



SLO TBID ANNUAL REPORT

2022-2023

Visit
San Luis
Obispo
Live the SLO Life

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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 2% 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 follows:

“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 (TBID) advisory board that is composed of 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.

2022-23 Tourism Business Improvement District Board

NAME	PROPERTY	APPOINTED	TERM CONCLUDES
Clint Pearce *	Madonna Inn	May 2022	3/31/2026
LeBren Harris **	Hampton Inn & Suites by Hilton	April 2021	Resigned 3/24/23
Pragna Patel-Mueller	Hotel Buena Vista	April 2019	3/31/2023
Megan Taylor	The Kinney SLO	June 2022	Resigned 5/19/23
Lori Keller	Apple Farm Inn	June 2022	3/31/2026
Prashant Patel	Vagabond	Sept. 2022	3/31/2025
Lydia Bates **	Hotel San Luis Obispo	Sept. 2022	3/31/2024
Winston Newland	Quality Suites	April 2022	3/31/2027
Sandy Sandoval	Embassy Suites SLO	June 2023	3/31/2025

* Served as Chair for a portion of FY 22-23

** Served as Vice Chair for a portion of FY 22-23



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.

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. Developing advertising and promotional programs and projects to benefit the lodging industry in San Luis Obispo.
- C. Presenting an annual assessment report to the City Council regarding implemented promotional programs and projects.
- D. Performing 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 2022-23, the TBID Board continued holding a monthly special meeting, in addition to the regular board meeting. In total, the Board met 15 times for regularly scheduled monthly meetings and special meetings during the fiscal year and held one member event - representing more than 32 volunteer hours annually per board member.

2022-23 YEAR BY THE NUMBERS

In FY 2022-23, the City of San Luis Obispo once again collected a record-breaking figure of transient occupancy tax (TOT) totalling \$11 million. This number represents a 3.6% increase in revenue compared to FY 21-22 and exceeded the City's adopted budget. Continuing the FY 21-22 trend of reaching \$1 million in revenue collection for a single month, this fiscal year the City produced five \$1 million revenue months including July, August, September, April and June. This incredible contribution of TOT revenue into the City's General Fund is one of the direct benefits from tourism for the City, as the full collection of TOT revenue is retained by the City. Separately, the TBID retains the revenue collected through the TBID special assessment of 2%, which in FY 22-23 resulted in more than \$2 million - nearly \$660,000 more revenue than initially projected.

The FY 2022-23 occupancy level in the city saw a slight increase of 1% compared to FY 2021-22, 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 in pre-pandemic years it is still about 2% 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 slowed this year. In FY 2022-23 the annual ADR was approximately \$187, which on average is almost \$9 less than the previous year, but still \$33 more than the pre-pandemic year of 2018-19 for comparison. The dip in ADR performance began in November and continued through June.

The last key indicator used by the TBID to gauge impact is RevPAR, defined as Revenue Per Available Room. In FY 2022-23 the annual average RevPAR was also slightly down from the prior year at the rate of \$128.13 on average.

While these numbers present a snapshot of the status for lodging properties, the TBID Board also tracks visitation to the downtown Visitor Center to represent foot traffic. In FY 22-23 the Visitor Center served approximately 827,000 guests, which is up by nearly 5% compared to the previous fiscal year.

MEASUREMENT	FY 2022-23 RESULT	% CHANGE FROM FY 2021-22
TOT	\$11,034,001.87	3.6%
TBID	\$2,206,800.37	3.7%
Occupancy	67.62%	1.0%
ADR	\$186.59	-4.5%
RevPAR	\$128.13	-3.4%

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 defined within the plan, the SLO TBID stewards the brand of San Luis Obispo and represents its lodging partners, driving overnight stays by: telling the San Luis Obispo story via 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 the SLO TBID.

Through 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 contain 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.

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 FY 2022-23. To keep the lodging constituency abreast of all TBID business, the TBID Board was assigned properties to *laissez faire*. Each board member was responsible for communication with their respective group of hotels and then asked to report their findings during the “Hotelier Update” portion of each Board meeting agenda.

The TBID also leveraged the outreach support of the San Luis Obispo Chamber of Commerce’s (SLO Chamber) contracted services to perform weekly lodging call-arounds and quarterly hotel visits. This resulted in 5,326 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 a partner reception to encourage constituent networking and an opportunity to hear important information on TBID projects and programs. Attendees represented more than 20 of the 42 hotel properties, which was an impressive turnout for the event. Nearly 90% of attendees requested that a similar event happen twice annually, and 100% of respondents to the follow up survey stated that they are very likely to attend again.

Lastly, the TBID placed a large emphasis on constituent outreach and support through the VisitSLO.com redesign major project initiated this year. Not only were constituents engaged in updating information for the site, but the TBID Board also invested in a major photo project to professionally photograph all SLO city hotels. These photos will not only be used by Visit SLO, but also provided to the lodging property at no cost.



DIVERSITY, EQUITY AND INCLUSION

Visit San Luis Obispo shares in the global mission for inclusion and necessary change. 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 safe destination for all. As an ally, the TBID listens and continuously reflects to fully understand that demand for more direct action so that all people can unequivocally feel welcomed here. It is in the TBID organization's DNA to treat all persons equally, with dignity and respect, regardless of race, religion, creed, color, national origin, ancestry, age, sex, sexual orientation, gender, gender identity or disability status. The TBID is committed to sharing these values with everyone who travels to San Luis Obispo.

The TBID is committed to advance Diversity, Equity and Inclusion (DEI) through all work scopes, with representation being top of mind as newcomers are invited to explore San Luis Obispo. DEI continued to show up within tourism efforts through:

- Partnering with GALA Pride and Diversity Center on supporting Central Coast Pride.
- Expanding diversity within TBID-owned marketing assets.
- Targeting more diverse audiences through paid media and public relations tactics.



SUSTAINABILITY

The TBID's goal is to balance business and sustainability, helping make San Luis Obispo a must-stay destination while passionately partnering to reach the city's 2035 carbon neutrality goal. The TBID continues to show travelers how to enjoy SLO responsibly by supporting the local community, protecting culture and heritage and leaving as light of an environmental footprint as possible. Although tourism will never be completely sustainable, the TBID continues to prioritize making an impact in this space.

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

- Creating cooperative partnerships with other City departments to establish a brand identity for the City's climate action work in a visual representation. Using the Sustainable SLO mark established by the TBID, staff created designs to be used across "green" initiatives from fleet to big belly trash receptacles.
- 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. To date over 60 trees have been funded through the Keys for Trees program.
- Promoting off-season and mid-week travel through TBID's promotional campaign The MidWeekend.
- Collaborating with Visit SLO CAL on countywide sustainability education including serving as partner in the destination spotlight for the World Travel & Tourism Commission highlight the work of the City's Climate Action programs and their intersection with tourism.

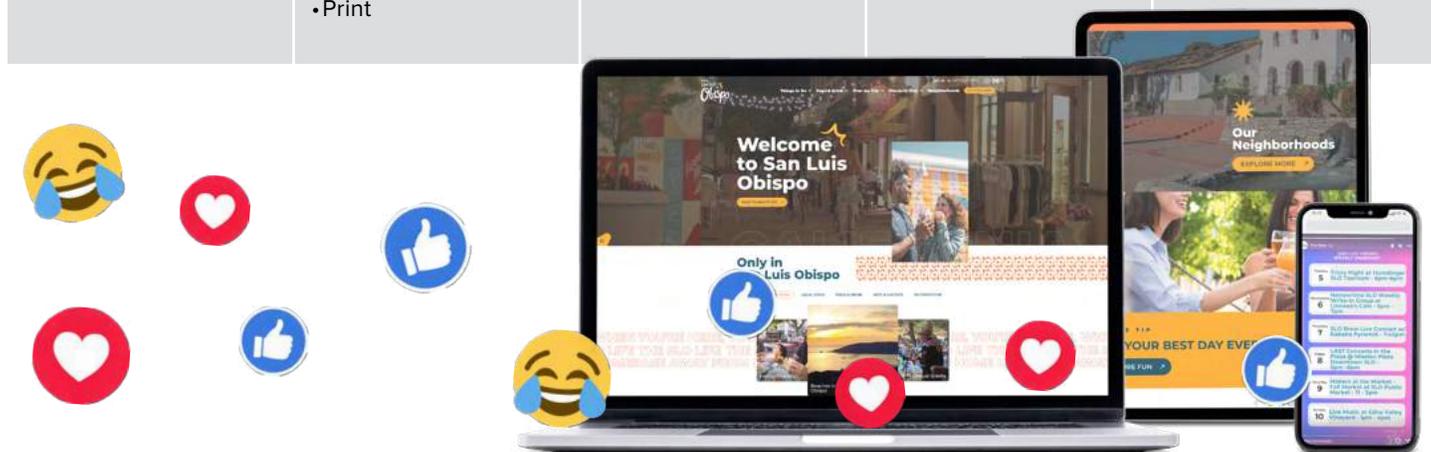
MARKETING ACTIVITIES

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

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

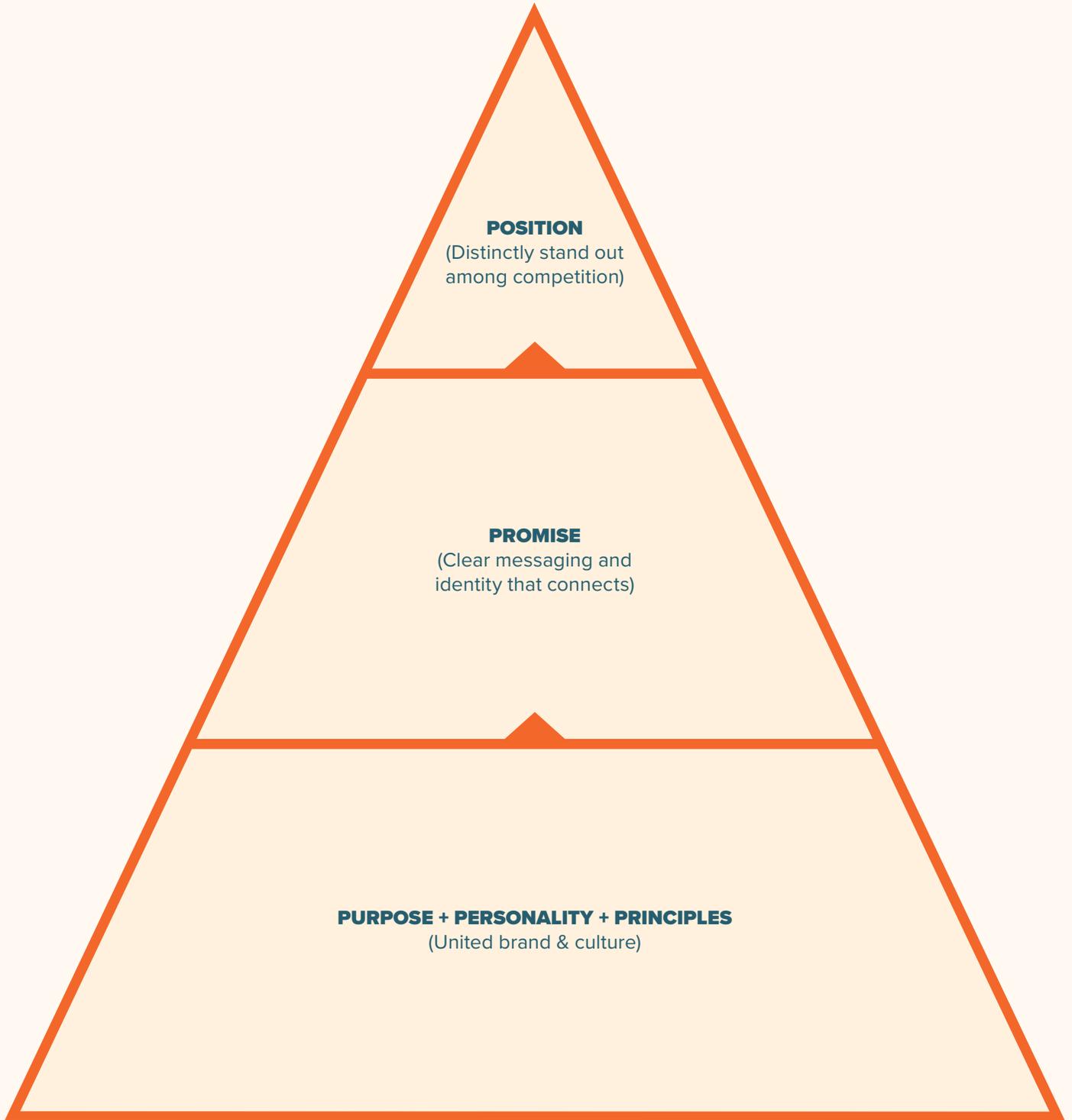
DREAMING	→	PLANNING	→	BOOKING	→	EXPERIENCING	→	SHARING
<ul style="list-style-type: none"> • Aim to create brand awareness & connection • Create shareable content that inspires travel 		<ul style="list-style-type: none"> • Bring prospects to the website to encourage research and discovery about what makes 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 safety information 		<ul style="list-style-type: none"> • Keep the conversation going to amplify our message

DREAMING	→	PLANNING	→	BOOKING	→	EXPERIENCING	→	SHARING
<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 • PR • 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 growth for the lodging economy and serve as the voice of TBID stakeholders.





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

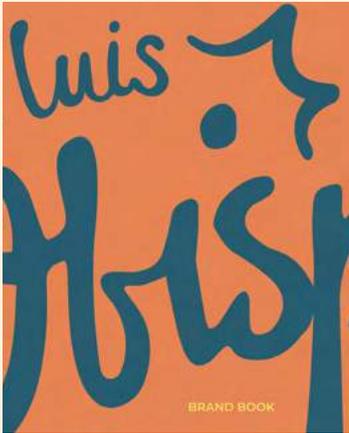
If putting "heads in beds" is our business purpose, putting "hearts in beds" is our brand purpose. We live to share all that San Luis Obispo stands for so we can emotionally connect with and welcome people who will fall in love with our community in such a way that they actually become part of it, caring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

BRANDING & CAMPAIGN

In FY 22-23, the TBID Board adopted a new brand book. This guide describes what the destination marketing organization stands for, how it benefits travelers and locals, and why it stands out in a crowded travel marketing space. It contains the brand's essence and spirit, as well as how it can be brought to life visually, verbally and culturally, plus messaging guidelines, philosophies and beliefs.

If putting "heads in beds" is TBID's business purpose, putting "hearts in beds" is its brand purpose. As is quoted in the brand book, "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."

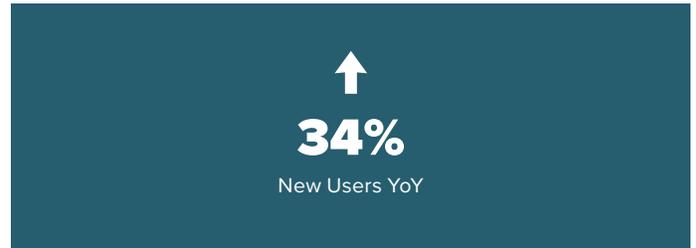
This brand book is an essential tool of the Visit San Luis Obispo because it helps to align and guide the way SLO is shared, marketed and depicted by the wider team of contractors, as well as the hoteliers in tying their properties to the brand.



WEBSITE

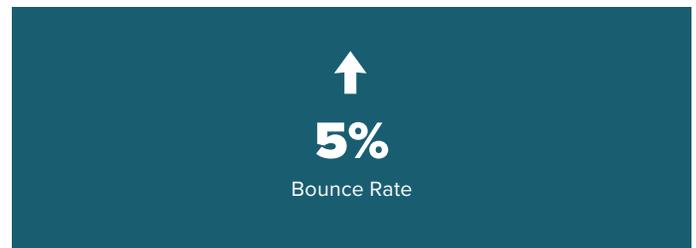
VisitSLO.com is the City's official tourism website and the primary marketing tool used to represent the destination. It is designed mainly for consumers, but also serves the travel trade, meeting planners, TBID members and media.

The website is the cornerstone of all our marketing efforts: everything flows to or from the website. Because of its paramount importance, the TBID invested in a full redesign of the site in FY 22-23. With a mobile first experience in mind, the website has been optimized for a seamless user experience that helps potential visitors research and plan their trips, and helps locals discover more of what's in their backyard. The website also includes updated imagery of key stakeholders, a refreshed event calendar and an interactive neighborhoods feature inviting users to visit all corners of SLO. The site was launched in July 2023 shortly after the turn of the fiscal year; however, nearly all of FY 22-23 included work to achieve the site redesign outcome.



SEO

Search Engine Optimization (SEO) ensures the relevancy and success of the TBID's website. Building website authority improves VisitSLO.com's positioning and findability on search pages. By developing 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.



DIGITAL MEDIA

Digital media efforts in FY 22-23 were focused on driving overnight stays. Using up-to-date research surrounding traveler sentiment, media consumption patterns and booking behavior as a guide, media was continually evaluated and shifted. Goals included:

- Delivering a paid media strategy that focuses on converting potential travelers with lower funnel tactics.
- Strategically managing spend, efficiently and effectively to maximize budget.

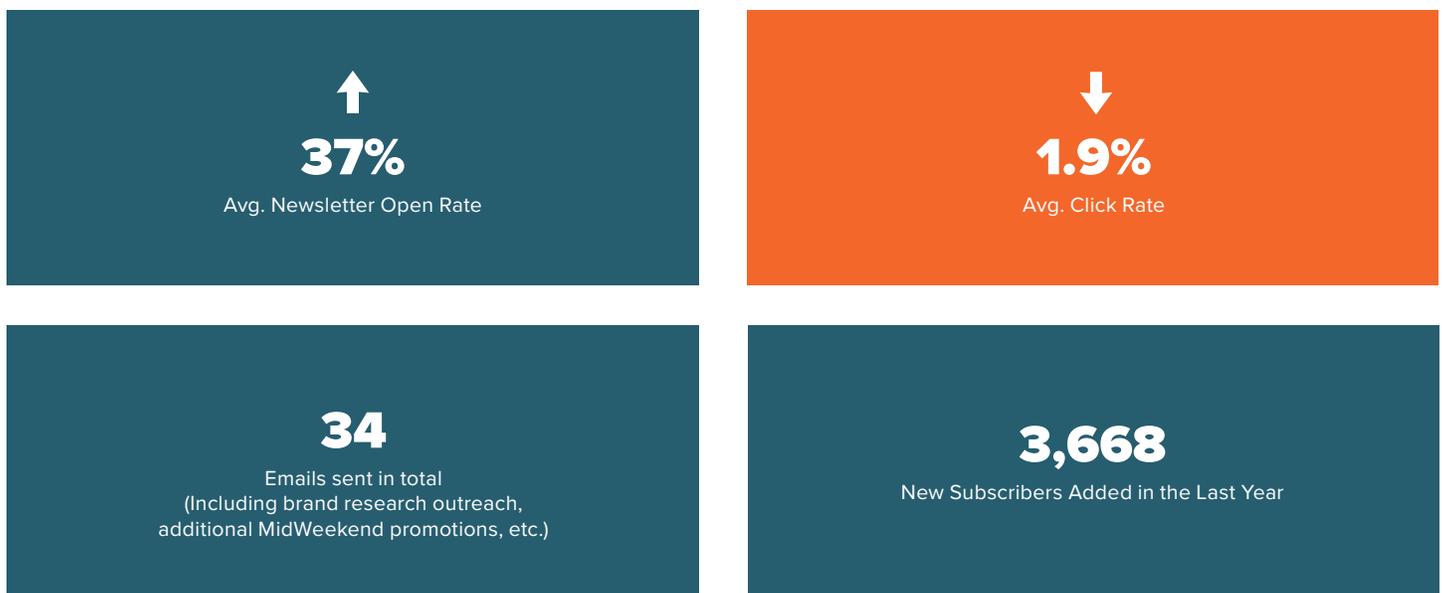
As a result, when compared to the same channels in FY 21-22, VisitSLO.com saw growth in awareness, traffic and conversions with a 34% increase in budget. This year, we introduced SLO International Film Fest and Central Coast Pride targeted campaigns.



EMAIL MARKETING

In FY 22-23, the Visit San Luis Obispo launched an email project to more deeply engage subscribers. The purpose of the project was to better understand the interests of the subscribers in order to tailor the email. The first step of the project included the design and development of a new email template which incorporated the new brand visual identity and design optimizations to encourage more engagement and clicks to VisitSLO.com. Following the new template, new monthly targeted emails were sent to specific segments to directly appeal to defined interests and connect readers with the information on San Luis Obispo they most desired. The next portion of the project included the creation of an email “Welcome Series” for new subscribers to capture their interests and segment them into content based groups.

With all this information, Visit San Luis Obispo continued to send timely and relevant newsletters to subscribers to deepen brand loyalty, and keep San Luis Obispo top of mind as a destination. As a result, the TBID saw increases in open rate in the emails sent this year which is attributed to A/B testing and more targeted, personally relevant and engaging emails.



PRINT ADVERTISING

Selected print advertising placements were continued in the TBID's media mix for FY 22-23. 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:

- Visit SLO CAL Visitors Guide
- SLO Chamber Visitors Guide
- SLO Life Journal
- Cal Poly Athletics Program Ad & Visiting Team Guide Insert
- Central Coast Tourism Council Map
- Visit California Visitors Guide
- Visit California Road Trips Guide
- San Diego Magazine Placement



SLO Life Ad



San Diego Magazine Placement

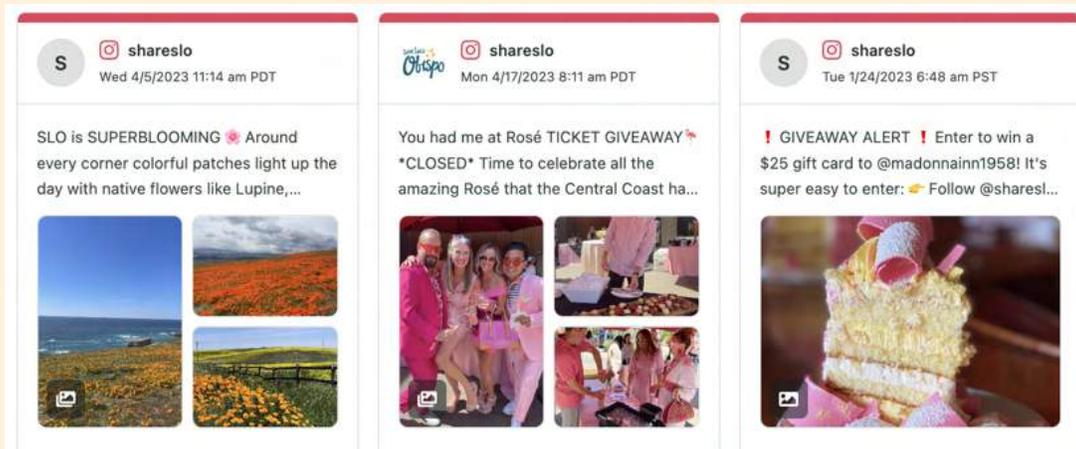
SOCIAL MEDIA

TBID's social media – aka ShareSLO – is a platform for locals and visitors alike to connect with, as well as find inspiration and information about, San Luis Obispo. The goal of the social media program is optimizing TBID's efforts and further establishing clear value to follow across all social media. Through the implementation of the brand book, ShareSLO has begun to reposition Visit San Luis Obispo on certain social media channels like Facebook.

Some of the dedicated highlighted work included:

- Maintaining updated reels covers for a sleek, uniform appearance and easy navigation
- Multiple organic viral reels: MidWeekend Giveaway (202k), Wes Anderson (66.2k), A Night Out Reel Collaboration with Visit SLO CAL (82.8k)
- Reinstating Ticket Tuesday Giveaways to increase engagements and reach, involve the community, and gain followers
- Continuous steady follower growth – 54.4% YoY increase on Instagram and 127% YoY increase on Facebook
- Weekly Snapshot stories including local businesses to increase exposure and create a one-stop local event update for visitors
- Enhancing the “always on” approach with high-frequency sharing on Instagram stories

Visit San Luis Obispo Social Media Channels

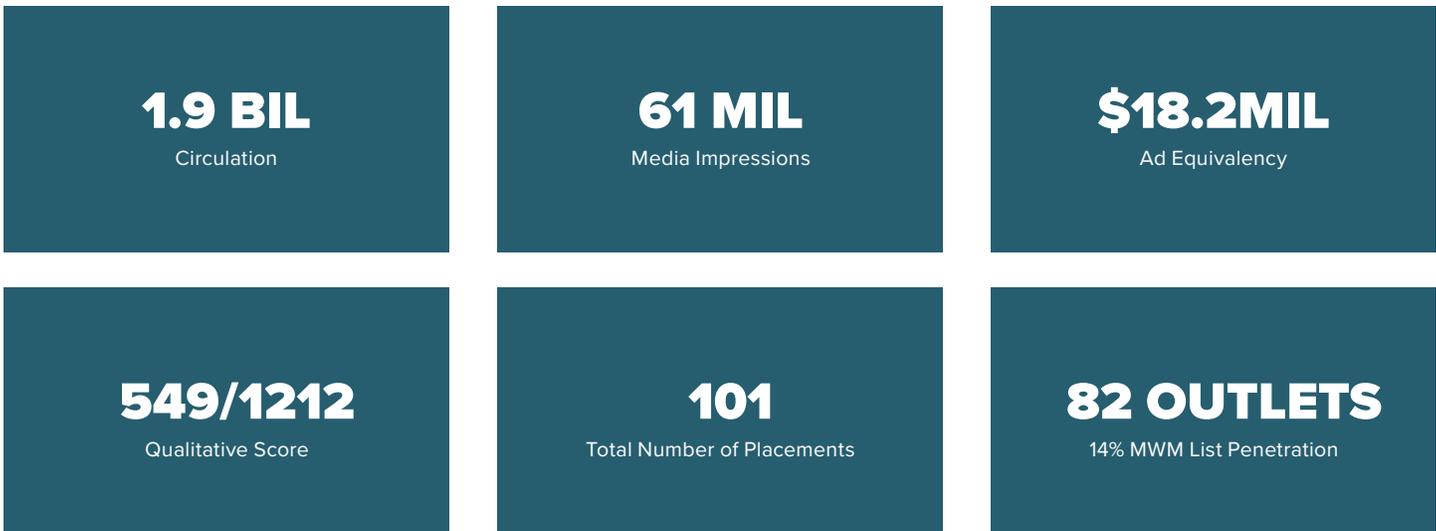


PUBLIC RELATIONS

In FY 22-23, the TBID Board continued the public relations contract efforts, including a joint contract between the TBID and Promotional Coordinating Committee (PCC) with the San Luis Obispo Chamber of Commerce. The TBID also 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. Then, to further expand the proactive destination Public Relations efforts, DCI is responsible for national media relations.

Visit San Luis Obispo’s public relations efforts resulted in dozens of individual media visits and two themed group press trips – one on Transformative Travel, and another focused on Arts and Culture. The goal for PR in FY 22-23 was to curate fresh, unique content to continue inspiring travel, as well as generate and secure media leads that speak to our target audiences (including drive markets). The contractors also built and strengthened relationships with key media on behalf for San Luis Obispo, a catalyst for generating awareness of the destination and its diverse experiences.

Overall, as a result of the overall Public Relations efforts, in FY 22-23 San Luis Obispo received more than 210 mentions in media articles, of which 57 placements were attributed to the proactive work. Top media coverage included the Los Angeles Times, The Daily Beast, and Forbes. In addition, with sustainability being a key message for the destination, stories featuring the sustainability work in SLO earned coverage in AFAR and on NBC. And given the importance of community with travelers, Visit San Luis Obispo secured the USA Today’s nomination for “10 Best Public Squares” with Mission Plaza winning the #5 spot nationwide.



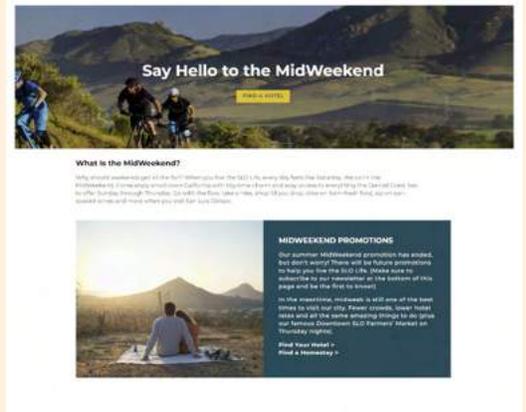
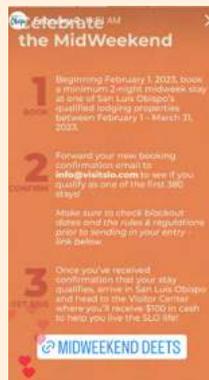
PROMOTIONS

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

The MidWeekend

Why should weekends get all the fun? When you Live the SLO Life, every day feels like Saturday. We call it the MidWeekend.

In the spring of 2022, the MidWeekend promotional campaign was launched to help drive midweek stays in the City of San Luis Obispo. During FY 22-23, the campaign went on to introduce two evolutions: one in the summer (July 1- August 31, 2022) and another in the spring (February 1-March 31, 2023), driving visitation during identified need periods. 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 retargeted audiences, sending potential travelers to the Midweekend landing page to get direct access to information on the special offer.



GUEST SERVICES

Through a dedicated contract, the San Luis Obispo Chamber of Commerce provides a suite of guest services to the TBID. In FY 22-23, the SLO Chamber was contracted by 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 an 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, even before arriving. The telephone number, 1-877-SLO-TOWN, is a separate line that rings in the Visitor Center and is used solely to refer to TBID properties and promote San Luis Obispo as a destination. During FY 22-23 more than 1,000 calls were answered on the 1-877-SLO-TOWN line. The Guest Services also included the Live Chat widget on VisitSLO.com that received hundreds of conversations throughout the year with even more people being served in person than last year.





EVENTS

In FY 22-23, destination events continued to return to San Luis Obispo. The TBID Board considered funding for these events on a case-by-case basis using the general application established in FY 19-20.

Events Sponsored:

- **VISIT CALIFORNIA LUXURY FORUM | OCTOBER 23-25, 2022**

The Visit California Luxury Forum hosted by Visit SLO CAL, brought together 40 of the top domestic and international luxury travel companies for 3 days of experiential meetings and events with 40 of California's top luxury traveler suppliers, including San Luis Obispo. The opening night of the forum sponsored by Visit San San Luis Obispo featured an intimate version of the famous Thursday night Farmers' Market. This private street party, held on Garden Street, featured a variety of local restaurants, wineries, distilleries, and breweries, SLO Crafted products, live music, and much more.

- **VINEYARD TEAM, SUSTAINABLE AG EXPO | NOVEMBER 14-16, 2022**

The Sustainable Ag Expo was a three-day, mid-week, off-season educational symposium and tradeshow attracting more than 500 wine industry professionals to San Luis Obispo. The Expo in 2022 was the 17th year of the event and the first to return to a fully in-person format after a two year hiatus. Visit San Luis Obispo supported this event with cash sponsorship for industry-specific promotion and funding to support lodging for speakers and presenters.

- **SLO INTERNATIONAL FILM FESTIVAL | APRIL 26-30, 2023**

The 29th San Luis Obispo International Film Festival held a six-day event, screened more than 100 films throughout the week, hosted 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, a complimentary 4-pack ticket package in exchange for overnight reservations and funding to provide lodging for filmmakers.

- **CENTRAL COAST PRIDE | JUNE 2-4, 2023**

Central Coast Pride is the signature event for the Gala Pride and Diversity Center. This year the three-day Pride celebration was held at venues throughout SLO such as the Fremont Theater, Laguna Lake Park and, for the first time in years, downtown at Mission Plaza with PRIDE in the Plaza featuring a performance by The Family Stone. Visit San Luis Obispo supported the festival in various promotional ways as the presenting sponsor of Pride in the Plaza, including funding and managing the out-of-area paid media campaign and funding to secure headliner entertainment.

In addition, the TBID participated 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

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 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 the TBID new platforms and audiences to build brand awareness.

In FY 22-23 the partnerships with Cal Poly were pivotal. The partnership with Cal Poly's Office of Student Affairs was extremely valuable this year with the return of in-person SLO Days, allowing the TBID to share destination information with thousands of new Cal Poly Parents and Supporters through a 45 minute Discover San Luis Obispo presentation during each of the 12 sessions, as well as through 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:

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



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.

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 through 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. In FY 22-23, in addition to sponsorship and participation in the Luxury Forum, the TBID made the continued investment to ensure staff was able to attend the Visit California 2023 Outlook Forum in Sacramento. Visit San Luis Obispo also participated in Visit California's Fall 2022 Pacific Northwest Media Mission and met with over 20 key journalists and influencers to share the SLO story.

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 FY 22-23, the TBID leveraged CCTC activities through media and trade leads, blog and social presence, as well as cooperative participation marketing campaigns. In addition, Visit San Luis Obispo organized and hosted the CCTC Fall member workshop hosting over 30 Central Coast destination partners in San Luis Obispo.

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 a 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 initiatives also encompasses group sales, film commission, countywide public relations and countywide strategic planning, such as the SLO CAL Events & Festivals Strategy.

The TBID also leveraged Visit SLO CAL partnership to participate in the 2023 IPW international trade event held in San Antonio in June, as well as the inaugural SLO CAL Media Mission held in Dallas.

2022-23 AWARDS & ACCOLADES

Through the work of Noble Studios, the TBID received multiple awards for integrated campaign and brand book development.



AAAF RENO ADDY

MidWeekend Campaign | Bronze for Local Consumer Campaign



AAAF RENO ADDY

Integrated Campaign | Gold for Regional/National Consumer Campaign



AAAF RENO ADDY

Brand Book | Gold (Best in Show) for Brand Book Design



W3 AWARDS

Hello to the SLO Life | Silver for Integrated Marketing Campaign

2022-23 FINANCIAL STATEMENT

INCOME SOURCE	2022-23
2022-23 TOT Revenue Assumption *	\$8,636,000
2022-23 TBID Assessment Revenue Assumption *	\$1,727,200
Fund Balance Transfer	N/A
Fund Reserve	\$100,000
2021-22 TBID Program Budget	\$1,827,790

EXPENDITURE	ALLOCATED
Operations/Staffing	
Administration Overhead (2% of TBID Assessment)	\$34,544
Staffing (FTE & .75 FTE)	\$208,591
Contracts & Marketing Services	
Marketing Contract - Noble Studios/DCI	\$900,600
Chamber of Commerce - PR	\$45,000
Chamber of Commerce - Guest Services	\$47,500
Chamber of Commerce - Media Monitoring Service Fee	\$3,527
Co-Op Program Funding	\$30,000
Content Marketing Services - Badger Branding	\$128,200
Partnerships & Promotions	
Cal Poly Athletics	\$62,000
EcoSLO - Sustainability Initiative	\$17,272
SLO Coast Wine Collective Membership	\$5,000
Events & Promotions	
General Events Promotion	\$30,000
Event Activation + Collateral	\$40,000
Seasonal Promotion	\$25,000
Tradeshows	
Tradeshows	\$15,000
Tourism Conferences	\$8,000
Tourism Organizations	
CCTC Dues	\$1,000
Smith Travel Report	\$3,500
CalTravel Membership	\$1,000
California Hotel & Lodging Association	\$28,570
Research + Program	
Research + Program Development	\$50,000
Support/ Meetings	
Tourism Program Expenses	\$5,000
FAM Trip Hosting	\$5,000
Services/Online Tools/Fulfillment (Dropbox, Crowdriff, Survey Monkey)	\$11,500
Support/ Meetings	
Contingency Fund	\$20,000
Totals Committed	\$1,725,804
Funds Remaining	\$1,396
Total Allocated Expenditures **	\$1,727,200

* This figure was not adjusted within the TBID operating program budget following the Adopted Supplement Budget

** This figure represents the total allocated expenditures. The difference will be available for carryover to the 2022-23 program budget.



LOOKING AHEAD

As Visit San Luis Obispo moves into FY 23-24, key focus areas that remain top of mind for the work of the TBID Board include:

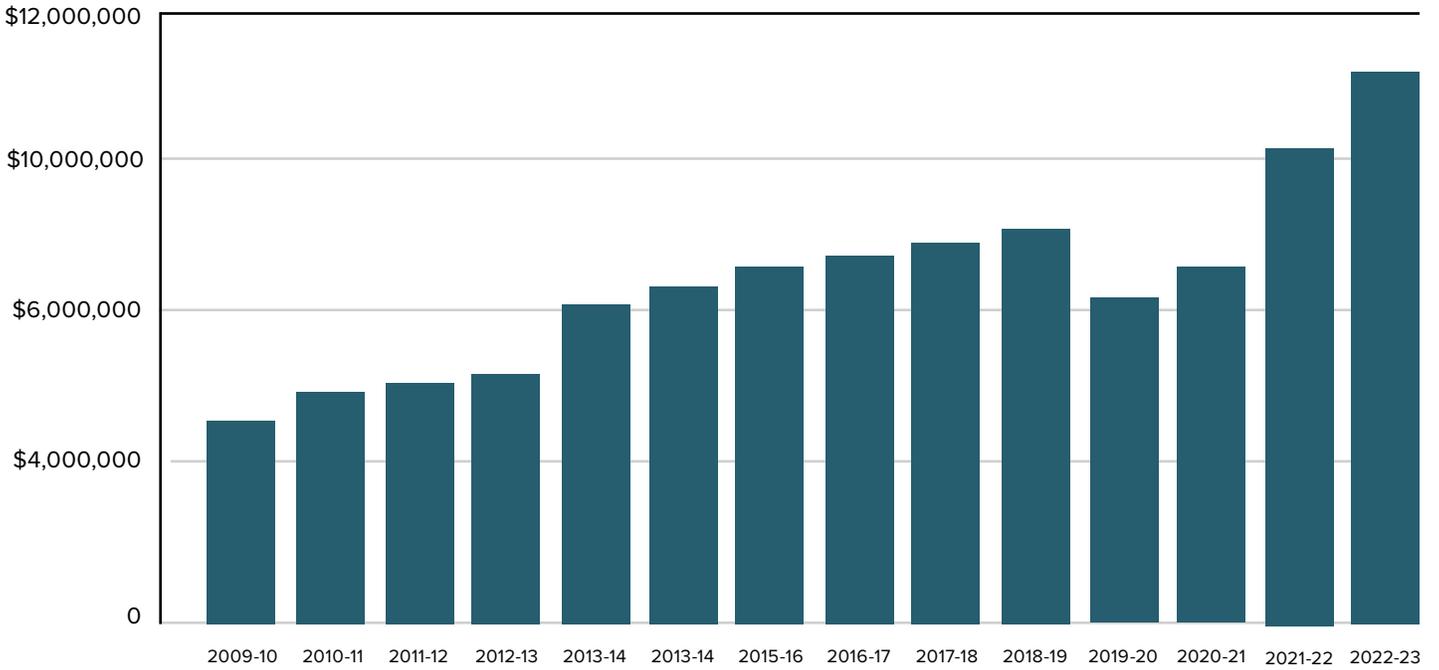
- Continued conscious approach to Diversity, Equity and Inclusion in all TBID programs
- Expanded Destination Stewardship through the Sustainable SLO program for visitors and new partnerships to expand the programs
- Development of sales and meeting strategies suited for Visit San Luis Obispo
- Continuation of the VisitSLO.com digital and content enhancements
- Re-deployment of the brand sentiment survey initially done in 2022 to gain an objective, statistically reliable and trackable measure of point-in-time sentiment towards SLO compared to the previous study
- Complete an RFP process for the Tourism Marketing Services and Content Marketing Services for contract commencing in FY 24-25
- Initiate the update to the TBID Strategic Plan

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

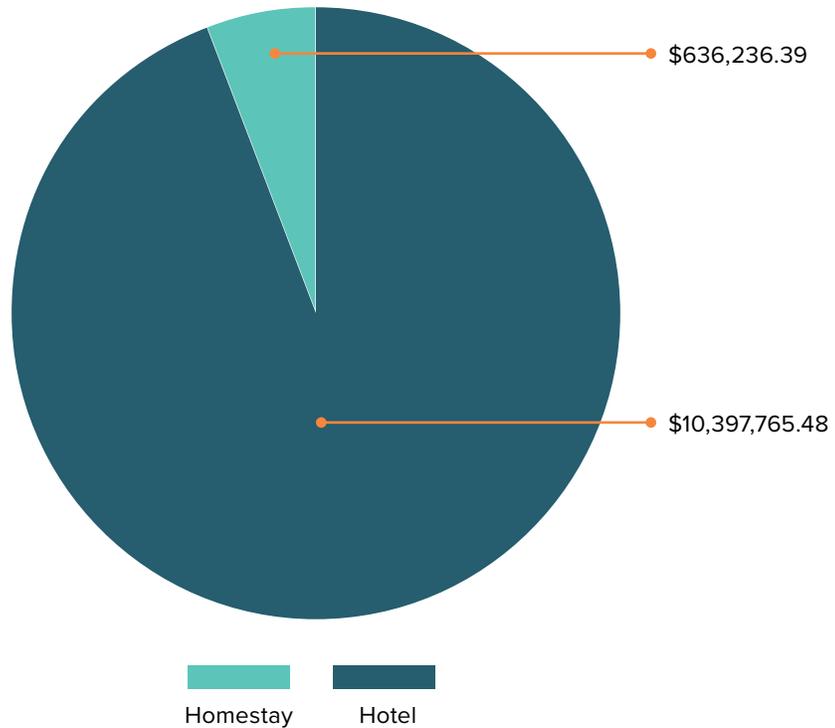
In 2023-24, the Board is committed to the continued implementation of the TBID Strategic Plan and the second year of the adopted 2022-24 TBID Strategic Marketing & Business Plan. These plans provide a foundation for building the Visit San Luis Obispo brand and establishing real tactics for consistently improving tourism in the City of San Luis Obispo now and into the future.

APPENDIX

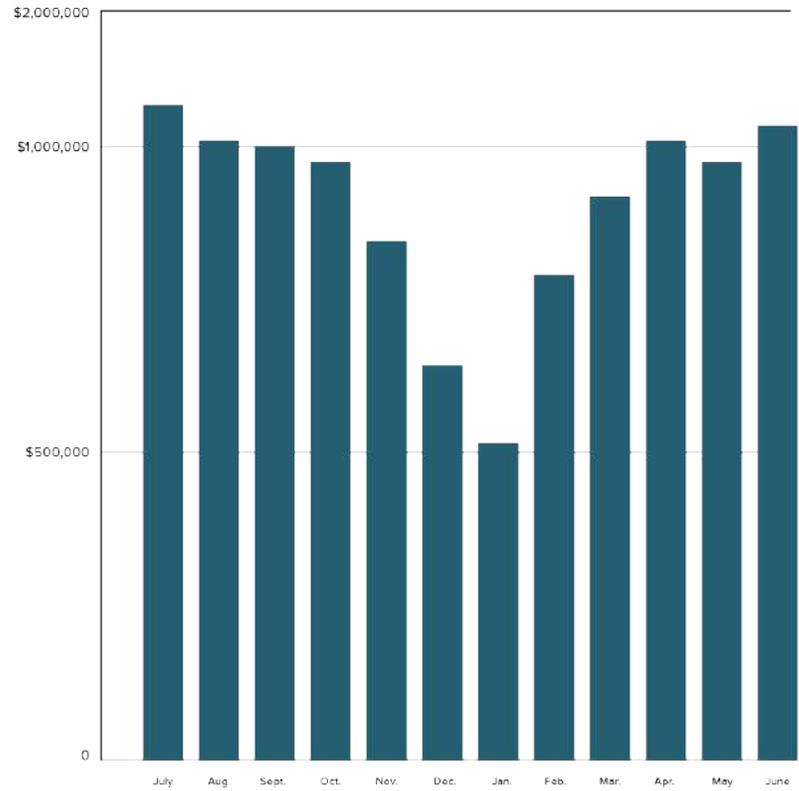
TOT CHART FOR 2022-23



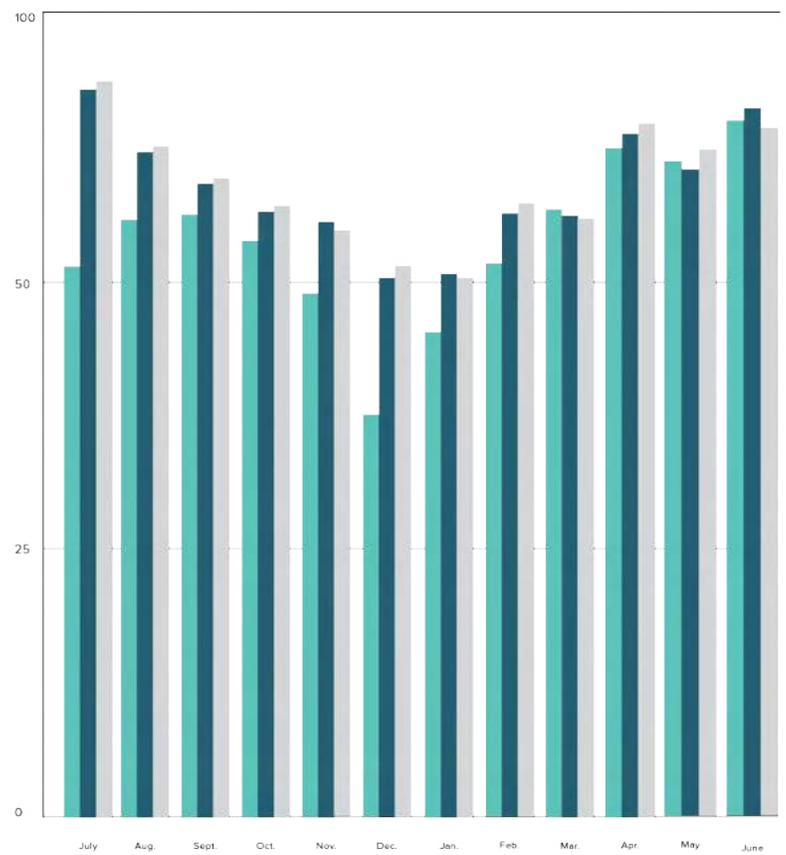
TOT DISTRIBUTION FOR 2022-23



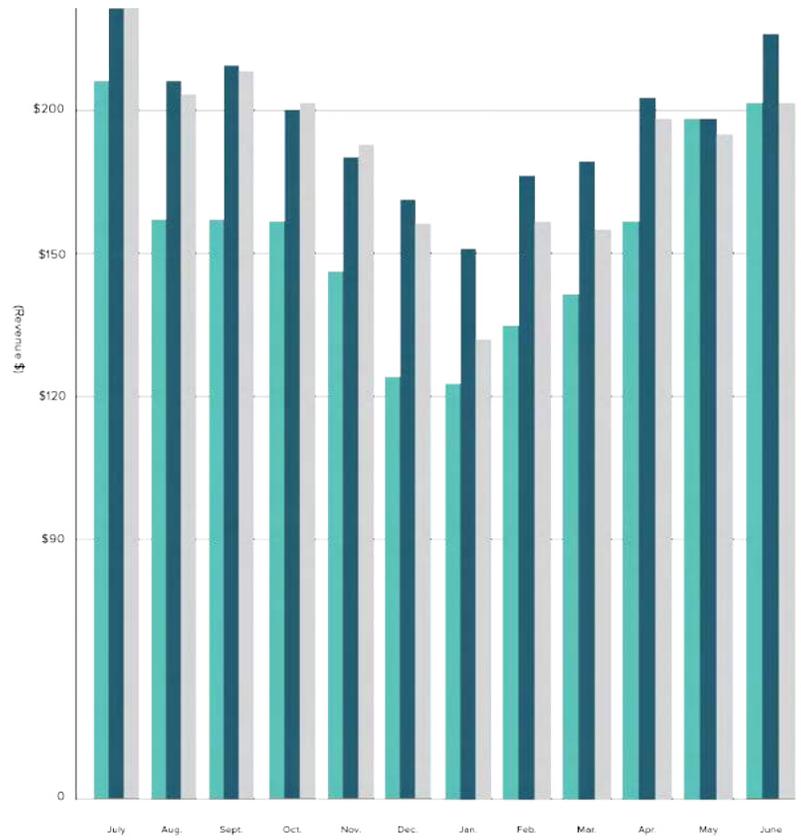
TOT MONTH TO MONTH 2022-23



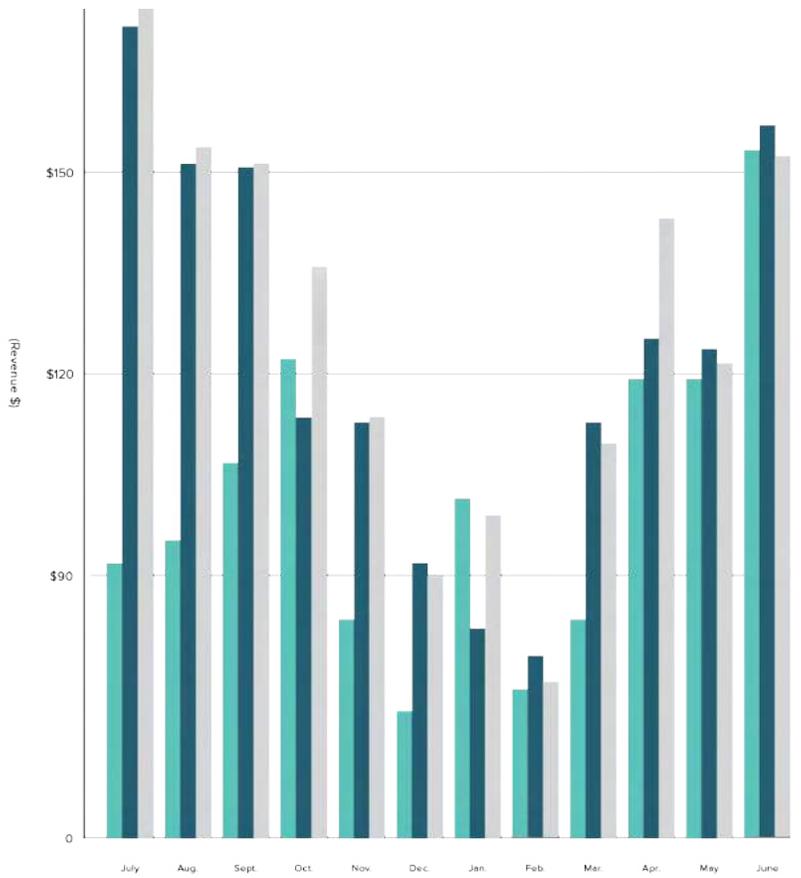
OCC MONTH TO MONTH



ADR MONTH TO MONTH



REVPAR MONTH TO MONTH



SLO TBID STRATEGIC IMPERATIVES - FY 19-24

IMPERATIVE	OBJECTIVES	INITIATIVES
<p>Elevate the SLO Brand and Experience</p>	<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
<p>Deliver Smart Growth</p>	<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
<p>Build Meaningful Partnerships</p>	<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
<p>Ensure Organizational Excellence</p>	<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
<p>Foster Destination Resilience</p>	<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

