Report to City of SLO – TBID and PCC
Public Relations Contract
September 2020

PR Activity

Implementation
1) Drafted ‘Meet Your Neighborhood Winery’ Q&A for VisitSLO.com
2) Drafted ‘Meet Your Neighborhood Pizzeria’ Q&A for VisitSLO.com
3) Connected with partners to share #SLOready video
4) Continued working with Verdin on Support Local Campaign and implementation
5) Continued working with the City and Noble Studios on overall tourism marketing campaign

Responsive leads
1) Coordinated SLO experiences for influencer Corey Marshall @missfoodieproblems
2) Curated itinerary and hosted freelancer Melissa Curtin’s trip to SLO as part of a DCI lead
3) Pitched Hotel SLO’s new dining experiences for a Fodor’s lead through Visit SLO CAL
4) Shared best picnic spots with DCI for an LA Times lead
5) Continued conversations with Juliet Rylah for WeLikeLA

Partnerships
1) Provided SLO itinerary ideas to freelancer Molly O’Brien for her stay with Hotel Cerro
2) Began planning freelancer Donna Sozio’s SLO trip with Hotel Cerro
3) Began talks with Kristin Braswell’s @crushglobal visit to SLO, connected through Visit Paso
4) Met with Caroline Helper from Crimson Wine Group
5) Connected with Visit SLO CAL on messaging
6) Attended CCTC board meeting
5) Pitched the following content to Visit California
   a. Responsible/Safe Travel
      i. San Luis Obispo is Open, Ready & Safe for you
      ii. The Butler Hotel is both “Clean + Safe” in San Luis Obispo
   b. Distance Learning
      i. “Learn by Doing” - virtually or in person - in San Luis Obispo

<table>
<thead>
<tr>
<th></th>
<th>September</th>
<th>2020-21 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>UVPM</td>
<td>489,500,800</td>
<td>1,139,442,500</td>
</tr>
<tr>
<td>AD VALUE</td>
<td>121,766.47</td>
<td>352,553.11</td>
</tr>
<tr>
<td>PLACEMENTS</td>
<td>18</td>
<td>36</td>
</tr>
</tbody>
</table>

SUPPORT LOCAL 5.0%
BEER/WINE 17.6%
CULINARY 14.7%
OUTDOOR 14.7%
CULTURAL 38.2%
FAMILY 8.8%
Media Placements

1. **MISS FOODIE PROBLEMS**
RESULT: Ongoing Influencer relationship
PILLAR: Support Local, Culinary
MENTIONS: Open SLO, Downtown Dine-out, Mission Plaza, Firestone Grill
Followers: 76.2K

2. **VISIT CALIFORNIA, Take Your Tasting Outdoors During California Wine Month**
RESULT: Partnership pitching
PILLAR: Beer/Wine, Outdoor
MENTIONS: Malene Wines
UVPM: 1,000

3. **VISIT CALIFORNIA, California’s Highway One Road Trip**
RESULT: Partnership pitching
PILLAR: Beer/Wine, Outdoor, Family
MENTIONS: Madonna Inn, Farmers’ Market
UVPM: 1,000

4. **VISIT CALIFORNIA, So You Think You Know San Luis Obispo County?**
RESULT: Partnership pitching
PILLAR: Cultural, Cal Poly, Beer/Wine, Culinary, Outdoor
MENTIONS: Hotel Cerro, Secret Garden Herb Shop, The Carrisa, Cal Poly
UVPM: 1,000

5. **BAY AREA FAMILY TRAVEL, Deals, Deals, Deals!**
RESULT: Ongoing media relationship
PILLAR: Cultural, Family
MENTIONS: Hotel Cerro

6. **LOVE EXPLORING, Time warp hotel rooms from a bygone era**
RESULT: Ongoing media relationship
PILLAR: Cultural
MENTIONS: Madonna Inn
UVPM: 402,900,000
AD VALUE: $92,700.00

7. **REDBOOK, The Best Drive-In Movie Theater In Every State**
RESULT: Partnership pitching
PILLAR: Cultural
MENTIONS: Sunset Drive-In
UVPM: 67,900,000
AD VALUE: $15,800.00

8. NBC SAN DIEGO, *California's Most Famous Restroom*
PILLAR: Cultural
MENTIONS: Madonna Inn
UVPM: 787,000
AD VALUE: $180.93

9. WINE INDUSTRY ADVISOR, *Wine enthusiasts nationwide can enjoy a curated Coastal California experience in the intimacy of their own homes with “Tolosa Tonight”*
PILLAR: Beer/Wine, Cultural
MENTIONS: Tolosa, Karson Butler Events
UVPM: 18,100

10. STYLE MAG, *Get Away Without Going Far Away: 5 Close-To-Home Destinations*
PILLAR: Cultural
MENTIONS: Bubblegum Alley, Edna Valley, Outdoor
UVPM: 1,200

11. AMERICAN WAY, *These historic American small towns are packed with charm*
PILLAR: Cultural, Culinary, Beer/Wine, Family
MENTIONS: Madonna Inn, Bubblegum Alley, Mee Heng Low Noodle House, Autry Cellars
UVPM: 34,000
AD VALUE: $7.74

12. PATCH, *CA Breweries On Tap For Great American Beer Fest 2020*
PILLAR: Beer/Wine
MENTIONS: Central Coast Brewing
UVPM: 6,810,000
AD VALUE: $1,566.22

13. THE WASHINGTON POST, *'Now Hear This' modeled itself after cooking shows. It found millions of viewers with an appetite for classical music.*
PILLAR: Cultural
MENTIONS: Festival Mozaic
UVPM: 9,770,000
AD VALUE: $11,235.80

14. BROADWAY WORLD, *Great Performances: Now Hear This Features Haydn, Schubert, Mozart and Beethoven Beginning Friday, September 18*
PILLAR: Cultural
15. **TASTE CALIFORNIA TRAVEL**, *Returning to San Luis Obispo*
   - RESULT: Strategic partnership
   - PILLAR: Cultural, Outdoor
   - MENTIONS: Hotel Cerro, Madonna Inn, SLO Brew Rock, SLO Stills
   - UVPM: 1,000

16. **C MAGAZINE**, *FIVE NEW AND REFRESHED HOTELS READY FOR YOUR NEXT ROAD TRIP*
   - PILLAR: Cultural
   - MENTIONS: San Luis Creek Lodge
   - UVPM: 1,000

17. **LA EATER**, *12 Impressive Stops for Central Coast Barbecue in California*
   - PILLAR: Culinary
   - MENTIONS: Firestone Grill, Old San Luis BBQ Co.

**LOCAL**

18. **NEW TIMES SLO**, *Bread Bike strives to build community through good health and love for the environment*
   - PILLAR: Cultural, Culinary, Support Local
   - UVPM: 75,500