IMPACT OF COVID-19 ON THE 2019-20 FISCAL YEAR

The 2019-20 fiscal year was severely impacted by the outbreak of COVID-19 (coronavirus) starting in March 2020.

In response to the pandemic, the TBID approved and adopted a COVID-19 Marketing Plan in March 2020 including steps for immediate actions, actions for large-scale outbreaks or a citywide shutdown, and actions for a recovery plan. Elements of this plan included additional guest services such as an added Live Chat widget for VisitSLO.com and creating the #SLOtogether campaign for social outreach. Additionally, in May 2020 the TBID approved a COVID-19 PR Communications Strategy to keep San Luis Obispo top of mind for when people are ready and able to travel again.

During the months of March through June 2020 the TBID focused strongly on constituent outreach and education to keep San Luis Obispo’s tourism community informed and prepared for direct pandemic impacts. Through the TBID’s membership with the California Hotel and Lodging Association (CHLA) a variety of safety and regulation resources and educational webinar series were shared with all lodging constituents while Personal Protective Equipment (PPE) was provided to all hotel properties in San Luis Obispo.

The TBID’s quick responses to the pandemic allowed swift and actionable pivots to maneuver through both positive and negative news with an end goal of recovery.

However, the impacts were not solely felt in programming, financially the TBID braced for a significant revenue shortfall. Following the activation of the City’s Fiscal Health Contingency Plan, the TBID began instituting budget reductions in the form of contract reductions and a purchasing chill.

COVID-19 has made massive impacts across all TBID activities. Throughout this report, COVID-19 will be referenced and descriptions on the specific impacts will be provided in each of the TBID’s programs areas.
SLO TBID OPERATIONS SUMMARY

BACKGROUND

In June 2008 the City Council adopted Ordinance 1517 establishing the Tourism Business Improvement District (TBID) in the City of San Luis Obispo as requested by the local lodging industry. The assessment of two percent of gross receipts for the district became effective on October 1, 2008 and the use of funds was defined in Section 12.42.030 of the Municipal Code as follow:

“This ordinance is made and enacted pursuant to the provisions of the Parking and Business Improvement Area Law of 1989 (Sections 36500 et. seq., of the California Streets and Highways Code). The purpose of forming the district as a business improvement area under the Parking and Business Improvement Area Law of 1989 is to provide revenue to defray the costs of services, activities and programs promoting tourism which will benefit the operators of hotels in the district through the promotion of scenic, recreational, cultural and other attractions in the district as a tourist destination."

ADVISORY BODY

The use of the assessment fund is based on the recommendation of the Tourism Business Improvement District advisory board that is staffed by City of San Luis Obispo hotel owners, operators, and/or managers. The board members are appointed by the City Council and serve for an initial term of four years with the opportunity to serve a second term for a maximum of eight years.

2019-20 ADVISORY BOARD

<table>
<thead>
<tr>
<th>NAME</th>
<th>PROPERTY</th>
<th>STATUS</th>
<th>TERM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean Hutton</td>
<td>Apple Farm Inn</td>
<td>Resigned</td>
<td></td>
</tr>
<tr>
<td>Bruce Skidmore (Vice Chair)</td>
<td>Embassy Suites by Hilton San Luis Obispo</td>
<td></td>
<td>3/31/21</td>
</tr>
<tr>
<td>LeBren Harris</td>
<td>Hampton Inn &amp; Suites by Hilton</td>
<td></td>
<td>3/31/21</td>
</tr>
<tr>
<td>Pragna Patel-Mueller</td>
<td>Hotel Buena Vista</td>
<td></td>
<td>3/31/23</td>
</tr>
<tr>
<td>Nipool Patel</td>
<td>Lamplighter Inn &amp; Suites</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>Clint Pearce</td>
<td>Madonna Inn</td>
<td></td>
<td>3/31/21</td>
</tr>
<tr>
<td>John Conner (Chair)</td>
<td>Petit Soleil</td>
<td>Appointed</td>
<td>3/31/24</td>
</tr>
<tr>
<td>Kristin Battaglia</td>
<td>The Kinney SLO</td>
<td>Resigned</td>
<td></td>
</tr>
</tbody>
</table>
ADVISORY BODY BYLAWS

In addition to the governing City ordinance, the TBID Board established its advisory body bylaws and further defined its role and functions as:

The functions and duties of the TBID Board shall include, but not be limited to, the following:

A. Planning a comprehensive program to promote tourism to the City of San Luis Obispo and prepare an annual marketing program consistent with industry goals and objectives.

B. Develop advertising and promotional programs and projects to benefit the lodging industry in San Luis Obispo.

C. Present an annual assessment report to the City Council regarding the implemented promotional programs and projects.

D. Perform any other lawful tasks as directed by the Council.

The Board meets monthly on the second Wednesday at 10 a.m. for its regular board meeting.

In 2019-20, the Board met a total of 16 times for regularly scheduled Monthly Board Meetings and Special Board Meetings. They held 11 regularly scheduled Monthly Board Meetings, one rescheduled Special Board Meeting due to staff’s TBID related travel, one Special Board meeting related to timely TBID action, and three Special Board Meetings related to the Marketing Service Request for Proposal (RFP) process. Additionally, the Board utilized the two standing committees (composed of board members) - the Management Committee and the Marketing Committee, to execute detailed work and form thoroughly considered recommendations to the Board. In 2019-20, the TBID also formed an RFP taskforce to work with staff in establishing the RFP document and terms which was executed in winter 2020.
2019-20 YEAR BY THE NUMBERS (TOT)

The 2019-20 year proved to be the most extreme year for tourism in the City of San Luis Obispo in recent history. This fiscal year brought the much-anticipated opening of three new lodging properties in the City – La Quinta Inn & Suites, Hotel SLO and Hotel Cerro – which combined added more than 245 new rooms into the city’s lodging inventory. This increase of more than 10% was monumental and while the market expected to feel an impact from this new availability nothing prepared the TBID of the severe and immediate impact that COVID-19 would make on our tourism industry.

As a result, in the 2019-20 fiscal year, the City collected $6.3 million dollars (-20%) in transient occupancy tax (TOT) - $1.7 million below the original projected budget. Occupancy too was dramatically impacted this year with a steep decline of 18.2% which equates to an average annual occupancy rate slightly under 58% for the year. Prior to COVID-19 the occupancy for the City had been down about 1% which was in line with expectations resulting from the increased new inventory. However, the most negatively impacted occupancy months began in March and carried through the end of the fiscal year. Over that four-month period alone, the City saw a decline of more than 52% in occupancy – with April being the lowest month reporting less than 18% in total occupancy – nearly a 77% decrease from the same month the prior year.

In terms of Average Daily Rate (ADR), the City saw a less drastic decline in the annual results. In 2019-20 ADR was down 5.4% to $144.86 which is nearly the rate achieved in 2017-18. Fortunately, while in total the decline in ADR was not as severe as the occupancy figures, it was a very disappointing end to a productive year. Prior to COVID-19 the city was showing a strong growth year of over 3% which was a stellar trajectory for the value of stays in San Luis Obispo.

The last key indicator used by the TBID to gauge impact is RevPAR, defined as Revenue Per Available Room and in the 2019-20 fiscal year RevPAR was down 19.2% to $87.64.

Finally, the downtown Visitor Center served nearly 63,000 in-person guests – which was down most dramatically beginning in March while the in-person Visitor Center was closed for operation in accordance with the Statewide Stay at Home order. Prior to March 2020, the San Luis Obispo lodging properties achieved twenty-two impacted or near sellout weekends, which was slightly up from the summer, fall and early-winter the prior year.

2019-20 YEAR BY THE NUMBERS

<table>
<thead>
<tr>
<th>MEASUREMENT</th>
<th>FY 2019-20 RESULT</th>
<th>% CHANGE FROM FY 2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOT</td>
<td>$6,292,853</td>
<td>-20%</td>
</tr>
<tr>
<td>Occupancy</td>
<td>57.74%</td>
<td>-18.2%</td>
</tr>
<tr>
<td>ADR</td>
<td>$144.86</td>
<td>-5.4%</td>
</tr>
<tr>
<td>RevPAR</td>
<td>$87.64</td>
<td>-19.2%</td>
</tr>
</tbody>
</table>

See the appendix for complete graphs.
STRATEGIC PLAN IMPLEMENTATION

The 2019-20 fiscal year was the first implementation year for the newly adopted 2019-24 TBID Strategic Plan. This document serves as one piece of the framework for the direction and decisions made by the TBID Board for the tourism program this fiscal year. As defined within the plan, the TBID focused on fulfillment of four Strategic Imperatives:

- Elevate the SLO Brand and Experience
- Deliver Smart Growth
- Build Meaningful Partnerships
- Ensure Organizational Excellence

Each of these imperatives contain objectives and initiatives that the TBID Board strives to achieve in the life of the plan. During fiscal year 2019-20, the TBID established and adopted a corresponding workplan that prioritized and assigned each initiative to aid in its pending completion.
CONSTITUENT RELATIONS

As an important commitment to the imperative to “Ensure Organizational Excellence” the TBID Board continued to expand their constituent relations efforts in 2019-20. The TBID Board continued the quarterly constituent newsletter that provides all interested constituents with information including updates on Board activities, opportunities for seasonal promotions, and items impacting their industry.

Additionally, in 2019-20 the SLO TBID welcomed new hotel properties in San Luis Obispo. To connect to the new lodging properties, the Board invited representatives to present at a monthly Board meeting to meet their colleagues and learn about each other.

To keep the lodging constituency abreast of all TBID business, the Board was assigned properties to laisse. Each board member was responsible for communication with their respective group of hotels and then asked to report out on their findings during the “Hotel Update” portion of each Board meeting agenda.

Lastly, for the eighth year the TBID leveraged the outreach support of the SLO Chamber’s contracted services to perform weekly lodging call arounds and quarterly hotel visits. This resulted in 4,243 touch points with San Luis Obispo hotels through phone calls and emails, and four quarterly visits to distribute downtown maps and other import visitor serving collateral.

In addition, to aid in COVID-19 efforts the Visitor Center team expanded the weekly lodging call arounds to include survey questions and outreach information to inform our City response team on impacts, concerns and trends reported directly by the hotels. Through this response effort, the Visitor Center team also supported the TBID in the personal delivery of complementary PPE including hand sanitizer and masks to all hotel lodging properties in the City of SLO.
SLO TBID MARKETING ACTIVITIES

IN 2019-20 THE TBID BOARD FOCUSED ON THE FOLLOWING KEY MARKETING ACTIVITIES:

• 2019-2020 Campaign Production
  - Produced 8 videos for digital campaign and social
  - Developed a new “Be Here” creative for print and digital
• Executed new Sip Stay & Save fall promotion w/ Uber vouchers
• Google Destination partnership with Visit SLO CAL
• Updated all assets to VisitSLO.com
• Successful Money for a Rainy Day promotion and Raincheck extension
• Successful Denver Tradeshows with new partnerships
• Expanded Influencer Marketing with SLO Chamber
• Gathered new photography and videography assets
• Prompt COVID-19 pandemic response and planning

In order to implement the complex marketing programs, the TBID Board and staff worked closely with the team of contractors including AMF Media Group and Matchfire as the final year serving as the marketing agencies on record, and the San Luis Obispo Chamber of Commerce for Public Relations and Guest Service initiatives.
BRANDING & CAMPAIGN

The TBID manages the tourism brand for the destination of San Luis Obispo, delivering balanced growth of tourism, with creativity and integrity. The TBID uses the brand messaging pillars outlined below to showcase the unique offerings in San Luis Obispo.

San Luis Obispo Brand Messaging Pillars:
- Cultural
- Culinary
- Outdoor
- Family

The campaign messaging and aesthetic was meant to inspire visitors to feel like their true self in San Luis Obispo, and the evolution of the "Be Here" campaign meant to inspire the emotions connected to why people love visiting San Luis Obispo.

To tell this story, new promotional assets were produced to keep the message fresh and inspiring. This included: the production of new photo and video assets featuring a variety of new landscapes, activities and people captured, and refreshed creative ads that were continually being rolled out for the print placements and digital campaigns.
WEBSITE

SanLuisObispoVacations.com to VisitSLO.com

The City’s official tourism website got a new name in 2019-20. The URL transitioned from SanLuisObispoVacations.com to the newly acquired VisitSLO.com. This website is the primary marketing tool used to represent the destination. It is designed mainly for consumers, but also serves the travel trade, meeting planners, TBID members and media. It features robust content including a detailed calendar of events integrated with SLO Happenings, lodging property listings for all TBID constituents including hotels and permitted homestay properties, itinerary suggestions and features, the ShareSLO blog, and featured press coverage.

Search Engine Optimization (SEO) ensures the relevancy and success of the TBID’s website. Organic search traffic to the site continues to stand as the top traffic channel, making up 40% of site sessions in 2019-20 or nearly 76,000 sessions. The work is done monthly to optimize pages with top keywords, meta tags and meta descriptions. Additionally, the ShareSLO blog posts and social content were created based on forecasted keyword and search trends.

Overall, regardless of the effort put into the site this fiscal year to ensure its searchability and relevancy, due to the COVID-19 pandemic impacts in consumer travel intent and trip planning behaviors, the website saw a significant decrease in all key metrics across the chart.

<table>
<thead>
<tr>
<th>KEY METRICS</th>
<th>YEAR END TOTALS</th>
<th>YOY % CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>190,417</td>
<td>-14%</td>
</tr>
<tr>
<td>Pageviews</td>
<td>348,661</td>
<td>-15%</td>
</tr>
<tr>
<td>Users</td>
<td>160,029</td>
<td>-10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PAGES</th>
<th>YEAR END TOTALS (PAGEVIEWS)</th>
<th>YOY % CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find a Hotel</td>
<td>51,586</td>
<td>-7%</td>
</tr>
<tr>
<td>Find a Homestay</td>
<td>3,099</td>
<td>-13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GOAL CONVERSIONS</th>
<th>YEAR END TOTALS (CLICKS)</th>
<th>YOY % CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book Now</td>
<td>3,334</td>
<td>-32%</td>
</tr>
<tr>
<td>Visit Website</td>
<td>2,145</td>
<td>-22%</td>
</tr>
<tr>
<td>Website</td>
<td>6,353</td>
<td>-32%</td>
</tr>
</tbody>
</table>

Key Website Activities:
- Relaunch of VisitSLO.com
- Redesign to add over 500 business listings
- New search feature by location & category
- Addition of annual events page
- Media section rebuild
- Groups sales form implementation
- #ShareSLO blog update
- COVID traveler alerts throughout pandemic
The TBID paid media focus remained targeted in 2019-20 to dedicated geographic markets including Los Angeles, Bay Area and San Diego. In addition, the TBID expanded into new flight markets in Denver, Colorado, Seattle, Washington and Dallas, Texas through dedicated campaigns corresponding to seasonal promotions.

The 2019-20 paid media strategy included:

- Video focus (move away from static ads)
- Target Seattle/West Coast fly zone for the fall promotion
- Geofence tradeshows
- Realign social spend on channels

Online programmatic campaigns are the most effective marketing and advertising tool to target the drive markets in California for leisure travelers to San Luis Obispo. The TBID continues to use branded advertising to maximize online reach for the promotion of San Luis Obispo through strategic placement on top travel and lifestyle sites through a programmatic digital advertising program. Paid media was heavily dedicated toward digital display, mobile, email targeting and SEM.

The 2019-20 paid media strategy tactics included:

- Programmatic Retargeting
- Native Video
- Gmail Promotional Tab Targeting
- Search Engine Marketing (SEM)
- Social: Facebook / Instagram / Pinterest
- Geofencing the Denver Tradeshow

The targeted paid media campaign for the TBID was scheduled to run from September – May, however due to the onset of COVID-19 the TBID paused and eventually cancelled all paid media mid-March.

<table>
<thead>
<tr>
<th>TOTAL IMPRESSIONS</th>
<th>TOTAL CLICKS</th>
<th>TOTAL CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,601,447</td>
<td>856,217</td>
<td>15%</td>
</tr>
</tbody>
</table>
PAID SOCIAL
In 2019-20 the TBID realigned the investment in paid social media as a means of advertising. The tactics were shifted back to that of prior years with reallocating the investment back into Facebook as well as Instagram and Pinterest. The strategy was performing very well for the TBID, however as all aspects of the TBID program, paid social was cancelled in March 2020.

| 13,163,614 | 34,224 | .26% |
| TOTAL IMPRESSIONS | TOTAL CLICKS | TOTAL CTR |

SEARCH ENGINE MARKETING - SEM
Search Engine Marketing is one portion of the TBID’s “always-on” advertising tactics. However, in 2019-20 the TBID “turned-off” this channel at the beginning of April due to the impacts of COVID-19. From July 2019-March 2020, SEM delivered 606,000 impressions and 13,558 direct clicks to the TBID’s website. The refined messaging in key word phrases and terms zeroed in on top performers that allowed the marketing agency to adjust the campaign accordingly to ensure a very high click through rate was achieved. The top performing areas were for the SEM campaign were Los Angeles, San Jose, San Diego, San Francisco, and Ventura.

SEM Highlights:
- Total Impressions: 606,080
- Total Clicks: 13,558
- CTR: 2.24%
- Top searched phrases
  - Cheap weekend getaway
  - Things to do in San Luis Obispo

PRINT ADVERTISING
Limited print advertising placements were continued in the TBID’s media mix for the 2019-20 fiscal year. Traditional print campaigns are an important tool to reach niche market visitors primarily in the mature demographic and to reinforce travel inspiration while building brand awareness for the destination. In general, the TBID placed print ads only in cooperative advertising campaigns with regional partners like SLO Coast Wine Collective and the Central Coast Tourism Council (CCTC).

Placements Included:
- Visit SLO CAL Visitors Guide
- SLO Chamber Visitors Guide
- Cal Poly Program Ad & Visiting Teams Guide
- USA Today
- Alaska Air
- CCTC Map & Co-op Ad
EMAIL MARKETING

The TBID continued to utilize email marketing activities through the newsletter to communicate regularly with potential visitors on activities in SLO to build brand loyalty and encourage repeat visitation and an extended length of stay. The newsletter promotes upcoming events and special promotions as well as compliments seasonal advertising campaigns and public relations outreach.

In 2019-20, the TBID continued their focused attention on enhancing their email marketing efforts beyond the monthly newsletter. Their investment in marketing automation continued to garner new email subscribers through the TBID site with over 3,000 new subscribers in 2019-20.

Although during COVID-19 response efforts, the TBID paused promotional emails, the TBID continued the Welcome Series to acknowledge new subscribers and continued the nurture campaign series which sent visitors a personalized email if they left hotel pages without taking action.

Email Activities Include:

- Welcome Series
- Hotel & Homestay page nurture series
- Monthly SLO Happenings
- Bi-monthly consumer email
- Quarterly member email
- Ongoing promotional emails

| 3,069 NEW LEADS | 46% AVG. OPEN RATE | 2.25% AVG. CTR |
SHARESLO PROGRAM - SOCIAL, BLOG & INFLUENCER MARKETING

The ShareSLO program is an evergreen content campaign created and used by the TBID to tell the unique and interesting stories about San Luis Obispo. The program encompasses the TBID’s owned content channels which includes social media platforms and the #ShareSLO blog.

Throughout 2019-20, the TBID continued to captivate ShareSLO fans and grow the social media footprint through great, engaging content. ShareSLO leveraged user-generated content coupled with engaging social storytelling to drive organic social traffic to VisitSLO.com, especially through to the blog. The ShareSLO blog continues to perform exceptionally well as a source of organic traffic to VisitSLO.com

Amongst other content, every Tuesday on Instagram the TBID featured #TicketTuesday. This campaign was originally created by the Promotional Coordinating Committee to promote special events or SLO Happenings in our community, but in 2019-20 the TBID absorbed the campaign into #ShareSLO.

However, unlike so many other programs implemented in 2019-20 by the TBID, the COVID-19 pandemic shined a bright light on the TBID’s owned content channels and #ShareSLO became the focus. While the TBID reduced the overall amount of weekly posts to avoid information fatigue, the community continued to look to #ShareSLO for uplifting stories. Through the direct work of the TBID, the familiar #SLOtogether movement was created which gave a voice and a platform to share the positive community stories happening in San Luis Obispo during the time of crisis. The #SLOtogether moniker was quickly adopted by the City and embraced by the community.

ShareSLO Highlights:

- ShareSLO Blog
  - #2 most visited page
  - Published 50 new blogs
  - Top blogs: SLO Happy Hours; Top 15 Iconic Views in SLO; Top Things to Do in Downtown SLO

- Ticket Tuesday
  - 4,538 entries
  - 216,250 total reach

- #SLOtogether – COVID-19 Response
  - 1,578 total blog reads
  - 1,000+ uses of #SLOtogether

<table>
<thead>
<tr>
<th>TOTAL AUDIENCE</th>
<th>TOTAL REACH</th>
<th>TOTAL ENGAGEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>127,832</td>
<td>18,494,117</td>
<td>67,880</td>
</tr>
</tbody>
</table>
INFLUENCER MARKETING

Building from the success of the hosted Influencer Strategy & Program in the year prior, in 2019-20 the TBID returned to a paid Influencer Marketing campaign. Word of mouth is one of the most trusted forms of advertising for a tourism brand as it relates to influencing the behaviors of potential customers. While the concept of word of mouth marketing is not a new tactic, it has been greatly empowered with the rise of social media. Social Media has introduced a new level of individual influence that is changing how consumers research and plan their next vacation. Individual influence becomes powerful with engaging, polished content and distribution that aligns with the destination’s brand values.

The TBID’s paid approach in 2019-20 was to source highly influential, inspirational influencers that fall within the key geographic destinations to support the larger TBID marketing initiatives. Each activation was unique to the influencer’s brand with hand selected SLO itineraries. The majority of the paid Influencer activations in 2019-20 were used to promote and build awareness of the TBID’s seasonal promotional campaigns – Sip, Stay & Save and Money for a Rainy Day.

Influencer Highlights:

- Total Days in Market 47
- Total Newsfeed Posts 50
- Total IG Stories 465
- Total Blogs 12
- Over 1,504 new @ShareSLO followers
PUBLIC RELATIONS

In 2019-20, the TBID and PCC continued to jointly hold a dedicated contract with the San Luis Obispo Chamber of Commerce for Public Relations efforts. On behalf of the City’s Community Promotions program, the SLO Chamber is responsible for establishing professional relationships with media outlets and journalists in various markets to build and maintain awareness of San Luis Obispo as a travel destination. The contract elements included: pitching to media, bringing in media, coordinating media trips, sending out media releases, responding to natural media inquiries, use of the Chamber’s photography library for editorial requests and press releases, planning and executing press trips and developing media kits.

However, to further refine and develop the destination Public Relations efforts, the TBID and PCC invested in the development of a Destination Promotion Public Relations Strategic Plan. This plan laid the foundation for the year’s earned media success for the Public Relations activities for the City of San Luis Obispo.

Additionally, coordinated media visits or press trips were secured to promote the destination with the goal of earning valuable editorial coverage. In fiscal year 2019-20, over 50 journalists were hosted in San Luis Obispo through individual press visits.

A new work effort in Public Relations in 2019-20 was the coordination of a group media familiarization trip also known as a FAM. While the TBID participates in many cooperative group FAMs annually, this was the first time the TBID has served as the lead agency for a group FAM in many years. The group FAM, themed as Unpretentious Luxury, was used a destination outreach tactic to highlight the undeniably luxurious yet irresistibly easy-going lifestyle of San Luis Obispo through showcasing the destination in this new space. In a shared partnership with the two new luxury boutique properties in downtown, six writers for luxury segment publications were hosted in SLO in exchange for media coverage. Publications represented included: AFAR; The Points Guy; VIA; The San Francisco Chronicle; and Haute Living.

This focused PR effort continued to prove success for San Luis Obispo. During the 2019-20 fiscal year, the PR activities generated at over 200 mentions or media placements that highlighted San Luis Obispo in international, national, regional and even local publications. Top media coverage included: Travel + Leisure; National Geographic; Sunset Magazine; Forbes; Business Insider; and The Los Angeles Times.

San Luis Obispo topped the list once again including:

- The Winners of Our Readers’ Choice 2019 Travel Awards
- Here are 13 of the world’s best new green hotels
- The Best Online Film Festivals of 2020
- 18 Best Drive-In Movie Theaters in the U.S.
- These Eight Towns Are Exceptionally Committed to Sustainability
- 2020 America's Best Small Cities
- The Very Best Places to Live (and visit) in the West This Year
- The Best Cities for Bikes
- Where to Go In 2020: 10 of the Best Places to Travel in the United States
- 11 Scenic American Road Trips to Take This Spring
- America’s 5 Greatest Drives

PUBLIC RELATIONS MEASUREMENTS

<table>
<thead>
<tr>
<th>Number of Mentions</th>
<th>202</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Reach</td>
<td>1,045,698,300</td>
</tr>
</tbody>
</table>
TRAVEL & TRADESHOWS

Consumer Travel Shows

The TBID continued to maximize the consumer travel show strategy but pivoted with a new focus on one event in a fly market to not oversaturate the drive market shows each year. Consumer shows provide the TBID an opportunity to take San Luis Obispo on the road to key markets. Annual shows are selected based on their anticipated attendance, quality of attendees, and target drive and fly market location.

In 2019-20 the TBID solely focused on the Denver Travel & Adventure Show which is a consumer focused tradeshow. This show was unique for the TBID due to the newly formed partnership with MINDBODY and Malene Wines to create a larger impact. The booth featured the Mini-Malene Airstream, Malene Rose wine, logoed photo opportunities and key information on San Luis Obispo including lodging information, maps, and more. Booth visitors were also presented with the opportunity to enter to win a grand prize giveaway. However, the winner of this sweepstake was delayed in claiming their trip due to COVID-19 travel precautions and restrictions. Through the partnership with MINDBODY the TBID was able to receive additional exposure through sponsoring a travel seminar speaker on the second day of the tradeshow and participate in additional branding throughout the entire tradeshow marketing efforts. The TBID also ran a special promotion for tradeshow attendees to claim an Uber voucher for a future visit to San Luis Obispo to build visitation after the show.

Due to the new partnership and efforts, an influencer event was added to the roadshow which provided additional coverage on San Luis Obispo to a key fly market.

<table>
<thead>
<tr>
<th>CONSUMER TRADE SHOW MEASUREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Shows Attended</td>
</tr>
<tr>
<td>Newsletter Registrations Collected</td>
</tr>
</tbody>
</table>

Industry Tradeshows

The TBID traditionally participates in the industry tradeshow IPW annually. The U.S. Travel Association’s IPW is the travel industry’s premier international marketplace and the largest generator of travel to the U.S. Unfortunately, due to the impacts of COVID-19 this show was cancelled for the first time in its history.
SPECIAL PROMOTIONS

Sip, Stay & Save – Fall Promotion

In 2019-20, the TBID added a new seasonal promotion to their offerings. This promotion ran from October 1 – November 30, 2019 to promote the fall harvest season and was called “Sip, Stay & Save”. It offered $100 in Uber credits to use in SLO and a welcoming wine bag tote to new guests that booked two or more consecutive nights in a SLO hotel. This promotion was a pilot for a new seasonal promotion including a partnership with SLO Coast Wine Collective to increase overnight stays after the Summer months and to encourage safe rides around San Luis Obispo while wine tasting. It garnered 95 room nights booked with a 2.5 average night stay. In addition to the new type of incentive of Uber credits, the TBID focused on awareness and promotion through influencers and public relations. The result of hosting influencers provided reach to 941,000 viewers and new advertising impressions served 1.55 million potential visitors.

Money for a Rainy Day – Winter Promotion

In light of the previous four years of success, the TBID Board offered the “Money for a Rainy Day” special promotion again with a new increase to 750 total entries available for additional visitor opportunities instead of the traditional 500 available entries. It was intended to drive overnight stays in the City of San Luis Obispo during the traditional slowest months of the year between January - March. Through the promotion, visitors were required to book and stay for a minimum of two consecutive nights at a lodging property in the City of San Luis Obispo and they would receive $100 cash to spend how they choose. As a result, the promotion garnered 1,270 qualified room nights during January through March even with the impacts of COVID-19. A new element to this year’s campaign was partnering with five influencers to further promote San Luis Obispo and generate new blog content, video, photography, and social posts. This increased @ShareSLO’s new followers by 801.

Although the campaign did officially sell out on March 7, 2020 those qualified stays scheduled to arrive in March 2020 were impacted due to COVID-19 and statewide Stay at Home order. A “Raincheck” was offered to those 144 qualified entries who were unable to visit and claim their $100. Those 144 guests were provided the opportunity to rebook a two-night stay from June 29, 2020 to December 31, 2020.
GUEST SERVICES

Through a dedicated contract with the TBID, the San Luis Obispo Chamber of Commerce provides a suite of guest services to the TBID. In 2019-20 this included:

· Provide dedicated customer service for San Luis Obispo City hotels at the Downtown Visitor Center.
· Provide an 1-800-number separate phone line exclusively for the TBID. Only SLO TBID properties will be recommended through this phone line. Provide staff to respond to a TBID-only phone line during Visitor Center Hours and return afterhours phone calls.

The SLO Chamber is contracted for the Visitor Center to answer each call made to the TBID’s 1-877-SLO-TOWN number, which serves as a response tool to the TBID’s advertising efforts and digital presence. This creates the option for a ‘real person’ to assist in trip planning, ensuring that travelers seeking personal guidance have a friendly, live voice to shape their experience of San Luis Obispo before even arriving. The telephone number, 1-877-SLO-TOWN, is a separate line that rings in the Chamber and is used solely to refer TBID properties and promote San Luis Obispo as a destination. During fiscal year 2019-20 over 1,300 calls were answered on the 1-877-SLO-TOWN line, an increase of 17% over the prior year. Much of this is attributed to the seasonal promotions, new connections made with Cal Poly Parents & Supporters and phone calls related to visitor inquiries related to COVID-19.

Although the Visitor Center was closed between March and June due to the statewide Stay at Home order, the communication line was continuously staffed through the closure and added accommodations were made for Guest Services including the Live Chat widget on VisitSLO.com that received over 100 conversations during the Visitor Center closure.
STRATEGIC PARTNERSHIPS

The TBID collaborates with numerous community partners and industry nonprofit organizations in marketing San Luis Obispo as a destination which makes the TBID more efficient in promotional activities. The TBID’s strategic partnerships allow the marketing agencies to build relationships with the organizations below, elevating the destination as a whole. Promotional opportunities with each organization give the TBID new platforms and audiences to build brand awareness.

Top partnerships include:

- Cal Poly Athletics
- SLO Coast Wine Collective
- Cal Poly’s Office of Student Affairs – New Student & Transition Programs & Parent Program
- MINDBODY

Event Promotion

In fiscal year 2019-20, the TBID sponsored, promoted, and was represented at five large events in San Luis Obispo through a new piloted event promotion program called the SLO Happenings Sponsorship. Over the course of the year, the TBID continued to shape an event strategy to ensure all SLO TBID-sponsored events are well-aligned with the brand, and that expectations and best practices were clear while having an outward visitor facing approach. These guidelines allowed the TBID to reach visitors before, during, and after an event took place, which in turn arms the TBID with the tools needed to leverage events and put heads in beds.

In 2019-20, the TBID changed their approach to supporting events through two simple application options: hosted lodging sponsorship or marketing sponsorships. This helped save agency and staff hours to focus on TBID marketing efforts while also creating a process for event organizers to directly align the use of sponsorship dollars with the goal of increasing out of area visitor attendees. The application process also changed from an annual review to a quarterly application process to better serve high caliber events all year. The review of applications was completed by the Marketing Committee who created and used a successful matrix system to allocate sponsorship funds based on the goal of increasing out of area visitors to the event and into San Luis Obispo lodging properties.

The program was a success but was suspended as of April due to COVID-19 and did not accept any Q4 applications. The 2019-20 sponsored events were not directly impacted by COVID-19 except for the 2020 San Luis Obispo Film Festival who was able to pivot and use any remaining marketing funds toward an online viewing festival. Unfortunately, their hosted rooms sponsorship was no longer needed and was forfeited.
STRATEGIC PARTNERSHIPS (CONT.)

TBID Sponsored Events:

- Sustainable Ag Expo & International Sustainable Winegrowing Summit
- Mission Prep Christmas Classic
- San Luis Obispo Symphony’s New Year’s Eve POPS: A Night at the Oscars
- SLO Craft Beer Festival
- San Luis Obispo International Film Festival

EVENT SPONSORSHIP MEASUREMENTS

<table>
<thead>
<tr>
<th>Measure</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Events Sponsored</td>
<td>5</td>
</tr>
<tr>
<td>Estimated Total Number of Event Attendees</td>
<td>12,025</td>
</tr>
<tr>
<td>Reached through Sponsorship</td>
<td></td>
</tr>
<tr>
<td>Total Sponsorship Investment</td>
<td>$32,964</td>
</tr>
</tbody>
</table>
INDUSTRY RELATIONS

California Hotel & Lodging Association (CHLA)

The California Hotel & Lodging Association (CHLA) protects the rights and interests of the California lodging industry. Legislative advocacy, educational training, communication, and cost-saving programs are provided for all segments of the industry. Through the TBID, all lodging properties in the City of SLO are members of CHLA and can utilize the services offered. In 2019-20, CHLA provided an educational training for all TBID members regarding Human Trafficking. This training was provided complimentary and provided the access to meet the required staff certification. Additionally, during COVID-19 crisis response, CHLA was a key partner in industry education, outreach and communication. CHLA also partnered with the TBID to provide PPE for all lodging properties in the San Luis Obispo.

Visit California

The Visit California partnership has been critical in the growth of the TBID’s brand within the California Tourism product. San Luis Obispo has received coverage though the marketing activities performed by Visit California including travel trade, press, and industry outreach. Monthly submissions are uploaded to Visit California for media outreach, trade contacts, and newsletter content. Additionally, the TBID maintains ongoing coordination to keep City of San Luis Obispo destination page up to date. ShareSLO also participated in Visit California sponsored Twitter chats. The TBID attended the Visit California Outlook Forum educational event in the spring and was nominated for a prestigious California Poppy Award.

Central Coast Tourism Council

The Central Coast Tourism Council (CCTC) is an organization of tourism and hospitality professionals whose marketing efforts accomplish collectively what no single tourism entity can do alone—promote the entire California Central Coast as a destination and maximize our members’ tourism revenue. The CCTC serves as the Central Coast’s voice in Sacramento, and partners with California Tourism’s global marketing and advertising campaigns. The TBID is actively involved in CCTC with the Tourism Manager as the Past President and Regional Board Member. In 2019-20, the TBID leveraged the CCTC activities through media and trade leads, blog and social presence, and travel trade leads, as well as cooperative participation the new east coast marketing campaign.

Visit SLO CAL

The TBID maintains participation with Visit SLO CAL by having a representative on the Board of Directors and the Tourism Manager on the Marketing Committee. The TBID Board leverages the partnership with Visit SLO CAL to promote San Luis Obispo on a national and international level—beyond the local and state reach the TBID’s marketing plan focus to achieve. The TBID’s participation in Visit SLO CAL also encompasses group sales, film commission, countywide public relations, and countywide special events like Restaurant Month and Wine Month. Not to mention inclusion in countywide strategic planning efforts, Destination Management efforts, and the renewal of the Tourism Marketing District – to name a few.
## 2019-20 Financial Analysis

### INCOME

<table>
<thead>
<tr>
<th>INCOME SOURCE</th>
<th>2019-20</th>
<th>2019-20 COVID</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOT Revenue Assumption</td>
<td>$8,033,000</td>
<td>$6,177,377</td>
</tr>
<tr>
<td>TBID Assessment Revenue Assumption (20% of TOT Revenue)</td>
<td>$1,606,600</td>
<td>$1,134,371</td>
</tr>
<tr>
<td>2018-19 Carryover</td>
<td>$66,000</td>
<td>$66,000</td>
</tr>
<tr>
<td>TBID Fund Reserve</td>
<td>$100,000</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>2019-20 TBID Program Budget</strong></td>
<td><strong>$1,672,600</strong></td>
<td><strong>$1,200,371</strong></td>
</tr>
</tbody>
</table>
## EXPENDITURES

<table>
<thead>
<tr>
<th>EXPENDITURE</th>
<th>ALLOCATED</th>
<th>COVID ADJ.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operations/Staffing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration Overhead (2% of TBID Assessment)</td>
<td>$32,132</td>
<td>$22,687</td>
</tr>
<tr>
<td>Staffing (1 FTE &amp; .75 FTE)</td>
<td>$203,800</td>
<td>$203,800</td>
</tr>
<tr>
<td><strong>Contracts &amp; Marketing Projects</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMF/Matchfire - Marketing Contract</td>
<td>$916,000</td>
<td>$807,000</td>
</tr>
<tr>
<td>Chamber of Commerce - PR</td>
<td>$51,000</td>
<td>$51,000</td>
</tr>
<tr>
<td>Communications Plan</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Chamber of Commerce - Guest Services</td>
<td>$47,500</td>
<td>$47,500</td>
</tr>
<tr>
<td>Chamber of Commerce - Media Monitoring Service Fee</td>
<td>$8,820</td>
<td>$8,400</td>
</tr>
<tr>
<td>CCTC UK co-op</td>
<td>$3,000</td>
<td>$1,600</td>
</tr>
<tr>
<td>Website Acquisition - Chamber</td>
<td>$47,500</td>
<td>$47,500</td>
</tr>
<tr>
<td>Website Acquisition - Matchfire</td>
<td>$16,000</td>
<td>$16,000</td>
</tr>
<tr>
<td>Media &amp; FAM Trip Hosting</td>
<td>$5,000</td>
<td>$544</td>
</tr>
<tr>
<td><strong>Partnerships</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cal Poly Athletics</td>
<td>$96,500</td>
<td>$83,300</td>
</tr>
<tr>
<td>SLO Wine</td>
<td>$19,000</td>
<td>$19,000</td>
</tr>
<tr>
<td>SLO Wine Media Hosting</td>
<td>$1,000</td>
<td>$-</td>
</tr>
<tr>
<td>Cal Poly Student Affairs</td>
<td>$20,000</td>
<td>$-</td>
</tr>
<tr>
<td><strong>Events Promotion</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Events Promotion</td>
<td>$60,000</td>
<td>$31,714</td>
</tr>
<tr>
<td><strong>Tradeshows</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tradeshows &amp; Travel Shows</td>
<td>$43,000</td>
<td>$32,686</td>
</tr>
<tr>
<td>Tourism Conferences</td>
<td>$8,000</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Tourism Organizations/ Research</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Coast Tourism Council Membership</td>
<td>$1,000</td>
<td>$850</td>
</tr>
<tr>
<td>Smith Travel Report</td>
<td>$3,000</td>
<td>$2,700</td>
</tr>
<tr>
<td>California Travel Association (Cal Travel)</td>
<td>$1,000</td>
<td>$875</td>
</tr>
<tr>
<td>California Hotel &amp; Lodging Association</td>
<td>$26,566</td>
<td>$26,566</td>
</tr>
<tr>
<td>Strategic Plan Implementation &amp; Research</td>
<td>$25,000</td>
<td>$-</td>
</tr>
<tr>
<td><strong>Support/ Meetings</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourism Program Expenses</td>
<td>$4,000</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Total Allocated Expenditure</strong></td>
<td>$1,641,818</td>
<td>$1,411,222</td>
</tr>
</tbody>
</table>

Prior to COVID-19, the TBID Fund had a fund balance of approximately $456,000 including the TBID Fund Reserve. The deficit of approximately $211,000 from 2019-20 expenditures will be covered by the available fund balance.
LOOKING AHEAD TO 2020-21

In spring of 2020, the TBID Board completed the robust request for proposal (RFP) process for the 2020-22 Tourism Marketing Services. Like most TBID programs in 2019-20, this process was severely impacted by COVID-19. Shortly after receiving the proposals the Board was forced to reduce the expected contract amount by half. All submitting agencies elected to continue in the process, and as a result in May 2020 the Board retained Noble Studios and DCI as the new agencies of record for fiscal 2020-22.

As the TBID moves into 2020-21, there are three key issues that remain top of mind for the work of the Board in the next fiscal year:

1. COVID-19 and the continued impending impacts economically and socially
2. Onboarding of the new Tourism Marketing Agency contractor for the seamless transition and continuation of marketing efforts
3. Conscious approach to Diversity, Equity and Inclusion in all TBID programs

While these are not the only subjects that the TBID Board will be focused on, these three will influence the approach to all TBID related work efforts.

In 2020-21, the Board is committed to the continued implementation of the 2019-24 TBID Strategic Plan and eventually the development of a Destination Marketing Plan as we begin to recover from the pandemic. The Destination Marketing Plan coupled with the TBID Strategic Plan provides a foundation for building the City of SLO tourism brand and establishing real tactics for consistently improving tourism in the City of San Luis Obispo.
APPENDIX

TOT CHART FOR 2019-20

TOT MONTH TO MONTH 2019-20
REVPAR MONTH TO MONTH 2019-20
The City of San Luis Obispo Visitor...

### VISITOR PERSONAS

#### MONEY & BRAINS

The residents of Money & Brains seem to have it all—high incomes, advanced degrees, and sophisticated tastes to match their credentials. Many of these city dwellers are married couples with few children who live in fashionable homes on small, manicured lots with expensive cars in the driveway.

**Why Money & Brains matter for SLO...**

There are more Money & Brains residents in California than anywhere else in the United States, and they happen to live just a quick drive away in the Bay Area. They’re familiar with SLO and make up the largest portion of our interest list to-date. They may have attended Cal Poly, and perhaps their kids did, too. But now that they’re empty nesters, this group is ready to travel and has money to spend. They’re likely to put SLO on the list for its cultural and culinary experiences, and it’s just a short distance from home.

- Affluent, empty nests
- HHI $105k, Age 55+, mostly without kids in household
- Highest index in San Mateo, San Francisco, Santa Clara
- Listens to news radio, jazz and classical
- Watches basketball

#### MOVERS & SHAKERS

Movers & Shakers are America’s business class, a wealthy suburban world of dual income couples who are highly educated, typically between the ages of 45-64. Given its high percentage of executives and white collar professionals, there’s a decided business bent to this segment as they enjoy reading business publications and visits to business oriented websites.

**Why Movers & Shakers matter for SLO...**

This business class has the most disposable income of SLO’s top 4 personas. They make up the second largest group in our interest database, and there’s good reason: Movers & Shakers are just a hop, skip, and a jump away in Marin County. They’re mostly empty nesters, but may have some older children in the house who aren’t likely to travel with them. Highly educated, the Movers & Shakers are looking for new experiences, and SLO has everything to offer them.

- Affluent, empty nests
- HHI $129k+, age 45-64, mostly without kids in household
- Highest index in Marin County
- Listens to news radio, CBS sports, adult alternative and talk/personality
- Reads newspaper on iPad
- Reads Wall Street Journal and New York Times

---

**TRAVEL AS COUPLES**

**MEDIAN AGE 44.5**

Age breakdown nearly even between U-35, 35-54, 55+

**73% COLLEGE GRADUATES**

**38% HAVE HHI OF $150K+ PER YEAR**

**MAJORITY TRAVEL WITHOUT CHILDREN**
**YOUNG DIGERATI**

Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent and highly educated, Young Digerati communities are typically filled with trend apartments and codos, fitness clubs and clothing boutiques, casual restaurants and all types of bars, from juice to coffee to microbrew. Many have chosen to start families while remaining in an urban environment.

**Why Young Digerati matter for SLO...**

These affluent 40-somethings lead busy lives, and want a getaway that’s quick, easy, and somewhat familiar. They’ll likely have kids in tow when they make their way from the Bay Area, and will need kid-friendly suggestions for restaurants, breweries, wineries, and other things to do. They travel to explore together, prioritizing experiences the whole family can enjoy over kids-only attractions. They’ll seek the outdoors, new and hip things to do, and photo-worthy moments with their loved ones.

- Midlife success
- HHI $128k, 35-54, mostly with kids in household
- Highest index in San Francisco and Santa Clara Counties
- Listens to CBS radio
- Watches football and basketball
- Reads print edition New York Times and uses iPhone

**UPPER CRUST**

The nation’s most exclusive address, Upper Crust is a haven for wealthy empty-nesting couples over the age of 65. This segment has a high concentration of residents earning over $100k per year, and many possess a post-graduate degree. They have an opulent standard of living—driving expensive cars and frequently eating out and traveling.

**Why Upper Crust matter for SLO...**

Upper Crust residents have seen and done it all: they want to go where the crowds don’t go, and collect intimate moments, not Instagram photos. They’ll be looking for a laid back but sophisticated experience, which is just what SLO has to offer. Culinary, wine (specifically chardonnay), shopping and culture will appeal to this class. And if they come with friends, a round of golf may also be on the agenda.

- Affluent, empty nests
- HHI $113k, mostly without kids in household
- Highest Index in Marin County
- Listens to news radio, classical, jazz
- Watches Fox Business Network and Golf Channel

---

**Why Movers & Shakers matter for SLO...**

Movers & Shakers are America’s most business oriented websites. This business class has the most disposable income of SLO’s top 4 personas. They make up the second largest group in our interest database, and there’s good reason: Movers & Shakers are just a hop, skip, and a jump away in Marin County. They’re mostly empty nesters, but may have some older children in the house who aren’t kids in household. Movers & Shakers are America’s business oriented websites.

- Proximity to the coast or visit new place
- Attractions: Downtown, Mission Plaza, Creek Walk, Bubblegum Alley, Cal Poly, Hiking Biking Trails
- Affluent, empty nests
- HHI $129k+, age 45-64, mostly without kids in household
- Highest index in San Francisco and Santa Clara Counties
- Listens to news radio, CBS sports, jazz, classical
- Listens to news radio, classical, jazz
- Reads print edition New York Times
- Watches Fox Business Network and Golf Channel

---

**Cross Visits...**

**MORRO BAY**

Intercept interviews in City of SLO indicated that visitors may stay in Morro Bay, although visit SLO

- Of other destinations to visit, Morro Bay ranked highest, followed by Avila Beach and Pismo Beach

---

**Words/Phrases Used to Describe SLO...**

- Beautiful 55%—Appears in Brand Intention
- Relaxing 10%—Appears in Brand Intention
- Friendly 8%
- Fun
- Peaceful
- Serene

*Online Survey: Beautiful, Picturesque, Relaxing, Fun, College Town, Quaint, Peaceful, Serene, Friendly*