



SLO TBID ANNUAL REPORT

2023-2024



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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 as defined in Section 12.42.030 of the Municipal Code states:

“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 (TBID Board) which 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.

2023-24 Tourism Business Improvement District Board

NAME	PROPERTY	STATUS	TERM CONCLUDES
Clint Pearce * **	Madonna Inn	Appointed May 2022	3/31/2026
Lori Keller	Apple Farm Inn	Appointed June 2022	3/31/2026
Prashant Patel	Vagabond	Appointed Sept. 2022	3/31/2025
Lydia Bates * **	Hotel San Luis Obispo	Appointed Sept. 2022	3/31/2028
Winston Newland	Quality Suites	Appointed April 2022	3/31/2027
Sandy Sandoval	Embassy Suites SLO	Appointed June 2022	3/31/2025
Nipool Patel	Lamplighter Inn & Suites	Appointed October 2023	3/31/2028

* Served as Chair for a portion of FY 23-24

** Served as Vice Chair for a portion of FY 23-24





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 TBID Board meets monthly on the second Wednesday at 10 a.m. for its regular board meeting. In fiscal year 2023-24, the board continued holding a second monthly special meeting in addition to the regular board meeting. In total, the Board met 16 times for regularly scheduled monthly meetings and special board meetings during the fiscal year, representing an average of 37 volunteer hours annually per each of the seven board members. In 2023-24, the Board also met for agency interviews for their Marketing Services RFP. This process began in November 2023 and culminated in the Board's recommendation during their May meeting.

2023-24 YEAR BY THE NUMBERS

In the 2024-25 fiscal year, the City of San Luis Obispo once again collected a record-breaking figure of transient occupancy tax (TOT) totaling just under \$11 million. This number represents a 2% increase over budget San Luis Obispo once again saw five \$1 million revenue collection months in July, August, September April and June. This incredible contribution of TOT revenue to the City’s General Fund is one of the direct benefits of tourism for the City, as the full collection of TOT revenue is retained by the City. Separately, the TBID retains the revenue collected through its special assessment of 2%, which in FY 23-24 resulted in nearly \$2.2 million, more than \$200,000 originally projected.

The fiscal year 2023-24 occupancy level in the city slightly increased by less than 1% compared to the 2022-23 fiscal year, with an average annual occupancy rate of 68% for the year. While this modest year-over-year growth illustrates the continued recovery of visitors returning to travel with overnight stays in San Luis Obispo — when compared to occupancy pre-pandemic, it is still about 3% below the 2018-19 fiscal year when annual average occupancy for the city exceeded 70% for the year.

The growth of the Average Daily Rate (ADR) in San Luis Obispo has slowed. In 2023-24 the annual ADR was approximately \$176, which on average is essentially flat to the previous year, but still \$23 higher than the pre-pandemic year of 2018-19 for comparison.

The last key indicator used by the TBID to gauge impact is RevPAR, defined as Revenue Per Available Room. In the 2023-24 fiscal year, the annual average RevPAR was slightly up from the prior year at the rate of \$121.77 on average.

While these numbers present a snapshot of the status of the lodging properties, the TBID Board also tracks the visitation into the downtown Visitor Center to represent the foot traffic. In FY 23-24, the Visitor Center served approximately 85,826 guests, up nearly 4% compared to the previous fiscal year.

MEASUREMENT	FY 2023-24 RESULT	% CHANGE FROM FY 2023-24
TOT	\$10,995,912.00	+0.25%
TBID	\$2,212,602.00	+0.26%
Occupancy	68.17%	+0.01%
ADR	\$176.31	-0.5%
RevPAR	\$121.77	+0.01%

CHECK THE APPENDIX FOR COMPLETE GRAPHS (GRAPHS FOR TOT/ADR/REVPAR/OCC)





STRATEGIC PLAN IMPLEMENTATION

The TBID Strategic Plan 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 outlined in the plan, the SLO TBID stewards the San Luis Obispo brand and represents its lodging partners, driving overnight stays by telling the story of San Luis Obispo through targeted marketing content and activities, serving as a convener and subject matter expert for tourism conversations impacting the destination and advancing strategic partnerships that extend the reach and influence of Visit San Luis Obispo.

As defined within the plan, the TBID continues to focus on the fulfillment of the following five Strategic Imperatives:

- Elevate the SLO Brand and Experience
- Deliver Smart Growth
- Build Meaningful Partnerships
- Ensure Operational Excellence
- Foster Destination Resilience

Each of these imperatives contains objectives and initiatives that the TBID Board strives to achieve in the life of the plan. The examples of the accomplishments pertaining to these Strategic Imperatives are highlighted throughout the annual report. In the fall of 2024, the TBID Board will be undergoing an update to its Strategic Plan for 2025-2030.

CHECK THE APPENDIX TO VIEW THE FULL STRATEGIC PLAN MATRIX



CONSTITUENT RELATIONS

As a commitment to the imperative to “Ensure Operational Excellence” the TBID Board continued to support constituent relations efforts in 2023-24. To keep the lodging constituency abreast of all TBID business, the TBID Board was assigned properties to liaise. Each board member was responsible for communication with their respective group of hotels and then asked to report their findings during the “Hotel Update” portion of each Board meeting agenda.

The TBID also leveraged the outreach support of the SLO Chamber’s contracted services to perform weekly lodging call-arounds and quarterly hotel visits. This resulted in 3,922 touch points with San Luis Obispo hotels through phone calls, emails and property visits to distribute important visitor-serving collateral.

In addition, this year the TBID hosted two partner receptions to encourage constituent networking and provide an opportunity to hear important information on TBID projects and programs. Attendees at both events represented nearly half of the 42 lodging properties with eight strategic and community partners also in attendance. In post-event surveys, constituents rated the presentation and updates from the TBID and partners and the ability to network as most valuable.

In addition creating opportunities for networking and education, the TBID also created marketing resources to support the lodging properties connection to promotional efforts. Visit San Luis Obispo’s MidWeekend promotion to support off-peak, shoulder season travel was once again turned into a toolkit that was shared with lodging properties to utilize across their own channels. In addition to the marketing efforts of the TBID, the toolkit allowed individual properties to utilize draft messaging and promotional creative to more easily speak to their audiences, incentivizing travel to their property and SLO.



DIVERSITY, EQUITY AND INCLUSION

The TBID shares in the global mission for diversity, equity and inclusion. Along with partner destination marketing organizations like Visit SLO CAL, the TBID is committed to spreading the message that San Luis Obispo is a welcoming and inclusive destination for all. As an ally, the TBID listens and continuously reflects to fully understand the demand for more direct action so that all people can unequivocally feel a stronger sense of belonging and safety here. It is in the TBID organization's DNA to treat all persons equally, with dignity and respect, including all cultures, national origins, gender identities, gender expressions, sexual orientations, pregnancy statuses, racial and ethnic identities, linguistic backgrounds and languages, age, abilities, genetic information, veteran status and spiritual/religious beliefs. The TBID is committed to sharing and amplifying these values with everyone who travels to San Luis Obispo.

The TBID is committed to advancing Diversity, Equity and Inclusion through all work scopes, with diverse representation being top of mind as we invite newcomers and all to explore San Luis Obispo. DEI continues to show up within tourism efforts through:

- Creating a strategic partnership with Gala Pride and Diversity Center.
- Targeting more diverse audiences through paid media and public relations.
- Uplifting and sharing diverse stories and faces through owned channels.
- Expanding diverse representation within TBID-owned marketing assets.



SUSTAINABILITY

At its core, Visit San Luis Obispo’s brand vision is to be known as a tourism organization that balances business and sustainability, helping make San Luis Obispo a must-stay destination while passionately partnering to reach the City’s 2035 carbon neutrality goal.

Over the past three years, Visit San Luis Obispo focused on creating a sub-brand — Sustainable SLO — to speak to travelers and locals and develop a consistent visual language that could be broadly applied. From these efforts sprang the Keys for Trees program and subsequent efforts, which not only created visibility around the City’s goals but also effected real-world change at a time when the importance of every action toward sustainability is heightened.

This year Visit San Luis Obispo continued previous work efforts and developed new, impactful partnerships to advance sustainability and climate action within the tourism efforts. A few highlights include:

- Partnering with Kind Traveler, a responsible travel platform, to leverage their sustainable-minded audience and network.
- Continuing Keys for Trees, developed to offset the carbon impact from travel in the community. Through this program, 1% of the TBID’s projected revenue was directed to planting trees in San Luis Obispo as part of the Office of Sustainability and Natural Resources’ program with EcoSLO.
- Continued Citywide collaborations such as Solid Waste and Parks & Recreation to brand the City’s big belly trash receptacles and trailheads.
- Promoting off-season and mid-week travel through Visit San Luis Obispo’s promotional campaign The Midweekend.

MARKETING ACTIVITIES

To ensure that the TBID marketing programs are intercepting travelers at all stages of the traveler’s journey, the TBID and the team of agencies utilized different marketing levers across that journey. This multi-pronged approach drove an efficient and effective conversion strategy. The SLO brand messages and the areas of opportunity were adapted to tease potential travelers across the journey. In addition, looking at the travelers’ journey helped the TBID incorporate and account for the fluctuations in travel behavior.

To implement the complex marketing programs, the TBID and staff worked closely with the team of contractors including the marketing agency-of-record Noble Studios, National PR Agency DCI, the San Luis Obispo Chamber of Commerce for Public Relations and Guest Service initiatives, and Content Marketing contractor Badger Branding for organic social media content and management.

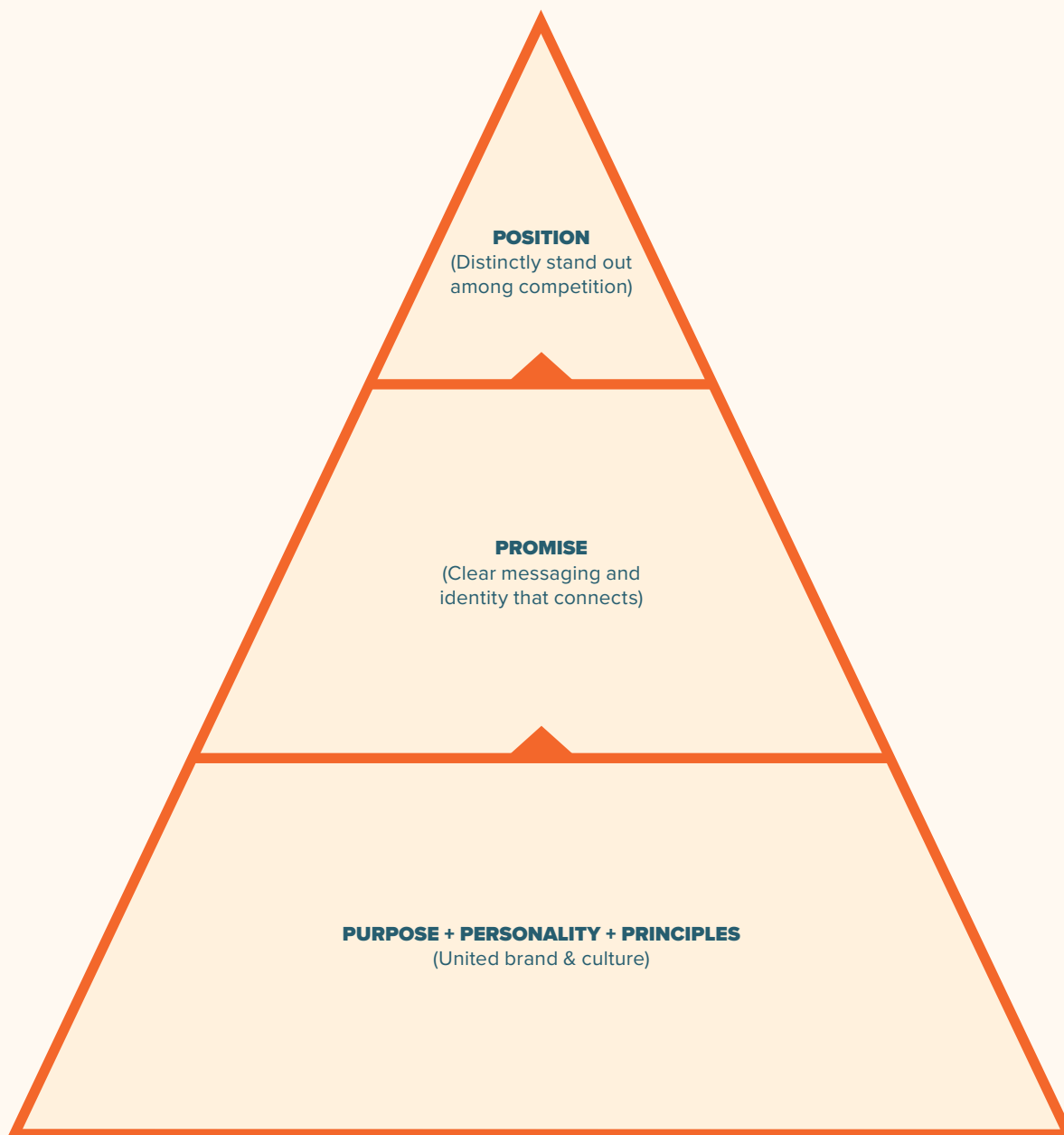
DREAMING →	PLANNING →	BOOKING →	EXPERIENCING →	SHARING
<ul style="list-style-type: none"> • Aim to create brand awareness & connection • Create shareable content that inspires travel 	<ul style="list-style-type: none"> • Bring prospects to the website to encourage research and discovery about what makes the destination special and unique • Help prospective travelers plan with destination-specific content 	<ul style="list-style-type: none"> • Encourage travelers to visit key stakeholder pages to book & plan their trip 	<ul style="list-style-type: none"> • Utilize website to plan in-destination moments and activities • Find up-to-date travel information 	<ul style="list-style-type: none"> • Keep the conversation going to amplify our message
<p>SERVICES</p> <ul style="list-style-type: none"> • Organic Social • Paid Social • Display Ads • Email • PR • Influencers 	<p>SERVICES</p> <ul style="list-style-type: none"> • Website Experience • Organic Search • Paid Search • Organic Social • Paid Social • Display Ads • 3rd Party Ads • Email • Public Relations • Print 	<p>SERVICES</p> <ul style="list-style-type: none"> • Organic Search • Paid Search • Paid Social • 3rd Party Ads • Website Experience • Email 	<p>SERVICES</p> <ul style="list-style-type: none"> • Website Experience • Email • Organic Social 	<p>SERVICES</p> <ul style="list-style-type: none"> • Organic Social

BRANDING & CAMPAIGN

The TBID, known as Visit San Luis Obispo, manages the tourism brand for the destination of San Luis Obispo, delivering balanced growth of tourism with creativity and integrity. The Visit San Luis Obispo brand supports the TBID's initiatives to share the abundance of SLO, drive prosperity to the lodging economy and serve as the voice of all stakeholders.

In FY 23-24, Visit San Luis Obispo continued to utilize the recently updated brand book. The guide describes what the destination marketing organization stands for, how it benefits travelers and locals and why it stands out. It contains the brand's essence and spirit, as well as how it can be brought to life visually, verbally and culturally. It contains everything from guidelines for messaging and logo use to color palettes and brand partnership examples, as well as outlines the philosophies and beliefs for Visit San Luis Obispo.

If putting "heads in beds" is Visit San Luis Obispo's business purpose, putting "hearts in beds" is its brand purpose. We live to share all that SLO stands for so we can emotionally connect with and welcome people who will fall in love with our community in such a way that they actually become part of it, caring for it as if it were their home and returning time and time again.





POSITION

HOMEBASE AWAY FROM HOME

You don't just visit SLO on vacation, you become part of our community and culture, an honorary local. The welcoming waves hello, neighborly nods and small-town California charm instantly make you feel comfortable and allow you to start living the "SLO Life." As you immerse yourself in our city, you bond with it and start to feel a sense of belonging that blends with the beauty of life's stresses being released because you're away—it truly feels like a home away from home. And with the beaches, iconic sites and stunning beauty of the world-class Central Coast nearby, it's also an incredible homebase during your vacation. SLO is the ideal homebase away from home.



PROMISE

A CHANCE TO LIVE THE SLO LIFE

The "SLO Life" is a deep breath that releases life's pressures. It's a change of pace. It's a fresh take. It's a warm embrace. It's a feeling of comfort and calm in a welcoming place filled with a special energy, connection, creativity and a wholehearted spirit. You can feel the "SLO Life" wrap its arms around you and pull you close. It's tangible. And you'll never want to let that feeling go, so you live the "SLO Life" to its fullest while you're here and take a piece of it with you when you head back home.



PURPOSE

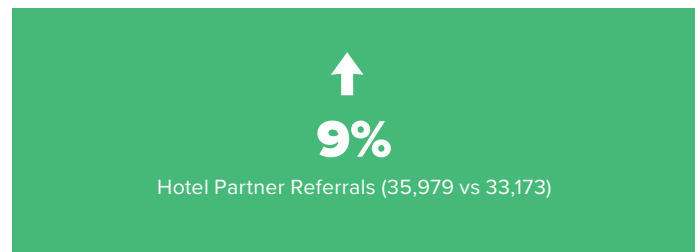
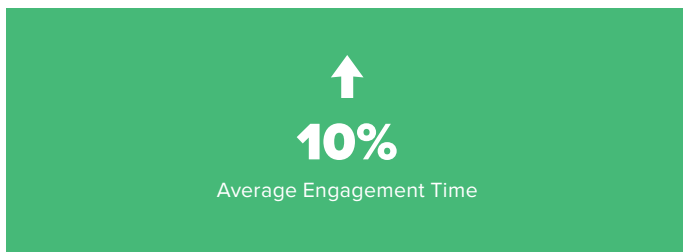
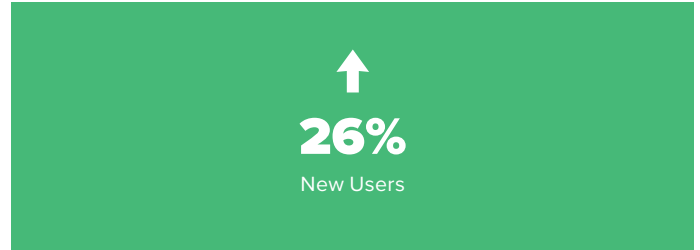
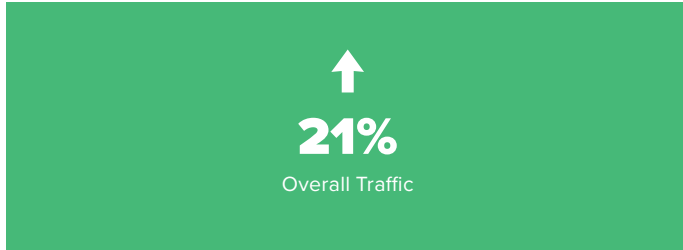
HEARTS IN BEDS

If putting "heads in beds" is our business purpose, putting "hearts in beds" is our brand purpose. We live to share all that San Luis Obispo stands for so we can emotionally connect with and welcome people who will fall in love with our community in such a way that they actually become part of it, caring for it like they live here and returning time and time again.

WEBSITE

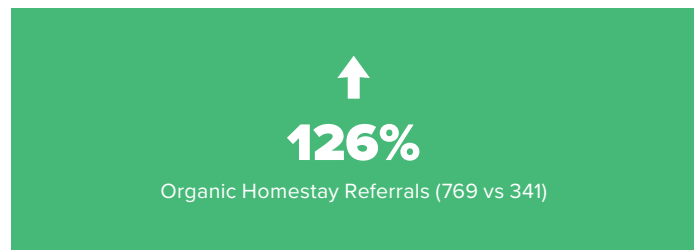
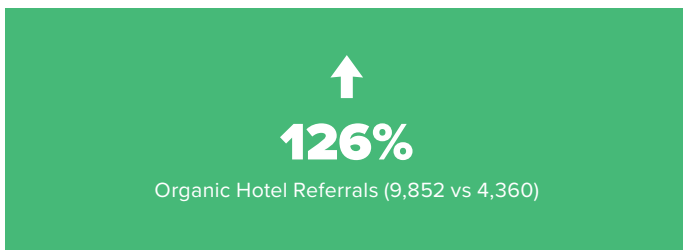
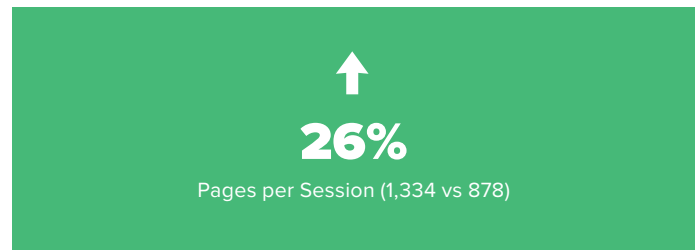
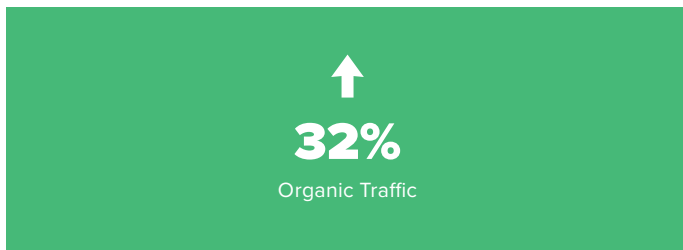
VisitSLO.com is the City's official tourism website and the primary marketing tool used to represent the destination. It's designed mainly for consumers but also serves the travel trade, meeting planners, TBID members and media.

The website is the cornerstone for all of Visit San Luis Obispo's marketing efforts — everything flows to or from the website. In July 2023, the TBID launched a redesign of VisitSLO.com, a process years in the making.



SEO

Search Engine Optimization (SEO) ensures the relevancy and success of the TBID's website. It also builds website authority to improve VisitSLO.com's positioning and findability on search pages. By developing the depth of content and optimizing existing content, VisitSLO.com saw increased organic traffic to optimized pages and encouraged users to engage with the website by improving user experience. The decrease in blog views is due to many of those articles being repurposed into pages instead.

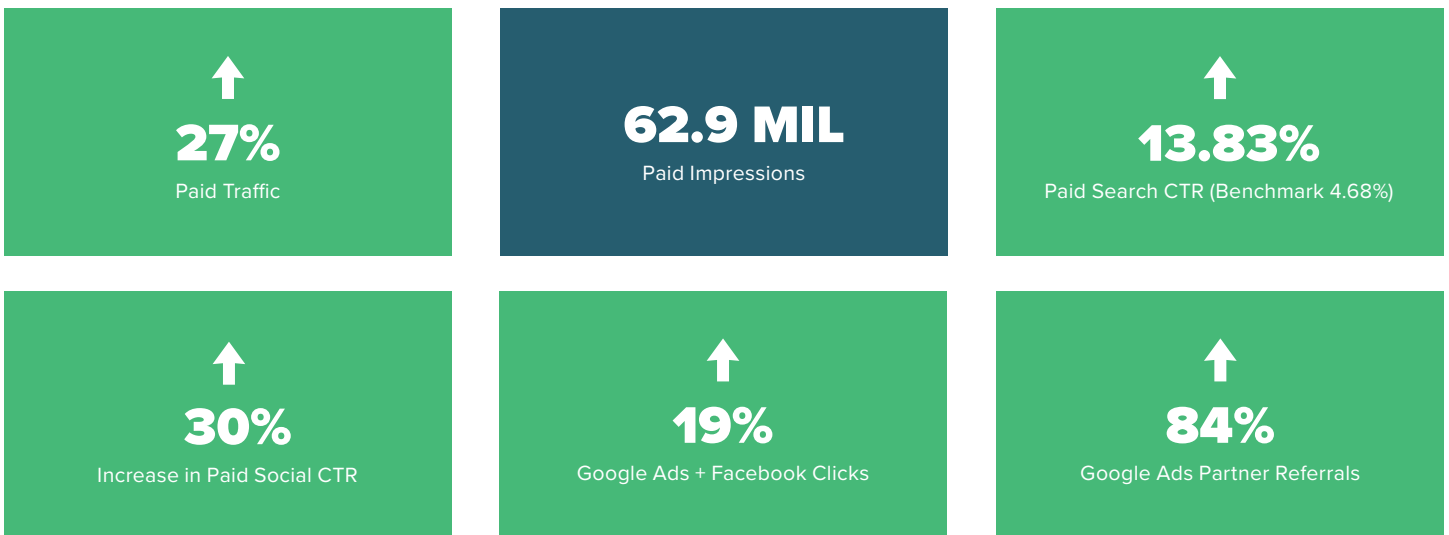


DIGITAL MEDIA

Leveraging a 7% budget increase, our FY23-24 digital media strategy employed a comprehensive, integrated approach combining traditional and digital tactics. Building on past successes, we focused on increasing awareness and interest for San Luis Obispo in key markets. Our goals included:

- **Brand Awareness & Interest:** Increase brand awareness and build desire to visit San Luis Obispo in target drive and fly markets. Continue to strategically managing spend, efficiently and effectively to maximize budget.
- **Increase Engagement & Planning:** Encourage further engagement and consideration of San Luis Obispo among potential travelers by driving them to VisitSLO.com.
- **Encourage Conversions & Booking:** Optimize digital media strategies in order to encourage high-intent audiences to engage.

The strategy proved successful, and we continue to gain valuable performance insights that will help us build upon previous years to consistently position San Luis Obispo as a top destination among our target audiences.



EMAIL MARKETING

Building on the foundation laid in FY 22-23 with a revamped email template, segmented subscriber database, welcome series and re-engagement strategy, our FY 23-24 efforts centered on boosting audience engagement and growing our subscriber list. Through the monthly creation of hyper-personalized content, we aimed to foster stronger connections with SLO visitors. By offering gated content, giveaways and prominent sign-up buttons across the newly redesigned VisitSLO.com, we grew our email list while delivering tailored content to existing subscribers.



PRINT ADVERTISING

Limited print advertising placements were continued in Visit San Luis Obispo's media mix for FY 23-24. 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.

Placements Included:

- Cal Poly Program Ad & Visiting Teams Guide
- Central Coast Tourism Council Map Cover and Regional Listing
- Destination Brochure Distribution through Certified Folder
- SLO Chamber Visitors Guide
- Visit California Visitors Guide & Road Trips Guid
- Visit SLO CAL Visitors Guide
- Women's Day Magazine



SLO Chamber Visitors Guide

Women's Day Magazine



SOCIAL MEDIA

@ShareSLO — Visit San Luis Obispo’s social media — is a platform for locals and visitors alike to find inspiration, information and connection to and within San Luis Obispo. The goal of ShareSLO is to optimize Visit San Luis Obispo’s efforts and further establish clear value for following ShareSLO across social media.

Some of the highlights include:

- Creating an organic viral reel each quarter — We’re in SLO (337k), Hidden Gems Hike (217k), SLO Restaurant Week (100k), Waterfall Tiktok (47k) & Waterfall Reel (77k).
- Partnering with Amtrak on collaborative reel getting in front of their audience of 301k.
- Substantial follower increase — 7,800 across all platforms with a 10% increase in out-of-area followers.
- Shoutout from Visit California for the Top Short-Form Video in their California Now Travel Story Network June Newsletter.

Visit San Luis Obispo Social Media Channels:



Visit San Luis Obispo
Thu 4/11/2024 11:17 am PDT

4 MOVIES FILMED IN (or about) SLO 🎬
Discover the silver screen magic of San Luis Obispo! From iconic classics to...

Impressions 66,366

Visit San Luis Obispo
Thu 10/5/2023 10:39 am PDT

! NEW HIKING TRAIL ! That's right, San Luis Obispo invites you to celebrate the completion of 1.3 miles of new hiki...

Impressions 86,932

Visit San Luis Obispo
Wed 3/27/2024 8:52 am PDT

We bet you didn't know... 🌞 SLO popular spot, Palm Theatre, became the first solar-powered theater in the Unite...

Impressions 95,545

PUBLIC RELATIONS

In FY 23-24, Visit San Luis Obispo continued the shared approach to Public Relations contract efforts which included a joint contract between the TBID and the Promotional Coordinating Committee (PCC) with the San Luis Obispo Chamber of Commerce for Public Relations efforts, plus the TBID continued with the national Public Relations agency, DCI. On behalf of the City's Community Promotions program, the SLO Chamber is responsible for establishing professional relationships with local and regional strategic partners and journalists to build and maintain awareness of San Luis Obispo as an ideal place to live, play and stay. To further expand the proactive destination Public Relations efforts, DCI is responsible for national media relations.

Our Public Relations efforts resulted in dozens of individual media visits and a group press trip, The Art of SLO(wing) Down. A significant new undertaking was the Southern California Media Mission, a dedicated activation for SLO on the road. Over five days, staff and SLO Chamber's PR representative met with 23 national and regional media across three events and individual meetings spanning from Los Angeles to San Diego. The goal for PR in FY 23-24 was to curate fresh, unique content to continue inspiring travel, generate and secure media leads that speak to our target audiences — including drive markets — as well as build and strengthen relationships with key media who are the catalyst to generating awareness of the destination and its diverse experiences.

Overall, San Luis Obispo received 276 mentions in media articles as a result of Public Relations efforts in FY 23-24, of which 133 placements were attributed to the proactive work. Top media coverage included: CNN Travel, Los Angeles Times, Forbes and AFAR.

605 MIL

Circulation

23.4 MIL

Media Impressions

\$5.8 MIL

Ad Equivalency

571/1032

Qualitative Score

86

Total Number of Placements

17 PLACEMENTS

20% MWM List Penetration



PROMOTIONS

This year, Visit San Luis Obispo continued a promotion that began in FY 21-22 to drive midweek stays. The MidWeekend supports the strategic imperative to Deliver Smart Growth, as well as aligns with the destination stewardship and sustainability efforts by encouraging travel outside peak periods.

The MidWeekend

In the winter of 2024, the MidWeekend promotional campaign returned to help drive midweek stays in San Luis Obispo. From February 1 to March 31, 2024, visitors were offered \$100 cash when they booked two nights between Sunday and Thursday. The promotional campaign was integrated into the existing paid media plan with a focus on reaching our outdoor, relaxation, wine and dine and remarketing audiences to send potential travelers to the MidWeekend landing page to get direct access to information on the special offer. In total, 216 visitors took advantage of the promotion, resulting in 531 total room nights and more than \$93,000 in revenue across 33 of SLO's 42 lodging properties.



WEEKENDS DON'T GET ALL THE FUN

Get Special Offer

Visit San Luis Obispo



What is the MidWeekend?

Book a midweek stay by August 31 and get \$100, plus a chance to win \$2,000!

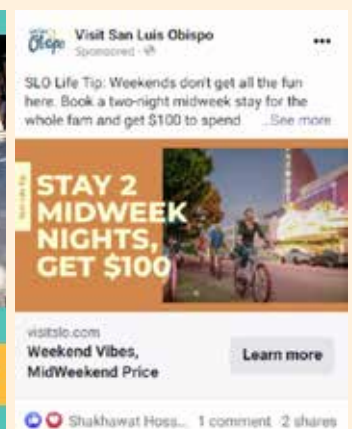
Why should weekends get all the fun? When you love the SLO Life, every day feels like Saturday. We call it the MidWeekend! Come enjoy small-town California with big-time charm and easy access to everything the Central Coast has to offer. Sunday through Thursday. Go with the flow, take a hike, shop 'til you drop, dine on farm-fresh food, sip on sun-soaked wines and more when you visit San Luis Obispo.



MAKE ANY DAY SATURDAY

Visit San Luis Obispo

Get Special Offer



Visit San Luis Obispo Sponsored

SLO Life Tip: Weekends don't get all the fun here. Book a two-night midweek stay for the whole fam and get \$100 to spend. See more

STAY 2 MIDWEEK NIGHTS, GET \$100

visit slo.com
Weekend Vibes, MidWeekend Price Learn more

Shakhawat Hoss... 1 comment 2 shares

GUEST SERVICES

Through a dedicated contract with the TBID, the San Luis Obispo Chamber of Commerce provides a suite of guest services to Visit San Luis Obispo. In FY 23-24, the SLO Chamber Visitor Center was contracted to answer each call made to the TBID's 1-877-SLO-TOWN number, which serves as a response tool to Visit San Luis Obispo'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 Visit San Luis Obispo properties and promote San Luis Obispo as a destination. During FY 23-24, nearly 500 calls were answered on the 1-877-SLO-TOWN line. Guest Services also included the Live Chat widget on VisitSLO.com which received hundreds of conversations throughout the year.





EVENTS

In FY 23-24, destination events continued to return to San Luis Obispo and the TBID Board considered the funding for these events on a case-by-case basis using the general application established in FY 19-20.

Events Sponsored:

- **SLO COAST WINE COLLECTIVE, HARVEST ON THE COAST — NOVEMBER 4, 2023**

For the first time in more than a decade, Harvest on the Coast was held in Edna Valley, SLO's wine region. The previous 11 years SLO Coast Wine Collective's signature event had been held in Avila Beach. Visit San Luis Obispo supported the event with funding as its exclusive lodging partner as well as with marketing and advertising support leading up to the event. Additionally, any guests staying in a SLO lodging property received complimentary early access to a VIP tasting prior to the main event.

- **VINEYARD TEAM, SUSTAINABLE AG EXPO — NOVEMBER 13-15, 2023**

The Sustainable Ag Expo was a three-day, mid-week, off-season educational symposium and tradeshow attracting over 500 wine industry professionals to San Luis Obispo. The Expo in 2023 marked the 18th year of the event. Visit San Luis Obispo supported this event with cash sponsorship for industry-specific promotion and funding to support lodging for speakers and presenters.

- **MISSION COLLEGE PREP HIGH SCHOOL, MISSION PREP CHRISTMAS CLASSIC — DECEMBER 19-22, 2023**

The Mission Prep Christmas Classic is a four-day premier California High School Basketball tournament featuring some of the best high school basketball players from the state and beyond. The event draws a majority of out-of-area attendees and livestreams to thousands more. Visit San Luis Obispo was the exclusive lodging partner and supported the event with funding to host teams in SLO properties.

- **SLO INTERNATIONAL FILM FESTIVAL, 30TH FESTIVAL — APRIL 25-30, 2024**

The 30th San Luis Obispo International Film Festival hosted a six-day event and screened over 100 films throughout the week. The event featured a VIP Festival Lounge, Red Carpet events, live music, educational conversations with filmmakers and industry leaders and capstone events each night that brought the community together to celebrate the arts and expose our audience to important topics around the world. Visit San Luis Obispo supported the festival in various promotional ways including funding and managing the out-of-area paid media campaign, funding to provide lodging for filmmakers, media and industry professionals and promoting a complimentary See + Stay film fest package in exchange for overnight reservations.

- **GALA PRIDE & DIVERSITY CENTER, PRIDE AND CULTURAL PROGRAM — YEAR ROUND**

Gala Pride and Diversity Center celebrated 30 years in 2024 and turned the success of their signature event, Central Coast Pride, into an ongoing Pride and Cultural Program. Visit San Luis Obispo invested as a legacy partner supporting not only the three-day kick-off Pride celebration which was held at venues throughout SLO like the Fremont Theater, Meadow Park and at Mission Plaza for PRIDE in the Plaza, but year-round programming. As part of the partnership, Visit San Luis Obispo funded and managed the out-of-area paid media campaign for Central Coast Pride, remains Gala's exclusive lodging partner and continues to partner on overall cross-promotional efforts.

In addition, the Visit San Luis Obispo continued participating in the multi-jurisdictional working group of 18 destination partners, event organizers and community leaders convened by Visit SLO CAL to provide input and guidance for the Events & Festivals Strategy. The Events & Festivals Working Group (EFWG) was pivotal in the development of the SLO CAL Events & Festivals strategy and alignment to drive new countywide visitation, to achieve incremental growth in the economic impact of tourism and enhance residents' quality of life. The project work focused on creating a strategy for existing and future events that attract overnight visitors to the county, more efficiently utilize off-peak periods, drive collaboration and/or pairing of events for a positive economic outcome for SLO CAL and provide a process and guidelines for event support and investment.



STRATEGIC PARTNERSHIPS

Visit San Luis Obispo 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. Visit San Luis Obispo's strategic partnerships provide the opportunity for the marketing agencies and team to build relationships with the organizations below, elevating the destination as a whole. Promotional opportunities with each organization give Visit San Luis Obispo new platforms and audiences to build brand awareness.

In April of 2024, Visit San Luis Obispo officially launched a new partnership with Kind Traveler, a responsible travel platform that empowers travelers to create positive change in the communities they visit. Through their Every Stay Gives Back Program, Visit San Luis Obispo has been able to showcase its Keys for Trees initiative and appeal directly to sustainably minded travelers within Kind Traveler's network.

In FY 23-24, the partnerships with Cal Poly continued to be essential to making a first and lasting impression of San Luis Obispo to supporters and their students. The partnership with Cal Poly's Office of Student Affairs was extremely valuable this year with SLO Days, where during thirteen separate 45-minute long presentations about discovering San Luis Obispo, the team is able to connect with thousands of new Cal Poly Parents and Supporters. In addition to SLO Days, Visit San Luis Obispo has a presence on campus during Mustang Family Weekend and Open House.

The TBID also continued the partnership with Cal Poly Athletics and Mustang Sports. This partnership included the sponsorship of the athletic program in exchange for marketing benefits and the hosting of the rooms using the sponsorship fee in SLO TBID properties.

Top partnerships included:

- Cal Poly's Office of Student Affairs – New Student & Transition Programs and Parent Program
- Cal Poly Athletics – Mustang Sports
- Kind Traveler
- ECOSLO with Keys for Trees
- SLO Coast Wine Collective
- Gala Pride & Diversity Center



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. This year, CHLA attended the second Visit San Luis Obispo Partner Reception presenting statewide legislative updates.

VISIT CALIFORNIA

The Visit California partnership has been critical in the growth of Visit San Luis Obispo's brand within the California Tourism product. SLO has received coverage through the marketing activities performed by Visit California including travel trade, press and industry outreach. Monthly submissions are uploaded to Visit California for media leads, trade contacts and newsletter content.

CENTRAL COAST TOURISM COUNCIL (CCTC)

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 a seat on the board from staff and the SLO Chamber public relations representative on the PR committee.

VISIT SLO CAL

The TBID maintains participation with Visit SLO CAL by having a representative on the Board of Directors and the Economic Development & 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 focuses to achieve. The TBID's participation in Visit SLO CAL also encompasses group sales, film commission, countywide public relations and countywide strategic planning like the SLO CAL Events & Festivals Strategy.

2023-24 AWARDS & ACCOLADES

Through the work of Noble Studios, Visit San Luis Obispo received multiple awards for the redesign of VisitSLO.com and brand campaign efforts.



AAAF RENO ADDY

Silver - Specialty Advertising / Merchandise



AAAF RENO ADDY

Silver - User Experience



HSMIAI ADRIAN AWARD

Bronze - Environmental, Social, Governance (Sustainable SLO)



HSMIAI ADRIAN AWARD

Bronze - Digital Website



HSMIAI ADRIAN AWARD

Bronze - Brand Campaign

FINALIST IN THE 2024 ETSY AWARDS IN THREE CATEGORIES:

- Best Email Marketing Campaign
- Best Website
- Best Use of Sustainability and Social Responsibility (Sustainable SLO)

2023-24 FINANCIAL STATEMENT

INCOME SOURCE	2023-24
2023-24 TOT Revenue Assumption *	\$10,704,000
2023-24 TBID Assessment Revenue Assumption *	\$2,140,800
Fund Balance Transfer	
Fund Reserve	\$200,000
2023-24 TBID Program Budget	\$2,140,800

EXPENDITURE	ALLOCATED
Operations/Staffing	
Administration Overhead (2% of TBID Assessment)	\$42,816
Staffing (FTE & .75 FTE)	\$276,698
Staffing Contingency	\$276,698
Contracts & Marketing Services	
Marketing Contract - Noble Studios/DCI	\$1,000,000
Chamber of Commerce - PR	\$50,000
Chamber of Commerce - Guest Services	\$51,975
Chamber of Commerce - Media Monitoring Service Fee	\$3,713
Co-op Marketing Program Funding	\$45,000
Content Marketing Services - Badger Branding	\$87,800
Partnerships & Promotions	
Cal Poly Athletics	\$65,000
EcoSLO - Sustainability Initiative	\$21,408
SLO Coast Wine Collective Membership	\$4,500
Events & Promotions	
General Events Promotion	\$100,000
Event Activation + Collateral	\$40,000
Seasonal Promotion	\$25,000
Tradeshows	
Tradeshows	\$25,000
Tourism Conferences	\$8,000
Tourism Organizations	
CCTC Dues	\$1,000
Smith Travel Report	\$3,629
CalTravel Membership	\$1,000
California Hotel & Lodging Association	\$30,000
Research + Program	
Research + Program Development	\$160,000
Support / Meetings	
Tourism Program Expenses	\$7,500
FAM Trip Hosting	\$8,000
Services/Online Tools/ Fulfillment (Dropbox, Crowdiff, Survey Monkey)	\$15,000
Contingency	
Contingency Fund	\$29,000
Totals Committed	\$2,140,341



LOOKING AHEAD

As the TBID moves into FY 24-25, the key focus areas that remain top of mind for the work of the Board in the next fiscal year:

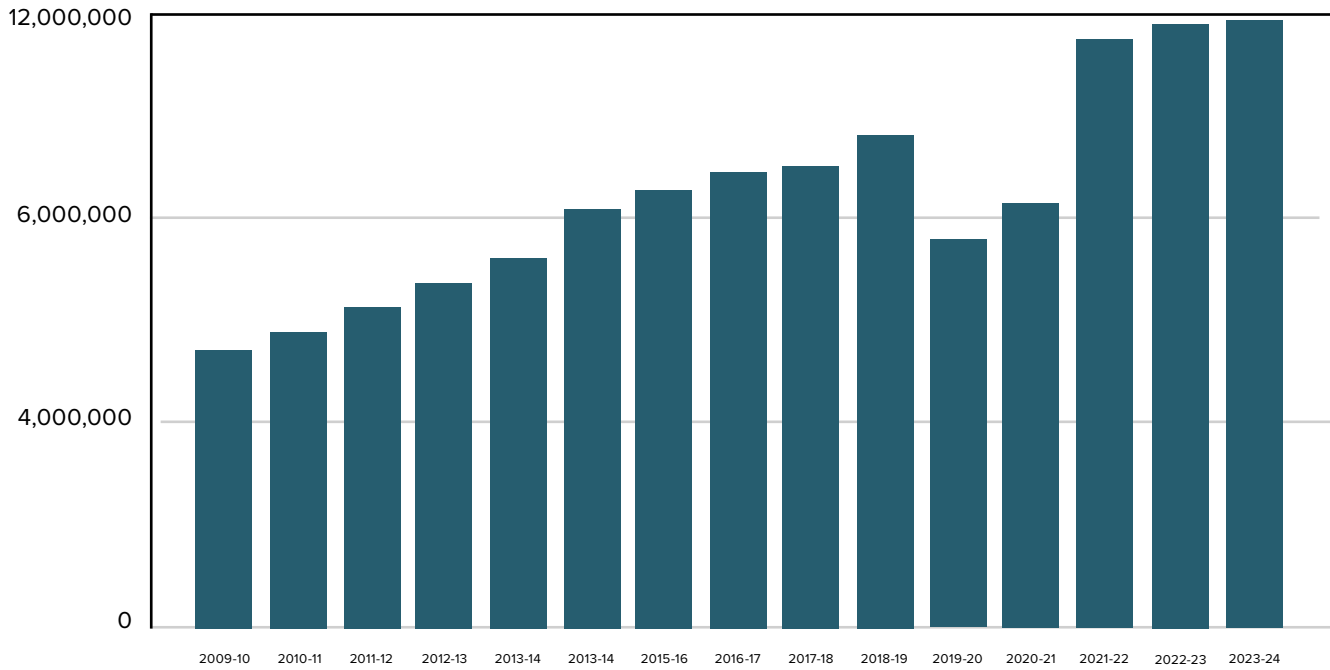
- Updating the TBID Strategic Plan for 2025-2030, setting the tone and tenor for Visit San Luis Obispo's impact.
- Developing the next evolution of Visit San Luis Obispo's brand campaign with "the SLO Life Coach."
- Expanding Destination Stewardship through Sustainable SLO and Visit San Luis Obispo's commitment to fostering a thriving and balanced tourism economy.
- Continuing a thoughtful and intentional approach to Diversity, Equity and Inclusion across all TBID programs emphasizing the new opportunity utilizing TBID's new public relations agency, Uniquely Driven and their network and expertise.

While these are not the only subjects that the TBID Board will be focused on, these four areas will require a significant amount of dedication as Visit San Luis Obispo works toward successful implementation of each.

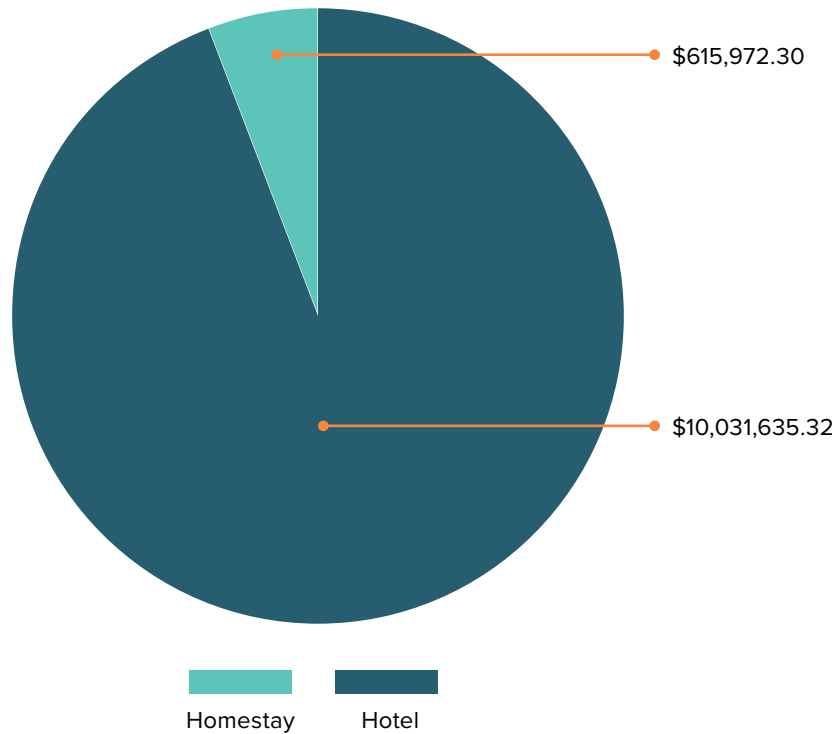
Additionally, the TBID Board will implement the defined imperatives from the recently updated 2024-26 Strategic Marketing & Business Plan. In alignment and building off the forthcoming 2025-2030 Strategic Plan, the two-year marketing plan is truly a guide for the overarching marketing initiatives for Visit San Luis Obispo, and also the individual tactics and specific efforts that will help achieve them.

APPENDIX

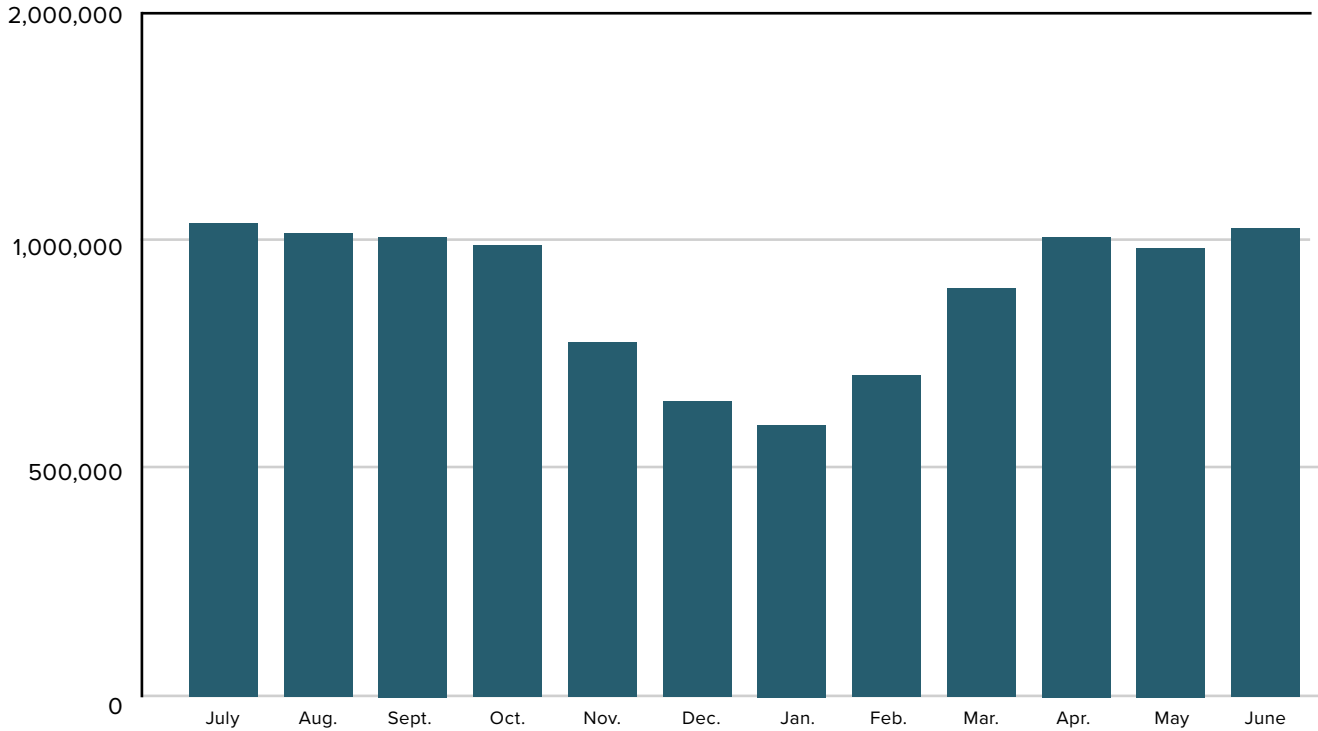
TOT CHART FOR 2023-24



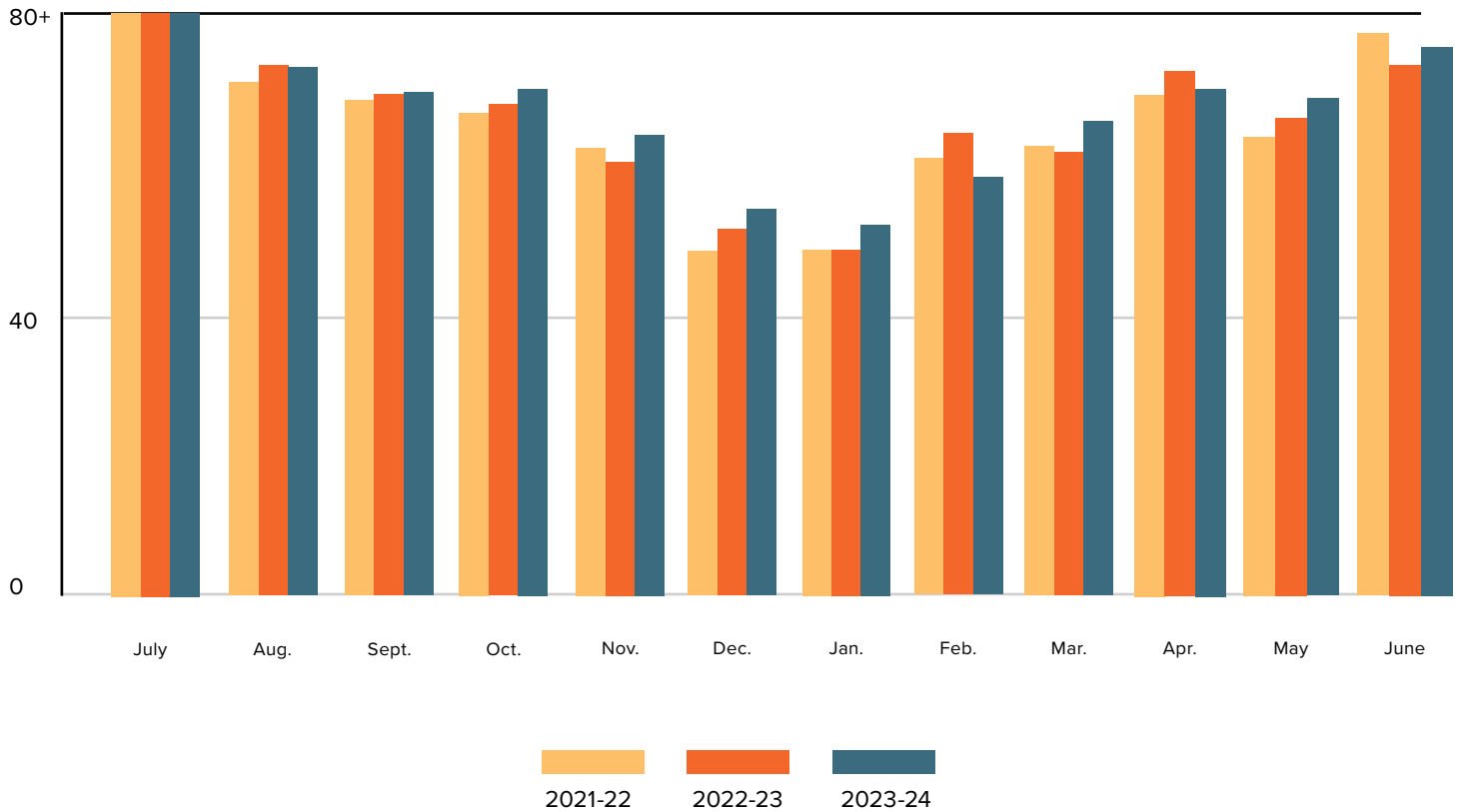
TOT DISTRIBUTION FOR 2023-24



TOT MONTH TO MONTH 2023-24



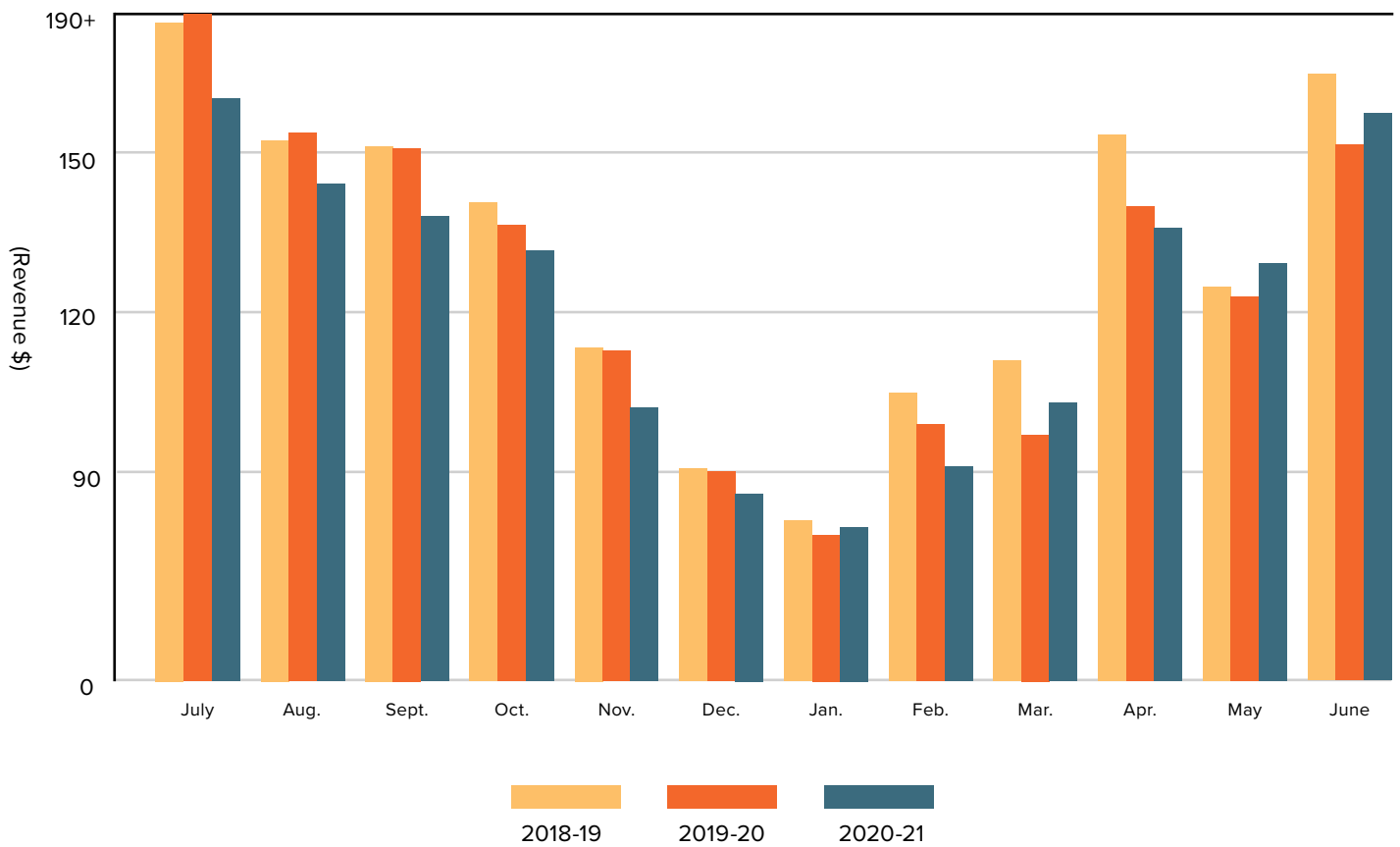
OCC MONTH TO MONTH



ADR MONTH TO MONTH



REVPAR MONTH TO MONTH



SLO TBID STRATEGIC IMPERATIVES - FY 19-24

IMPERATIVE	OBJECTIVES	INITIATIVES
Elevate the SLO Brand and Experience	<ul style="list-style-type: none"> • Increase visitor awareness in target markets • Increase positive visitor perception 	<p>PRIORITY 1:</p> <ul style="list-style-type: none"> • Integrate the City’s priorities into the execution of the TBID’s marketing strategies • Identify the core SLO identity and develop a plan to market it <p>PRIORITY 2:</p> <ul style="list-style-type: none"> • Develop a TBID Destination Stewardship approach <p>PRIORITY 3:</p> <ul style="list-style-type: none"> • Identify opportunities to influence community placemaking and destination management efforts
Deliver Smart Growth	<ul style="list-style-type: none"> • Exceed California’s RevPAR growth over FY21 baseline • Year-over-year growth in ratio of weekday to weekend occupancy 	<p>PRIORITY 1:</p> <ul style="list-style-type: none"> • Develop an approach to monitoring local sentiment related to tourism <p>PRIORITY 2:</p> <ul style="list-style-type: none"> • Influence the SLO conference center development plan and effort • Identify structure and budget allocation for midweek and group business <p>PRIORITY 3:</p> <ul style="list-style-type: none"> • Develop a local business travel program to drive visitation
Build Meaningful Partnerships	<ul style="list-style-type: none"> • Increase average Earned Partnership Value score over 2022 baseline • Grow economic impact of tourism in SLO by 2024, over 2017 baseline 	<p>PRIORITY 3:</p> <ul style="list-style-type: none"> • Identify and develop BOLD partnerships that generate overnight stays • Create a partnership management plan using measurable goals that are in line with our TBID mission
Ensure Organizational Excellence	<ul style="list-style-type: none"> • Growth in member newsletter open rates • Growth in stakeholder satisfaction score on survey 	<p>PRIORITY 1:</p> <ul style="list-style-type: none"> • Establish and document a process to execute, evaluate and track strategic plan <p>PRIORITY 2:</p> <ul style="list-style-type: none"> • Identify opportunities to streamline governance and leverage constituency of TBID
Foster Destination Resilience	<ul style="list-style-type: none"> • Year-over-year growth in TOT over FY21 baseline 	<p>PRIORITY 1:</p> <ul style="list-style-type: none"> • Implement COVID-19 Response Plan <p>PRIORITY 2:</p> <ul style="list-style-type: none"> • Document lessons learned from COVID era to feed resilience assessment <p>PRIORITY 3:</p> <ul style="list-style-type: none"> • Perform a destination resilience assessment

Visit
San Luis
Obispo

Live the SLO Life

