



AGENDA

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Agenda

Wednesday, June 15, 2016

8:30 am

Avila Lighthouse Suites

550 Front St, Avila Beach, CA 93424

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

ANNOUNCEMENTS	C. Davison
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CONSENT AGENDA - <i>motion required</i>	C. Davison
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3. **Approval of April 20, 2016 Board Meeting Minutes (*yellow*)**
Staff will ask for Board approval of the April VSLOC Board Meeting Minutes.

Approval of April and May VSLOC Financials (*green*)

Staff will ask for Board approval of the April and May VSLOC Financials.

Line of Credit Reduction

Staff will request Board ratification for the reduction of VSLOC's Coast National Bank line of credit from \$1M to \$250,000, based on the bank's requirement and the recommendation and approval of the Executive Committee.

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

BUSINESS ITEMS	C. Davison
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5. **2015/2016 Year End Video (10 min)**
Staff will showcase the 2015/2016 Year End Video featured at the 2016 Tourism Exchange in May.
6. **FY2016-17 Budget Update (20 min) - *motion required***
VSLOC staff will request Board ratification of the FY2016-17 annual budget based on the recommendation and approval of the Executive Committee.
7. **Strategic Plan (30 min) - *motion required***
Coraggio Group will present for Board ratification VSLOC's three-year strategic plan based on the recommendation and approval of the Executive Committee.

8. **CEO Annual Review (10 min) - motion required**
Staff will request ratification of the President & CEO's annual review including bonus compensation, based on the recommendation and approval of the Executive Committee.
9. **Board Member Selection Process (15 min) - motion required**
The Board will review the applications received for Board seats up for renewal in FY2016-17, and discuss the Executive Committee's recommendations for approval.
10. **Executive Committee Seats (5 min) - motion required**
The Board will review and select the FY2016-17 Executive Committee seats.
11. **Coast National Bank Line of Credit (LOC) Payoff (5 min) - motion required**
Staff will request Board approval to pay off the LOC balance prior to the end of the year.
12. **Marketing Agency Update (10 min)**
Staff will provide an update on the contract with VSLOC's Marketing Agency-of-Record, BCF, and their on-boarding process.

ADJOURN.

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

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

**– Next Board Meeting –
Tuesday, July 20, 2016
Location: Avila Lighthouse Suites**



Minutes

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors

Meeting Minutes

Wednesday, April 20, 2016

8:30am

Springhill Suites

900 El Camino Real, Atascadero, CA 93422

1. CALL TO ORDER: Jay Jamison

PRESENT: John Arnold, Kathy Bonelli, James Davison, Mark Eads, Aaron Graves, Jay Jamison, Noreen Martin, Sam Miller, JP Patel, Rachel Patranella, Clint Pearce, Val Seymour, Roger Wightman

ABSENT: Jim Hamilton, Nipool Patel

STAFF PRESENT: Chuck Davison, Michael Wambolt, Becky Singh, Brendan Pringle

Call to Order at 8:39am.

2. PUBLIC COMMENT (On Non-Agenda Items)

None.

ANNOUNCEMENTS

The 10-page American Airlines *American Way* co-op piece has been published and has been distributed on all national American Airlines flights. The piece has already been noticed by a couple of our counterparts in the industry.

VSLOC is holding our semi-annual Advisory Committee meeting on May 5, 2016 at the Embassy Suites. Board members are invited to participate and provide feedback during all public comment periods.

The 2016 San Luis Obispo County Tourism Exchange is happening Friday, May 6, 2016 at the Fremont Theatre, followed by a reception at the Mission Gardens.

Board Discussion.

Public Comment – None.

CONSENT AGENDA

3. Approval of March 16, 2016 Board Meeting Minutes

4. Approval of March VSLOC Financials

Board Discussion.

Public Comment – None.

ACTION: Moved by Wightman/Martin to approve the March 16, 2016 Board Meeting Minutes as presented.

Motion carried: 13:0

ACTION: Moved by J. Patel/Eads to approve the March VSLOC Financials as presented.

Motion carried: 13:0

CEO REPORT

5. CEO Report

Davison discussed the proposed agenda for the Advisory Committee, noting that he has received additional feedback based on community meetings that have already taken place.

The FY2016-17 Budget will be presented to the Board for review and approval at the June 15 meeting, with a reforecast in Q1 based on the results of VSLOC's strategic plan.

Davison provided an update on his travel calendar.

VSLOC's May Board Meeting is cancelled due to the AMGEN Tour of California and the Visit CA CEO Mission in China.

VSLOC's next Board Meeting will take place June 15, 2016 at 8:30am. Location is to be determined.

Board Discussion.

Public Comment—None.

BUSINESS ITEMS

6. Accounting System Update

Per the recommendation of VSLOC's accountant and audit team, beginning FY2016-17, VSLOC will transition from a cash-basis to accrual accounting system, which will allow staff to more accurately report expenses in the month they occur.

Board Discussion.

Public Comment – None.

7. Research Update

Merrill Research is working to complete VSLOC's Demographic and Share-of-Wallet Studies (Project 1). Data collection will be completed in the coming weeks. Findings will be delivered in a special presentation in late May or early June. VSLOC's Feeder Market Awareness Study (Project 2) data collection is complete, and the data is being analyzed. The results will be presented at the Tourism Exchange on Friday, May 6, 2016.

Board Discussion.

Public Comment – None.

8. Strategic Planning

VSLOC's contract with Coraggio Group is currently being finalized, and the Strategic Plan is set to be complete in June. Davison provided an update on their progress and identified the Planning Team. He also asked the Board to consider participating in the BOD Strategic Task Force Session of VSLOC's Strategic Planning Workshops, happening April 29, May 17, and June 2, for plan updates. Martin, Miller and Pearce have already committed.

Board Discussion. Graves, Bonelli, Eads and Jamison offered to join the BOD Strategic Planning Task Force.

Public Comment – None.

9. Booking.com Update

Current Booking.com reporting suggests our partnership is working, although results are extremely soft to date. The website reports 18 bookings/26 room nights for March and 7 bookings MTD for April. The majority of the properties selected by the consumers were not large properties.

Davison informed the Board that the opt-out option promised by Booking.com is not working as projected, and demonstrated where the opt-out can and cannot occur.

VSLOC's goal is to gather the data over the next six months to determine how the system is working. During the upcoming strategic planning process, the planning team, BOD Strategic Planning Task Force and stakeholders will help determine if a new strategy for a booking engine should be part of VSLOC's major initiatives.

Board Discussion. The Board agreed to continue the Booking.com partnership for a minimum of 6 months and review the metrics at the end of that period to determine results.

Public Comment—None.

10. Marketing Agency Update

Davison provided a recap on the FY2016-18 Marketing Agency RFP process, and noted that after the Board decided to table the selection of an agency, VSLOC conducted multiple web sessions, phone calls, reference checks and a visit to each agency. He noted the pros and cons of each agency, but highlighted that BCF is willing to invest significantly in the account before their contract would begin. The Board viewed their introduction video. Davison requested a motion to approve contract negotiations with BCF as VSLOC's Marketing Agency-of-Record.

Board Discussion.

Public Comment-- None.

ACTION: Moved by Bonelli/Graves to allow VSLOC's President & CEO to begin and finalize contract negotiations with BCF as VSLOC's Marketing Agency-of-Record.

The Board reviewed their oral presentation creative (video).

11. Conference Center Feasibility Study

Davison noted that VSLOC is not asking the Board for a motion on this item, but that VSLOC has requested and received 4 proposals for conducting a conference center feasibility study in SLO County. Davison provided the Board with recommended next steps beginning with the Strategic Planning process, which will determine whether or not VSLOC conducts this study. If it is integrated into the strategic plan, the item will be reviewed by the Board.

Board Discussion.

Public Comment – None.

12. Travel Trade Update

This item was tabled due to lack of time. However, Davison noted that partners can still participate as a partner at IPW for \$3600, plus travel.

Board Discussion.

Public Comment – None

13. Marketing Campaign Update

Davison highlighted the marketing campaign metrics for March. Catalyst's contract with VSLOC ends a week from Saturday, April 30, 2016. Singh is working to close out deliverables in the meantime.

ADJOURNMENT

Meeting adjourned at 10:24am.

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

Income	This Month	Budgeted for Month	MTD Variance	FISCAL YTD	Budgeted YTD	VTD Variance
PY Carryover	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Current Year Dues Paid In Prior Year	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Membership Dues	\$ -	\$ -	\$ -	\$ 36,062	\$ 46,000	\$ (9,938)
TBID Income						
SLO County Unincorporated	\$ 59,061	\$ 65,113	\$ (6,052)	\$ 587,200	\$ 610,652	\$ (23,453)
SLO City	\$ 35,672	\$ 42,252	\$ (6,581)	\$ 401,450	\$ 413,128	\$ (11,678)
Pismo Beach	\$ 43,368	\$ 47,652	\$ (4,284)	\$ 517,733	\$ 534,470	\$ (16,736)
Morro Bay	\$ 13,490	\$ 15,074	\$ (1,584)	\$ 193,966	\$ 185,209	\$ 8,756
Paso Robles	\$ -	\$ 25,630	\$ (25,630)	\$ 259,622	\$ 253,763	\$ 5,859
Arroyo Grande	\$ 4,677	\$ 5,062	\$ (386)	\$ 55,636	\$ 55,043	\$ 593
Atascadero	\$ -	\$ -	\$ -	\$ 61,408	\$ 45,483	\$ 15,924
Grover	\$ -	\$ 1,402	\$ (1,402)	\$ 12,419	\$ 18,911	\$ (6,492)
Total Income	\$ 156,268	\$ 202,185	\$ (45,917)	\$ 2,125,496	\$ 2,162,660	\$ (37,164)
Expenses						
Unclassified(Reserve & Contingency)	\$ -	\$ -	\$ -	\$ -	\$ 142,656	\$ (142,656)
G&A	\$ 31,376	\$ 35,744	\$ (4,368)	\$ 168,800	\$ 145,019	\$ 3,431
Industry Research and Resources	\$ 11,270	\$ 32,263	\$ (20,993)	\$ 161,981	\$ 179,028	\$ (17,048)
Travel Trade	\$ 40,053	\$ 42,516	\$ (2,463)	\$ 189,492	\$ 218,103	\$ (28,610)
PR	\$ 13,066	\$ 20,746	\$ (7,680)	\$ 101,802	\$ 107,927	\$ (6,124)
Advertising	\$ (20,881)	\$ 179,236	\$ (200,118)	\$ 577,389	\$ 571,257	\$ 6,132
Promotions	\$ 1,618	\$ 10,530	\$ (8,912)	\$ 20,372	\$ 32,992	\$ (12,620)
Events	\$ 14,081	\$ 19,800	\$ (5,719)	\$ 143,011	\$ 118,280	\$ 24,731
Digital Marketing	\$ 30,861	\$ 82,143	\$ (51,282)	\$ 551,531	\$ 478,859	\$ 72,671
Film Commission	\$ 5,538	\$ 15,619	\$ (10,081)	\$ 22,552	\$ 44,936	\$ (22,383)
Total Expenses	\$ 126,983	\$ 438,598	\$ (311,616)	\$ 1,936,930	\$ 2,039,057	\$ (122,477)
Cash Surplus(Deficit)	\$ 29,285	\$ (236,413)	\$ 265,698	\$ 188,566	\$ 123,603	\$ 85,313
				Current Year	Prior Year	Increase
				Month End	Month End	(Decrease)
Visit SLO County Cash Balances				\$ 580,334	\$ 181,734	\$ 398,600

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

Cash Basis

	Apr 30, 16	Apr 30, 15
ASSETS		
Current Assets		
Checking/Savings		
1010 · CNB - TMD	136,116.46	0.00
1022 · Rabobank Checking	0.00	160,269.19
1020 · CNB - Membership	134,529.13	0.00
1030 · HOB - SAVOR	5,566.41	4,515.67
Total Checking/Savings	276,212.00	164,784.86
Accounts Receivable		
1200 · Accounts Receivable	0.00	-305.40
Total Accounts Receivable	0.00	-305.40
Other Current Assets		
1320 · Prepaid Rent	3,326.70	0.00
Total Other Current Assets	3,326.70	0.00
Total Current Assets	279,538.70	164,479.46
Fixed Assets		
1400 · Fixed Assets	32,782.67	32,782.67
1500 · Accumulated Depreciation	-23,658.17	-20,832.17
Total Fixed Assets	9,124.50	11,950.50
TOTAL ASSETS	288,663.20	176,429.96
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 · Accounts Payable	80.80	0.00
Total Accounts Payable	80.80	0.00
Credit Cards		
Rabobank Credit Card	3,508.97	0.00
Chase 5458/Master	0.00	450.71
Total Credit Cards	3,508.97	450.71
Other Current Liabilities		
2100 · Payroll Liabilities	-80.80	0.00
2200 · Coast National Line of Credit	79,507.92	0.00
Total Other Current Liabilities	79,427.12	0.00
Total Current Liabilities	83,016.89	450.71
Total Liabilities	83,016.89	450.71
Equity		
3110 · Fund Balance	34,053.44	34,053.44
1110 · Retained Earnings	147,404.82	175,685.55
Net Income	24,188.05	-33,759.74
Total Equity	205,646.31	175,979.25
TOTAL LIABILITIES & EQUITY	288,663.20	176,429.96

San Luis Obispo County
 Visitor's & Conference Bureau
 2015/2016 May Financial Summary - As of May 31, 2016

Income	This Month	Budgeted for Month	MTD Variance	FISCAL YTD	Budgeted YTD	VTD Variance
PY Carryover	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Current Year Dues Paid In Prior Year	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Membership Dues	\$ 300	\$ -	\$ 300	\$ 36,362	\$ 46,000	\$ (9,638)
TBID Income						
SLO County Unincorporated	\$ 56,181	\$ 56,234	\$ (53)	\$ 643,380	\$ 713,702	\$ (70,322)
SLO City	\$ 94,023	\$ 54,811	\$ 39,212	\$ 495,473	\$ 513,433	\$ (17,960)
Pismo Beach	\$ 52,987	\$ 65,967	\$ (12,980)	\$ 570,721	\$ 652,084	\$ (81,363)
Morro Bay	\$ 20,229	\$ 15,074	\$ 5,155	\$ 214,195	\$ 185,209	\$ 28,985
Paso Robles	\$ 36,387	\$ 25,630	\$ 10,757	\$ 296,009	\$ 253,763	\$ 42,246
Arroyo Grande	\$ 8,139	\$ 5,062	\$ 3,077	\$ 63,776	\$ 55,043	\$ 8,733
Atascadero *	\$ 21,964	\$ -	\$ 21,964	\$ 83,372	\$ 45,483	\$ 37,889
Grover	\$ 8,884	\$ 1,402	\$ 7,482	\$ 21,303	\$ 18,911	\$ 2,392
Total Income	\$ 299,095	\$ 224,180	\$ 74,915	\$ 2,424,590	\$ 2,483,629	\$ (59,039)
* District pays quarterly						
Expenses						
Unclassified(Reserve & Contingency)	\$ -	\$ -	\$ -	\$ -	\$ 142,656	\$ (142,656)
G&A	\$ 21,867	\$ 13,035	\$ 8,831	\$ 190,667	\$ 189,149	\$ 1,518
Industry Research and Resources	\$ 29,456	\$ 48,163	\$ (18,707)	\$ 191,549	\$ 264,654	\$ (73,106)
Travel Trade	\$ 24,069	\$ 24,016	\$ 52	\$ 213,561	\$ 286,635	\$ (73,075)
Communications	\$ 9,153	\$ 20,246	\$ (11,093)	\$ 110,955	\$ 150,418	\$ (39,463)
Advertising	\$ 2,763	\$ 44,236	\$ (41,473)	\$ 580,152	\$ 642,230	\$ (62,078)
Promotions	\$ 3,898	\$ 6,530	\$ (2,632)	\$ 24,270	\$ 46,051	\$ (21,782)
Events	\$ 10,066	\$ 19,800	\$ (9,734)	\$ 153,077	\$ 157,880	\$ (4,803)
Digital Marketing	\$ 19,137	\$ 44,143	\$ (25,006)	\$ 570,668	\$ 567,146	\$ 3,522
Film Commission	\$ 1,949	\$ 6,369	\$ (4,420)	\$ 24,502	\$ 57,674	\$ (33,172)
Total Expenses	\$ 122,357	\$ 226,539	\$ (104,182)	\$ 2,059,400	\$ 2,504,495	\$ (445,095)
Cash Surplus(Deficit)	\$ 176,738	\$ (2,360)	\$ 179,097	\$ 365,191	\$ (20,866)	\$ 386,056
				Current Year	Prior Year	Increase
				Month End	Month End	(Decrease)
Visit SLO County Cash Balances				\$ 443,736	\$ 86,034	\$ 357,703
Visit SLO County Line of Credit Balance				\$ 79,508	\$ -	\$ 79,508
Net Available Cash				\$ 364,228	\$ 86,034	\$ 278,195

Visit San Luis Obispo County
Balance Sheet Prev Year Comparison
As of May 31, 2016

Cash Basis

	<u>May 31, 16</u>	<u>May 31, 15</u>
ASSETS		
Current Assets		
Checking/Savings		
1010 · CNB - TMD	296,235.71	0.00
1022 · Rabobank Checking	0.00	86,033.53
1020 · CNB - Membership	147,500.60	0.00
1030 · HOB - SAVOR	5,531.46	150,922.51
Total Checking/Savings	<u>449,267.77</u>	<u>236,956.04</u>
Accounts Receivable		
1200 · Accounts Receivable	0.00	-300.00
Total Accounts Receivable	<u>0.00</u>	<u>-300.00</u>
Other Current Assets		
1220 · Savor Receivable	0.00	2,226.38
1320 · Prepaid Rent	3,326.70	0.00
Total Other Current Assets	<u>3,326.70</u>	<u>2,226.38</u>
Total Current Assets	452,594.47	238,882.42
Fixed Assets		
1400 · Fixed Assets	32,782.67	32,782.67
1500 · Accumulated Depreciation	-23,658.17	-20,832.17
Total Fixed Assets	<u>9,124.50</u>	<u>11,950.50</u>
TOTAL ASSETS	<u>461,718.97</u>	<u>250,832.92</u>
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
Rabobank Credit Card	0.00	192.03
Chase 5458/Master	0.00	11,908.52
Total Credit Cards	<u>0.00</u>	<u>12,100.55</u>
Other Current Liabilities		
2100 · Payroll Liabilities	-61.02	705.91
2200 · Coast National Line of Credit	79,507.92	0.00
Total Other Current Liabilities	<u>79,446.90</u>	<u>705.91</u>
Total Current Liabilities	<u>79,446.90</u>	<u>12,806.46</u>
Total Liabilities	79,446.90	12,806.46
Equity		
3110 · Fund Balance	34,053.44	34,053.44
1110 · Retained Earnings	147,404.82	175,685.55
Net Income	200,813.81	28,287.47
Total Equity	<u>382,272.07</u>	<u>238,026.46</u>
TOTAL LIABILITIES & EQUITY	<u>461,718.97</u>	<u>250,832.92</u>

Strategic Direction 2020

Visit San Luis Obispo County

June, 2016



Setting Clear Direction For the Future

Why We Undertook a Strategic Planning Process

With the passage of the Tourism Marketing District, Visit San Luis Obispo County has increased its funding significantly, and has also therefore increased the degree to which it must demonstrate its effectiveness. In many respects, VSLOC is now a different organization than it was before, and it is important to carefully consider its future, how it delivers the most value, and what steps it must take to evolve the organization to meet the needs of the coming years. It is also important, in the context of all the other entities in San Luis Obispo County who work to develop tourism, for VSLOC to define its unique role in making tourism an effective contributor to the county's economic success.

How We Planned

We formed a strategic planning team that included the VSLOC President & CEO, three staff members, a board member, and a representative of the Economic Vitality Corporation. This team, facilitated by consultants from Coraggio Group, developed this Strategic Plan over the course of six meetings. These meetings, held in pairs, were immediately followed each time by check-ins with a committee of the Board and by a general stakeholder check-in meeting. In this way, we ensured that the planning process was highly transparent. It's also important to note that this Strategic Plan is a collaboratively-developed product. Although the Board will be asked to support it and the President & CEO will be asked to execute it, the plan belongs to the organization.

What Happens Next

Strategic Planning has very little value if the decisions made through the process are not implemented. The leadership of VSLOC will develop work plans to address each of the key areas of focus in the plan and will facilitate regular updates to the Board on implementation progress. Each year, VSLOC will review the initiatives, determine which have been accomplished, which need to be updated, what new initiatives must be added, and which objectives should be updated—ensuring that this three-year Strategic Plan will remain a living plan.



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 a focus on results
- » **Stewardship:** We are mindful of our resources and the SLO County brand



Our Reputation

Strategic - “They plan and execute.”

Connector - “They bring people together.”

Creative - “They innovate and think differently.”

Inspiring - “They show us what’s possible.”

Essential - “We need them in order to succeed.”



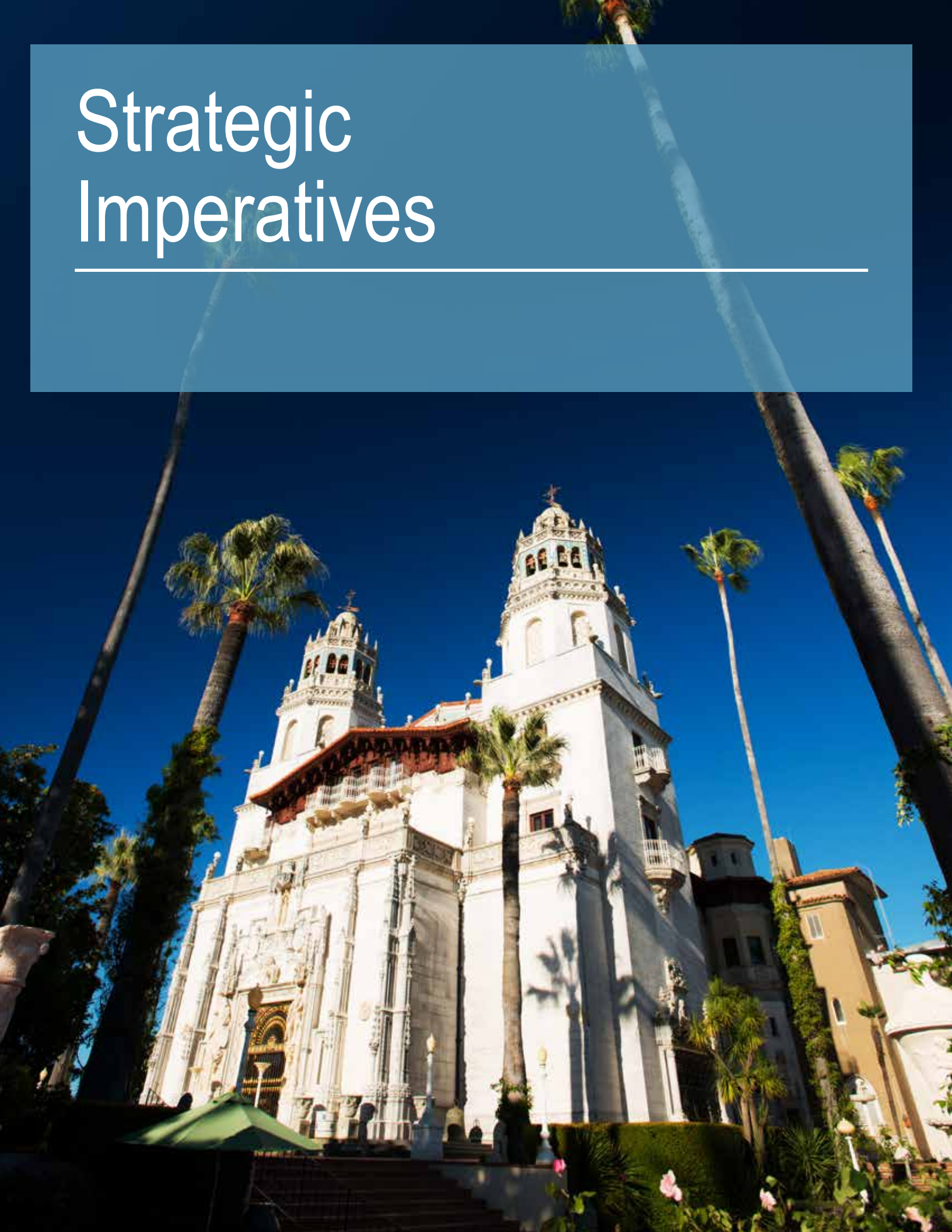
Our Position

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

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



Strategic Imperatives





Strategic Imperative #1

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

Strategic Imperative #2

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

Strategic Imperative #3

Build and Expand Strategic Partnerships

Objectives

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

Initiative

- » 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



Strategic Imperative #4

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



Strategic Imperative #5

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 county-wide 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



Thank you

We wish to thank the following people for participating in the strategic planning process:

Chuck Davison, Visit San Luis Obispo County
Kylee Jepsen, Visit San Luis Obispo County
Becky Singh, Visit San Luis Obispo County
Michael Wambolt, Visit San Luis Obispo County
Michael Manchak, San Luis Obispo County Economic Vitality Corporation
Clint Pearce, Madonna Enterprises

Visit San Luis Obispo County: Strategic Direction 2020



CLARITY	Vision	Mission	Values	Brand Intention	Position
	A vibrant and prosperous San Luis Obispo County, fueled by a collaborative and flourishing tourism industry	Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County	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 a focus on results Stewardship We are mindful of our resources and the SLO County brand	<ul style="list-style-type: none"> • Strategic • Connector • Creative • Inspiring • Essential 	In order to best support the tourism economy in San Luis Obispo County, VSLOC provides: High-quality and high-impact marketing initiatives scaled to reach key regional, national and global targets A long-term, collaborative, and holistic approach that enables success for each tourism district and the County Strategic research and sharing of vital tourism knowledge to all of its stakeholders, partners and communities

FOCUS	Imperatives	Objectives	Initiatives	ACTION
	Optimize our organizational capacity	<ul style="list-style-type: none"> ○ Increased employee engagement and satisfaction scores ○ Ratio of administrative cost to economic impact 	<ul style="list-style-type: none"> ➤ 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	<ul style="list-style-type: none"> ○ 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 	<ul style="list-style-type: none"> ➤ 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	<ul style="list-style-type: none"> ○ Balanced inventory of partnerships ○ Inbound partnership opportunities ○ Earned Partnership Value (EPV) 	<ul style="list-style-type: none"> ➤ 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	<ul style="list-style-type: none"> ○ Increased visitor volume ○ Increased international visitor volume ○ Draft of Tourism Infrastructure Master Plan completed ○ Increased total air service 	<ul style="list-style-type: none"> ➤ 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	<ul style="list-style-type: none"> ○ 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 county-wide tourism 	<ul style="list-style-type: none"> ➤ 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 		



VISIT SAN LUIS OBISPO COUNTY
TOURISM MARKETING DISTRICT BOARD APPLICATION FORM
APPLICATION PROCESS CLOSES MAY 31, 2016 AT 5 PM

NAME OF APPLICANT: Clint Pearce

COMPANY: Madonna Inn

ADDRESS: 100 Madonna Road San Luis Obispo, CA 93401

PHONE: 805-748-9097 EMAIL: clint@madonnainn.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 21

BACKGROUND EXPERIENCE:

My background in the hospitality industry includes real estate development, operating management and local tourism industry guidance.

Employment History

CURRENT EMPLOYER: Madonna Enterprises, LLC YRS OF SERVICE: 12

TITLE: President

PAST EMPLOYER: Madonna Construction Company YRS OF SERVICE: 13

TITLE: Project Manager

Community/Board Involvement

ORGANIZATION: SLOTBID TITLE: Board Member/Past Chair

DATES OF INVOLVEMENT: 2010-2015

ORGANIZATION: SLO Chamber TITLE: Board Member

DATES OF INVOLVEMENT: 2008-12, 2013-15

ORGANIZATION: Visit SLO County TITLE: Board Member/Past Treasurer

DATES OF INVOLVEMENT: 2011-14

For more information, contact Visit San Luis Obispo County at (805) 541-8000.



VISIT SAN LUIS OBISPO COUNTY
TOURISM MARKETING DISTRICT BOARD APPLICATION FORM
APPLICATION PROCESS CLOSES MAY 31, 2016 AT 5 PM

NAME OF APPLICANT: Mark Eads

COMPANY: SeaVenture Beach Hotel

ADDRESS: 100 Ocean View Ave, Pismo Beach

PHONE: 805-773-4994 EMAIL: mark@seaventure.com

TOTAL YEARS IN HOSPITALITY INDUSTRY: 25

BACKGROUND EXPERIENCE:

With over 25 years experience in the hotel industry, I have worked in every aspect of the hotel from front desk to maintenance. I have worked for both large and small properties, corporate and independents. In addition to being a hotel GM, I have also been an innkeeper of a 20 room historic inn and managed operations for over 92 vacation homes in Palm Springs.

Employment History

CURRENT EMPLOYER: Boutique Hotel Collection YRS OF SERVICE: 3

TITLE: GM of SeaVenture Beach Hotel

PAST EMPLOYER: Cambria Inns YRS OF SERVICE: 3

TITLE: Director of Operations

Community/Board Involvement

ORGANIZATION: Pismo Beach Hospitality Assn TITLE: President

DATES OF INVOLVEMENT: June 2013-present

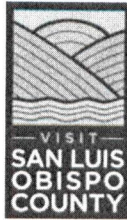
ORGANIZATION: Desert Hot Springs Chamber of Commerce TITLE: Treasurer

DATES OF INVOLVEMENT: July 2004-July 2010

ORGANIZATION: Palm Springs Hospitality Industry and Business Council TITLE: Board Member

DATES OF INVOLVEMENT: Jan 2008-October 2010

For more information, contact Visit San Luis Obispo County at (805) 541-8000.



VISIT SAN LUIS OBISPO COUNTY

TOURISM MARKETING DISTRICT BOARD APPLICATION FORM

APPLICATION PROCESS CLOSES MAY 31, 2016 AT 5 PM

NAME OF APPLICANT: Tom Pugh
COMPANY: Embassy Suites San Luis Obispo
ADDRESS: 333 Madonna Rd., SLO, CA 93405
PHONE: 805-547-6400 EMAIL: tom.pugh@wcghotels.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 41

BACKGROUND EXPERIENCE:
Extensive hospitality industry experience along with having served on several JMO boards.

Employment History

CURRENT EMPLOYER: please see attached YRS OF SERVICE: _____
TITLE: _____
PAST EMPLOYER: _____ YRS OF SERVICE: _____
TITLE: _____

Community/Board Involvement

ORGANIZATION: please see attached TITLE: _____
DATES OF INVOLVEMENT: _____
ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____
ORGANIZATION: _____ TITLE: _____
DATES OF INVOLVEMENT: _____

Tom Pugh, CHA

2178 Emily Street, San Luis Obispo, CA 93401 – 719-761-0155 – tom.pugh@wcghotels.com

Objective

Continue to grow and learn in the hospitality industry

Skills Summary

Senior manager with extensive experience in both multi-unit and full service hotel management. Skilled in building a team, sales and revenue management, guest service, and making a profit. Diverse background, ranging from opening a new hotel and conference center, multi-unit, multiple brands, major renovations, and market types.

Experience

General Manager

Windsor Capital Group, Santa Monica, CA

April 2013 – present

Embassy Suites – 195 room hotel in San Luis Obispo, CA

Embassy Suites – 300 room hotel in Santa Ana, CA

Embassy Suites – 205 room hotel in Colorado Springs, CO

General Manager – John Q Hammons Companies

Embassy Suites Hotel, Spa, and Conference Center, San Marcos, TX

May 2008 – April 2013

Opened this 283 suite hotel with 77,800 square foot conference center and full service spa

General Manager/Vice President of Operations

Shaner Hotel Group, State College, PA

September 1994 – May 2008

Served as General Manager at the Ambassador Hotel, Amarillo, TX, Chattanooga Marriott at the Convention Center, Chattanooga, TN, and Holiday Inn, Shreveport, LA

Served as Vice President of Operations with responsibility for 13 hotels including Omni, Embassy Suites, Holiday Inns, and 2 upscale independent hotels

General Manager

Richfield Hotel Management, Denver, CO

April 1988 – September 1994

Southland Center Hotel – 502 room hotel with 35,000 square feet of meeting space in Dallas, TX

Deerfield Beach/Boca Raton Hilton – 220 room 4 star hotel with 18,000 square feet of meeting space in Deerfield Beach, FL

Wichita Hilton East – 259 room hotel with 15,000 square feet of meeting space in Wichita, KS

**Professional
Organizations**

Chairman, San Marcos Convention and Visitors Bureau
Chairman, Central Texas Medical Center Foundation
Board Member, San Marcos Chamber of Commerce
Chairman, Chattanooga Convention and Visitors Bureau
President, Chattanooga Lodging Association
Treasurer, Tennessee Lodging Association
President, Shreveport Convention and Visitors Bureau
President, Shreveport Lodging Association
Chairman, Amarillo Convention and Visitors Bureau
President, Amarillo Lodging Association
Vice President, Wichita Convention and Visitors Bureau
President, Wichita Lodging Association



VISIT SAN LUIS OBISPO COUNTY

TOURISM MARKETING DISTRICT BOARD APPLICATION FORM

APPLICATION PROCESS CLOSES MAY 31, 2016 AT 5 PM

NAME OF APPLICANT: Joan Solis
COMPANY: Cihan Corp / Capan Family Partnership DBA: 456 Embarcadero Inn.
ADDRESS: 456 Embarcadero, Morro Bay, Ca 93142
PHONE: 805-459-3274 EMAIL: Solisoan@aol.com
TOTAL YEARS IN HOSPITALITY INDUSTRY: 28

BACKGROUND EXPERIENCE:

Please see attached documents.

Employment History

CURRENT EMPLOYER: See Attached Documents YRS OF SERVICE: _____

TITLE: _____

PAST EMPLOYER: _____ YRS OF SERVICE: _____

TITLE: _____

Community/Board Involvement

ORGANIZATION: Please see attached documents TITLE: _____

DATES OF INVOLVEMENT: _____

ORGANIZATION: _____ TITLE: _____

DATES OF INVOLVEMENT: _____

ORGANIZATION: _____ TITLE: _____

DATES OF INVOLVEMENT: _____

For more information, contact Visit San Luis Obispo County at (805) 541-8000.

May 31, 2016

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

Dear VISLOC Board of Directors,

I am extremely interested in joining you in your mission to brand and promote San Luis Obispo County as the destination choice for regional, national and international visitors.

I have a full understanding of how tourism assessment districts work. I enjoy working with dynamic teams of industry leaders to support our common goals for destination marketing and tourism economic development. In fact, many of us have worked together on tourism related projects over the past 6 years throughout the County. These projects have - in part - helped to create the economic growth in tourism and tourism related sales that our communities depend on.

Let's face it, tourism is fun. Hospitality by its very nature is kindness and service. We are lucky to be in an industry where we help to create and develop memories, experiences and moments for visitors to San Luis Obispo County. Extending a welcome and helping to create and invitation for visitors to our area by working with the VISLOC board of Directors and staff as a team is extremely interesting to me. I am team oriented, highly motivated, goal and project driven all while making sure life is fun.

I would enjoy being a part of the VISLOC Team and appreciate your consideration. I have attached my resume with my hospitality industry experience and included an overview of my extensive experience on boards and commissions.

Please feel free to contact me with any questions you may have.

Warmest Regards,



Joan Solu
Owner



456 Embarcadero Inn & Suites

www.456Embarcaderoinn.com

Solujoan@aol.com

C. (805)459-3274

Joan K. Williams-Solu
365 Tulare Ave.
Morro Bay, Ca. 93442
(805)459-3274 (C)
Solujoan@aol.com

Employment History

6/1998 – Present - **Self Employed**, Cihan Corporation, Capci Family Partnership, Morro Bay, Calif. Took over operations of existing 22 room motel. Doubled company assets within the first 12 months and continued growth through Motel/Inn acquisitions throughout the Central Coast. Over saw all aspects lodging section of company while company diversified into other real estate related endeavors. Hospitality assets have included 6 inns in Morro Bay, 1 in Santa Maria and 2 in Solvang. Experienced in franchise and private hospitality design, marketing, revenue enhancement and venture hotel management.

8/1994 – 6/1998 - **Personal Development**, Married and had a son.

01/1993 - 8/1994 - **La Baron Hotel**, San Jose, Calif. *Director of Human Resources* – Controlled all aspects of Human Resources for the privately owned 350 room tower with 300-350 unionized employees. Managed all aspects of benefit and salary negotiations with 3 unions and maintained contracts and working conditions. Developed and implemented Management Salary and Benefit pay structure and Risk Management Plan.

10/1992 – 12/1993 - **Red Lion Hotel, LAX**, Los Angeles, Calif. *Director Human Resources/Risk Manager* – Facilitated takeover of the 300 room, 300 employee airport hotel. Developed strategic plan to implement company staffing and service levels. Managed transitional Human Resources team and insured quick movement into Red Lion standards. Administered compensation and benefit packages for all employees. Directed purchase and distribution of uniforms. Managed all Safety and Risk Management programs.

5/1991 - 9/1992 - **Red Lion Hotel**, Bakersfield, Calif. *Director of Human Resources/Risk Manager* – Directed all daily aspects of Human Resource management for medium size full service hotel.

11/1989 – 4/1991 - **Fess Parkers Red Lion Resort**, Santa Barbara, Calif. *Assistant Director of Human Resources*, Performed management of 401-K enrollment and maintenance for 400 employees. Managed workers compensation benefits and directed all insurance benefit programs and enrollment periods.

Education:

San Jose City College, AA History, 1997

Personal:

Married, John - 4 Sons

Achievements and Memberships:

2008 – June 2016, **Morro Bay Community Foundation**, *Vice President, President, Committee Member*, Worked with the board of directors to create sustainable fundraising programs to support the 501(c) 3 non-profit that provides financial assistance for children of qualifying families, for their children's participation in various organized, sports, recreational, and enrichment activities. Developed, implemented and met long term goals of doubling available funds, grants and participation of children in sports and recreational activities.

2009 – 2016 **Morro Bay Tourism Business Improvement District**, City of Morro Bay, Chairperson, Board Member – Direct the Tourism Assessment of 34-37 Lodging Partners in the **MBTBID**. Direct the management of the \$500,000.00-\$900,000 annual budget for marketing and promotion of the lodging community, visitor center and tourism economic development in conjunction with the City of Morro Bay.

2012- 2016 **Morro Bay Tourism Bureau**, Chairperson, Board Director – Created the nonprofit 501c-6 to administer the contract for tourism marketing and tourism related events, promotion and economic development with the City of Morro Bay. Directed a 900,000 budget which included development of an independent visitor center, event grants funding system, development of the inaugural position of Director of Tourism for the community.

2009 – 2016 **Morro Bay Chamber of Commerce**, *Board of Directors* – Chair of the Morro Bay 50th Committee developing programs and events to celebrate 50 years of incorporation of the City of Morro Bay.

2006 - 2011, **Del Mar Elementary PTA**, 2006/2007 *Fundraising Committee*, 2007/2008, *Art Auction Co Chair*, 2008 *Volunteer of the Year*, 2008/2009 *Fundraising Chair*, 2008 *Vice President*, 2009-2010 *President*.

2004 – 2009, **Recreation and Parks Commission**, City of Morro Bay, *Chair Person*, 2008 and 2009, *Commissioner* 2004-2007. Commission work included being Chair Person during the workshops and development of the Harbor Walk project from Coleman Beach to Morro Rock, the Del Mar Park playground project and as a commissioner, the Morro Rock Restroom project, and the Jodi Giannini Dog Park development.



VISIT SAN LUIS OBISPO COUNTY
TOURISM MARKETING DISTRICT BOARD APPLICATION FORM
APPLICATION PROCESS CLOSES MAY 31, 2016 AT 5 PM

NAME OF APPLICANT: KATHLEEN BONELLI

COMPANY: PASO ROBLES VACATION RENTALS

ADDRESS: 505 SPRING STREET, PASO ROBLES

PHONE: 805-712-5530 EMAIL: KATHYBONELLI@YAHOO.COM

TOTAL YEARS IN HOSPITALITY INDUSTRY: MY WHOLE LIFE PLUS 10 IN VACATION RENTALS

BACKGROUND EXPERIENCE:

OWNER MANAGER OF PASO ROBLES VACATION RENTALS & PASO ROBLES CONCIERGE

Employment History

CURRENT EMPLOYER: SELF/PASO ROBLES VACATION RENTALS YRS OF SERVICE: 10

TITLE: OWNER/MANAGER

PAST EMPLOYER: MY FAMILY & HUSBAND YRS OF SERVICE:

POSITION: (STAY AT HOME MOM)

Community/Board Involvement

ORGANIZATION: Click here to enter text. TITLE: Click here to enter text.

DATES OF INVOLVEMENT: Click here to enter text.

ORGANIZATION: Click here to enter text. TITLE: Click here to enter text.

DATES OF INVOLVEMENT: Click here to enter text.

ORGANIZATION: Click here to enter text. TITLE: Click here to enter text.

DATES OF INVOLVEMENT: Click here to enter text.

For more information, contact Visit San Luis Obispo County at 805-541-8000.



VISIT SAN LUIS OBISPO COUNTY
TOURISM MARKETING DISTRICT BOARD APPLICATION FORM
APPLICATION PROCESS CLOSES MAY 31, 2016 AT 5 PM

NAME OF APPLICANT: JAY JAMISON

COMPANY: PISMO COAST VILLAGE RV RESORT

ADDRESS: 165 S DOLLIVER, PISMO BEACH, CA 93449

PHONE: 805 773-5649 EMAIL: JAYJ@PISMOCOASTVILLAGE.COM

TOTAL YEARS IN HOSPITALITY INDUSTRY: 46

BACKGROUND EXPERIENCE: GREW UP ON FAMILY OWNED GUEST RANCH, RESIDENT SUMMER CAMP, CABINS, RV PARK, STABLE. CAL POLY GRADUATE 1976 AGRICULTURAL MANAGEMENT.

Employment History

CURRENT EMPLOYER: PISMO COAST VILLAGE YRS OF SERVICE: 19

TITLE: CEO/GENERAL MANAGER

PAST EMPLOYER: THOUSAND TRAILS YRS OF SERVICE: 12

POSITION: RESORT MANAGER

Community/Board Involvement

ORGANIZATION: PISMO BEACH CVB TITLE: BOARD MEMBER, CHAIR 9 YEARS

DATES OF INVOLVEMENT: 1998-2010

ORGANIZATION: VISIT CALIFORNIA TITLE: COMMISSIONER

DATES OF INVOLVEMENT: 2006-2014

ORGANIZATION: NATIONAL ASSOCIATION OF RV PARKS AND CAMPGROUNDS TITLE: BOARD MEMBER,
EXECUTIVE COMMITTEE/TREASURER FOUR YEARS

DATES OF INVOLVEMENT: 1999-2005

AMERICAN RED CROSS 2002-2010 CHAPTER BOARD CHAIR 2006-2008



Visit San Luis Obispo County

Activity Report, May 2016

- What's New -

BCF Team Immerses Itself in San Luis Obispo County



We are excited to announce that Visit San Luis Obispo County's new agency-of-record, BCF, is spending the next several weeks immersing their team in SLO County. Members of their team have attended VSLOC's final strategic planning workshop and research results presentation. They are also currently interviewing VSLOC stakeholders, conducting intercepts and FAM tours, and meeting with the VSLOC team prior to beginning their official work for Visit San Luis Obispo County. While in market, they will be staying in seven different communities.

June is Outdoor Month in San Luis Obispo County

Throughout the month of June, Visit San Luis Obispo County is celebrating Outdoor Month. We will be showcasing all the outdoor adventures that San Luis Obispo County has to offer and featuring an Outdoor Adventure Giveaway on Facebook, Twitter and Instagram. Be sure to check out all of VSLOC's social media channels and blog to share posts with your fans.

Don't forget to post your outdoor deals through your member listing.



VSLOC Releases Demographic & Share-of-Wallet Research Results



On June 6, Visit San Luis Obispo County released the results of its Demographic and Share-of-Wallet Research Study with a presentation from Patrick Merrill, Partner at Merrill Research. This study provides valuable insight into the core consumer who visits San Luis Obispo County, where they go when they are in market, and how they spend their money, along with insights into prospective customers. In addition, Merrill provided more details from the Awareness Study that was released at the San Luis Obispo County Tourism Exchange on May 6, 2016. In case you missed it, videos from this presentation, along with a pdf of the slideshow, are available at www.VisitSanLuisObispoCounty.com/Research-Results.

VSLOC President & CEO Brings SLO County to China in VCA CEO Mission

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



VSLOC Set to Make County Tourism History at IPW

On June 18-23, VSLOC President & CEO Chuck Davison and Director of Travel Trade Michael Wambolt are headed to New Orleans, Louisiana for U.S. Travel Association's IPW, the largest tour and travel tradeshow in North America. VSLOC's booth partners include Hearst Castle, Martin Resorts, the Morro Bay Tourism Bureau, Holiday Inn Express Atascadero, Pismo Beach, Travel Paso Robles Alliance and Boutique Hotel Collection. The VSLOC delegation has scheduled more than 60 appointments in advance of the show. With a combined 50-foot booth, this is San Luis Obispo County's largest countywide representation to-date! Visit San Luis Obispo County will also be pouring SLO County wine each day of the tradeshow.





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



Featured in *Amateur Travel*:
 Woodward Vineyard (left); and in
Shermans Travel:
 Piedras Blancas (right).



Trending

Media

- Guide2Travel: Olallieberry Inn in Cambria, CA is Named for a Berry <http://bit.ly/1rfb4e3>
- Outside: How to Road-Trip California's Highway 1 with the Kids <http://bit.ly/1TY3ZXF>
- Amateur Traveler: Central Coast of California Road Trip <http://bit.ly/1ZBRF20>
- Guide2Travel: Walking on Gold—A Visit to Hearst Castle in California <http://bit.ly/1U9jVIH>
- Travel Pulse: Where Cowboys Meet Surfers: Best Towns of CA's Central Coast <http://bit.ly/1teaHSg>
- Shermans Travel: Small-Town Guide to Highway 1 <http://bit.ly/1U42jB3>
- RV Life: Two Routes to Follow in California's San Luis Obispo County <http://bit.ly/1ZBSQzk>
- About.com: San Luis Obispo County Gay Guide <http://abt.cm/1Pjcvas>

Travel Trade

- IPW: June 18-23 (New Orleans)
- Meeting & Conference Sales Mission: August (Sacramento)
- Tour & Travel Sales Mission: September (Los Angeles)

VSLOC Sponsors Tour of California Stage 4 Start in Morro Bay

On May 18, cycling enthusiasts flocked to Morro Rock for the Stage 4 start of the AMGEN Tour of California in Morro Bay. VSLOC has worked to keep the Tour of California course running through San Luis Obispo County, and its sponsorship of this race start was an important victory for tourism. Stage 4 continued along Highway One, providing a video postcard of our region to viewers at home. In addition, as part of its sponsorship, VSLOC received a 30-second commercial spot on NBC Sports. VSLOC is working on a multi-year sponsorship of the race with AEG.



VSLOC Meets with Producers at Film in CA Conference

On May 21, Sr. Communication Coordinator & Film Commission Liaison Kylee Jepsen attended the Film in California Conference in Los Angeles at CBS Studios.

Here, she had the opportunity to meet with over 200 producers, location managers and scouts to discuss potential filming opportunities in San Luis Obispo County. The conference is held each year and only members of the Film Liaisons in California Statewide (FLICS) organization are able to attend.

VSLOC Hosts China Tour Operator FAM

On the heels of his recent Visit California China Sales Mission, VSLOC Director of Travel Trade Michael Wambolt hosted nine Chinese tour operators in San Luis Obispo County. The operators stayed in San Luis Obispo, and enjoyed wine tasting in Edna Valley, a tour of Hearst Castle and dinner at the Madonna Inn.



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	46,916
UNIQUE VISITORS:	39,349
PAGE VIEWS:	132,744
AVG. PAGE VIEWS/VISIT:	2.83
AVG. TIME ON SITE:	2:07
TOTAL ORGANIC TRAFFIC:	36,032
% OF ORGANIC:	77%
MOBILE VISITS:	27,916

MOST VISITED EVENT:

ARROYO GRANDE STRAWBERRY FESTIVAL (775 VIEWS)

TOTAL BLOG VISITS: 10,510

MOST SHARED BLOG: 2016

COMMUNITY SUMMER CONCERT GUIDE:

<http://bit.ly/2016SummerConcertSeries>

VISIT SLO COUNTY

FACEBOOK

LIKES: 16,231 NEW: 330

TOT. IMPRESSIONS: 257,876

HIGHEST ENGAGEMENT: SHARE A SLO COUNTY SUNSET THIS #SCENICSATURDAY (1.5K ENGAGEMENTS)

MOST REACTIONS: SHARE A SLO COUNTY SUNSET THIS #SCENICSATURDAY. (1.6K REACTIONS)

	FOLLOWERS	NEW
TWITTER:	6,351	99

56.1K IMPRESSIONS

TWEETS: 6,723

PINTEREST:	669	11
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PINS: 802

INSTAGRAM:	4,974	747
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POSTS: 693

VISITOR GUIDE DIST.

WEB DOWNLOADS:	106
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GUIDES DISTRIBUTED:	900
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TOTAL:	1,007
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THIS MONTH IN SLO COUNTY

SUBSCRIBERS:	36,442
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# OF OPENS:	5,818
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# OF CLICK-THROUGHS:	824
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THIS WEEK IN SLO COUNTY

CIRCULATION:	832
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MOST CLICKED LINK:
STR Report



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

Current Month - April 2016 vs April 2015												
	Occ %		ADR		RevPAR		Percent Change from April 2015					
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	66.7		119.10		79.48							
Morro Bay, CA+	68.1	66.9	125.05	115.48	85.13	77.22	1.8	8.3	10.2	10.2	0.0	1.8
Paso Robles, CA+	74.5	74.2	139.10	127.45	103.70	94.56	0.5	9.1	9.7	28.9	17.5	18.1
Pismo Beach, CA+	71.9	77.8	160.45	149.15	115.31	115.99	-7.6	7.6	-0.6	-0.6	-0.1	-7.6
San Luis Obispo, CA+	72.6	78.1	145.81	134.95	105.81	105.36	-7.1	8.1	0.4	0.4	0.0	-7.1
San Simeon, CA+	61.8	65.3	121.50	117.98	75.04	77.00	-5.4	3.0	-2.5	-2.5	0.0	-5.4
Five Cities+	71.6	77.0	153.95	143.35	110.17	110.36	-7.1	7.4	-0.2	-0.2	-0.0	-7.1
North Coast+	68.4	70.7	147.42	141.23	100.88	99.87	-3.2	4.4	1.0	1.0	0.0	-3.2
North County+	72.5	73.5	134.16	123.64	97.21	90.90	-1.4	8.5	6.9	30.0	21.5	19.8
South County+	72.0	77.5	150.09	139.36	108.12	108.01	-7.1	7.7	0.1	0.1	-0.0	-7.1
San Luis Obispo County	71.2	74.3	144.01	134.81	102.51	100.21	-4.2	6.8	2.3	6.3	3.9	-0.5
Santa Barbara/Santa Maria	75.0	75.0	175.66	172.28	131.78	129.13	0.1	2.0	2.0	2.6	0.6	0.6
Monterey/Salinas	72.4	72.6	187.57	179.30	135.71	130.15	-0.3	4.6	4.3	4.5	0.2	-0.1
California	76.6	75.3	155.11	147.91	118.82	111.37	1.7	4.9	6.7	7.5	0.7	2.5

Executive Overview

SEO Overview

SEO Activities completed last month:

- * 73 crawl errors reviewed, no errors needed corrections.
- * Bot added to spam filtering view in Google Analytics.
- * Google Analytics monitoring found no other abnormalities.

Organic Traffic Overview:

Organic traffic increased by 32% over last year. Some of the pages with the best year-over-year growth were the Lake Lopez Recreation Area listing by 99,650%, the Morro Bay community page by 1,007%, the Our Area page by 22%, the Cambria community page by 154% and the Fairs and Festivals Event page by 12%. Last month, organic traffic from Google grew 36% while Yahoo grew by 2% and Bing experienced a small decrease of 5% which amounted to 49 sessions.

Other Notes:

- * Total visits increased by 25%, unique visitors increased by 26% and pageviews increased by 14%.
- * The blog home page received 153 pageviews last month.
- * The entire blog received 10,510 pageviews last month.

Industry Averages

Engagement Metrics	Industry Average	Your Website		% Difference
Total Pages Per Visit:	2.44	2.83	●	13.76%
Total Average Visit Duration:	0:02:08	0:02:07	●	-0.45%
Total Bounce Rate:	56.64%	47.86%	●	-18.36%
Organic Pages Per Visit:	2.61	2.92	●	10.62%
Organic Average Visit Duration:	0:02:06	0:02:11	●	3.51%
Organic Bounce Rate:	51.13%	45.36%	●	-12.72%

Date: June 2, 2016
 Client: Visit San Luis Obispo County
 Date Range: December 1, 2015 - May 31, 2016



Total Traffic Overview:

	Dec	Jan	Feb	Mar	Apr	May
Visits:	43,292	50,686	37,694	38,636	40,417	46,916
Unique Visitors:	34,379	38,376	31,853	32,504	34,203	39,349
Bounce Rate:	48%	51%	51%	50%	51%	48%
Pageviews:	138,722	156,974	107,927	108,338	110,213	132,744
Avg Pageviews Per Visit:	3.20	3.10	2.86	2.80	2.73	2.83
Avg Time on Site:	0:02:36	0:02:38	0:02:07	0:02:04	0:02:01	0:02:07
Total Organic Search Traffic:	31,112	29,823	24,262	28,907	29,043	36,032
% of Traffic Organic Search:	72%	59%	64%	75%	72%	77%
Entry Pages From Search:	1,769	1,918	1,934	1,943	1,882	1,966
VisitSLOCounty Visits:	13,104	13,938	18,182	14,643	16,518	6,854
VisitSLOCounty Bounce Rate:	89%	86%	75%	73%	68%	80%

Mobile/Tablet Snapshot:

	Dec	Jan	Feb	Mar	Apr	May
Visits:	25,072	29,441	21,035	21,612	22,655	27,916
% of visits	58%	58%	56%	56%	56%	60%
Bounce Rate:	50%	57%	57%	54%	53%	51%
Pageviews:	73,318	74,611	51,046	53,305	55,662	70,124
Avg Time on Site:	0:02:20	0:02:08	0:01:44	0:01:45	0:01:46	0:01:49

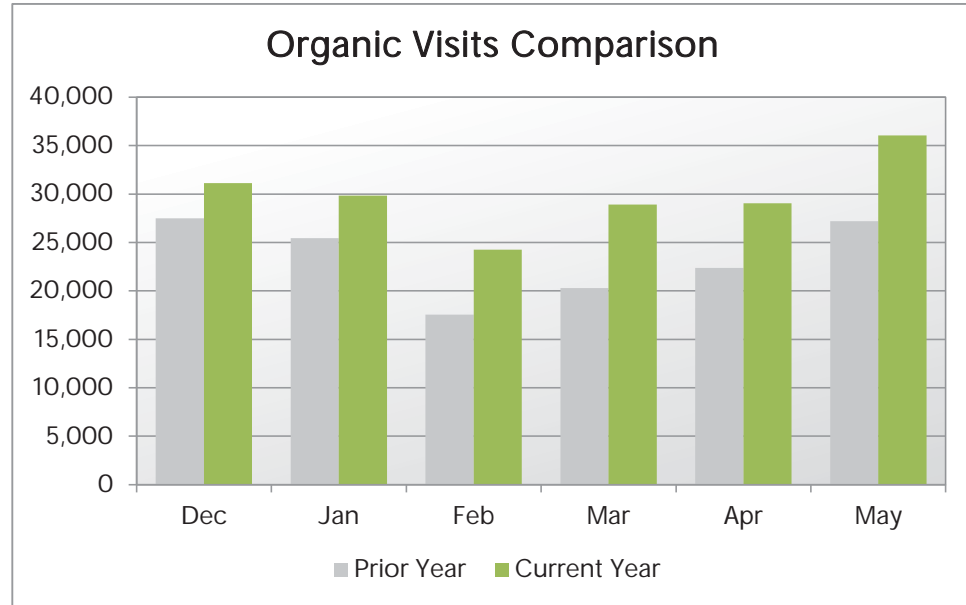
Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	36,032	76.80%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	2.92	3.20%
Avg. Time on Site	0:02:11	2.48%
New Visits	76.97%	0.20%
Bounce Rate	45.36%	-5.22%

Search Engine	Visits	Percent
google	33,506	92.99%
yahoo	1,504	4.17%
bing	912	2.53%
aol	64	0.18%
ask	21	0.06%
images.google	16	0.04%

Exact Keyword	Visits	Percent
(not provided)	34,466	95.65%
san luis obispo	102	0.28%
morro bay	26	0.07%
san luis obispo county	19	0.05%
san luis obispo events	19	0.05%
lopez lake	16	0.04%
cambria ca	15	0.04%
central coast events calendar	12	0.03%
avila beach	11	0.03%
slo events	11	0.03%



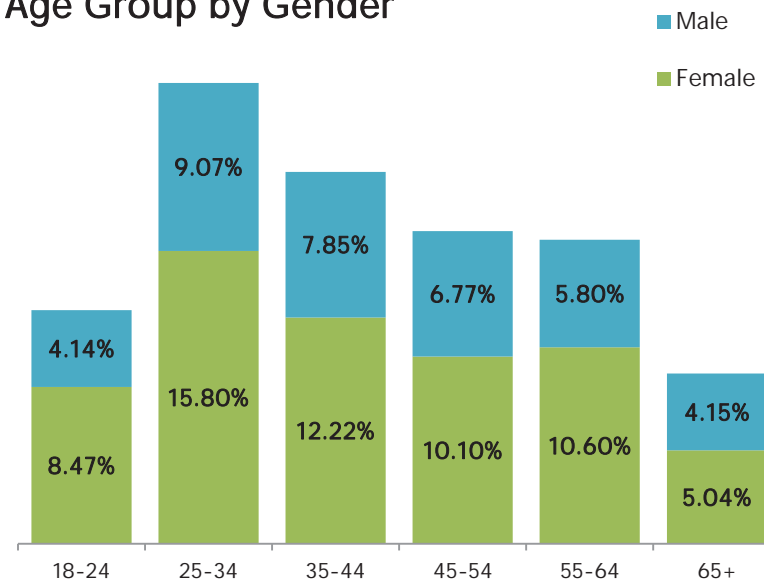
Landing Page	Visits	Percent
/events	7,079	19.65%
/	3,245	9.01%
/profile/402/lake-lopez-recreation-area	1,995	5.54%
/events/all/fairs_and_festivals	1,042	2.89%
/community/morro-bay	764	2.12%
/activities	733	2.03%
/our-area	700	1.94%
/events/461	653	1.81%
/events/163/arroyo-grande-strawberry-festival	650	1.80%
/community/cambria	508	1.41%

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	19,942
News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	17,593
Travel Buffs	16,300
TV Lovers	16,271
Cooking Enthusiasts/Aspiring Chefs	15,128
Home Decor Enthusiasts	14,172
Technophiles	13,887
Shoppers/Shopaholics	13,838
News Junkies & Avid Readers	12,909
Health & Fitness Buffs	12,425

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	10,078
News/Weather	7,537
Arts & Entertainment/TV & Video/Online Video	6,411
Travel/Hotels & Accommodations	5,887
Food & Drink/Cooking & Recipes	5,812
Real Estate/Real Estate Listings	4,384
Travel/Air Travel	4,220
Reference/General Reference/Dictionaries & Encyclopedias	3,813
Internet & Telecom/Email & Messaging	3,527
Arts & Entertainment/Music & Audio/Pop Music	3,276

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:

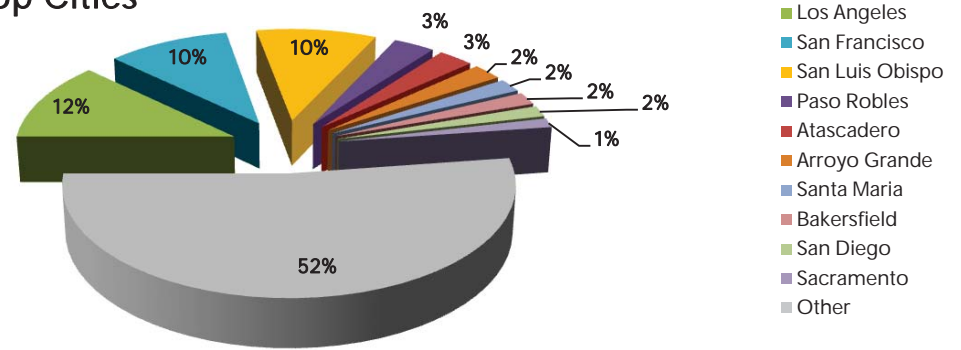
Top Landing Pages	Entrances
/events	8,291
/	5,124
/profile/402/lake-lopez-recreation-area	2,424
/events/all/fairs_and_festivals	1,196
/community/morro-bay	894
/our-area	845
/activities	815
/events/461	778
/events/163/arroyo-grande-strawberry-festival	775
/blog/909/2016-community-summer-concert-guide	689

Top Content Pages	Pageviews
/events	13,808
/	7,148
/events/all/fairs_and_festivals	3,257
/profile/402/lake-lopez-recreation-area	3,094
/events?page=1	2,272
/our-area	2,051
/events/all/childrens_activities	1,290
/deals	1,288
/activities	1,268
/community/morro-bay	1,227

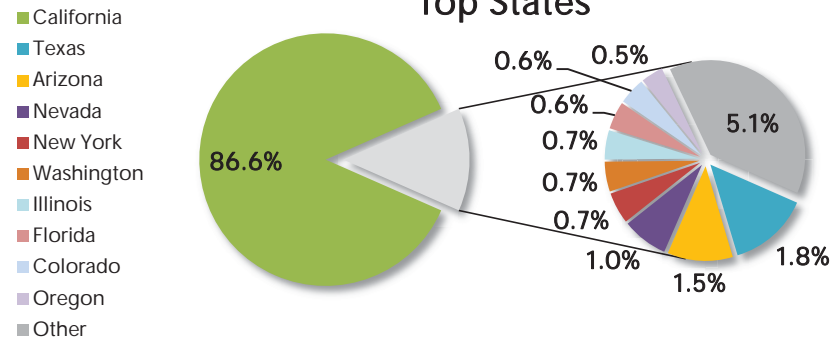
Top Exit Pages	Exits
/events	3,831
/	2,987
/profile/402/lake-lopez-recreation-area	1,898
/our-area	942
/events/all/fairs_and_festivals	918
/blog/909/2016-community-summer-concert-guide	787
/events/163/arroyo-grande-strawberry-festival	740
/events/461	694
/community/morro-bay	582
/profile/1468/avila-beach-farmers-market	536

Geographic:

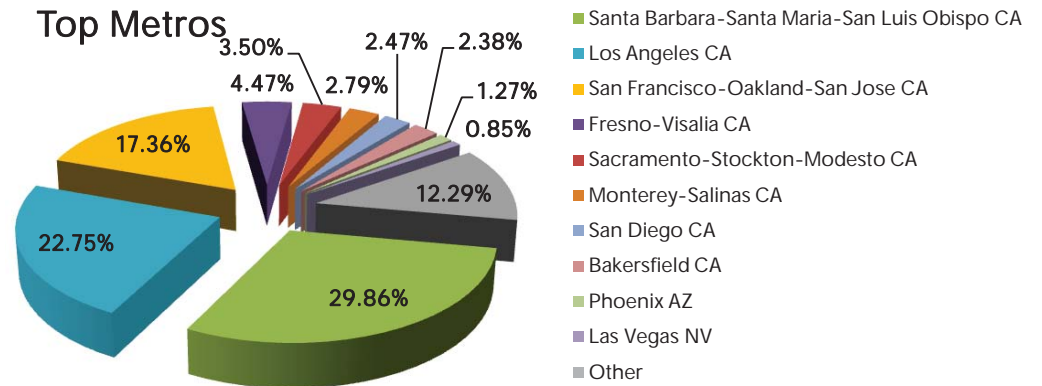
Top Cities



Top States

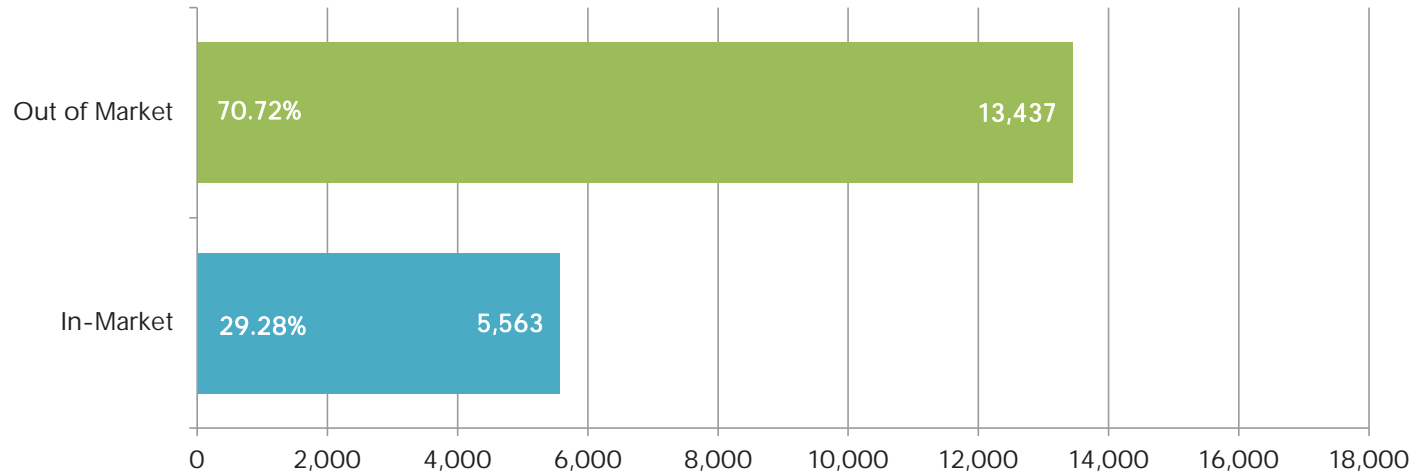


Top Metros



In-MarketVsVistor:

Desktop Visits



Mobile/Tablet Visits

