Based on the threat of COVID-19 as reflected in the Proclamations of Emergency issued by both the Governor of the State of California, the San Luis Obispo County Emergency Services Director and the City Council of the City of San Luis Obispo as well as the Governor’s Executive Order N-29-20 issued on March 17, 2020, relating to the convening of public meetings in response to the COVID-19 pandemic, the City of San Luis Obispo will be holding all public meetings via teleconference. There will be no physical location for the Public to view the meeting. Below are instructions on how to view the meeting remotely and how to leave public comment.

Additionally, members of the Promotional Coordinating Committee (PCC) Board are allowed to attend the meeting via teleconference and to participate in the meeting to the same extent as if they were present.

Using the most rapid means of communication available at this time, members of the public are encouraged to participate in PCC meetings in the following ways:

1. Remote Viewing - Members of the public who wish to watch the meeting can view:
   - Go to Webinar Registration: https://attendee.gotowebinar.com/register/2116505318485701392
   - Webinar ID: 375-534-635
   - You must register to view via Webinar.

2. Public Comment - The PCC will still be accepting public comment for only items on the agenda. Public comment can be submitted in the following ways:
   - Mail or Email Public Comment
     - Received by 10:00 AM on the day of meeting - Can be submitted via email to: (advisorybodies@slocity.org) or U.S. Mail to City Clerk at: 990 Palm St. San Luis Obispo, CA 93401
     - Emails sent after 10:00 AM up until public comment is opened on the item – Limited to one page emailed to cityclerk@slocity.org will be read aloud during the public comment period.
   - Verbal Public Comment - Call (805) 781-7164; state and spell your name, mention the agenda item number you are calling about and leave your comment. The verbal comments must be received by 10:00 AM on the morning of the noticed meeting and will be limited to 3 minutes. All voicemails will be forwarded to the PCC members and saved as Agenda Correspondence.

All comments submitted will be placed into the administrative record of the meeting.
CALL TO ORDER  Chair Dana Matteson

ROLL CALL: Chair Dana Matteson, Vice Chair John Thomas, Ryan Heath, Stephanie Stackhouse, Samantha Welch, Lori Lerian and John Conner

PUBLIC COMMENT: At this time, people may address the Committee about items not on the agenda. Persons wishing to speak should come forward and state their name and address. Comments are limited to three minutes per person. Items raised at this time are generally referred to staff and, if action by the Committee is necessary, may be scheduled for a future meeting.

CONSENT ITEMS

C.1 Minutes of the Meeting on October 14, 2020
C.2 2020-21 Community Promotions Budget Report
C.3 Public Relations Report
C.4 Visitors Center Report
C.5 TOT Report

PRESENTATIONS

1. PUBLIC RELATIONS MONTHLY REPORT  15 mins
   Representatives from the SLO Chamber will present the monthly report for the Public Relations activities.

BUSINESS ITEMS

1. HOLIDAY BANNER PROGRAM ADDITION  10 mins
   Staff will present an update the committee on the installation of the holiday banners throughout SLO and present the recommendation to fund the design of color pages of the Holiday Banner artwork.

2. ADDITIONAL SERIES FLAG/BANNER BIDS  20 mins
   The committee will review the project bids for the selection of a contractor to design the additional banner series.

3. MODIFIED GIA PROGRAM UPDATE  15 mins
   The GIA committee will present the first grant allocation recommendations for the PCC review and approval.

4. 2021-23 COUNCIL GOAL SETTING  30 mins
   The PCC will provide input, discuss, and begin to formulate goals as an Advisory Body to recommend for the 2021-23 City Council goal-setting process.
PCC LIAISON REPORTS AND COMMUNICATION

1. COMMITTEE OUTREACH UPDATE – COMMITTEE REPORT

2. TBID BOARD REPORT – TBID Meeting Minutes: October 14, 2020

3. TOURISM PROGRAM UPDATE

ADJOURNMENT

The next Regular Meeting of the Promotional Coordinating Committee is scheduled for Wednesday, December 9, 2020 at 5:30 p.m. held remotely and via teleconference.

The City of San Luis Obispo wishes to make all of its public meetings accessible to the public. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the City Clerk’s Office at (805) 781-7100 at least 48 hours before the meeting, if possible. Telecommunications Device for the Deaf (805) 781-7107.

Meeting audio recordings can be found at the following web address: http://opengov.slocity.org/WebLink/1/fol/61016/Row1.aspx
Wednesday, October 14, 2020
Regular Meeting of the Promotional Coordinating Committee

CALL TO ORDER

A Regular Meeting of the San Luis Obispo Promotional Coordinating Committee was called to order on Wednesday, October 14, 2020 at 5:33 p.m., by Chair Matteson via teleconference.

ROLL CALL

Present: Chair Dana Matteson, Vice Chair John Thomas, Members Ryan Heath, Stephanie Stackhouse, Lori Lerian and John Conner

Absent: Member Samantha Welch

Staff: Tourism Manager Molly Cano and City Clerk Teresa Purrington

PUBLIC COMMENT ITEMS NOT ON THE AGENDA
None
--End of Public Comment--

CONSENT ITEMS

ACTION: UPON MOTION BY COMMITTEE MEMBER STACKHOUSE, SECONDED BY COMMITTEE MEMBER CONNER, CARRIED 6-0 (WITH COMMITTEE MEMBER WELCH ABSENT), to approve the Consent Agenda items 1 thru 5.

C.1 Minutes of the Meeting on September 9, 2020

C.2 2020-21 Community Promotions Budget Report

C.3 Public Relations Report

C.4 Visitors Center Report

C.5 TOT Report

PRESENTATIONS

1. PUBLIC RELATIONS MONTHLY ACTIVITY UPDATE

Jacqui Clark-Charlesworth, SLO Chamber provided a PowerPoint presentation and responded to Committee inquiries.
Public Comment
None.
--End of Public Comment--

No action was taken on this item.

BUSINESS ITEMS

1. 2021-23 COUNCIL GOAL SETTING PROCESS

Principal Budget Analyst, Natalie Harnett provided a PowerPoint presentation and responded to Committee inquiries.

Public Comment
None.
--End of Public Comment--

ACTION: No action taken on this item.

2. SUPPORT LOCAL PROGRAM UPDATE

Ashlee Akers, Verdin provided a PowerPoint presentation and responded to Committee inquiries.

Public Comment
None.
--End of Public Comment--

ACTION: By consensus the Committee agreed to proceed with Concept 1.

3. HOLIDAY BANNER/FLAG UPDATE

Tourism Manager Molly Cano and Katy McGrath, Badger Branding provided a PowerPoint presentation and responded to Committee inquiries.

Public Comment
None.
--End of Public Comment--

ACTION: UPON MOTION BY COMMITTEE MEMBER CONNER, SECONDED BY COMMITTEE MEMBER LERIAN, CARRIED 6-0-1 (WITH COMMITTEE MEMBER WELCH ABSENT) to approve Concept 3 for the new holiday banner.
4. FLAG/BANNER PROGRAM UPDATE

Tourism Manager Molly Cano provided a PowerPoint presentation and responded to Committee inquiries.

**Public Comment**
None.
---End of Public Comment---

**ACTION:** By consensus the Committee agreed to the SLOisms concept.

5. MODIFIED GIA PROGRAM UPDATE

Tourism Manager Molly Cano and Jacqui Clark-Charlesworth, SLO Chamber of Commerce provided a PowerPoint presentation and responded to Committee inquiries.

**Public Comment**
None.
---End of Public Comment---

**ACTION:** No action taken on this item.

PCC LIAISON REPORTS AND COMMUNICATION

1. COMMITTEE OUTREACH UPDATE – COMMITTEE REPORT

None.

2. TBID BOARD REPORT – TBID Meeting Minutes: September 9, 2020

John Conner provided a brief overview of the TBID Board Meeting.

4. TOURISM PROGRAM UPDATE

Tourism Manager Cano provided a brief Tourism Program update.

ADJOURNMENT

The meeting was adjourned at 8:14 PM. The next Rescheduled Regular Promotional Coordinating Committee meeting is scheduled for Wednesday, November 18, 2020 at 5:30 p.m., via teleconference.

APPROVED BY THE PROMOTIONAL COORDINATING COMMITTEE: XX/XX/2020
# Community Promotions Budget 2020-21

<table>
<thead>
<tr>
<th>Budget 2020-21</th>
<th>Amount</th>
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<tr>
<td>Budget</td>
<td>$ 404,143</td>
</tr>
<tr>
<td>Returned Funds (Previous Year GIA)</td>
<td>$ -</td>
</tr>
<tr>
<td><strong>Total Budget</strong></td>
<td>$ 404,143</td>
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## Expenditure

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Allocated</th>
<th>Committed/Expended</th>
<th>Available Balance</th>
<th>Contractor</th>
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<tr>
<td>Grants-in-Aid Funding</td>
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<td>$ -</td>
<td>$ 100,000</td>
<td>GIA Recipients</td>
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<tr>
<td>Grants-in-Aid Marketing Support Contract</td>
<td>$ 30,000</td>
<td>$ 30,000</td>
<td></td>
<td>Chamber of Commerce</td>
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<tr>
<td>Community Placemaking &amp; Recovery Projects</td>
<td>$ 50,000</td>
<td>$ 13,550</td>
<td>$ 36,450</td>
<td>Various: Verdin; Various Influencers</td>
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<tr>
<td>General Contract Services</td>
<td>$ 6,646</td>
<td>$ -</td>
<td>$ 6,646</td>
<td>Various</td>
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<tr>
<td>Visitors Center</td>
<td>$ 119,600</td>
<td>$ -</td>
<td></td>
<td>Chamber of Commerce</td>
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<tr>
<td>PR Contract</td>
<td>$ 46,213</td>
<td>$ -</td>
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<td>Chamber of Commerce</td>
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<tr>
<td>Downtown Maps</td>
<td>$ 9,000</td>
<td>$ -</td>
<td></td>
<td>Chamber of Commerce</td>
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<tr>
<td>Support Cost</td>
<td>$ 5,000</td>
<td>$ -</td>
<td></td>
<td>City Administration</td>
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<tr>
<td>Administration</td>
<td>$ 37,685</td>
<td>$ -</td>
<td></td>
<td>City Administration</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$ 404,143</td>
<td>$ 43,550</td>
<td>$ 143,096</td>
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| Funds Remaining                          | $ -     | $ 360,593         |
Report to City of SLO – TBID and PCC
Public Relations Contract
October 2020

PR Activity
Implementation/Proactive work
1) Drafted ‘Meet Your Neighborhood Makers Q&A for VisitSLO.com
2) Drafted ‘Meet Your Neighborhood Candy Shop’ Q&A for VisitSLO.com
3) Drafted ‘Meet Your Neighborhood Restaurateur’ Q&A for VisitSLO.com
4) Drafted Music + Culture release for proactive pitching by DCI
5) Continued conversations for media visit with freelancer Tanvi Chheda
6) Continued working with Verdin on Support Local Campaign and implementation
7) Continued working with the City and Noble Studios on overall tourism marketing campaign

Responsive leads
1) Coordinated responses for NY Times ‘52 Places We Love’ destination submissions
2) Coordinated interview with SLO Brew for Vine Pair through DCI lead
3) Pitched SLO as a destination that feels like Europe to YourTango HARO lead
4) Pitched wellness experiences for Visit SLO CAL hot lead on Wellness Resorts
5) Pitched Woods Humane Society’s Wiggle Waggle walk to Forbes HARO lead on Halloween parades during COVID
6) Pitched Mama Ganache for California Life broadcast feature for Visit SLO CAL hot lead
7) Connected Mustang News reporter with resources and City staff for tourism impact story

Partnerships
1) Curated itinerary and met freelancer Donna Sozio’s trip to SLO in partnership with Hotel Cerro
2) Curated itinerary for freelancer Kristin Braswell’s @crushglobal trip to SLO in partnership with Hotel San Luis Obispo
3) Curated itinerary for Joseph Rosendo of Travelscope in partnership with Hotel Cerro
4) Met with Malene and MINDBODY about future wine & wellness partnership opportunities
5) Pitched the following content to Visit California:
   - California Towns with Holiday Spirit
     - Light Up Downtown, San Luis Obispo
     - Gift Shop and Visitor Center in San Luis Obispo
   - Winter Road Trips
     - Get decked out in holiday spirit at the Madonna Inn in San Luis Obispo
   - Meet the Makers: Holiday Edition
     - Kendra Aronson’s Farmers’ Market Cookbook
6) Pitched the following content to CCTC:
   - Winter Events
     - Holiday Open House at Humankind
     - Humankind’s Give Back Days
     - Cal Poly Symphony Fall Presentation
     - Cal Poly Choirs’ Holiday Kaleidoscope
     - Holiday Concert with Pink Martini’s Thomas Lauderdale & China Forbes
   - Holiday Activities
     - Santa’s House & Classic Carousel in Mission Plaza
     - Light Up Downtown, San Luis Obispo
Media Placements

1. **BUSINESS INSIDER**, *I visited two high-end California hotels to compare their reopenings. Here's how they're taking care of guests — and why I hope some of these measures stick around.*
   RESULT: Strategic partnership
   PILLAR: Cultural, Outdoor, Beer/Wine, Culinary, Cal Poly
   MENTIONS: Hotel Cerro, Brasserie SLO
   UVPM: 134,300,000
   AD VALUE: $30,900.00

2. **LOVE FOOD**, *The best independent café in every state*
   RESULT: Ongoing media relationship
   PILLAR: Culinary, Beer/Wine
   MENTIONS: Kreuzberg California
   UVPM: 67,150,000
   AD VALUE: $15,444.86
3. **TASTE CALIFORNIA TRAVEL**, *Returning to San Luis Obispo*
RESULT: Strategic partnership
PILLAR: Cultural, Culinary, Beer/Wine, Support Local, Outdoor, Family
MENTIONS: Hotel Cerro, Brasserie SLO, SLO Brew, SLO Stills, Madonna Inn

4. **VISIT CALIFORNIA**, *California Travel Innovations Help Welcome Travelers Back*
RESULT: Partnership pitching
PILLAR: Culinary, Beer/Wine, Support Local
MENTIONS: SLO Brew, SLO Stills, Parklets
UVPM: 70

5. **VISIT CALIFORNIA**, *California’s Most Unique Marketplaces*
RESULT: Partnership pitching
PILLAR: Culinary, Beer/Wine, Support Local
MENTIONS: SLO Public Market, Mixed Company SLO, Bottlecraft
UVPM: 70

6. **HGTV ONLINE**, *Miss Your Favorite Hotel? These 15 Products Will Turn Your Home Boutique-Hotel-Chic*
PILLAR: Cultural, Support Local
MENTIONS: Madonna Inn
UVPM: 3,410,000
AD VALUE: $783.72

7. **GOOD SAM CAMPING**, *5 Family-Friendly Activities While Camping in Slo-Cal*
PILLAR: Family, Outdoor, Cultural
MENTIONS: Sunset Drive-in
UVPM: 26,000
AD VALUE: $5.92

8. **SANTA BARBARA INDEPENDENT** *(print & online)*, *Destination: San Luis Creek Lodge*
PILLAR: Cultural, Culinary, Beer/Wine
MENTIONS: San Luis Creek Lodge, Scout Coffee Co., Granada Hotel & Bistro, Mistura, Biddle Ranch
UVPM: 127,200
AD VALUE: $891.97
Travel by train

9. **TRAVEL + LEISURE**, *I Took an Overnight Train During the Pandemic — Here's What I Learned*
   RESULT: Ongoing media relationship
   PILLAR: Cultural
   MENTIONS: Coast Starlight, San Luis Obispo
   UVPM: 136,400,000
   AD VALUE: $32,500.00

10. **FORBES**, *Amtrak Ridership Down 80%; Will Partnering With Lysol Ease Passenger Fears?*
    PILLAR: Cultural
    MENTIONS: Amtrak Pacific Surfliner, San Luis Obispo
    UVPM: 28,310,000
    AD VALUE: $32,553.14

11. **ARIZONA REPUBLIC ONLINE** & multiple other outlets, *Amtrak Pacific Surfliner implements temporary adjustments for the Thanksgiving holiday travel period*
    PILLAR: Cultural
    MENTIONS: Amtrak Pacific Surfliner, San Luis Obispo
    UVPM: 14,300,000
    AD VALUE: $6,100.00

12. **JONNY JET'S TRAVEL NEWS, TIPS & STORIES**, *Thanksgiving 2020 Train Travel Tips*
    PILLAR: Cultural
    MENTIONS: Amtrak Pacific Surfliner, San Luis Obispo
    UVPM: 47,000
    AD VALUE: $37.68
Visitor Interaction

<table>
<thead>
<tr>
<th></th>
<th>October 2019</th>
<th>September 2020</th>
<th>October 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk-ins</td>
<td>6,722</td>
<td>4,335</td>
<td>4,148</td>
</tr>
<tr>
<td>Phone calls</td>
<td>580</td>
<td>1,315</td>
<td>1,154</td>
</tr>
<tr>
<td>Emails &amp; Digital</td>
<td>536</td>
<td>1,085</td>
<td>1,008</td>
</tr>
</tbody>
</table>

Visitor Center Highlights

- Open to best serve our community and visitors.
- Working collaboratively with City and regional partners to navigate community through COVID-19 crisis.
- Worked with City Staff, DTSLO, and Bike SLO County on bike lane installation on Monterey St. between Chorro and Morro St.
- Promoting efforts to support local businesses – TakeOutTuesday, Wellness Wednesday, ShopLocal
- Visitor Center Manager serving on the City’s Diversity, Equity, and Inclusion Task Force.
- Enjoyed helping every guest that walked through our doors, calls, emails, or otherwise engages from a safe distance.

Demographic Snapshot

<table>
<thead>
<tr>
<th>International travelers</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>0%</td>
</tr>
<tr>
<td>Africa</td>
<td>0%</td>
</tr>
<tr>
<td>Europe</td>
<td>0%</td>
</tr>
<tr>
<td>Australia/New Zealand</td>
<td>0%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>0%</td>
</tr>
<tr>
<td>North America</td>
<td>100%</td>
</tr>
<tr>
<td>South America</td>
<td>0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Domestic travelers (outside of CA.)</th>
<th>817</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>5%</td>
</tr>
<tr>
<td>West Coast</td>
<td>35%</td>
</tr>
<tr>
<td>East Coast</td>
<td>19%</td>
</tr>
<tr>
<td>Southwest</td>
<td>15%</td>
</tr>
<tr>
<td>Midwest</td>
<td>15%</td>
</tr>
<tr>
<td>South</td>
<td>11%</td>
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</table>

<table>
<thead>
<tr>
<th>California travelers</th>
<th>1,522</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern CA</td>
<td>21%</td>
</tr>
<tr>
<td>Southern CA</td>
<td>25%</td>
</tr>
<tr>
<td>Central Coast</td>
<td>36%</td>
</tr>
<tr>
<td>Central Valley</td>
<td>15%</td>
</tr>
<tr>
<td>Desert</td>
<td>3%</td>
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## TOT Comparison

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>July</td>
<td>$508,195</td>
<td>$541,806</td>
<td>$591,184</td>
<td>$636,778</td>
<td>$699,845</td>
<td>$761,346</td>
<td>$844,845</td>
<td>$877,391</td>
<td>$861,241</td>
<td>$884,317</td>
<td>$913,019</td>
<td>$535,691</td>
<td>-41.3%</td>
</tr>
<tr>
<td>August</td>
<td>$511,564</td>
<td>$542,194</td>
<td>$574,395</td>
<td>$623,655</td>
<td>$674,244</td>
<td>$732,271</td>
<td>$774,501</td>
<td>$765,232</td>
<td>$728,932</td>
<td>$775,513</td>
<td>$826,465</td>
<td>$617,025</td>
<td>-25.3%</td>
</tr>
<tr>
<td>September</td>
<td>400,023</td>
<td>437,543</td>
<td>490,524</td>
<td>508,583</td>
<td>505,954</td>
<td>557,002</td>
<td>643,127</td>
<td>650,117</td>
<td>693,704</td>
<td>682,810</td>
<td>720,414</td>
<td>647,533</td>
<td>-10.1%</td>
</tr>
<tr>
<td>October</td>
<td>414,870</td>
<td>442,586</td>
<td>437,805</td>
<td>469,977</td>
<td>509,435</td>
<td>594,032</td>
<td>642,221</td>
<td>628,049</td>
<td>601,208</td>
<td>650,101</td>
<td>711,393</td>
<td>-100.0%</td>
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<tr>
<td>November</td>
<td>280,913</td>
<td>330,924</td>
<td>347,437</td>
<td>359,163</td>
<td>425,679</td>
<td>475,360</td>
<td>468,016</td>
<td>497,162</td>
<td>513,487</td>
<td>556,885</td>
<td>593,403</td>
<td>-100.0%</td>
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<tr>
<td>December</td>
<td>246,684</td>
<td>274,417</td>
<td>314,784</td>
<td>319,451</td>
<td>355,315</td>
<td>391,132</td>
<td>429,600</td>
<td>434,836</td>
<td>473,701</td>
<td>488,296</td>
<td>488,757</td>
<td>-100.0%</td>
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<tr>
<td>January</td>
<td>230,279</td>
<td>256,351</td>
<td>276,166</td>
<td>302,153</td>
<td>331,853</td>
<td>400,239</td>
<td>387,304</td>
<td>396,559</td>
<td>415,690</td>
<td>465,547</td>
<td>520,813</td>
<td>-100.0%</td>
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<tr>
<td>February</td>
<td>273,373</td>
<td>302,246</td>
<td>323,359</td>
<td>344,160</td>
<td>366,980</td>
<td>431,510</td>
<td>466,915</td>
<td>439,735</td>
<td>503,451</td>
<td>524,327</td>
<td>596,021</td>
<td>-100.0%</td>
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<tr>
<td>March</td>
<td>326,099</td>
<td>333,783</td>
<td>392,266</td>
<td>426,879</td>
<td>448,103</td>
<td>520,795</td>
<td>559,235</td>
<td>549,642</td>
<td>577,285</td>
<td>602,781</td>
<td>268,458</td>
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<tr>
<td>April</td>
<td>423,158</td>
<td>451,133</td>
<td>475,913</td>
<td>486,850</td>
<td>564,617</td>
<td>610,894</td>
<td>609,439</td>
<td>708,724</td>
<td>641,919</td>
<td>741,364</td>
<td>69,184</td>
<td>-100.0%</td>
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<tr>
<td>May</td>
<td>372,997</td>
<td>433,874</td>
<td>447,116</td>
<td>489,862</td>
<td>546,916</td>
<td>601,614</td>
<td>598,093</td>
<td>645,114</td>
<td>630,820</td>
<td>665,603</td>
<td>174,982</td>
<td>-100.0%</td>
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<tr>
<td>June</td>
<td>490,326</td>
<td>512,543</td>
<td>578,234</td>
<td>610,948</td>
<td>630,729</td>
<td>727,028</td>
<td>731,038</td>
<td>765,362</td>
<td>796,899</td>
<td>835,727</td>
<td>409,945</td>
<td>-100.0%</td>
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<tr>
<td>Total/Average</td>
<td>$4,478,481</td>
<td>$4,859,400</td>
<td>$5,249,181</td>
<td>$5,578,460</td>
<td>$6,059,758</td>
<td>$6,803,224</td>
<td>$7,154,334</td>
<td>$7,357,923</td>
<td>$7,438,358</td>
<td>$7,873,272</td>
<td>$6,292,853</td>
<td>$1,800,251</td>
<td>-71.4%</td>
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*Figures from Smith Travel Research Report*

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<tr>
<th>Year</th>
<th>2019-20</th>
<th>2020-21</th>
<th>Change +/-</th>
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<th>Change +/-</th>
<th>2019-20</th>
<th>2020-21</th>
<th>Change +/-</th>
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<td>Total/Average</td>
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Updated: 11/3/2020
JOB BUDGET

Date: Nov 12 2020
Job: PCC010 - Holiday Banner Coloring Pages  Estimate #: 6032  PO #:
Prepared By: Katy McGrath

Job Description:
Create outlined versions of the holiday banner series artwork (8 banners) for use as coloring pages. Artwork to be resized for use on 8.5x11 pages.

<table>
<thead>
<tr>
<th>Scope Of Work</th>
<th>Budget</th>
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<tbody>
<tr>
<td>Creative Services</td>
<td>$1,080.00</td>
</tr>
<tr>
<td></td>
<td>Includes Graphic Design, Project Management, all Communications, and File Delivery.</td>
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</table>

Total: $1,080.00

Terms & Conditions
Any deviation from original project scope as described in this document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible and any additional costs exceeding the original estimate will be approved by Client before costs are incurred. Invoices will be created according to the agreed-upon Project / Payment Schedule and will be due upon receipt, unless otherwise noted on invoice. Client signature below constitutes financial responsibility and willingness to pay Badger Branding invoices in accordance with these terms. This estimate will be honored for 30 days from the day it was sent.

signature  printed name  date
Approved to proceed. I have read and agreed with the terms and conditions.
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Dana</th>
<th>Ryan</th>
<th>Stephanie</th>
<th>Dana</th>
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<td>Does the application complete?</td>
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<td>Does the applying organization meet the applicant eligibility requirements outlined in the program specification? (must have non-profit status, clearly stated org purpose/function, be responsible for the planning and provision of a program/event, demonstrate managerial and fiscal competence, must extend its program to the public and may not exclude anyone by reason of race, religion, sex, national origin, sexual orientation, age, physical, mental or economic status)</td>
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<td>Does the financial need demonstrated by the applicant?</td>
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<td>Is the organization in good standing with the City?</td>
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<td>Has there been adequate past grant performance of the organization?</td>
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<tr>
<td>Does the event meet the event eligibility requirements outlined in the program specification? (must be virtual or in-person passive only, adhere to current State and County health and safety guidelines, cannot be political in nature, represent a sole party, candidate or affiliation, must support merger of economic recovery, stability, and resiliency, represent the City’s core values (sustainability, diversity, inclusivity, regionalism, partnership, and resiliency), meet occur before June 30, 2021)</td>
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<td>Does the event take place in the City of San Luis Obispo (passive) or is the applying organization located in the City of SLO (virtual)?</td>
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<td>Does the event provide cultural, social, and/or recreational benefit to the residents of the City of San Luis Obispo?</td>
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<td>Does the event adequately address sustainability, diversity and inclusivity practices?</td>
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<tr>
<td>Does the application adhere to the budget requirements outlined in the use of grant funding including 25% of grant to be spent on marketing expenditures?</td>
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</table>

**Reviewer Comments and Feedback** (Please provide explanation and specifics for any NO scores)

- Quite a bit unknown/undetermined - what does their virtual event look like?
- Somewhat dependent on COVID guidelines on 1/15
- Quite a bit unknown/undetermined - what does their virtual event look like?
- Somewhat dependent on COVID guidelines on 1/15
- Does not meet current county guidelines

**Subcommittee Recommendation to PCC**

- Yes
- Yes
- Yes
- Yes
- No, does not meet current county guidelines
Goal Setting Parameters

1. Consider uncertainty regarding the long-term impacts from COVID19
2. Consider increased pressure to fund infrastructure maintenance
3. Advancing Fiscal Health Response Plan objectives
4. New projects and services will require trade-offs with current core services (Revenue generating new services excluded.)
5. Goal setting through the lenses of Diversity, Equity, and Inclusivity
2019-21 Financial Plan Proposed Major City Goals

Promotional Coordinating Committee

Background

Consistent with its assigned role, the PCC’s proposed goals concentrate on improvements and enhancements that would make the City of San Luis Obispo an even better place to reside and visit. They PCC used community responses from their recent strategic planning exercise to inform and develop the outlined goals. The PCC did not weigh the goals since the members felt that they were equally important.

Goals

Goal #1: Quality of Life + Public Art

- Enhance placemaking efforts by supporting Public Art and identify increased opportunities to support additional public art throughout the city. Encourage non-traditional, eclectic, and contemporary forms of public art to enhance arts tourism and serve as point of pride for residents. Ensure that public art is included in all development / projects in the city, both residential and business. Public art should be accessible to all members of the community.

Goal #2: Climate Action Plan: Housing+ Connectivity + Sustainability

- Support implementation of the City of SLO Climate Action Plan. Support housing density, multi-modal transit, increased connectivity, traffic mitigation efforts, and the Climate Action Plan with construction of affordable, green, and net-zero housing.
- Increase the efforts to make the city more pedestrian and bicycle friendly. Support enhanced bike infrastructure and the completion of the Bob Jones Trail as energy efficient examples to provide transportation for both residents and tourists in a small-scale city with excellent climate. Encourage buffered, green-striped bike lanes with new construction. Identify and research feasibility of bike share model connecting Downtown to Cal Poly, beaches, wine country, and Monterey hotels.
- Prioritize sustainability throughout the community for businesses, residents and events.

Goal #3: Homelessness & Mental Health + Safety

- Support the city in the addressing of the homeless/ transient / mental health issues that we are facing with our local population and residents.

Goal #4: Vitality of downtown & other business districts

- Support the continuing efforts of community-based organizations to keep the downtown viable. And also support other local business neighborhoods (which tend to be local business) i.e. MoJo, Laurel Lane, Crossroads, the airport district, etc.
Goal #5: Open Space

- Enhance awareness and availability of the natural spaces in and around town to residents and visitors.
- Continue to look for opportunities to expand the green belt around San Luis Obispo.
Wednesday, October 14, 2020
Regular Teleconference Meeting of the Tourism Business Improvement District Board

CALL TO ORDER

The regular teleconference meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on October 14, 2020 at 10:00 a.m. held via GoToWebinar by Chair John Conner.

ROLL CALL

Present: Chair John Conner and members LeBren Young-Harris (departed at 12:00 p.m.), Clint Pearce, Pragna Patel-Mueller, John Byrns, Natalie Ward and David Smith

Absent: none.

Staff: Tourism Manager Molly Cano and Tourism Coordinator Chantal Burns

PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

None.
--End of Public Comment--

CONSENT ITEMS

ACTION: MOTION BY COMMITTEE MEMBER PEARCE SECONDED BY COMMITTEE MEMBER HARRIS, CARRIED 7-0-0, TO APPROVE THE CONSENT AGENDA ITEMS 1 THRU 7.

C.1 Minutes of Meeting on Wednesday, September 9, 2020
C.2 Smith Travel Report
C.3 Transient Occupancy Tax (TOT) Report
C.4 Chamber Public Relations Monthly Report
C.5 Chamber Visitor Center Monthly Report
C.6 Noble Studios & DCI Marketing Monthly Report
C.7 Marketing Committee: Co-Op Program Approval

Public Comment

None.
--End of Public Comment--

PRESENTATIONS

1. New Board Member Introductions
Board members introduced themselves and welcomed new members David Smith of Hotel SLO and Natalie Ward of Hotel Cerro.
2. **Marketing Services Quarter Report**

Representatives from Noble Studios and DCI presented the first quarter report for the marketing activities for the SLO TBID. Highlights included reviewing a review of social media metrics, email marketing performance, website metrics, SEO review, and a view of what’s ahead. Additionally, the agency announced that the revamped homepage for VisitSLO.com is now live.

3. **Public Relations & Guest Services Quarter Report**

Representatives from the SLO Chamber presented the quarter report for the Public Relations and Guest Services activities with the SLO TBID. Highlights included metrics of where visitors are traveling from, a noted increase in phone and live chats with the Visitor Center team as well as a positive reach of the support local work in conjunction with the PCC.

**BUSINESS ITEMS**

1. **2020-21 TBID Annual Marketing Plan**

   Representatives from Noble Studios presented the 2020-21 SLO TBID Annual Marketing Plan for the Board discussion & approval as recommended by the Marketing Committee. Board members had no edits or feedback. Staff addressed member Smith’s vote against the plan due to being unfamiliar with the TBID budget and program.

   **Public Comments:**

   None

   ---End of Public Comments---

   **ACTION:** MOTION BY COMMITTEE MEMBER PEARCE, SECONDED BY COMMITTEE MEMBER BYRNS, CARRIED 7-1-0, to approve the 2020-21 SLO TBID Annual Marketing Plan as presented for the remainder of the 2020-21 fiscal year.

2. **California Hotel & Lodging Association (CHLA) Membership Renewal**

   Staff reviewed current conversations with CHLA regarding the membership renewal which were requested by the Management Committee. The Management Committee recommends that the TBID Board consider renewing the membership for FY 2020-21 on a quarterly basis and to use funds from the contingency line item within the budget. The renewal would take place in November 2020 and the membership can be cancelled on a quarterly basis if needed. Board members discussed and provided their input on why or why not continue the TBID’s membership.

   **Public Comments:**

   None

   ---End of Public Comments---

   **ACTION:** MOTION BY COMMITTEE MEMBER PATEL-MUELLER, SECONDED BY COMMITTEE MEMBER SMITH, CARRIED 5-2-0 to renew the TBID’s CHLA membership on a quarterly basis starting in November 2020 with the clause of being able to cancel if needed based on the Management Committee’s budget review and recommendations.

3. **2021-23 Council Goal Setting Process**

   The City’s Financial Director, Brigitte Elke and Principal Budget Analyst, Natalie Harnett presented the 2021-23 Financial Planning process including the instructions for Advisory Body input for the City Council goal-setting portion of the effort. Board members had no questions or discussion, but will prepare ideas for the November meeting.
Public Comments:

None.
---End of Public Comments---

No action was taken on this item.

**TBID LIAISON REPORTS AND COMMUNICATION**

1. **HOTELIER UPDATE** – Liaison Reports

2. **MARKETING COMMITTEE UPDATE** – no discussion on the October 7, 2020 minutes

3. **MANAGEMENT COMMITTEE UPDATE** –no discussion on the October 8, 2020 minutes

4. **PCC UPDATE** – Chair Conner highlighted the PCC’s work on the banner program and the modified GIA program which is now open and accepting applications.

5. **VISIT SLO CAL UPDATE** – Liaison Reports by member Pearce and Tourism Manager Cano:

6. **TOURISM PROGRAM UPDATE** – Staff Report from Tourism Manager Cano
   
   a. City council approved the 2019-20 Annual Report and resolution of intent on October 6, 2020. The next step will be the protest hearing on October 20, 2020
   
   b. Agency will be visiting in early November. Four hosted rooms will be needed
   
   c. Raincheck promotion update
   
   d. Dates to remember

**ADJOURNMENT**

The meeting was adjourned at 12:22 p.m. The next Tourism Business Improvement District Board meeting is scheduled for Wednesday, November 18, 2020 at 10:00 a.m. held remotely and via teleconference.

APPROVED BY THE TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD: XX/XX/XXXX