



AGENDA

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Agenda

Wednesday, January 17, 2018

8:30 am

Holiday Inn Express Hotel & Suites, Paso Robles
2455 Riverside Ave., Paso Robles, CA 93446

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

ANNOUNCEMENTS	C. Davison
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3. Presentation of Honorary Award for JP Patel

CONSENT AGENDA - <i>motion required</i>	C. Davison
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4. Approval of November 15, 2017 Board Meeting Minutes (*yellow*)
5. Approval of November & December Financials (*green*)
Staff will ask for Board approval of the November 15, 2017 Board Meeting Minutes, and the November and December Financials.

CEO REPORT	C. Davison
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6. 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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7. Destination Development Strategy (10 min)
Staff will provide an update on Visit SLO CAL's initiative to develop a long-term Destination Development/Tourism Infrastructure Master Plan as outlined in Strategic Direction 2020.
8. Budget Re-Forecast (25 min) - *motion required*
Staff will ask for Board approval of VSC's FY2017/18 budget re-forecast.
9. Membership Update (15 min) - *motion required*
Staff will outline the proposed change to the membership structure based on the launch of the new website.
10. Advisory Committee Recap (10 min)
Staff will request Board feedback on the December Advisory Committee meeting.
11. DMAP Update (5 min)
Staff will provide an update on Visit SLO CAL's DMAP accreditation process.
12. Marketing Update (10 min)
Staff will provide an update on key marketing initiatives.

ADJOURN.

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

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

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MINUTES

Visit SLO CAL Board of Directors

Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, November 15, 2017

8:30am

Madonna Inn

100 Madonna Road, San Luis Obispo, CA 93405

1. CALL TO ORDER: Clint Pearce

PRESENT: John Arnold, Kathy Bonelli, Mark Eads, Aaron Graves, Jim Hamilton, Lori Keller, Sarah Maggelet, Sam Miller, Clint Pearce, Amar Sohi, Roger Wightman

ABSENT: Jay Jamison, Nipool Patel, Val Seymour

STAFF PRESENT: Chuck Davison, Brooke Burnham, Michael Wambolt, Brendan Pringle, Yarina Valverde, Kimberly Headington

Call to Order at 8:33 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

The Board welcomed Amar Sohi, who now holds the city-appointed seat for Atascadero, to the VSC Board of Directors. Davison introduced VSC's newest team members, Kimberly Headington and Yarina Valverde. Headington is the Executive Assistant to the President & CEO and Valverde is the Brand & Digital Manager. Davison also asked representatives from VSC's three agencies (BCF, Goodway Group and Turner PR) to introduce themselves. They are currently in town for VSC's All Agency Meeting.

CONSENT AGENDA

3. Approval of September 20, 2017 Board Meeting Minutes
4. Approval of September & October Financials
5. Approval of Danna Stroud's Marketing Committee Application

Davison noted that Danna Stroud is Travel Paso's new Executive Director.

Public Comment – None.

Board Discussion.

ACTION: Moved by Keller/Bonelli to approve the Consent Agenda as presented.

CEO REPORT

6. CEO Report

Davison reviewed the September TOT Report, as well as the September Travel Trends Index from U.S. Travel.

Davison reviewed the key takeaways from Southern California Visitor Industry Outlook Conference, attended by Pringle. He noted that the complete forecast was both distributed in This Week in SLO CAL and is available on the Members Area of the VSC website. Davison attended the SLO Airport Terminal Grand Opening on November 1, 2017, welcoming the very first flight into the new terminal. The terminal features large SLO CAL banners featuring the tagline “Life’s Too Beautiful to Rush.” Davison and Burnham also attended the Central Coast Economic Forecast on November 3, 2017, and Davison recapped some the major takeaways. Caroline Beteta, President & CEO of Visit California, was one of the keynote speakers, and frequently noted the economic impact that VSC has in the county.

VSC is currently holding a two-day All Agency Meeting (November 14-15, 2017). VSC’s Advisory Committee Meeting is happening Thursday, December 7 from 3-5pm at the Embassy Suites. Davison requested the attendance of all Board members to support VSC’s initiatives with our communities and elected officials.

Davison outlined his travel schedule.

Public Comment – None.

Board Discussion.

BUSINESS ITEMS

7. Executive Committee Seat

With JP Patel’s resignation, the Secretary seat on the Executive Committee is currently open. Pearce requested nominations for the seat. Graves nominated Keller, and Keller accepted the nomination.

Public Comment – None.

Board Discussion.

ACTION: Moved by Graves/Wightman to appoint Lori Keller to the Executive Committee as Secretary.

Motion carried: 11:0

8. Financial Discussion

VSC will kick off its budget re-forecast process on December 6, 2017. The re-forecast will account for the revised media calendar based on Goodway onboarding, the Destination Development Plan and a recent change in VSC’s accounting services. VSC’s current accounting contractor, Connect Accounting, gave notice on Monday, November 13.

VSC’s recent audit report pointed out that VSC cash accounts are only FDIC insured up to \$250,000, and that the current balance exceeds this insured amount. VSC looked into opening a Prime Index CD with Bank of the Sierra, VSC’s current bank. However, the FDIC insurance limit is per institution—not per account. On the other hand, Morgan Stanley, which currently manages VSC’s 401k investments, offers access to laddered CD investment options provided by institutions throughout the country, allowing VSC to meet the FDIC insurance limit without the need to hold accounts at different banks. This option would allow VSC to buy CD’s with longer maturities and liquidate prior to maturity by selling them on the secondary market for close to what was paid for them, limiting risk. VSC can also link the Morgan Stanley account to VSC’s

current operating account to sweep fees monthly for no fee. At their October meeting, the Executive Committee recommended moving reserve funds to laddered CDs managed by Morgan Stanley.

Public Comment – None.

Board Discussion.

ACTION: Moved by Graves/Bonelli to approve opening a new account with Morgan Stanley, purchasing laddered CDs for the management of reserve funds or long-term funding held for future use, which will be swept monthly from the operating account.

Motion carried: 11:0

9. Destination Development Strategy

VSC's Strategic Direction 2020 lists the "Develop[ment] of a long-term Tourism Infrastructure Master Plan" as an initiative to advance the imperative of "Advocat[ing] for the development of critical tourism infrastructure." Based on VSC's annual survey results, "Sustainable Tourism/Capacity Issues" was also ranked first among tourism-related issues. Stakeholders, members, local government officials, strategic partners and community residents would all be invited to participate in this 9 to 15-month process. Davison highlighted the purpose of the plan. VSC has received proposals from two consultants: Coraggio Group, who facilitated the development of VSC's strategic plan, and Resonance, who has created Destination Development plans for destinations throughout North America. These consultants are currently working through questions from VSC on their proposals. Davison discussed the cost range and budget impact for the current fiscal year. The Executive Committee recommended that the consultants give presentations to the Board in a special meeting that would tentatively take place on January 31, 2018 from 8am to noon.

Public Comment – None.

Board Discussion.

10. Cannabis Legalization Education

As part of VSC's Strategic Direction 2020 imperative of "Demonstrat[ing] value to stakeholders, partners and communities," VSC believes that its role should be to help educate constituents with questions they should consider as they plan for how to be successful in an approved Prop 64 California. CalTravel is developing a one-sheet of "items to consider" based on learnings discovered from other states with legal recreational cannabis, which they plan to distribute prior to January 1, 2018. VSC is also vetting questions with Visit California to provide additional direction for DMOs and stakeholders, and asked members of the Marketing Committee yesterday about the issue. The DMOs noted that they are still working through this issue. Davison said that VSC will need to assert a position on the membership and marketing of cannabis-related activities soon since at least one community is advancing recreational cannabis sales. He noted that the recommendation from the Executive Committee was to pause and wait for local communities to determine their policies, bring it back to the board at a later date. Currently, VSC is not accepting or promoting members in this space.

Public Comment – None.

Board Discussion.

ACTION: Moved by Hamilton/Wightman to pause and wait for local communities to determine their policies before asserting a position on the membership and marketing of cannabis-related activities.

Motion carried: 11:0

11. Destination Security Discussion

Destination security was a major discussion point at CalTravel’s Fall Board Meeting, and aligns with VSC’s Strategic Direction 2020 imperative of “Demonstrat[ing] value to our stakeholders, partners and communities.” The issue is especially relevant following the tragic NYC vehicle terror attack and the mass shooting in a small Texas community. VSC would like to work toward a Destination Security Educational Summit in January/February. Davison noted that this is a larger opportunity for tourism to lead the effort on a “community” issue.

Public Comment – None.

Board Discussion.

12. FY2016-17 Year-End Satisfaction Survey

As part of VSC’s Strategic Direction 2020 imperative of “Demonstrat[ing] value to our stakeholders, partners and communities” and objective of “Increased stakeholder satisfaction scores,” VSC launched its FY2016-17 Stakeholder Satisfaction Survey on September 21, 2017 at the Fall Symposium. The survey was sent to VSC’s full constituent list, and separately, with tracking links, to the Board and Marketing Committee on September 29, 2017. In an effort to boost participation, the Board and Marketing Committee were also encouraged to send separate links to their lists, and VSC offered six \$100 Visa gift cards to randomly selected participants. The survey closed on October 20, 2017. Davison reviewed the results of the survey with year-over-year comparisons, including both positive and constructive write-in feedback from respondents.

Public Comment – Kristin Huebner, Pismo Beach CVB, asked if there was any dropoff in the survey responses. Pringle responded that there was no notable dropoff.

Board Discussion.

13. Marketing Update

Burnham provided the most recent metrics on the fall ad campaign, noting that VSC is receiving some high-quality traffic.

Public Comment – None.

Board Discussion. The Board agreed that the upcoming media campaign, with the exception of social media, should not launch until the website is finalized in February.

ADJOURNMENT

ACTION: Moved by Graves/Maggelet to adjourn the meeting.

Motion carried: 11:0

Meeting adjourned at 10:04am.

San Luis Obispo County
 Visitor's & Conference Bureau
 2017/2018 November Financial Summary

	This Month	Budgeted for Month	MTD Variance	MTD Budget %	MTD Actual V. #DU/VOI	Income/Expenses	FISCAL YTD	YTD Budget	YTD Variance	YTD Actual V.	YTD % of Total
Income											
PY TMD Collected in CY	\$ -	\$ -	\$ -			0.00%	\$ 127,555	\$ 195,000	\$ (67,445)	65.41%	6.14%
Membership Dues	\$ 1,815	\$ 5,413	\$ (3,597)	33.54%		0.51%	\$ 41,983	\$ 27,522	\$ 14,460	152.54%	2.02%
TMD Income											
SLO County Unincorporated	\$ 83,613	\$ 83,613	\$ -	100.00%		23.28%	\$ 451,499	\$ 451,499	\$ -	100.00%	21.73%
SLO City	\$ 77,747	\$ 77,747	\$ -	100.00%		21.65%	\$ 353,737	\$ 353,737	\$ -	100.00%	17.02%
Pismo Beach	\$ 61,491	\$ 61,491	\$ -	100.00%		17.12%	\$ 467,076	\$ 467,076	\$ -	100.00%	22.47%
Morro Bay	\$ 21,019	\$ 21,019	\$ -	100.00%		5.85%	\$ 163,434	\$ 163,434	\$ -	100.00%	7.86%
Paso Robles	\$ 40,074	\$ 40,074	\$ -	100.00%		11.16%	\$ 227,457	\$ 227,457	\$ -	100.00%	10.94%
Arroyo Grande	\$ 6,165	\$ 6,165	\$ -	100.00%		1.72%	\$ 43,683	\$ 43,683	\$ -	100.00%	2.10%
Atascadero *	\$ -	\$ -	\$ -	0.00%		0.00%	\$ 40,300	\$ 40,300	\$ -	100.00%	1.94%
Grover	\$ 3,233	\$ 3,233	\$ -	100.00%		0.90%	\$ 16,792	\$ 16,792	\$ -	100.00%	0.81%
Adjustment for Actual TMD Collected	\$ 64,013	\$ -	\$ 64,013	100.00%		17.82%	\$ 144,707	\$ -	\$ 144,707	100.00%	6.96%
Total Income	\$ 359,170	\$ 298,755	\$ 60,415	120.22%		100.00%	\$ 2,078,223	\$ 1,986,500	\$ 91,723	104.62%	100.00%
* District pays quarterly											
Expenses											
Restricted Reserve	\$ 17,958	\$ 14,938	\$ 3,021	120.22%		6.40%	\$ 103,911	\$ 89,575	\$ 14,336	176.00%	9.84%
G&A	\$ 19,300	\$ 19,102	\$ 199	101.04%		6.88%	\$ 107,416	\$ 118,738	\$ (11,322)	90.46%	10.19%
Industry Research and Resources	\$ 9,118	\$ 12,336	\$ (3,217)	73.92%		3.25%	\$ 73,783	\$ 85,338	\$ (11,555)	86.46%	6.99%
Travel Trade	\$ 26,804	\$ 45,103	\$ (18,299)	59.43%		9.56%	\$ 111,167	\$ 163,861	\$ (52,394)	67.97%	10.53%
Communications	\$ 23,106	\$ 13,845	\$ 9,261	166.89%		8.24%	\$ 91,391	\$ 101,337	\$ (9,946)	90.19%	8.66%
Advertising	\$ 131,544	\$ 136,241	\$ (4,697)	96.55%		46.91%	\$ 428,932	\$ 682,152	\$ (255,221)	62.59%	40.43%
Promotions	\$ 3,194	\$ 4,174	\$ (980)	76.52%		1.14%	\$ 16,883	\$ 23,570	\$ (6,487)	66.55%	1.60%
Events	\$ 34,095	\$ 28,800	\$ 5,295	118.39%		12.16%	\$ 50,694	\$ 71,550	\$ (20,856)	70.85%	4.80%
Digital Marketing	\$ 8,564	\$ 22,691	\$ (14,127)	37.74%		3.05%	\$ 59,579	\$ 198,005	\$ (138,426)	30.09%	5.64%
Film Commission	\$ 6,730	\$ 8,004	\$ (1,274)	84.09%		2.40%	\$ 13,792	\$ 30,254	\$ (16,461)	45.59%	1.31%
Total Expenses	\$ 280,415	\$ 305,232	\$ (24,817)	91.87%		100.00%	\$ 1,055,547	\$ 1,565,880	\$ (510,333)	67.41%	100.00%
Surplus (Deficit)	\$ 78,755	\$ (6,478)	\$ 85,232	-1215.76%			\$ 1,022,676	\$ 420,620	\$ 602,055	243.14%	

Cash Flow

Surplus (Deficit)	\$ 78,755
Beginning Cash Balance	\$ 1,542,632
Change in Accounts Receivable	\$ 27,410
Change in Prepaid Expenses	\$ 144,919
Change in Accounts Payable	\$ 19,750

Visit SLO County Cash Balances

Restricted Reserves - 5% of Cumulative Revenues	\$ 1,813,465
Equity on Balance Sheet	\$ (468,631)
Net Available Cash	\$ 1,344,834

- Comments to the Board:**
- 100% of July TMD funds have been collected
 - \$389,336 in August TMD has been collected. Grover Beach remains outstanding
 - YTD Expenses for Advertising and Marketing are significantly less than budgeted
 - Restricted Reserves have been re-categorized as Equity from a Liability per the Auditor's recommendation

Visit SLO CAL
Balance Sheet Prev Year Comparison
As of November 30, 2017

	Nov 30, 17	Nov 30, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,600,146.92	1,759,774.58	-159,627.66	-9.1%
1020 · Bank of the Sierra - Membership	213,318.02	26,741.10	186,576.92	697.7%
Total Checking/Savings	1,813,464.94	1,786,515.68	26,949.26	1.5%
Accounts Receivable				
1200 · Accounts Receivable	888,510.06	612,542.52	275,967.54	45.1%
Total Accounts Receivable	888,510.06	612,542.52	275,967.54	45.1%
Other Current Assets				
1320 · Prepaid Rent	3,326.70	3,326.70	0.00	0.0%
1340 · Workman's Comp Deposit	387.00	569.00	-182.00	-32.0%
1350 · Accrued Expenses	-80,277.45	16,901.40	-97,178.85	-575.0%
Total Other Current Assets	-76,563.75	20,797.10	-97,360.85	-468.2%
Total Current Assets	2,625,411.25	2,419,855.30	205,555.95	8.5%
Fixed Assets				
1400 - Fixed Assets				
1405 · Computer Hardware/Software	24,216.44	22,404.87	1,811.57	8.1%
1410 · Furniture & Fixtures	91,012.07	20,930.63	70,081.44	334.8%
1415 · Leasehold Improvements	37,301.15	32,651.59	4,649.56	14.2%
1425 · Office Equipment	14,560.10	14,560.10	0.00	0.0%
Total 1400 - Fixed Assets	167,089.76	90,547.19	76,542.57	84.5%
1500 - Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-15,088.17	-12,451.17	-2,637.00	-21.2%
1510 · Furn. & Fixt. Accum. Depr.	-6,208.00	-2,465.00	-3,743.00	-151.9%
1515 · Leasehold Imp. Accum. Depr.	-1,630.00	-343.00	-1,287.00	-375.2%
1525 · Office Equip. Accum. Depr.	-4,915.00	-1,288.00	-3,627.00	-281.6%
Total 1500 - Accumulated Depreciation	-27,841.17	-16,547.17	-11,294.00	-68.3%
Total Fixed Assets	139,248.59	74,000.02	65,248.57	88.2%
Other Assets				
1600 - Intangibles				
1605 · Trademark - Slocal	15,750.00	0.00	15,750.00	100.0%
Total 1600 - Intangibles	15,750.00	0.00	15,750.00	100.0%
Total Other Assets	15,750.00	0.00	15,750.00	100.0%
TOTAL ASSETS	2,780,409.84	2,493,855.32	286,554.52	11.5%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	163,691.29	66,772.23	96,919.06	145.2%
Total Accounts Payable	163,691.29	66,772.23	96,919.06	145.2%
Credit Cards				
2050 · Rabobank Credit Card	-4.97	0.00	-4.97	-100.0%
Total Credit Cards	-4.97	0.00	-4.97	-100.0%
Total Current Liabilities	163,686.32	66,772.23	96,914.09	145.1%
Total Liabilities	163,686.32	66,772.23	96,914.09	145.1%
Equity				
3120 · Reserved Earnings	468,630.96	275,184.00	193,446.96	70.3%
3130 · Retained Earnings	1,125,416.90	401,839.00	723,577.90	180.1%
Net Income	1,022,675.66	1,750,060.09	-727,384.43	-41.6%
Total Equity	2,616,723.52	2,427,083.09	189,640.43	7.8%
TOTAL LIABILITIES & EQUITY	2,780,409.84	2,493,855.32	286,554.52	11.5%

San Luis Obispo County
 Visitor's & Conference Bureau
 2017/2018 December Financial Summary

	This Month	Budgeted for Month	MTD Variance	MTD Actual v. Budget % #DV/0/	MTD % of Total Income/Expenses	FISCAL YTD	YTD Budget	YTD Variance	YTD Actual v. Budget %	YTD % of Total Income/Expenses
Income										
PV TMD Collected in CY	\$ -	\$ -	\$ -		0.00%	\$ 127,555	\$ 195,000	\$ (67,445)	65.41%	5.49%
Membership Dues	\$ 2,215	\$ 3,710	\$ (1,495)	59.71%	0.91%	\$ 44,198	\$ 31,232	\$ 12,965	141.51%	1.90%
TMD Income	\$ -	\$ -	\$ -							
SLO County Unincorporated	\$ 63,771	\$ 63,771	\$ -	100.00%	26.15%	\$ 515,270	\$ 515,270	\$ -	100.00%	22.19%
SLO City	\$ 38,946	\$ 38,946	\$ -	100.00%	15.97%	\$ 392,683	\$ 392,683	\$ -	100.00%	16.91%
Pismo Beach	\$ 50,835	\$ 50,835	\$ -	100.00%	20.85%	\$ 517,911	\$ 517,911	\$ -	100.00%	22.30%
Morro Bay	\$ 15,023	\$ 15,023	\$ -	100.00%	6.16%	\$ 178,457	\$ 178,457	\$ -	100.00%	7.69%
Paso Robles	\$ 29,830	\$ 29,830	\$ -	100.00%	12.23%	\$ 257,287	\$ 257,287	\$ -	100.00%	11.08%
Arroyo Grande	\$ 5,875	\$ 5,875	\$ -	100.00%	2.41%	\$ 49,558	\$ 49,558	\$ -	100.00%	2.13%
Atascadero *	\$ 26,745	\$ 26,745	\$ -	100.00%	10.97%	\$ 67,045	\$ 67,045	\$ -	100.00%	2.89%
Grover	\$ 3,233	\$ 3,233	\$ -	100.00%	1.33%	\$ 20,025	\$ 20,025	\$ -	100.00%	0.86%
Adjustment for Actual TMD Collected	\$ 7,383	\$ -	\$ 7,383		3.03%	\$ 152,090	\$ -	\$ 152,090	100.00%	6.55%
Total Income	\$ 243,856	\$ 237,968	\$ 5,888	102.47%	100.00%	\$ 2,322,079	\$ 2,224,468	\$ 97,611	104.39%	100.00%
* District pays quarterly										
Expenses										
Restricted Reserve	\$ 12,193	\$ 11,898	\$ 294	102.47%	7.04%	\$ 116,104	\$ 101,473	\$ 14,631	114.42%	9.45%
G&A	\$ 19,393	\$ 16,802	\$ 2,591	103.14%	11.20%	\$ 126,808	\$ 137,539	\$ (10,731)	92.20%	10.32%
Industry Research and Resources	\$ 6,672	\$ 14,926	\$ (8,254)	44.70%	3.85%	\$ 80,455	\$ 100,284	\$ (19,809)	80.24%	6.55%
Travel Trade	\$ 33,945	\$ 33,553	\$ 392	101.17%	19.61%	\$ 144,858	\$ 197,114	\$ (52,256)	73.49%	11.79%
Communications	\$ 20,573	\$ 15,345	\$ 5,228	134.07%	11.88%	\$ 111,984	\$ 116,682	\$ (4,719)	95.96%	9.11%
Advertising	\$ 35,949	\$ 60,841	\$ (24,892)	59.09%	20.77%	\$ 462,880	\$ 742,993	\$ (280,113)	62.30%	37.67%
Promotions	\$ 3,456	\$ 2,674	\$ 784	129.33%	2.00%	\$ 20,341	\$ 28,044	\$ (7,703)	72.53%	1.66%
Events	\$ 5,505	\$ 2,650	\$ 2,855	207.75%	3.15%	\$ 56,453	\$ 74,200	\$ (17,747)	76.08%	4.59%
Digital Marketing	\$ 32,450	\$ 23,191	\$ 9,259	139.93%	18.75%	\$ 92,029	\$ 221,196	\$ (129,167)	41.61%	7.49%
Film Commission	\$ 2,975	\$ 3,404	\$ (429)	87.40%	1.72%	\$ 16,767	\$ 33,657	\$ (16,890)	49.82%	1.36%
Total Expenses	\$ 173,112	\$ 187,283	\$ (14,171)	92.43%	100.00%	\$ 1,228,659	\$ 1,753,163	\$ (524,504)	70.08%	100.00%
Surplus(Deficit)	\$ 70,744	\$ 50,685	\$ 20,059	139.58%		\$ 1,093,420	\$ 471,305	\$ 622,115	232.00%	

Cash Flow

Surplus (Deficit)	\$ 70,744
Beginning Cash Balance	\$ 1,813,465
Change in Accounts Receivable	\$ 291,738
Change in Accrued Expenses	\$ 16,651
Change in Prepaid Expenses	\$ -
Change in Accounts Payable	\$ (112,662)

Visit SLO County Cash Balances

Restricted Reserves - 5% of Cumulative Revenues	\$ 2,079,936
Equity on Balance Sheet	\$ (486,193)

Net Available Cash

	\$ 1,599,112
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	\$ 1,613,743
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Comments to the Board:

- All TMD amounts accrued through October have been collected with the exception of \$4,662.01 from the City of Morro Bay
- YTD Expenses for Advertising and Marketing are significantly less than budgeted
- Restricted Reserves have been re-categorized as Equity from a Liability per the Auditor's recommendation

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

	Dec 31, 17	Dec 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 · Bank of the Sierra - TMD	1,464,437.80	1,685,420.35	-220,982.55	-13.1%
1020 · Bank of the Sierra - Membership	115,498.17	30,485.69	85,012.48	278.9%
1030 · Morgan Stanley - TMD	400,000.00	0.00	400,000.00	100.0%
1040 · Morgan Stanley - Membership	100,000.00	0.00	100,000.00	100.0%
Total Checking/Savings	2,079,935.97	1,715,906.04	364,029.93	21.2%
Accounts Receivable				
1200 · Accounts Receivable	596,771.71	520,028.04	76,743.67	14.8%
Total Accounts Receivable	596,771.71	520,028.04	76,743.67	14.8%
Other Current Assets				
1320 · Prepaid Rent	3,326.70	3,326.70	0.00	0.0%
1340 · Workman's Comp Deposit	387.00	569.00	-182.00	-32.0%
1350 · Accrued Expenses	-96,928.28	22,964.05	-119,892.33	-522.1%
Total Other Current Assets	-93,214.58	26,859.75	-120,074.33	-447.0%
Total Current Assets	2,583,493.10	2,262,793.83	320,699.27	14.2%
Fixed Assets				
1400 · Fixed Assets				
1405 · Computer Hardware/Software	24,216.44	22,404.87	1,811.57	8.1%
1410 · Furniture & Fixtures	91,012.07	20,930.63	70,081.44	334.8%
1415 · Leasehold Improvements	37,301.15	32,651.59	4,649.56	14.2%
1425 · Office Equipment	14,560.10	14,560.10	0.00	0.0%
Total 1400 · Fixed Assets	167,089.76	90,547.19	76,542.57	84.5%
1500 · Accumulated Depreciation				
1505 · Comp. Hdwr/Sftwr. Acc. Depr.	-15,088.17	-12,451.17	-2,637.00	-21.2%
1510 · Furn. & Fixt. Accum. Depr.	-6,208.00	-2,465.00	-3,743.00	-151.9%
1515 · Leasehold Imp. Accum. Depr.	-1,630.00	-343.00	-1,287.00	-375.2%
1525 · Office Equip. Accum. Depr.	-4,915.00	-1,288.00	-3,627.00	-281.6%
Total 1500 · Accumulated Depreciation	-27,841.17	-16,547.17	-11,294.00	-68.3%
Total Fixed Assets	139,248.59	74,000.02	65,248.57	88.2%
Other Assets				
1600 · Intangibles				
1605 · Trademark - Slocal	15,750.00	0.00	15,750.00	100.0%
Total 1600 · Intangibles	15,750.00	0.00	15,750.00	100.0%
Total Other Assets	15,750.00	0.00	15,750.00	100.0%
TOTAL ASSETS	2,738,491.69	2,336,793.85	401,697.84	17.2%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	27,496.00	6,942.03	20,553.97	296.1%
Total Accounts Payable	27,496.00	6,942.03	20,553.97	296.1%
Credit Cards				
2050 · Rabobank Credit Card	11,335.19	0.00	11,335.19	100.0%
Total Credit Cards	11,335.19	0.00	11,335.19	100.0%
Other Current Liabilities				
2100 · Payroll Liabilities				
2125 · Company FUTA Payable	0.00	1,134.00	-1,134.00	-100.0%
Total 2100 · Payroll Liabilities	0.00	1,134.00	-1,134.00	-100.0%
Total Other Current Liabilities	0.00	1,134.00	-1,134.00	-100.0%
Total Current Liabilities	38,831.19	8,076.03	30,755.16	380.8%
Total Liabilities	38,831.19	8,076.03	30,755.16	380.8%
Equity				
3120 · Reserved Earnings	480,823.77	286,747.00	194,076.77	67.7%
3130 · Retained Earnings	1,125,416.90	401,839.00	723,577.90	180.1%
Net Income	1,093,419.83	1,640,131.82	-546,711.99	-33.3%
Total Equity	2,699,660.50	2,328,717.82	370,942.68	15.9%
TOTAL LIABILITIES & EQUITY	2,738,491.69	2,336,793.85	401,697.84	17.2%

Custom Report

Prepared on January 02, 2018 for:
VISIT SLO CAL

VISIT SLO CAL (NON-TMD)
C/O CHUCK J. DAVISON
1334 MARSH STREET
SAN LUIS OBISPO CA 93401-3316

THE SCHWARZ-O'CONNELL GROUP
Tel: 702-242-8309

Jason Schwarz
Financial Advisor
Senior Vice President
Tel: +1 702 242-8309
Jason.Schwarz@morganstanley.com

Kenneth O'Connell
Financial Advisor
Senior Vice President
Tel: +1 702 242-8361
Kenneth.O'Connell@morganstanley.com

Jeri Pratt
Portfolio Associate
Tel: +1 702 242-8310
Jeri.Pratt@morganstanley.com

Your Branch:
1645 VILLAGE CNTR CIRCLE, STE 150
LAS VEGAS, NV 891346790

VISIT SLO CAL

As of December 29, 2017 | Reporting Currency: USD

CASH, MMF AND BANK DEPOSITS

Security Description	Quantity	Average Unit Cost / Total Cost	Price	Market Value	Unrealized Gain/Loss	Est. Annual Income	Current Yield / Yield on Cost	% of Portfolio
Cash	2.14	-	\$1.00	\$2.14	-	-	-	-
BANK DEPOSIT PROGRAM	0.49	-	1.00	0.49	-	-	-	-
BDPS, Cusip: 061871901, Accrued Interest: \$0.00, YTD Interest Paid: \$2.63, YTD TaxWithheld: \$0.00								
Cash, MMF and Bank Deposits Total				\$2.63	-	-	-	-

CERTIFICATES OF DEPOSIT

Security Description	Quantity	Average Unit Cost / Total Cost	Price	Market Value	Unrealized Gain/Loss	Est. Annual Income	Current Yield / Yield on Cost	% of Portfolio
BNY MELLON N A CD PITTSBURGH PA CD	50,000.00	\$100.00	\$100.00	\$49,999.50	-\$0.50	\$750.00	1.50%	10.00%
Cusip: 05584CBM7, Maturity Date: 6/28/2018, Coupon: 1.500, Accrued Interest: \$6.164								
BNY MELLON N A CD PITTSBURGH PA CD	65,000.00	100.00	99.98	64,989.60	-10.40	1,040.00	1.60	13.00
Cusip: 05584CBN5, Maturity Date: 9/28/2018, Coupon: 1.600, Accrued Interest: \$8.548								
DISCOVER BK GREEN GREENWOOD DECD	70,000.00	100.00	100.07	70,050.40	50.40	1,435.00	2.04	14.01
Cusip: 254673JR8, Maturity Date: 12/30/2019, Coupon: 2.050, Accrued Interest: \$11.826								
MS PRIVATE BK CD PURCHASE NY CD	50,000.00	100.00	99.97	49,983.50	-16.50	625.00	1.25	10.00
Cusip: 61760AG1, Maturity Date: 3/28/2018, Coupon: 1.250, Accrued Interest: \$5.137								
QUONTIC BK ASTORIA NY CD	70,000.00	100.00	99.93	69,948.90	-51.10	1,330.00	1.90	13.99
Cusip: 74909QAJ8, Maturity Date: 9/27/2019, Coupon: 1.900, Accrued Interest: \$10.723								
SHINHAN BANK CD NEW YORK NY CD	65,000.00	100.00	100.02	65,013.65	13.65	1,170.00	1.79	13.00
Cusip: 824593AZ0, Maturity Date: 2/28/2019, Coupon: 1.800, Accrued Interest: \$6.290								
STATE BANK IND NEW YORK CITY NY CD	65,000.00	100.00	100.02	65,009.75	9.75	1,137.50	1.74	13.00
Cusip: 856285GL9, Maturity Date: 12/28/2018, Coupon: 1.750, Accrued Interest: \$9.349								
SUNWEST BK IRVINE IRVINE CA CD	65,000.00	100.00	99.89	64,929.15	-70.85	1,170.00	1.80	12.99
Cusip: 86804DAL2, Maturity Date: 6/28/2019, Coupon: 1.800, Accrued Interest: \$6.290								

Unrealized Gain/Loss value does not reflect interest and dividend accruals.
Unrealized Gain/Loss totals only reflect positions that have both Cost Basis and Market Value/ Total Value information available

VISIT SLO CAL

As of December 29, 2017 | Reporting Currency: USD

CERTIFICATES OF DEPOSIT (Continued)

Certificates of Deposit Total	\$500,000.00	\$499,924.45	-\$75.55	\$8,657.50	100.00%
TOTAL PORTFOLIO	\$500,000.00	\$499,927.08	-\$75.55	\$8,657.50	100.00%

Unrealized Gain/Loss value does not reflect interest and dividend accruals.
 Unrealized Gain/Loss totals only reflect positions that have both Cost Basis and Market Value/ Total Value information available

Visit SLO CAL
2017/2018 Reforecast Financial Summary - Based on November 2017

Reforecast

	FISCAL YTD - Thru November 30,2017	Reforecast Budget	Total Original Budget	Net Variance from Original Budget
Income				
PY TMD Collected in CY	\$ 127,555	\$ 127,555	\$ 195,000	\$ (67,445)
Membership Dues	\$ 41,983	\$ 44,198	\$ 35,299	\$ 8,899
TMD Income				
SLO County Unincorporated	\$ 451,499	\$ 902,684	\$ 881,199	\$ 21,485
SLO City	\$ 353,737	\$ 720,704	\$ 720,704	\$ -
Pismo Beach	\$ 467,076	\$ 910,692	\$ 887,742	\$ 22,950
Morro Bay	\$ 163,434	\$ 299,473	\$ 299,473	\$ -
Paso Robles	\$ 227,457	\$ 465,127	\$ 465,127	\$ -
Arroyo Grande	\$ 43,683	\$ 93,331	\$ 93,331	\$ -
Atascadero *	\$ 40,300	\$ 114,487	\$ 114,487	\$ -
Grover	\$ 16,792	\$ 42,706	\$ 42,706	\$ -
Adjustment for Actual TMD Collected	\$ 144,707	\$ 144,707	\$ -	\$ 144,707
Total Income	\$ 2,078,223	\$ 3,865,664	\$ 3,735,068	\$ 130,596
* District pays quarterly				
Expenses				
Restricted Reserve	\$ 103,911	\$ 193,283	\$ 177,003	\$ 16,280
G&A	\$ 107,416	\$ 267,506	\$ 254,428	\$ 13,078
Industry Research and Resources	\$ 73,783	\$ 399,135	\$ 297,854	\$ 101,280
Travel Trade	\$ 111,167	\$ 347,756	\$ 416,670	\$ (68,915)
Communications	\$ 91,391	\$ 296,614	\$ 231,239	\$ 65,375
Advertising	\$ 426,932	\$ 1,723,793	\$ 1,617,083	\$ 106,710
Promotions	\$ 16,883	\$ 65,014	\$ 63,138	\$ 1,877
Events	\$ 50,694	\$ 161,786	\$ 199,900	\$ (38,114)
Digital Marketing	\$ 59,579	\$ 348,618	\$ 391,514	\$ (42,896)
Film Commission	\$ 13,792	\$ 54,952	\$ 75,209	\$ (20,256)
Total Expenses	\$ 1,055,547	\$ 3,858,457	\$ 3,724,039	\$ 134,418
Surplus(Deficit)	\$ 1,022,676	\$ 7,206	\$ 11,029	\$ (3,822)

TRAVEL TRENDS INDEX

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

CTI reading of 51.8 in November 2017 shows that travel to or within the U.S. grew 3.6% in November 2017 compared to November 2016. LTI predicts continued travel growth through May 2018, as both domestic and international travel demand contribute to gains.

Overall travel volume (person trips to or within the United States involving a hotel stay or air travel) grew at the same year-over-year rate in November 2017 as in October 2017. International inbound travel continued to expand, while both segments of domestic travel fared well, with leisure travel outpacing business.

HIGHLIGHTS:

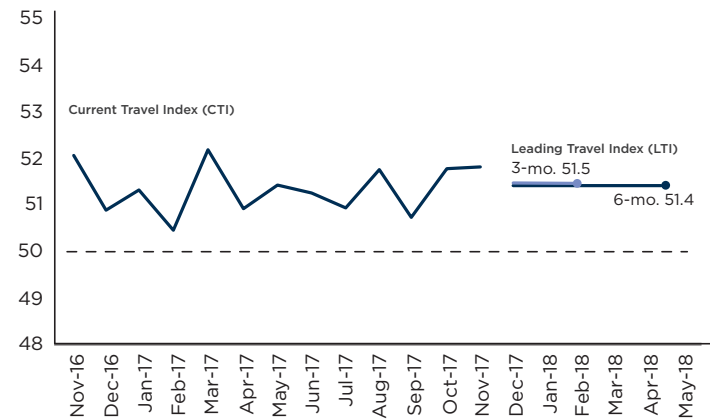
* For CTI and LTI definitions, please see below.

- The Current Travel Index (CTI) has registered at or above the 50 mark for 95 straight months, as the industry nears its ninth consecutive year of expansion.
- The CTI held steady in November, registering 51.8. This is higher than the 6-month moving average of 51.4.
- International inbound travel grew, but at a slower pace than the prior month, registering 51.2 in November compared to 51.9 in October. The Leading Travel Index (LTI) continues to project a rebound in inbound travel, which has the potential to surpass growth in the domestic market in the beginning of 2018.
- Domestic leisure and business travel grew in November, each increasing at a faster rate than their respective 6-month moving averages.
- The 6-month LTI reading of 51.4 indicates that total U.S. travel volume is expected to grow at a rate of around 2.8% through May 2018. Domestic travel is expected to grow at a steady pace, while forward-looking metrics for international travel indicate a strong rebound.

November Travel Trends Index

Current Travel Index and Leading Travel Index

Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

“November proved to be a solid month for the travel industry. For the first time since early 2015, all TTI components registered growth for a second consecutive month.”

- David Huether
Senior Vice President, Research

	CTI	3-month LTI*	6-month LTI**
October Index	51.8	50.9	51.1
November Index	51.8	51.5	51.4
Direction and Speed	Travel demand increased; at the same rate as the previous month	Travel is expected to grow over the coming 3 months; at a slower rate	Travel is expected to grow over the coming 6 months; at a slower rate

* Average outlook reading for Dec 2017 to Feb 2018
** Average outlook reading for Dec 2017 to May 2018

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

The Oxford/U.S. Travel **Leading Travel Index (LTI)** is an indicator of the future direction and pace of travel volume to and within the U.S. over the coming three and six months compared to the same period in the prior year. The LTIs represent average readings over the next three and six months. The LTI econometric model is based on data sets that have demonstrated to predict near-term future travel: online travel searches and bookings for future travel, consumer travel intentions data, and economic fundamentals. A score above 50 indicates expansion. A score below 50 indicates decline.

TRAVEL TRENDS INDEX (Continued)

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

► DETAILED RESULTS

Domestic leisure travel outpaced the business travel segment in November, as has been the trend throughout the current economic expansion. But business demand registered a second consecutive month of year-over-year growth above 2%. The boost to business travel can likely be attributed to solid economic momentum coupled with upbeat global growth as 2017 drew to a close.

International inbound travel increased once again in November, as a slightly weaker U.S. dollar and improvements in major source market economies make the United States a more attractive market for foreign travelers.

Travel Trends Index Summary

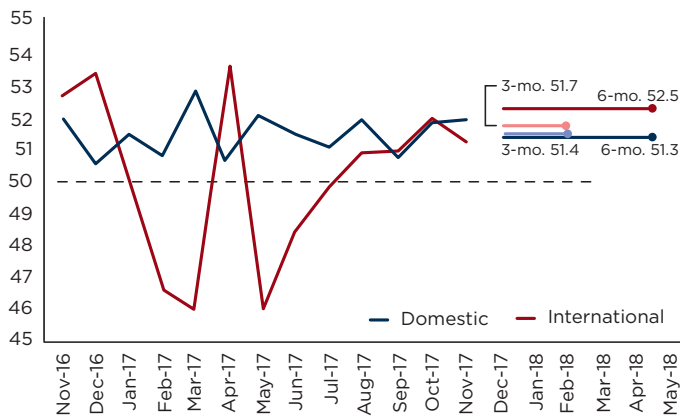
	Current Travel Index (CTI)				Leading Travel Index (LTI)		6-mo LTI vs. CTI 6-mo avg.	
	6-month avg	September	October	November	3-month*	6-month**	Direction	Speed
Total Market	51.4	50.7	51.8	51.8	51.5	51.4	Increasing ▲	--
International	50.5	50.9	51.9	51.2	51.7	52.2	Increasing ▲	Faster
Domestic	51.5	50.7	51.8	51.9	51.4	51.3	Increasing ▲	Slightly slower
Business	50.3	49.1	51.2	51.1	52.0	52.2	Increasing ▲	Faster
Leisure	51.9	51.4	52.1	52.2	51.6	51.6	Increasing ▲	Slower

* Average outlook reading for Dec 2017 to Feb 2018

** Average outlook reading for Dec 2017 to May 2018

November Domestic and International Travel Index

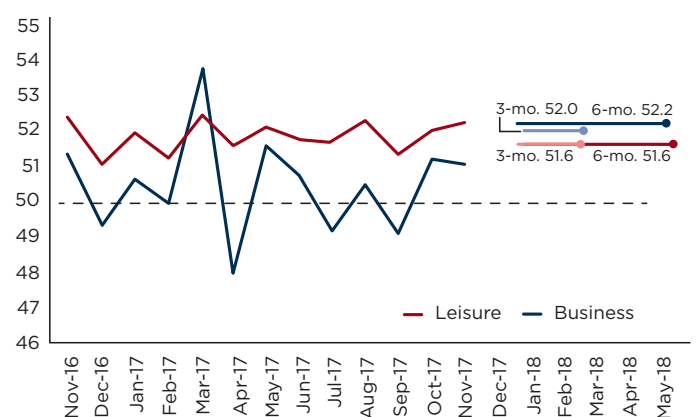
Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

November Domestic Business and Leisure Travel Index

Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

The Oxford/U.S. Travel **Leading Travel Index (LTI)** is an indicator of the future direction and pace of travel volume to and within the U.S. over the coming three and six months compared to the same period in the prior year. The LTIs represent average readings over the next three and six months. The LTI econometric model is based on data sets that have demonstrated to predict near-term future travel: online travel searches and bookings for future travel, consumer travel intentions data, and economic fundamentals. A score above 50 indicates expansion. A score below 50 indicates decline.

ACTIVITY REPORT, DECEMBER 2017

- Industry Engagement -

**Brown Act Training**

Visit SLO CAL will be hosting Brown Act Training on **Wednesday, February 21, from 8:30 AM-10:00 AM** at the **Embassy Suites, San Luis Obispo**. During this session, John Lambeth from CIVITAS Advisors will be providing an overview and training on compliance with the Brown Act and Public Records Act. Local government staff and TBID board members are invited to attend this session. Space is limited, so please **RSVP** via our Google Form linked [here](#). RSVP is required.

Meet the New SLO CAL Connection

The countdown is on for the launch of the brand new SLOCAL.com! Partners will be delighted to use the new SLO CAL Connection portal to access their listings, leads, service requests and to stay connected to the SLO CAL tourism community. SLO CAL Connection will launch the week of January 15, allowing partners to become familiar with this new platform, upload events, edit information and interact before the website launches in February. A link with log-in information and instructions will go out the week of January 15.

**It's SLO CAL Restaurant Month**

January is the most delicious time to visit SLO CAL! This year, over 50 restaurants across 11 destinations are participating, each with their own unique and drool-worthy menus. Throughout the month, SLO CAL's social media channels will be giving away gift cards to participating restaurants, as well as promoting chef-focused blog posts. Find all of this year's SLO CAL restaurants on SLOCAL.com.

VSC Hosts UK Travel Weekly FAM

Through VSC's partnership with Black Diamond, a group of travel agents and photographers with Travel Weekly came to SLO CAL on December 6-8. This group toured the county, exploring everything from the dunes and wine country, to Paso Robles' backcountry by horse and our bounty of culinary delights. While here, several photoshoots took place across SLO CAL and will be featured on three different covers!

**Upcoming Opportunities & Events**

- **Valentine's Day and Romance Content:** Visit SLO CAL is in the process of writing new blog content for February. If you have specific Valentine's Day deals, romance packages or other romantic SLO CAL content, please email that information to Jordan Carson, Jordan@SLOCAL.com.



Morro Bay featured in Travel Pulse (left) and Hearst Castle featured in About Time Magazine (right).



- PR and Travel Trade -

Media Placements

- About Time Magazine: *California Dreaming: How to do the Perfect California Road Trip in 2017* - <http://bit.ly/ATSLOCAL>
- Budget Travel: *24 Hours in Morro Bay* - <http://bit.ly/BudgetTravelMorroBay>
- Expedia: *16 of the World's Sexiest Destinations* - <http://bit.ly/ExpediaSLOCAL>
- Travel Pulse: *'Wine Not' on California's Central Coast?* - <http://bit.ly/TravelPulseSLOCAL>
- SLO Tribune: *January is Restaurant Month in SLO County. Here's how to dine out for less* - <http://bit.ly/TribuneRM>
- New Times SLO: *Nifty!* - <http://bit.ly/NewTimesRM>

Media Visits

- Southern Metropolis Weekly
- Guangzhou Daily
- Chengdu Economic Daily
- West China Metropolis Daily
- Santa Barbara Life & Style

Film SLO CAL Attends California On Location Awards (COLA)

Film SLO CAL attended the California On Location Awards (COLA) on December 17, 2017. These awards are given each year by the Film Liaisons in California, Statewide (FLICS), of which Film SLO CAL is an active member. Congratulations to Mark Zekanis, a SLO CAL location scout, who won the COLA for Best Locations for a Music Video.

VSC Exhibits at CalSAE Seasonal Spectacular and NTA Travel Exchange

Michael Wambolt, VSC Director of Travel Trade, Pam Roberts, Events & Membership Manager, and representatives from Martin Resorts and Embassy Suites showcased SLO CAL at CalSAE's Seasonal Spectacular December 13-14 in Sacramento.

On December 14-15, Wambolt represented SLO CAL in San Antonio, TX at the National Travel Association's Travel Exchange. At this year's Exchange, VSC held 28 appointments with tour operators from the US and China. A major focus from tour operators was for "new" destinations and tour-friendly activities that can accommodate 25-45 people in SLO CAL.



**VISIT SLO CAL
 WEB ACTIVITY**

SESSIONS:	49,244
UNIQUE VISITORS:	39,404
PAGE VIEWS:	140,319
AVG. PAGE VIEWS/VISIT:	2.85
AVG. TIME ON SITE:	3:00
TOTAL ORGANIC TRAFFIC:	32,441
% OF ORGANIC:	70%
MOBILE SESSIONS:	31,041
MOST VISITED EVENT PAGE:	HEARST CASTLE HOLIDAY TWILIGHT TOURS (1,014 VIEWS)
TOTAL BLOG VISITS:	16,401
MOST SHARED BLOG:	HOW TO KEEP YOUR NEW YEAR'S RESOLUTION IN SLO CAL (28 SHARES)

**VISIT SLO CAL
 SOCIAL MEDIA ACTIVITY**

FACEBOOK

LIKES:	27,032	NEW:	151
TOT. ORGANIC IMPRESSIONS:	120,347		
HIGHEST REACH:	AWAY FROM THE NOISE AND CHAOS... (101K PEOPLE REACHED)		
HIGHEST ENGAGEMENT:	AWAY FROM THE NOISE AND CHAOS... (1.2K ENGAGEMENTS)		

	FOLLOWERS	NEW
TWITTER:	7,650	64
	42K IMPRESSIONS	
PINTEREST:	711	0
INSTAGRAM:	16.7K	400

VISITOR GUIDE DIST.

GUIDES DISTRIBUTED:	2,844
THIS MONTH IN SLO CAL SUBSCRIBERS	35,153
OPENS:	4,768
CLICK-THROUGHS:	930

THIS WEEK IN SLO CAL CIRCULATION:	1,315
MOST CLICKED LINK:	STR REPORT

November 2017 vs November 2016 Lodging Statistics (STR, Inc.)

	Current Month - November 2017 vs November 2016											
	Occ %		ADR		RevPAR		Percent Change from November 2016					
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	64.0	58.2	113.92	110.71	72.93	64.48	9.9	2.9	13.1	13.1	0.0	9.9
Cambria, CA+	60.2	64.1	166.44	166.76	100.17	106.89	-6.1	-0.2	-6.3	-6.2	0.1	-6.0
Morro Bay, CA+	57.6	59.3	118.36	115.05	68.23	68.28	-2.9	2.9	-0.1	0.0	0.1	-2.8
Paso Robles, CA+	70.6	68.9	128.55	128.83	90.75	88.80	2.4	-0.2	2.2	2.3	0.1	2.5
Pismo Beach, CA+	61.0	60.7	154.16	151.97	94.08	92.30	0.5	1.4	1.9	8.2	6.2	6.7
San Luis Obispo, CA+	66.0	66.3	135.92	133.37	89.66	88.47	-0.6	1.9	1.4	1.4	0.1	-0.5
San Simeon, CA+	43.8	50.2	116.15	115.80	50.85	58.11	-12.8	0.3	-12.5	-12.5	0.0	-12.8
Five Cities+	60.1	59.5	147.35	145.26	88.50	86.45	0.9	1.4	2.4	6.9	4.5	5.4
North Coast+	52.9	57.6	145.05	144.03	76.79	82.98	-8.1	0.7	-7.5	-7.4	0.1	-8.0
North County+	68.9	66.1	124.94	124.60	86.02	82.35	4.2	0.3	4.5	4.5	0.1	4.2
South County+	62.8	62.7	141.81	139.33	89.04	87.40	0.1	1.8	1.9	4.3	2.4	2.5
San Luis Obispo County	62.1	62.4	136.46	134.54	84.76	83.90	-0.4	1.4	1.0	2.3	1.2	0.8

SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. THESE ARE CUSTOM SETS WHICH HAVE BEEN DEVELOPED BY STR FOR LICENSEE'S MARKET.

Executive Overview

SEO Overview

SEO Activities Completed Last Month:

- * Monthly SEO strategy call.
- * Monthly SEO report.
- * Monthly crawl error review; one corrected in December.
- * Google Analytics & Search Console checks; no unusual activity noted.
- * Spelling error correction.
- * Optimized new blog posts.
- * Meeting to discuss bot traffic.
- * Reviewed Visitors Guide content to see if any should be added to the website.
- * Duplicate content check; nothing to be concerned about at this time.
- * Broken link scan & correction.

Organic Traffic Overview:

Organic sessions decreased 5.72%, organic bounce rate improved 16%, and organic average session duration improved almost 21% year over year. Some high-traffic organic landing pages with the best year over year organic growth were: Home by 3%, Countdown to New Years Eve by 39%, Restaurant Month by 3%, Our Area by 7%, Pismo Beach by 25%, Morro Bay Farmers Markets by 2,267%, Children's Activities by 44%, Dog Friendly Beaches (blog) by 100%, San Simeon by 30%, Arroyo Grande by 44%, and San Luis Obispo by 1,010%.

Other Notes:

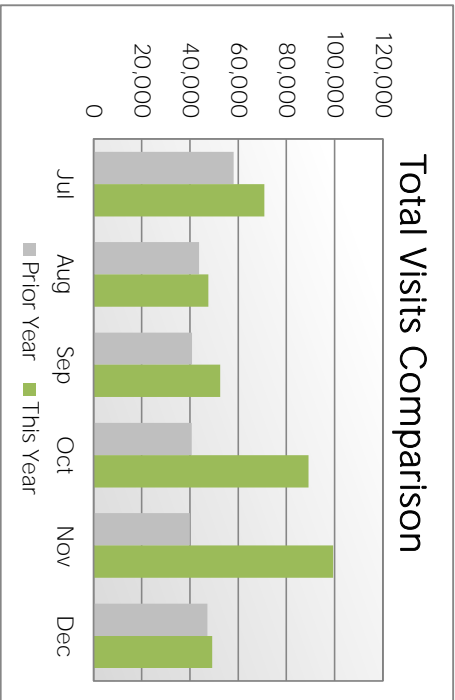
- * Total sessions increased by 4%, users increased by almost 5%, and avg. session duration increased by 20%.
- * The Blog home page received 207 pageviews last month. The entire blog received 16,401 pageviews.

Industry Averages

Engagement Metrics	Industry Average	Your Website	% Difference
Total Pages Per Visit:	2.07	2.85	27.35%
Total Average Visit Duration:	0:01:53	0:03:00	37.24%
Total Bounce Rate:	54.38%	41.25%	-31.84%
Organic Pages Per Visit:	2.07	3.15	34.35%
Organic Average Visit Duration:	0:01:50	0:03:14	43.27%
Organic Bounce Rate:	53.03%	37.61%	-41.01%

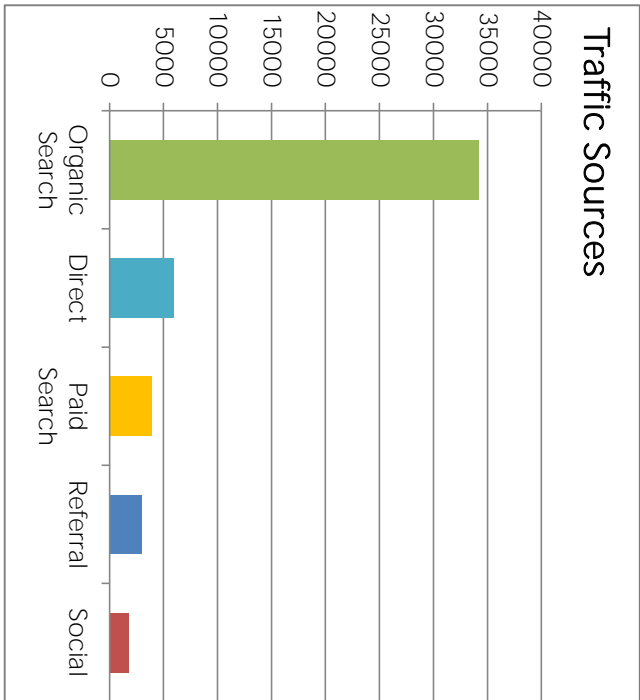
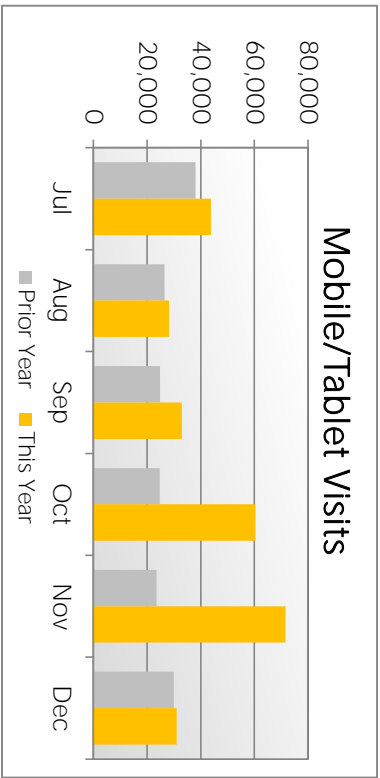
Total Traffic Overview:

	Jul	Aug	Sep	Oct	Nov	Dec
Visits:	70,911	47,642	52,586	89,118	99,344	49,244
Unique Visitors:	58,509	39,757	44,810	74,059	79,926	39,404
Bounce Rate:	53%	53%	56%	56%	58%	41%
Pageviews:	188,665	128,924	136,939	189,252	195,971	140,319
Avg Pageviews Per Visit:	2.66	2.71	2.60	2.12	1.97	2.85
Avg Time on Site:	0:02:01	0:02:03	0:01:53	0:02:03	0:02:06	0:03:00
Total Organic Search Traffic:	52,306	34,786	33,015	35,581	32,441	34,240
% of Traffic Organic Search:	74%	73%	63%	40%	33%	70%
Entry Pages From Search:	2,338	2,087	2,052	2,319	2,071	1,935



Mobile/Tablet Snapshot:

	Jul	Aug	Sep	Oct	Nov	Dec
Visits:	43,856	28,168	33,005	60,436	71,632	31,041
% of visits	62%	59%	63%	68%	72%	63%
Bounce Rate:	57%	57%	62%	60%	62%	47%
Pageviews:	101,446	62,999	69,862	110,010	121,349	78,074
Avg Time on Site:	0:01:40	0:01:38	0:01:25	0:01:49	0:01:53	0:02:38



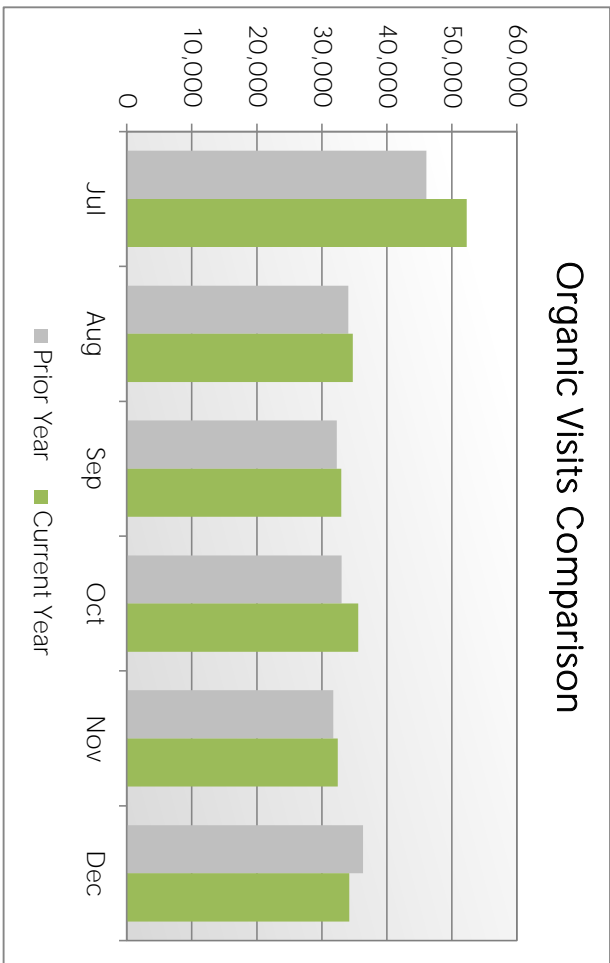
Organic Search Traffic:

Organic Traffic	Visits	% of Total Site Traffic
	34,240	69.53%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.15	10.65%
Avg. Time on Site	0:03:14	7.70%
New Visits	73.16%	0.40%
Bounce Rate	37.61%	-8.82%

Search Engine	Visits	Percent
google	32,120	93.81%
bing	1,030	3.01%
yahoo	1,028	3.00%
ask	31	0.09%
aol	19	0.06%
baidu	8	0.02%

Exact Keyword	Visits	Percent
(not provided)	33,721	98.48%
amazon	38	0.11%
san luis obispo events	9	0.03%
(not set)	8	0.02%
san luis obispo	8	0.02%
christmas events december 2	6	0.02%
christmas events in pismo	6	0.02%
san luis obispo christmas parade	6	0.02%
https://www.visitsanluisobispo.com	5	0.01%
san luis obispo county	5	0.01%



Landing Page	Visits	Percent
/events	3,682	10.75%
/events/all/holiday_activities	2,757	8.05%
/	2,341	6.84%
/blog/937/countdown-to-2017-new-year-s-eve-in-san-luis-obispo-county	1,825	5.33%
/restaurant-month	927	2.71%
/blog/778/new-years-on-the-central-coast	803	2.35%
/blog/950/insider-tips-15-free-things-to-do-in-slo-cal	698	2.04%
/blog/1013/slo-cal-christmas-eve-christmas-day-dining-guide	694	2.03%
/our-area	547	1.60%
/community/paso-robles	508	1.48%

Google Search Console Search Queries:

Queries	Clicks	Impressions	CTR	Position
san luis obispo	1,230	82,963	1.48%	5.2
pismo beach	293	47,663	0.61%	6.9
paso robles	253	35,419	0.71%	7.5
san luis obispo events	235	618	38.03%	1.5
things to do in san luis obispo	233	3,794	6.14%	5.1
san simeon	171	10,522	1.63%	4.2
morro bay farmers market	144	319	45.14%	1
hearst castle	129	84,143	0.15%	7.8
morro bay	122	27,859	0.44%	9.2
slo events	119	307	38.76%	1.6
avila beach	117	10,383	1.13%	6
new years eve san luis obispo	108	439	24.60%	2.6
san luis obispo county	106	4,888	2.17%	4.6
arroyo grande	103	8,963	1.15%	4.1
things to do in san luis obispo thi:	101	338	29.88%	1.6
san luis obispo california	94	9,426	1.00%	6.6
san luis obispo new years eve	90	416	21.63%	2.6
templeton ca	84	2,849	2.95%	3.3
san luis obispo new years eve 201	79	424	18.63%	2.8
cambria ca	77	10,454	0.74%	9.8
events in san luis obispo	71	233	30.47%	1.7
events san luis obispo	68	222	30.63%	1.5
christmas in san luis obispo	65	155	41.94%	1
san luis obispo new years eve 201	63	682	9.24%	6.5
harmony ca	61	724	8.43%	3.1
san simeon ca	59	2,602	2.27%	3.6
san luis obispo christmas	56	130	43.08%	1.1
visit slo	54	96	56.25%	1
san luis obispo christmas events	54	94	57.45%	1.5
atascadero	54	21,406	0.25%	6.7

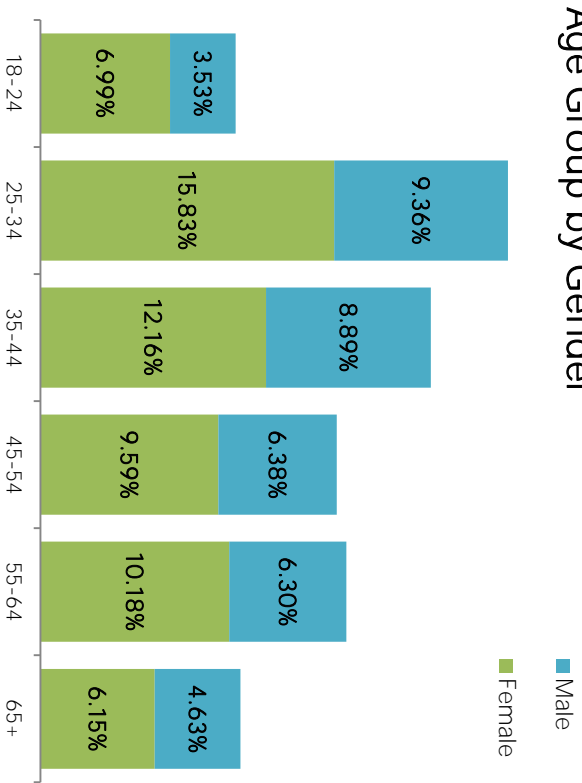
visit san luis obispo	53	132	40.15%	1.6
slo county events	53	86	61.63%	1.5
slo restaurant month	52	62	83.87%	1
nipomo ca	51	4,392	1.16%	5.8
christmas lights san luis obispo	50	134	37%	1.1
paso robles ca	49	4,679	1.05%	5.3
grover beach	48	3,415	1.41%	4
things to do in pismo beach	48	2,591	1.85%	6.2
san luis obispo things to do	48	1,848	2.60%	6.1
sunset drive in	45	4,386	1.03%	7
cambria	45	9,119	0.49%	11
san luis obispo ca	42	3,596	1.17%	6.8
san miguel ca	41	1,607	2.55%	2.9
santa margarita	40	5,922	0.68%	4.5
paso robles california	40	3,161	1.27%	5.1
lopez lake	39	1,326	2.94%	5.7
arroyo grande california	38	2,267	1.68%	4.1
pismo beach new years eve 2017	38	572	6.64%	6.2
central coast events	37	152	24.34%	6.3
things to do in slo	37	728	5.08%	5.7

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	14,806
Shoppers/Value Shoppers	14,222
News & Politics/News Junkies/Entertainment & Celebrity News Junkies	13,471
Travel/Travel Buffs	11,874
Media & Entertainment/Book Lovers	11,681
Lifestyles & Hobbies/Art & Theater Aficionados	11,058
Banking & Finance/Avid Investors	10,881
Sports & Fitness/Health & Fitness Buffs	10,255
Lifestyles & Hobbies/Green Living Enthusiasts	10,095
Lifestyles & Hobbies/Shutterbugs	9,907

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	7,168
Food & Drink/Cooking & Recipes	5,291
News/Weather	4,800
Shopping/Mass Merchants & Department Stores	3,952
Arts & Entertainment/TV & Video/Online Video	3,881
Shopping/Consumer Resources/Coupons & Discount Offers	3,074
Travel/Air Travel	2,894
Food & Drink/Food/Baked Goods	2,728
Real Estate/Real Estate Listings/Residential Sales	2,606
News/Politics	2,602

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:

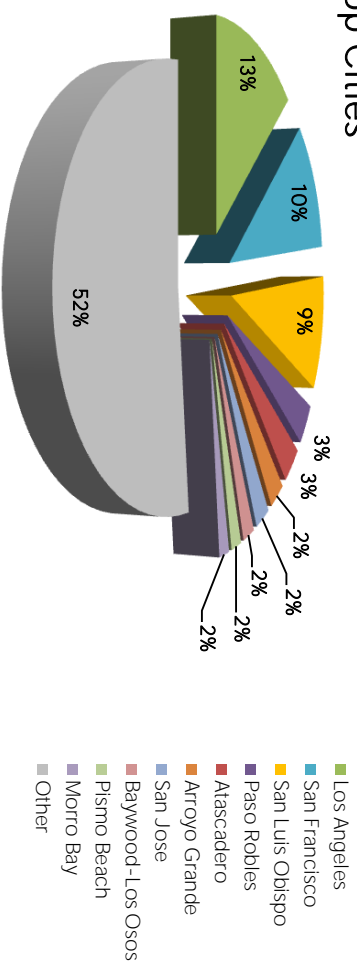
Top Landing Pages	Entrances
/events	4,239
/	3,492
/events/all/holiday_activities	2,942
/restaurant-month	2,224
/activities	2,019
obispo-county	1,934
/just-your-speed/	1,512
(not set)	1,140
/getting-here	889
/blog/778/new-years-on-the-central-coast	849

Top Content Pages	Pageviews
/events	9,527
/	8,176
/events/all/holiday_activities	6,777
/restaurant-month	3,435
/activities	2,648
obispo-county	2,608
/blog/1013/slo-cal-christmas-eve-christmas-day-dining-guide	2,130
/events/all/childrens_activities	1,801
/just-your-speed/	1,746
/our-area	1,489

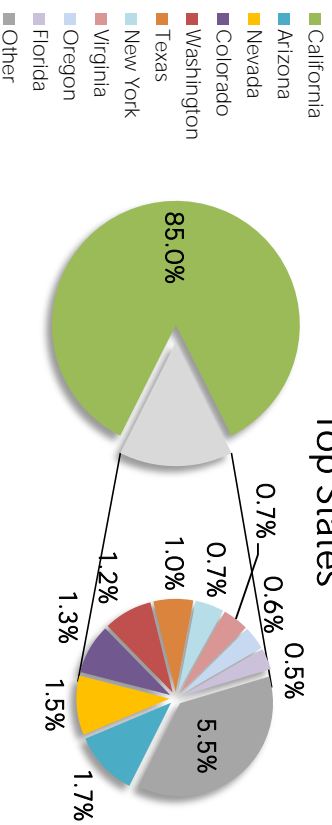
Top Exit Pages	Exits
/events	2,275
/	2,009
/restaurant-month	1,774
/events/all/holiday_activities	1,769
/activities	1,712
/just-your-speed/	1,512
/blog/937/countdown-to-2017-new-year-s-eve-in-san-luis-obispo	1,419
/getting-here	855
/blog/1013/slo-cal-christmas-eve-christmas-day-dining-guide	717
/lodging/all/vacation_rentals	700

Geographic:

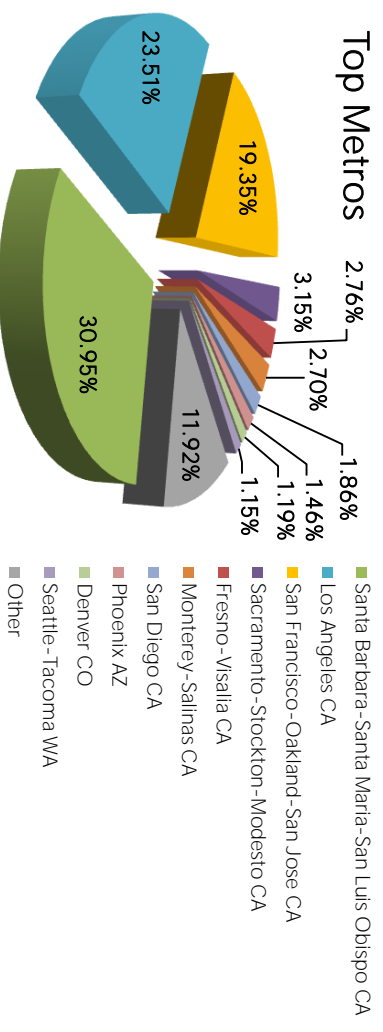
Top Cities



Top States

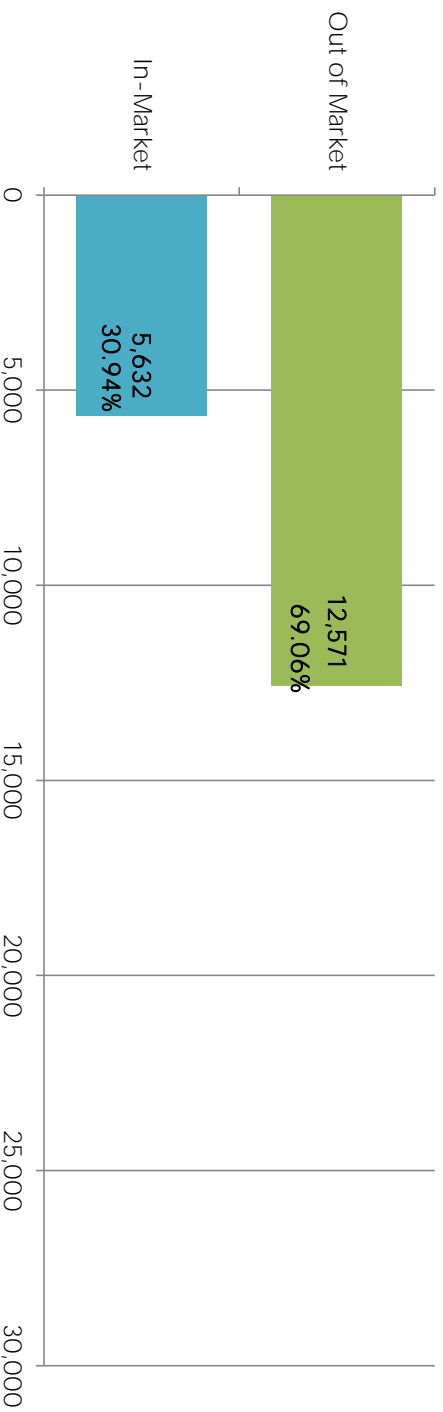


Top Metros

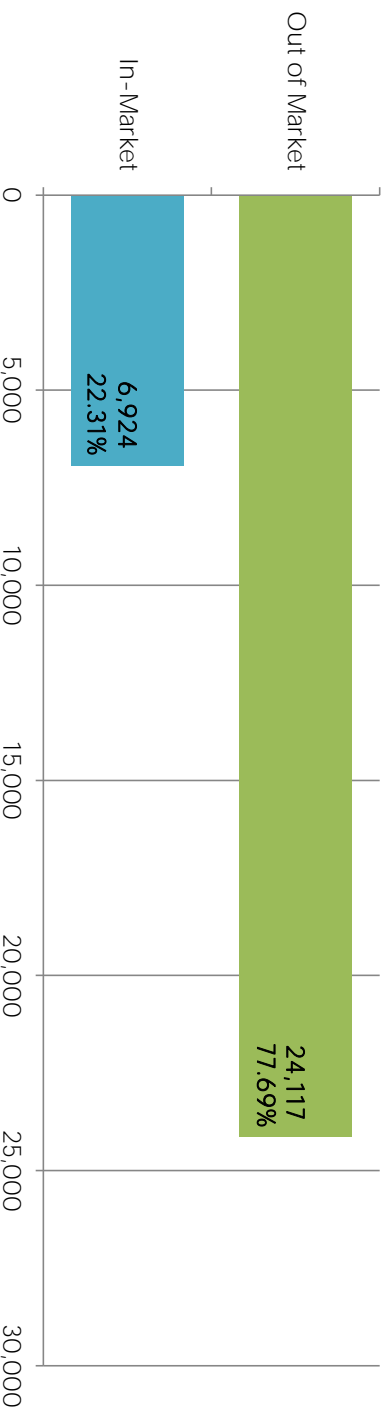


In-MarketVsVisitor:

Desktop Visits



Mobile/Tablet Visits





MINUTES

Visit SLO CAL Marketing Committee

Visit SLO CAL Marketing Committee

Meeting Minutes

Tuesday, November 14, 2017

8:30am

Madonna Inn

100 Madonna Rd., San Luis Obispo, CA 93401

1. CALL TO ORDER: Brooke Burnham

PRESENT: Ashlee Akers, Jim Allen, Audrey Arellano, Sheri Clark, Cheryl Cuming, Christen Goldie, Gordon Jackson, Lori Keller, Jennifer Little, Heather Muran, Jen Porter, John Sorgenfrei, Jill Tweedie

ABSENT: Terrie Banish, Molly Cano, Stacie Jacob

STAFF PRESENT: Brooke Burnham, Jordan Carson, Chuck Davison, Kimberly Headington, Brendan Pringle, Pam Roberts, Yarina Valverde, Michael Wambolt

Call to Order at 8:37 am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS:

Burnham introduced new Visit SLO CAL employees Yarina Valverde, Brand & Digital Manager, and Kimberly Headington, Executive Assistant to the President & CEO.

Little announced Winter Fest in Morro Bay will be taking place December 1-12, 2017.

Porter noted 91 businesses signed up with Paso Wine to donate efforts to fire relief in Napa and Sonoma wine countries.

CONSENT AGENDA

3. Approval of October 10, 2017 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

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

Motion carried: 10:0:3
Muran, Akers and Allen abstained.

CEO REPORT

4. CEO Report

Davison presented US Travel Association's Travel Trends Index. Davison noted the forecast right now looks soft over the next three months due to the holidays but those numbers look to increase substantially in the next 6 months.

Pringle attended the Southern California Visitor Industry Outlook Conference on October 20, 2017. Davison noted the key takeaways and the highlights from 2018 Forecast for SLO CAL.

The new SLO County Regional Airport terminal is now open with two SLO CAL banners installed inside.

Several VSC staff members attended the Central Coast Economic Forecast. Visit SLO CAL was a sponsor and Caroline Beteta, President & CEO of Visit California was a keynote speaker. Davison noted the key takeaways from this annual presentation.

Davison requested that Marketing Committee members attend VSC's upcoming Advisory Committee meeting on Thursday, December 7 from 3-5pm at the Embassy Suites.

Davison reviewed his upcoming travel schedule.

Public Comment – None.

Committee Discussion – None.

BUSINESS ITEMS

5. FY2016-17 Year-End Satisfaction Survey

Pringle reviewed the results of the VSC FY2016/17 Stakeholder Satisfaction Survey. VSC received 90 responses, a 257% YOY increase over last year's response rate.

Public Comment – None.

Committee Discussion – Cuming noted the survey seemed long. Sorgenfrei recommended VSC call key constituents to ensure they take the survey and disseminate it. Little noted VSC should think about translating the survey into an Indian dialect to gain more participation from the smaller properties. Porter mentioned VSC should look into robocalling to increase participation, but only for things that require a deadline such as the Satisfaction Survey.

6. Advertising & Marketing Update

Wambolt reviewed recent stakeholder outreach in Paso Robles. Wambolt attended the Vacation Rental Management Association Conference in Orlando, the Recreational Vehicle Industry Association show in Pomona and World Travel Market in London, a co-op with Visit California and in partnership with Black Diamond. Upcoming opportunities include CalSAE, NTA Tradeshow and IPW. Wambolt noted VSC has one upcoming UK FAM with Travel Weekly, which will be touring the county and taking photos for their three covers.

Roberts recapped the VSC Packaging Party and mentioned VSC was getting ready to go to the San Diego Bay Wine & Food Festival for a SAVOR on the Road installment. Visitor Magazine sales reached \$104K. Roberts noted that if anyone was interested in placing a last-minute ad, they should contact Nicole Bordges.

Burnham provided an update on Film SLO CAL's Aerial Filming Workshop and reviewed recent events in which Film SLO CAL was in attendance such as the American Film Market. Burnham stated that filming stats continue to trend up over last year.

Burnham reviewed recent media highlights including Vogue, Sunset, UK Telegraph and Alaska Airlines' in-flight magazine. Turner Public Relations will be traveling throughout the county over the course of three days this week for an immersion trip. Burnham reviewed recent visits and other upcoming opportunities. Carson updated the Committee about The Clymb/Leftlane Sports end of campaign results, upcoming blog posts and website stats.

Burnham reviewed the fall media campaign results. Burnham noted that, for the Winter-Spring Campaign, VSC is looking into a Highway 1 Closure campaign with Expedia, vetting co-ops with United in-flight magazine and pursuing additional content marketing strategies. Burnham asked the Committee for their recommendations on when to launch the Spring Media Campaign based on the new website launch date.

Public Comment – None.

Committee Discussion – Little noted she would like to be sent the hotel bookings for IPW as soon as they come out. Porter asked if VSC is looking into Denver for a SAVOR on the Road installment. Burnham noted VSC is working with Turner to identify those potential events. Sorgenfrei and Keller noted it would be better to wait until the website launches before launching the Spring Media Campaign. Muran suggested that VSC should make January more content focused and launch after the website launches. Akers noted she would like a deeper dive into the new media campaign.

6. Marketing Discussions

6a. Destination Security Planning – Burnham posed the question to the Marketing Committee of how we, as a destination, can prepare for an emergency like we've seen in New York, Las Vegas and Texas.

Public Comment – None.

Committee Discussion – Sorgenfrei noted Pismo Beach relies on the city's emergency plans. Porter noted this conversation is long overdue for SLO CAL as a destination. Arellano said that getting the message out about active shooter protocol is important. Keller mentioned that Martin Resorts has an insurance broker who insures many hotels in the area and noted they could perhaps come out and do a presentation regarding best practices.

6b. Proposition 64 – Burnham asked the DMO's about how they're preparing for the new, legal recreational marijuana industry.

Public Comment – None.

Committee Discussion – Jackson mentioned that in Pismo Beach they're leaning towards a more conservative stance right now before opening the door completely. They have not spoken about it at PBHA yet, but it is on the horizon.

Davison noted that Cal Travel is creating a one-sheet geared towards lodging properties about how they should deal with specific issues regarding marijuana in their rooms and on their properties.

6c. Co-op Marketing Options – Burnham reviewed current proposals for upcoming co-op marketing including United Airlines' in-flight spread for February, March or April. Current considerations for content marketing programs include CBS Local, Dorado Studios, Weekend Sherpa and RootsRated.

Public Comment – None.

Committee Discussion – Sorgenfrei noted that, in the past, United Airlines was a natural fit and would recommend it to Pismo Beach to approve. Clark also noted San Luis Obispo would be interested based on past experiences. Committee members agreed the later months would work better, after the launch of the website for the United Airlines in-flight spread.

Cuming noted the content marketing programs are of more interest and have a larger longevity.

Akers said she would like to understand more about how we can narrow it down by persona and noted it might be good to do some testing so we can see which performs better – more persona-aligned efforts or broad travel sector efforts.

Sorgenfrei stated VSC should offer something that can't be done individually and enhances VSC's marketing efforts.

Cuming mentioned that another co-op opportunity could be asset development. Burnham noted it will be on the agenda for the All-Agency Meetings this week.

The Committee voted about whether or not to have a December meeting and unanimously voted to cancel. The next meeting will be on January 9, 2018.

6d. Discussion Recap

Public Comment – None.

Committee Discussion – None.

ADJOURNMENT

Meeting adjourned at 10:33 am.