



# AGENDA

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## Visit SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Agenda

Wednesday, March 21, 2018

8:30 am

Inn at the Pier

601 Cypress St, Pismo Beach, CA 93449

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

<b>ANNOUNCEMENTS</b>	<b>C. Davison</b>
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<b>CONSENT AGENDA - <i>motion required</i></b>	<b>C. Davison</b>
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3. Approval of January 17, 2018 Board Meeting Minutes (*yellow*)

4. Approval of January & February Financials (*green*)

*Staff will ask for Board approval of the January 17, 2018 Board Meeting Minutes, and the January and February Financials.*

<b>CEO REPORT</b>	<b>C. Davison</b>
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5. CEO Report (*15 min*)

*Staff will provide an update on current projects and areas of focus for the months ahead.*

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
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5. Destination Development Strategy (*25 min*)

*Staff will provide an update on the next steps in Visit SLO CAL's initiative to develop a draft of a long-term Destination Development/Tourism Infrastructure Master Plan as outlined in Strategic Direction 2020.*

6. Strategic Direction 2020 Operational Plan Update (*15 min*)

*Staff will provide an update on its Operational Plan quarterly check-in and overall progress on Strategic Direction 2020 imperatives.*

7. Marketing Update (*20 min*)

*Staff will provide an update on key marketing initiatives.*

<b>ANNOUNCEMENT OF CLOSED SESSION ITEM(S)</b>	<b>C. Davison</b>
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8. Employee Dismissal (*10 min*)

<b>CLOSED SESSION REPORT</b>	<b>C. Davison</b>
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ADJOURN.

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

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



# MINUTES

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## Visit SLO CAL Board of Directors

### Visit SLO CAL Board of Directors Meeting Minutes

Wednesday, January 17, 2018

8:30am

Holiday Inn Express, Paso Robles  
2455 Riverside Ave, Paso Robles, CA 93446

#### 1. CALL TO ORDER: Clint Pearce

**PRESENT:** John Arnold, Kathy Bonelli, Aaron Graves, Jim Hamilton, Jay Jamison, Lori Keller, Nipool Patel, Clint Pearce, Amar Sohi, Roger Wightman

**ABSENT:** Mark Eads, Sarah Maggelet, Sam Miller, Val Seymour

**STAFF PRESENT:** Chuck Davison, Brooke Burnham, Brendan Pringle

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Call to Order at 8:32 am.

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

None.

#### ANNOUNCEMENTS

Davison presented former VSC Board and Executive Committee member JP Patel with an honorary award, thanking him for his time, dedication and service.

Brown Act Training is February 21, from 8:30am-10am, at the Embassy Suites. This is required for all Board members who have not yet completed Brown Act Training. RSVP by using the Google Form link on the invitation or by emailing [Brendan@SLOCAL.com](mailto:Brendan@SLOCAL.com). Marketing Committee, TBID board members and local Government officials are also invited to attend, but RSVP is required.

VSC's Beginning of Year Bash is Wednesday January 24, from 6:00pm-8:00pm, at Edna Valley Vineyard. RSVP using the Google Form link on the invitation or by emailing [Pam@SLOCAL.com](mailto:Pam@SLOCAL.com).

#### CONSENT AGENDA

#### 3. Approval of November 15, 2017 Board Meeting Minutes

#### 4. Approval of November & December Financials

Public Comment – None.

Board Discussion.

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

## CEO REPORT

### 5. CEO Report

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

Davison announced that beginning April 9, United Airlines will add a second daily non-stop flight to Denver. This announcement comes less than 9 months after the initial launch of services and is a direct result of the investment made by our Board to launch and sustain the Denver air service. United also announced that it would be replacing the current 50-seat planes with larger, 77-seat planes in April for both Denver flights, two daily flights to LA and one daily flight to SF adding an additional 125+ seats to the market daily.

After the Board approved the transfer of reserve funds to laddered CDs managed by Morgan Stanley, VSC opened two separate accounts, with initial deposits of \$400,000 and \$100,000, to ensure there is no intermingling between TMD assessment funds and non-TMD assessment funds in order to remain in compliance with our contract with the County. Davison outlined the CD purchases, and noted that this ensures that funds are FDIC-insured, which was one of the comments mentioned in our FY2016/17 audit.

VSC received notice that its "SAVOR – A San Luis Obispo County Experience" service mark has been approved, and expects approval on its "Life's Too Beautiful to Rush" service mark by February.

Davison noted that the County has added the Highway 1 closure to their legislative platform, allowing the Board of Supervisors to write letters, lobby, etc. and also authorize their lobbyists to officially lobby on behalf of the issue.

Davison updated the Board on the VSC communication team's response to both the Thomas Fire and Montecito mudslides.

After VSC's contracted accountant, Connect Accounting, gave notice on November 13, 2017, VSC started vetting current qualified applicants with Connect's assistance. Davison asked the Board to send any recommendations for a contract controller to Brendan@SLOCAL.com.

Davison outlined his travel schedule.

Public Comment – None.

Board Discussion.

## BUSINESS ITEMS

### 6. Destination Development Strategy

Visit SLO CAL will hear Destination Development Plan (DDP) consultant presentations during a special Board Meeting on January 31, 2018, from 8:30am-12:30pm at the Embassy Suites. Proposals were sent to the Board on January 16, 2018 in the Agenda Packet for this meeting. Davison asked the Board to review these documents in advance of the presentations. Once the DDP consultant is hired and begins work on the plan, VSC will need to hire a Director of Destination Development to champion the planning, along with implementation and management of the DDP recommendations. The proposed budget re-forecast accounts for the position's salary, which would start April 1, 2018, if approved. Davison outlined some of the responsibilities of the role, and noted that this position would put VSC's administrative staffing costs above 20 percent.

Public Comment – None.

Board Discussion.

## 7. Budget Re-Forecast

Davison provided an overview of the re-forecasted budget for FY2017/18, noting that it includes the adjustment for actual income received from each community through November, as well as the additional TMD assessment revenue from new inventory in Pismo Beach (the Inn at the Pier) and the County contract with Airbnb to collect assessment funds. The re-forecast also includes the costs associated with the Destination Development Plan, expanded research efforts, one-time website set-up fees and a re-allocation of \$300,000 in surplus funds to media placement/advertising.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Jamison/Wightman to approve VSC’s FY17-18 Budget Re-Forecast as presented.

**Motion carried: 10:0**

## 8. Membership Update

Davison outlined VSC’s current paid membership structure for non-lodging members, but noted that with the new website launching in February, all relevant tourism businesses will essentially become members, clouding the difference between members and non-members. VSC staff is recommending ending membership sales under this structure, replacing the term “Members” with “Partner Services” for all intents and purposes. DTN, a subdivision of Simpleview will be selling ad space (including preferred listings on the new site, to all non-lodging related businesses, replacing membership revenue and thus achieving VSC’s legal need for a secondary source of revenue.

Public Comment – None.

Board Discussion.

**ACTION:** Moved by Graves/Patel to end VSC’s paid membership structure, replacing the revenue with paid media solutions.

**Motion carried: 10:0**

## 9. Advisory Committee Meeting Recap

Davison thanked the Board members who attended the Advisory Committee meeting and recapped some of the feedback provided by officials at the meeting, noting that it was very positive overall. He added that one of the opportunities presented by a member of the Committee was that VSC needs to provide a “hook” for smaller operators to get more involved and connected with its efforts. Davison also requested the Board’s feedback on the meeting.

Public Comment – None.

Board Discussion.

## 10. DMAP Update

Pringle provided an overview of Destination International’s Destination Marketing Accreditation Program (DMAP), which VSC is pursuing. He noted that only 175 out of 572 Destinations International DMO members are currently accredited. The process includes following the DMAP Code of Ethics, as well as meeting 93 standards revolving around governance, finance, marketing, sales, management, innovation, research, brand management, destination development and other categories. Pringle is currently assembling all the documentation for VSC’s application for submittal by January 31, with accreditation anticipated in the spring.

Public Comment – None.

Board Discussion.

## **11. Marketing Update**

Burnham provided the details and strategy for VSC's upcoming ad campaign. She also provided an update on VSC's travel trade efforts and opportunities, as well as VSC's upcoming SAVOR activation in Washington.

VSC held trainings January 9-10, 2018 in San Luis Obispo, Pismo Beach and Paso Robles on VSC's new extranet, called SLO CAL Connection, which launched January 15, 2018. Burnham provided an update on earned and owned media, noting that the new website will launch February 13, 2018.

Public Comment – None.

Board Discussion.

## **ADJOURNMENT**

**ACTION:** Moved by Patel/Wightman to adjourn the meeting.

**Motion carried: 10:0**

Meeting adjourned at 10:05am.

Visit SLO CAL

2017/2018 Financial Summary - January 2018

<b>Income</b>	<b>This Month</b>	<b>Budgeted for Month</b>	<b>MTD Variance</b>	<b>MTD Actual v. MTD Budget %</b>	<b>MTD % of Total Income/Expenses</b>	<b>FISCAL YTD</b>	<b>YTD Budget</b>	<b>YTD Variance</b>	<b>YTD Actual v. YTD Budget %</b>	<b>YTD % of Total Income/Expenses</b>
PY TMD Collected in CY	\$ -	\$ -	\$ -	#DIV/0!	0.00%	\$ 127,555	\$ 127,555	\$ -	100.00%	5.03%
Membership Dues	\$ 198	\$ -	\$ 198	#DIV/0!	0.10%	\$ 44,396	\$ 44,198	\$ 198	100.45%	1.75%
<b>TMD Income</b>										
SLO County Unincorporated	\$ 67,707	\$ 67,707	\$ -	100.00%	32.96%	\$ 586,166	\$ 586,166	\$ -	100.00%	23.13%
SLO City	\$ 45,618	\$ 45,618	\$ -	100.00%	22.20%	\$ 438,301	\$ 438,301	\$ -	100.00%	17.30%
Pismo Beach	\$ 49,849	\$ 49,849	\$ -	100.00%	24.26%	\$ 570,760	\$ 570,760	\$ -	100.00%	22.53%
Morro Bay	\$ 14,729	\$ 14,729	\$ -	100.00%	7.17%	\$ 193,186	\$ 193,186	\$ -	100.00%	7.62%
Paso Robles	\$ 26,167	\$ 26,167	\$ -	100.00%	12.74%	\$ 283,454	\$ 283,454	\$ -	100.00%	11.19%
Arroyo Grande	\$ 5,106	\$ 5,106	\$ -	100.00%	2.49%	\$ 54,664	\$ 54,664	\$ -	100.00%	2.16%
Atascadero *	\$ -	\$ -	\$ -	0.00%	0.00%	\$ 67,045	\$ 67,045	\$ -	100.00%	2.65%
Grover	\$ 3,233	\$ 3,233	\$ -	100.00%	1.57%	\$ 23,258	\$ 23,258	\$ -	100.00%	0.92%
Adjustment for Actual TMD Collected	\$ (7,160)	\$ -	\$ (7,160)		-3.49%	\$ 144,930	\$ 144,707	\$ 223		5.72%
<b>Total Income</b>	\$ 205,447	\$ 212,409	\$ (6,962)	96.72%	100.00%	\$ 2,533,714	\$ 2,533,293	\$ 421	100.02%	100.00%
* District pays quarterly										
<b>Expenses</b>										
Restricted Reserve	\$ 10,272	\$ 10,620	\$ (348)	96.72%	4.08%	\$ 126,686	\$ 126,665	\$ 21	100.02%	8.54%
G&A	\$ 16,225	\$ 21,709	\$ (5,484)	74.74%	6.45%	\$ 144,326	\$ 148,574	\$ (4,248)	97.14%	9.73%
Industry Research and Resources	\$ 21,696	\$ 20,660	\$ 1,035	105.01%	8.62%	\$ 102,150	\$ 100,851	\$ 1,299	101.29%	6.88%
Travel Trade	\$ 22,020	\$ 24,975	\$ (2,955)	88.17%	8.75%	\$ 167,068	\$ 167,234	\$ (166)	99.90%	11.26%
Communications	\$ 25,437	\$ 22,581	\$ 2,856	112.65%	10.11%	\$ 137,776	\$ 134,575	\$ 3,201	102.38%	9.28%
Advertising	\$ 116,712	\$ 132,771	\$ (16,060)	87.90%	46.37%	\$ 577,721	\$ 600,947	\$ (23,225)	96.14%	38.93%
Promotions	\$ 5,781	\$ 12,627	\$ (6,846)	45.78%	2.30%	\$ 26,122	\$ 32,626	\$ (6,504)	80.07%	1.76%
Events	\$ 7,648	\$ 9,744	\$ (2,097)	78.48%	3.04%	\$ 64,101	\$ 66,093	\$ (1,992)	96.99%	4.32%
Digital Marketing	\$ 20,685	\$ 35,554	\$ (14,869)	58.18%	8.22%	\$ 116,644	\$ 132,917	\$ (16,273)	87.76%	7.86%
Film Commission	\$ 5,200	\$ 6,250	\$ (1,050)	83.20%	2.07%	\$ 21,307	\$ 26,122	\$ (4,815)	81.57%	1.44%
<b>Total Expenses</b>	\$ 251,675	\$ 297,491	\$ (45,817)	84.60%	100.00%	\$ 1,483,901	\$ 1,536,604	\$ (52,703)	96.57%	100.00%
<b>Surplus(Deficit)</b>	\$ (46,228)	\$ (85,082)	\$ 38,854	54.33%		\$ 1,049,813	\$ 996,690	\$ 53,124	105.33%	
<b>Cash Flow</b>										
Surplus (Deficit)	\$ (46,228)					\$ 1,049,813				
Beginning Cash Balance	\$ 2,079,936					\$ 733,261				
Change in Accounts Receivable	\$ 5,937					\$ 217,712				
Change in Accrued Expenses	\$ (53,386)					\$ 63,725				
Change in Prepaid Expenses										
Change in Accounts Payable	\$ 119,380					\$ 41,127				
<b>Visit SLO CAL Cash Balances</b>	\$ 2,105,639					\$ 2,105,639				
Restricted Reserves - 5% of Cumulative Revenues	\$ (491,406)					\$ (491,384)				
Equity on Balance Sheet										
<b>Net Available Cash</b>	\$ 1,614,233					\$ 1,614,255				
<b>Comments to the Board:</b>										
<ul style="list-style-type: none"> <li>- The total expenses for January are understated by \$36,704 due to over accrued amounts in previous months which were adjusted for in January when actuals were verified</li> <li>- All TMD amounts accrued through October have been collected with the exception of \$4,662.01 from the City of Morro Bay</li> <li>- Restricted Reserves have been re-categorized as Equity from a Liability per the Auditor's recommendation</li> </ul>										

**Visit SLO CAL**  
**Balance Sheet Prev Year Comparison**  
**As of January 31, 2018**

	Jan 31, 18	Jan 31, 17	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1010 - Bank of the Sierra - TMD	1,476,647.51	1,107,990.77	368,656.74	33.3%
1020 - Bank of the Sierra - Membership	128,991.48	85,790.76	43,200.72	50.4%
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%
<b>Total Checking/Savings</b>	<b>2,105,638.99</b>	<b>1,193,781.53</b>	<b>911,857.46</b>	<b>76.4%</b>
<b>Accounts Receivable</b>				
1200 - Accounts Receivable	597,023.17	377,554.22	219,468.95	58.1%
<b>Total Accounts Receivable</b>	<b>597,023.17</b>	<b>377,554.22</b>	<b>219,468.95</b>	<b>58.1%</b>
<b>Other Current Assets</b>				
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	-43,732.71	624,905.70	-668,638.41	-107.0%
1360 - 401K Forfeiture Assets	0.00	608.89	-608.89	-100.0%
<b>Total Other Current Assets</b>	<b>-40,019.01</b>	<b>629,410.29</b>	<b>-669,429.30</b>	<b>-106.4%</b>
<b>Total Current Assets</b>	<b>2,662,643.15</b>	<b>2,200,746.04</b>	<b>461,897.11</b>	<b>21.0%</b>
<b>Fixed Assets</b>				
<b>1400 - Fixed Assets</b>				
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%
<b>Total 1400 - Fixed Assets</b>	<b>167,089.76</b>	<b>90,547.19</b>	<b>76,542.57</b>	<b>84.5%</b>
<b>1500 - Accumulated Depreciation</b>				
1505 - Comp. Hdw/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%
<b>Total 1500 - Accumulated Depreciation</b>	<b>-27,841.17</b>	<b>-16,547.17</b>	<b>-11,294.00</b>	<b>-68.3%</b>
<b>Total Fixed Assets</b>	<b>139,248.59</b>	<b>74,000.02</b>	<b>65,248.57</b>	<b>88.2%</b>
<b>Other Assets</b>				
<b>1600 - Intangibles</b>				
1605 - Trademark - Slocal	15,750.00	0.00	15,750.00	100.0%
<b>Total 1600 - Intangibles</b>	<b>15,750.00</b>	<b>0.00</b>	<b>15,750.00</b>	<b>100.0%</b>
<b>Total Other Assets</b>	<b>15,750.00</b>	<b>0.00</b>	<b>15,750.00</b>	<b>100.0%</b>
<b>TOTAL ASSETS</b>	<b>2,817,641.74</b>	<b>2,274,746.06</b>	<b>542,895.68</b>	<b>23.9%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 - Accounts Payable	138,704.45	77,182.03	61,522.42	79.7%
<b>Total Accounts Payable</b>	<b>138,704.45</b>	<b>77,182.03</b>	<b>61,522.42</b>	<b>79.7%</b>
<b>Credit Cards</b>				
2060 - American Express Credit Card	11,551.77	0.00	11,551.77	100.0%
2050 - Rabobank Credit Card	749.70	3,364.33	-2,614.63	-77.7%
<b>Total Credit Cards</b>	<b>12,301.47</b>	<b>3,364.33</b>	<b>8,937.14</b>	<b>265.6%</b>
<b>Total Current Liabilities</b>	<b>151,005.92</b>	<b>80,546.36</b>	<b>70,459.56</b>	<b>87.5%</b>
<b>Total Liabilities</b>	<b>151,005.92</b>	<b>80,546.36</b>	<b>70,459.56</b>	<b>87.5%</b>
<b>Equity</b>				
3120 - Reserved Earnings	491,405.54	295,994.00	195,411.54	66.0%
3130 - Retained Earnings	1,125,416.90	401,839.00	723,577.90	180.1%
Net Income	1,049,813.38	1,496,366.70	-446,553.32	-29.8%
<b>Total Equity</b>	<b>2,666,635.82</b>	<b>2,194,199.70</b>	<b>472,436.12</b>	<b>21.5%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,817,641.74</b>	<b>2,274,746.06</b>	<b>542,895.68</b>	<b>23.9%</b>





**Visit SLO CAL**  
**Balance Sheet Prev Year Comparison**  
**As of February 28, 2018**

	Feb 28, 18	Feb 28, 17	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1010 - Bank of the Sierra - TMD	1,603,009.24	1,117,789.89	485,219.35	43.4%
1020 - Bank of the Sierra - Membership	128,791.51	121,635.33	7,156.18	5.9%
1030 - Morgan Stanley - TMD	400,346.77	0.00	400,346.77	100.0%
1040 - Morgan Stanley - Membership	100,202.04	0.00	100,202.04	100.0%
<b>Total Checking/Savings</b>	<b>2,232,349.56</b>	<b>1,239,425.22</b>	<b>992,924.34</b>	<b>80.1%</b>
<b>Accounts Receivable</b>				
1200 - Accounts Receivable	485,542.22	495,029.12	-9,486.90	-1.9%
<b>Total Accounts Receivable</b>	<b>485,542.22</b>	<b>495,029.12</b>	<b>-9,486.90</b>	<b>-1.9%</b>
<b>Other Current Assets</b>				
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	-201,216.54	469,594.99	-670,811.53	-142.9%
<b>Total Other Current Assets</b>	<b>-197,502.84</b>	<b>473,490.69</b>	<b>-670,993.53</b>	<b>-141.7%</b>
<b>Total Current Assets</b>	<b>2,520,388.94</b>	<b>2,207,945.03</b>	<b>312,443.91</b>	<b>14.2%</b>
<b>Fixed Assets</b>				
<b>1400 - Fixed Assets</b>				
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%
<b>Total 1400 - Fixed Assets</b>	<b>167,089.76</b>	<b>90,547.19</b>	<b>76,542.57</b>	<b>84.5%</b>
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1525 - Office Equip. Accum. Depr.	-4,915.00	-1,288.00	-3,627.00	-281.6%
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<b>Total Fixed Assets</b>	<b>139,248.59</b>	<b>74,000.02</b>	<b>65,248.57</b>	<b>88.2%</b>
<b>Other Assets</b>				
<b>1600 - Intangibles</b>				
1605 - Trademark - Slocal	15,750.00	0.00	15,750.00	100.0%
<b>Total 1600 - Intangibles</b>	<b>15,750.00</b>	<b>0.00</b>	<b>15,750.00</b>	<b>100.0%</b>
<b>Total Other Assets</b>	<b>15,750.00</b>	<b>0.00</b>	<b>15,750.00</b>	<b>100.0%</b>
<b>TOTAL ASSETS</b>	<b>2,675,387.53</b>	<b>2,281,945.05</b>	<b>393,442.48</b>	<b>17.2%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000 - Accounts Payable	158,496.84	240,623.90	-82,127.06	-34.1%
<b>Total Accounts Payable</b>	<b>158,496.84</b>	<b>240,623.90</b>	<b>-82,127.06</b>	<b>-34.1%</b>
<b>Credit Cards</b>				
2060 - American Express Credit Card	17,829.32	0.00	17,829.32	100.0%
<b>Total Credit Cards</b>	<b>17,829.32</b>	<b>0.00</b>	<b>17,829.32</b>	<b>100.0%</b>
<b>Total Current Liabilities</b>	<b>176,326.16</b>	<b>240,623.90</b>	<b>-64,297.74</b>	<b>-26.7%</b>
<b>Total Liabilities</b>	<b>176,326.16</b>	<b>240,623.90</b>	<b>-64,297.74</b>	<b>-26.7%</b>
<b>Equity</b>				
3120 - Reserved Earnings	504,200.58	308,235.00	195,965.58	63.6%
3130 - Retained Earnings	1,125,416.90	401,839.00	723,577.90	180.1%
Net Income	869,443.89	1,331,247.15	-461,803.26	-34.7%
<b>Total Equity</b>	<b>2,499,061.37</b>	<b>2,041,321.15</b>	<b>457,740.22</b>	<b>22.4%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,675,387.53</b>	<b>2,281,945.05</b>	<b>393,442.48</b>	<b>17.2%</b>

# 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 51.1 in January 2018 shows that travel to or within the U.S. grew 2.2% in January 2018 compared to January 2017. LTI predicts continued travel growth through July 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 a slightly slower year-over-year rate in January 2018 than in December 2017. International inbound travel expanded, while domestic leisure travel outpaced domestic business.

## HIGHLIGHTS:

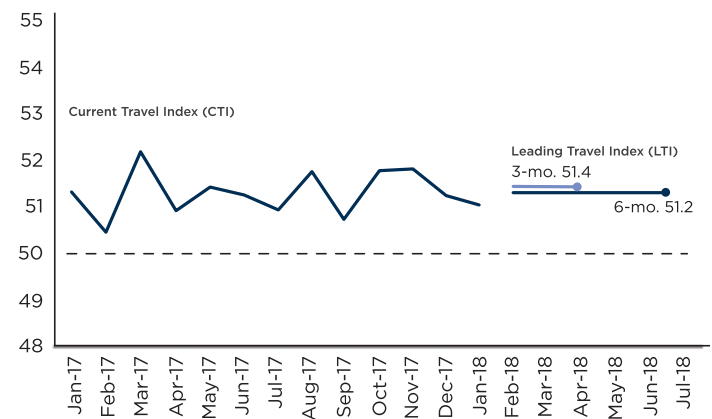
\* For CTI and LTI definitions, please see below.

- The Current Travel Index (CTI) has registered at or above the 50 mark for 97 straight months, as the industry enters its ninth consecutive year of expansion.
- The CTI was positive in January at 51.1. However, this is lower than the 6-month moving average of 51.4.
- International inbound travel slowed, yet remained in positive territory, registering at 50.5 in January. The Leading Travel Index (LTI) continues to project an upbeat outlook for international inbound travel growth, which could potentially surpass growth in the domestic market through the first half of 2018.
- Domestic leisure and business travel both grew in January, though domestic leisure outpaced domestic business.
- The 6-month LTI reading of 51.2 indicates that total U.S. travel volume is expected to grow at a rate of around 2.4% through July 2018. Domestic travel is expected to grow by about 2.2%, while forward-looking metrics for international travel indicate a strong rebound.

## January Travel Trends Index

Current Travel Index and Leading Travel Index

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



Source: Oxford Economics, U.S. Travel Association

“During the past couple of years, very solid growth in domestic leisure travel has kept travel to and within the United States on an upward trajectory, while domestic business and international travel faced headwinds. Now, it appears that those roles are going to reverse, as significant upturns in both domestic business and international inbound travel growth will more than offset a slight moderation in domestic leisure travel in 2018.”

- David Huether  
Senior Vice President, Research

	CTI	3-month LTI*	6-month LTI**
December Index	51.2	52.1	51.7
January Index	51.1	51.4	51.2
Direction and Speed	Travel demand increased; at a slightly slower rate than the previous month	Travel is expected to grow over the coming 3 months; at a faster rate	Travel is expected to grow over the coming 6 months; at a slightly faster rate

\* Average outlook reading for Feb 2018 to Apr 2018

\*\* Average outlook reading for Feb 2018 to July 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 business travel in January, as has historically been the trend. Forward-looking bookings and searches appear to be on an upswing, which bodes well for the domestic travel market through the first half of the year. Conversely, while room demand has been a strong contributor to growth, December and January hotel booking data still include stays related to hurricane recovery and relief efforts in affected regions, inflating true visitation numbers. Despite this caveat, domestic travel looks to be on solid footing.

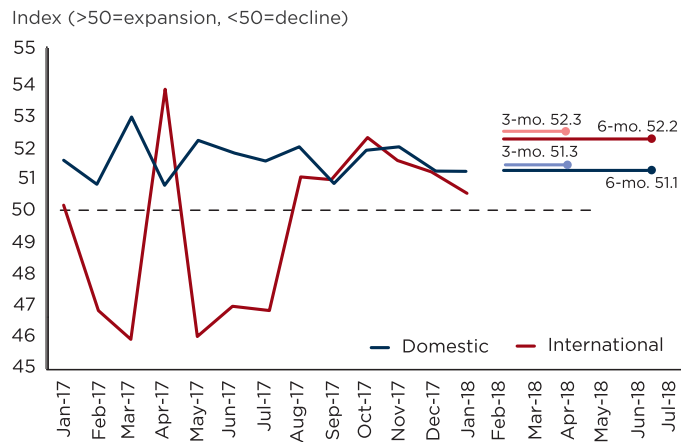
International inbound travel increased once again in January, as a slightly weaker U.S. dollar and an improved global economic backdrop make the United States a more attractive and attainable market for foreign travelers.

## Travel Trends Index Summary

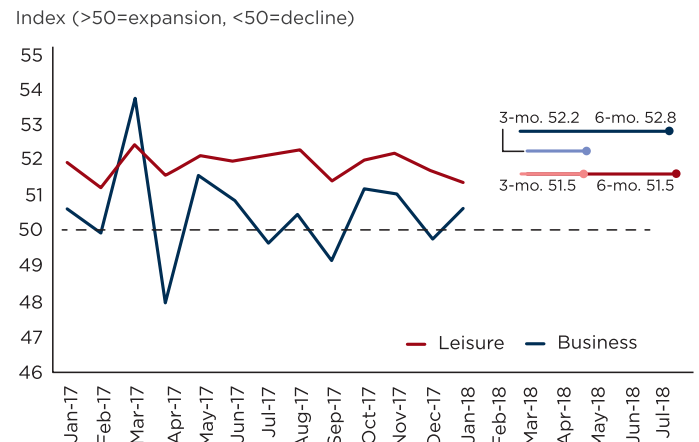
	Current Travel Index (CTI)				Leading Travel Index (LTI)		6-mo LTI vs. CTI 6-mo avg.	
	6-month avg	November	December	January	3-month*	6-month**	Direction	Speed
<b>Total Market</b>	<b>51.4</b>	<b>51.8</b>	<b>51.2</b>	<b>51.1</b>	<b>51.4</b>	<b>51.2</b>	Increasing ▲	Slightly slower
International	51.1	51.4	51.1	50.5	52.3	52.2	Increasing ▲	Faster
Domestic	51.4	51.9	51.2	51.1	51.3	51.1	Increasing ▲	Slower
Business	50.4	51.0	49.8	50.6	52.2	52.8	Increasing ▲	Faster
Leisure	51.8	52.2	51.7	51.4	51.5	51.5	Increasing ▲	Slower

\* Average outlook reading for Feb 2018 to Apr 2018  
 \*\* Average outlook reading for Feb 2018 to July 2018

## January Domestic and International Travel Index



## January Domestic Business and Leisure Travel Index



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.

### - Industry Engagement -



#### **Visit SLO CAL Launches New SLOCAL.com**

After many months of writing all new content and developing video, imagery and customizations, Visit SLO CAL brought to life the brand new SLOCAL.com. This showcase of our incredible countywide destination offers guests a more robust experience by allowing all tourism-related businesses access to a free listing in appropriate categories. This new, inclusive approach to tourism promotion moves VSC from being a paid membership organization to one of broad representation and tourism partnership throughout the county.

#### **Visit SLO CAL Wins Visit California Poppy Award**

On February 15 in Anaheim, CA, Visit SLO CAL received Visit California's coveted Poppy Award for Best Digital Marketing Campaign in recognition of our "Life's Too Beautiful to Rush" initiative. One of four finalists for the Best Digital Campaign award, VSC, with a \$3.8 million budget, rose above Monterey County Convention & Visitors Bureau (\$7 million budget), Visit Anaheim (\$17 million) and San Diego Tourism Authority (\$43 million). VSC's winning program launched the first-ever countywide brand (SLO CAL) and corresponding "Life's Too Beautiful to Rush" campaign developed by their creative agency BCF.



#### **Full Winter/Spring Media Campaign Launches**

In conjunction with the launch of the brand-new SLOCAL.com, VSC launched the display portion of the winter/spring media campaign. The strategy of this campaign is to increase awareness and drive consideration for travel to SLO CAL. The winter/spring media campaign is now running fully on social, display and SEM.

#### **VSC Launches #SoSLOCAL Contest**

On February 17, VSC launched its search for six San Luis Obispo County residents to become SLO CAL Storytellers. Applicants were asked to submit a video, blog, five photos and a short description about why they are #SoSLOCAL. One storyteller from North County, South County, North Coast and Cal Poly will be chosen, each to represent one of VSC's three personas – Active Adventurer, Mom to the Max and Cultured Class.



#### **Upcoming Opportunities & Events**

- **Unique, Family-Friendly Activities Content:** Visit SLO CAL is collecting content ideas for media pitches and blogs. If you have unique, family-friendly packages or other notable information, please email your ideas to Jordan Carson, [Jordan@SLOCAL.com](mailto:Jordan@SLOCAL.com).





Halter Ranch Vineyard featured in Forbes (left) and San Luis Obispo featured in 7x7 (right).



- PR and Travel Trade -

### VSC-Assisted Media Placements

- KSBY: *Local Destination Non-Profit Wins Visit California's Poppy Award* - <http://bit.ly/VSCPoppyAward>
- 7x7: *The Lake Tahoe Antidote: Snow-Free Winter Getaways in Northern California* - <http://bit.ly/7x7SLOCAL>
- Forbes: *The Perfect San Luis Obispo SLO CAL Getaway* - <http://bit.ly/ForbesSLOCAL>
- Livability: *Is This California Town the Happiest in America?* - <http://bit.ly/LivabilitySLOCAL>
- Bravo TV: *California Wine Country Travel Update: Everything You Need to Know to Plan a Trip After the Fires* - <http://bit.ly/BravoTVSLOCAL>
- SF Chronicle: *Slumber Among the Vineyards in Paso Robles* - <http://bit.ly/SFChroniclePasoRobles>
- Architectural Digest: *33 Incredible Springtime Adventures*

### Media Visits

- Fashion by Ally - Influencer
- Entertainment Today
- @Tiffpenguin - Influencer

### Travel Trade

- MPI Northern California Expo – Feb. 27

### Upcoming Travel Trade

- VCA China Sales Mission – April 9-13
- IPW Denver – May 19-23

### Film SLO CAL

- Twin Turbos – Discovery Channel
- Outside TV
- Extreme RV – Travel Channel
- Kipling Handbags - Commercial
- HGTV Mountain Life

### Film Scout Location FAM Tour

Film SLO CAL is partnering with the SLO International Film Festival, to hold a location scout FAM tour on March 19 & 20. A total of nine producers, filmmakers and location managers will be attending the scout. The goal is to showcase as many locations throughout SLO CAL as possible, framing our region as a premier location for filming.

### VISIT SLO CAL WEB ACTIVITY

<b>SESSIONS:</b>	118,469
<b>UNIQUE VISITORS:</b>	101,353
<b>PAGE VIEWS:</b>	213,711
<b>AVG. PAGE VIEWS/VISIT:</b>	1.80
<b>AVG. TIME ON SITE:</b>	1:40
<b>TOTAL ORGANIC TRAFFIC:</b>	40,453
<b>% OF ORGANIC:</b>	34%
<b>MOBILE SESSIONS:</b>	84,206
<b>MOST VISITED EVENT PAGE:</b>	
SURF NITE IN SLO (488 VIEWS)	
<b>TOTAL BLOG VISITS:</b>	11,739
<b>MOST VISITED BLOG:</b>	15 FREE THINGS TO DO IN SLO CAL (662 VISITS)

### VISIT SLO CAL SOCIAL MEDIA ACTIVITY

#### FACEBOOK

<b>LIKES:</b>	30,314	<b>NEW:</b>	2,618
<b>TOT. ORGANIC IMPRESSIONS:</b>	174,763		
<b>HIGHEST REACH:</b>	BIG WAVES ARE COMING TO THE SLO INTERNATIONAL FILM FEST... (7K PEOPLE REACHED)		
<b>HIGHEST ENGAGEMENT:</b>	BIG WAVES ARE COMING TO THE SLO INTERNATIONAL FILM FEST... (2.8K ENGAGEMENTS)		

	FOLLOWERS	NEW
<b>TWITTER:</b>	7,774	58
33.8K IMPRESSIONS		
<b>PINTEREST:</b>	719	7
<b>INSTAGRAM:</b>	19.1K	2000

#### VISITOR GUIDE DIST.

<b>GUIDES DISTRIBUTED:</b>	520
<b>THIS MONTH IN SLO CAL</b>	
<b>SUBSCRIBERS</b>	34,651
<b>OPENS:</b>	4,979
<b>CLICK-THROUGHS:</b>	733
<b>THIS WEEK IN SLO CAL</b>	
<b>CIRCULATION:</b>	1,684
<b>MOST CLICKED LINK:</b>	STR REPORT

## January 2018 vs January 2017 Lodging Statistics (STR, Inc.)

Current Month - January 2018 vs January 2017												
	Occ %		ADR		RevPAR		Percent Change from January 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	47.3	47.7	97.48	96.36	46.12	45.99	-0.9	1.2	0.3	0.3	0.0	-0.9
Cambria, CA+	50.7	53.3	142.63	139.40	72.30	74.27	-4.9	2.3	-2.7	-2.5	0.1	-4.7
Morro Bay, CA+	46.0	45.1	99.35	98.25	45.74	44.27	2.2	1.1	3.3	3.4	0.1	2.3
Paso Robles, CA+	56.0	54.9	116.74	115.76	65.35	63.58	1.9	0.8	2.8	2.8	0.0	1.9
Pismo Beach, CA+	54.9	49.7	132.72	127.61	72.92	63.46	10.5	4.0	14.9	22.0	6.2	17.3
San Luis Obispo, CA+	58.0	56.3	118.75	115.68	68.89	65.09	3.1	2.7	5.8	5.9	0.1	3.2
San Simeon, CA+	32.2	35.0	101.59	98.81	32.69	34.59	-8.1	2.8	-5.5	-5.5	0.0	-8.1
Five Cities+	53.1	48.1	126.53	123.50	67.13	59.37	10.4	2.5	13.1	18.1	4.5	15.3
North Coast+	42.5	44.9	126.14	122.76	53.64	55.11	-5.3	2.7	-2.7	-2.6	0.1	-5.2
North County+	53.7	53.0	112.24	111.13	60.25	58.91	1.3	1.0	2.3	2.3	0.0	1.3
South County+	55.3	51.9	122.77	119.50	67.94	62.07	6.5	2.7	9.5	12.1	2.4	9.1
San Luis Obispo County	52.0	50.4	119.05	116.30	61.95	58.64	3.2	2.4	5.6	6.9	1.2	4.5

Executive Overview:

**SEO Overview**

**SEO Activities Completed Last Month:**

- \* Monthly SEO report & monthly SEO call with client.
- \* Recommendations to client from Visitors Guide content.
- \* Crawl error check pre-launch; none to correct. Crawl error check post-launch + corrections.
- \* New website launched 2/13/18. Keyword research for new website.
- \* Installed Goodway Group tags for new site launch.
- \* Answered client's question about auto-generated meta titles/descriptions for new site and the capability to edit them
- \* Site speed review.
- \* Meta tags installed for new website launch. Appended auto-generated meta titles with city/state.
- \* Broken link scan & correction after website launch.
- \* Set up Goal & Event Tracking in Google Analytics.
- \* Updated keywords tracked in ranking tool.
- \* Turned on schema and mapped subcategories.
- \* Pulled over pixels from the old site and implemented additional tracking pixels.

**Organic Traffic Overview:**

Organic sessions increased almost 10%, organic bounce rate improved 46%, and organic average session duration improved 24% year over year. The top organic landing pages in February post-launch were: Events & Festivals, Home, 15 Free Things to do in SLO CAL, Pismo Beach/Shell Beach, Explore, Paso Robles, Things to Do , Live Music & Concerts, and Morro Bay.

**Other Notes:**

- \* Total sessions decreased by 63%, pages per session increased 30%, avg. session duration increased by 85%, and bounce rate improved 50.5% year over year.
- \* The Blog home page received 199 pageviews in February. The entire blog received 11,739 pageviews.

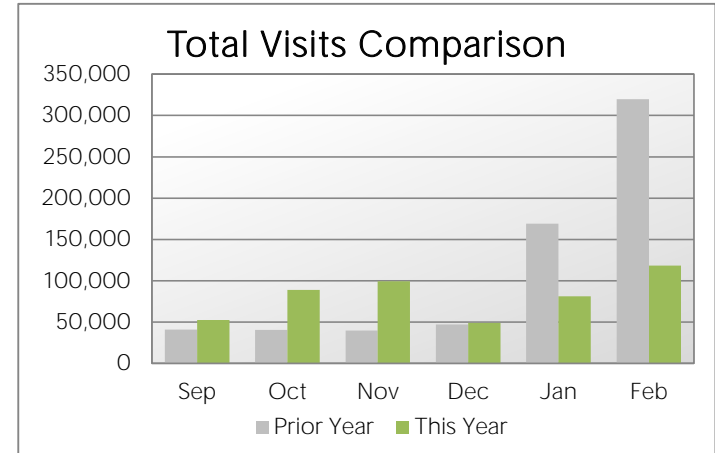
Industry Averages:

Engagement Metrics	Industry Average	Your Website		% Difference
Total Pages Per Visit:	2.12	1.80	●	-17.52%
Total Average Visit Duration:	0:01:55	0:01:40	●	-15.34%
Total Bounce Rate:	54.37%	41.60%	●	-30.69%
Organic Pages Per Visit:	1.92	2.68	●	28.36%
Organic Average Visit Duration:	0:01:35	0:02:46	●	42.89%
Organic Bounce Rate:	56.47%	25.32%	●	-123.04%



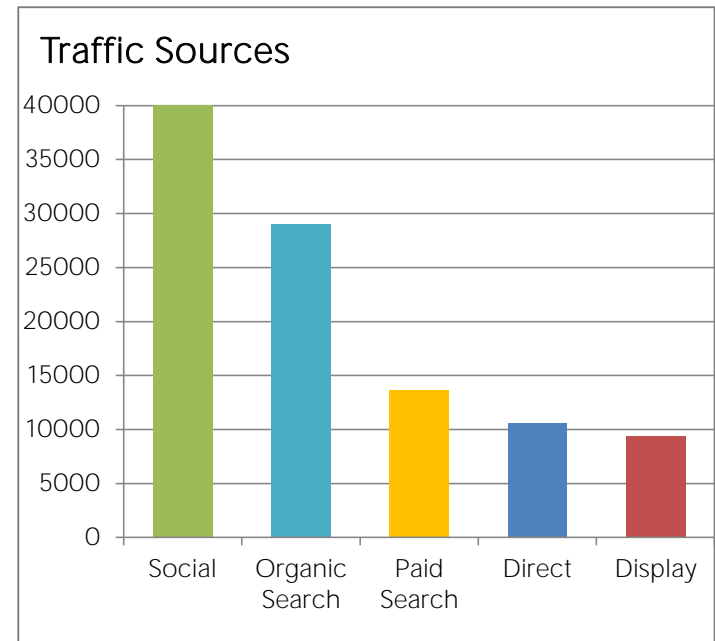
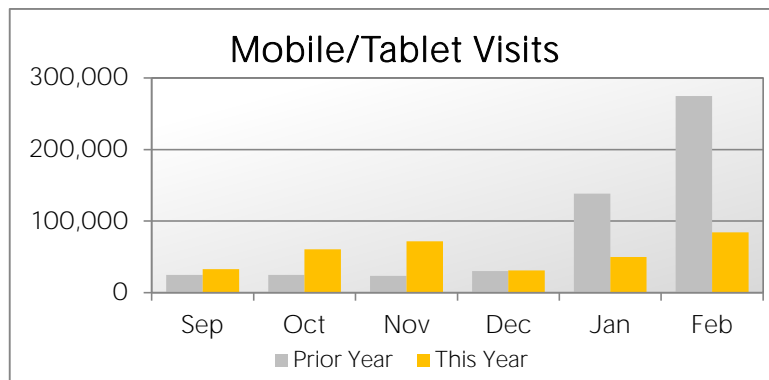
### Total Traffic Overview:

	Sep	Oct	Nov	Dec	Jan	Feb
Visits:	52,586	89,118	99,344	49,244	81,285	118,469
Unique Visitors:	44,810	74,059	79,926	39,404	63,169	101,353
Bounce Rate:	56%	56%	58%	41%	43%	42%
Pageviews:	136,939	189,252	195,971	140,319	194,881	213,711
Avg Pageviews Per Visit:	2.60	2.12	1.97	2.85	2.40	1.80
Avg Time on Site:	0:01:53	0:02:03	0:02:06	0:03:00	0:02:54	0:01:40
Total Organic Search Traffic:	34,786	33,015	35,581	32,441	34,240	40,453
% of Traffic Organic Search:	66%	37%	36%	66%	42%	34%
Entry Pages From Search:	2,087	2,052	2,319	2,071	1,935	2,090



### Mobile/Tablet SnapShot:

	Sep	Oct	Nov	Dec	Jan	Feb
Visits:	33,005	60,436	71,632	31,041	49,863	84,206
% of visits	63%	68%	72%	63%	61%	71%
Bounce Rate:	62%	60%	62%	47%	48%	43%
Pageviews:	69,862	110,010	121,349	78,074	106,732	132,708
Avg Time on Site:	0:01:25	0:01:49	0:01:53	0:02:38	0:02:44	0:01:20



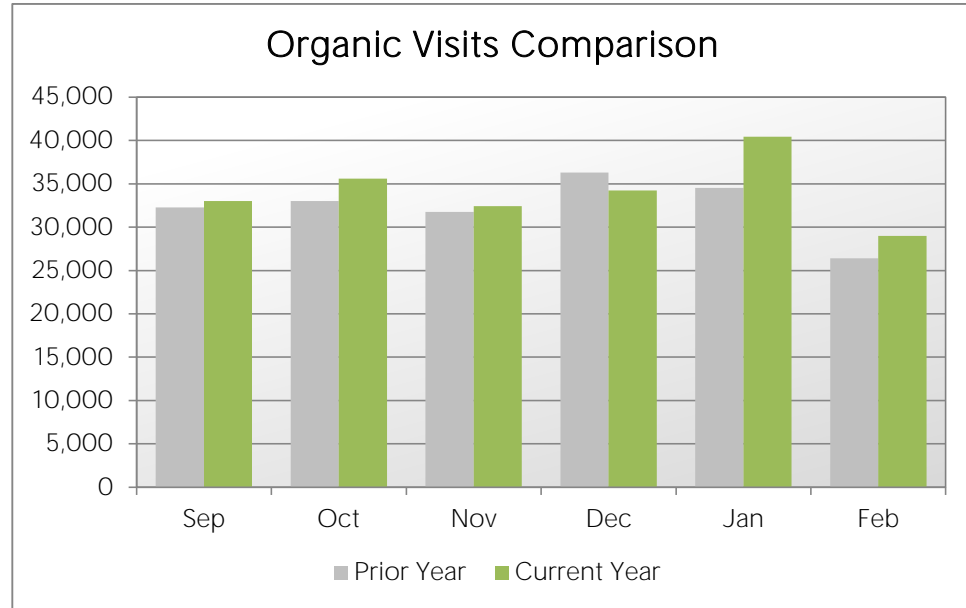
## Organic Search Traffic:

Organic Traffic	% of Total Site Traffic	
Visits	29,007	24.48%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	2.68	48.57%
Avg. Time on Site	0:02:46	66.84%
New Visits	78.10%	-6.08%
Bounce Rate	25.32%	-39.14%

Search Engine	Visits	Percent
google	27,341	94.26%
yahoo	833	2.87%
bing	797	2.75%
ask	29	0.10%
baidu	3	0.01%
avg	1	0.00%

Exact Keyword	Visits	Percent
(not provided)	28,663	98.81%
san luis obispo	19	0.07%
amazon	16	0.06%
san luis obispo events	8	0.03%
https://www.slocal.com/	6	0.02%
https://www.visitsanluisobispoconaty.con	5	0.02%
san simeon ca	5	0.02%
(not set)	4	0.01%
things to do in san luis obispo	4	0.01%
cambria, cali	3	0.01%



Landing Page	Visits	Percent
/	3,040	10.48%
/events-and-festivals/	2,175	7.50%
/events	1,739	6.00%
/blog/post/insider-tips-15-free-things-to-do-in-slo-cal/	528	1.82%
/blog/950/insider-tips-15-free-things-to-do-in-slo-cal	378	1.30%
/explore/pismo-beach-shell-beach/	317	1.09%
/our-area	316	1.09%
/explore/	310	1.07%
/community/pismo-beach	302	1.04%
/events/all/valentines_day	278	0.96%

## Google Search Console Search Queries:

Queries	Clicks	Impressions	CTR	Position
san luis obispo	964	55,372	1.74%	5.6
pismo beach	200	32,074	0.62%	6.5
san luis obispo events	149	439	33.94%	1.8
things to do in san luis obispo	133	2,073	6.42%	5.3
slocal	106	276	38.41%	2.4
morro bay	100	16,787	0.60%	8.1
paso robles	92	18,484	0.50%	9
slo events	92	251	36.65%	1.6
morro bay farmers market	87	174	50.00%	1.1
slo cal	76	274	27.74%	1.4
events in san luis obispo	73	197	37.06%	1.6
visit slo cal	68	128	53.12%	2.9
san simeon	64	5,715	1.12%	5.6
avila beach	54	7,399	0.73%	6.7
san luis obispo california	51	6,081	0.84%	6
events san luis obispo	42	174	24.14%	1.8
san simeon ca	41	1,990	2.06%	4.1
things to do in slo	41	483	8.49%	5.5
san luis obispo county	39	3,529	1.11%	6.2
visit san luis obispo	36	100	36.00%	5.6
things to do in san luis obispo this weekend	36	125	28.80%	1.4
visit slo	36	81	44.44%	1.3
cambria ca	35	4,610	0.76%	9.6
hearth castle	33	22,994	0.14%	8.9
san miguel ca	32	707	4.53%	2.7
events in slo	32	82	39.02%	1.7
santa margarita	32	3,018	1.06%	5.2
arroyo grande	31	3,851	0.80%	5.3
atascadero	27	5,207	0.52%	6.1
nipomo ca	27	2,182	1.24%	6.9

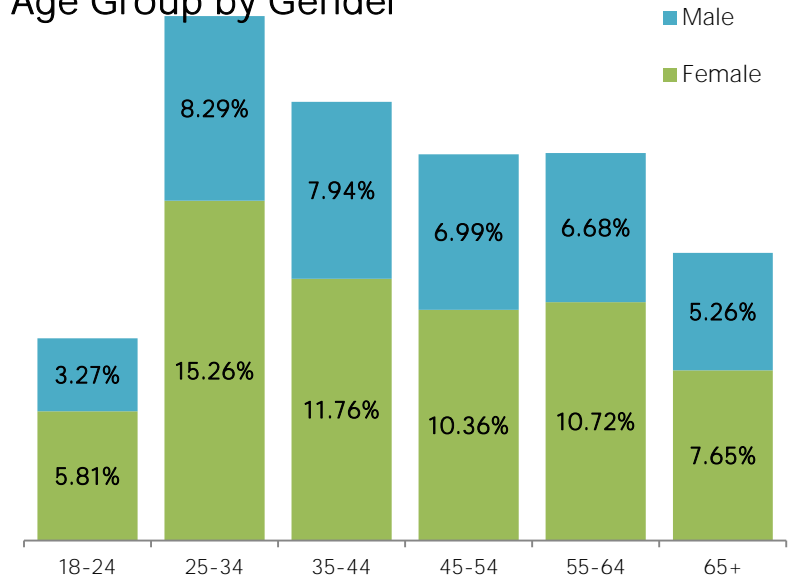
cayucos	26	3,041	0.85%	7.9
morro bay california	25	3,436	0.73%	7.1
cambria california	25	3,296	0.76%	9.7
morro bay ca	24	3,315	0.72%	7.3
templeton ca	24	1,592	1.51%	3.5
slo county events	21	47	44.68%	3.8
pismo car show 2018	21	211	9.95%	2.5
san luis obispo tourism	20	107	18.69%	2.5
what to do in san luis obispo	20	443	4.51%	6.8
san luis obispo upcoming events	20	121	16.53%	1.8
san luis obispo things to do	19	858	2.21%	6.3
visit slo cal	19	31	61.29%	2.1
san luis obispo calendar	19	55	34.55%	1.8
things to do in san luis obispo today	19	43	44.19%	4.5
events slo	18	46	39.13%	1.7
lopez lake fishing	18	60	30.00%	1.4
los osos ca	17	1,177	1.44%	4.2
san luis obispo ca	17	2,030	0.84%	6.9
cayucos ca	17	2,400	0.71%	9.3
things to do in pismo beach	16	1,705	0.94%	7.9

## Demographics & Interests

### Affinity Categories:

Top 10 Affinity Categories	Visits
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	26,478
News & Politics/News Junkies/Entertainment & Celebrity News Junkies	26,355
Shoppers/Value Shoppers	25,665
Lifestyles & Hobbies/Family-Focused	21,639
Media & Entertainment/Book Lovers	20,194
Media & Entertainment/TV Lovers	19,429
Lifestyles & Hobbies/Pet Lovers	18,867
Travel/Travel Buffs	18,618
Lifestyles & Hobbies/Art & Theater Aficionados	18,442
Lifestyles & Hobbies/Shutterbugs	17,403

### Age Group by Gender



### Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	16,553
Food & Drink/Cooking & Recipes	7,672
News/Weather	7,133
Arts & Entertainment/TV & Video/Online Video	6,193
Travel/Air Travel	6,118
Sports/Team Sports/American Football	5,499
News/Politics	5,398
Arts & Entertainment/Fun & Trivia/Fun Tests & Silly Surveys	4,927
Real Estate/Real Estate Listings/Residential Sales	4,177
Reference/General Reference/Dictionaries & Encyclopedias	4,168

**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:

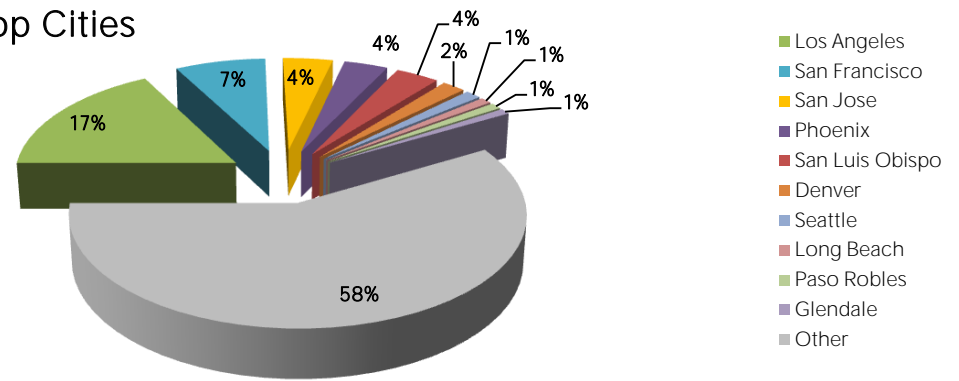
Top Landing Pages	Entrances
/	44,574
/just-your-speed/	18,688
/things-to-do/	3,900
/events-and-festivals/	3,621
/stay/	3,273
/events	2,048
/stay/vacation-rentals/	2,043
(not set)	1,863
/so-slo-cal/	1,439
/activities	1,345

Top Content Pages	Pageviews
/	54,115
/just-your-speed/	20,656
/events-and-festivals/	5,854
/stay/	5,518
/things-to-do/	5,335
/events	4,047
/stay/vacation-rentals/	2,583
/activities	1,794
/things-to-do/beaches-parks-nature/beaches/	1,765
/eat-and-drink/	1,613

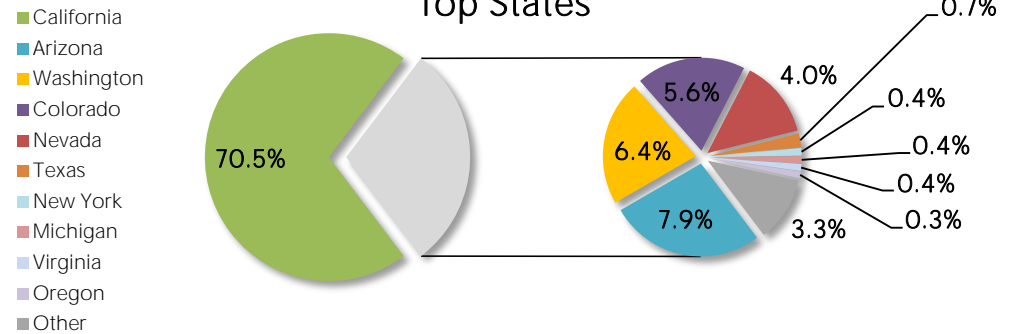
Top Exit Pages	Exits
/	36,532
/just-your-speed/	18,687
/things-to-do/	3,911
/stay/	3,401
/events-and-festivals/	2,895
/stay/vacation-rentals/	1,869
/so-slo-cal/	1,401
/activities	1,133
/events	986
/things-to-do/beaches-parks-nature/beaches/	874

### Geographic:

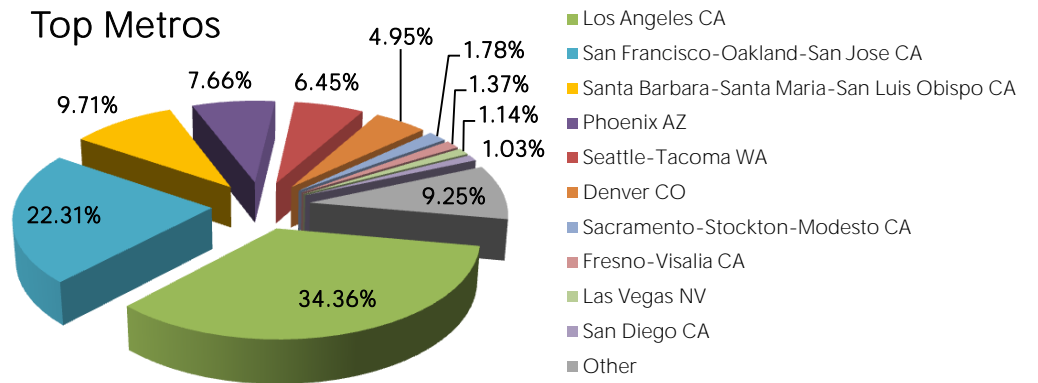
#### Top Cities



#### Top States

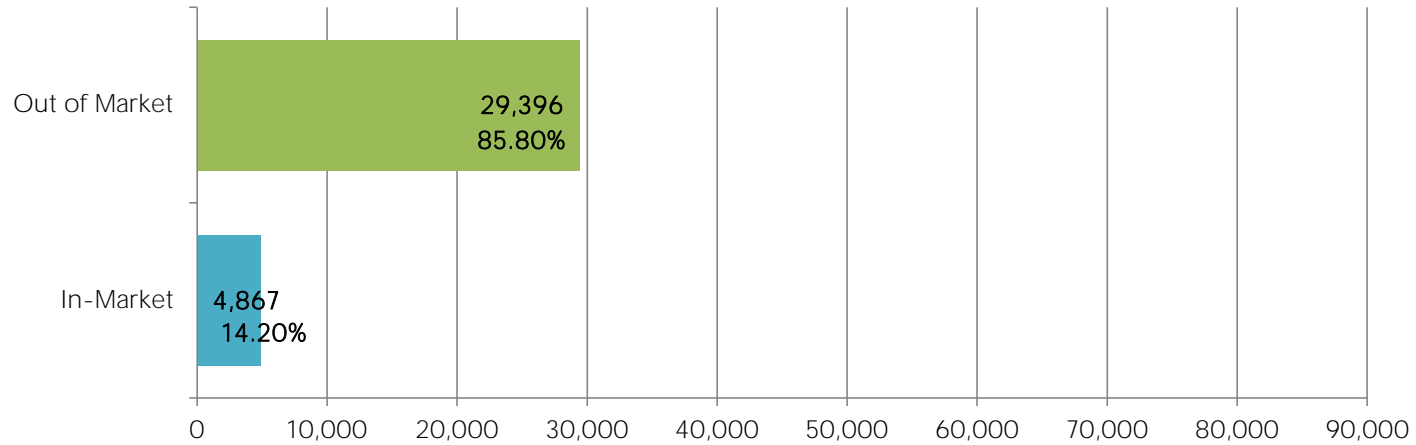


#### Top Metros

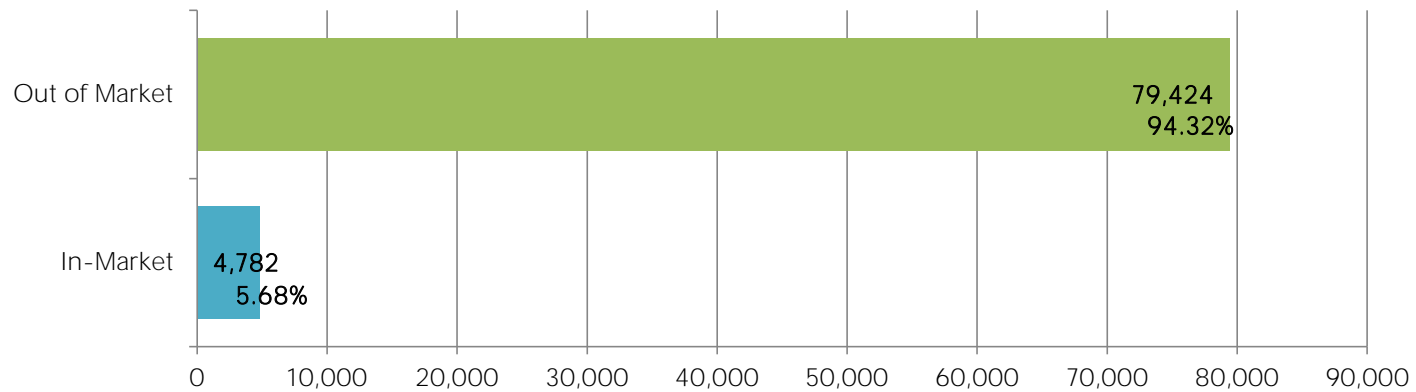


## In-MarketVsVisitor:

### Desktop Visits



### Mobile/Tablet Visits





# MINUTES

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## Visit SLO CAL Marketing Committee

### Visit SLO CAL Marketing Committee Meeting Minutes

Tuesday, February 13, 2018

8:30am

Courtyard by Marriott

1605 Calle Joaquin, San Luis Obispo, CA 93405

#### 1. CALL TO ORDER: Brooke Burnham

**PRESENT:** Ashlee Akers, Audrey Arellano, Terrie Banish, Cheryl Cuming, Christen Goldie, Lori Keller, Heather Muran, Jennifer Porter, John Sorgenfrei, Danna Stroud, Jill Tweedie

**ABSENT:** Jim Allen, Molly Cano, Gordon Jackson, Jennifer Little

**STAFF PRESENT:** Brooke Burnham, Jordan Carson, Pam Roberts

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Call to Order at 8:34 am.

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

None.

#### ANNOUNCEMENTS:

Burnham introduced Hilary Townsend, Visit SLO CAL's PR Contractor, to the Committee

Burnham reminded the Committee of the Brown Act Training on February 21 and the Strategic Marketing Retreat, taking the place of next month's regular Marketing Committee meeting on March 13.

#### CONSENT AGENDA

#### 3. Approval of January 9, 2018 Marketing Committee Minutes

Public Comment – None.

Committee Discussion – None.

**ACTION:** Moved by Banish/Akers to approve the Consent Agenda as presented.

**Motion carried: 10:0:2**  
**Keller and Sorgenfrei abstained**

#### 4. Advertising & Marketing Update



Burnham reviewed the Travel Trade outreach plan and recent tradeshow, including the Go West Summit in Utah. In January, Wambolt held Visit SLO CAL's first-ever quarterly Sales Meeting with 20 lodging sales professionals. Upcoming opportunities include MPI Northern CA Expo, IPW and Visit California's Mexico Sales Mission.

Roberts updated the Committee on the SAVOR on the Road activation at Taste Washington. VSC requested that the DMOs who are going to Taste Washington send their giveaway items and RSVPs for Friday night's cocktail hour to Roberts. VSC is currently working with Turner on a Thursday PR and media activation before the event.

Burnham reviewed VSC's membership transition, stating that VSC is phasing out paid membership, but will be offering a special marketing package to all current members through the end of the fiscal year to ensure their value exceeds the cost of membership. All current members will receive Enhanced Listings on all relevant Category and Destination pages plus featured event access. Destination Travel Network (DTN) will be managing the advertising on SLOCAL.com and will be in market February 19-23 for appointments in Pismo Beach, San Luis Obispo, Paso Robles and Cambria. DTN will be selling non-lodging ads and paid listings only. Paid listings and lodging listings will include additional features, such as photos, social media handles, booking button, website listing, top sort, etc. All tourism-related businesses will receive basic listings with business name, phone number and address on all relevant listing pages.

Burnham reviewed Film SLO CAL's recent efforts. Kylee Corliss has been sending out leads through the SLO CAL Connection. Film SLO CAL will release its 2017 Economic Impact stats in the coming weeks.

Carson updated the Committee on the SLO CAL Brand Ambassador program (So SLO CAL), Restaurant Month statistics and upcoming social media opportunities. Carson reviewed January web statistics.

Burnham reported out on current creative initiatives, including BCF's buildout of new active adventurer ads to incorporate aerial footage from last year's shoot. Winter/spring media campaign launched on January 26 in social and video and display banners will activate right after the website launch is complete. Digital co-op will begin as soon as the first campaign is ready.

Burnham updated the Committee that VSC's Board selected Resonance as its Destination Development Plan consultant. With the Board's approval, a new Director of Destination Development position has been created to support this new initiative.

Public Comment – None.

Committee Discussion – Muran asked if the digital co-op was funneled out to everyone on the committee. Burnham noted that this particular co-op was just reserved for the DMO's.

Cuming asked if VSC ever closed the loop on how to disseminate lodging photos to the DMOs. Burnham noted VSC was able to secure rights for our digital efforts and the lodging properties only, but that the properties could choose to use them on the other DMO site listings.

## **5. Marketing Discussions**

**6a. PR Collaboration** – Burnham discussed the possibility of using Visit SLO CAL's new CRM to track productivity and hosting history of specific journalists, lead distribution and additional collaboration. Partners would send VSC a list of prospects and VSC would vet it against an internal list built through the CRM. VSC is currently sending leads through the CRM and will be updating the "life of a lead" document to reflect these new processes.

Public Comment – None.

Committee Discussion – Sorgenfrei noted that from a collaboration standpoint, this could be very beneficial and could

also have a preferred list as well as a black list.

Porter asked how VSC defines 'recent' media visits. Burnham noted that to her 'recent' would be a journalist or media has visited within the last two years.

Cuming noted one of the most challenging things they see is the actual vetting process. Burnham noted VSC and Turner could assist and are looking at creating one-sheets for how to host media, how to stand out, etc., which could help to mitigate that challenge.

Arellano asked if we should give media criteria on what to include in their stories when a property is paying 100 percent of the cost for media to come and stay. Burnham affirmed that VSC would include all of that information in the pitch story to guide them in the right direction, but it isn't a best practice to 'require' specific content in editorial coverage.

Porter noted that Paso Wine encourages the VSC team to reach out to them for recommendations on which wineries media should visit. Burnham reiterated that without the membership constraints, VSC will be able to explore more of those wineries and experiences we weren't able to before and help from the wine alliances would be much appreciated.

Sorgenfrei brought up an idea about co-oping a high-caliber influencer visit where VSC would vet and the DMO would pay. Porter noted that Paso Wine would also be interested in that type of co-op.

Stroud asked If those leads through the CRM are also being sent to the local DMOs. Burnham assured her that all relevant DMOs are receiving leads.

Cuming stated PR measurement education, especially surrounding Trendkite, would be helpful. Burnham will look into adding it to the strategic planning retreat agenda and talk to Turner about reviewing Trendkite results.

## **ADJOURNMENT**

Meeting adjourned at 10:07 am.