



# AGENDA

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## Visit San Luis Obispo County Marketing Committee

### Visit San Luis Obispo County Marketing Committee Agenda

Tuesday, June 14, 2016

8:30am

Embassy Suites

333 Madonna Road, San Luis Obispo, CA 93405

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 May 10, 2016 Marketing Committee Meeting Minutes**

*Staff will ask for Committee approval of the May 2016 Marketing Committee Meeting Minutes.*

<b>CEO REPORT</b>	<b>C. Davison</b>
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4. **CEO Report (10 min)**

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

<b>BUSINESS ITEMS</b>	<b>C. Davison</b>
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5. **Marketing Agency Update (20 min)**

*Staff will provide an update BCF's immersion and on-boarding process as the contract prepares to begin July 1, 2016.*

6. **Strategic Plan Update (30 min)**

*Staff will present the Strategic Plan developed in partnership with Coraggio and scheduled to be approved by the Board on June 15, 2016.*

7. **Sponsorship (40 min)**

*The Committee will discuss the current duplication of sponsorship efforts between communities, application process and criteria, and recommendations on ways to improve it for FY2016-17.*

8. **AMGEN Tour of California Recap (10 min)**

*The Committee will discuss the recently completed AMGEN event and provide feedback.*

<b>PRESENTATION</b>	<b>T. Banish</b>
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9. **DMO Spotlight – City of Atascadero (10 min)**

*The featured destination will provide an update on their market and happenings in their community.*

**ADJOURN.**

**– Next Marketing Committee Meeting –**  
**Tuesday, July 12, 2016**  
**Location: TBD**

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 Marketing Committee to discuss or take action on issues not on the agenda, except that members of the Committee may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the Committee to follow-up on such items and/or place them on the next Committee agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Marketing Committee.

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 San Luis Obispo County Marketing Committee

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

Tuesday, May 10, 2016

8:30am

Embassy Suites

333 Madonna Road, San Luis Obispo, CA 93405

#### 1. **CALL TO ORDER:** Becky Singh

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

**ABSENT:** Judith Bean, Amanda Diefenderfer

**STAFF PRESENT:** Becky Singh, Michael Wambolt, Brendan Pringle, Kylee Jepsen

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**Call to Order at 8:51am.**

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

None.

#### **ANNOUNCEMENTS**

Singh reported on the San Luis Obispo County 2016 Tourism Exchange, and requested feedback from the Marketing Committee on how to improve it. Cuming said she appreciated the speakers, but found the research presentation difficult to follow. She asked if there was a way to make it more engaging. Porter noted that the research presentation style was a bit repetitive. Cuming noted that Beteta's content was excellent and market-specific. Banish noted that the Exchange was too long and said that it should probably have been about 30 minutes shorter. Muran said the venue may have been too large for the event, while Haugen and Allen both noted that the uniqueness of the Fremont made it a great venue. Cano and Akers said midweek would have been better timing, as hotels are very busy on Fridays. The Committee as a whole agreed that parking was an issue. Jackson said that a hotel with plenty of parking may have been a better venue. Porter offered Ancient Peaks' space and the Oyster Ridge Barn as alternative venue options. Haugen said VSLOC should think about putting the event venue out for RFP.

Merrill Research will be presenting the results of Project 1 (Demographic and Share-of-Wallet Study) on June 6 at 9:30am-12pm at the Embassy Suites. Merrill will also be presenting the results of Project 2 (Feeder Market Awareness Study), for those who were unable to attend the Tourism Exchange.

Singh provided the Committee with an update on Chuck Davison's travel schedule for the months ahead.

Haugen warned the Committee that an individual is filing lawsuits against hotels offering girlfriend getaway packages on the grounds of discrimination.

Sorgenfrei noted that *Sunset* is working with Visit California to put together some international guides, and asked if it was an opportunity VSLOC might be interested in. He noted that the media buy is \$19,000/page. Cano noted that the Central Coast Tourism Council might be interested in pursuing this. Cuming stated that there should be a "discussion"

item at future meetings for these kinds of opportunities to be addressed, noting that this would give members the ability to share them with their boards and reduce potential duplication.

## **CONSENT AGENDA**

### **3. Approval of April 12, 2016 Marketing Committee Meeting Minutes**

Committee Discussion. Cano clarified that during the budget planning conversation, she recalled that the consensus among the Committee was that an expectation of dollars to be used for VSLOC opportunities in the range of \$50-\$100k was concerning.

Public Comment – None.

**ACTION:** Moved by Jackson/Cano to approve the Consent Agenda as presented, with Cano's edit.

**Motion carried: 12:0**

## **BUSINESS ITEMS**

### **4. Update on Board Action**

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

VSLOC has received 4 countywide conference center feasibility proposals. The Board agreed to hold the proposals until the Strategic Plan is finalized by Coraggio before determining next steps.

The Board approved contract negotiations with BCF as VSLOC's Marketing Agency-of-Record. BCF agreed to a 60-day immersion plan (funded by BCF), and they produced VSLOC's Year End video for free in one week. During their immersion period, both principals will be in market for a minimum of one week in the first 30 days. The Board was impressed with their creative and willingness to immerse themselves in the market.

Committee Discussion – Porter asked if the agency visits conducted by Davison and Singh influenced the decision of the Board. Singh noted that BCF clearly demonstrated their ability to focus on the client and that their team was fully aligned, whereas Saatchi made it more about themselves, and showed some disconnect within their team.

Public Comment – None.

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

The VSLOC contract with Catalyst was terminated on April 30, 2015. Remaining deliverables will be completed mid-month. VSLOC has begun the on-boarding process with BCF. They attended both the Advisory Committee Meeting on May 5, 2016 and the Tourism Exchange on May 6, 2016.

BCF will be in market in May, and will be scheduling stakeholder meetings in the coming weeks. Singh provided their tentative on-boarding schedule. Singh asked the Marketing Committee members to let her know if they would like to be involved in stakeholder interviews, and to let her know of potential "intercept" locations.

Singh played the "Year in Review" video for the Committee.

Committee Discussion – Haugen noted that he would be happy to help BCF find discounted lodging in Morro Bay. Porter also offered three desks at the PRWCA office for them to use while they are in North County. Cuming asked if the Marketing Committee will have additional meetings while BCF is in town, and Singh replied that they would not.

Akers and Haugen both noted that the Year in Review video was very high energy.

Cano and Porter noted that it's important for BCF to know they are expected to meet all of the Marketing Committee members. Porter recalled that Catalyst never met with her last time around.

Cuming and Cano suggested that CCTC and Visit California should have the opportunity to participate as stakeholders as well. Cuming also noted that it is important that the unincorporated areas be properly represented. She suggested that Kathy Bonelli would be a good person to represent unincorporated Paso Robles. Porter added that the geography covered by the Paso Robles Wine Country Alliance is far bigger than just Paso Robles.

Public Comment – None.

## **6. Coraggio Strategic Planning**

Singh invited the Marketing Committee to attend the stakeholder sessions of the two remaining 2-day workshops, happening May 18, and June 2, 2016 from 1pm-2pm at the Embassy Suites.

Committee Discussion – Haugen asked that Singh clarify that different content will be discussed. Haugen recalled that the workshops have been very productive, providing the stakeholder survey information as a foundation to generate VSLOC's mission, vision and values.

Haugen complimented VSLOC on waiting until now to start the strategic planning process so that they really have a solid foundation. Cuming noted that she's hoping to start a relationship with Coraggio for the CBID, and that she'd like to work with VSLOC or other DMOs if they are planning to bring Coraggio back in market in the future. Cano noted that SLOTBID will be working through a mid-plan refresh this summer/early fall.

Public Comment – None.

## **7. AMGEN Tour of California Update**

The Stage 4 start of AMGEN Tour of California in Morro Bay will be May 18, 2016 at 10:10 am near the Morro Rock. The Committee viewed VSLOC's 30-second video spot on NBC Sports.

Committee Discussion – Sorgenfrei suggested having the logo and the website shown throughout the ad, instead of just in the last two seconds. He also asked if someone was shooting the event. Haugen responded that the sponsors will be able to get some of the b-roll and the media footage. Sorgenfrei noted that it was fairly inexpensive to shoot the race when it came through Pismo Beach and Avila Beach, and that some of the footage taken from Avila Beach was fairly dramatic. Singh requested recommendations on a videographer.

Public Comment – None.

## **8. Shoulder Season Campaign Update**

Singh presented the April 2016 campaign metrics, and some of the ways VSLOC has increased social media engagement.

Committee Discussion – Cuming questioned if VSLOC was reaching the right audience based on the popular keywords. Banish inquired if VSLOC should be working directly with McClatchy on media purchases. Singh noted that this is a conversation that McClatchy has had with VSLOC.

Jepsen presented the PR highlights for April 2016, and noted that VSLOC has worked with Visit California on a couple of media tours. Jepsen also gave an update on the Visit California Texas Media Bootcamp she attended in April and the Vancouver and Calgary Media Events she attended through Visit California earlier in May.

Public Comment – None.

## **PRESENTATION**

### **9. Travel Trade Update**

Wambolt provided a month-by-month Travel Trade Update to the Committee. He noted that he organized a sales strategy back in November.

Committee Discussion – Sorgenfrei said it's a great strategy to pour wine all three days of IPW. Porter noted that she can research what Paso Robles wines are in Louisiana, and said that J. Lohr has a rep in just about every state. Muran added that she could connect with winery reps in Louisiana to pour wine.

Akers asked if the DMOs will have more notice moving forward on what VSLOC plans to do for sales so that they can plan ahead of time.

Wambolt responded that he's working on a 12 month and 24 month plan, with quarterly sales missions north and south. Akers noted that this would be good to have January/February, as this is when planning starts, while Cuming noted that she would have liked to see a plan by March.

Haugen asked if there was a meeting planner guide in the works, and Wambolt responded yes. Haugen noted that all guides need to be "in-hand" rather than digital. He also asked if NTA was worthwhile. Wambolt responded that it was good for relationship maintenance, but that GoWest was a much more impactful event. Haugen also asked if VSLOC was planning on hosting a meeting planners FAM. Wambolt responded that VSLOC is looking to bring them in late September or October, which gives them a start for the next 12 months.

Haugen recommended more communications on the impact of, and leads from, sales missions, and separate quarterly "sales" meetings. He noted that about 80% of our properties have no idea that this is happening and it would be a chance to educate them on the lead process.

Cuming commented that two areas were missing on the Press Kit (Edna Valley and San Luis Obispo), and that vacation rentals were missing from the list of accommodations on page 13. Porter noted that she's been invited to the Clean Energy Ministerial event on June 1, and only Napa, Sonoma and Paso Robles will be pouring. She said 400 guests will be in attendance, and asked if any DMOs would like to provide collateral.

Public Comment – None.

## **PRESENTATION**

### **10. DMO Spotlight – Morro Bay**

Haugen provided an update on plans for the AMGEN Tour of California race. He announced that Morro Bay will be hosting a "Progressive Dinner" as part of the festivities. He said it's been a great learning experience for Morro Bay with regard to planning events in the future. He thanked Jackson and Sorgenfrei for their advice, and noted that he hopes to sit down with all of the Marketing Committee after AMGEN to discuss future expectations for a SLO County start or finish and to discuss budgeting. Haugen noted that Morro Bay has produced an AMGEN spectator guide, and will be doing a food court at Coleman Park.

Committee Discussion – None.

Public Comment – None.

## **ADJOURNMENT**

Meeting adjourned at 10:22am.



# Strategic Direction 2020

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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

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A vibrant and prosperous San Luis Obispo County, fueled by a collaborative and flourishing tourism industry.



## Our Mission

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Inspire travel and foster our unique experiences to create life-long ambassadors and economic growth for San Luis Obispo County.



## Our Values

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- » **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

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**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

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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

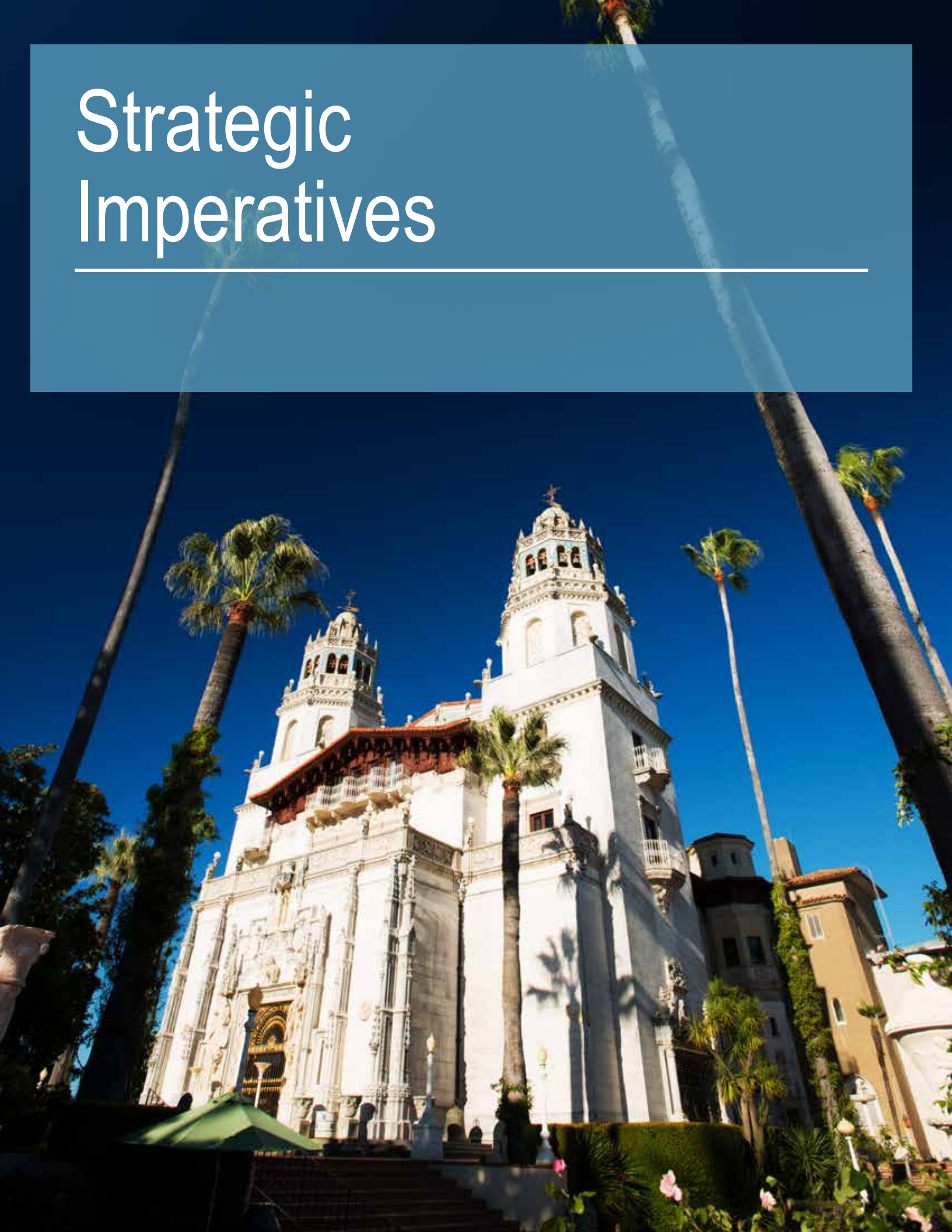






# Strategic Imperatives

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## 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



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

<b>FOCUS</b>	Imperatives	Objectives	Initiatives	<b>ACTION</b>
	<b>Optimize our organizational capacity</b>	<ul style="list-style-type: none"> <li>○ Increased employee engagement and satisfaction scores</li> <li>○ Ratio of administrative cost to economic impact</li> </ul>	<ul style="list-style-type: none"> <li>➤ Align our organizational structure with our strategic plan</li> <li>➤ Establish a continuous learning program for the VSLOC Team</li> <li>➤ Evaluate and develop the tools, systems and technologies we need to succeed</li> </ul>	
	<b>Establish brand clarity and increased awareness through unified efforts</b>	<ul style="list-style-type: none"> <li>○ Bi-annual growth of awareness in targeted visitor categories</li> <li>○ Bi-annual growth of awareness in targeted markets</li> <li>○ Bi-annual growth of awareness in targeted segments</li> </ul>	<ul style="list-style-type: none"> <li>➤ Establish a unifying and emotionally resonant SLO County brand</li> <li>➤ Produce and share data-driven strategic insights</li> <li>➤ Inspire and activate tourism ambassadors</li> </ul>	
	<b>Build and expand strategic partnerships</b>	<ul style="list-style-type: none"> <li>○ Balanced inventory of partnerships</li> <li>○ Inbound partnership opportunities</li> <li>○ Earned Partnership Value (EPV)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Develop a system for annual partnership planning</li> <li>➤ Align resources to manage partnerships</li> <li>➤ Identify, develop, and activate relationships</li> <li>➤ Work with our partners to identify and reduce duplication of efforts</li> </ul>	
	<b>Advocate for the development of critical tourism infrastructure</b>	<ul style="list-style-type: none"> <li>○ Increased visitor volume</li> <li>○ Increased international visitor volume</li> <li>○ Draft of Tourism Infrastructure Master Plan completed</li> <li>○ Increased total air service</li> </ul>	<ul style="list-style-type: none"> <li>➤ Develop long-term Tourism Infrastructure Master Plan</li> <li>➤ Enable access to SLO County via increased transportation options</li> <li>➤ Initiate feasibility study for conference center</li> <li>➤ Advocate and educate to support international tourism readiness</li> </ul>	
<b>Demonstrate value to our stakeholders, partners and communities</b>	<ul style="list-style-type: none"> <li>○ Year-over-year growth in total stakeholder participation at VSLOC events/meetings</li> <li>○ Increased stakeholder satisfaction scores</li> <li>○ Year-over-year growth in local media coverage</li> <li>○ Deliver on objectives as stated in annual marketing plan</li> <li>○ Community engagement with county-wide tourism</li> </ul>	<ul style="list-style-type: none"> <li>➤ Develop an engaged and high-functioning tourism culture for SLO County</li> <li>➤ Create an impactful annual marketing plan and timeline</li> <li>➤ Develop and execute a local communication strategy</li> </ul>		



Fiscal Year July 2015 – June 2016

Dear Interested Event Producer,

Visit San Luis Obispo County, the destination marketing organization for the region, invites you to submit an application to support your San Luis Obispo County based event. Visit San Luis Obispo County will consider supporting events that: 1) attract new and repeat visitors, 2) strengthen the destination's brand, 3) support multi-day stays particularly in mid-week and off-season, 4) incorporate two or more communities in the county and 5) strengthen the overall sustainability of tourism in the county.

The mission of Visit San Luis Obispo County is to increase tourism revenue by positioning, branding and promoting the county as a preferred destination for regional, national and global visitors. Events are a multi-dimensional component to marketing the destination and showcasing the county's key coastal, cultural and culinary assets. Visit San Luis Obispo County has created guidelines for evaluating event partnerships and sponsorships that align with the organization's mission to support lodging constituents and tourism partners.

We invite you to submit an application for event sponsorship consideration. Please provide ample lead-time on your request. Our tiered process, which can include staff review, Marketing Committee review and Board of Directors review, can take time. The attached application form outlines the required criteria and provides a detailed look at the guidelines used in evaluating event partnership and sponsorships.

We encourage you to follow the criteria and provide the requested information.

- A completed **Event Sponsorship Application Form**
- A **biography** of the event principal including key contact information
- A **proposal** to include suggested criteria (*see attached for more criteria details*):
  - Event Overview
  - Marketing Plan
  - Overnight Accommodations
  - Sponsors
  - Measurement of Success

As part of the new Tourism Marketing District funding, Visit San Luis Obispo County has dedicated funding available specifically to support event marketing. Thank you for considering Visit San Luis Obispo County as an event partner. We look forward to working with you.

All the Best,

Chuck Davison  
President & CEO



## Visit San Luis Obispo County Event Sponsorship Application Form

Requesting Organization (please designate if non-profit):

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Contact:

Phone:

Email:

Event Website:

Mailing Address:

City, State, Zip:

Organization Mission:

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Event Title:

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Date(s)/Time of the Event:

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Funding Request:

Overall Event Budget:

Attendee Ticket Price (if any):

Exhibitor Price (if any):

Budget Cycle or Fiscal Year of the Event:

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Total Anticipated Room Reservations:

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Attendees:

Exhibitors:

Sponsors:

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Total Anticipated Attendees:

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Please send your application to [brendan@visitsanluisobispo.com](mailto:brendan@visitsanluisobispo.com). Once your complete application is received, Visit San Luis Obispo County will review and respond within six to ten weeks. We request ample lead time on all sponsorship requests to fully evaluate through our tiered process, which may include staff review, Marketing Committee review and Board of Directors review. Visit San Luis Obispo County may require additional information (i.e., financials, budget, Board members, etc.) and will let you know if further documentation is needed.

**Visit San Luis Obispo County**  
1334 Marsh Street  
San Luis Obispo, CA 93401  
[www.VisitSanLuisObispoCounty.com](http://www.VisitSanLuisObispoCounty.com)

## **Visit San Luis Obispo County Event Sponsorship Application Criteria**

A completed application helps Visit San Luis Obispo County fully evaluate the presented opportunity.

Please include the following in your application:

- A completed **Event Sponsorship Application Form**
- A **biography** of the event principal including key contact information
- A **proposal** to include suggested criteria:
  1. **Event Overview** – Please provide a description of the event to clearly communicate its concept and how it supports tourism in multiple communities in San Luis Obispo County (i.e., number of room nights, number of vendors, attendees, etc).
    - History of the event’s success or, if new, please describe how it fits into the countywide calendar. Designate a single or multi-year request
    - Event date(s), time, location and communities the event will occur in
    - Anticipated attendance and percentage of visitors from outside the county
    - Target audience and demographics
    - Ticket price – please describe what is included in the ticket price for attendees and what exhibitor registrations fees include. Are there any exhibitor benefits for Visit San Luis Obispo County tourism partners or lodging constituents?
    - Sponsorship Benefits – please outline benefits Visit San Luis Obispo County receives as a sponsor of the event
    - Charity support
  2. **Marketing Plan** – Please provide a description of the marketing strategy including target markets for attendees, dedicated marketing budget, the media plan, anticipated publicity reach and how you plan to measure the success of the marketing plan. If past numbers and/or results are available, please include.
    - How will the event extend the Visit San Luis Obispo County brand and its mission?
  3. **Overnight Accommodations** – Please provide a description of how the event will impact overnight accommodations. Include how multi-day stays will be promoted, the number of anticipated overnight stays for the duration of the event (including set-up and break-down) and how the event will generate demand for lodging.
    - How will the event impact the county’s unique lodging mix of hotel, motels, vacation rentals, B&Bs and RV Parks?
    - How will the event measure an increase in tourism?
  4. **Sponsors** – Please provide a list of sponsors who are already committed to supporting the event, as well as the types of sponsors the event will target.
  5. **Measurement of Success** – How will the event measure success? Understanding how the event evaluates itself demonstrates the continuation and sustainability of an ongoing partnership.
    - A report outlining the measurable results should be delivered to Visit San Luis Obispo County within 60 days of event completion.

## 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

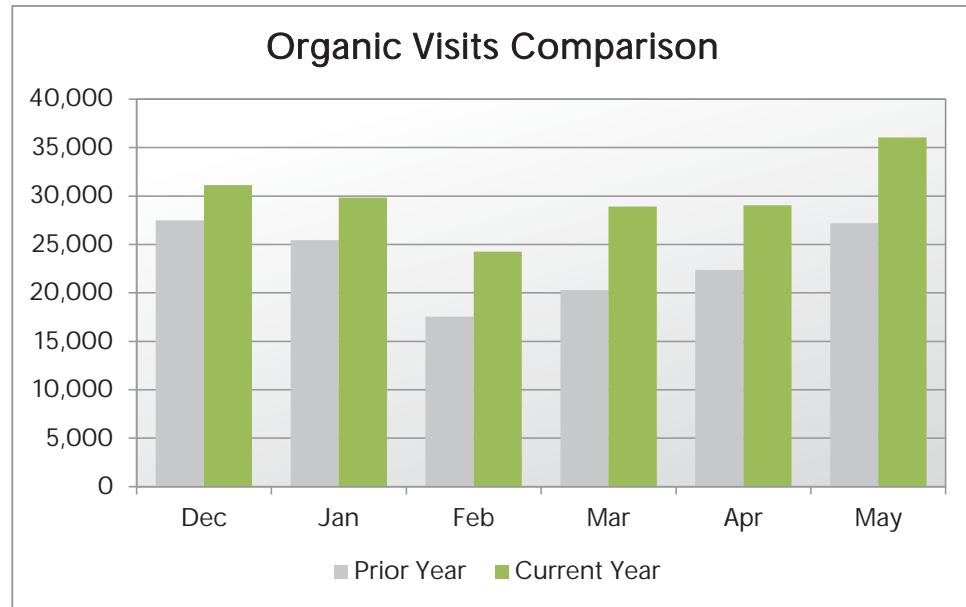
## Organic Search Traffic:

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%



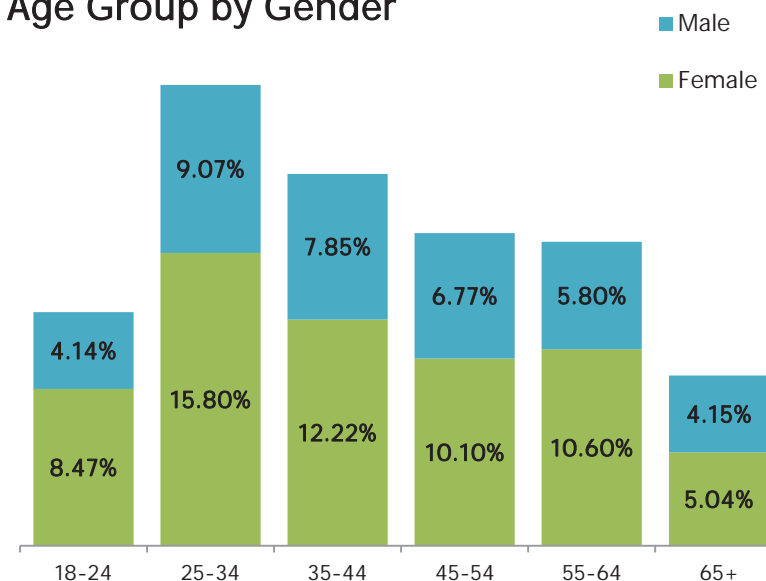
Landing Page	Visits	Percent
/events	7,079	19.65%
/	3,245	9.01%
/profile/402/lake-lopez-recreation-area	1,995	5.54%
/events/all/fairs_and_festivals	1,042	2.89%
/community/morro-bay	764	2.12%
/activities	733	2.03%
/our-area	700	1.94%
/events/461	653	1.81%
/events/163/arroyo-grande-strawberry-festival	650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

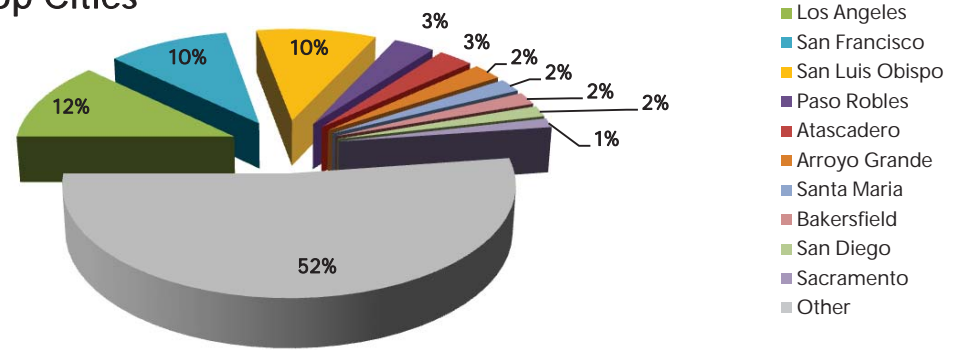
Top Landing Pages	Entrances
/events	8,291
/	5,124
/profile/402/lake-lopez-recreation-area	2,424
/events/all/fairs_and_festivals	1,196
/community/morro-bay	894
/our-area	845
/activities	815
/events/461	778
/events/163/arroyo-grande-strawberry-festival	775
/blog/909/2016-community-summer-concert-guide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

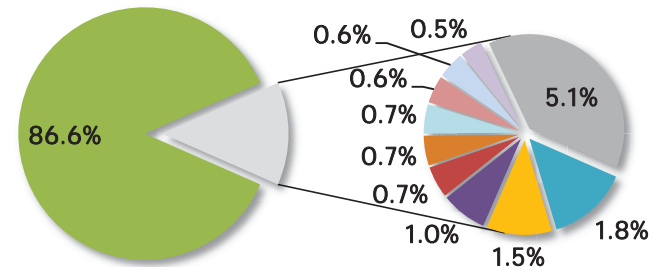
### Geographic:

#### Top Cities

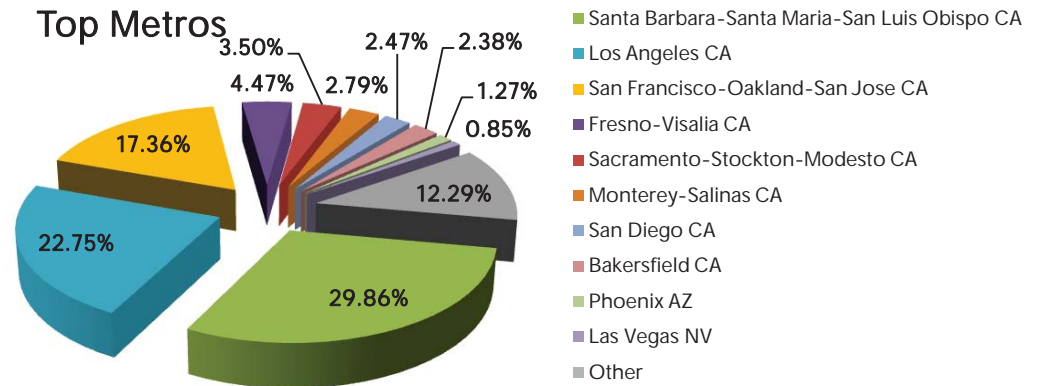


- California
- Texas
- Arizona
- Nevada
- New York
- Washington
- Illinois
- Florida
- Colorado
- Oregon
- Other

#### Top States

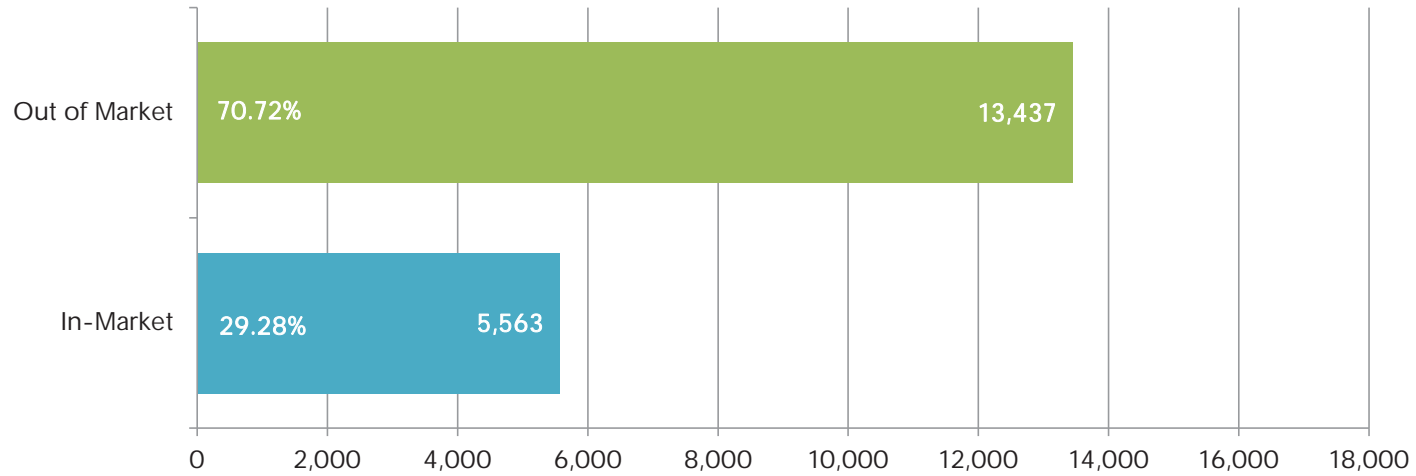


#### Top Metros



## In-MarketVsVistor:

### Desktop Visits



### Mobile/Tablet Visits

