The governing body? (X); 8b Each committee with authority to act on behalf of the governing body? (X); 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O (X).

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include: 10a Did the organization have local chapters, branches, or affiliates? (X); 10b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?; 11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? (X); 11b Describe in Schedule O the process, if any, used by the organization to review this Form 990.; 12a Did the organization have a written conflict of interest policy? If "No," go to line 13 (X); 12b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? (X); 12c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done (X); 13 Did the organization have a written whistleblower policy? (X); 14 Did the organization have a written document retention and destruction policy? (X); 15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? 15a The organization's CEO, Executive Director, or top management official (X); 15b Other officers or key employees of the organization (X); 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? (X); 16b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed CA
18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply. [] Own website [] Another's website [X] Upon request [] Other (explain in Schedule O)
19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
20 State the name, address, and telephone number of the person who possesses the organization's books and records: CHUCK DAVISON - 805 541-8000 1334 MARSH STREET, SAN LUIS OBISPO, CA 93401

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) NOREEN MARTIN PAST PRESIDENT	2.00	X		X				0.	0.	0.
(2) CLINT PEARCE VICE CHAIR	2.00	X		X				0.	0.	0.
(3) SAM MILLER MEMBER	1.00	X						0.	0.	0.
(4) ROGER WIGHTMANT MEMBER	1.00	X						0.	0.	0.
(5) RACHEL PATRANELLA MEMBER	1.00	X						0.	0.	0.
(6) NIPOOL PATEL MEMBER	1.00	X						0.	0.	0.
(7) VAL SEYMOUR MEMBER	1.00	X						0.	0.	0.
(8) JAMES DAVIDSON MEMBER	1.00	X						0.	0.	0.
(9) JIM HAMILTON MEMBER	1.00	X						0.	0.	0.
(10) MARK EADS MEMBER	1.00	X						0.	0.	0.
(11) KATHLEEN BONELLI MEMBER	1.00	X						0.	0.	0.
(12) AARON GRAVES MEMBER	1.00	X						0.	0.	0.
(13) JP PATEL SECRETARY	1.00			X				0.	0.	0.
(14) JOHN ARNOLD TREASURER	2.00			X				0.	0.	0.
(15) JAY JAMISON CHAIR	2.00			X				0.	0.	0.
(16) CHUCK DAVISON PRESIDENT/CEO	40.00					X		165,042.	0.	0.

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

Table with 6 main columns: (A) Name and title, (B) Average hours per week, (C) Position, (D) Reportable compensation from the organization, (E) Reportable compensation from related organizations, (F) Estimated amount of other compensation. Includes sub-totals for lines 1b, 1c, and 1d.

1b Sub-total 165,042. 0. 0.
1c Total from continuation sheets to Part VII, Section A 0. 0. 0.
1d Total (add lines 1b and 1c) 165,042. 0. 0.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization 1

Table with 3 columns: Question number, Yes, No. Contains questions 3, 4, and 5 regarding compensation reporting.

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

Table with 3 columns: (A) Name and business address, (B) Description of services, (C) Compensation. Includes a 'NONE' entry in column A.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization 0

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

Table with columns (A) Total revenue, (B) Related or exempt function revenue, (C) Unrelated business revenue, (D) Revenue excluded from tax under sections 512-514. Rows include Contributions, Gifts, Grants and Other Similar Amounts; Program Service Revenue; and Other Revenue.

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21				
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees				
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	399,225.			
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	7,368.			
9 Other employee benefits	60,327.			
10 Payroll taxes	35,128.			
11 Fees for services (non-employees):				
a Management				
b Legal				
c Accounting	24,535.			
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)				
12 Advertising and promotion	718,711.			
13 Office expenses	26,437.			
14 Information technology				
15 Royalties				
16 Occupancy	36,581.			
17 Travel				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest	10,384.			
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	5,272.			
23 Insurance	57,838.			
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a CONTRACT LABOR	450,172.			
b SPONSORSHIP	143,106.			
c TRADE SHOWS	70,024.			
d MARKETING	60,721.			
e All other expenses	148,415.			
25 Total functional expenses. Add lines 1 through 24e	2,254,244.			
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.				

Check here if following SOP 98-2 (ASC 958-720)

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year	
Assets	1 Cash - non-interest-bearing	179,052.	1	467,503.	
	2 Savings and temporary cash investments		2		
	3 Pledges and grants receivable, net		3		
	4 Accounts receivable, net		4		
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5		
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L		6		
	7 Notes and loans receivable, net		7		
	8 Inventories for sale or use		8		
	9 Prepaid expenses and deferred charges		9	3,327.	
	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a 90,547.			
	b Less: accumulated depreciation	10b 16,547.	9,124.	10c 74,000.	
	11 Investments - publicly traded securities		11		
	12 Investments - other securities. See Part IV, line 11		12		
	13 Investments - program-related. See Part IV, line 11		13		
	14 Intangible assets		14		
	15 Other assets. See Part IV, line 11		15		
16 Total assets. Add lines 1 through 15 (must equal line 34)		188,176.	16	544,830.	
Liabilities	17 Accounts payable and accrued expenses		17		
	18 Grants payable		18		
	19 Deferred revenue		19		
	20 Tax-exempt bond liabilities		20		
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21		
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22		
	23 Secured mortgages and notes payable to unrelated third parties		23		
	24 Unsecured notes and loans payable to unrelated third parties		24		
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D		6,719.	25	335.
	26 Total liabilities. Add lines 17 through 25		6,719.	26	335.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.				
	27 Unrestricted net assets	181,457.	27	544,495.	
	28 Temporarily restricted net assets		28		
	29 Permanently restricted net assets		29		
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.				
	30 Capital stock or trust principal, or current funds		30		
	31 Paid-in or capital surplus, or land, building, or equipment fund		31		
	32 Retained earnings, endowment, accumulated income, or other funds		32		
33 Total net assets or fund balances	181,457.	33	544,495.		
34 Total liabilities and net assets/fund balances	188,176.	34	544,830.		

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	2,617,282.
2	Total expenses (must equal Part IX, column (A), line 25)	2	2,254,244.
3	Revenue less expenses. Subtract line 2 from line 1	3	363,038.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	181,457.
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	544,495.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
2b	Were the organization's financial statements audited by an independent accountant? _____ If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	X	
2c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____ If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.		X
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? _____		X
3b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits _____		

Form 990 (2015)

Schedule B

(Form 990, 990-EZ, or 990-PF)

Department of the Treasury
Internal Revenue Service

Schedule of Contributors

▶ Attach to Form 990, Form 990-EZ, or Form 990-PF.
▶ Information about Schedule B (Form 990, 990-EZ, or 990-PF) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2015

Name of the organization

VISIT SAN LUIS OBISPO COUNTY

Employer identification number

77-0221126

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

501(c)(6) (enter number) organization

4947(a)(1) nonexempt charitable trust **not** treated as a private foundation

527 political organization

Form 990-PF

501(c)(3) exempt private foundation

4947(a)(1) nonexempt charitable trust treated as a private foundation

501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.

For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year ▶ \$ _____

Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF. Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

Name of organization VISIT SAN LUIS OBISPO COUNTY	Employer identification number 77-0221126
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Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	CITY OF ATASCADERO CALIFORNIA 6550 EL CAMINO REAL ATASCADERO, CA 93422	\$ 83,372.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
2	CITY OF GROVER BEACH CALIFORNIA 180 HIGHWAY ONE GROVER BEACH, CA 93433	\$ 21,303.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
3	CITY OF MORRO BAY CALIFORNIA 845 EMBARCADERO MORRO BAY, CA 93442	\$ 238,059.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
4	CITY OF PASO ROBLES 1000 SPRING STREET PASO ROBLES, CA 93446	\$ 338,895.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
5	CITY OF PISMO BEACH 760 MATTIE ROAD PISMO BEACH, CA 93449	\$ 712,887.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
6	CITY OF SAN LUIS OBISPO CALIFORNIA 1039 CHORRO STREET SAN LUIS OBISPO, CA 93401	\$ 573,843.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization VISIT SAN LUIS OBISPO COUNTY	Employer identification number 77-0221126
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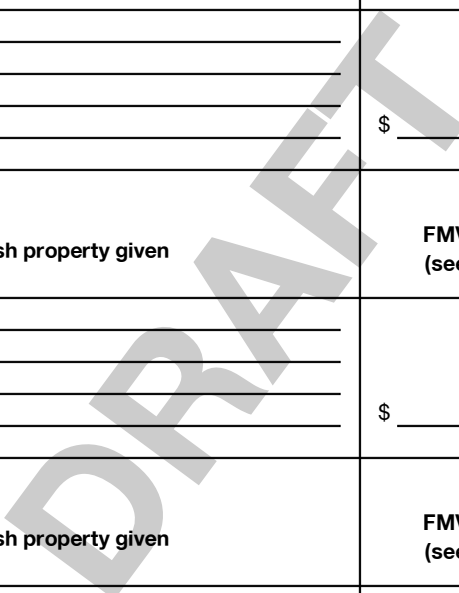
Part I Contributors (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
7	COUNTY OF SAN LUIS OBISPO CALIFORNIA 1087 SANTA ROSA STREET SAN LUIS OBISPO, CA 93401	\$ 710,490.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
8	CITY OF ARROYO GRANDE 300 E. BRANCH STREET ARROYO GRANDE, CA 93420	\$ 71,501.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	_____ _____ _____	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	_____ _____ _____	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	_____ _____ _____	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
	_____ _____ _____	\$ _____	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

Name of organization VISIT SAN LUIS OBISPO COUNTY	Employer identification number 77-0221126
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Part II Noncash Property (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
	_____ _____ _____	\$ _____	_____
	_____ _____ _____	\$ _____	_____
	_____ _____ _____	\$ _____	_____
	_____ _____ _____	\$ _____	_____
	_____ _____ _____	\$ _____	_____
	_____ _____ _____	\$ _____	_____
	_____ _____ _____	\$ _____	_____



Name of organization VISIT SAN LUIS OBISPO COUNTY	Employer identification number 77-0221126
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Part III Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this info. once.) ▶ \$ _____
Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
(e) Transfer of gift			
Transferee's name, address, and ZIP + 4		Relationship of transferor to transferee	

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

2015

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

For Organizations Exempt From Income Tax Under section 501(c) and section 527

- ▶ **Complete if the organization is described below.** ▶ Attach to Form 990 or Form 990-EZ.
- ▶ Information about Schedule C (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

If the organization answered "Yes," on Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," on Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," on Form 990, Part IV, line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization VISIT SAN LUIS OBISPO COUNTY	Employer identification number 77-0221126
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Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.
- 2 Political expenditures ▶ \$ _____
- 3 Volunteer hours _____

Part I-B Complete if the organization is exempt under section 501(c)(3).

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ \$ _____
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ \$ _____
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? Yes No
- 4a Was a correction made? Yes No
- b If "Yes," describe in Part IV.

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ \$ _____
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ▶ \$ _____
- 3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b ▶ \$ _____
- 4 Did the filing organization file **Form 1120-POL** for this year? Yes No
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-.	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-.

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ. Schedule C (Form 990 or 990-EZ) 2015

LHA
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10-05-15

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A** Check if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).
- B** Check if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)			
b Total lobbying expenditures to influence a legislative body (direct lobbying)			
c Total lobbying expenditures (add lines 1a and 1b)			
d Other exempt purpose expenditures			
e Total exempt purpose expenditures (add lines 1c and 1d)			
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.			
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:		
Not over \$500,000	20% of the amount on line 1e.		
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.		
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.		
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.		
Over \$17,000,000	\$1,000,000.		
g Grassroots nontaxable amount (enter 25% of line 1f)			
h Subtract line 1g from line 1a. If zero or less, enter -0-			
i Subtract line 1f from line 1c. If zero or less, enter -0-			
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		<input type="checkbox"/> Yes	<input type="checkbox"/> No

4-Year Averaging Period Under section 501(h)
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2012	(b) 2013	(c) 2014	(d) 2015	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

	(a)		(b)
	Yes	No	Amount
<i>For each "Yes," response on lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity.</i>			
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?			
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c Media advertisements?			
d Mailings to members, legislators, or the public?			
e Publications, or published or broadcast statements?			
f Grants to other organizations for lobbying purposes?			
g Direct contact with legislators, their staffs, government officials, or a legislative body?			
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i Other activities?			
j Total. Add lines 1c through 1i			
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?		X
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?		X
3 Did the organization agree to carry over lobbying and political expenditures from the prior year?		X

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No," OR (b) Part III-A, line 3, is answered "Yes."

1 Dues, assessments and similar amounts from members	1	28,515.
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (see instructions)	5	

Part IV Supplemental Information

Provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; Part II-A (affiliated group list); Part II-A, lines 1 and 2 (see instructions); and Part II-B, line 1. Also, complete this part for any additional information.

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.**
▶ **Attach to Form 990.**

▶ **Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.**

OMB No. 1545-0047

2015

Open to Public Inspection

Name of the organization VISIT SAN LUIS OBISPO COUNTY **Employer identification number** 77-0221126

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?		<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?		<input type="checkbox"/> Yes <input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).
 Preservation of land for public use (e.g., recreation or education) Preservation of a historically important land area
 Protection of natural habitat Preservation of a certified historic structure
 Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ _____

4 Number of states where property subject to conservation easement is located ▶ _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ \$ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:

(i) Revenue included on Form 990, Part VIII, line 1

(ii) Assets included in Form 990, Part X

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:

a Revenue included on Form 990, Part VIII, line 1

b Assets included in Form 990, Part X

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule D (Form 990) 2015

532051
11-02-15

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a Public exhibition
- b Scholarly research
- c Preservation for future generations
- d Loan or exchange programs
- e Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII

Part V Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment %
- b Permanent endowment %
- c Temporarily restricted endowment %

The percentages on lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

	Yes	No
(i) unrelated organizations	3a(i)	
(ii) related organizations	3a(ii)	
b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?	3b	

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				0.
c Leasehold improvements				
d Equipment				
e Other		90,547.	16,547.	74,000.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				74,000.

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.) ▶		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.) ▶		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 15.) ▶	

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) PAYROLL LIABILITIES	335 .
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	335 .

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements		1	3,479,703.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			
a	Net unrealized gains (losses) on investments	2a		
b	Donated services and use of facilities	2b		
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII.)	2d	862,421.	
e	Add lines 2a through 2d	2e		862,421.
3	Subtract line 2e from line 1		3	2,617,282.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b	4c		0.
5	Total revenue. Add lines 3 and 4c . (This must equal Form 990, Part I, line 12.)		5	2,617,282.

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements		1	3,116,665.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:			
a	Donated services and use of facilities	2a		
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII.)	2d	862,421.	
e	Add lines 2a through 2d	2e		862,421.
3	Subtract line 2e from line 1		3	2,254,244.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
c	Add lines 4a and 4b	4c		0.
5	Total expenses. Add lines 3 and 4c . (This must equal Form 990, Part I, line 18.)		5	2,254,244.

Part XIII Supplemental Information.

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

PART X, LINE 2:

MANAGEMENT HAS REVIEWED THE FINANCIAL STATEMENTS AND HAVE DETERMINED THAT THERE ARE NO UNCERTAIN TAX POSITIONS.

PART XI, LINE 2D - OTHER ADJUSTMENTS:

FUNDRAISING INCOME NET OF EXPENSES 862,421.

PART XII, LINE 2D - OTHER ADJUSTMENTS:

FUNRAISING INCOME NET OF EXPENSES 862,421.

Part II Fundraising Events. Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events (add col. (a) through col. (c))
		SAVOR THE CENTRAL COAS (event type)	(event type)	NONE (total number)	
Revenue	1	Gross receipts	698,044.		698,044.
	2	Less: Contributions			
	3	Gross income (line 1 minus line 2)	698,044.		698,044.
Direct Expenses	4	Cash prizes			
	5	Noncash prizes			
	6	Rent/facility costs	77,358.		77,358.
	7	Food and beverages	60,975.		60,975.
	8	Entertainment			
	9	Other direct expenses	724,088.		724,088.
	10	Direct expense summary. Add lines 4 through 9 in column (d)			862,421.
11	Net income summary. Subtract line 10 from line 3, column (d)			-164,377.	

Part III Gaming. Complete if the organization answered "Yes" on Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col. (a) through col. (c))
Revenue	1	Gross revenue			
	2	Cash prizes			
Direct Expenses	3	Noncash prizes			
	4	Rent/facility costs			
	5	Other direct expenses			
6	Volunteer labor	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	<input type="checkbox"/> Yes _____ % <input type="checkbox"/> No	
7	Direct expense summary. Add lines 2 through 5 in column (d)				
8	Net gaming income summary. Subtract line 7 from line 1, column (d)				

9 Enter the state(s) in which the organization conducts gaming activities: _____
 a Is the organization licensed to conduct gaming activities in each of these states? Yes No
 b If "No," explain: _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? Yes No
 b If "Yes," explain: _____

**SCHEDULE J
(Form 990)**

Compensation Information

OMB No. 1545-0047

2015

Open to Public Inspection

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.

▶ Attach to Form 990.

▶ Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990.

Department of the Treasury
Internal Revenue Service

Name of the organization
VISIT SAN LUIS OBISPO COUNTY

Employer identification number
77-0221126

Part I Questions Regarding Compensation

1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- | | |
|--|--|
| <input type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (e.g., maid, chauffeur, chef) |

b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked in line 1a?

3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- | | |
|--|--|
| <input type="checkbox"/> Compensation committee | <input type="checkbox"/> Written employment contract |
| <input type="checkbox"/> Independent compensation consultant | <input type="checkbox"/> Compensation survey or study |
| <input type="checkbox"/> Form 990 of other organizations | <input type="checkbox"/> Approval by the board or compensation committee |

4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

a Receive a severance payment or change-of-control payment?

b Participate in, or receive payment from, a supplemental nonqualified retirement plan?

c Participate in, or receive payment from, an equity-based compensation arrangement?

If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.

5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

a The organization?

b Any related organization?

If "Yes" to line 5a or 5b, describe in Part III.

6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

a The organization?

b Any related organization?

If "Yes" on line 6a or 6b, describe in Part III.

7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described on lines 5 and 6? If "Yes," describe in Part III

8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

9 If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
1b		
2		
4a		X
4b		X
4c		X
5a		
5b		
6a		
6b		
7		
8		
9		

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

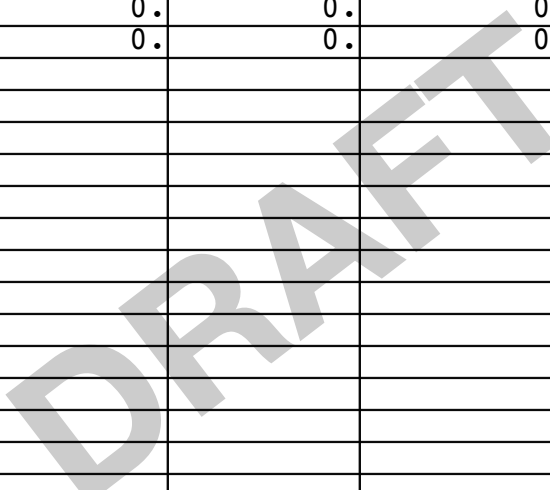
Schedule J (Form 990) 2015

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that are not listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) CHUCK DAVISON PRESIDENT/CEO	(i)	165,042.	0.	0.	0.	0.	165,042.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
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	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							
	(i)							
	(ii)							



Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

Lined area for supplemental information with a large diagonal 'DRAFT' watermark.

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2015

Open to Public
Inspection

Name of the organization

VISIT SAN LUIS OBISPO COUNTY

Employer identification number

77-0221126

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

COUNTY AND THE SURROUNDING CITIES.

FORM 990, PART VI, SECTION B, LINE 11:

TAX RETURN REVIEWED BY TREASURER AND EXECUTIVE DIRECTOR PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C:

CONFLICT OF INTEREST POLICY IS REVIEWED ANNUALLY.

FORM 990, PART VI, SECTION B, LINE 15:

COMPENSATION IS DETERMINED USING COMPARABLE DATA AND IS VOTED ON BY THE
BOARD OF DIRECTORS.

FORM 990, PART VI, SECTION C, LINE 18:

INFORMATION IS AVAILABLE ON REQUEST.

FORM 990, PART VI, SECTION C, LINE 19:

COPIES AVAILABLE ON REQUEST.

FORM 990 PAGE 12 PART XII LINE 2C

EXECUTIVE BOARD ACTS AS AUDIT COMMITTEE AND REVIEWS AUDIT REPORT

THIS PROCESS HAS NOT CHANGED FROM THE PRIOR YEAR.

Asset No.	Description	Date Acquired	Method	Life	Line No.	Unadjusted Cost Or Basis	Bus % Excl	* Reduction In Basis	Basis For Depreciation	Accumulated Depreciation	Current Sec 179	Current Year Deduction
	BUILDINGS											
97	CABINETRY	032516	SL	27.50	16	14,434.			14,434.			131.
98	FLOORING	022316	SL	27.50	16	15,418.			15,418.			187.
99	COUNTERTOP	040816	SL	27.50	16	2,800.			2,800.			25.
	* 990 PAGE 10 TOTAL BUILDINGS					32,652.		0.	32,652.	0.	0.	343.
	COMPUTER HARDWARE/SOFTWARE											
	OTHER											
51	(D) COMPUTER HARDWARE	112604	200DB	5.00	17	1,357.			1,357.	1,357.		0.
63	(D) COMPUTER HARDWARE	020106	200DB	5.00	17	1,050.			1,050.	1,050.		0.
64	NETWORK SERVER	062807	200DB	5.00	17	1,437.			1,437.	1,437.		0.
67	CUSTOM BUILT PC	053008	200DB	5.00	17	539.			539.	539.		0.
68	IMAC 20"	061009	SL	5.00	17	1,620.			1,620.	1,620.		0.
70	DELL LAPTOP CPU	042910	SL	5.00	17	847.			847.	847.		0.
71	5 COMPUTERS/MONITORS/HARD DRIVES & RAM	072310	SL	5.00	17	1,500.			1,500.	1,350.		150.
72	UPGRADES	081910	SL	5.00	17	854.			854.	769.		85.
73	4 DELL LATITUDE COMPUTER AND SFTWRE	063012	SL	7.00	17	8,433.			8,433.	3,916.		1,205.
74	IPAD WITH CREDIT CARD READER 5/2012	051512	SL	7.00	17	844.			844.	393.		121.
82	LG 28" MONITOR	063016	SL	7.00	19C	331.			331.			24.

Asset No.	Description	Date Acquired	Method	Life	Line No.	Unadjusted Cost Or Basis	Bus % Excl	* Reduction In Basis	Basis For Depreciation	Accumulated Depreciation	Current Sec 179	Current Year Deduction
83	2 TABLETS	063016	SL	7.00	19C	1,183.			1,183.			85.
84	MAC COMPUTER	120715	SL	5.00	19B	2,785.			2,785.			279.
85	LG 28" MONITOR	090215	SL	7.00	19C	329.			329.			24.
86	DELL COMPUTER	121415	SL	5.00	19B	851.			851.			85.
87	DELL COMPUTER	121415	SL	5.00	19B	851.			851.			85.
	* 990 PAGE 10 TOTAL OTHER					24,811.		0.	24,811.	13,278.	0.	2,143.
	* 990 PAGE 10 TOTAL - COMPUTER HARDWAR					24,811.		0.	24,811.	13,278.	0.	2,143.
	FURNITURE & FIXTURES											
	OTHER											
22	(D) FILE CABINET	012087	200DB	5.00	17	151.			151.	151.		0.
23	(D) DESK	043087	200DB	5.00	17	477.			477.	477.		0.
27	(D) FOUR DRAWER FILE CABINET	010191	200DB	7.00	17	136.			136.	136.		0.
30	(D) 2 DESKS	052096	200DB	7.00	17	901.			901.	901.		0.
33	(D) FURNITURE & FIXTURES	073196	200DB	7.00	17	109.			109.	109.		0.
34	(D) CONFERENCE TABLE	081696	200DB	7.00	17	150.			150.	150.		0.
35	(D) FILE CABINET	083096	200DB	7.00	17	129.			129.	129.		0.
45	(D) FURNITURE & FIXTURES	111604	200DB	7.00	17	930.			930.	930.		0.
47	(D) FURNITURE & FIXTURES	012204	200DB	7.00	17	1,478.			1,478.	1,328.		0.

Asset No.	Description	Date Acquired	Method	Life	Line No.	Unadjusted Cost Or Basis	Bus % Excl	* Reduction In Basis	Basis For Depreciation	Accumulated Depreciation	Current Sec 179	Current Year Deduction
48	(D) FURNITURE & FIXTURES	0131105	200DB	7.00	17	1,992.			1,992.	1,945.		0.
50	(D) CABINETS	030705	200DB	7.00	17	1,785.			1,785.	1,699.		0.
77	LAMINATOR	090912	SL	7.00	17	409.			409.	145.		58.
78	(D) DESK & CHAIR	081012	SL	7.00	17	463.			463.	165.		33.
79	(D) DESK (2)	010314	SL	7.00	17	384.			384.	82.		27.
80	(D) DESK (2)	013114	SL	7.00	17	403.			403.	87.		29.
81	CREDENZA	013114	SL	7.00	17	561.			561.	120.		80.
88	CONFERENCE TABLE	060616	SL	7.00	19C	3,102.			3,102.			222.
89	3 DESKS	091115	SL	7.00	19C	2,854.			2,854.			204.
90	2 CUBICLES	011616	SL	7.00	19C	2,574.			2,574.			184.
91	4 CUBICLES	020516	SL	7.00	19C	3,838.			3,838.			274.
92	2 FREE STANDING CUBICLES	031816	SL	7.00	19C	516.			516.			37.
93	2 BOOKSHELVES	051216	SL	7.00	19C	663.			663.			47.
94	2 CUBICLES	052716	SL	7.00	19C	1,166.			1,166.			83.
95	OUTDOOR SIGNAGE	100215	SL	7.00	19C	4,139.			4,139.			296.
96	INDOOR SIGNAGE	050616	SL	7.00	19C	895.			895.			64.
	* 990 PAGE 10 TOTAL OTHER					30,205.		0.	30,205.	8,554.	0.	1,638.
	* 990 PAGE 10 TOTAL - FURNITURE & FIXT					30,205.		0.	30,205.	8,554.	0.	1,638.

Asset No.	Description	Date Acquired	Method	Life	Line No.	Unadjusted Cost Or Basis	Bus % Excl	* Reduction In Basis	Basis For Depreciation	Accumulated Depreciation	Current Sec 179	Current Year Deduction
	LEASEHOLD IMPROVEMENTS											
	* 990 PAGE 10 TOTAL - LEASEHOLD IMPROV					0.		0.	0.	0.	0.	0.
	MACHINERY & EQUIPMENT											
	* 990 PAGE 10 TOTAL - MACHINERY & EQUI					0.		0.	0.	0.	0.	0.
	OFFICE EQUIPMENT											
	OTHER											
75	(D)7 NEW PHONES SILVERIO BONDED	061512	SL	7.00	17	3,630.			3,630.	1,687.		65.
76	LEATHER CHAIR (2)	6063012	SL	5.00	17	214.			214.	140.		43.
100	LG 50" TV	090815	SL	7.00	19C	1,554.			1,554.			111.
101	ADMIN TV	012016	SL	7.00	19C	1,283.			1,283.			92.
102	PANASONIC PHONE SYSTEM	090415	SL	7.00	19C	11,724.			11,724.			837.
	* 990 PAGE 10 TOTAL OTHER					18,405.		0.	18,405.	1,827.	0.	1,148.
	* 990 PAGE 10 TOTAL - OFFICE EQUIPMENT					18,405.		0.	18,405.	1,827.	0.	1,148.
	* GRAND TOTAL 990 PAGE 10 DEPR					106,073.		0.	106,073.	23,659.	0.	5,272.
	CURRENT ACTIVITY											
	BEGINNING BALANCE					32,783.		0.	32,783.	23,659.		
	ACQUISITIONS					73,290.		0.	73,290.	0.		

▶ Attach to your tax return.

▶ Information about Form 4562 and its separate instructions is at www.irs.gov/form4562.

Name(s) shown on return VISIT SAN LUIS OBISPO COUNTY	Business or activity to which this form relates FORM 990 PAGE 10	Identifying number 77-0221126
--	--	---

Part I Election To Expense Certain Property Under Section 179 Note: If you have any listed property, complete Part V before you complete Part I.

1 Maximum amount (see instructions)	1	500,000.
2 Total cost of section 179 property placed in service (see instructions)	2	
3 Threshold cost of section 179 property before reduction in limitation	3	2,000,000.
4 Reduction in limitation. Subtract line 3 from line 2. If zero or less, enter -0-	4	
5 Dollar limitation for tax year. Subtract line 4 from line 1. If zero or less, enter -0-. If married filing separately, see instructions	5	
6 (a) Description of property (b) Cost (business use only) (c) Elected cost		
7 Listed property. Enter the amount from line 29	7	
8 Total elected cost of section 179 property. Add amounts in column (c), lines 6 and 7	8	
9 Tentative deduction. Enter the smaller of line 5 or line 8	9	
10 Carryover of disallowed deduction from line 13 of your 2014 Form 4562	10	
11 Business income limitation. Enter the smaller of business income (not less than zero) or line 5	11	
12 Section 179 expense deduction. Add lines 9 and 10, but do not enter more than line 11	12	
13 Carryover of disallowed deduction to 2016. Add lines 9 and 10, less line 12	13	

Note: Do not use Part II or Part III below for listed property. Instead, use Part V.

Part II Special Depreciation Allowance and Other Depreciation (Do not include listed property.)

14 Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year	14	
15 Property subject to section 168(f)(1) election	15	
16 Other depreciation (including ACRS)	16	343.

Part III MACRS Depreciation (Do not include listed property.) (See instructions.)

Section A

17 MACRS deductions for assets placed in service in tax years beginning before 2015	17	1,896.
18 If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here <input type="checkbox"/>		

Section B - Assets Placed in Service During 2015 Tax Year Using the General Depreciation System

(a) Classification of property	(b) Month and year placed in service	(c) Basis for depreciation (business/investment use only - see instructions)	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a 3-year property						
b 5-year property		4,487.	5 YRS.	HY	SL	449.
c 7-year property		36,151.	7 YRS.	HY	SL	2,584.
d 10-year property						
e 15-year property						
f 20-year property						
g 25-year property			25 yrs.		S/L	
h Residential rental property	/		27.5 yrs.	MM	S/L	
	/		27.5 yrs.	MM	S/L	
i Nonresidential real property	/		39 yrs.	MM	S/L	
	/			MM	S/L	

Section C - Assets Placed in Service During 2015 Tax Year Using the Alternative Depreciation System

20a Class life					S/L	
b 12-year			12 yrs.		S/L	
c 40-year	/		40 yrs.	MM	S/L	

Part IV Summary (See instructions.)

21 Listed property. Enter amount from line 28	21	
22 Total. Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21. Enter here and on the appropriate lines of your return. Partnerships and S corporations - see instr.	22	5,272.
23 For assets shown above and placed in service during the current year, enter the portion of the basis attributable to section 263A costs	23	

Part V Listed Property (Include automobiles, certain other vehicles, certain aircraft, certain computers, and property used for entertainment, recreation, or amusement.)

Note: For any vehicle for which you are using the standard mileage rate or deducting lease expense, complete only 24a, 24b, columns (a) through (c) of Section A, all of Section B, and Section C if applicable.

Section A - Depreciation and Other Information (Caution: See the instructions for limits for passenger automobiles.)

24a Do you have evidence to support the business/investment use claimed? Yes No 24b If "Yes," is the evidence written? Yes No

Table with 9 columns: (a) Type of property, (b) Date placed in service, (c) Business/investment use percentage, (d) Cost or other basis, (e) Basis for depreciation, (f) Recovery period, (g) Method/Convention, (h) Depreciation deduction, (i) Elected section 179 cost

25 Special depreciation allowance for qualified listed property placed in service during the tax year and used more than 50% in a qualified business use 25

26 Property used more than 50% in a qualified business use: Table with 9 columns for property details and percentages.

27 Property used 50% or less in a qualified business use: Table with 9 columns for property details and percentages.

28 Add amounts in column (h), lines 25 through 27. Enter here and on line 21, page 1 28

29 Add amounts in column (i), line 26. Enter here and on line 7, page 1 29

Section B - Information on Use of Vehicles

Complete this section for vehicles used by a sole proprietor, partner, or other "more than 5% owner," or related person. If you provided vehicles to your employees, first answer the questions in Section C to see if you meet an exception to completing this section for those vehicles.

Table for Section B with columns (a) through (f) for Vehicle and rows 30-36 for miles driven and availability questions.

Section C - Questions for Employers Who Provide Vehicles for Use by Their Employees

Answer these questions to determine if you meet an exception to completing Section B for vehicles used by employees who are not more than 5% owners or related persons.

Table for Section C with rows 37-41 and Yes/No columns for policy and use questions.

Note: If your answer to 37, 38, 39, 40, or 41 is "Yes," do not complete Section B for the covered vehicles.

Part VI Amortization

Table for Part VI with columns (a) Description of costs, (b) Date amortization begins, (c) Amortizable amount, (d) Code section, (e) Amortization period or percentage, (f) Amortization for this year

42 Amortization of costs that begins during your 2015 tax year: Table with 6 columns for amortization details.

43 Amortization of costs that began before your 2015 tax year 43

44 Total. Add amounts in column (f). See the instructions for where to report 44

2015 DEPRECIATION AND AMORTIZATION REPORT

- CURRENT YEAR STATE -

VISIT SAN LUIS OBISPO COUNTY

Asset No.	Description	Date Acquired	Method	Life	Line No.	Unadjusted Cost Or Basis	Bus % Excl	* Reduction In Basis	Basis For Depreciation	Accumulated Depreciation	Current Sec 179	Current Year Deduction
97	CABINETRY	032516	SL	27.50	16	14,434.			14,434.			131.
98	FLOORING	022316	SL	27.50	16	15,418.			15,418.			187.
99	COUNTERTOP	040816	SL	27.50	16	2,800.			2,800.			25.
51	(D) COMPUTER HARDWARE	112604	200DB	5.00	16	1,357.			1,357.	1,248.		0.
63	(D) COMPUTER HARDWARE	020106	200DB	5.00	16	1,050.			1,050.	966.		0.
64	NETWORK SERVER	062807	200DB	5.00	16	1,437.			1,437.	1,331.		0.
67	CUSTOM BUILT PC	053008	200DB	5.00	16	539.			539.	496.		0.
68	IMAC 20"	061009	SL	5.00	16	1,620.			1,620.	1,620.		0.
70	DELL LAPTOP CPU	042910	SL	5.00	16	847.			847.	847.		0.
71	5 COMPUTERS/MONITORS/HARD DRIVES & RAM	072310	SL	5.00	16	1,500.			1,500.	1,475.		25.
72	UPGRADES	081910	SL	5.00	16	854.			854.	826.		28.
73	4 DELL LATITUDE COMPUTER AND SFTWRE	063012	SL	7.00	16	8,433.			8,433.	3,916.		1,205.
74	IPAD WITH CREDIT CARD READER 5/2012	051512	SL	7.00	16	844.			844.	403.		121.
82	LG 28" MONITOR	063016	SL	7.00	16	331.			331.			0.
83	2 TABLETS	063016	SL	7.00	16	1,183.			1,183.			0.
84	MAC COMPUTER	120715	SL	5.00	16	2,785.			2,785.			325.
85	LG 28" MONITOR	090215	SL	7.00	16	329.			329.			39.
86	DELL COMPUTER	121415	SL	5.00	16	851.			851.			99.

2015 DEPRECIATION AND AMORTIZATION REPORT

- CURRENT YEAR STATE -

VISIT SAN LUIS OBISPO COUNTY

Asset No.	Description	Date Acquired	Method	Life	Line No.	Unadjusted Cost Or Basis	Bus % Excl	* Reduction In Basis	Basis For Depreciation	Accumulated Depreciation	Current Sec 179	Current Year Deduction
87	DELL COMPUTER	121415	SL	5.00	16	851.			851.			99.
22	(D) FILE CABINET	012087	200DB	5.00	16	151.			151.	151.		0.
23	(D) DESK	043087	200DB	5.00	16	477.			477.	477.		0.
27	(D) FOUR DRAWER FILE CABINET	010191	200DB	7.00	16	136.			136.	136.		0.
30	(D) 2 DESKS	052096	200DB	7.00	16	901.			901.	901.		0.
33	(D) FURNITURE & FIXTURES	073196	200DB	7.00	16	109.			109.	109.		0.
34	(D) CONFERENCE TABLE	081696	200DB	7.00	16	150.			150.	150.		0.
35	(D) FILE CABINET	083096	200DB	7.00	16	129.			129.	129.		0.
45	(D) FURNITURE & FIXTURES	111604	200DB	7.00	16	930.			930.	841.		0.
47	(D) FURNITURE & FIXTURES	012204	200DB	7.00	16	1,478.			1,478.	1,306.		0.
48	(D) FURNITURE & FIXTURES	013105	200DB	7.00	16	1,992.			1,992.	1,796.		0.
50	(D) CABINETS	030705	200DB	7.00	16	1,785.			1,785.	1,608.		0.
77	LAMINATOR	090912	SL	7.00	16	409.			409.	165.		58.
78	(D) DESK & CHAIR	081012	SL	7.00	16	463.			463.	193.		0.
79	(D) DESK (2)	010314	SL	7.00	16	384.			384.	82.		0.
80	(D) DESK (2)	013114	SL	7.00	16	403.			403.	82.		0.
81	CREDENZA	013114	SL	7.00	16	561.			561.	113.		80.
88	CONFERENCE TABLE	060616	SL	7.00	16	3,102.			3,102.			37.

2015 DEPRECIATION AND AMORTIZATION REPORT

- CURRENT YEAR STATE -

VISIT SAN LUIS OBISPO COUNTY

Asset No.	Description	Date Acquired	Method	Life	Line No.	Unadjusted Cost Or Basis	Bus % Excl	* Reduction In Basis	Basis For Depreciation	Accumulated Depreciation	Current Sec 179	Current Year Deduction
893	DESKS	091115	SL	7.00	16	2,854.			2,854.			340.
902	CUBICLES	011616	SL	7.00	16	2,574.			2,574.			153.
914	CUBICLES	020516	SL	7.00	16	3,838.			3,838.			228.
92	2 FREE STANDING CUBICLES	031816	SL	7.00	16	516.			516.			18.
932	BOOKSHELVES	051216	SL	7.00	16	663.			663.			16.
942	CUBICLES	052716	SL	7.00	16	1,166.			1,166.			14.
95	OUTDOOR SIGNAGE	100215	SL	7.00	16	4,139.			4,139.			443.
96	INDOOR SIGNAGE	050616	SL	7.00	16	895.			895.			21.
75(D)7	NEW PHONES SILVERIO BONDED	061512	SL	7.00	16	3,630.			3,630.	1,643.		0.
76	LEATHER CHAIR (2)	6063012	SL	5.00	16	214.			214.	140.		43.
100	LG 50" TV	090815	SL	7.00	16	1,554.			1,554.			185.
101	ADMIN TV	012016	SL	7.00	16	1,283.			1,283.			76.
102	PANASONIC PHONE SYSTEM	090415	SL	7.00	16	11,724.			11,724.			1,396.
	TOTAL FORM 199 DEPRECIATION					106,073.			106,073.	23,150.	0.	5,392.
	TOTALS FOR CALIFORNIA					106,073.			106,073.	23,150.	0.	5,392.

Burkart & Associates, Acctcy Corp
694 Santa Rosa Street
San Luis Obispo, CA 93401
(805) 543-6876

Visit San Luis Obispo County
1334 Marsh Street
San Luis Obispo, CA 93401

Visit San Luis Obispo County:

We have prepared and enclosed your 2015 California return.

CALIFORNIA FORM 199 RETURN:

The California Form 199 return has been prepared for electronic filing. If you wish to have it transmitted electronically to the FTB, please sign, date and return Form 8453-EO to our office. We will then submit the electronic return to the FTB. Do not mail the paper copy of the return to the FTB.

Your payment should be made as instructed below on or before November 15, 2016.

Separately mail California Form FTB 3586 with a check or money order for \$10.00, payable to Franchise Tax Board.

Mail to - Franchise Tax Board
PO BOX 942857
Sacramento CA 94257-0531

A copy of the return is enclosed for your files. We suggest that you retain this copy indefinitely.

Sincerely,

Dennis J Burkart

2015 TAX RETURN FILING INSTRUCTIONS

CALIFORNIA FORM 199

FOR THE YEAR ENDING

June 30, 2016

Prepared for	Visit San Luis Obispo County 1334 Marsh Street San Luis Obispo, CA 93401
Prepared by	BURKART & ASSOCIATES ACCTCY CORP 694 SANTA ROSA STREET SAN LUIS OBISPO, CA 93401
To be signed and dated by	Not Applicable
Amount of tax	Total tax \$ 10.00 Less: payments and credits \$ 0.00 Plus: other amount \$ 0.00 Plus: interest and penalties \$ 0.00 Balance due \$ 10.00
Overpayment	Credited to your estimated tax \$ 0.00 Other amount \$ 0.00 Refunded to you \$ 0.00
Make check payable to	Franchise Tax Board
Mail tax return and check (if applicable) to	This return has been prepared for electronic filing. If you wish to have it transmitted electronically to the FTB, please sign, date and return Form 8453-EO to our office. We will then submit the electronic return to the FTB. Do not mail the paper copy of the return to the FTB.
Return must be mailed on or before	Not Applicable
Special Instructions	Your payment should be made as instructed below on or before November 15, 2016. Separately mail California Form FTB 3586 with a check or money order for \$10.00, payable to Franchise Tax Board. Mail to: Franchise Tax Board PO BOX 942857 Sacramento CA 94257-0531

California Exempt Organization Annual Information Return

Calendar Year 2015 or fiscal year beginning (mm/dd/yyyy) **07/01/2015**, and ending (mm/dd/yyyy) **06/30/2016**

Corporation/Organization name VISIT SAN LUIS OBISPO COUNTY		California corporation number 1644196
Additional information. See instructions.		FEIN 77-0221126
Street address (suite or room) 1334 MARSH STREET		PMB no.
City SAN LUIS OBISPO	State CA	ZIP code 93401
Foreign country name	Foreign province/state/country	Foreign postal code

<p>A First Return <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>B Amended Return <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>C IRC Section 4947(a)(1) trust <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>D Final Information Return? <input type="checkbox"/> Dissolved <input type="checkbox"/> Surrendered (Withdrawn) <input type="checkbox"/> Merged/Reorganized Enter date: (mm/dd/yyyy)</p> <p>E Check accounting method: (1) <input checked="" type="checkbox"/> Cash (2) <input type="checkbox"/> Accrual (3) <input type="checkbox"/> Other</p> <p>F Federal return filed? (1) <input type="checkbox"/> 990T (2) <input type="checkbox"/> 990-PF (3) <input type="checkbox"/> Sch H (990) (4) <input checked="" type="checkbox"/> Other 990 series</p> <p>G Is this a group filing? See instructions <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>H Is this organization in a group exemption <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes," what is the parent's name?</p> <p>I Did the organization have any changes to its guidelines not reported to the FTB? See instructions <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>J If exempt under R&TC Section 23701d, has the organization engaged in political activities? See instructions. <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>K Is the organization exempt under R&TC Section 23701g? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes," enter the gross receipts from nonmember sources \$ _____</p> <p>L If organization is exempt under R&TC Section 23701d and meets the filing fee exception, check box. No filing fee is required. <input type="checkbox"/></p> <p>M Is the organization a Limited Liability Company? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>N Did the organization file Form 100 or Form 109 to report taxable income? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>O Is the organization under audit by the IRS or has the IRS audited in a prior year? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>P Is a federal Form 1023/1024 pending? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Date filed with IRS _____</p>
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Part I Complete Part I unless not required to file this form. See General Instructions B and C.

Receipts and Revenues	1	Gross sales or receipts from other sources. From Side 2, Part II, line 8	•	1	700,838.00
	2	Gross dues and assessments from members and affiliates	•	2	28,515.00
	3	Gross contributions, gifts, grants, and similar amounts received STMT 1	•	3	2,750,350.00
	4	Total gross receipts for filing requirement test. Add line 1 through line 3. This line must be completed. If the result is less than \$50,000, see General Instruction B	•	4	3,479,703.00
	5	Cost of goods sold	•	5	00
	6	Cost or other basis, and sales expenses of assets sold	•	6	00
	7	Total costs. Add line 5 and line 6	•	7	00
	8	Total gross income. Subtract line 7 from line 4	•	8	3,479,703.00
Expenses	9	Total expenses and disbursements. From Side 2, Part II, line 18	•	9	3,116,785.00
	10	Excess of receipts over expenses and disbursements. Subtract line 9 from line 8	•	10	362,918.00
Filing Fee	11	Total payments	•	11	00
	12	Use tax. See General Instruction K	•	12	00
	13	Payment balance. If line 11 is more than line 12, subtract line 12 from line 11	•	13	00
	14	Use tax balance. If line 12 is more than line 11, subtract line 11 from line 12	•	14	00
	15	Filing fee \$10 or \$25. See General Instruction F	•	15	10.00
	16	Penalties and Interest. See General Instruction J	•	16	00
	17	Balance due. Add line 12, line 15, and line 16. Then subtract line 11 from the result	•	17	10.00

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer PRESIDENT	Date	• Telephone 805 541-8000
Paid Preparer's Use Only	Preparer's signature	Date 10/04/16	• PTIN P00118088
	Firm's name (or yours, if self-employed) and address BURKART & ASSOCIATES ACCTCY CORP 694 SANTA ROSA STREET SAN LUIS OBISPO, CA 93401		• FEIN 77-0526608
			• Telephone 805/543-6876

May the FTB discuss this return with the preparer shown above? See instructions Yes No

Part II Organizations with gross receipts of more than \$50,000 and private foundations regardless of amount of gross receipts - complete Part II or furnish substitute information.

528951 11-25-15

Receipts from Other Sources Expenses and Disbursements	1	Gross sales or receipts from all business activities. See instructions	•	1	698,044.00
	2	Interest	•	2	2,494.00
	3	Dividends	•	3	00
	4	Gross rents	•	4	00
	5	Gross royalties	•	5	00
	6	Gross amount received from sale of assets (See Instructions)	•	6	00
	7	Other income	•	7	300.00
	8	Total gross sales or receipts from other sources. Add line 1 through line 7. Enter here and on Side 1, Part I, line 1	•	8	700,838.00
	9	Contributions, gifts, grants, and similar amounts paid	•	9	00
	10	Disbursements to or for members	•	10	00
	11	Compensation of officers, directors, and trustees	•	11	0.00
	12	Other salaries and wages	•	12	399,225.00
	13	Interest	•	13	10,384.00
	14	Taxes	•	14	35,128.00
	15	Rents	•	15	36,581.00
	16	Depreciation and depletion (See instructions)	•	16	5,392.00
	17	Other Expenses and Disbursements	•	17	2,630,075.00
	18	Total expenses and disbursements. Add line 9 through line 17. Enter here and on Side 1, Part I, line 9	•	18	3,116,785.00

Schedule L Balance Sheets		Beginning of taxable year		End of taxable year	
		(a)	(b)	(c)	(d)
Assets					
1	Cash		179,052.		467,503.
2	Net accounts receivable				
3	Net notes receivable				
4	Inventories				
5	Federal and state government obligations				
6	Investments in other bonds				
7	Investments in stock				
8	Mortgage loans				
9	Other investments				
10 a	Depreciable assets	32,783.		90,547.	
b	Less accumulated depreciation	(23,659.)	9,124.	(16,547.)	74,000.
11	Land				
12	Other assets				3,327.
13	Total assets		188,176.		544,830.
Liabilities and net worth					
14	Accounts payable				
15	Contributions, gifts, or grants payable				
16	Bonds and notes payable				
17	Mortgages payable				
18	Other liabilities		6,719.		335.
19	Capital stock or principal fund				
20	Paid-in or capital surplus. Attach reconciliation				
21	Retained earnings or income fund		181,457.		544,495.
22	Total liabilities and net worth		188,176.		544,830.

Schedule M-1 Reconciliation of income per books with income per return			
Do not complete this schedule if the amount on Schedule L, line 13, column (d), is less than \$50,000.			
1	Net income per books	•	363,038.
2	Federal income tax	•	
3	Excess of capital losses over capital gains	•	
4	Income not recorded on books this year	•	
5	Expenses recorded on books this year not deducted in this return	•	
6	Total. Add line 1 through line 5	•	363,038.
7	Income recorded on books this year not included in this return.	•	
8	Deductions in this return not charged against book income this year	•	120.
9	Total. Add line 7 and line 8	•	120.
10	Net income per return. Subtract line 9 from line 6	•	362,918.

FORM 199 CASH CONTRIBUTIONS STATEMENT 1
 INCLUDED ON PART I, LINE 3

CONTRIBUTOR'S NAME	CONTRIBUTOR'S ADDRESS	DATE OF GIFT	AMOUNT
CITY OF ATASCADERO CALIFORNIA	6550 EL CAMINO REAL ATASCADERO, CA 93422	05/27/16	83,372.
CITY OF GROVER BEACH CALIFORNIA	180 HIGHWAY ONE GROVER BEACH, CA 93433	05/12/16	21,303.
CITY OF MORRO BAY CALIFORNIA	845 EMBARCADERO MORRO BAY, CA 93442	06/29/16	238,059.
CITY OF PASO ROBLES	1000 SPRING STREET PASO ROBLES, CA 93446	06/29/16	338,895.
CITY OF PISMO BEACH	760 MATTIE ROAD PISMO BEACH, CA 93449	05/12/16	712,887.
CITY OF SAN LUIS OBISPO CALIFORNIA	1039 CHORRO STREET SAN LUIS OBISPO, CA 93401	06/29/16	573,843.
COUNTY OF SAN LUIS OBISPO CALIFORNIA	1087 SANTA ROSA STREET SAN LUIS OBISPO, CA 93401	06/21/16	710,490.
CITY OF ARROYO GRANDE	300 E. BRANCH STREET ARROYO GRANDE, CA 93420	06/29/16	71,501.
TOTAL INCLUDED ON LINE 3			2,750,350.

FORM 199 OTHER INCOME STATEMENT 2

DESCRIPTION	AMOUNT
PROGRAM/SPECIAL PROJECT	300.
DESTINATION GUIDE	0.
TOTAL TO FORM 199, PART II, LINE 7	300.

FORM 199 COMPENSATION OF OFFICERS, DIRECTORS AND TRUSTEES STATEMENT 3

<u>NAME AND ADDRESS</u>	<u>TITLE AND AVERAGE HRS WORKED/WK</u>	<u>COMPENSATION</u>
NOREEN MARTIN 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	PAST PRESIDENT 2.00	0.
CLINT PEARCE 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	VICE CHAIR 2.00	0.
SAM MILLER 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	MEMBER 1.00	0.
ROGER WIGHTMANT 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	MEMBER 1.00	0.
RACHEL PATRANELLA 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	MEMBER 1.00	0.
NIPOOL PATEL 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	MEMBER 1.00	0.
VAL SEYMOUR 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	MEMBER 1.00	0.
JAMES DAVIDSON 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	MEMBER 1.00	0.
JIM HAMILTON 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	MEMBER 1.00	0.
MARK EADS 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	MEMBER 1.00	0.
KATHLEEN BONELLI 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	MEMBER 1.00	0.

AARON GRAVES 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	MEMBER 1.00	0.
JP PATEL 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	SECRETARY 1.00	0.
JOHN ARNOLD 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	TREASURER 2.00	0.
JAY JAMISON 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	CHAIR 2.00	0.
CHUCK DAVISON 1334 MARSH STREET SAN LUIS OBISPO, CA 93401	PRESIDENT/CEO 40.00	0.
TOTAL TO FORM 199, PART II, LINE 11		<u>0.</u>

FORM 199	OTHER EXPENSES	STATEMENT	4
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DESCRIPTION	AMOUNT
CONTRACT LABOR	450,172.
SPONSORSHIP	143,106.
TRADE SHOWS	70,024.
MARKETING	60,721.
DIRECT EXPENSES OF FUNDRAISING EVENTS	862,421.
PENSION PLAN CONTRIBUTIONS	7,368.
OTHER EMPLOYEE BENEFITS	60,327.
ACCOUNTING FEES	24,535.
ADVERTISING AND PROMOTION	718,711.
OFFICE EXPENSES	26,437.
INSURANCE	57,838.
ALL OTHER EXPENSES	148,415.
TOTAL TO FORM 199, PART II, LINE 17	<u>2,630,075.</u>

FORM 199	OTHER ASSETS	STATEMENT	5
<u>DESCRIPTION</u>		<u>BEG. OF YEAR</u>	<u>END OF YEAR</u>
PREPAID EXPENSES AND DEFERRED CHARGES		0.	3,327.
TOTAL TO FORM 199, SCHEDULE L, LINE 12		0.	3,327.

FORM 199	OTHER LIABILITIES	STATEMENT	6
<u>DESCRIPTION</u>		<u>BEG. OF YEAR</u>	<u>END OF YEAR</u>
CREDIT CARD PAYABLE		6,719.	0.
PAYROLL LIABILITIES		0.	335.
TOTAL TO FORM 199, SCHEDULE L, LINE 18		6,719.	335.

FORM 199	DEDUCTIONS IN THIS RETURN NOT CHARGED AGAINST BOOK INCOME THIS YEAR	STATEMENT	7
<u>DESCRIPTION</u>		<u>AMOUNT</u>	
DEPRECIATION		120.	
TOTAL TO FORM 199, SCHEDULE M-1, LINE 8		120.	

Corporation Depreciation and Amortization

Attach to Form 100 or Form 100W.

FORM 199

FEIN 77-0221126

Corporation name

California corporation number

VISIT SAN LUIS OBISPO COUNTY

1644196

Part I Election To Expense Certain Property Under IRC Section 179

Table with 5 rows for election details and 13 columns for property descriptions, costs, and deductions.

Part II Depreciation and Election of Additional First Year Depreciation Deduction Under R&TC Section 24356

Table with 8 columns: (a) Description property, (b) Date acquired, (c) Cost or other basis, (d) Depreciation allowed or allowable in earlier years, (e) Depreciation Method, (f) Life or rate, (g) Depreciation for this year, (h) Additional first year depreciation.

Part III Summary

Summary table with 3 rows for total election, federal purposes, and depreciation adjustment.

Part IV Amortization

Table with 7 columns: (a) Description of property, (b) Date acquired, (c) Cost or other basis, (d) Amortization allowed or allowable in earlier years, (e) R&TC section, (f) Period or percentage, (g) Amortization for this year.

CA 3885		DEPRECIATION				STATEMENT	8
ASSET NO./ DESCRIPTION	DATE IN SERVICE	COST OR BASIS	PRIOR DEPR	METHOD	LIFE	DEPRE- CIATION	BONUS
22	FILE CABINET						
	01/20/87	151.	151.	200DB	5.00	0.	
23	DESK						
	04/30/87	477.	477.	200DB	5.00	0.	
27	FOUR DRAWER FILE CABINET						
	01/01/91	136.	136.	200DB	7.00	0.	
30	2 DESKS						
	05/20/96	901.	901.	200DB	7.00	0.	
33	FURNITURE & FIXTURES						
	07/31/96	109.	109.	200DB	7.00	0.	
34	CONFERENCE TABLE						
	08/16/96	150.	150.	200DB	7.00	0.	
35	FILE CABINET						
	08/30/96	129.	129.	200DB	7.00	0.	
45	FURNITURE & FIXTURES						
	11/16/04	930.	841.	200DB	7.00	0.	
47	FURNITURE & FIXTURES						
	01/22/04	1,478.	1,306.	200DB	7.00	0.	
48	FURNITURE & FIXTURES						
	01/31/05	1,992.	1,796.	200DB	7.00	0.	
50	CABINETS						
	03/07/05	1,785.	1,608.	200DB	7.00	0.	
51	COMPUTER HARDWARE						
	11/26/04	1,357.	1,248.	200DB	5.00	0.	
63	COMPUTER HARDWARE						
	02/01/06	1,050.	966.	200DB	5.00	0.	
64	NETWORK SERVER						
	06/28/07	1,437.	1,331.	200DB	5.00	0.	
67	CUSTOM BUILT PC						
	05/30/08	539.	496.	200DB	5.00	0.	
68	IMAC 20"						
	06/10/09	1,620.	1,620.	SL	5.00	0.	
70	DELL LAPTOP CPU						
	04/29/10	847.	847.	SL	5.00	0.	
71	5 COMPUTERS/MONITORS/KEYBOARDS/ETC.						
	07/23/10	1,500.	1,475.	SL	5.00	25.	
72	HARD DRIVES & RAM UPGRADES						
	08/19/10	854.	826.	SL	5.00	28.	
73	4 DELL LATITUDE COMPUTER AND SFTWRE						
	06/30/12	8,433.	3,916.	SL	7.00	1,205.	
74	IPAD WITH CREDIT CARD READER						
	05/15/12	844.	403.	SL	7.00	121.	
75	7 NEW PHONES						
	06/15/12	3,630.	1,643.	SL	7.00	0.	
76	SILVERIO BONDED LEATHER CHAIR (2)						
	06/30/12	214.	140.	SL	5.00	43.	

77	LAMINATOR	09/09/12	409.	165.	SL	7.00	58.
78	DESK & CHAIR	08/10/12	463.	193.	SL	7.00	0.
79	DESK (2)	01/03/14	384.	82.	SL	7.00	0.
80	DESK (2)	01/31/14	403.	82.	SL	7.00	0.
81	CREDENZA	01/31/14	561.	113.	SL	7.00	80.
82	LG 28" MONITOR	06/30/16	331.		SL	7.00	0.
83	2 TABLETS	06/30/16	1,183.		SL	7.00	0.
84	MAC COMPUTER	12/07/15	2,785.		SL	5.00	325.
85	LG 28" MONITOR	09/02/15	329.		SL	7.00	39.
86	DELL COMPUTER	12/14/15	851.		SL	5.00	99.
87	DELL COMPUTER	12/14/15	851.		SL	5.00	99.
88	CONFERENCE TABLE	06/06/16	3,102.		SL	7.00	37.
89	3 DESKS	09/11/15	2,854.		SL	7.00	340.
90	2 CUBICLES	01/16/16	2,574.		SL	7.00	153.
91	4 CUBICLES	02/05/16	3,838.		SL	7.00	228.
92	2 FREE STANDING CUBICLES	03/18/16	516.		SL	7.00	18.
93	2 BOOKSHELVES	05/12/16	663.		SL	7.00	16.
94	2 CUBICLES	05/27/16	1,166.		SL	7.00	14.
95	OUTDOOR SIGNAGE	10/02/15	4,139.		SL	7.00	443.
96	INDOOR SIGNAGE	05/06/16	895.		SL	7.00	21.
97	CABINetry	03/25/16	14,434.		SL	27.50	131.
98	FLOORING	02/23/16	15,418.		SL	27.50	187.
99	COUNTERTOP	04/08/16	2,800.		SL	27.50	25.
100	LG 50" TV	09/08/15	1,554.		SL	7.00	185.
101	ADMIN TV	01/20/16	1,283.		SL	7.00	76.
102	PANASONIC PHONE SYSTEM	09/04/15	11,724.		SL	7.00	1,396.
TOTAL DEPR TO FORM 3885			106,073.	23,150.			5,392.

Voucher at bottom of page.

DO NOT MAIL A PAPER COPY OF THE CORPORATE OR EXEMPT ORGANIZATION TAX RETURN WITH THE PAYMENT VOUCHER.
If the amount of payment is zero, do not mail this voucher.

WHERE TO FILE: Using black or blue ink, make check or money order payable to the "Franchise Tax Board." Write the corporation number or FEIN and "2015 FTB 3586" on the check or money order. Detach voucher below. Enclose, but **do not** staple, payment with voucher and mail to:
**FRANCHISE TAX BOARD
PO BOX 942857
SACRAMENTO CA 94257-0531**

Make all checks or money orders payable in U.S. dollars and drawn against a U.S. financial institution.

WHEN TO FILE: **Fiscal year - See instructions.**
Calendar year corporations - File and Pay by March 15, 2016.
Calendar year exempt organizations - File and Pay by May 16, 2016

When the due date falls on a weekend or holiday, the deadline to file and pay without penalty is extended to the next business day.

Due to the Emancipation Day holiday on April 16, 2016, tax returns filed and payments mailed or submitted on April 18, 2016, will be considered timely.

ONLINE SERVICES: Corporations can make payments online with Web Pay for Businesses. After a one-time online registration, corporations can make an immediate payment or schedule payments up to a year in advance. Go to ftb.ca.gov for more information.

539035
12-09-15

--- DETACH HERE --- IF NO PAYMENT IS DUE, DO NOT MAIL THIS VOUCHER --- DETACH HERE ---

CAUTION: You may be required to pay electronically, see instructions.

TAXABLE YEAR **2015** **Payment Voucher for Corporations and Exempt Organizations e-filed Returns**

CALIFORNIA FORM
3586 (e-file)

0000000 VISI 77-0221126 1644196 15 FORM 3
TYB 07-01-2015 TYE 06-30-2016
VISIT SAN LUIS OBISPO COUNTY

1334 MARSH STREET
SAN LUIS OBISPO CA 93401

(805) 541-8000

Amount of Payment 10.

TAXABLE YEAR
2015

California e-file Return Authorization for Exempt Organizations

FORM
8453-EO

Exempt Organization name VISIT SAN LUIS OBISPO COUNTY	Identifying number 77-0221126
---	---

Part I Electronic Return Information (whole dollars only)

1	Total gross receipts (Form 199, line 4)	1	3,479,703.00
2	Total gross income (Form 199, line 8)	2	3,479,703.00
3	Total expenses and disbursements (Form 199, line 9)	3	3,116,785.00

Part II Settle Your Account Electronically for Taxable Year 2015

4 <input type="checkbox"/> Electronic funds withdrawal	4a Amount	4b Withdrawal date (mm/dd/yyyy)
--	-----------	---------------------------------

Part III Banking Information (Have you verified the exempt organization's banking information?)

5 Routing number _____	7 Type of account: <input type="checkbox"/> Checking <input type="checkbox"/> Savings
6 Account number _____	

Part IV Declaration of Officer

I authorize the exempt organization's account to be settled as designated in Part II. If I check Part II, Box 4, I authorize an electronic funds withdrawal for the amount listed on line 4a.

Under penalties of perjury, I declare that I am an officer of the above exempt organization and that the information I provided to my electronic return originator (ERO), transmitter, or intermediate service provider and the amounts in Part I above agree with the amounts on the corresponding lines of the exempt organization's 2015 California electronic return. To the best of my knowledge and belief, the exempt organization's return is true, correct, and complete. If the exempt organization is filing a balance due return, I understand that if the Franchise Tax Board (FTB) does not receive full and timely payment of the exempt organization's fee liability, the exempt organization will remain liable for the fee liability and all applicable interest and penalties. I authorize the exempt organization return and accompanying schedules and statements be transmitted to the FTB by the ERO, transmitter, or intermediate service provider. **If the processing of the exempt organization's return or refund is delayed, I authorize the FTB to disclose to the ERO or intermediate service provider the reason(s) for the delay.**

Sign Here	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"></div> <div style="width: 10%; text-align: center;">Date</div> <div style="width: 45%;"></div> </div>		<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"></div> <div style="width: 10%; text-align: center;">Date</div> <div style="width: 45%; text-align: center;">PRESIDENT</div> </div>
------------------	---	--	---

Part V Declaration of Electronic Return Originator (ERO) and Paid Preparer.

I declare that I have reviewed the above exempt organization's return and that the entries on form FTB 8453-EO are complete and correct to the best of my knowledge. (If I am only an intermediate service provider, I understand that I am not responsible for reviewing the exempt organization's return. I declare, however, that form FTB 8453-EO accurately reflects the data on the return.) I have obtained the organization officer's signature on form FTB 8453-EO before transmitting this return to the FTB; I have provided the organization officer with a copy of all forms and information that I will file with the FTB, and I have followed all other requirements described in FTB Pub. 1345, 2015 e-file Handbook for Authorized e-file Providers. I will keep form FTB 8453-EO on file for **four** years from the due date of the return or **four** years from the date the exempt organization return is filed, whichever is later, and I will make a copy available to the FTB upon request. If I am also the paid preparer, under penalties of perjury, I declare that I have examined the above exempt organization's return and accompanying schedules and statements, and to the best of my knowledge and belief, they are true, correct, and complete. I make this declaration based on all information of which I have knowledge.

ERO		Date	Check if also paid preparer <input type="checkbox"/>	Check if self-employed <input type="checkbox"/>	ERO's PTIN P00118088
Must Sign	Firm's name (or yours if self-employed) and address	BURKART & ASSOCIATES ACCTCY CORP			FEIN 77-0526608
		694 SANTA ROSA STREET			ZIP code 93401
		SAN LUIS OBISPO, CA			

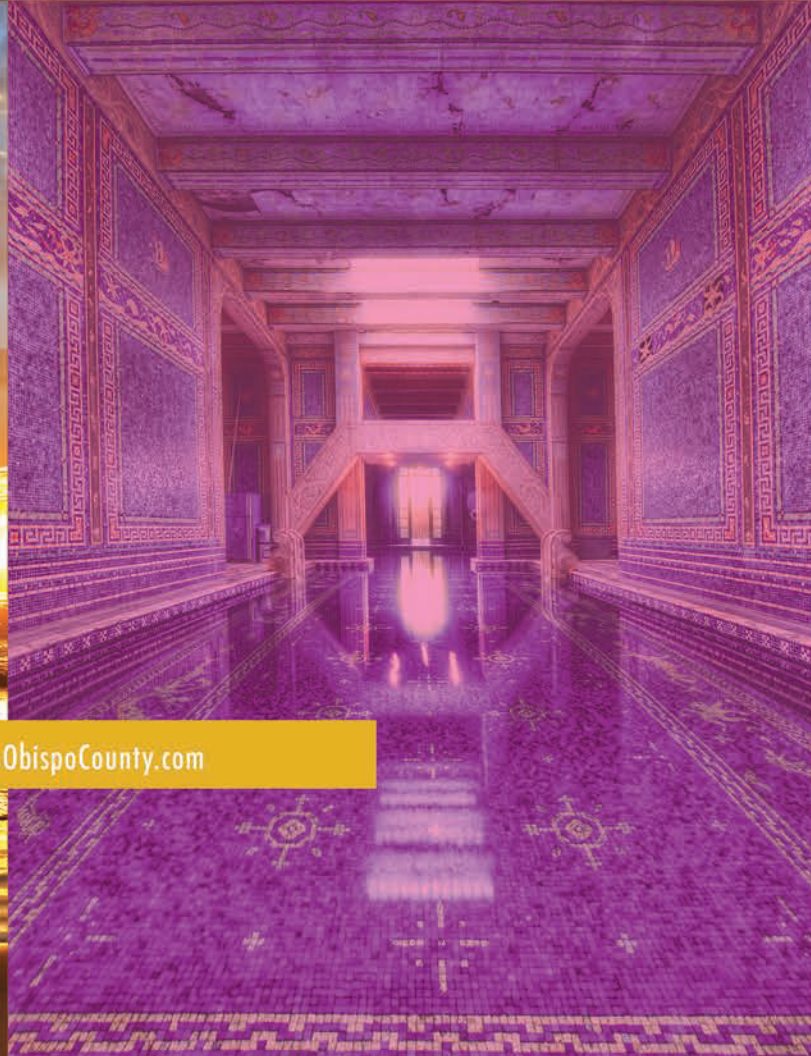
Under penalties of perjury, I declare that I have examined the above organization's return and accompanying schedules and statements, and to the best of my knowledge and belief, they are true, correct, and complete. I make this declaration based on all information of which I have knowledge.

Paid Preparer		Date	Check if self-employed <input type="checkbox"/>	Paid preparer's PTIN P00118088	
Must Sign	Firm's name (or yours if self-employed) and address	BURKART & ASSOCIATES ACCTCY CORP			FEIN 77-0526608
		694 SANTA ROSA STREET			ZIP code 93401
		SAN LUIS OBISPO, CA			

**Visit San Luis Obispo County
Adjusting Journal Entries**
June 30, 2016

8:32 AM
09/27/16
Accrual Basis

Date	Num	Memo	Account	Debit	Credit
06/30/2016	DJB 16-1	RECLASS MINOR PURCHASES	6675 · Office Supplies	685.13	685.13
		RECLASS MINOR PURCHASES	1405 · Computer Hardware/Software		
		RECLASS MINOR PURCHASES	6685 · Repairs/Maintenance	2,179.60	2,179.60
		RECLASS MINOR PURCHASES	1415 · Leasehold Improvements		
				2,864.73	2,864.73
06/30/2016	DJB 16-2	RECORD DISPOSALS	1505 · Comp. Hdwr/Stfwr. Acc. Depr.	2,969.77	
		RECORD DISPOSALS	1510 · Furn. & Fixt. Accum. Depr.	8,289.00	
		RECORD DISPOSALS	1525 · Office Equip. Accum. Depr.	1,124.23	
		RECORD DISPOSALS	1405 · Computer Hardware/Software		2,407.00
		RECORD DISPOSALS	1410 · Furniture & Fixtures		9,488.00
		RECORD DISPOSALS	1425 · Office Equipment		3,630.00
		RECORD DISPOSALS	7530 · Gain/Loss - Asset Disposition	3,142.00	
				15,525.00	15,525.00
06/30/2016	DJB 16-3	RECORD DEPRECIATION EXPENSE	1515 · Leasehold Imp. Accum. Depr.		343.00
		RECORD DEPRECIATION EXPENSE	1505 · Comp. Hdwr/Stfwr. Acc. Depr.		2,143.00
		RECORD DEPRECIATION EXPENSE	1510 · Furn. & Fixt. Accum. Depr.		1,638.00
		RECORD DEPRECIATION EXPENSE	1525 · Office Equip. Accum. Depr.		1,148.00
		RECORD DEPRECIATION EXPENSE	6300 · Depreciation Expense	5,272.00	
				5,272.00	5,272.00
		TOTAL		23,661.73	23,661.73



DRAFT

MARKETING PLAN



www.VisitSanLuisObispoCounty.com





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DEAR STAKEHOLDERS,

Visit San Luis Obispo County (VSLOC) is excited to unveil our 2016 – 2018 Marketing Plan. As we consider the past year, we are proud of the progress and accomplishments our organization has achieved. With new, in-depth research, a new marketing agency focused on establishing a unifying and emotionally resonating SLO County brand and a multi-year strategic plan, the stage is now set for some major advancements in the coming years. Moving forward, our focus continues to be on: 1) creating greater awareness of our county and its assets, and 2) increasing demand for overnight stays.

Earlier this year, in partnership with Merrill Research, VSLOC conducted a first-of-its-kind data collection about SLO County. A demographic and share-of-wallet study, as well as a feeder market awareness study were conducted. The findings from this research will continue to be used to craft our brand, our position and our target market strategy for the immediate future.

Also in 2016, VSLOC contracted Coraggio Group on the development of a multi-year, countywide strategic plan. Over the course of several months, the development process included interviewing stakeholders, assembling a planning committee and taskforce and the vetting of the plan and process with our board and constituents to determine key initiatives. The strategic plan has provided our organization with an illuminated roadmap and navigational direction for the next three years of the Tourism Marketing District. New vision and mission statements were established, as well as key imperatives containing specific objectives and initiatives, placing the consumer at the front of all we do.

Our new marketing agency, BCF, hit the ground running in July 2016. Their foremost task was to create and unveil a new consumer brand, approved by our Board of Directors in October 2016. As a major strategic plan initiative, this brand will be the trademark of San Luis Obispo County as we develop our shoulder season campaign designed to increase feeder market awareness of our destination throughout the Los Angeles, San Francisco Bay Area, Seattle, Phoenix and Las Vegas areas. BCF will work with VSLOC to establish a regional market media plan, a new engaging website and fresh, consumer-friendly content.

VSLOC recently 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. This win produces a new destination choice for the Seattle consumer to explore, providing easy access to our region for over half a million potential visitors.

San Luis Obispo County will hit the road in 2016-17 as VSLOC collaborates with local restaurant, winery, brewery, spirit and activity partners to create “SAVOR—A San Luis Obispo County Experience” at food, wine, and lifestyle events throughout key regional feeder markets. The events will feature a large destination-experience, showcasing the best 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.

As we look towards the future, the opportunities that lie ahead seem endless. Included in this Marketing Plan, you will find a detailed outline of the 2016 – 18 marketing initiatives for Visit San Luis Obispo County. We invite you to discover how your business can be a part of it all.

All the Best,

Chuck Davison
President & CEO
Visit San Luis Obispo County

INTRODUCTION

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, breweries, distilleries, activities, golf courses and retail stores to create a unified marketing approach that promotes the Culinary, Cultural and Coastal assets of the county.

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."

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2015 - 2016 HIGHLIGHTS



VSLOC continues to serve as a strategic partner of the San Luis Obispo County Regional airport, in cooperation with the Economic Vitality Corporation to attract visitors to the area. 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 between Seattle and San Luis Obispo will begin in April 2017.



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.



In 2016, Visit San Luis Obispo County expanded their international footprint, with UK/Ireland international representation. Through their partnership with Visit California, Visit San Luis Obispo County will participate in China and Mexico sales missions, a first-time co-op attendance at ITB Berlin, along with hosting a first-time Global Ready Seminar, focused on educating constituents on preparing for increased visitation from China.



"There's nothing like an American road trip, and the coastal road between Los Angeles and San Francisco offers one of the best." This quote was taken from a Lonely Planet article written by Australian author Tim Richards, after he completed a visit hosted by VSLOC. The piece featured San Luis Obispo County's local fare and geography and positioned it as the perfect place to take a break on the California road trip. This is just one of many featured articles on San Luis Obispo County in 2016.



Visit San Luis Obispo County has partnered with local restaurant, winery, brewery, distillery and activity partners to take SAVOR on the road as "SAVOR—A San Luis Obispo County Experience". These destination roadshow experiences will be held at food, wine and lifestyle events in key regional feeder markets. The first event will take place at the San Diego Bay Wine and Food Festival in November, 2016 with additional events in early 2017.

2015 - 2016 TOURISM YEAR-OVER-YEAR IMPACT



4.5% increase in tourism-supported jobs:

17,870



7.0% increase TOT revenue:

\$35,924,681



Tourism spending:

\$1.58B



Travel & tourism earnings:

\$510M

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TRAVEL & TOURISM TRENDS

A Growth Industry

The U.S. vacation and tourism market continues to grow, and is expected to continue the upward trend through 2020 reaching \$285B. (Source: Bureau of Economic Analysis, U.S. Office of Travel and Tourism Satellite Accounts/Mintel.)

The Sharing Economy Continues

The regulatory issues surrounding the sharing economy are not acting as much of a deterrent for new entrants on both the supply and demand side. Interest in lodging at alternate accommodations (e.g., Airbnb, HomeAway, etc.) resonates across household incomes and generations.

Less “Me, Too” and more “Just Me”

A study by Virtuoso Research in 2016 found that U.S. tourists are more interested than ever in exploring lesser-known, hidden jewel destinations. Skift’s Megatrends Defining Travel in 2016 reports that just 31% of travelers book a trip based on their past experience at a destination.

Travel Is Mobile

There is no going back when it comes to mobile, whether it’s the platform used to do research prior to travel, or for in-market research, the convenience and ease of mobile is undeniable. Furthermore, mobile allows destination brands to create more immersive experiences with their travelers. (Source: Skift Megatrends Defining Travel in 2016.)

Experiential Travel Marketing Is Exploding

Experiential marketing—messaging you can touch, feel or view in a physical space—provides destination brands with visible and impactful opportunities to stand out and to be more personal with their traveler targets. Experiential marketing moves beyond the message toward a more tangible relationship. (Source: Mintel.)

Online Suppliers > OTAs

According to a recent Mintel Research Study (n = 2000, internet users aged 18+), there is a preference for booking travel online directly over using an online travel agency (37% vs. 27% for hotels; 38% vs. 27% for air travel), though OTAs are still valued during the research phase of trip planning.

Pocketwise Travel

Consumer confidence is up 2.3 points over the previous year as of September, 2016, which makes leisure travel more appealing. (Source: The Conference Board.) While consumers are willing to spend, they remain cautious when it comes to value for their dollar. Instead of buying more, they’re looking to get more out of what they buy.

Multi-generational Travel & Groupaways

The face of family travel has changed to include extended families—31% of U.S. grandparents took at least one trip with their grandchildren in the past 12 months. (Source: Mintel.) Beyond traditional family vacations, there is also an emerging trend toward group getaways, driven by the value of friend networks and the rise of what PSFK calls the Nomad Class, “untethered creatives, who maintain successful careers and personal lives as they adventure around the world.”

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

VSLOC TRENDS IN TOURISM

The county has enjoyed consistent growth in tourism's contribution to the local economy for several years, and we do not expect that trend to change for the 2016 – 2018 period. VSLOC will be keeping a close eye on metrics related to overnight stays to ensure that this Marketing Plan is doing the work we expect it to for the County.

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FY2015/16:

ADR:
\$144.00

RevPAR:
\$100.64



Occupancy:
69.9%

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

FY2014/15:

ADR:
\$135.64

RevPAR:
\$95.63



Occupancy:
70.5%

Room Nights Available:
3,141,633

RESEARCH HIGHLIGHTS

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

Project 1: Share of Wallet Study and Demographic Study (SOWS)

1,000 respondents (500 California Residents and 500 Non-California Residents) were surveyed, including San Luis Obispo County visitors, prospects and fence-sitters. This study provided VSLOC with the opportunity to learn about customer share of wallet spending for visitors to the county and visitors to competitive destinations. Some relevant data about current visitors includes:



75% Married & College Graduates

60% Males

15% Hispanic

63% Aged 22–39

SLO accounted for
25%
of county spending

Food & Lodging accounted for
50%
of visitor spending

\$2,100 was the average spend
44%
of total annual leisure spend

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Prospective visitors skewed older and were more likely to be females, living in Seattle, St. Louis, or Riverside/San Bernardino.

The characteristics of the county that draw visitors speak to the personality of the area—casual, adventurous, down-to-earth, fun, genuine and unpretentious. And, as compared to the competing counties, SLOC ranked higher than all of them in characteristics of friendliness, relaxed atmosphere and for being the least snobby.

Prospective visitors cited the county as having the same characteristics as did the past visitor, however, they reported an additional characteristic: “Least Classic.” Approximately 60% of prospective visitors include SLOC in their consideration set, but not at the top of their list.

Project 2: Feeder Market Awareness Study (FMS)

1,254 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. This study provided VSLOC with learnings about the current level of awareness among travelers in regional markets and their attitudes about reasons to visit the county.

The county was ranked positively by past visitors for being a relaxing destination with family-friendly activities and beach access. However, the awareness study also uncovered that the county lags behind in past visitor perceptions of other attributes compared to other counties in the set.

A similar gap exists for prospective visitors, who did not report perceiving that SLOC had any advantages over the other counties.

The information from the FMS and SOWS, when viewed in combination, provide focus for our marketing efforts. In addition to looking at the six feeder markets (Los Angeles, San Francisco, Seattle, Las Vegas, Phoenix and San Diego) generally, we were able to see which demographic targets within them had the most promise and what about the county would motivate them to visit. This information forms the foundation of our Marketing Plan. We will conduct ongoing research as required throughout the 2016 – 2018 plan period.

MARKETING OBJECTIVES

VSLOC's marketing program has four key objectives. Because our marketing objectives have been developed for the long term, the objectives for 2016 – 2018 echo those of the previous year and were refined to address the current context.

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1. Build a Brand Platform for San Luis Obispo County

This is a pivotal year for us as we introduce and launch the new brand. We will leverage this new brand identity and positioning across the county to energize and unify our partners in its deployment.

Plan to Achieve: Countywide Partner Engagement, Brand Guide

Plan to Measure: Partner feedback and brand adoption

2. Build Awareness of the San Luis Obispo County Brand and Destination

Leverage the strength of the new brand and the relationships with partners to magnify the reach of the SLOC brand.

Plan to Achieve: Paid Media, Co-op Marketing, Earned, Owned and Social Media, Sponsorships, Travel Trade, Public Relations, Promotions & Partnerships, Film Commission

Plan to Measure: Brand Awareness Lift, Co-op Participation

3. Develop Stronger & Deeper Engagement with Visitors

Work in support of the mission of Visit San Luis Obispo County to reach the audiences with the highest potential to create life-long ambassadors and economic growth for the county.

Plan to Achieve: Website Redesign, Owned Media and Social Platforms, Content Development & Distribution

Plan to Measure: Site Visitors, Time Spent on Site, Website Heat Map Analysis, Cost per Non-Bounced User, Cost per Minute of Engagement, Interactions with Social Media: Followers, Impressions, Comments, Likes and Shares

4. Drive Visitation to the County

Delivering an integrated marketing campaign built to reach targets with the highest potential for visitation and that supports activity in other sales channels (Travel Trade, Film Commission, etc.).

Plan to Achieve: Paid Media, Co-op Marketing, Earned, Owned and Social Media, Sponsorships, Travel Trade, Public Relations, Promotions & Partnerships, Film Commission

Plan to Measure: Arrivals in Market, Occupancy

VSLOC BRAND DEVELOPMENT

VSLOC recognizes the economic value of tourism to our region. The competition to attract visitors is increasing, resulting in the need to set ourselves apart from other destinations. The objectives of the rebrand were to concept and develop a new brand position for San Luis Obispo County that would be differentiating, emotionally engaging and authentic.

The VSLOC brand is not just a logo, a picture or a slogan; it is the essence of the destination itself, why it is great and how it is better than all competing regions. The VSLOC brand tells consumers about who the brand is, what the brand stands for and how people experience it; it is the promise and pledge of quality.

OUR BUSINESS CHALLENGE:

VSLOC has certain characteristics that attract tourists to spend their time here. It can attract tourists for its inherent or exhibited natural or cultural value, historical significance, flora and fauna, natural or built beauty, leisure offerings, adventure and amusement.

The challenge is that visitors don't know much about San Luis Obispo County. That lack of awareness, coupled with the fact that the county is relatively difficult to get to, leads potential visitors to just go with what they know—Santa Barbara and Monterey. Visitors are looking for more value and aren't willing to risk their limited vacation time and money on a destination they aren't familiar with.

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Destination Realities:

1. The competition has higher brand awareness.
2. There are challenges in physically getting to San Luis Obispo County.
3. San Luis Obispo County doesn't have the media spend to truly saturate the primary draw markets.

Strategy:

Disrupt the current competitive set by focusing on San Luis Obispo County's way of life versus its specific product offerings.

Our Process:

We started with the building blocks: Brand Name, Brand Identity, Brand Promise

We arrived at XXXX, which establishes a geographical location for the county, while at the same time representing the pace of life and personality of the location. "SLO" builds off the short hand vernacular used to represent the county, the awareness that exists with the university community at Cal Poly, and the largest city in the county. When you think about XXXX, it evokes a feeling of relaxation and freedom to take life at your own pace.

Brand Identity & Promise Work Together:

BRAND IDENTITY	BRAND PROMISE
Simple, adaptable, legible	Resonates emotionally
Reflects the spirit of the brand	Differentiates
Timeless and distinct	Exerts competitive advantage
Likeable	Memorable
Stands out in the marketplace	Mediagenic, Executable, Believable, Remarkable

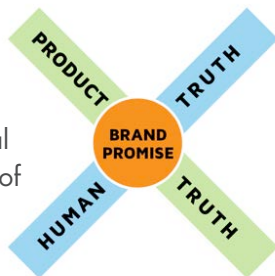
And, in order to ensure that the identity matches up to the brand promise, we looked back to the research to confirm that the county product (and here, we mean destination) meets the consumer truth.

Product Truth:

In San Luis Obispo County, visitors aren't limited to one or two quintessential California experiences. Here, visitors enjoy a wide variety of options, most of which are a mere thirty minutes from each other, all served up by friendly, welcoming hosts who live the county's enviable laid-back lifestyle.

Human Truth:

Our consumers want to live life on their own terms. They seek a destination that is casual, authentic and unpretentious, but also provides a variety of options that allow them to do the things they love. They want to enjoy destinations at their own pace. They don't want to be limited by time, money or experience.



The One Thing:

What's your rush? San Luis Obispo County gives you the freedom to enjoy the trip of your dreams at your own pace.

Even Simpler:

San Luis Obispo County gives you the freedom to live at your own pace.

VSLOC
BRAND
DELIVERY

DRAFT

NO OFFENSE TO FAST,
BUT SLOW IS GOOD FOR YOUR SOUL.
SLOW CAN SET YOU FREE.

WHEN THE REST OF THE WORLD IS RACING TO THE END,
SLOW GIVES YOUR LIFE THE ATTENTION IT DESERVES.

AWAY FROM THE NOISE
AND THE CHAOS OF CROWDED STREETS,
SLOW SHINES A GOLDEN LIGHT ON THE WORLD.

A WORLD YOU'VE BEEN TOO BUSY TO SEE.

IN THIS PLACE, SLOW IS NOT FALLING BEHIND,
IT'S THE FREEDOM TO CATCH UP
WITH THE THINGS THAT MATTER MOST TO YOU.

SOON ENOUGH, YOU'LL SEE A WORLD THAT'S JUST YOUR SPEED.

LIFE'S
TOO
BEAUTIFUL
TO
RUSH


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Online Brand Delivery

The branding will be used in every visitor touch point, from paid media and public relations activities to the county's owned channels. The new brand will be the catalyst for the creation of a completely new visitor website acting as a gateway for visitors seeking countywide experiences.

The new website will provide an opportunity to expand the brand, the user experience, ease of functionality and content along with leveraging the Booking.com partnership to drive additional stays in the county.

The final brand guidelines will include direction for improving the user experience on site, including the look, feel and navigation, encouraging visitors to increase their engagement time. Site development work will be conducted with VSLOC's website and SEO development partner,

simpleview 
Customer Experience

with brand oversight provided by BCF. The development will begin upon approval of the brand and the site is expected to launch in the Spring.



DRAW MARKETS *OVERVIEW*

DRAFT

Using the data referenced above from the FMS and SOWS, BCF analyzed VSLOC's draw markets based on the following criteria:

Moderate/Low Awareness

BCF believes the greatest opportunity for growth is to focus on age cohorts who have a lower awareness of the county. In BCF's experience, marketing/advertising best practices indicate that there is greater opportunity at the brand development stage to move the needle from moderate awareness to high than it is from high to even higher. It also exposes the destination to a new set of prospects for message testing.

Prospect Very Likely to Visit

While the county scores high when combining "very likely to visit" with "somewhat likely to visit," BCF recommends narrowing the focus to those audiences that are "very likely to visit."

Travel Spending

Because economic growth and tax revenue are critical for San Luis Obispo County, the recommendation is to focus on those travelers who have a higher propensity to spend more on trips in general or have spent more while visiting the county. BCF analyzed various cross tabs from the SOWS as well as the FMS to develop this position.

Familiarity with the Destination

Familiarity with the destination cited as the reason for travel, and lack of familiarity with the region cited as the reason for lack of visitation, were considered in prioritizing the geographic markets.

Average Advertising Cost

By assessing the size of a potential geographic market, along with average "costs to advertise" for effective penetration, BCF was able to determine the budget allocations required per market to prioritize the media budget allocations to maximum effect.

#1 LOS ANGELES

Ventura & Los Angeles County

In general, Los Angeles ranks highest of all the geographic markets in awareness. In addition, it is a close-in market with a critical mass of population from which to draw. Within this geographic market, the target populations are A25–34 and A45–54. The rationale for selecting these two demographics based on the data and the criteria used as inputs for prioritizing them is:

- **Awareness:** Los Angeles has the highest initial awareness of all markets, however A25–34 and A45–54 have the lowest awareness of all cohorts within the LA market, and rank 10th and 8th respectively among all cohorts measured.
- **Likelihood of Visitation:** Comparatively, Los Angeles scored low on likelihood to visit, with A45–54 ranking 7th and A25–34 falling out of the top 10. However, this lower ranking was mitigated when looking at the other factors contributing to attractiveness for A25–34. (e.g., spending in market, awareness, critical mass of population, proximity).
- **Travel Spending:** A45–54 and A25–34 ranked 10th and 3rd, respectively on the travel spending for the cohort.
- **Familiarity with the Destination:** The A45–54 ranked 4th, and A25–34 ranked 7th in citing familiarity as a reason to visit the destination.
- **Average Advertising Cost:** While high, the cost of advertising in this market is not prohibitive. And given the size of the market, ability to hyper-target within it, and relative ease of travel from Los Angeles to San Luis Obispo County, it did not lower the prioritization.
- **Other:** Based on past visitor data, we also know that the interests shared by these two groups overlap and perform strongly as points of differentiation for the county:
 - o Weather, Beaches, Dining for both groups
 - o A25–34 also add Family and Quality
 - o A45–54 also add Familiarity and Wine



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#2 SEATTLE

King County & Snohomish County

Even though Seattle is a fly market, it ranks high on the prioritization list and provides an opportunity for expansion should we be able to drive sufficient demand to garner an additional flight(s) into the county. The cohorts selected for Seattle are A25–34 and A35–44.

Seattle ranks first in lack of prospect awareness on the whole, and within the cohort group we saw that the A25–34 and A35–44 were least aware.

- **Awareness:** A35–44 had the lowest awareness of all cohorts, while A25–34 ranked 3rd lowest.
- **Likelihood of Visitation:** A25–34 and A35–44 ranked 1st and 5th, respectively on likelihood to visit the county.
- **Travel Spending:** A25–34 and A35–44 ranked 1st and 5th, respectively on likelihood to visit the county.
- **Familiarity with the Destination:** Seattle scored lowest in familiarity with the area as reason cited for visitation, with A25–34 ranking 5th among all cohorts on this factor. Seattle rises among markets on the strength of its scores on other factors.
- **Average Advertising Cost:** The cost of advertising is significantly lower than in other target geographies given its relative small size.
- **Other:** One of the reasons to push Seattle high on the prioritization list is what we know from past visitor responses about spending in the county. For past visitors, these two cohorts ranked 1st (A25–34) and 2nd (A35–44) in spending. The other obvious factor that played into Seattle's ranking is the new direct flight route on Alaska Air, which we hope will be a wedge to open up more flights on that route.
 - o Events, Weather, Family, Excitement
 - o A25–34 added Beach and Dining
 - o A25–34 added Beach and Dining

#3 SAN FRANCISCO

City of San Francisco, Contra Costa County, Alameda County, Santa Clara County

San Francisco is another close-in market with a critical mass of population. It is ranking as number three because awareness in this market is relatively high compared to the other target markets.

We believe there is opportunity in San Francisco, however, especially within the selected cohorts of A25–34 and A35–44, based on their awareness levels.

- **Awareness:** These two groups ranked lowest (A25–34) and 2nd lowest (A35–44) on prospect awareness among the San Francisco market, while ranking 4th and 10th respectively among all cohorts.
- **Likelihood of Visitation:** As compared to other markets on the whole, the likelihood of visitation is low for the San Francisco cohorts, but within the cohort set, A25–34 ranks 1st and A35–44 ranks 2nd.
- **Travel Spending:** For travel spending, A25–34 ranked 4th while A35–44 fell out of the top 10.
- **Familiarity with the Destination:** San Francisco as a whole did not perform well on citing familiarity as the reason for visitation with all cohorts falling out of the top 10 on this metric. This was a primary reason for dropping San Francisco down in prioritization.
- **Average Advertising Cost:** The costs to advertise to our target in San Francisco are in the high range among all the other markets.
- **Other:** Interestingly, based on past visitor data, unlike the previous cohorts, these two groups in San Francisco did not have the same kind of overlap in interests in the types of experiences they choose in the County:
 - o A25–34 cited Weather, Beach, Exciting, Family, Quality
 - o A35–44 cited Familiarity, Accessibility, Value, Dining

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#4

PHOENIX

Maricopa County

Another fly market, Phoenix, ranks 4th on the prioritization list. Industry data, of course, indicates that we can expect travelers coming from fly markets to stay longer, which is a point for Phoenix and the other fly markets on the list. That fact, coupled with the finding that Phoenix ranks 2nd lowest in prospect awareness, explains Phoenix's position in the rankings.

The cohorts selected for Phoenix are A35–44 and A45–54.

- **Awareness:** These two groups deliver the lowest awareness (A35–44) and 3rd lowest (A45–54) among all cohorts in Phoenix, with A45–54 in a virtual tie with A25–34 in the market.
- **Likelihood of Visitation:** A35–44 tied for 3rd on likelihood to visit the county. The A45–54 group fell out of the top 10.
- **Travel Spending:** Phoenix performed particularly well on this factor, as A35–44 ranked 9th in travel spending, and A45–54 ranked 7th.
- **Familiarity with the Destination:** Phoenix performed poorly on this metric, with each cohort falling out of the top 10.
- **Average Advertising Cost:** Phoenix's media costs place it in the mid-to-high range of the target market list.
- **Other:** Referencing past visitor data, we know that the two groups share some similar interests:
 - o Weather, Family
 - o A35–44 added Value, Exciting and Dining
 - o A45–54 added Beach

#5 LAS VEGAS

Clark County

Las Vegas is a fly market, and even though there is more than one flight per day (unlike Seattle) into the market, the general population density/critical mass of the target and the almost 50/50 level of propensity to visit for most of the cohorts resulted in this market's 5th place ranking.

Where we see opportunity is in the A25-34 and A35-44 cohort set, however, because they both rank relatively well against their Las Vegas set in likelihood to visit and travel spending.

- **Awareness:** The A25-34 ranked 2nd in awareness, while A35-44 fell out of the top 10 among all cohorts
- **Likelihood of Visitation:** The A35-44 group ranked highest in likelihood to visit, ranking 6th among all cohorts. A25-34 fell out of the top 10.
- **Travel Spending:** The A25-34 was the highest in the cohort set in travel spending, ranking 6th while all other Las Vegas cohorts fell out of the top 10 in this metric.
- **Familiarity with the Destination:** Las Vegas scored particularly low on this metric and this was the key metric pushing Las Vegas down in priority.
- **Average Advertising Cost:** The cost to advertise to our targets in Las Vegas is on the lower end and was a contributing factor to ranking them at #5 as opposed to #6.
- **Other:** We accounted for the fact that, as previously noted in other fly markets, the propensity to stay longer (and therefore spend more in market) was a factor for Las Vegas's ranking. However, the limitation of three flights a week also factored into the ranking. Past visitor data showed some overlap in desired experiences for these two groups:
 - o Weather, Family, Beach, Dining
 - o A25-34 added Quality, Exciting, Wine
 - o A35-44 added Familiarity



#6 SAN DIEGO

San Diego rounds out the prioritization list at #6 for several reasons. Even with its proximity and market size, the fact that the market delivers the 2nd-lowest "likelihood to visit" scores and underperforms on familiarity scores means that any marketing attention given to the market should be minimal.

Within the San Diego market, we found that, of the potential targets, the A25-34 and A45-54 held more potential than other cohorts, but we do not plan to pursue these at this time. For reference:

- **Awareness:** The A25-34 was lowest on awareness, and A45-54 was tied for 2nd lowest among San Diego cohorts, but still highly aware at 83%.
- **Likelihood of Visitation:** As stated previously, the "likelihood to visit" scores for San Diego as a whole were low. The A45-54 had the highest among this cohort set though, and the A25-34 came in at 3rd place.
- **Travel Spending:** Phoenix performed particularly well on this factor, as A35-44 ranked 9th in travel spending, and A45-54 ranked 7th.
- **Familiarity with the Destination:** For spending, the A45-54 ranked 1st within the cohort for San Diego. The A25-34 spend put them in 3rd place.
- **Average Advertising Cost:** The costs to advertise to targets in San Diego fall in the mid-to-low range.
- **Other:** Past visitor data showed some overlap in desired experiences for these two groups:
 - o Accessibility, Value, Weather
 - o A25-34 added Quality, Exciting, Family, Wine
 - o A45-54 added Beach, Dining

DEMOGRAPHICS & MEDIA CONSUMPTION

Traditional demographics are helpful but, by themselves, they are not enough to build a strategic picture of the target audience for VSLOC. Psychographic segmentation takes the nuance of our target's lives into account. It goes beyond the HHI, age, education level, etc., to uncover the beliefs, motivations, aspirations and lifestyles that will enable us to meet the person—not just the target. Understanding the way the people in the target geographies interact with information about travel and what informs their decisions is a start. The crux of our media strategy is digital, which makes sense since it falls in the top two sources for most prospective respondents across all target markets. (Source: FMS & SOWS):

	Los Angeles 25-34	Los Angeles 45-54	Seattle 25-34	Seattle 35-44	Phoenix 35-44	Phoenix 45-54	San Francisco 45-54	San Francisco 35-44	Las Vegas 25-34	Las Vegas 35-44	San Diego 25-34	San Diego 45-54
Family & Friends	1	1	2	2	1	1	2	2	1	1	2	2
Websites	2	2	1	1	2	2	1	1	1	1	1	1
Print	5	5	5	4	4	5	6	5	3	5	4	4
TV Travel Shows	3	3	3	3	3	3	3	3	2	2	3	3
TV Advertising	4	4	4	5	4	4	4	4	3	3	5	5
Radio Advertising	6	6	6	6	4	6	5	6	4	4	6	6

BCF built traveler profiles that span geographies and that VSLOC will use to craft our messaging content and delivery tactics. BCF analyzed the draw markets of visitors and potential visitors for SLO County. BCF also analyzed syndicated data from Nielsen's PRIZM Segmentation and research from Mintel to identify key attributes of the people in the target markets.

Although it is not the sole driver, selecting for HHI first helped identify the segments in Nielsen's PRIZM data most likely to be able to spend money on travel. They were a mix of families, couples, and singles with HHI of \$75K plus. When we added a filter for age ranges that matched the selected cohorts for each target market, we were able to narrow the set to ten Nielsen segments to begin deeper interrogation.

We then analyzed those segments against the target market demographics and interests stated as reasons to travel by past visitors to the county to refine the profiles. The FMS and SOWS illustrated the attributes of the county that past visitors experienced as key draws to be family-friendliness and beaches. Beaches is a simple attribute to solve for; the county has multiple different beaches. However, family-friendliness is a broad attribute, so we overlaid the Nielsen segments "to want and be able to travel with their families" as a value they held.

Finally, we looked at the State of California's persona set to hold it against the remaining segments to confirm or deny the plan for persona development for VSLOC. The goal was to ensure that the county and state weren't working at cross-purposes, and targeting segments/personas/profiles in a way that precluded us from supporting each other.

The final exercise resulted in a streamlined persona set based on our marketing budget, target markets and the county's offering. We made the decision that it was the best use of marketing dollars to focus on three high-potential personas: The Aware Adventurer, the Mom to the Max, and the Cultured Class, instead of casting so wide as to be ineffective. Research clearly indicated that a culinary persona was relevant; however, that particular interest was already shared by two of the personas selected (Cultured Class and Aware Adventurer).

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#1 AWARE ADVENTURER

Active, Mid-High Affluent, Educated, Deeply Passionate Experience-Seekers

"I keep on the go but like to plan my travels for outdoor commuting. I stay connected to share my travel, experiences and memories, but my real motivation is seeing the world. Breathing salty air and eating fresh local foods bring me back to myself and that's why I travel."

What matters to the Aware Adventurer?

The Aware Adventurer persona has many attributes in common with both the state's Avid Adventurer and Natural Nurturer, living at the intersection of the two, so there will be dual contacts with this persona in the sales funnel. The Aware Adventurer is motivated by an active and participatory lifestyle with a tendency to forge deep and abiding connections with brands and places. Forty-three percent of outdoor consumers have kids at home and they are committed to grooming the next generation of outdoor enthusiasts. (Source: Mintel, *Outdoor Enthusiasts-US, August, 2016.*)

Why the Aware Adventurer matters for VSLOC:

With green hills, countless miles of hiking and biking trails, great bouldering and an average of 300+ days of sunshine, San Luis Obispo County is a paradise for the Aware Adventurer. This group fits squarely in our target market; with interests aligned with the county lifestyle, attributes and products, and we know that prospective visitors to the county are not aware of the outdoor activities and/or do not think them compelling enough to make a trip.

With their interest in outdoor pursuits, such as paddle boarding for example, we expect that 30% will spend \$2,500 or more and the other 70%+ \$1000 or more. (Source: FMS and SOWS.) Each one of our draw markets features lifestyles that are attuned to outdoor activities—not extreme adrenaline junkies, but just an appreciation of nature's bounty and the desire to be in it. The highest numbers come from Seattle (61.5% of adults 25–34 spend at least \$2,500 per trip) and Los Angeles (31% of adults 25–34 spend at least \$2,500 per trip).

The Aware Adventurer and Media:

Social media, the digital space and friends and family are dominant sources of information for this group. For a subset of the persona (GenX and millennial males), TV is also influential but on-demand and streaming usage limits the effectiveness of broadcast with this group. They're heavy users of mobile and internet; they like to discover the undiscovered and are regularly searching online for events/trips/opportunities to jump into new experiences.



#2 MOM TO THE MAX

Scheduled, Connected, Affluent,
Transparent (the Good and the Ugly)

"I want to be in the know, connected, and learning from other mothers and their experiences. I want to make my money work harder and last longer. I try to stay on top of cultural trends, especially when it comes to the well-being of my family."



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#3 CULTURED CLASS

Educated, Risk Takers,
Gracious, Confident, Professionals

"I'm never unplugged—a new age renaissance person. I'm always engaged and on the cusp new trends. Education, music, family, the arts and fine culinary experiences is what drives me to connect, continue to learn and be the first-to-know in my friend group. I want out-of-the-box experiences. I want to return from a trip renewed, revived and ready to take on the next thing. I demand value when I invest in leisure and relaxation."

What matters to Mom to the Max?

Her family and friends motivate mom. She's highly digital and rarely misses an Instagram post or an opportunity to share her inspirations. Creativity and new trends in home care, family life, decor and travel experiences are top of mind for Mom.

Mom and her partner's commitment to their family is everything. She wants it all for herself and her family, but she wants value for her dollar, too.

Why the Mom to the Max matters for VSLOC:

Mintel's research shows that Heritage and Culture are cited as prime motivators of their travels, thus they demand educational value and authenticity in their family's travel experiences. Our Mom to the Max and her family are thrilled to take a day trip to the Mission, find shells with her kids and will take full advantage of Savvy Sitters (the number one child care service in SLO County) so she and her partner may enjoy the more mature experiences that SLO County has to offer.

Mom to the Max will be traveling with family which makes it more likely that she'd spend at least \$2,500 in-market. Factors such as eating out with the family, kids' excursions and child care fees contribute to the spend, which is likely easily reached over a 2–3 day stay in market.

The Mom to the Max and Media:

In priority order, the Mom to the Max interacts on: internet, mobile devices, television, radio, print, direct mail, OOH product placements and sponsorships. She watches TV but is more apt to stream that content via Hulu or other platforms where commercials can be blocked; or, when she is watching traditional broadcast, she uses the commercial breaks as a time for her to check work email or tend to something around the house.

What matters to the Cultured Class?

Cultured Classers are motivated by the unexpected and new. Whether they are single, single with children, married or married with children, they look for experiences that can elevate their lives and connect them to the world in unexpected ways. These are the people who not only want to have the experience for themselves, but who, as trusted advisors to their friends/family/follower groups are invested in sharing new things and encouraging others to join in.

Why the Cultured Class matters for VSLOC:

The Cultured Class (with annual household income greater than \$100K) are more likely to take vacations (92%). (Source: Nielsen PRIZM data and Mintel Research.) More the affluent Cultured Classers tend to be older. 4 out of 5 have children, so when targeting affluent Cultured Class, families (i.e., with young children) need to be taken into consideration.

The Cultured Class picks their destinations by researching more than 3+ sources. (Source: Nielsen PRIZM Segmentation.) While the majority of the Cultured Class prefer to start planning trips 3–4 months in advance, this spontaneous generation of travelers is also two to three times more likely than older travelers to start planning within just two weeks of departure. And SLO County, is the perfect last minute (booking) getaway for our cultured class.

Experience, education, culinary expertise and local culture are drivers of this group and SLO County has a menu of options that feed their needs. Wine tasting, mission trips and a couple nights day at The Madonna Inn meshes perfectly with our cultured class. For these travelers, the food and drink is not only an interest to be incorporated into a travel experience, but a major factor that actually drives travel decisions. Indulging in fresh, local culinary experiences for a quick getaway or "girls weekend" is what is highly appealing about SLO County to the Cultured Class. (Source: 2016 Food Travel Monitor Study)

The Cultured Class and Media:

They are selective when it comes to media interactions and are the only one of the set where radio (digital and XM) makes the list. The top performers for this group are the internet and mobile.



MEDIA STRATEGY

Our persona-based media strategy focuses primarily on digital executions. We know that consumers are influenced by the web (internet search, websites) when making travel decisions and that other forms of paid media like Print, OOH and radio are less important to them. Our plan is to exploit this preferred channel by building brand awareness and affinity while supporting it with paid search, paid social, owned and earned activity.

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BCF's approach to media relies on three foundational pillars:

1. **Efficiency:** the placements are the most cost efficient while reaching the most people
2. **Targeting:** the placement employs the best targeting tactics to reach the campaigns distinct geographic and demographic targets
3. **Context:** the placement is contextually relevant to not only the campaigns goals, but to the brand as a whole

In a perfect world, BCF would only buy placements that fall into all three categories, but this type of placement is very hard to come by.

As such, BCF focuses on placements that meet two of the three requirements. All placements proposed are reviewed for best performance throughout the life of the campaign and optimizations are made to ensure the best

performance possible. BCF will ensure that the media strategy continually delivers the most significant, targeted consumer impact with strong reach, frequency and CPM/CPC/CPV metrics.

We will focus our media flighting in support of the shoulder and low seasons, with 35% of the budget supporting late fall, into early winter (mid-November through the Thanksgiving holiday), and again mid-January through February.

We recommend 65% of the budget be allocated to early spring, running March through April. Budget shares are estimated and subject to change during plan finalization.

Anticipated budget allocations and the tactical approach to each are provided. However, outside of the co-op funds, we recommend maintaining some budget fluidity within the tactics, in order to shift budget on an ongoing basis based on performance.

PAID MEDIA

#1 Digital Media Across Markets (Web & Mobile) (45% budget allocation)

- **Traditional Digital Advertising (20% of total allocation):** Utilizing partners with the ability to target the most relevant consumers, we will deliver ad formats that are proven to engage and that allow us to test effectiveness of message content, element and placement, inclusive of video units (pre-roll and in-stream) as well as high-impact banners. These units will be purchased through biddable, exchange-based DSP platforms to control costs, while providing detailed pockets of optimization against a cost-per engaged user model and cost per in market visitor.
- **Native Advertising (25% of total allocation):** Native advertising has evolved into the one of the most effective forms of paid media. Sold on a cost-per-click basis, native units mimic the natural form and function of the user experience making them more apt to engage the user. As with the traditional digital elements, native will be continually optimized to a cost-per engaged user, however, cost-per-in market visitor will not available due to the technical delivery method of native ad units.
 - o Native Display: We will use proven partners for native display ad formats, including recommended articles, blog posts, videos, etc. In the past, we have worked with partners like Outbrain or Taboola.
 - o Native In-stream: Native in-stream works similar to native display, but rather than appear as suggested stories, these units fold into the on-page experience of a given website, and appear alongside editorial content, while mimicking the look and feel of the editorial content. Partners in this space include Sharethrough and TripleLift.
- Consumer targeting strategies will emphasize contextual relevancy with placements on travel, outdoors and culinary websites. In addition to contextual targeting, we will leverage behavioral targeting and interest targeting.

We will focus on outlets with strong affiliations with websites like:



#2 Search Engine Marketing (15% budget allocation)

- We will engage in SEM activities in each of the target markets. While demographic targeting is not available in SEM, we will focus on upper funnel search queries specific to regional travel, (such as, Central California beach vacations and California winery tours) to ensure that the VSLOC brand and destination reaches them when they are actively searching specifically for travel. Focusing on upper funnel searches only will allow partners the opportunity to target active searches for city-specific activities and accommodations, reaching a more “down funnel” consumer. In local communities where SEM is not being targeted BCF may consider an alternate approach to achieve maximum penetration results.
- We will monitor SEM on a monthly basis to identify keyword performance opportunities and update accordingly. In addition, we will work with county partners who are actively engaged in SEM to develop a strategic approach to bid management and keyword coverage to ensure maximum share of voice and minimal bid inflation. SEM will be measured against a cost-per-engaged user, however, the cost-per-in-market visitor will not be available due to technical limitations of the tool.

#3 Paid Social Media (20% budget allocation)

- Social media is one of the most important tools in our arsenal for building awareness, engagement and consideration for the VSLOC brand.
- The focus will be on Facebook and Instagram, two of the most effective platforms for user engagement around travel/destinations.
 - Paid Facebook ads and boosted existing posts will be used for content messages on more immediate/urgent opportunities for visitation like promotions, special events and deals.
 - BCF will also leverage the impact of Facebook’s newest Canvas offering for its storytelling capabilities through videos, still shots and call to action buttons.
 - Paid Instagram photo, video and carousel ads will be used in a similar way as Facebook’s Canvas to move beyond ads to a deeper engagement with our target and deliver our marketing messages through image-based storytelling.

#4 Co-operative Advertising (20% budget allocation)

- The co-op advertising plan is designed to provide solutions which extend opportunities to the partners that would not be possible on an individual basis and that will provide measurable and tangible results. It will include:
- Native Brand Partnerships: We will partner with brands like The Huffington Post, BuzzFeed, Sunset or other platforms relevant to the target to deliver more robust native advertising. These partnerships will provide custom-created content, stories, listicles, etc., with guaranteed views of the content pieces. Partnering with VSLOC on these stories will allow partners to offset the high cost of these pieces (\$100,000+) by sharing cost across partners. We recommend partnering with a publisher to produce two custom content pieces: one, specific to outdoors and a second related to culinary. We expect to solicit five partners plus VSLOC to share the costs of each article, 50% VSLOC and 10% per partner.

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TRAVEL TRADE

Over the course of the last year, VSLOC’s Travel Trade program has grown substantially and is expected to lead to increased awareness, consideration and demand for the VSLOC product. Targets for Travel Trade include:

- International and Domestic Tour and Travel
- Meeting and Conference market
- Individual travel agents and agencies
- Leverage key industry association memberships
- Association and Government

Tour and Travel

Over the next year, the VSLOC Travel Trade department will strategically target key international and domestic tour operators to reinforce the VSLOC product. In the international market, VSLOC has already started sales efforts in the UK, through a new exclusive partnership with Black Diamond, and in China, Canada and Mexico through sales missions in partnership with Visit California. Trade show attendance at NTA, IPW, GoWest and for the first time ITB Berlin, will build upon the sales mission strategy and expose new markets to SLO County offerings. Coordination of familiarization (FAM) trips will highlight the unique assets of the county. Regional sales missions will focus on international receptive operators based in California, and industry communications highlighting our area are to be distributed quarterly to Tour and Trade operators. Education is key, and the Tour and Travel program, Be Global Ready, translates marketing materials and assists lodging partners to become China ready and better understand how to service this growing clientele. The International and Domestic Tour and Travel market is a long-term investment and brings unlimited potential for business in shoulder and off-peak season in San Luis Obispo County.

Meeting and Conference:

The VSLOC Travel Trade program will also target the corporate, association and government meeting planners focusing on the key feeder markets throughout the San Francisco Bay Area, Sacramento, Los Angeles and Orange County. By utilizing strategic partnerships and optimizing sponsorship opportunities, the team will create enticing meeting and conference packages and pitches, and use these to establish awareness at key trade shows (e.g., MPI, CalSae and GBTA). Quarterly sales missions into feeder markets and a meeting and conference specific FAM will be coordinated to expose meeting planners to the VSLOC product. As the Travel Trade team builds upon last year’s efforts, they will create awareness for SLO County, positioning it as an accessible and unique destination for meetings and conferences.

Our plans for Travel Trade this year are to bring the new brand to travel and tourism professionals so that we build awareness and consideration of the destination. We believe that the sales mission strategy we deployed last year was successful and sets us up to continue that momentum. We also know that attendance at key tradeshows and conferences will be crucial to our success in the coming year. Our plan is to develop a sales mission plan calendar (national and international), leverage the opportunities available to us through our memberships in travel associations (e.g., MPI) and to reach into those markets that are low-priority for paid media so that we are still active, invested and present in them.

TRAVEL TRADE ACTIVATIONS CALENDAR

	Q3			Q4		
	January	February	March	April	May	June
FY2015/2016	TRADE SHOWS					
	NTA - 31st-5th Atlanta		*SF Adventure 3/5-6		IPW 18-22 * New Orleans	
	Smart Meetings - SF - 6th - \$2900	MPINCC* 10th- SF	MPISAC* 14-16	San Jose - CC	Cvent - TBA	
		World AG 9-11 CA Tulare		CalSae Elevate 20-23		
		GoWest 22-25 -AK		CA Connect 27-29		
	SALES MISSIONS & FAM					
	Visit CA Mexico 18-21			Visit CA China 10-15		
	MPI Sac		MPI Sac		MPISCC	
	PARTNER/MEMBER					
		M&C Email	T&T Email		M&C Email	T&T Email
		Packaging Party	M&C FAM			
FY2016/2017	TRADE SHOWS					
		NTA 26th-3rd - St. Louis	Connect 22-23 San Jose	Cvent TBA	IPW 3-7* D.C	
	Smart Meetings Northern CA	WorldAG 14-16* CA Tulare	ITB 8-12 Berlin	Smart Meetings Southern CA		
		GoWest - TBA	MPINCC - Expo* 3/9 -SF			
	SALES MISSIONS & FAM					
			Visit Ca Japan/Korea	Visit Ca China		
			Northern Cal M&C		Souther Cal	T&T
				Black Diamond* Mission		
	PARTNER/MEMBER					
		M&C Email	T&T Email		M&C Email	T&T Email
		Packaging Party				
FY2017/2018	TRADE SHOWS					
			Connect CA TBA	Cvent TBA	IPW 19-23* Denver	
	Smart Meetings Northern CA	World AG TBA* Tulare CA	ITB 7-11 Berlin	Smart Meetings Northern Cal		
		GoWest - 29-1 TBA	MPINCC - Expo* TBA	Black Diamond* Mission		
	SALES MISSIONS & FAM					
			Visit Ca Japan/Korea	Visit Ca China		
			Northern Cal* M&C		Souther Cal*	T&T
	PARTNER/MEMBER					
		M&C Email	T&T Email		M&C Email	T&T Email
			Packaging Party			

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	Q1			Q2		
	July	August	September	October	November	December
FY2015/2016	TRADE SHOWS					
		Going on Faith 9-11 CA		IMEX * 10/18-20	SD Food + Wine*	CalSae 1st
	GBTA* 16-20	Collaborate Market 25-27			Smart Meeting- TBA	
	SALES MISSIONS & FAM					
		Visit CA Aus/NZ		Visit CA Canada		
		MPI Bay/Sac	T&T Mission LA		M&C Northern CAL	
			VCA UKsuper FAM			
	PARTNER/MEMBER					
		M&C email	T&T Email	M&C email	T&T email	
FY2016/2017	TRADE SHOWS					
					SD Food + Wine*	NTA-Texas 14-18
				IMEX 10-12* Las Vegas	WTM 7-9 London	CalSae -TBA*
	GBTA Boston*					
	SALES MISSIONS & FAM					
	Visit CA Uk/Ireland					
			Northern Cal		Southern Cal	
			M & C* FAM			
	PARTNER/MEMBER					
		M&C email	T&T Email	M&C email	T&T email	
	Packaging Party					
FY2017/2018	TRADE SHOWS					
				IMEX 16-18* Vegas	WTM TBA London	CalSae -TBA
	Smart Meetings Northern CA				NTA 4-7 Wisconsin	
			GBTA San Diego* 11-15			
	SALES MISSIONS & FAM					
	Visit CA Uk/Ireland					
			Northern Cal		Southern Cal	
			M & C* FAM			
	PARTNER/MEMBER					
		M&C email	T&T Email	M&C email	T&T email	
	Packaging Party					

PUBLIC RELATIONS

SOCIAL MEDIA ACTIVATIONS

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The county is currently without an agency of record (AOR) for public relations activities. In the interim, these activities will continue to be handled in-house, and include:

- **An Updated, Branded Press Kit.** A new brand means the need to have a new way to communicate key message points to targeted media. Hard copies and electronic copies will be developed for distribution.
- **Brand-Centric Story Ideas.** We plan to craft story ideas that are not only in service of the brand and key messaging strategy, but also capitalize on current travel trends and pitch them to targeted media.
- **Media Familiarization Trips.** One of the best ways to influence coverage for San Luis Obispo County is to have media visit the area firsthand to experience a range of activities, accommodations and attractions relevant to their readership. Our internal team will identify and qualify media to visit the destination, either individually, as a group, directly or through partners like Visit California, and develop itineraries designed to expose them to local attractions and accommodations consistent with their stated interests.
- **Desk-Side Briefings.** Another way of exposing San Luis Obispo County to travel writers is to take the show to them, especially if they're not willing or able to travel to the area. Whether leveraging planned travel or as a stand-alone event, we plan to book meetings with targeted travel writers in specific markets.
- **A Media Outreach Schedule.** Because of the variety of activities and promotions that take place each year, we want to ensure that we are not left out of any relevant planned stories or published event calendars. This master outreach schedule will allow us to pitch story ideas and provide event descriptions accordingly.

MONTH YEAR	THEME	CONFERENCE	CONTENT	GIVEAWAYS
Oct. 2016	Culinary Harvest/Fall	E-Tourism Summit	Holiday/Winter Events and Activities Blogs and 2 Golf centric blogs & SM Posts	12 small giveaway items, one large package for 12 Days of SLOC promo
Nov. 2016	Golf and Stay		Restaurant Month Sign-ups complete, begin poster, rack cards; winter/holiday SM Posts	4-8 Restaurant Month giveaways (giftcards to participating restaurants)
Dec. 2016	Holiday		Restaurant Month blogs (chef features, recipes, etc.) & SM posts; Romance Month Blogs	Large Romance Month giveaway
Jan. 2017	Restaurant Month		SLO Film Festival blogs (if sponsoring), Film in SLO County blogs & SM Posts; Pet-Friendly Guide	SLO Film Fest Passes
Feb. 2017	Romance Month		Pet-friendly blogs & SM Posts; begin Industry channel Tourism Exchange SM Posts	Top Dog Giveaway
Mar. 2017	Film and Arts Month	Social Media Marketing World	National Travel and Tourism Week SM Posts, Industry channel Tourism Exchange SM Posts, Bike Month blogs & SM Posts	Bike-related giveaway items and Mini-vacation giveaway during NTTW
April 2017	Pet-Friendly Month		Outdoor Month blogs & SM Posts	Outdoor Getaway giveaway
May 2017	National Travel and Tourism Month & Bike Month		Historic Buildings, Markers and Monuments Blog & SM posts; begin family travel blogs	Individual giveaway items to be dispersed throughout July
June 2017	Great Outdoors Month		Family Travel Blogs & SM Posts, begin California Wine Month blogs	Family-Friendly giveaway (1 large and 3 small)
July 2017	Historic Buildings, Markers & Monuments		California Wine Month blogs & SM posts	SLO County Wine Country Giveaway (large giveaway); 4 small giveaway items
Aug. 2017	Family Travel		Begin working on Harvest/Fall	Individual Culinary items/experiences
Sept. 2017	California Wine Month		Harvest/Fall Blogs & SM Posts; Restaurant Month sign-up form and e-blast	Golf Package
Oct. 2017	Culinary/Harvest Festival	E-Tourism Summit	Holiday/Winter Events and Activities Blogs and 2 Golf centric blogs; SM Posts	12 small giveaway items, one large package for 12 Days of SLOC promo
Nov. 2017	Golf and Stay		Restaurant Month Sign-ups complete, begin poster, rack cards, winter/holiday SM posts	4-8 Restaurant Month giveaways (giftcards to participating restaurants)
Dec. 2017	Holiday		Restaurant Month blogs (chef features, recipes, etc.) & SM posts; Romance Month Blogs	Large Romance Month giveaway
Jan. 2017	Restaurant Month		SLO Film Festival blogs (if sponsoring), Film in SLO County blogs & SM Posts; Pet-Friendly Guide	SLO Film Fest Passes
Feb. 2017	Romance Month		et-friendly blogs & SM Posts; begin Industry Channel Tourism Exchange SM Posts	Top Dog Giveaway
Mar. 2017	Film & Arts Month		National Travel and Tourism Week SM Posts; Industry Channel Tourism Exchange SM Posts; Bike Month blogs & SM Posts	Bike-related giveaway items and Mini-vacation giveaway during NTTW

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PARTNERSHIPS

The county will engage with strong regional and national brand partners to elevate the new brand through mutually-beneficial marketing and/or promotions activities. Ultimately, the goal is for the county, the partner and the consumer to find value such that

- Consumer loyalty to one brand is extended to another.
- Both partners are able to enter into new markets and/or segments
- Marketing costs are reduced (or less than they would be if the partners attempted the activity on their own)
- Visitors and consumers find value in the partnership

We have identified the following list of partners and possible opportunities for consideration:



LeftLane Sports: In partnership with LeftLane Sports, the county can create a social campaign that puts featured products to the test in SLOC.



Alaska Airlines + Local SLOC Winery: Free wine-tasting for qualified travelers on the SFO-LAX route courtesy of the county and a local SLOC winery.



Alaska Airlines + Sanuk: Business travelers on the SFO-LAX route receive a complimentary pair of Sanuk sandals, with the idea of "keeping business casual".



Amtrak: First class travelers will enjoy a complimentary "SLO Your Scroll Pack", a fun, quirky and Instagrammable toolkit for planning and sharing the SLOC experience.



Firestone Walker Brewing Company: Partner with Firestone Walker Brewery to create a branded bottleneck hanger pairing experiences in the county with their delicious brews.



Blue Apron: Create a subscription series with Blue Apron that expresses the culinary experience on offer in the county; this is also an opportunity to promote the SAVOR experience.



Levi's + Madonna Inn: Partner with Levi's to create, transform and design a room at The Madonna Inn, a hub for social travelers and influencers.



Thule: Thule can become the county's "The Official Carrier", using a branded vehicle for targeted surprise and delight events and social giveaways.



GoPro: Leverage GoPro's "Be a Hero" brand in a social initiative that promotes the lesser known adventures in the county through the eyes of the "heroes" who experience them everyday.



Dakine: Partner with Dakine to promote sandboarding in the county with exclusive gear designs and accessories.

A full partnership plan will be put in place after negotiations are complete.

SPONSORSHIPS & PROMOTIONS



SAVOR—A San Luis Obispo County Experience:

Visit San Luis Obispo County has developed a branded traveling destination experience to promote the county at food, wine and lifestyle events in key markets. The ongoing effort, SAVOR—A San Luis Obispo County Experience, will kick-off at the San Diego Bay Wine and Food Festival in November, with additional dates and locations scheduled in early 2017.



Alaska Airlines:

Following the announcement of the new direct route from Seattle to San Luis Obispo, the county began conversations with the airline to develop marketing activities to surround the new route launch. The program details are being finalized later this year for launch in early 2017, closer to the inaugural flight. Activation activities will center on grassroots efforts, with paid support.

Ongoing Promotions:

Monthly promotional activities will provide the county with an opportunity to work with their constituency to build awareness for the partners and the county. A theme or activity is selected for each month of the year (e.g., Wine Month in September, or Family Travel Promotions in August). A detailed calendar of planned promotions for 2016 – 2018 will be designed and distributed to partners at the completion of the rebrand. We will also provide the partners with a brand “tool-kit” to help ensure message and brand consistency with these promotions:

- **January:** Restaurant Month
- **February:** Romance Month
- **March:** Film & Arts Month
- **April:** Pet-Friendly Month
- **May:** Bike Month and National Travel & Tourism Month
- **June:** Great Outdoors Month
- **July:** Historic Landmarks Month
- **August:** Family Travel Month
- **September:** California Wine Month
- **October:** Culinary Month
- **November:** Golf & Stay Month
- **December:** Holiday Travel Month

FILM COMMISSION

VSLOC will continue the previous year’s growth in the Film Commission contribution to the county, inviting productions for television, feature and documentary films, product shoots, etc. to work in San Luis Obispo County. In light of the VSLOC re-brand, the Film Commission will also work with BCF to re-brand itself, including an updated visual identity and web presence, along with other collateral and/or digital assets as required.

The VSLOC team will conduct proactive outreach to targeted leads from past productions, and identify new opportunities and markets at the same time. In addition to the individual productions, VSLOC will continue the success of hosting major events like the SLO Film Festival in March, 2017, as awareness builders and lead generation tools. The county will also continue its vibrant and effective partnership with Film Liaisons in California Statewide (FLICS) in order to access filming professionals at conferences, educational symposia and other industry events.

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The Film Commission will participate in media receptions planned for:

- Chicago Media
- Los Angeles Media
- California Media

Ongoing communication via quarterly email distribution and a semi-annual partner meeting will support these events.

2016 - 2017 VSLOC PR/FILM PLANNER

	MEDIA RECEPTIONS	CONTENT
Sept. 2016	LA Media Reception	What's New in SLO County Fall/Winter Due
Oct. 2016		Winter Deals and Events Information Due
Nov. 2016	Chicago(or other) Media Bootcamp w/VisitCA	Restaurant Month Information Due for Press Release
Dec. 2016		Romance Month Content Due
Jan. 2017		What's New in SLO County Spring Due
Feb. 2017		Pet-Friendly Content Due for Press Release
Mar. 2017	Visit California Media Reception TBD	
Apr. 2017	Visit California Media Bootcamp TBD Spring	What's New in SLO County Summer Due
May 2017		
June 2017		Family Travel Content Due for Press Release
July 2017		CA Wine Month Content Due
Aug. 2017		
Sep. 2017		What's New in SLO County Fall/Winter Due
Oct. 2017		Winter Deals and Events Information Due
Nov. 2017		Restaurant Month Information Due for Press Release
Dec. 2017		
Jan. 2017		What's New in SLO County Spring Due



Visit San Luis Obispo County

Activity Report, September 2016

- What's New -

Industry Educational Symposium – Videos Now Online

Thank you to those who attended Visit San Luis Obispo County's Industry Educational Symposium on **Wednesday, October 5, 2016** at the Embassy Suites in San Luis Obispo. Constituents and members were updated on Visit San Luis Obispo County's big picture initiatives and travel trade efforts, and heard presentations from AmericanTours International, The Wallace Group (on Measure J), and representatives from the Homeless Foundation and CAPSLO. Visit San Luis Obispo County professionally recorded all of the presentations and has posted them on its website, along with their respective presentations in PDF form. Click this link to view: <http://bit.ly/fall-2016-symposium>.



VSLOC Set to Take SAVOR on the Road this November

Visit San Luis Obispo County will partner with local restaurant, winery, brewery, distillery and activity partners to take SAVOR on the road for the first time on November 19 at the San Diego Bay Wine and Food Festival. SAVOR - A San Luis Obispo County Experience will feature a 20' x 30' 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 and experience the destination firsthand. SAVOR - A San Luis Obispo County Experience will continue on into 2017, with a Seattle experience and additional shows being announced soon. Contact Michael Wambolt at Michael@VisitSanLuisObispoCounty.com or fill out our contact form online for more details on partnership opportunities: <http://bit.ly/savor-contact>



Visit San Luis Obispo County Rebrand to be Released this Fall

Due to the lack of a developed and well-known destination brand, VSLOC's new agency of record (AOR), BCF, has used the findings from VSLOC's comprehensive research project (completed in June 2016) to develop a new Visit San Luis Obispo County brand. BCF created a comprehensive brand identity, including naming, visual identity, photography and style guide, along with brand messaging architecture. VSLOC will also be releasing a Marketing Plan that extends through June 2018. These important components will be reviewed by VSLOC's Marketing Committee and Board of Directors this month.



Visit California Films New TV Ad in the Oceano Dunes

For the second year in a row, Visit California will feature San Luis Obispo County in their upcoming domestic and international television commercial. The ad showcases sandboarders, a growing craze, at the Oceano Dunes. It will begin airing in January in key domestic markets and internationally in markets such as China and Mexico, providing great exposure to our region. Visit California's "Average Joes" ad last year featured a bubblesmith blowing a large bubble in front of the iconic Morro Rock.

VisaVue Travel Data Now Available to Members

VSLOC is now participating in Visit California's VisaVue® Travel data co-op for both domestic and international travelers to SLO County. The reports offer key information on travelers and their VISA spending by market segment and merchant category code. Reports have been converted into a snapshot infographic form and are available to download at <http://VisitSanLuisObispoCounty.com/Members-Area>.



Reminder: Holiday Events – Content Deadline: October 21

Visit San Luis Obispo County is looking for content for the upcoming holiday season. Please submit all content to VSLOC's Marketing Coordinator, Jordan Carson, at Jordan@VisitSanLuisObispoCounty.com. The deadline to submit content is **Friday, October 21**.



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



Featured in AFAR: SLO Farmers Market (left); and in Smarter Travel: SLO Craft Brew Fest (right).



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	40,843
UNIQUE VISITORS:	33,635
PAGE VIEWS:	124,889
AVG. PAGE VIEWS/VISIT:	3.06
AVG. TIME ON SITE:	2:17
TOTAL ORGANIC TRAFFIC:	32,285
% OF ORGANIC:	79%
MOBILE VISITS:	24,857
MOST VISITED EVENT PAGE:	
AVOCADO AND MARGARITA FESTIVAL (1,553 VIEWS)	
TOTAL BLOG VISITS:	8,667
MOST SHARED BLOG: 5 REASONS YOU SHOULD VISIT SAN LUIS OBISPO COUNTY THIS FALL!	
HTTP://BIT.LY/VISITSLOcthisFall (711 SHARES)	

Trending

Media

- Smarter Travel: 8 Beer Festivals Worth Traveling for That Aren't Oktoberfest <http://bit.ly/2ddWgc4>
- AFAR: Yes, You Really Should Check Out the Local Farmers' Market <http://bit.ly/2e4IRlg>

Public Relations

- Visit California Chicago Media Boot Camp: November 15-16

Travel Trade

- Meeting & Conference Sales Mission: November 7-9 (Sacramento) – *co-op opportunities available!*
- CalSAE Seasonal Spectacular: December 1
- Visit California Mexico Sales Mission: January 2017
- GoWest Summit Tradeshow: February 2017
- National Tour Association Tradeshow (NTA): February 2017
- ITB Berlin International Tradeshow: March 2017
- US Travel Association's IPW: June 3-7 (Washington D.C.) – *co-op opportunities available!*

VSLOC Hosts BrandUSA/Visit California China FAM

On September 16-17, VSLOC's Director of Travel Trade, Michael Wambolt, hosted 10 decision makers consisting of CEOs and Directors from some of China's largest tour companies, including Utrip, China CYTS, Carissa Int., Beijing Fancy Tours, CITS and others. The group enjoyed a tour of Hearst Castle, ziplining, a stay at Allegretto Vineyard Resort and a traditional Chinese dinner at China Gourmet in Paso Robles.



VSLOC Leads Tour & Travel Sales Mission

On September 20-21, Michael Wambolt led a Tour & Travel Sales Mission in Los Angeles, with a focus on meeting and expanding our relationships with Chinese receptive tour operators. Wambolt met with representatives from Galaxy Inc, Hyde Travel, Seagull Tours, ATI, American Ring Travel, and others. During the mission, he also attended the MPI Southern California networking mixer.



VSLOC Attends VCA Los Angeles Media Event

Kylee Jepsen, PR Representative for VSLOC, had the opportunity to attend the Visit California LA Media Event in September. Over 80 Los Angeles based media were in attendance, including AAA Westways, Disney, Conde Nast and others, giving VSLOC the opportunity to gain media exposure in this key drive market.



Compliance Update: DOL Issues Final Overtime Pay Rule

On May 18, 2016, the U.S. Department of Labor (DOL) announced a final rule regarding overtime wage payment qualifications for the "white collar exemptions" under the Fair Labor Standards Act (FLSA). The final rule increases the salary an employee must be paid in order to qualify for a white collar exemption. The required salary level is increased to \$47,476 per year and will be automatically updated every three years. For complete details on compliance, click here: <http://bit.ly/overtime-law>.



VISIT SLO COUNTY SOCIAL MEDIA ACTIVITY

FACEBOOK

LIKES: 17,704	NEW: 323
TOT. IMPRESSIONS:	528,256
HIGHEST ENGAGEMENT: IF YOU'RE #SCENICSATURDAY DOESN'T LOOK LIKE THIS, THEN IT'S TIME TO VISIT SLO COUNTY AND DRIVE THE CA HWY 1 DISCOVERY ROUTE. (1.4K ENGAGEMENTS)	
MOST REACTIONS: IF YOU'RE #SCENICSATURDAY DOESN'T LOOK LIKE THIS... (1.4K REACTIONS)	

	FOLLOWERS	NEW
TWITTER:	6,652	68
31.5K IMPRESSIONS		
TWEETS: 6,890		
PINTEREST:	683	3
PINS: 802		
INSTAGRAM:	6,941	366
POSTS: 827		

VISITOR GUIDE DIST.

WEB DOWNLOADS:	64
GUIDES DISTRIBUTED:	1,860
TOTAL:	1,924

THIS MONTH IN SLO COUNTY

SUBSCRIBERS:	36,377
# OF OPENS:	5,594
# OF CLICK-THROUGHS:	974

THIS WEEK IN SLO COUNTY

CIRCULATION:	925
MOST CLICKED LINK:	
DOL Issues New Overtime Pav	

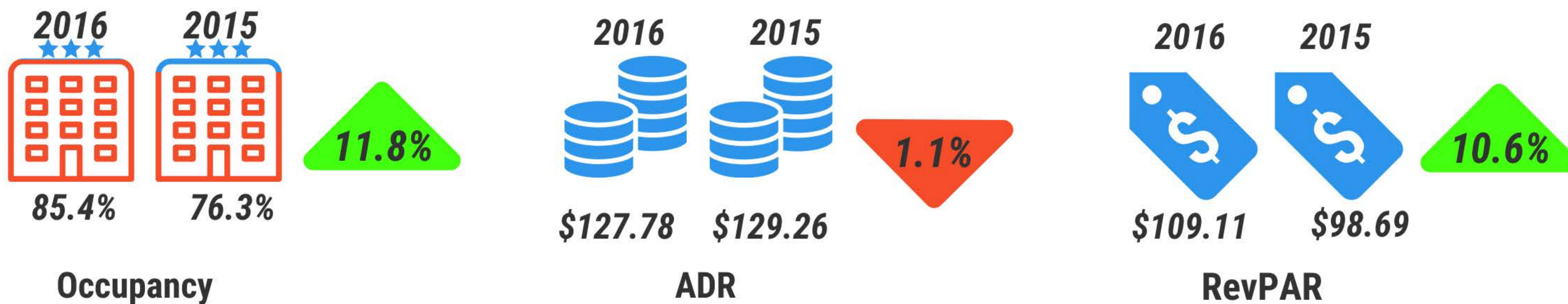
August 2016 vs August 2015 Lodging Statistics (STR, Inc.)

Current Month - August 2016 vs August 2015												
	Occ %		ADR		RevPAR		Percent Change from August 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	85.4	76.3	127.78	129.26	109.11	98.69	11.8	-1.1	10.6	10.6	0.0	11.8
Morro Bay, CA+	79.4	81.3	149.83	143.30	118.94	116.44	-2.3	4.6	2.1	2.3	0.1	-2.2
Paso Robles, CA+	88.1	83.6	143.86	140.67	126.78	117.63	5.4	2.3	7.8	22.8	14.0	20.1
Pismo Beach, CA+	82.8	86.1	197.86	192.36	163.93	165.62	-3.8	2.9	-1.0	-1.1	-0.1	-3.9
San Luis Obispo, CA+	82.6	84.8	155.11	151.23	128.09	128.23	-2.6	2.6	-0.1	-0.1	0.0	-2.6
San Simeon, CA+	75.4	77.1	148.20	150.83	111.74	116.33	-2.2	-1.7	-3.9	-3.9	0.0	-2.2
Five Cities+	81.6	84.0	184.99	184.54	150.97	155.08	-2.9	0.2	-2.7	-2.7	-0.1	-3.0
North Coast+	79.8	81.9	177.98	177.55	142.03	145.50	-2.6	0.2	-2.4	-2.4	0.0	-2.6
North County+	87.4	81.5	139.65	137.53	122.04	112.05	7.3	1.5	8.9	19.6	9.9	17.8
South County+	82.1	84.4	170.81	168.76	140.18	142.42	-2.8	1.2	-1.6	-1.6	-0.0	-2.8
San Luis Obispo County	82.6	83.1	163.32	161.90	134.94	134.54	-0.6	0.9	0.3	2.2	1.9	1.3
Santa Barbara/Santa Maria	84.5	85.5	228.34	222.07	192.98	189.91	-1.2	2.8	1.6	2.6	1.0	-0.2
Monterey/Salinas	86.4	85.2	253.76	251.04	219.26	213.77	1.5	1.1	2.6	2.6	0.1	1.5
California	80.8	80.7	169.74	163.94	137.21	132.25	0.2	3.5	3.8	4.5	0.7	0.9

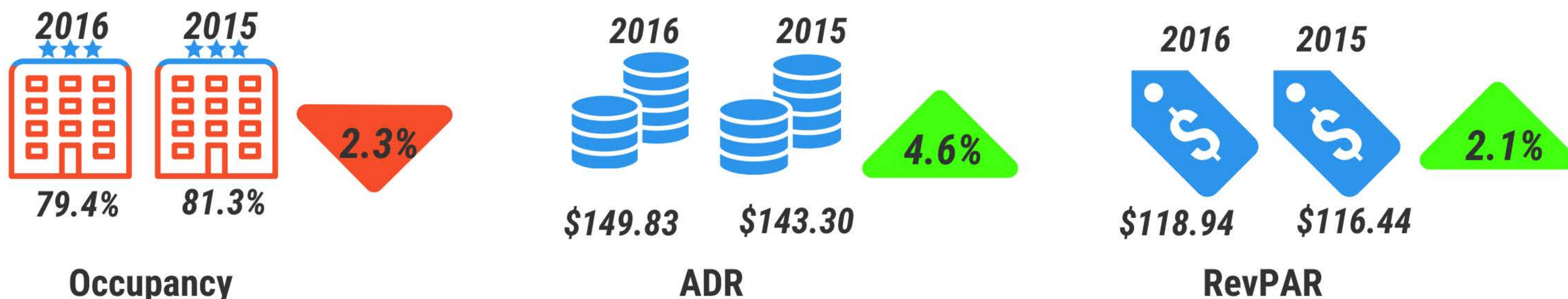
SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

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

Atascadero



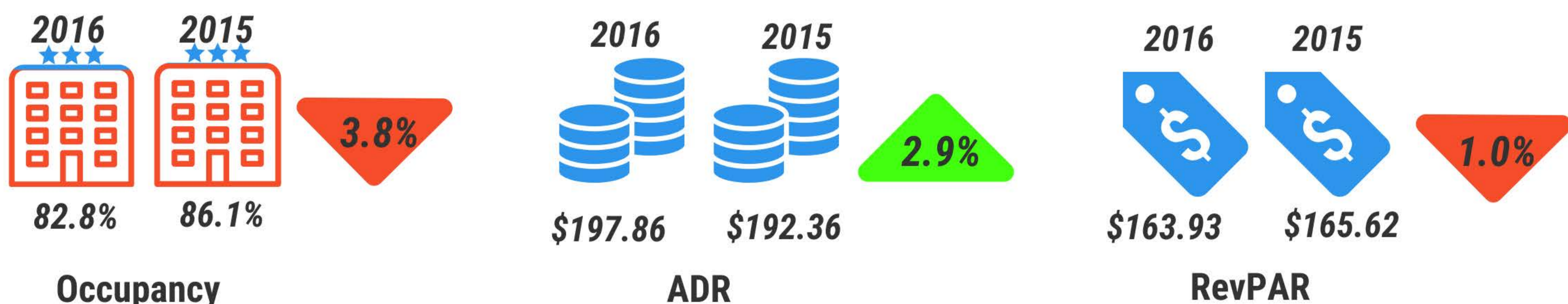
Morro Bay



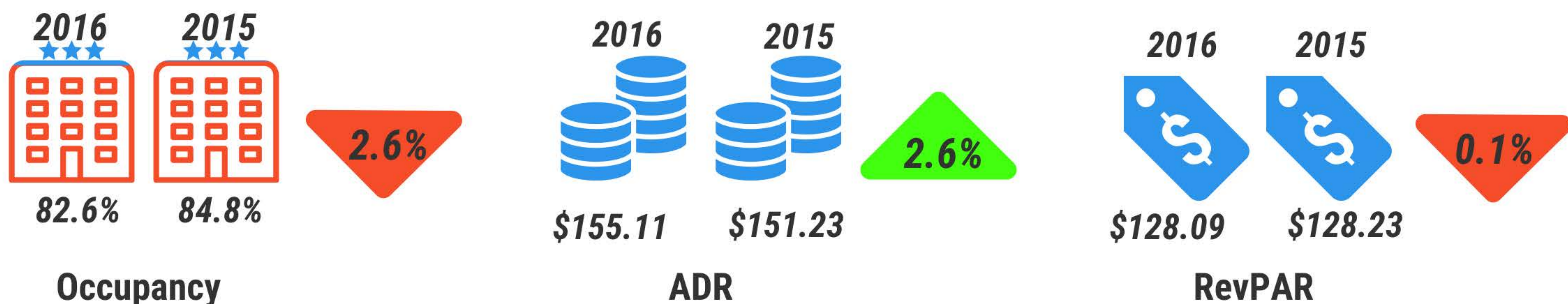
Paso Robles



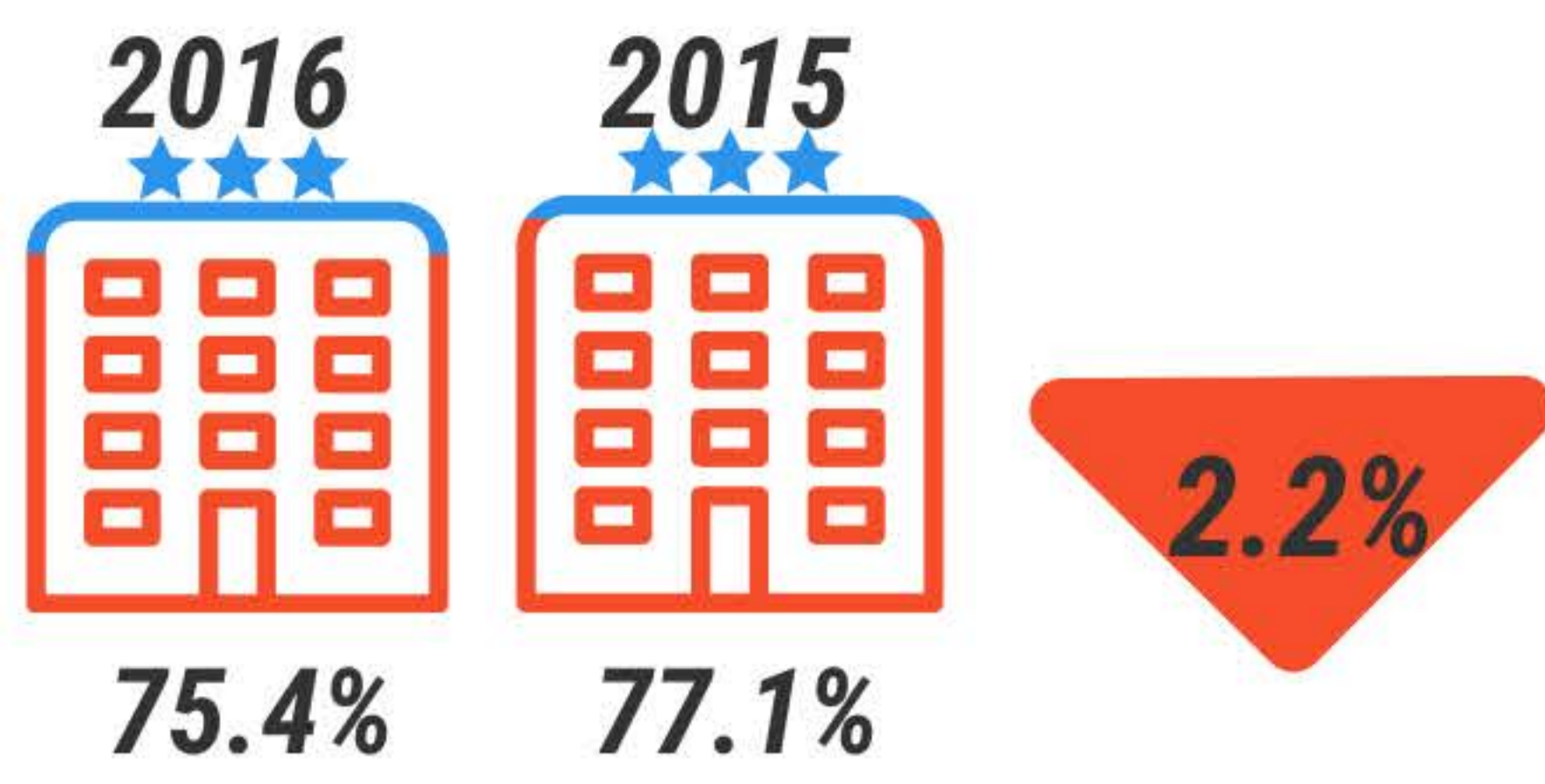
Pismo Beach



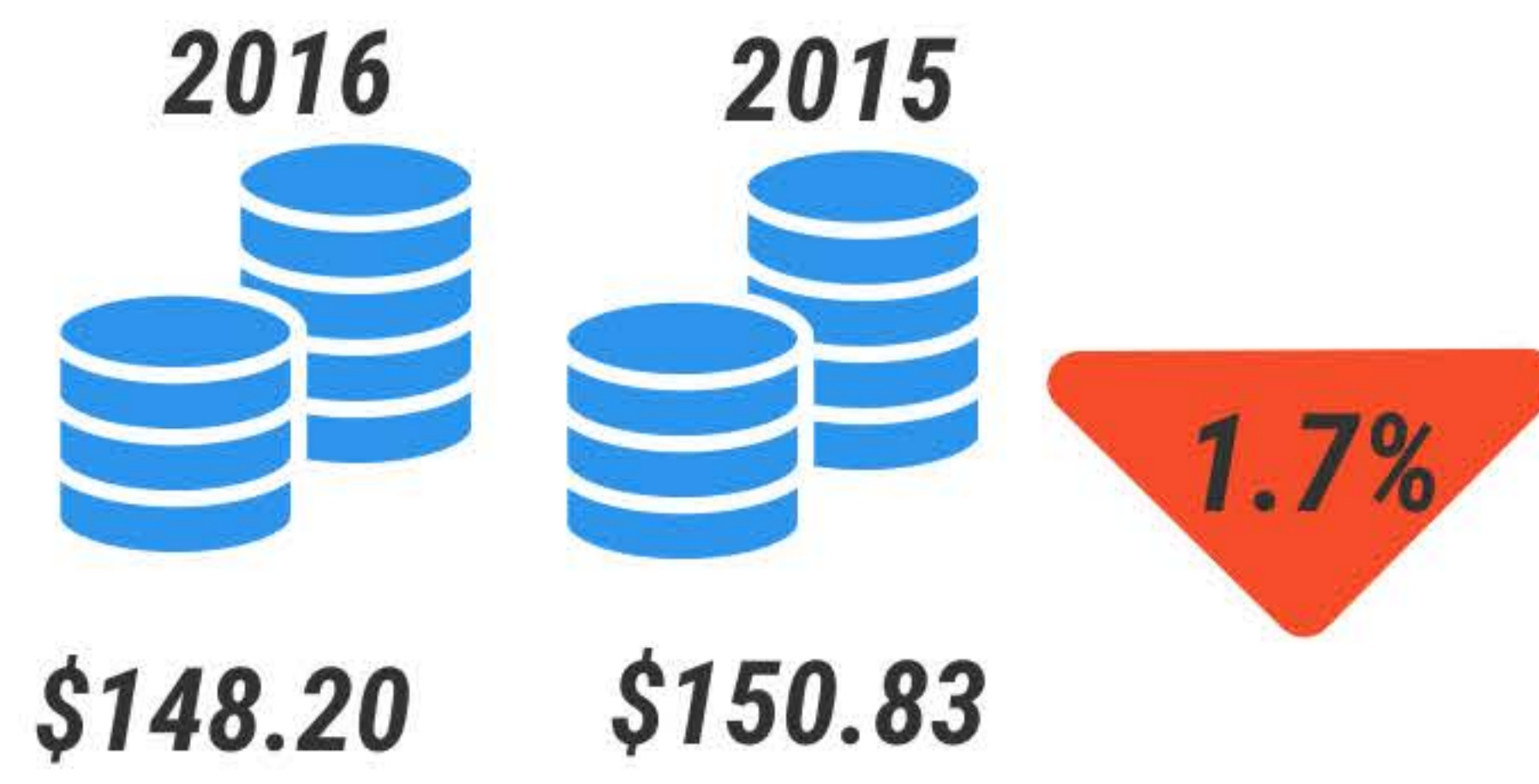
San Luis Obispo



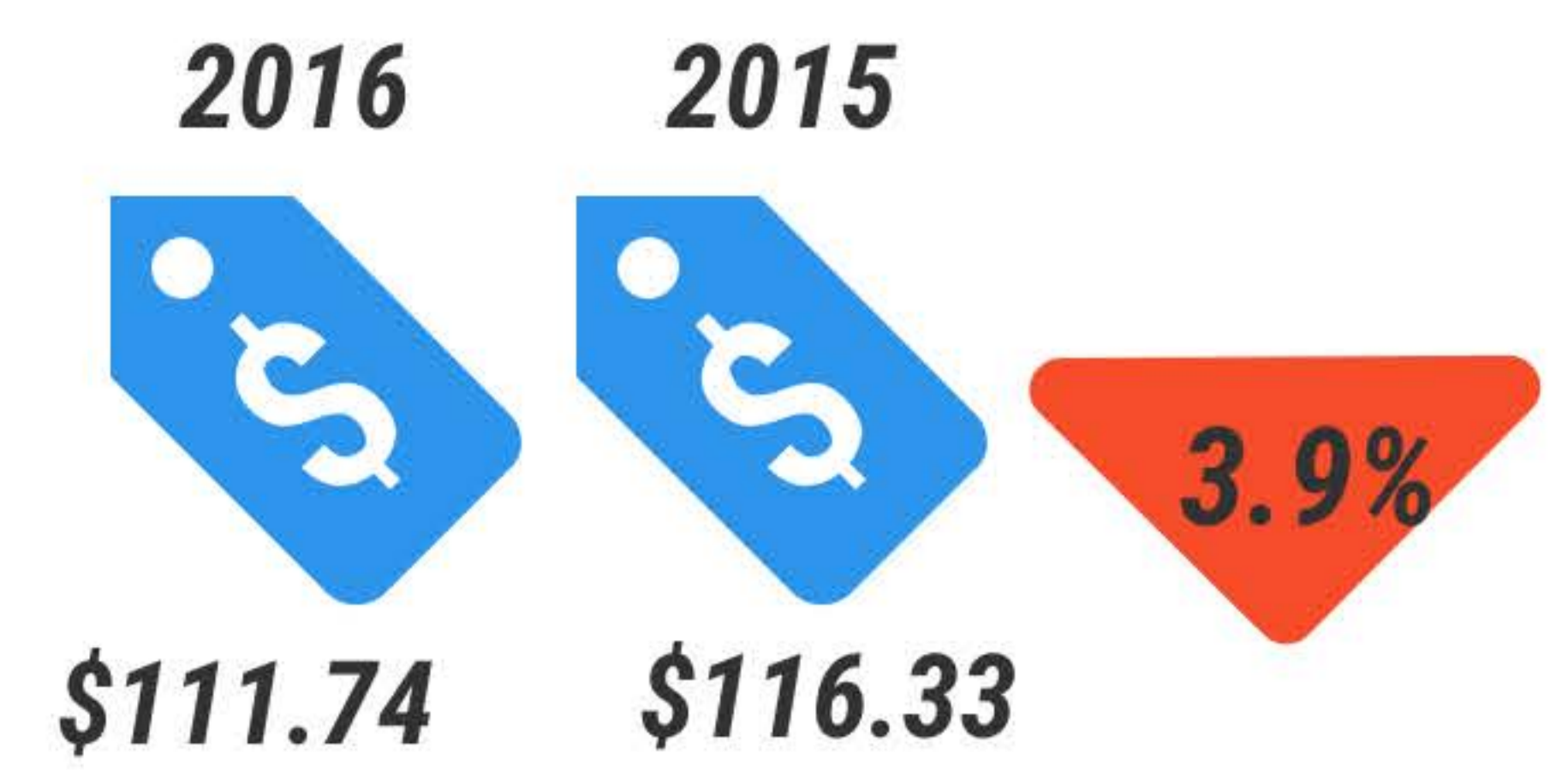
San Simeon



Occupancy

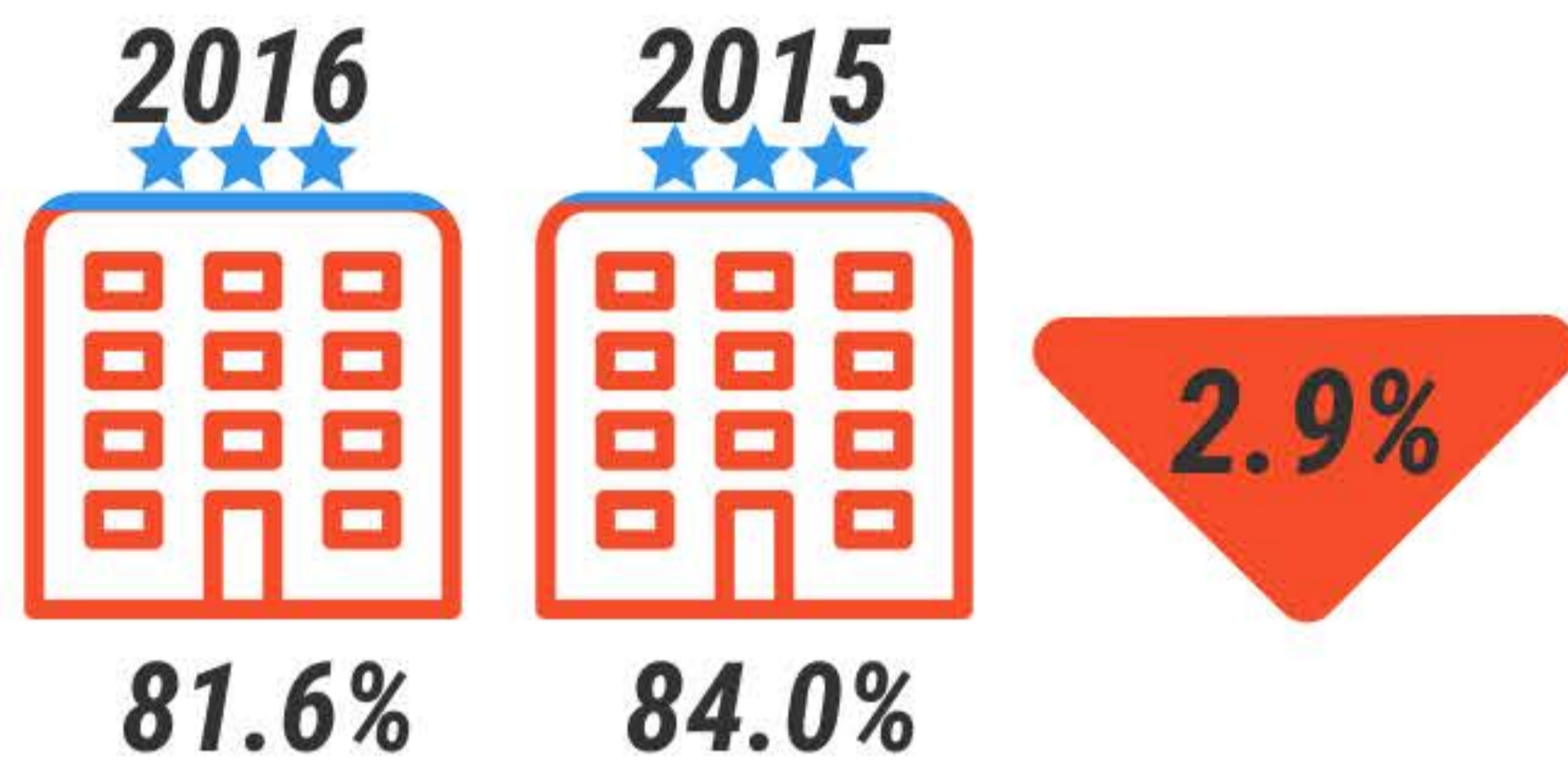


ADR

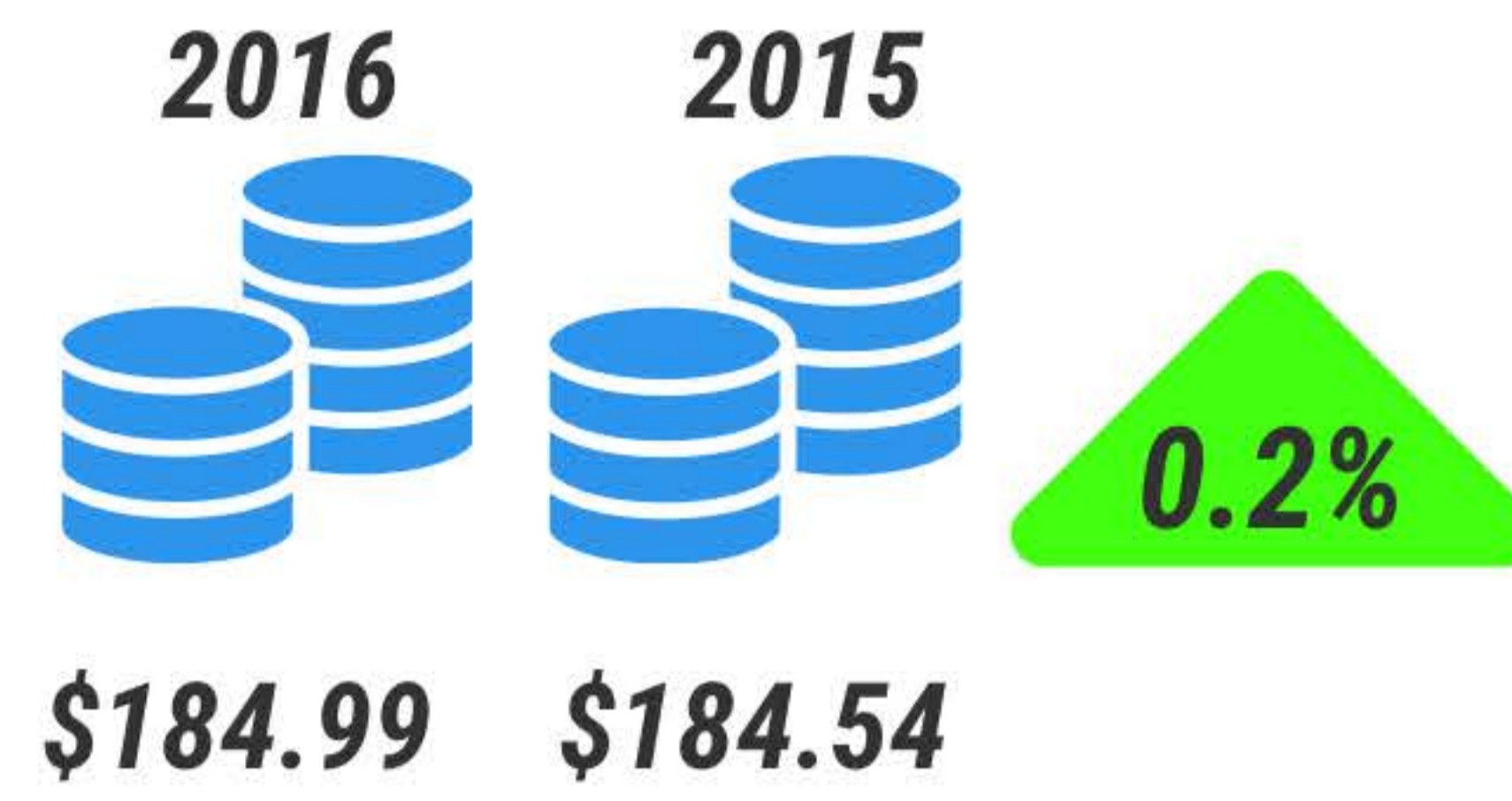


RevPAR

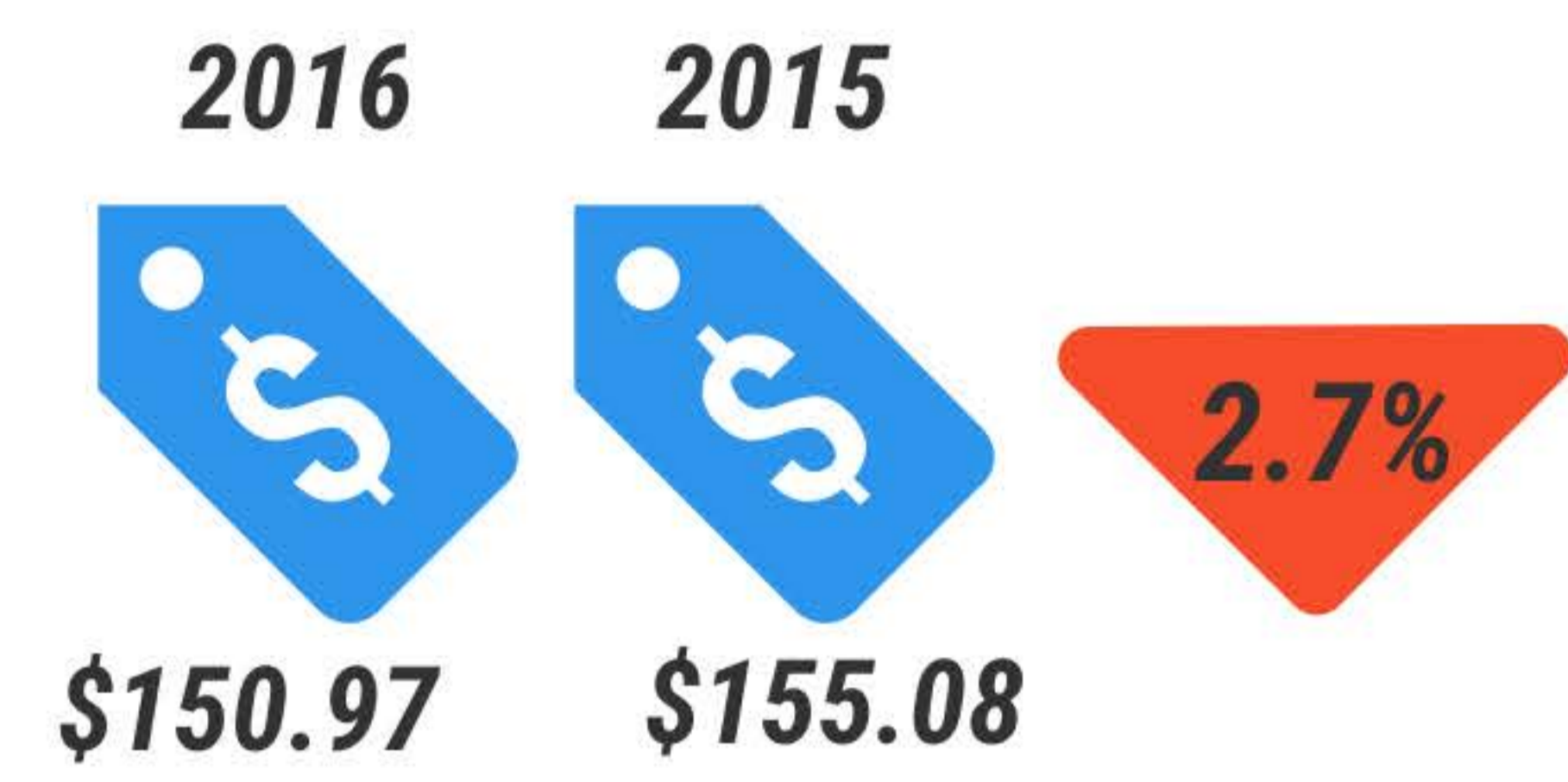
Five Cities



Occupancy

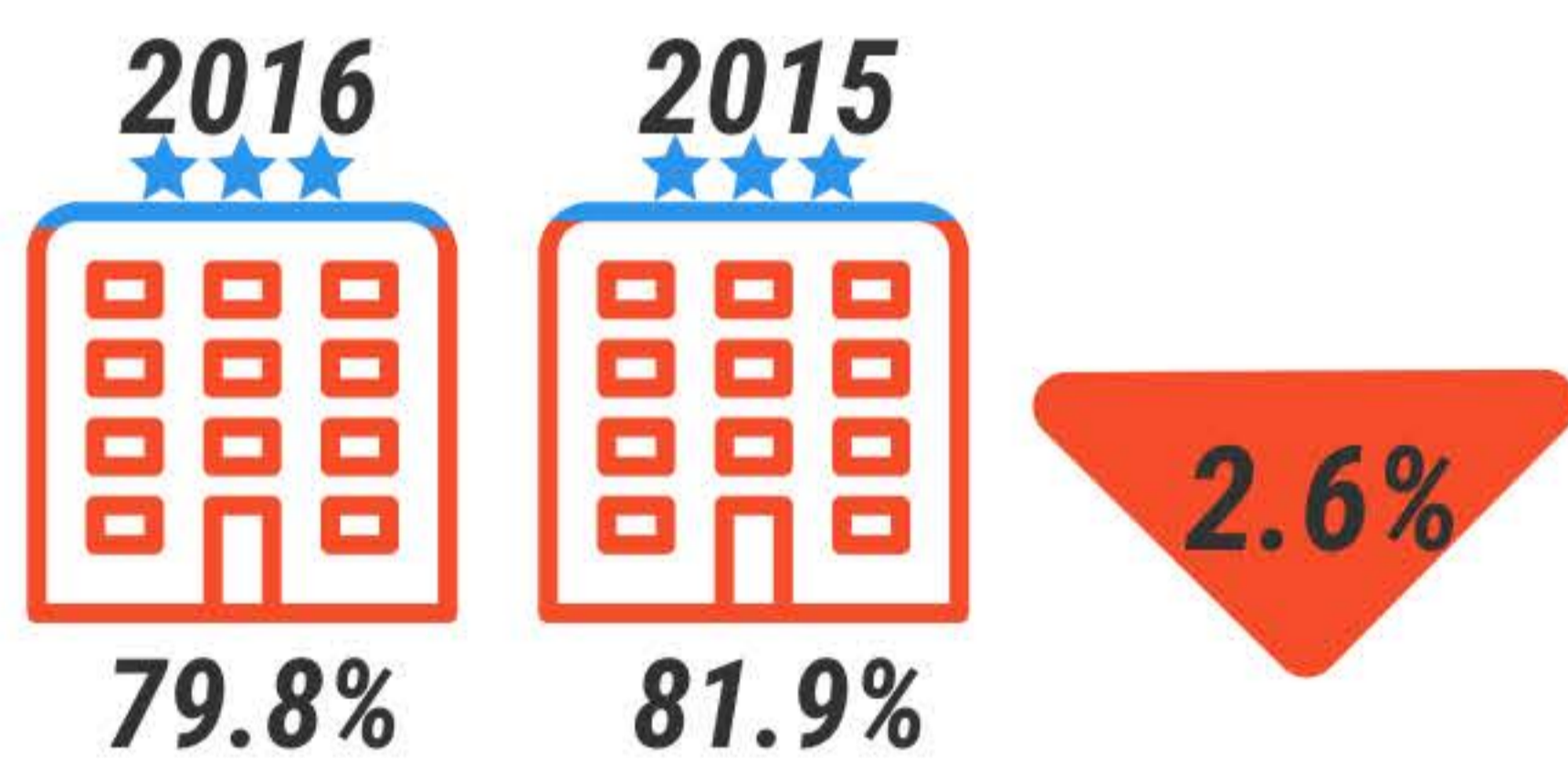


ADR

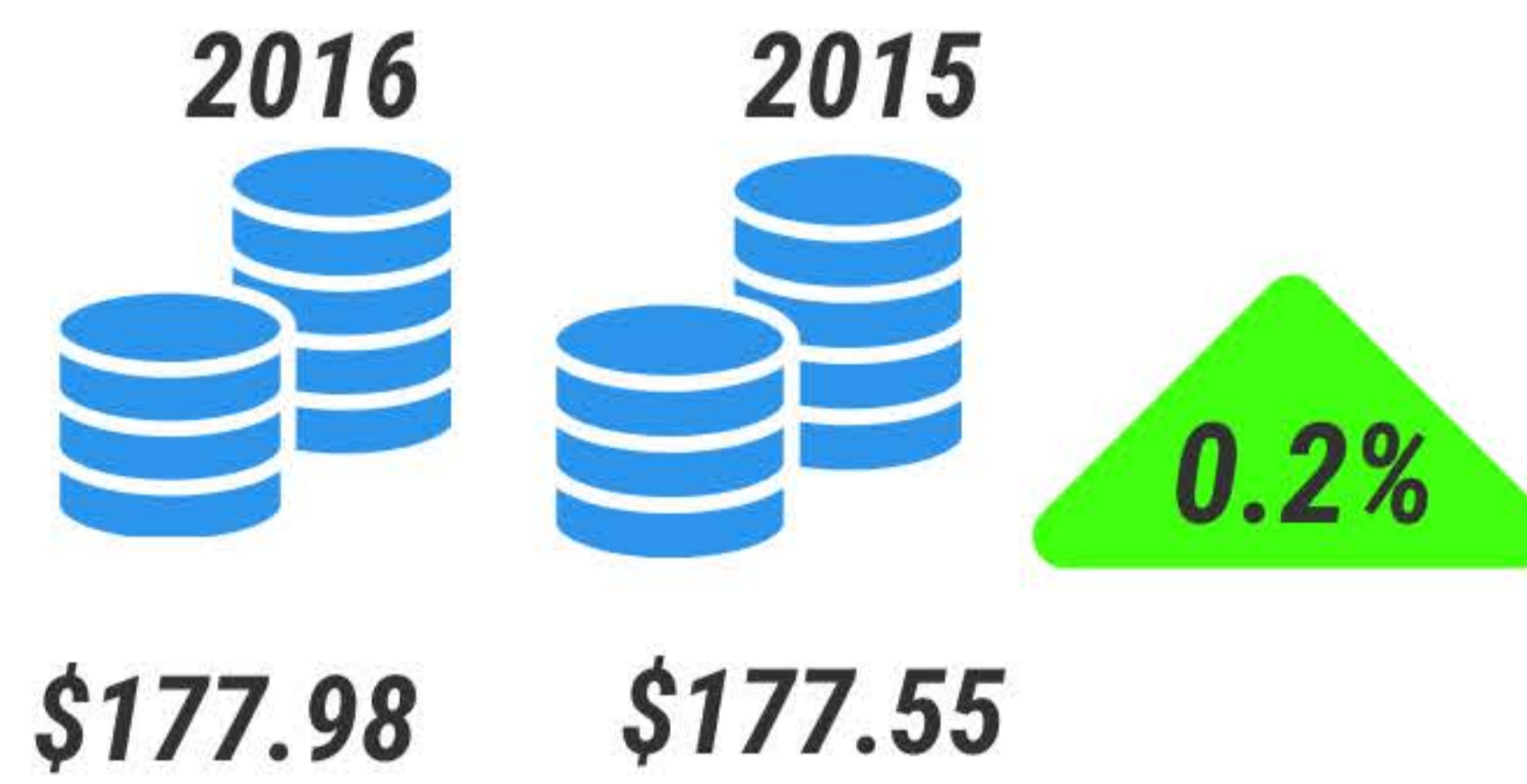


RevPAR

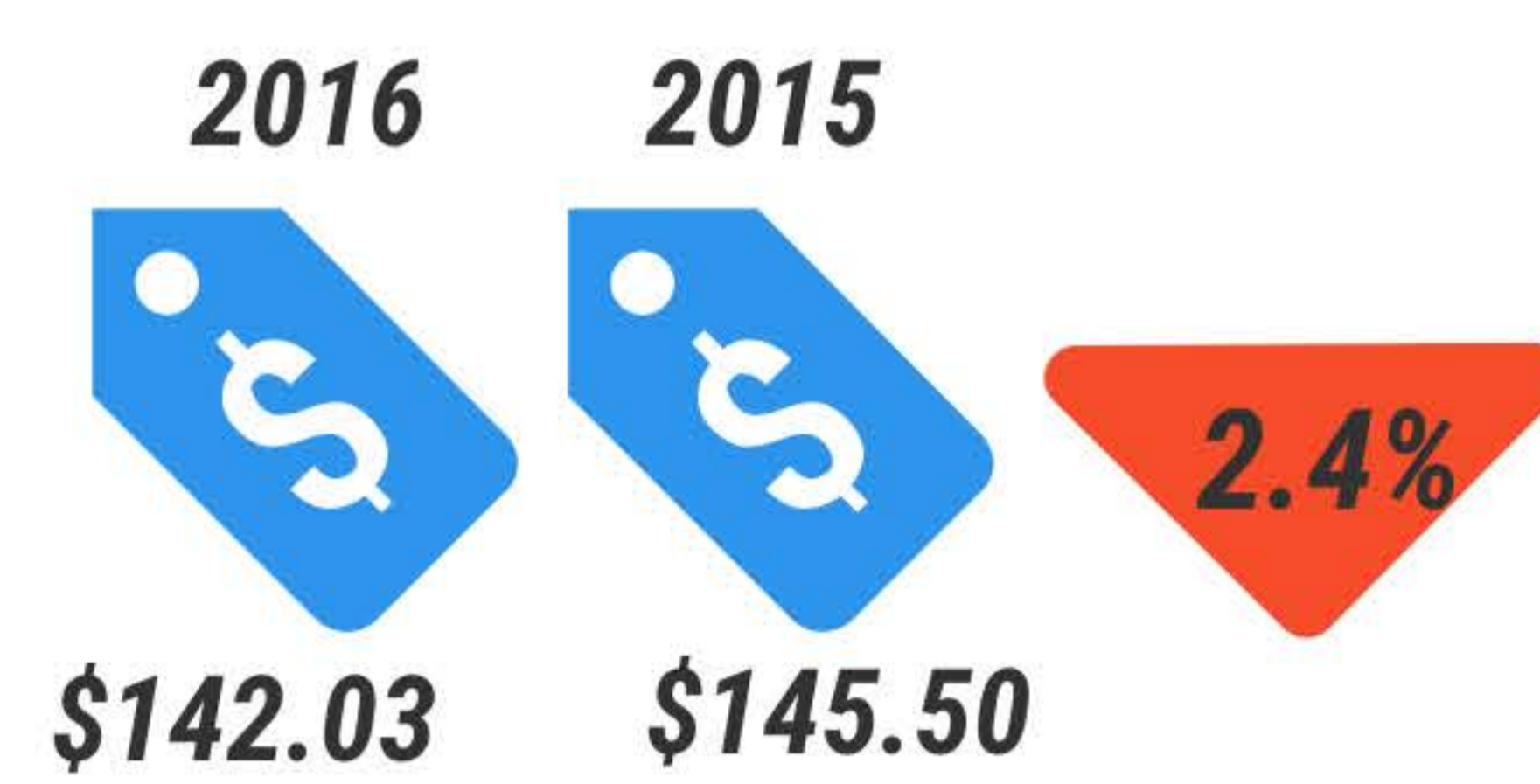
North Coast



Occupancy

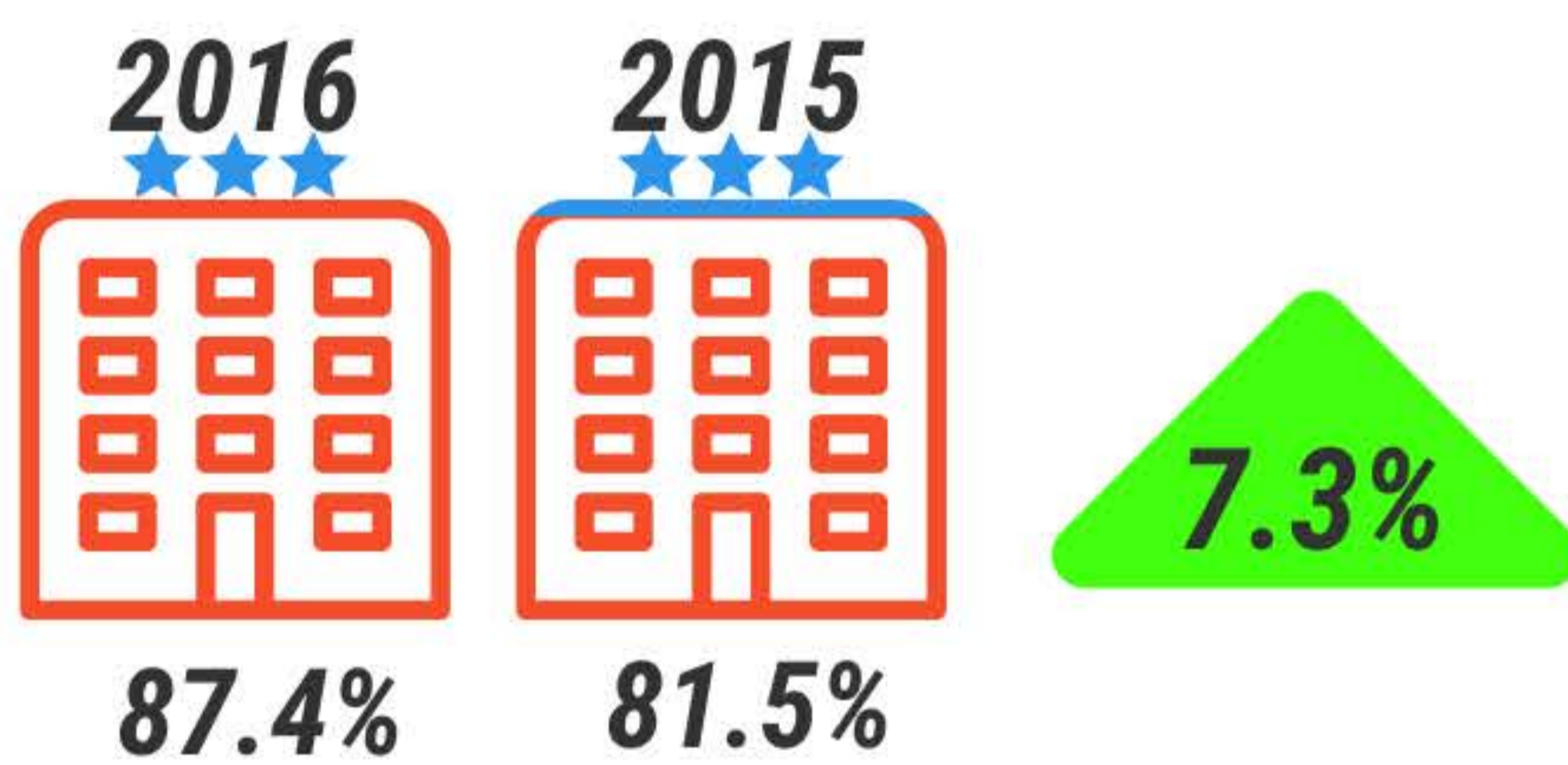


ADR

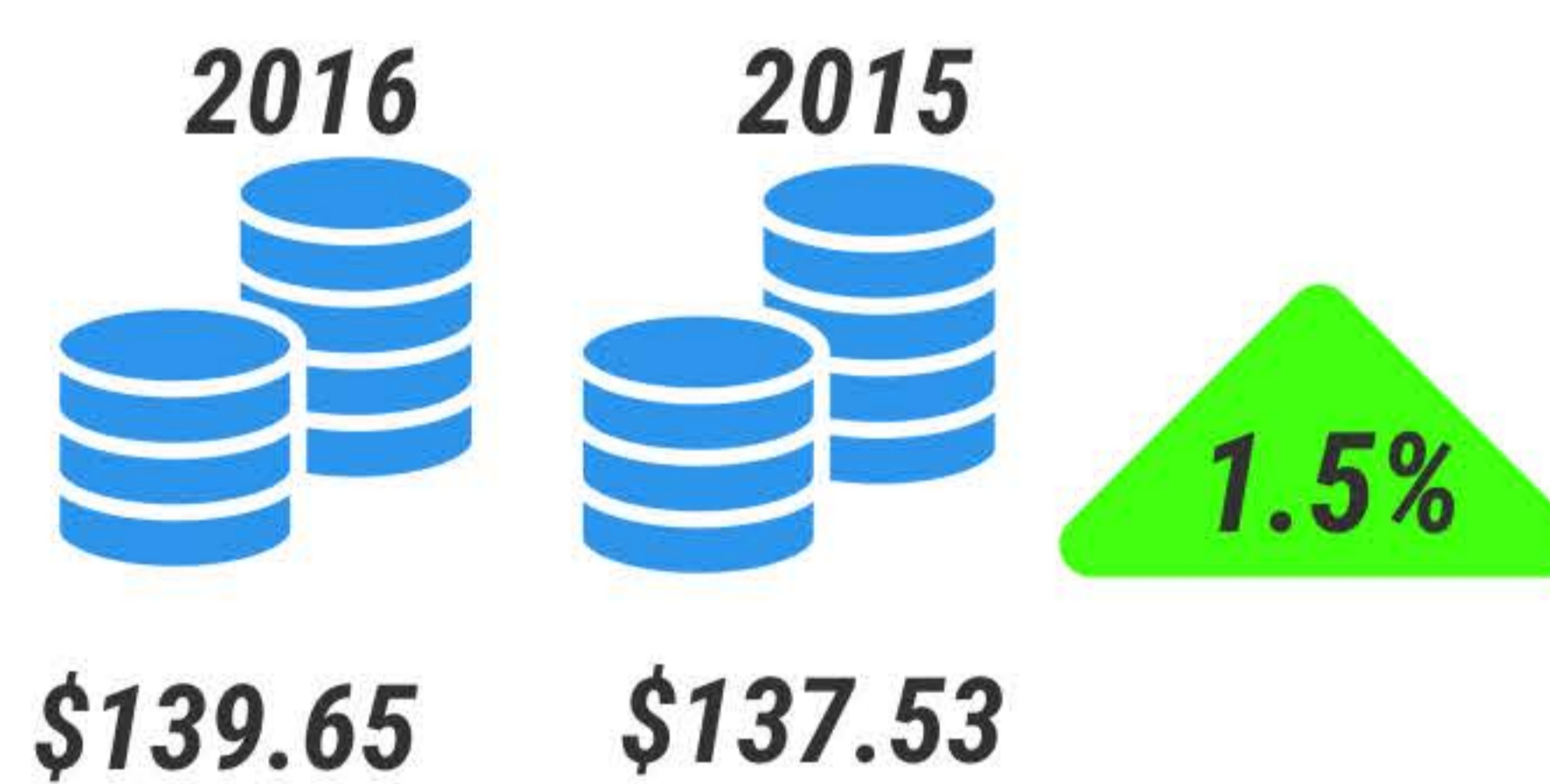


RevPAR

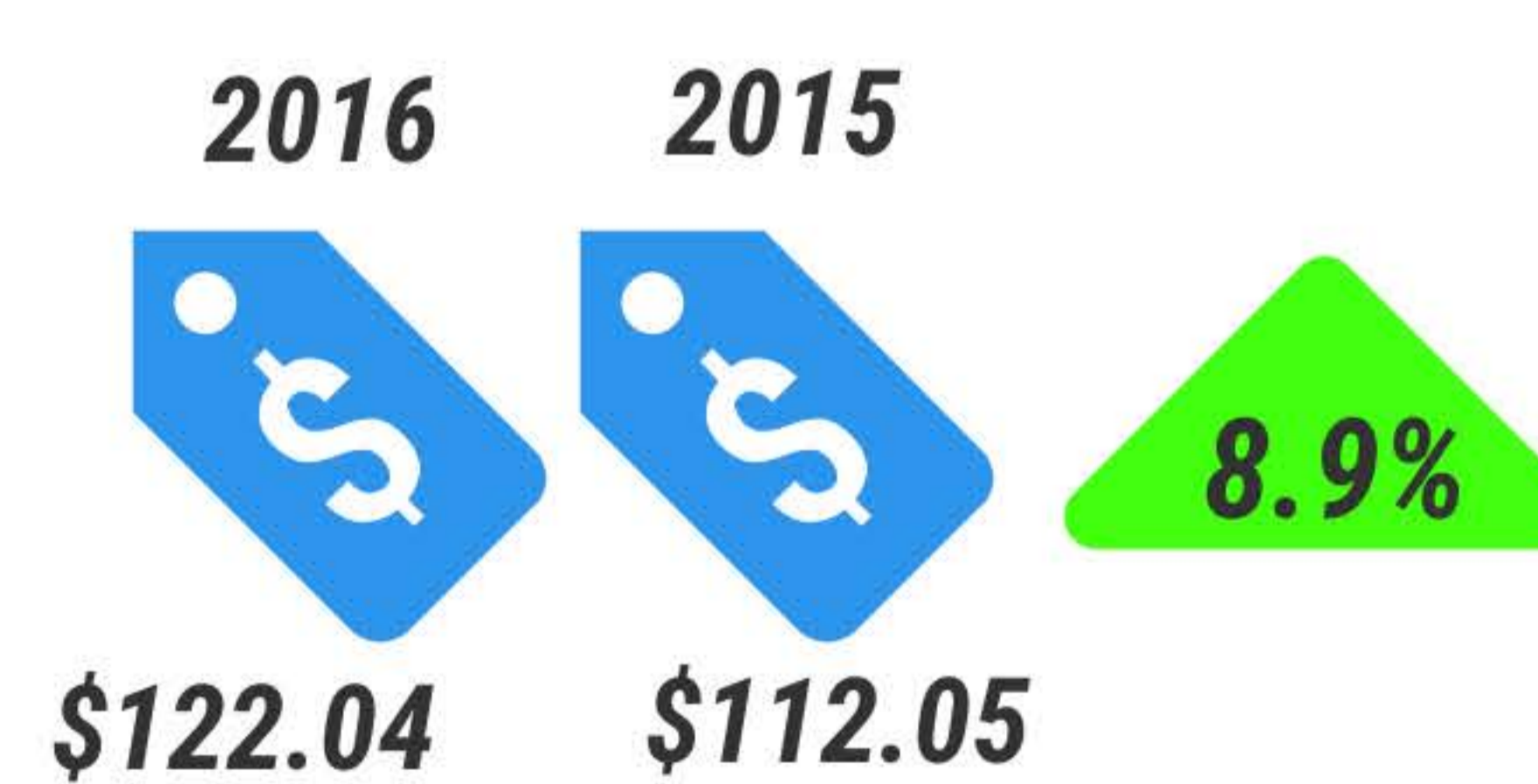
North County



Occupancy

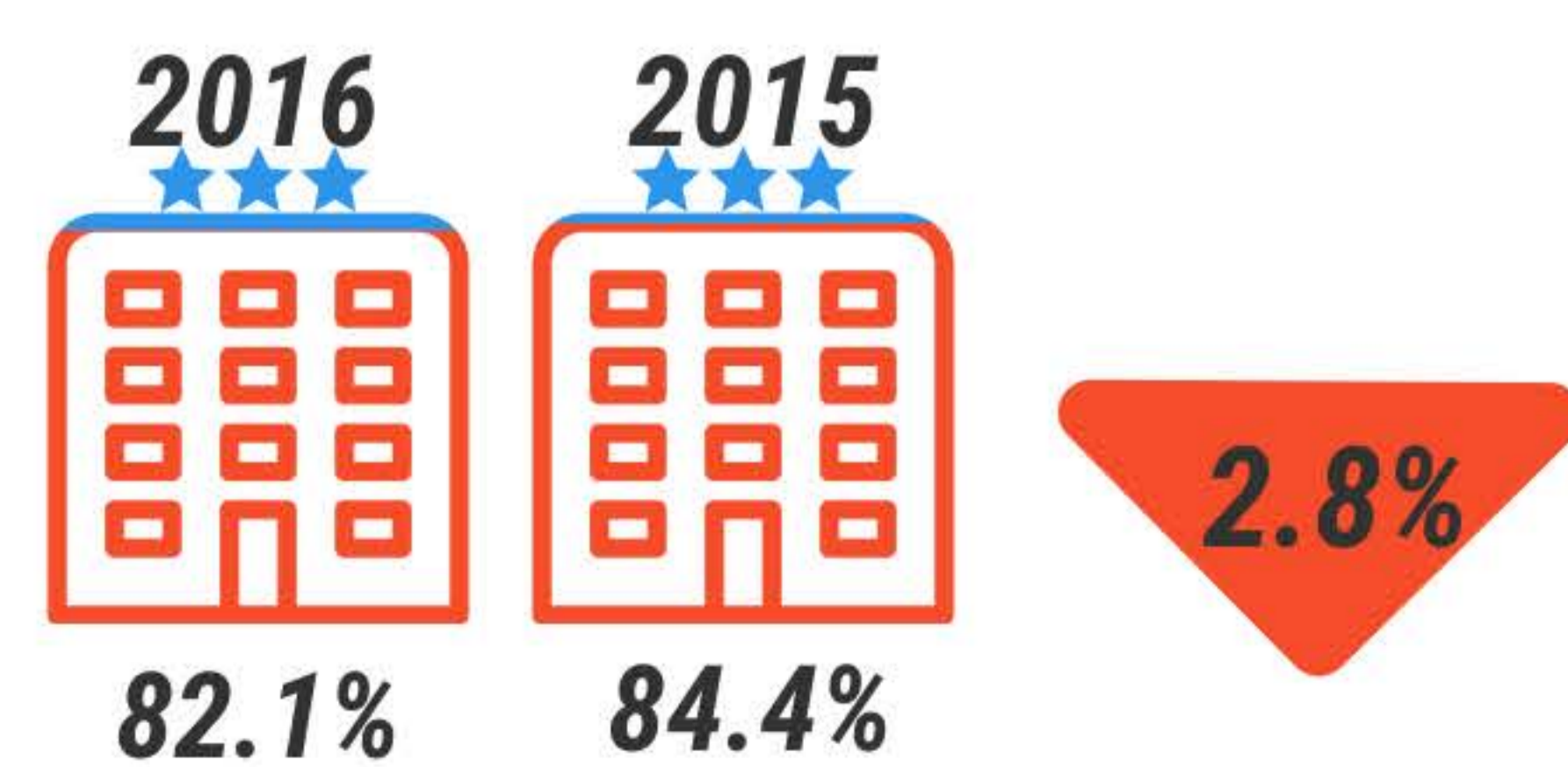


ADR

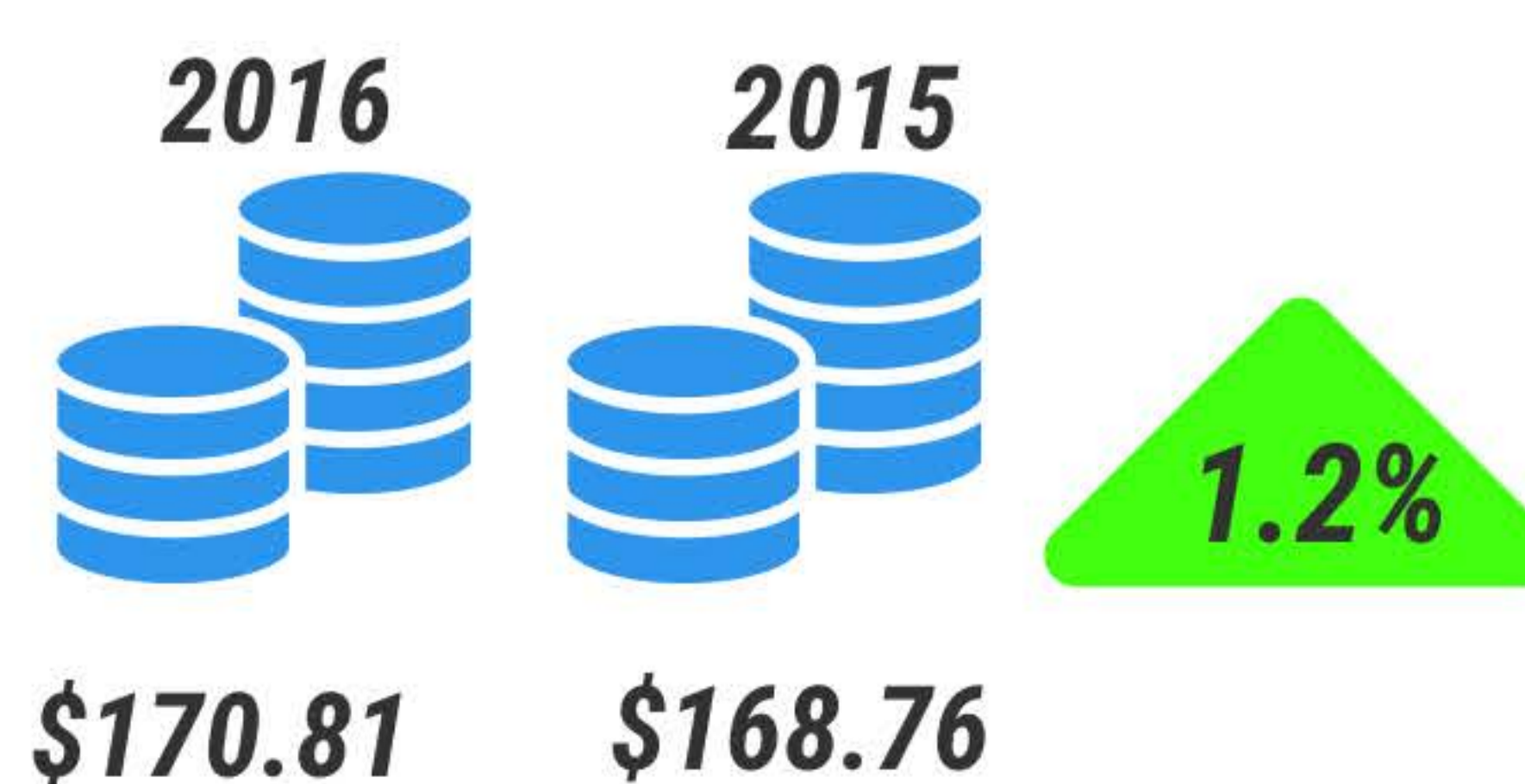


RevPAR

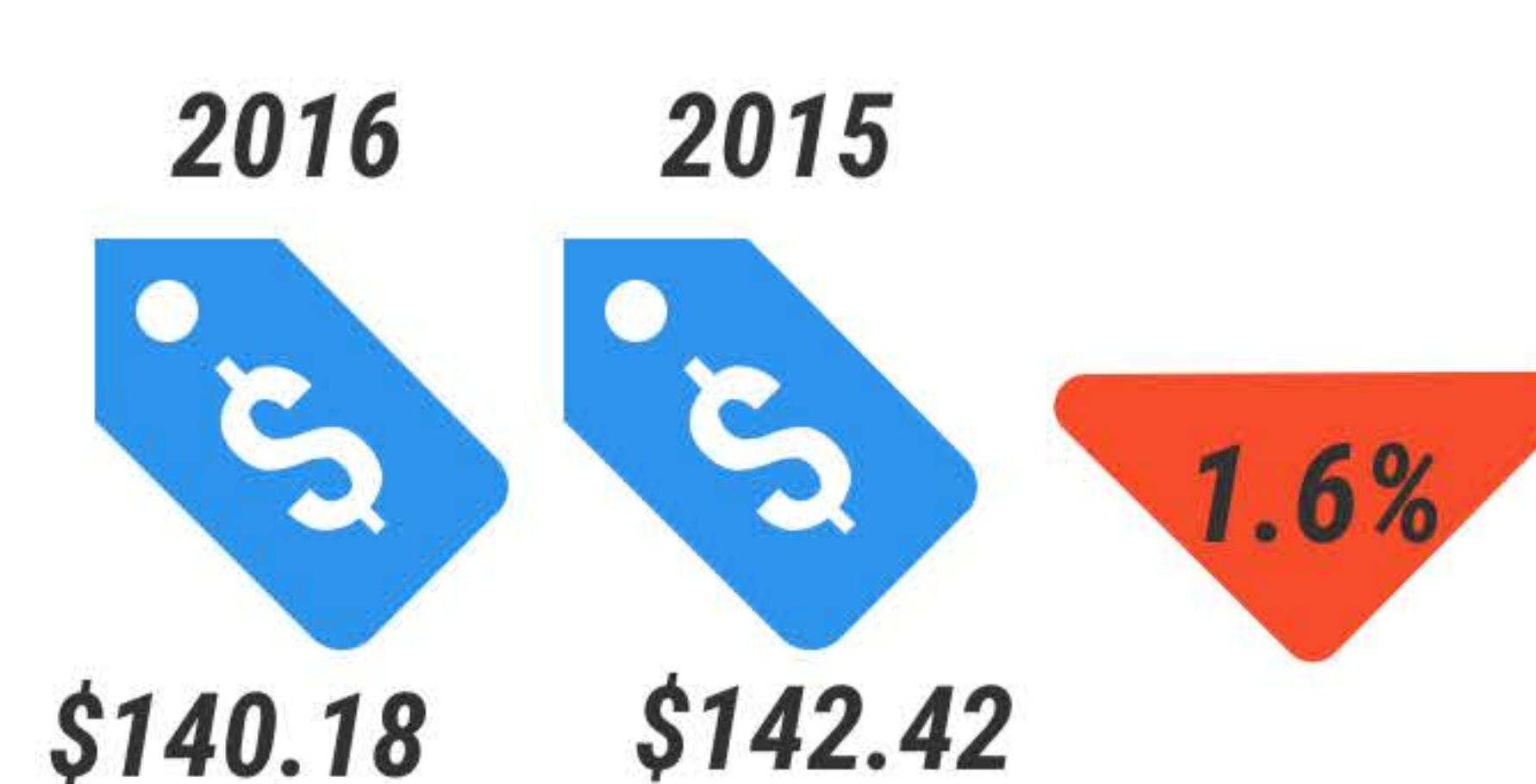
South County



Occupancy

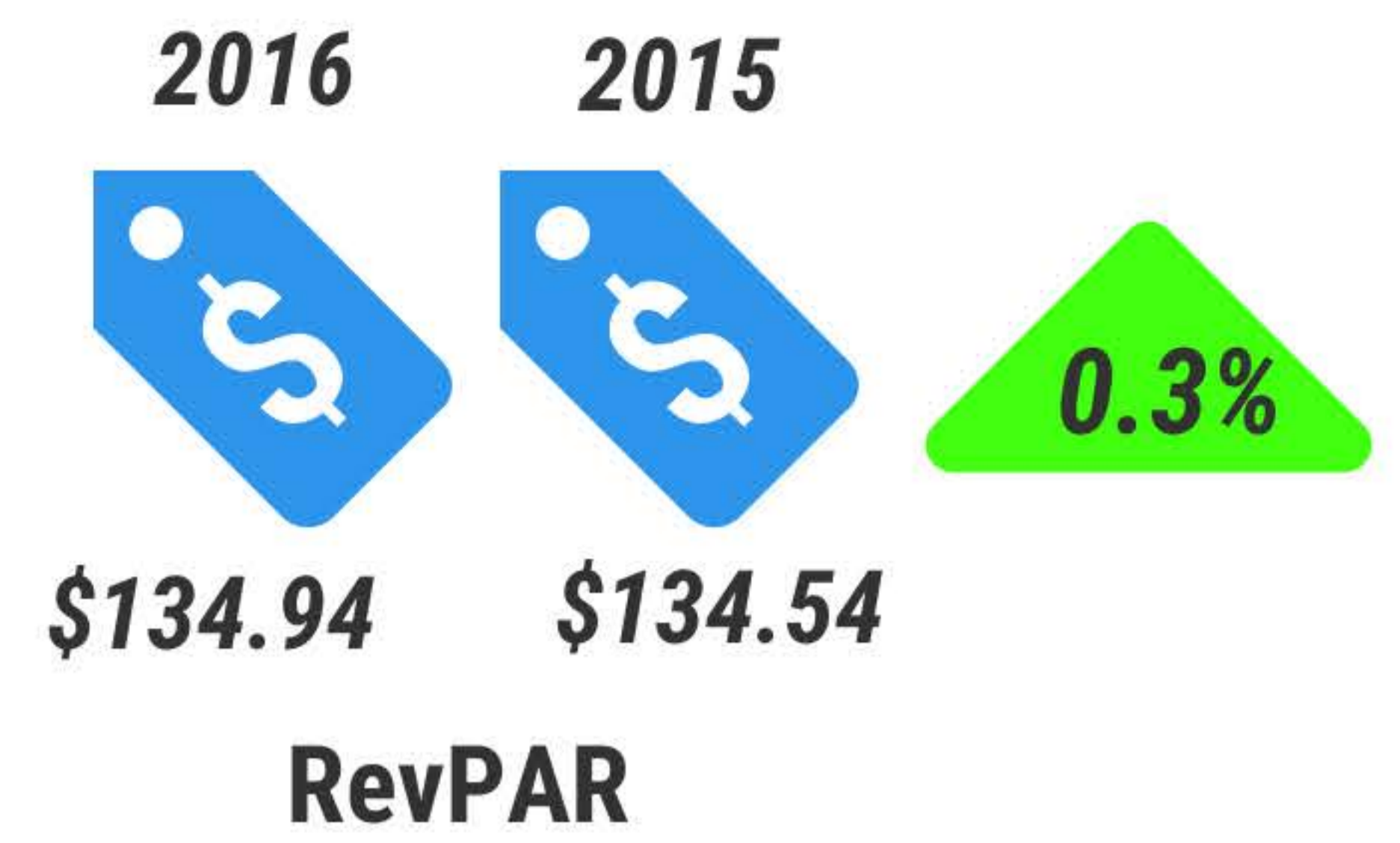
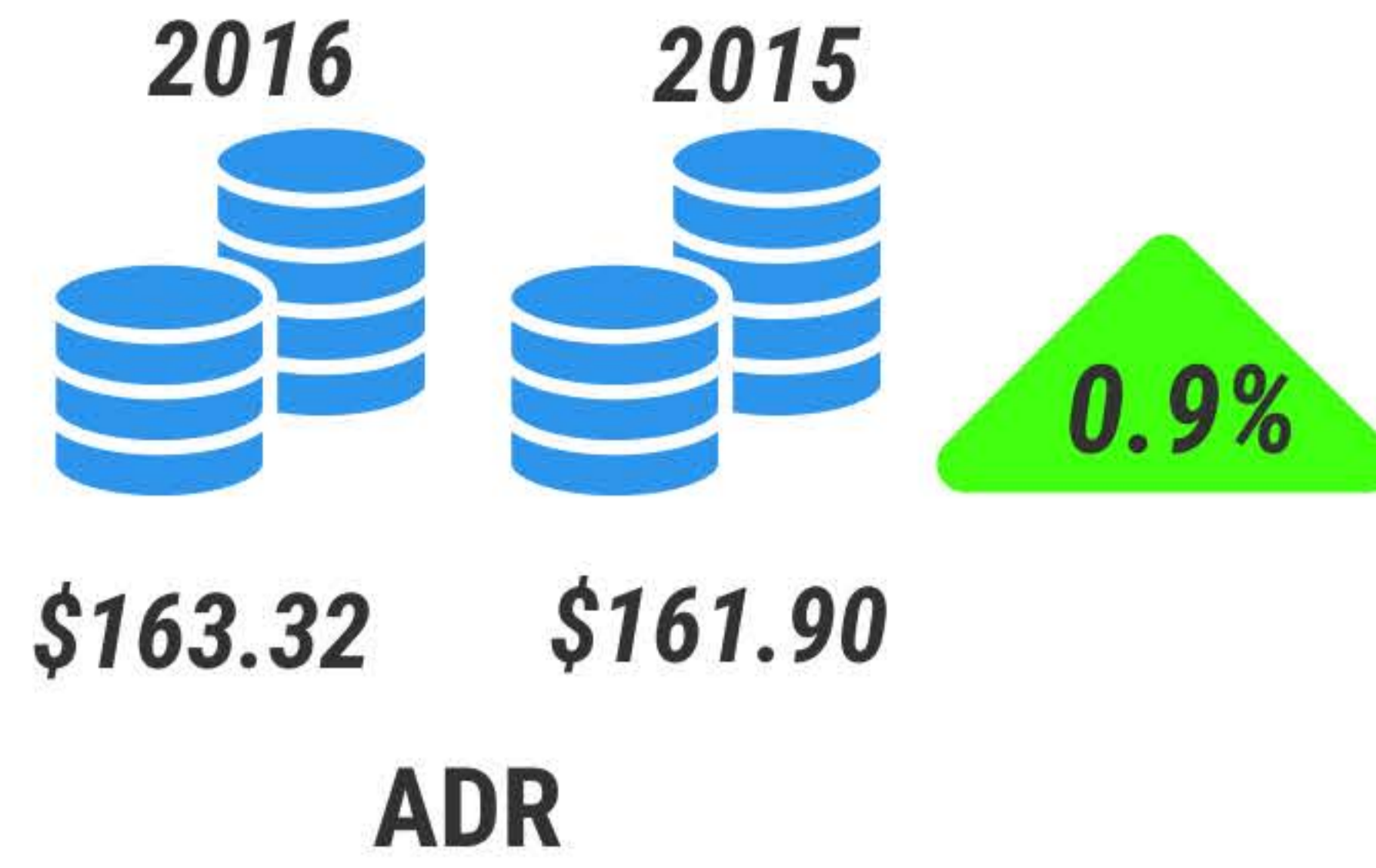
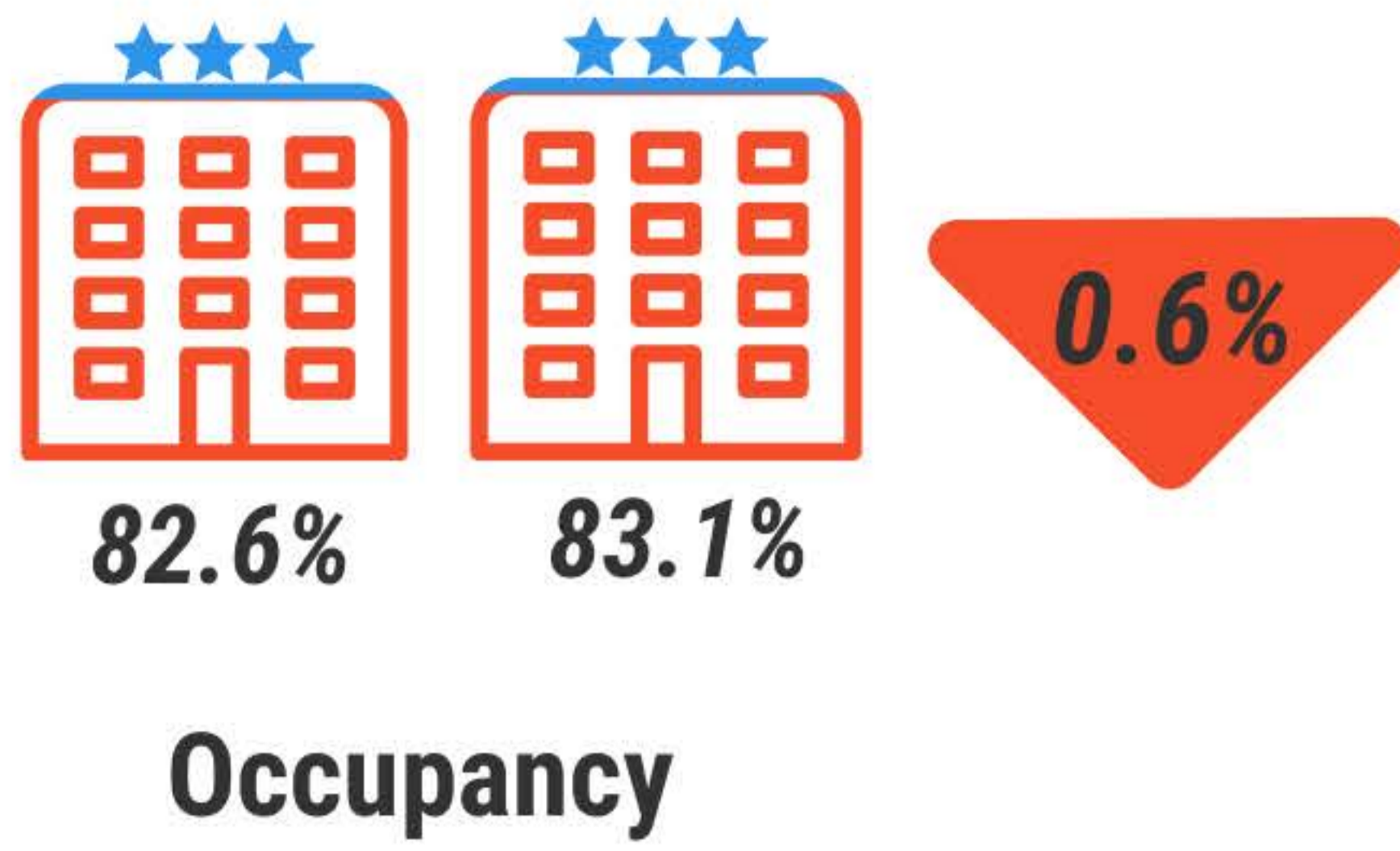


ADR



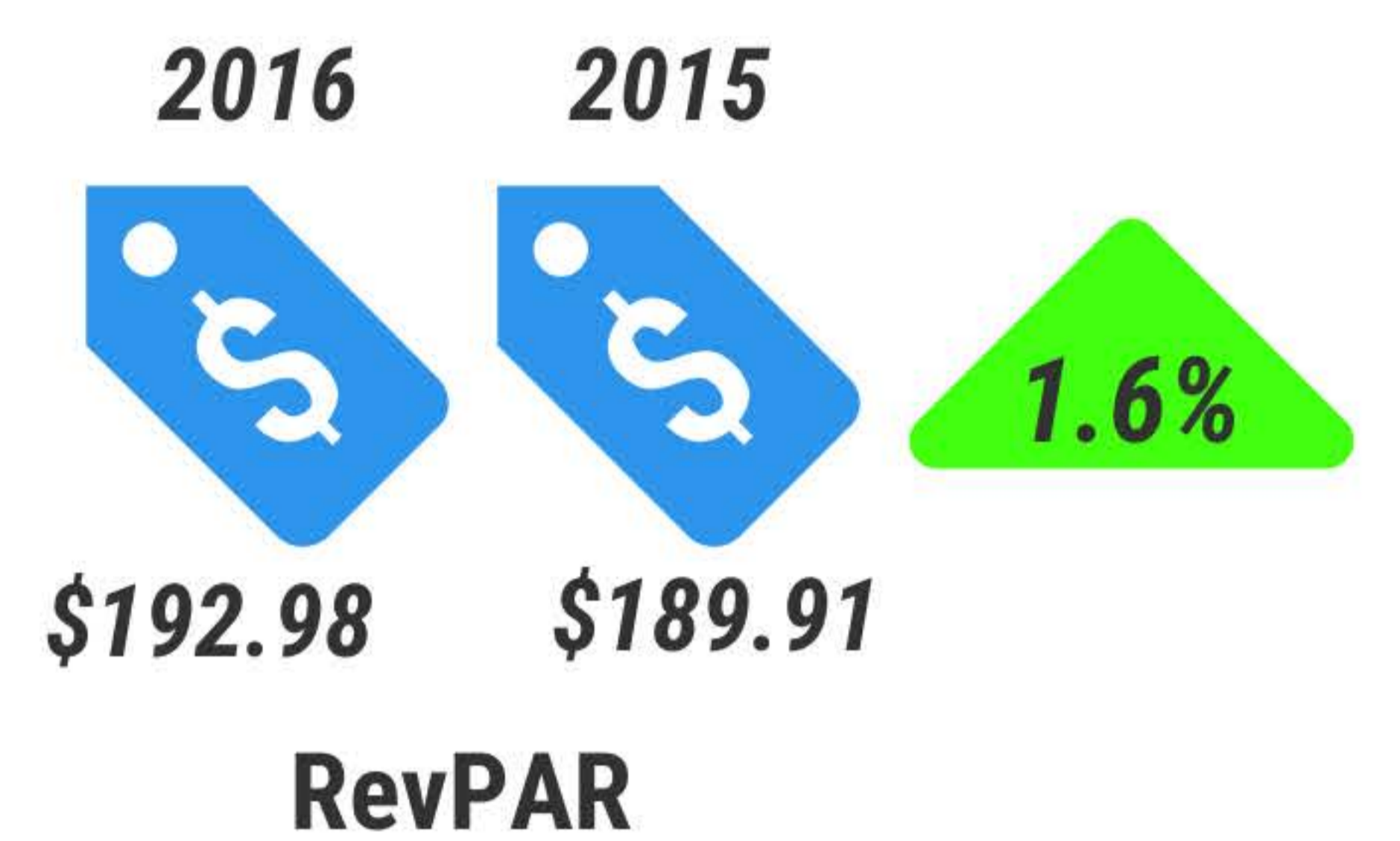
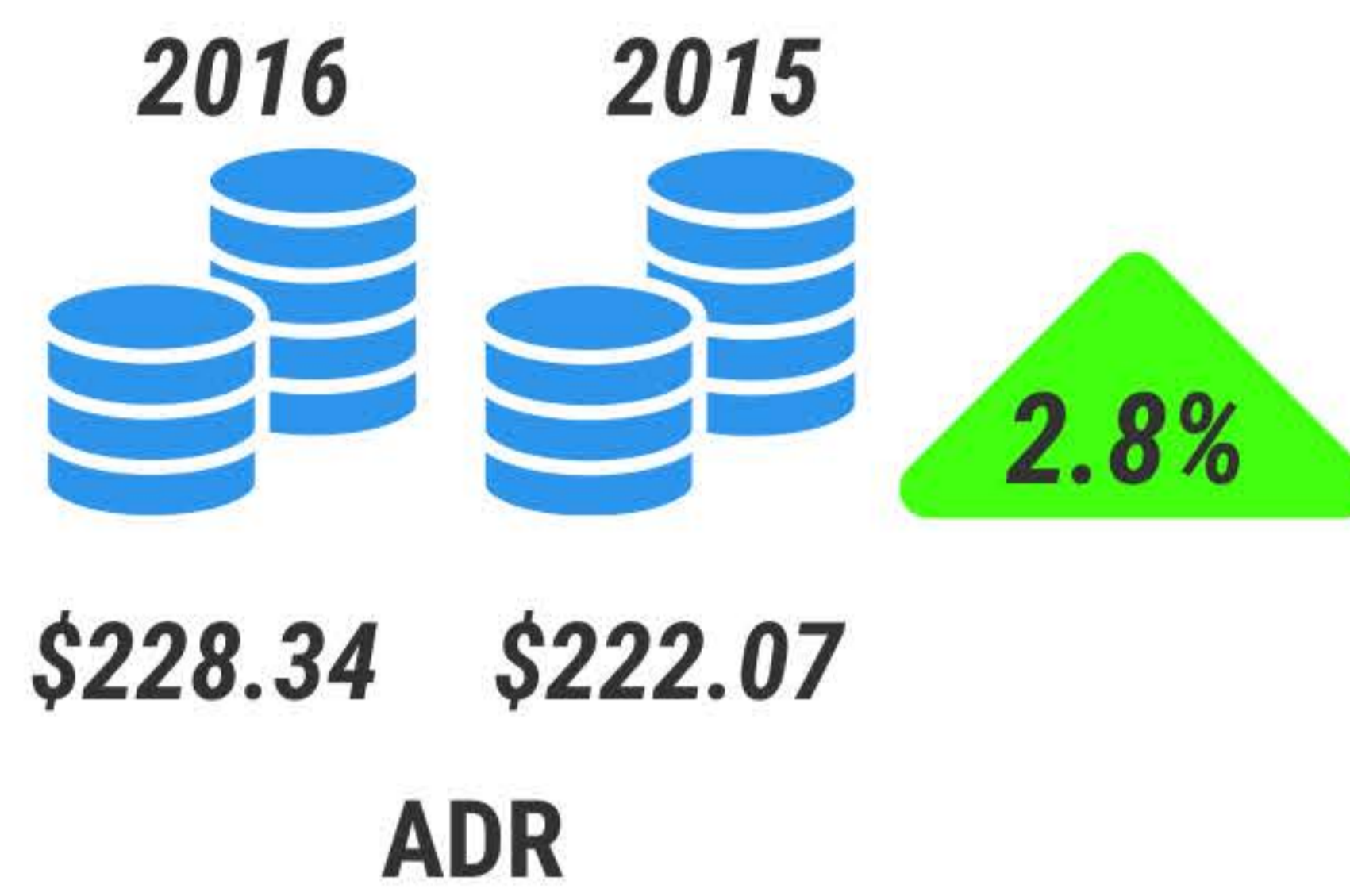
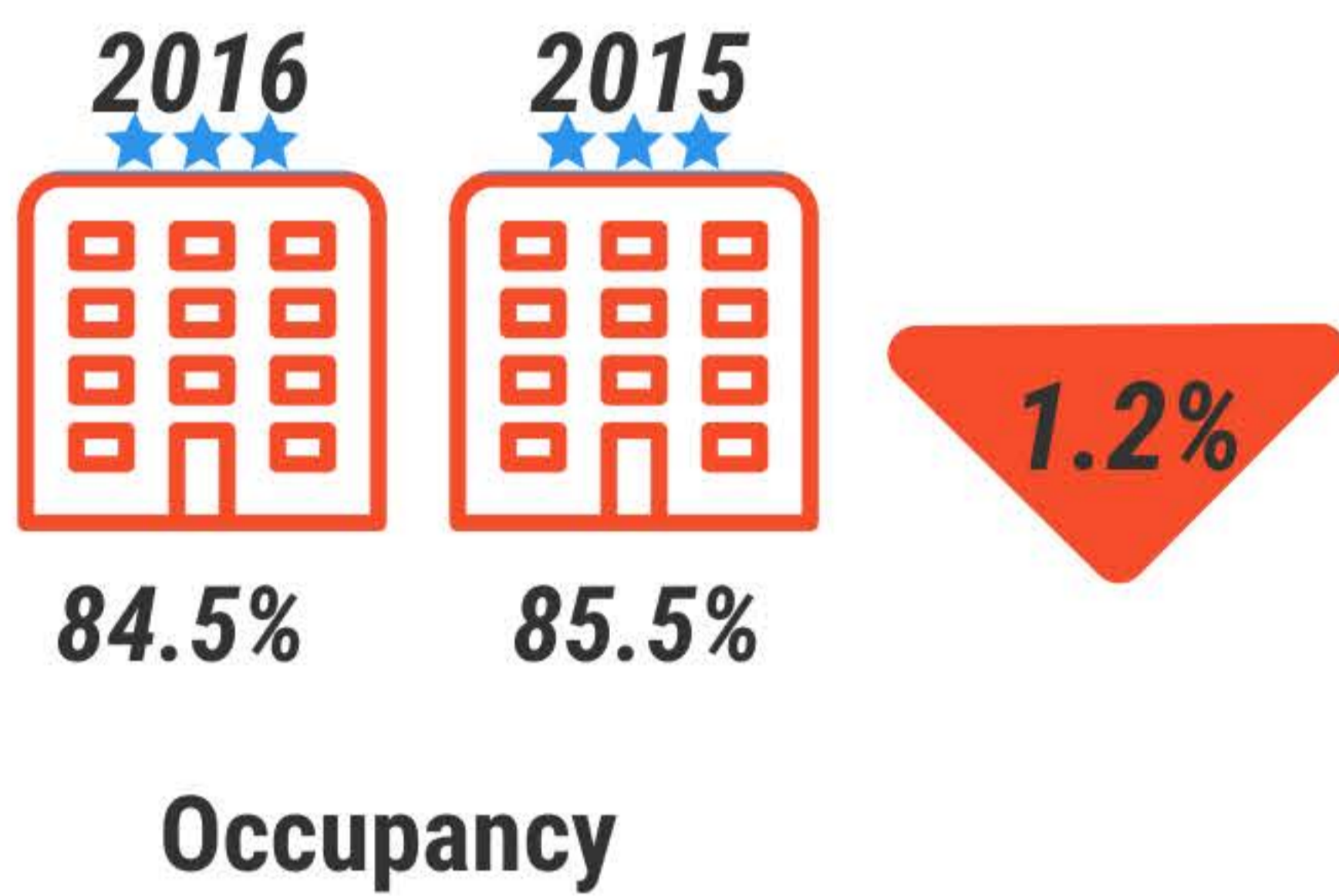
RevPAR

San Luis Obispo County

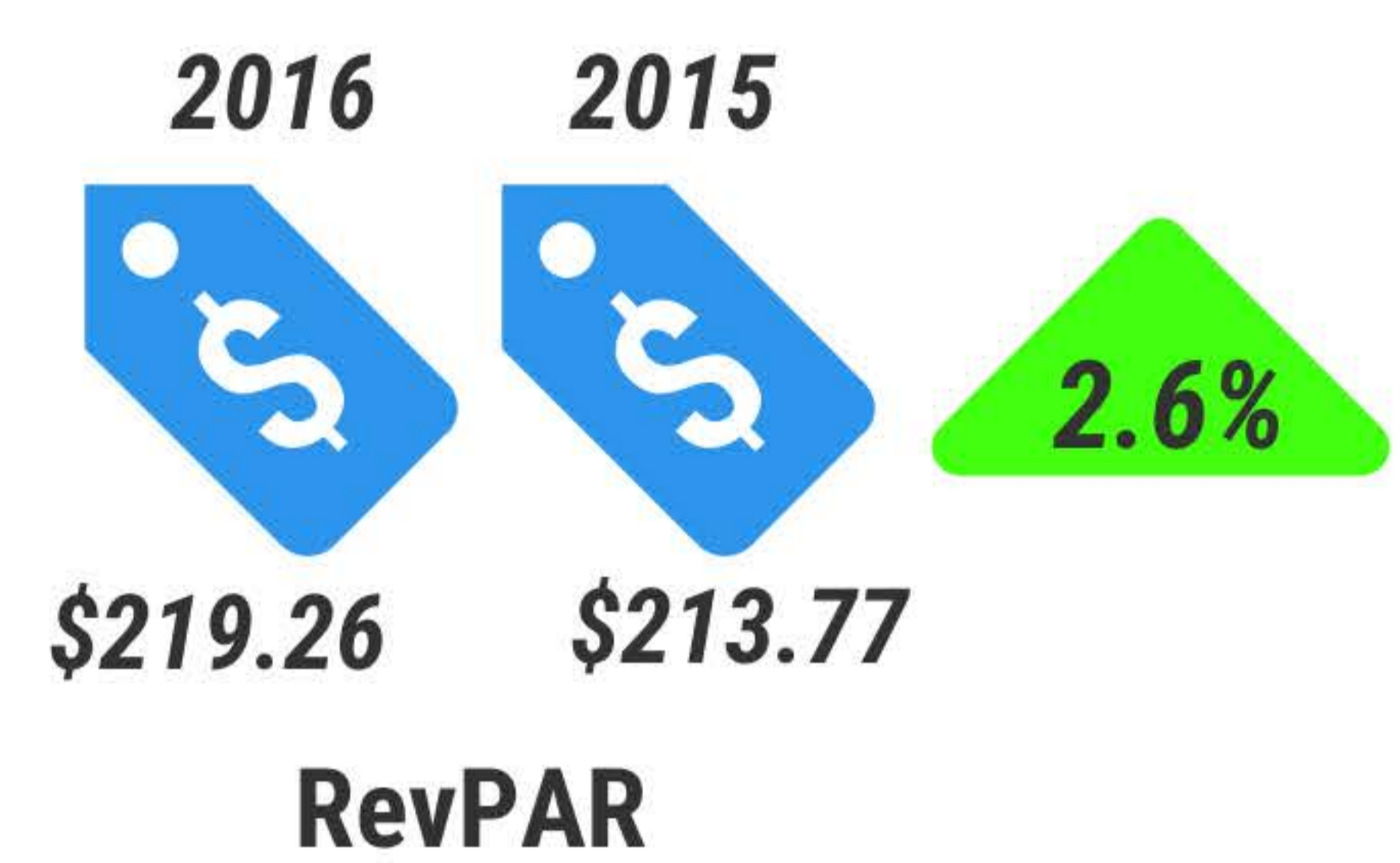
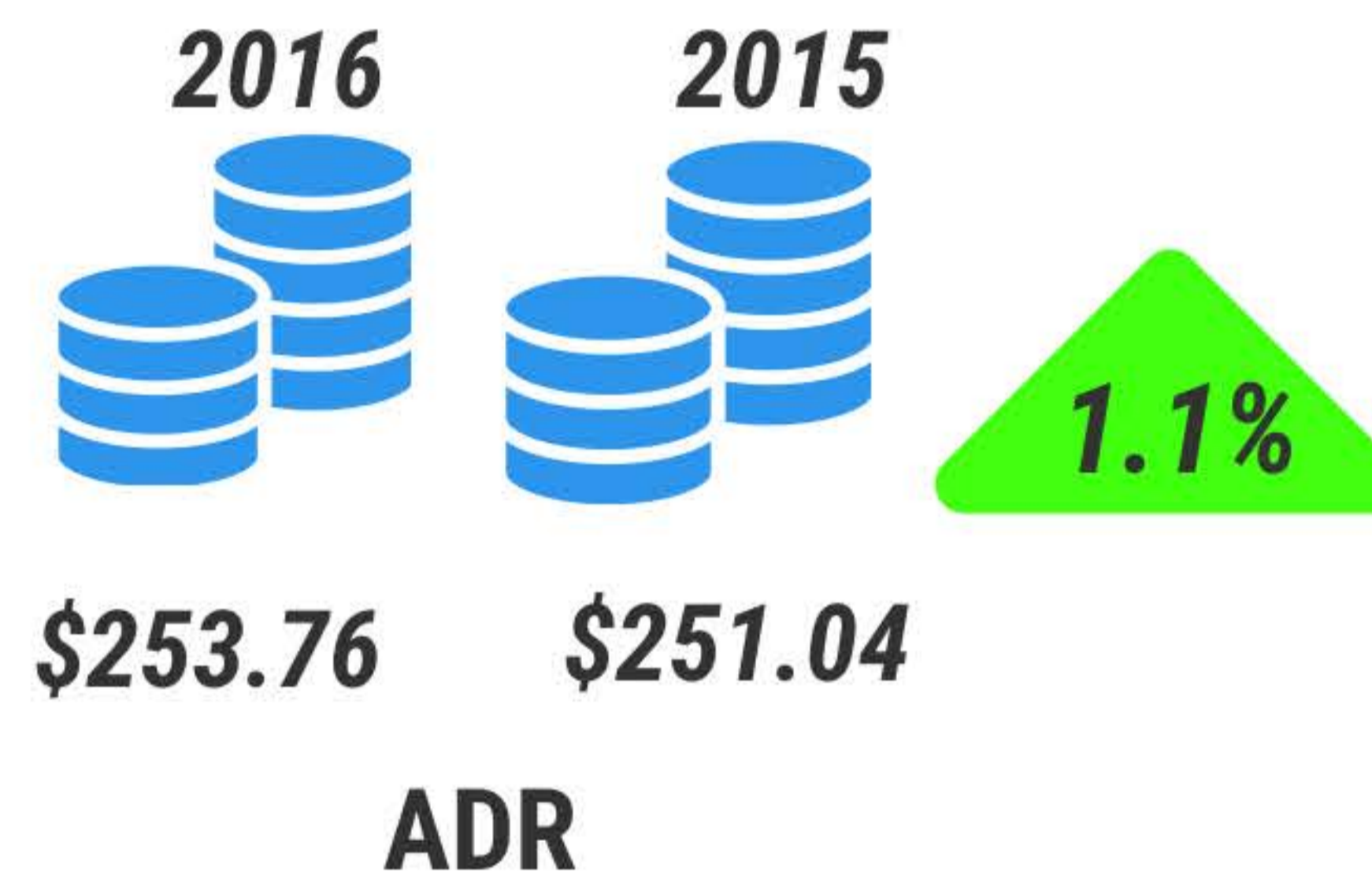
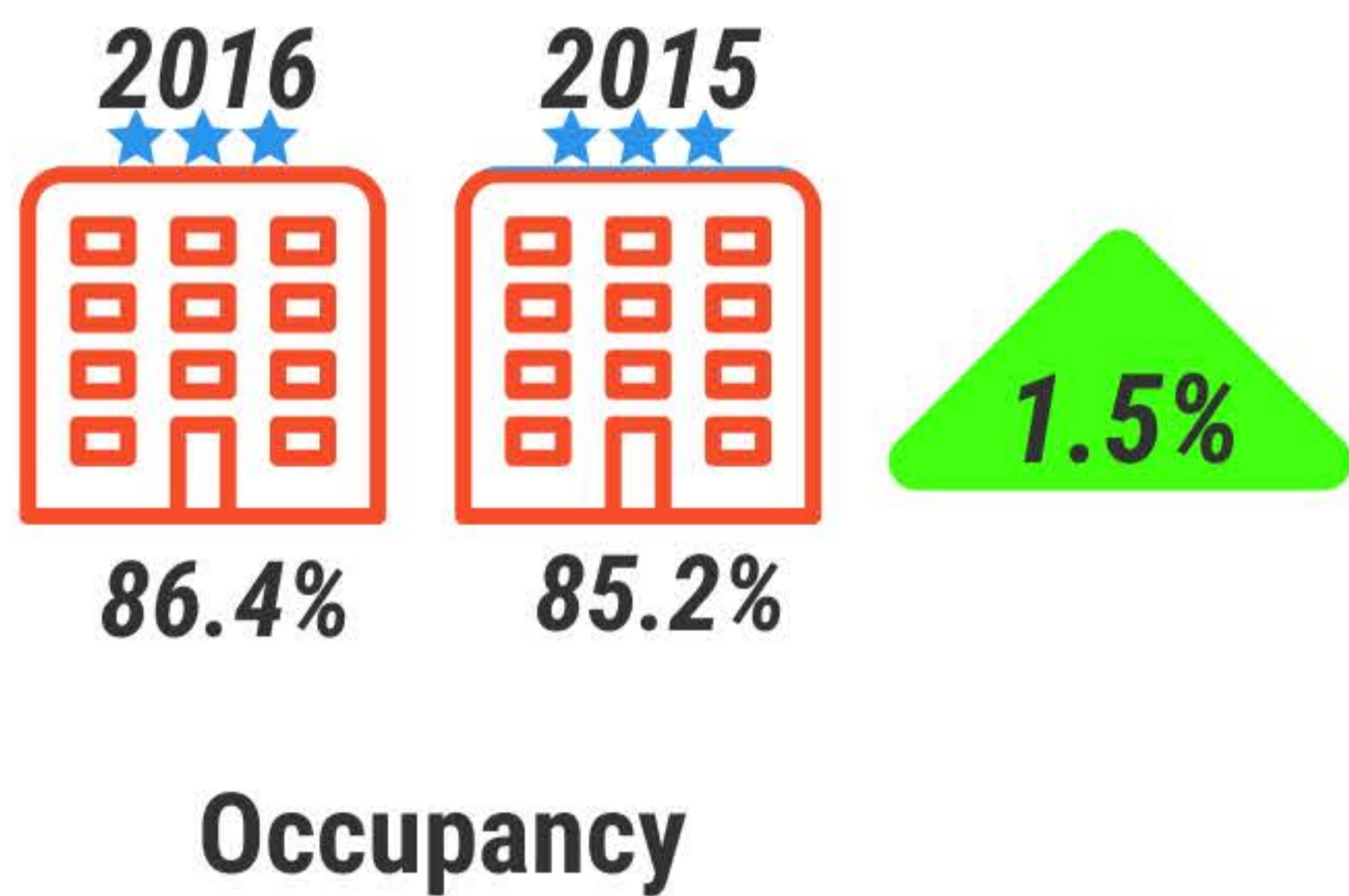


Comparatives:

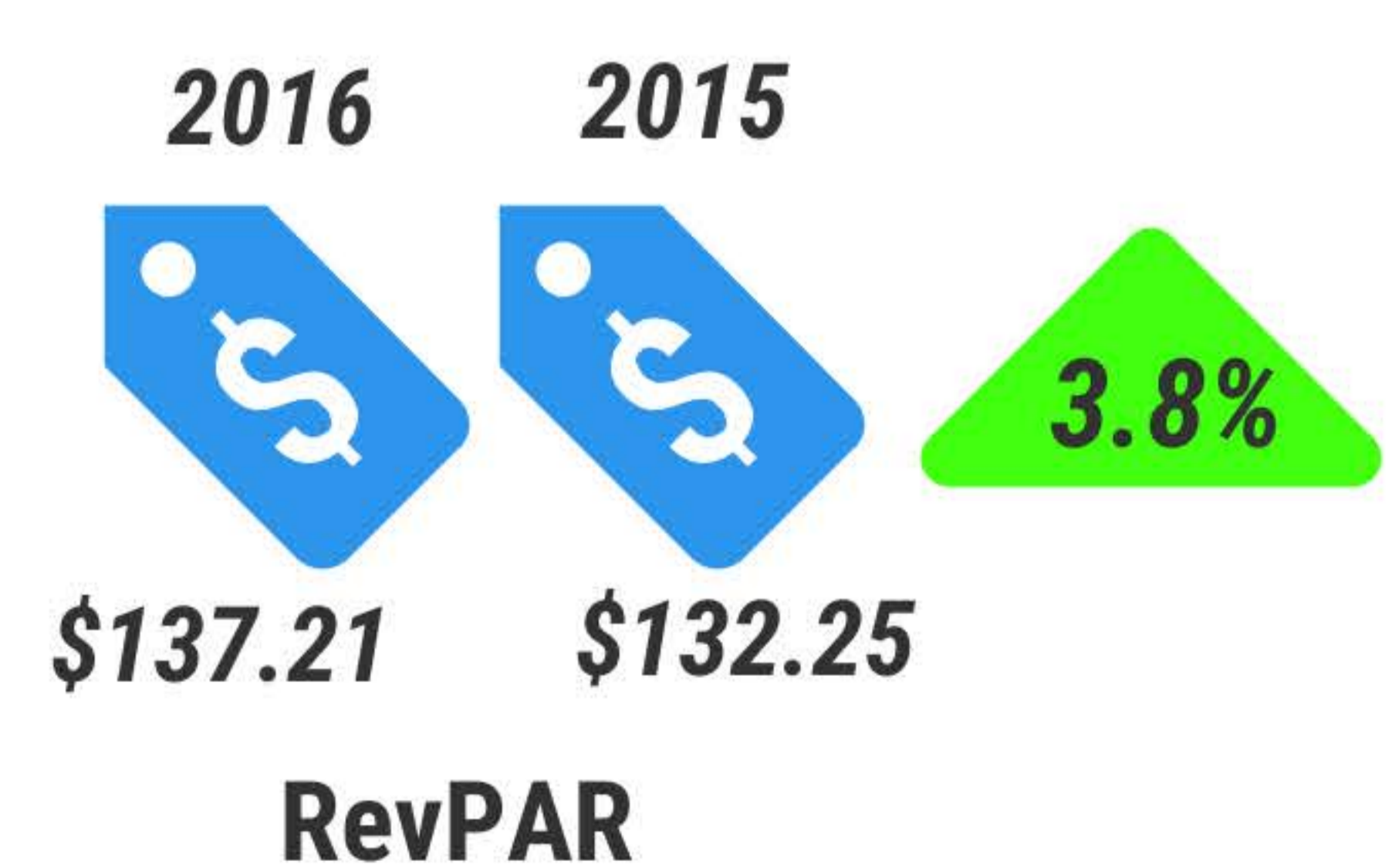
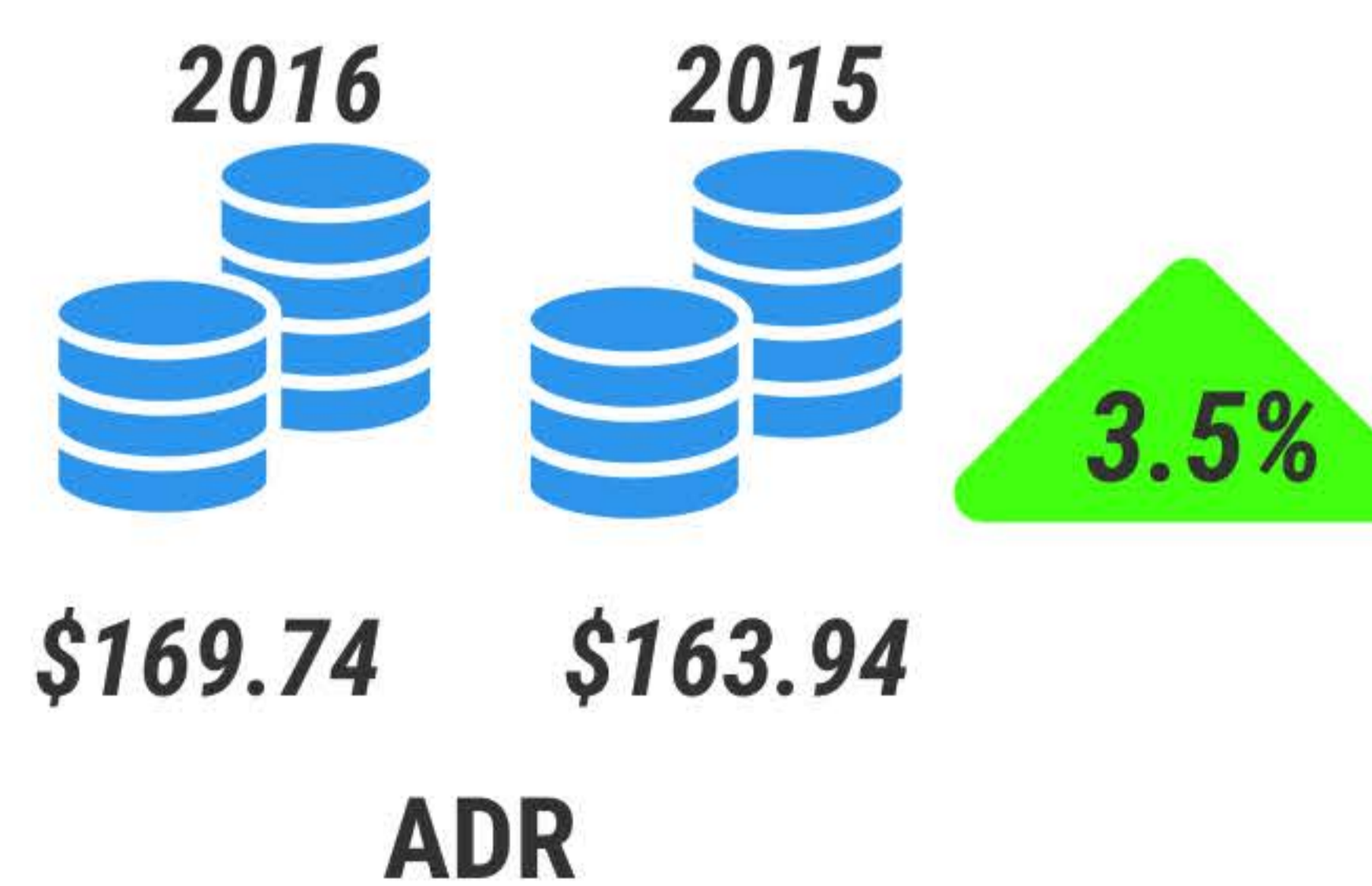
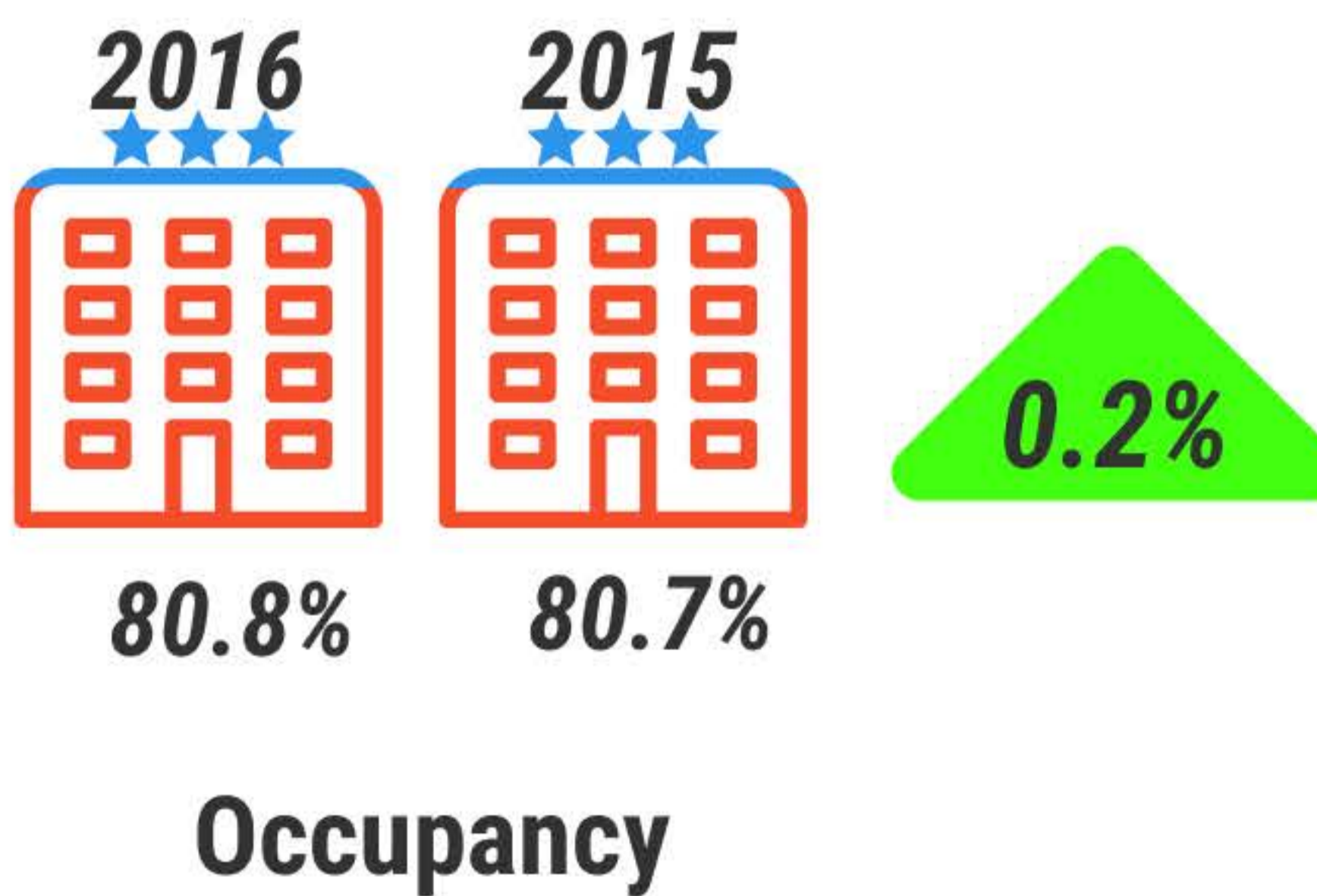
Santa Barbara/Santa Maria



Monterey/Salinas



California



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Executive Overview

SEO Overview

SEO Activities Completed Last Month:

- * Monthly call with client.
- * Google Analytics Check. No unusual activity noted.
- * Crawl error check, a bunch cleared but no legitimate errors.
- * Added internal links to blog posts, where appropriate.
- * Installed new meta tags in CMS.
- * Heatmaps ran for 35 days (Hotels, Trip Ideas). Downloaded and sent to client.
- * Started SEO content recommendations.
- * Quarterly broken link scan and corrections + spell-check scan and corrections.

Organic Traffic Overview:

Organic sessions increased 20% over last year. Some pages with the best year-over-year organic growth were: Fairs and Festivals by 9%, Children's Activities 4%, Events by 28%, Music & Dance by 56%, and Morro Bay by 419%.

Other Notes:

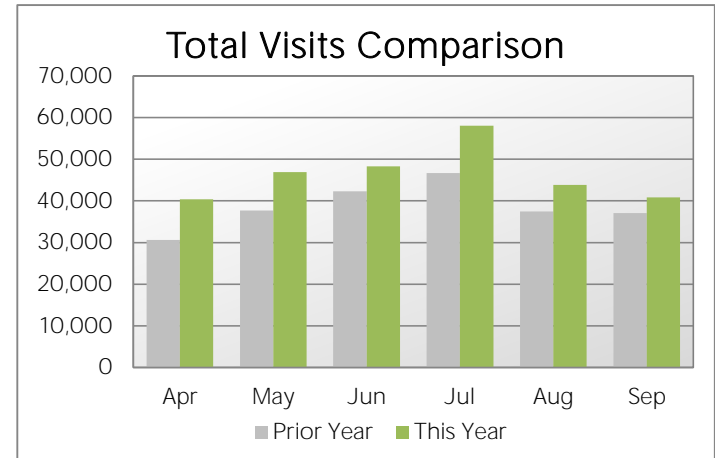
- * Total sessions increased by 10%, users increased by 11% and pageviews increased by 5%.
- * The blog home page received 149 pageviews last month.
- * The entire blog received 8,667 pageviews last month.

Industry Averages

Engagement Metrics	Industry Average	Your Website		% Difference
Total Pages Per Visit:	2.41	3.06	●	21.18%
Total Average Visit Duration:	0:02:07	0:02:17	●	7.51%
Total Bounce Rate:	56.09%	47.69%	●	-17.61%
Organic Pages Per Visit:	2.45	3.21	●	23.65%
Organic Average Visit Duration:	0:02:07	0:02:22	●	10.58%
Organic Bounce Rate:	56.07%	44.67%	●	-25.51%

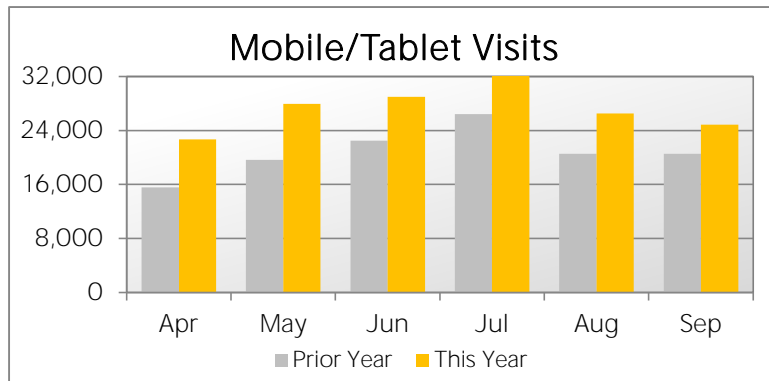
Total Traffic Overview:

	Apr	May	Jun	Jul	Aug	Sep
Visits:	40,417	46,916	48,327	58,075	43,809	40,843
Unique Visitors:	34,203	39,349	40,379	47,698	36,664	33,635
Bounce Rate:	51%	48%	47%	47%	48%	48%
Pageviews:	110,213	132,744	141,856	172,916	128,985	124,889
Avg Pageviews Per Visit:	2.73	2.83	2.94	2.98	2.94	3.06
Avg Time on Site:	0:02:01	0:02:07	0:02:15	0:02:13	0:02:13	0:02:17
Total Organic Search Traffic:	29,043	36,032	37,646	46,079	34,060	32,285
% of Traffic Organic Search:	72%	77%	78%	79%	78%	79%
Entry Pages From Search:	1,882	1,966	1,904	2,045	1,935	1,957
VisitSLOCounty Visits:	16,518	6,854	555	286	110	110
VisitSLOCounty Bounce Rate:	68%	80%	55%	79%	49%	64%

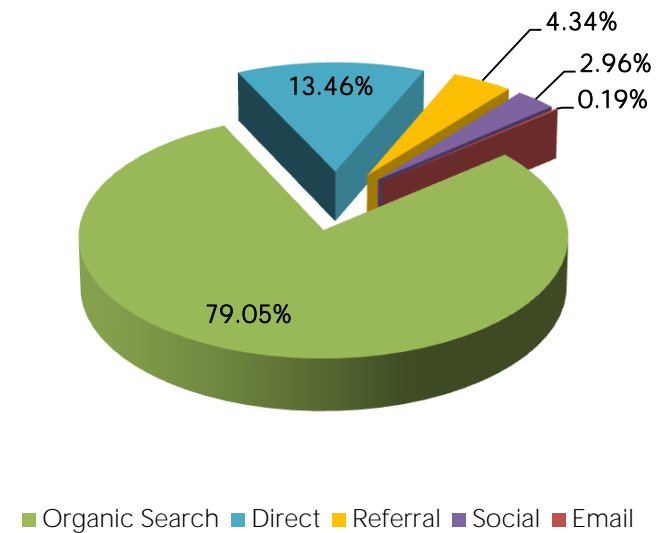


Mobile/Tablet SnapShot:

	Apr	May	Jun	Jul	Aug	Sep
Visits:	22,655	27,916	28,965	38,096	26,506	24,857
% of visits	56%	60%	60%	66%	61%	61%
Bounce Rate:	53%	51%	51%	51%	52%	50%
Pageviews:	55,662	70,124	74,402	100,032	69,193	68,494
Avg Time on Site:	0:01:46	0:01:49	0:01:49	0:01:52	0:01:54	0:02:01



Traffic Sources



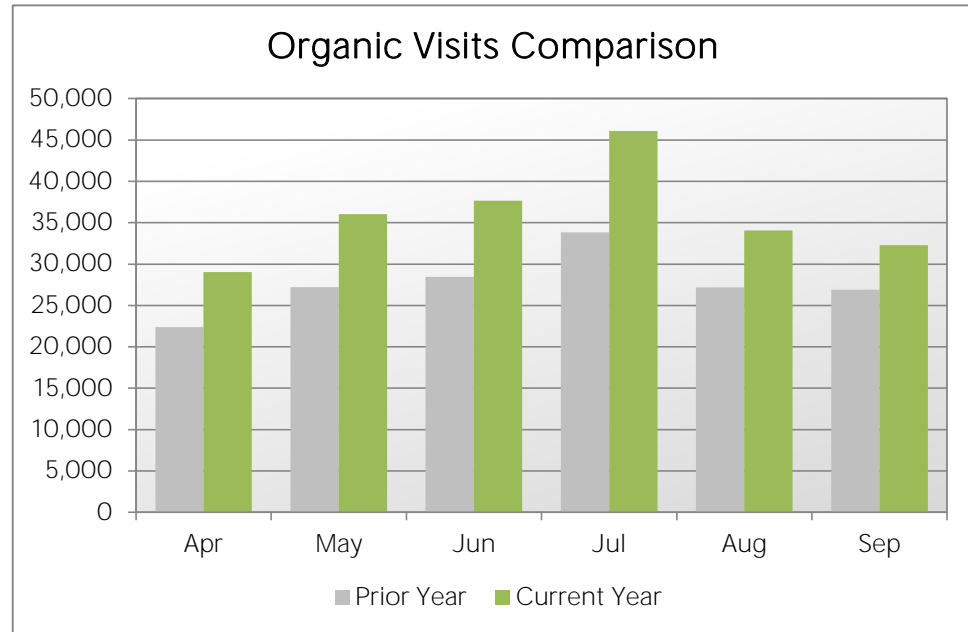
Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	32,285	79.05%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.21	4.94%
Avg. Time on Site	0:02:22	3.43%
New Visits	74.29%	-0.03%
Bounce Rate	44.67%	-6.32%

Search Engine	Visits	Percent
google	30,133	93.33%
yahoo	1,231	3.81%
bing	839	2.60%
aol	51	0.16%
ask	13	0.04%
images.google	9	0.03%

Exact Keyword	Visits	Percent
(not provided)	31,310	96.98%
san luis obispo	70	0.22%
san luis obispo events	25	0.08%
morro bay	15	0.05%
pismo beach things to do	13	0.04%
events san luis obispo	9	0.03%
hearst castle	9	0.03%
morro bay ca	8	0.02%
slo events	8	0.02%
cambria scarecrow festival	7	0.02%



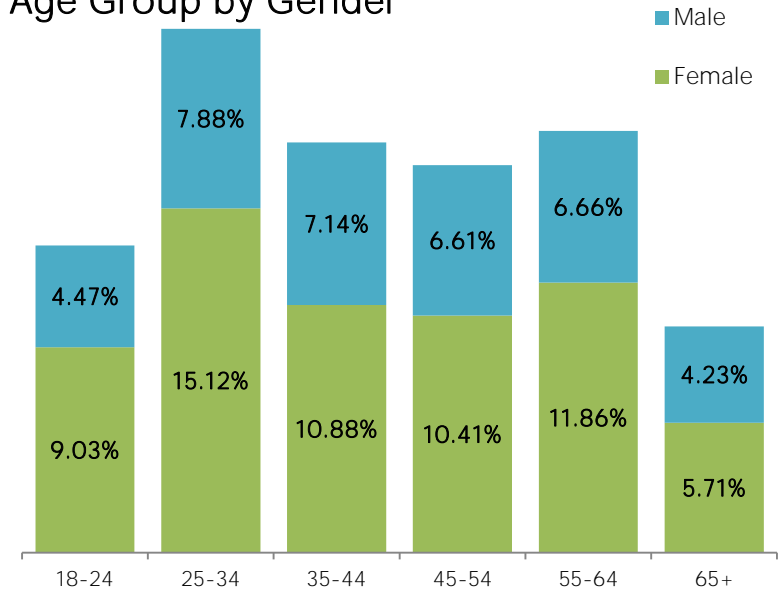
Landing Page	Visits	Percent
/events	6,522	20.20%
/	2,160	6.69%
/events/all/fairs_and_festivals	1,498	4.64%
/community/morro-bay	835	2.59%
/our-area	718	2.22%
/events/461	625	1.94%
/community/paso-robles	581	1.80%
/profile/1468/avila-beach-farmers-market	557	1.73%
/profile/402/lake-lopez-recreation-area	514	1.59%
/events?page=1	503	1.56%

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	18,595
News Junkies/Entertainment & Celebrity News Junkies	15,824
TV Lovers	15,442
Travel Buffs	15,338
Home Decor Enthusiasts	14,366
Shoppers/Shopaholics	14,064
Cooking Enthusiasts/Aspiring Chefs	13,954
Technophiles	13,808
News Junkies	12,350
Music Lovers	11,992

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	8,725
Travel/Hotels & Accommodations	5,325
Food & Drink/Cooking & Recipes	5,258
News/Weather	5,155
Arts & Entertainment/TV & Video/Online Video	4,897
Real Estate/Real Estate Listings	4,079
News/Politics/Campaigns & Elections	3,871
Sports/Team Sports/American Football	3,866
News/Sports News	3,399
Travel/Air Travel	3,217

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:

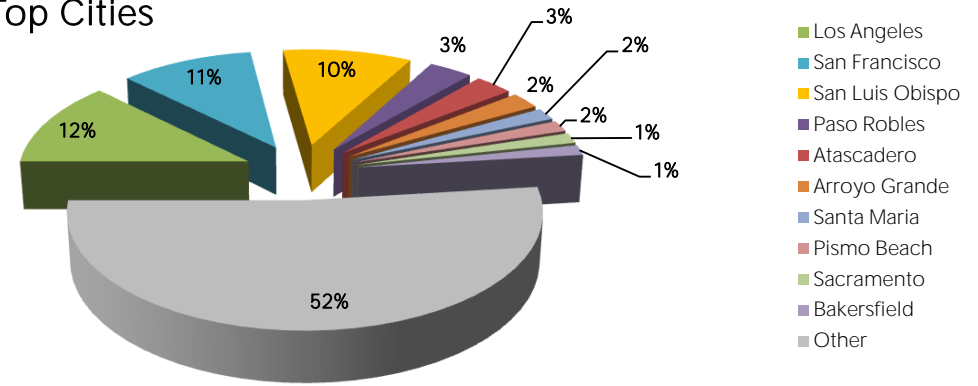
Top Landing Pages	Entrances
/events	7,213
/	3,495
/events/all/fairs_and_festivals	1,602
/community/morro-bay	900
/our-area	826
/poly-parents	735
/events/461	682
/community/paso-robles	621
/profile/1468/avila-beach-farmers-market	591
/profile/402/lake-lopez-recreation-area	571

Top Content Pages	Pageviews
/events	12,887
/	4,986
/events/all/fairs_and_festivals	4,043
/events?page=1	2,514
/our-area	1,697
/events/3038/avocado-and-margarita-festival	1,553
/events/all/childrens_activities	1,244
/events/2456/billabong-s-still-frothy-surf-festival	1,220
/community/morro-bay	1,200
meadows	1,068

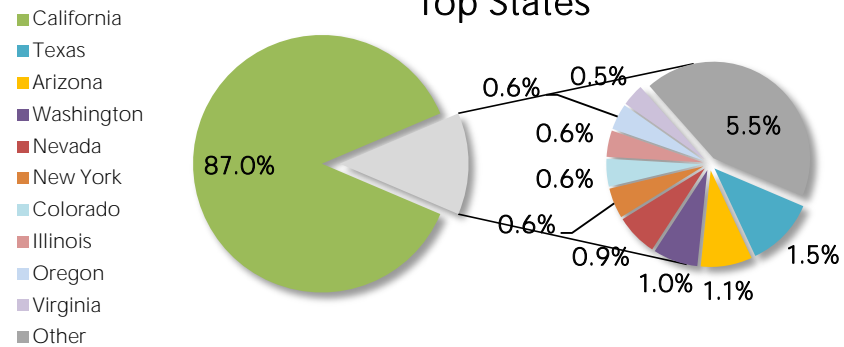
Top Exit Pages	Exits
/events	2,978
/	1,963
/events/all/fairs_and_festivals	1,037
/our-area	878
/events/461	611
/community/morro-bay	586
/profile/1468/avila-beach-farmers-market	571
/events?page=1	542
/poly-parents	521
/profile/402/lake-lopez-recreation-area	463

Geographic:

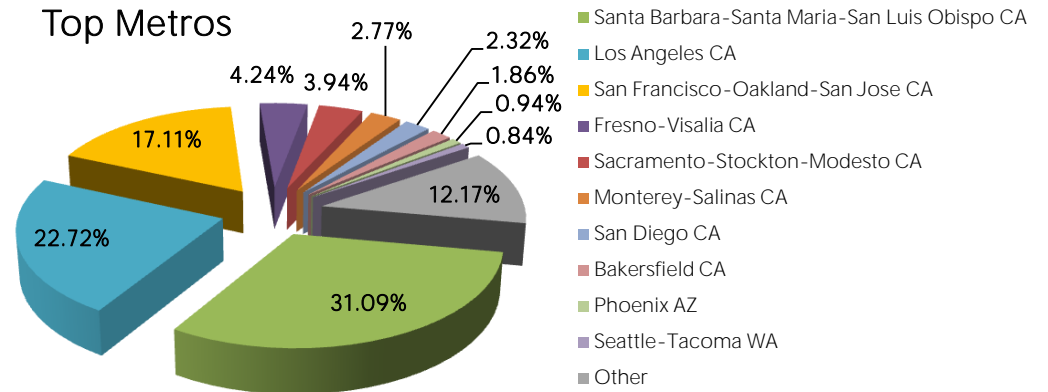
Top Cities



Top States

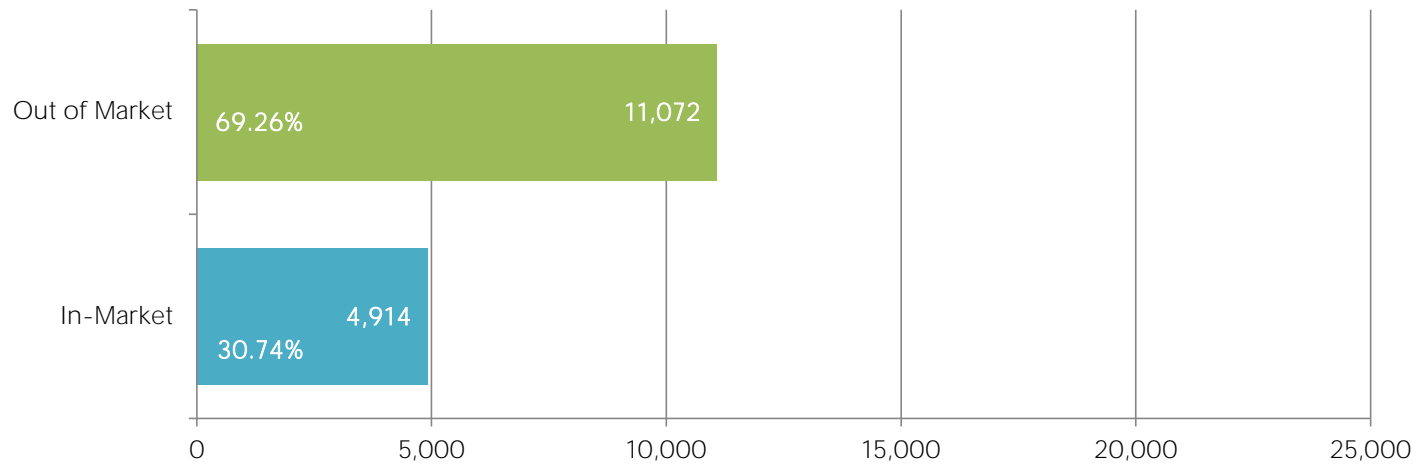


Top Metros



In-MarketVsVisitor:

Desktop Visits



Mobile/Tablet Visits

