



AGENDA

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Agenda

Wednesday, September 16, 2015

8:30 am – 10:00 am

The Cliffs Resort, Pismo Beach
2757 Shell Beach Rd, Pismo Beach, CA 93449

1. CALL TO ORDER
2. PUBLIC COMMENT (On Non-Agenda Items)

ANNOUNCEMENTS

3. SAVOR the Central Coast Tickets & Opening Ceremony

CONSENT AGENDA – Motion Required

C. Davison

4. Approval of August 19, 2015 Board Meeting Minutes (*yellow*)
5. Approval of August VSLOC Financials (*green*)
6. Approval of August SAVOR Financials (*green*)

BUSINESS ITEMS

C. Davison

7. FY2015-16 Annual Budget Reforecast (20 min) - *motion required*
8. Rabobank Account Update (5 min)
9. STR Report (5 min)
10. Sponsorship – Events (5 min)
11. Simpleview SEO Analysis Review (10 min)

PRESENTATIONS

12. Media Plan – Catalyst (20 min) M. Astone
13. SAVOR the Central Coast Update (15 min) C. Davison

CEO REPORT

C. Davison

14. CEO Report (5 min)

ADJOURN.

– Next Board Meeting –
Wednesday, October 20, 2015
Location: TBD

Brown Act Notice: Each speaker is limited to two minutes of public comment for items not on the agenda. Public comment for each agenda item will be called for separately and is also limited to 2 minutes per speaker. State law does not allow the board to discuss or take action on issues not on the agenda, except that members of the board may briefly respond to statements made or questions posed by the person giving public comment. Staff may be directed by the board to follow-up on such items and/or place them on the next board agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board of Directors.

ADA Notice: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Brendan Pringle at (805)541-8000 at least 48 hours prior to the meeting.



Minutes

Visit San Luis Obispo County Board of Directors

Visit San Luis Obispo County Board of Directors Meeting Minutes

Wednesday, August 19, 2015

8:45am

Morro Bay Golf Course

201 State Park Rd, Morro Bay, CA 93442

1. **CALL TO ORDER:** Kevin Phipps

PRESENT: Kathleen Bonelli, James Davison, Mark Eads, Lois Fox, Jim Hamilton, Jay Jamison, Sam Miller, JP Patel, Clint Pearce, Kevin Phipps, Val Seymour

STAFF PRESENT: Chuck Davison, Brendan Pringle, Kylee Jepsen

Call to Order at 8:49am.

2. **PUBLIC COMMENT (On Non-Agenda Items)**

None.

ANNOUNCEMENTS

3. **Introduction of New Board Members**

Davison introduced the newest members of the Visit San Luis Obispo County Board of Directors, appointed by the County of San Luis Obispo: James Davison of Pacifica Hotels; and Jim Hamilton, Assistant County Auditor-Controller at the County of San Luis Obispo. The Pismo Beach seat remains open. Board Discussion – None.

Public Comment – None.

CONSENT AGENDA

4. **Approval of July 15, 2015 Board Meeting Minutes**
5. **Approval of June Year-End Visit SLO County Financials**
6. **Approval of July 2015 Financials**

Davison asked the Board to approve the Consent Agenda. Board Discussion – None.

Public Comment – None.

ACTION: Moved by Jamison/Pearce to approve the Consent Agenda as presented.

Motion carried: 11:0

BUSINESS ITEMS

7. New Board Members – Term Length

Davison asked the new board members to draw for term lengths.

James Davison – 1 year; Jim Hamilton – 2 years. A 3-year term remains for the open seat. Board Discussion – None.

Public Comment – None.

8. Fast Forward/VSLOC Contract

Davison explained that the goal of the Fast Forward agreement for SAVOR the Central Coast was a four-year partnership, where Fast Forward would assume 100% ownership of SAVOR in year four (2018), and Visit San Luis Obispo County would subsequently license the SAVOR name and assets for a 10% profit share each year beginning in 2018. The contract execution has been delayed by legal review for the last 4-5 months. Legal counsel had requested a move from a \$1 million/\$2 million Liability Policy to a \$2 million/\$5 million Liability Policy. However, this would eliminate event growth by placing these same limits on all participating vendors and require VSLOC to raise match limits. It was recommended instead that SAVOR be removed from VSLOC's Annual Liability Policy (currently \$7100 of a \$9500 policy), and establish a \$5 million Four-Day Event Policy covering both VSLOC and Fast Forward Events as insured and paid for by SAVOR.

Board Discussion. Eads inquired on the cost of the policy. Davison noted that the cost is expected to be less than half, since the policy would cover the four days of SAVOR, and that the policies would overlap for the first two days of SAVOR.

Public Comment – None.

ACTION: Moved by Eads/Seymour to approve the noted insurance change to VSLOC and the VSLOC/FFV SAVOR agreement and allow the President & CEO to finalize the contract with FFV.

Motion carried: 11:0

9. Approval of Updated Bylaws

Prior to the establishment of the Tourism Marketing District, a "member" was anyone who paid into Visit San Luis Obispo County. Under the new bylaws, "members" are non-lodging partners only, as lodging partners who pay the assessment are now considered "owners." As such, the Bylaws have been updated for clarity. The term "members" has been removed from the Bylaws. Board Discussion – None.

Public Comment – None.

ACTION: Moved by Jamison/Fox to approve the updated bylaws as written.

Motion carried: 11:0

10. County Contract Update

The County Contract for TMD management was completed and signed by Chuck Davison and Kevin Phipps, and returned August 18, 2015. This contract required some insurance adjustments specifically around subcontractors and reporting, as well as the establishment of a second bank account for non-TMD monies. Financial reports will be sent on a monthly basis. TMD assessment collection has already started, and they will remit payment within 30 days of collection. Board Discussion.

Public Comment – None.

11. 403b Update

Davison provided an update on Visit San Luis Obispo County's retirement program. Previously, it was a profit sharing plan, with no one participating due to turnover. Hilde Minkel & Associates administered the plan, and withdrew an annual \$1200 administrative fee over four years, taking the account from \$4,000+ to \$153 remaining in the account. VSLOC is looking to term the plan, and negotiate a 403b plan with an established financial institution that includes a 4% VSLOC match for each employee as approved in this year's budget.

Board Discussion. Davison noted that the 4% adds up to around \$16,000 annually if everyone contributed at 4% once the office was fully staffed. Staff participation is voluntary, and the cap is \$18,000 per, except for staff members over the age of 51. The administrative fee would be between \$500 and \$1,000, depending on which plan VSLOC chooses to execute. Principal is the group that facilitates the plan, and it offers a financial advisor to the staff. Fox asked if the plan's performance could be reviewed by the Board on an annual basis, and Davison responded that this was VSLOC's intention.

Public Comment – None.

ACTION: Moved by Pearce/Eads to approve the President & CEO to term the current plan and establish a 403b plan, with an established financial institution, that includes a 4% VSLOC match.

Motion carried: 11:0

12. Coast National Bank New Account/Signature Card Update

The TMD contract with the County requires the establishment of a second bank account for non-TMD monies. Board Discussion – None.

Public Comment – None.

ACTION: Moved by Fox/Jamison to approve the opening of a second checking account at Coast National Bank for non-TMD monies, and approve Chuck Davison and the current VSLOC Executive Committee as authorized signers for both Coast National Bank accounts. Executive Committee members include Kevin Phipps, Chair; Jay Jamison, Vice Chair; Clint Pearce, Treasurer; JP Patel, Secretary; Noreen Martin, Past President.

Motion carried: 11:0

13. FY2014-2015 Annual Report

In addition to the common business practice of producing an annual report, this report is required by the County as part of Visit San Luis Obispo County's previous funding arrangement, and is due September 1, 2015. Davison noted that there are a few minor updates from the digital copy that was posted online.

Board Discussion.

Public Comment – None.

ACTION: Moved by Pearce/Jamison to approve the FY2014-2015 Annual Report as presented.

Motion carried: 11:0

14. SAVOR the Central Coast Update

Davison prefaced the presentation by stating that Fast Forward Events has acted in good faith by working prior to having a signed contract, and noted that they have only had five and a half months to facilitate SAVOR, whereas in the past, planning has started in November.

Metter announced the SAVOR Media Preview, which is happening August 20, 2015, from 11am-1pm. She also provided an update on web and social media traffic and out of market digital engagement, out of market attendees year-over-year, and a financial report on SAVOR. Metter noted that the reporting style for SAVOR is changing this year in order to establish a proper benchmark for future years. In this reporting style, each individual attendee is only counted one time, since the goal is not the number of tickets sold, but rather the number of attendees.

Fast Forward is looking ahead to plan SAVOR 12-18 months in advance. Opening Night might be eliminated or reverted to the Year One concept (when it was hosted at Farmer's Market), starting in 2016. Also, the number of Adventure Tours may be reduced.

Board Discussion. Phipps commented that the Board should keep in mind that this is a long-term relationship. Patel asked what Fast Forward is doing to cut the cycle of losses with SAVOR. Metter responded that Fast Forward has no intention to keep running the event as it has been in the past, noting that they have cut expenses drastically by changing the economies of scale, and by renegotiating agreements with past vendors. Bonelli asked if Fast Forward could produce a survey of occupancy during SAVOR, and suggested working with lodging partners to use their databases. Metter was receptive to the idea. Fox asked if the event was ever seen as an opportunity to become profitable. Davison responded that profitability was always the goal, which is why VSLOC entered into the joint venture with Fast Forward. Significant changes have been made to cut costs, and changes will continue to be made in the coming years to attain profitability.

Public Comment – None.

15. CEO Report

Davison presented a brief synopsis of his first 110 days as President & CEO:

VSLOC hosted the Tourism Vision Workshop and National Travel & Tourism Week Reception on May 8, 2015.

The AMGEN Tour of California happened May 13, 2015. VSLOC is in discussions with AMGEN and the County of San Luis Obispo about the 2016 race, and is working on a multi-year contract to keep it going through SLO County.

VSLOC established two new positions, the Director of Travel Trade and Marketing Director on May 20, 2015. To date, Davison has conducted 20+ interviews for these positions. The Director of Travel Trade has two finalists.

Davison attended the Visit California Board of Directors meeting from May 21-22, 2015, and asked how SLO County could be featured in future promotions. This turned into an opportunity to be part of a new Dream Big commercial, filmed on July 30, 2015, which will offer national and international exposure. The commercial features a "bubblesmith" with Morro Rock in the background.

Davison led a delegation of SLO County Partners at IPW 2015 from May 30-June 3, 2015. VSLOC was invited by Visit California to provide SLO County sparkling wine for the US Travel Chairman's Circle Dinner.

The Tourism Marketing District was approved June 10, 2015, and the following day, June 11, 2015, VSLOC's Marketing Committee was established. TMD Collection began July 1, 2015.

Davison attended the Cal Travel Summit in June 17-19, 2015.

The Marketing Committee heard Marketing Agency RFP presentations on June 25, 2015. The VSLOC Board of Directors established Catalyst Marketing as the agency of record on July 15, 2015. VSLOC hosted a kick-off meeting with Catalyst on July 21, 2015. VSLOC hosted its first Marketing Committee meeting on August 11, 2015, which featured a presentation by Catalyst. The Marketing Committee agreed to the concept of a Digital Asset Management (DAM) system for VSLOC's digital assets. This will be a great resource for media.

On June 29, 2015, VSLOC established a \$1M line-of-credit with Coast National Bank.

VSLOC hosted Brown Act Training for the incoming VSLOC Board on July 7, 2015, which was established on July 15, 2015.

Davison attended Visit California's Research Committee Meeting on July 13, 2015.

Davison secured the contract for our new office space on July 17, 2015. The office moved to 1334 Marsh Street on August 12, 2015.

Davison also completed a Business Insurance and HR Review. VSLOC's Employee Application is now in place, the New Employee Handbook is in its final draft, and the first Travel & Expense Policy is in draft.

Davison worked with CIVITAS to complete a re-write of VSLOC's bylaws (approved at this meeting).

On the horizon, VSLOC is working on a re-forecasted budget for BOD approval at the next meeting on September 16, 2015. Please note that the October 21, 2015 BOD meeting is occurring at the same time as Visit California's BOD meeting. New proposed date is Tuesday, October 20. An email about this is forthcoming.

SAVOR the Central Coast is happening September 24-27, 2015. Invitations for Board members are forthcoming.

Board Discussion. Patel commented on the Simpleview report in the Agenda packet. Davison noted that our traffic/visits are up triple digits over last year as a direct result of Simpleview's SEO efforts and VSLOC's expanded social media presence. Patel requested statistical information on how the county compares to other counties and asked that Davison educate the VSLOC Board on how to read and analyze the Simpleview reports, which Davison agreed to do at the following Board meeting.

Public Comment – None.

ADJOURNMENT

Meeting adjourned at 10:28am.

San Luis Obispo County
 Visitor's & Conference Bureau
 2015/2016 August Financial Summary

Income	FY:15-16 Actual	Proposed 15/16 Budget	Variance Favorable (Unfavorable)	% of Budget
PY Carryover	\$ -	\$ -	\$ -	#DIV/0!
Current Year Dues Paid In Prior Year	\$ -	\$ -	\$ -	#DIV/0!
Membership Dues	\$ 20,112	\$ 46,000	\$ (25,888)	43.72%
TBID Income			\$ -	#DIV/0!
SLO County Unincorporated	\$ -	\$ 774,377	\$ (774,377)	0.00%
SLO City	\$ -	\$ 577,763	\$ (577,763)	0.00%
Pismo Beach	\$ -	\$ 729,198	\$ (729,198)	0.00%
Morro Bay	\$ -	\$ 245,307	\$ (245,307)	0.00%
Paso Robles	\$ -	\$ 356,495	\$ (356,495)	0.00%
Arroyo Grande	\$ -	\$ 76,751	\$ (76,751)	0.00%
Atascadero	\$ -	\$ 66,971	\$ (66,971)	0.00%
Grover	\$ -	\$ 26,249	\$ (26,249)	0.00%

Total Income \$ 20,112 \$ 2,899,112 \$ (2,879,000)

Expenses	FY:15-16 Actual	Proposed 15/16 Budget	Variance Favorable (Unfavorable)	% of Budget
Unclassified(Reserve & Contingency)	\$ -	\$ 142,656	\$ (142,656)	0.00%
G&A	\$ 50,462	\$ 361,030	\$ (310,568)	13.98%
Industry Research and Resources	\$ 5,250	\$ 220,849	\$ (215,599)	2.38%
Travel Trade	\$ 9,640	\$ 328,988	\$ (319,347)	2.93%
PR	\$ 10,449	\$ 211,797	\$ (201,348)	4.93%
Advertising	\$ 10,755	\$ 739,224	\$ (728,469)	1.45%
Promotions	\$ 1,455	\$ 86,989	\$ (85,535)	1.67%
Events	\$ 6,446	\$ 243,046	\$ (236,600)	2.65%
Digital Marketing	\$ 15,863	\$ 578,783	\$ (562,920)	2.74%
Film Commission	\$ 1,602	\$ 87,457	\$ (85,855)	1.83%
Total Expenses	\$ 111,922	\$ 3,000,819	\$ (2,888,897)	3.73%

Cash Surplus(Deficit) \$ (91,810) \$ (101,707)

Contingency/Renewal \$ \$ -

Net Cash Surplus (Deficit) \$ \$ (101,707) *This excludes the principal portion of the debt payment which will decrease cash on a monthly basis as reflected on the Balance Sheet*

Adjusted Cash Surplus (Deficit) \$ (91,810)

	Current Year Month End	Prior Year Month End	Increase (Decrease)
Visit SLO Cash Balances	\$ 68,507	\$ 147,807	\$ (79,300)

Visit San Luis Obispo County
Balance Sheet Prev Year Comparison
As of August 31, 2015

Cash Basis

	<u>Aug 31, 15</u>	<u>Aug 31, 14</u>
ASSETS		
Current Assets		
Checking/Savings		
CNB - TBD	19,855.66	0.00
Rabobank Checking	48,651.54	147,806.96
Savor Checking Account	287,671.84	249,980.81
Total Checking/Savings	<u>356,179.04</u>	<u>397,787.77</u>
Accounts Receivable		
Accounts Receivable	800.00	-5.40
Total Accounts Receivable	<u>800.00</u>	<u>-5.40</u>
Other Current Assets		
Prepaid Rent	3,326.70	0.00
Savor Receivable	17,126.50	18,617.75
Total Other Current Assets	<u>20,453.20</u>	<u>18,617.75</u>
Total Current Assets	<u>377,432.24</u>	<u>416,400.12</u>
Fixed Assets		
Fixed Assets	31,982.67	32,782.67
Accumulated Depreciation	-20,832.17	-20,832.17
Total Fixed Assets	<u>11,150.50</u>	<u>11,950.50</u>
TOTAL ASSETS	<u>388,582.74</u>	<u>428,350.62</u>
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	-380.00	-8,999.70
Total Accounts Payable	<u>-380.00</u>	<u>-8,999.70</u>
Credit Cards		
Chase 5458/Master	0.00	10,603.56
Total Credit Cards	<u>0.00</u>	<u>10,603.56</u>
Other Current Liabilities		
Coast National Line of Credit	165,418.00	0.00
Payroll Liabilities	94.31	432.37
Total Other Current Liabilities	<u>165,512.31</u>	<u>432.37</u>
Total Current Liabilities	<u>165,132.31</u>	<u>2,036.23</u>
Total Liabilities	<u>165,132.31</u>	<u>2,036.23</u>
Equity		
Fund Balance	34,053.44	34,053.44
Retained Earnings	150,230.82	175,685.55
Net Income	39,166.17	216,575.40
Total Equity	<u>223,450.43</u>	<u>426,314.39</u>
TOTAL LIABILITIES & EQUITY	<u>388,582.74</u>	<u>428,350.62</u>

San Luis Obispo County
 Visitor's & Conference Bureau
 August Financial Summary - SAVOR 2015

Income	FY:15-16 Actual	15/16 Budget	Variance Favorable (Unfavorable)	% of Budget
Advertising Sales	\$ 2,050	\$ 3,000	\$ (950)	68.33%
Beer Booth Fees	\$ 1,200	\$ 1,500	\$ (300)	80.00%
Chef Seminars	\$ -	\$ 8,500	\$ (8,500)	0.00%
Dinners	\$ -	\$ 5,000	\$ (5,000)	0.00%
Misc. Income - Bookstore/Garage Sale	\$ 163	\$ -	\$ 163	100.00%
Sponsorship Fees	\$ 391,000	\$ 565,000	\$ (174,000)	69.20%
Ticket Sales	\$ 166,515	\$ 395,830	\$ (229,315)	42.07%
Vendor Booth Fees	\$ 16,845	\$ 35,000	\$ (18,156)	48.13%
Wine Seminars	\$ -	\$ 3,000	\$ (3,000)	0.00%
Winery Booth Fees	\$ 47,873	\$ 40,000	\$ 7,873	119.68%
Total Income	\$ 625,645	\$ 1,056,830	\$ (431,185)	

Expenses	FY:15-16 Actual	15/16 Budget	Variance Favorable (Unfavorable)	% of Budget
Main Event - SMR	\$ 272,807	\$ 787,780	\$ (514,973)	34.63%
Strings at Sunset - Vino Robles	\$ 10,114	\$ 124,250	\$ (114,136)	8.14%
Adventure Tours / Special Events	\$ 1,000	51200	\$ (50,200)	1.95%
Marketing	\$ 44,390	\$ 127,200	\$ (82,810)	34.90%
Total Expenses	\$ 328,311	\$ 1,090,430	\$ (762,119)	30.11%

Surplus(Deficit) \$ 297,334 \$ (33,600)

Savor Cash Balances	Current Year Month End	Prior Year Month End	Increase (Decrease)
	\$ 287,672	\$ 249,981	\$ 37,691



VISIT SAN LUIS OBISPO COUNTY

CowParade SLO 2016 Sponsorship

Visit San Luis Obispo County Benefits:

- Visit San Luis Obispo County will be named **Official Tourism Partner**. Marketing, promotional materials, and opportunities include the following:
 - ◆ **Visit San Luis Obispo County logo and URL will be placed on the plaques** of all Cows on display along with the names of the title sponsor, cow sponsor, artist, and charity. It is estimated that this dominant presence will provide brand exposure to an audience in excess of 625,000 consumers viewing Cows around the county.
 - ◆ **Visit San Luis Obispo County logo prominently displayed on the home page of the CowParade SLO web site**, with **link to a promotional video** provided by Visit San Luis Obispo County.
 - ◆ **CowParade SLO souvenir brochure and map will be provided courtesy of Visit San Luis Obispo County**. CowParade SLO will produce, print and distribute the souvenir brochure and map. Visit San Luis Obispo County will have the opportunity to include visuals and content, including: Intro, About SLO County; History, etc. Visit SLO County logo and URL will be included. Copies will be printed and distributed statewide.
 - ◆ **Visit San Luis Obispo County will be provided a landing page on the CowParade SLO web site** with hot link to the Visit San Luis Obispo County web site.
 - ◆ **The digital and interactive map will be provided courtesy of Visit San Luis Obispo County**. The logo and URL will be included.
 - ◆ **Press materials and press releases** will all reference Visit San Luis Obispo County. The URL will be included.
 - ◆ **Visit San Luis Obispo County logo prominently displayed on promotional materials** such as: commercials and in-room Visitor TV promotions; print and digital advertising; 5,000 promotional posters, 50K rack cards, and more.
 - ◆ Recognition in **Gala Auction brochures** with opportunity to provide welcome letter from Visit San Luis Obispo County.
 - ◆ Opportunity to participate in **CowParade SLO press events**.

- ◆ **Trademark recognition in all e-blasts** and electronic promotions related to CowParade SLO, including the CowParade official newsletter to 50K subscribers world-wide.
- ◆ **Hospitality packaging**, including:
 - ◆ Twenty (20) VIP Tickets to the Sponsor & Artist Reception
 - ◆ Twenty (20) VIP Tickets to the Round-up & Launch of CowParade SLO
 - ◆ Twenty (20) VIP Tickets to Private Reception preceding CowParade Auction
 - ◆ Twenty (20) VIP Tickets to CowParade Auction (\$125 value each)

Marketing and Promotions:

CowParade SLO has made 101 Cows their goals. When that goal is met, the marketing and promotions budget will exceed \$300K. The bulk of the marketing budget will be focused on digital advertising to select drive-to and fly-in markets. This will be paired with strong media outreach for editorial coverage. Additionally, social media tactics include equipping all sponsors, artists, charities, local DMOs and media partners with a media tool kit to promote CowParade SLO and SLO County from January to September, 2016.

Consideration:

\$20,000 cash and \$30,000 hard cost exposure value to include:

- ◆ Landing page on the Visit SLO County web site, January through September 2016. “The CowParade SLO is Coming” or “Make Plans to Attend CowParade SLO” message could also be provided in advance of January based on availability of CowParade SLO materials. CowParade SLO to provide all artwork.
- ◆ Banner ad on the Visit SLO County web site, January through September 2016. Opportunity for additional tile ads throughout site based on availability. CowParade SLO to provide all artwork.
- ◆ Listing on the Event Page of the Visit SLO County website
- ◆ Members profile on the Visit SLO County website
- ◆ (2) Newsletter distributions. The first to announce the launch of the CowParade and the second to announce the Auction & Gala.
- ◆ Inclusion in Visit San Luis Obispo County’s “This Week in SLO County” weekly email distribution based on availability
- ◆ Inclusion of the CowParade SLO in out-of-area marketing based on availability and campaign materials.
- ◆ Ability to promote CowParade SLO in the Artist Village at Sunset SAVOR 2015

Payment to:

CowParade SLO

4349 Old Santa Fe Rd, #7, San Luis Obispo, CA 93401

Tom Halen
CowParade SLO

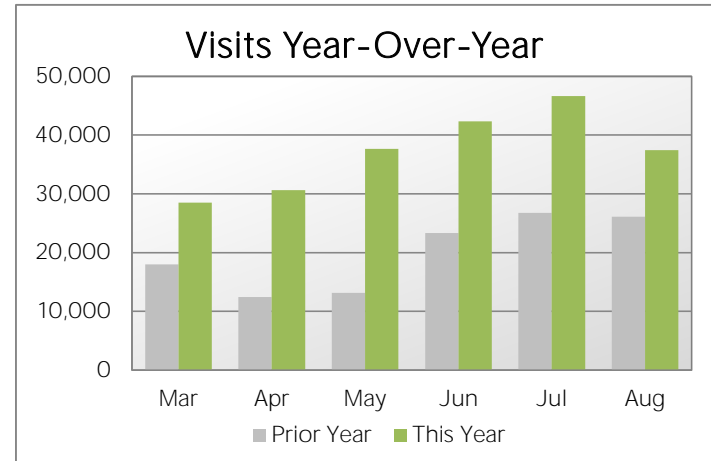
Date

Chuck Davison
Visit San Luis Obispo County

Date

Total Traffic Overview:

	Mar	Apr	May	Jun	Jul	Aug
Visits:	28,478	30,648	37,667	42,305	46,651	37,447
Unique Visitors:	23,833	25,365	31,136	35,058	38,075	30,571
Bounce Rate:	49%	48%	49%	52%	50%	49%
Pageviews:	90,475	96,341	116,951	128,578	138,129	113,518
Avg Pageviews Per Visit:	3.18	3.14	3.10	3.04	2.96	3.03
Avg Time on Site:	0:02:19	0:02:23	0:02:21	0:02:19	0:02:17	0:02:19
Total Organic Search Traffic:	20,287	22,385	27,209	28,464	33,837	27,187
% of Traffic Organic Search:	71%	73%	72%	67%	73%	73%
Entry Pages From Search:	1,954	1,826	1,996	2,013	2,185	2,012



Mobile/Tablet Snapshot:

	Mar	Apr	May	Jun	Jul	Aug
Visits:	13,488	15,574	19,643	22,486	26,406	20,530
% of visits	47%	51%	52%	53%	57%	55%
Bounce Rate:	53%	51%	51%	54%	53%	52%
Pageviews:	37,297	42,501	54,217	59,681	69,141	55,887
Avg Time on Site:	0:01:58	0:02:01	0:02:03	0:01:59	0:01:57	0:02:08

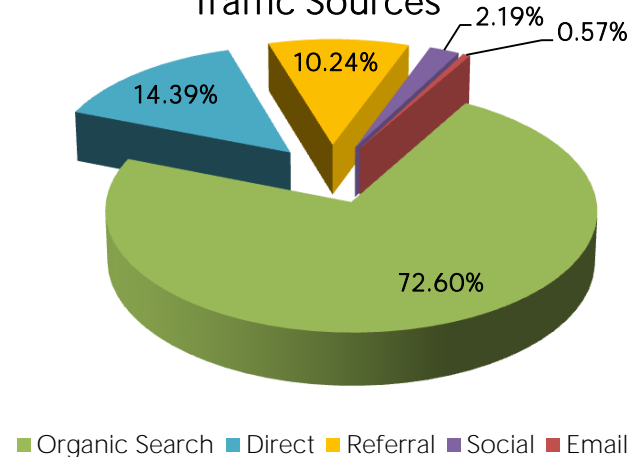
Industry Averages:

Pages / Visit	Avg. Visit Duration	Bounce Rate
2.69	0:02:23	53.99%

SEO Overview:

- * Visits increased 43% compared to last year.
- * Unique Visitors on the main site increased 41% year over year.
- * Pageviews increased 26% compared over this time last year.
- * Organic traffic increased 40% year over year.
- * Organic entries to the Activities page increased by 12%, by 181% on the Our Area page, and by 47% on the Home page.

Traffic Sources



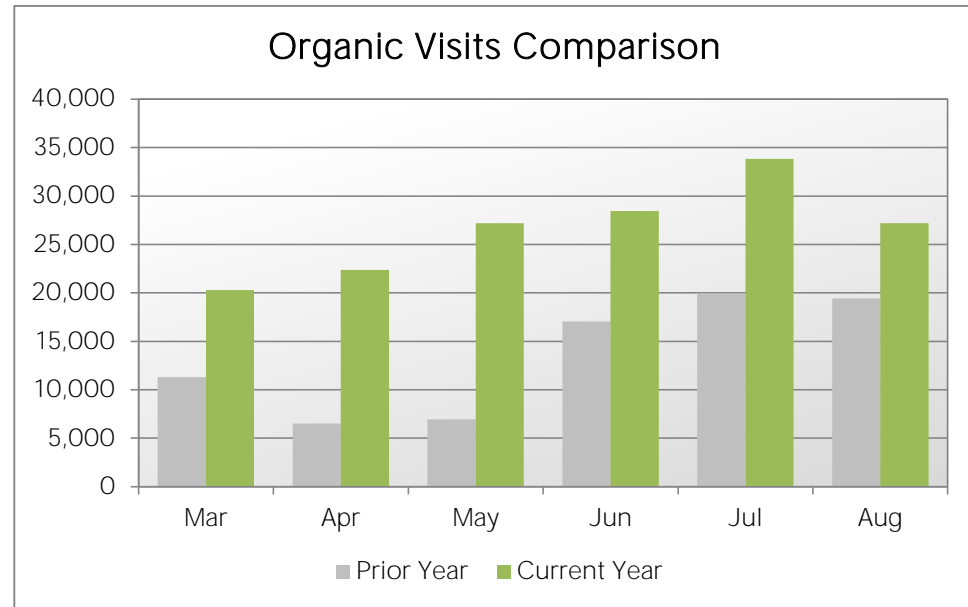
Organic Search Traffic:

Organic Traffic		% of Total Site Traffic
Visits	27,187	72.60%

Organic Engagement Compared to Site Engagement		
Pageviews Per Visit	3.16	4.25%
Avg. Time on Site	0:02:20	1.21%
New Visits	75.11%	0.84%
Bounce Rate	46.26%	-6.08%

Search Engine	Visits	Percent
google	24,665	90.72%
yahoo	1,646	6.05%
bing	667	2.45%
aol	131	0.48%
ask	57	0.21%
avg	7	0.03%

Exact Keyword	Visits	Percent
(not provided)	24,983	91.89%
san luis obispo	155	0.57%
sexyali.com	53	0.19%
ghost spam is free from the politics, we d	38	0.14%
san luis obispo events	24	0.09%
cambria ca	21	0.08%
san luis obispo ca	19	0.07%
san luis obispo county	18	0.07%
san luis obispo hotels	14	0.05%
callendar of events san luis obispo ca	13	0.05%



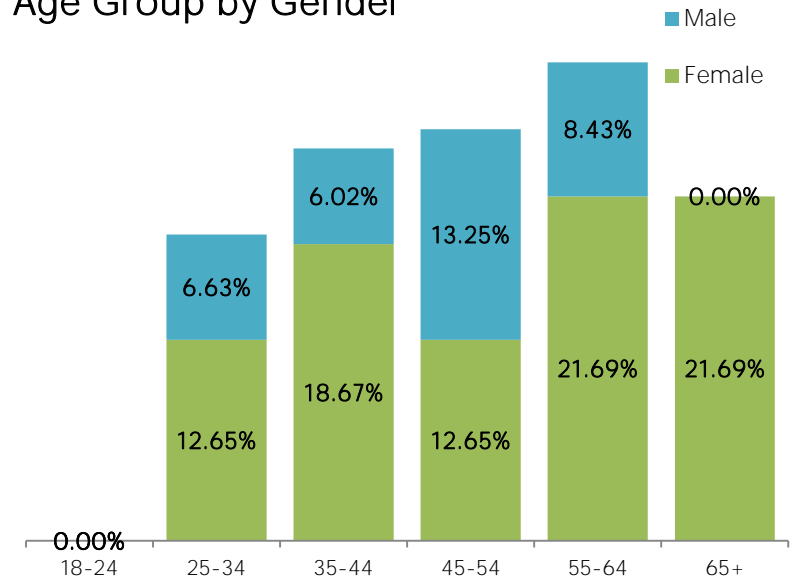
Landing Page	Visits	Percent
/events	4,962	18.25%
/	3,415	12.56%
/activities	1,005	3.70%
/events/all/fairs_and_festivals	948	3.49%
/our-area	676	2.49%
/events/461/thursday-farmers-market	649	2.39%
/lodging	558	2.05%
/community/avila-beach	372	1.37%
/events/all/childrens_activities	312	1.15%
/profile/1029/baywood-los-osos-farmers-market	310	1.14%

Demographics & Interests

Affinity Categories:

Top 10 Affinity Categories	Visits
Movie Lovers	118
TV Lovers	114
Cooking Enthusiasts/Aspiring Chefs	103
Travel Buffs	91
News Junkies & Avid Readers	90
Travel Buffs/Beachbound Travelers	83
Music Lovers	81
Technophiles	77
Health & Fitness Buffs	76
News Junkies & Avid Readers/Entertainment & Celebrity News Junkies	76

Age Group by Gender



Other Categories:

Top 10 Categories	Visits
Arts & Entertainment/Celebrities & Entertainment News	55
Internet & Telecom/Email & Messaging	52
News/Weather	48
Food & Drink/Cooking & Recipes	42
Travel/Hotels & Accommodations	34
Online Communities/Social Networks	33
Arts & Entertainment/TV & Video/Online Video	30
Travel/Tourist Destinations/Beaches & Islands	30
Real Estate/Real Estate Listings	25
Shopping/Consumer Resources/Coupons & Discount Offers	20

Affinity Categories broaden the scope to identify users in terms of lifestyle; for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined in a similar way to TV audiences, and represent an opportunity to understand the behavior of your audience.

Other Categories are used to classify groups of users based on the specific content they consume, along with how recently and frequently they consume that content. This category data provides a more focused view of your users, and lets you analyze behavior more narrowly than Affinity Categories.

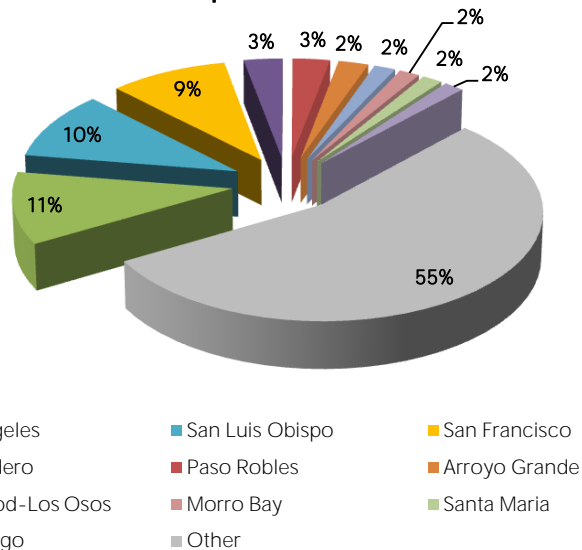
* Per Google

Top Content:

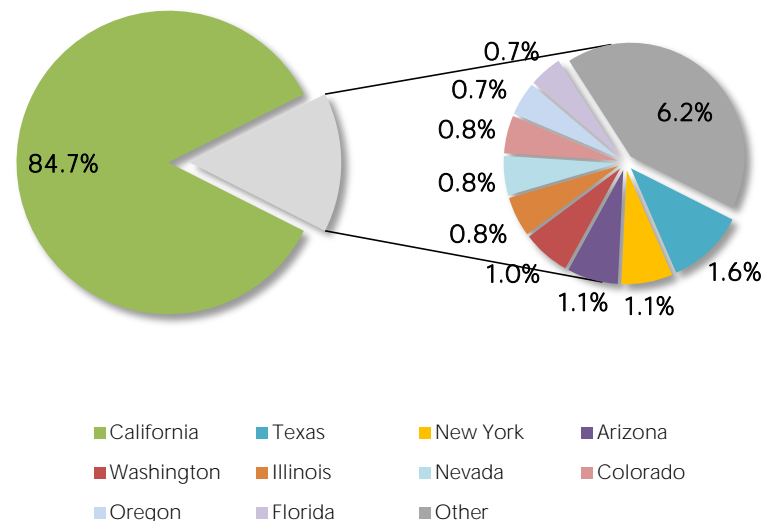
Top Landing Pages	Entrances	Top Content Pages	Pageviews
/	6,593	/events	10,720
/events	5,970	/	9,174
/activities	1,125	/events/all/fairs_and_festivals	3,090
/events/all/fairs_and_festivals	1,089	/our-area	2,299
/our-area	871	/events?page=1	1,661
/poly-parents	746	/activities	1,640
/events/461/thursday-farmers-market	734	/events/all/childrens_activities	1,278
/lodging	672	/lodging	1,235
/community/avila-beach	424	/events/2415/stone-soup-music-festival-street-faire	1,157
/profile/1029/baywood-los-osos-farmers-market	347	/deals	1,058

Geographic:

Top Cities

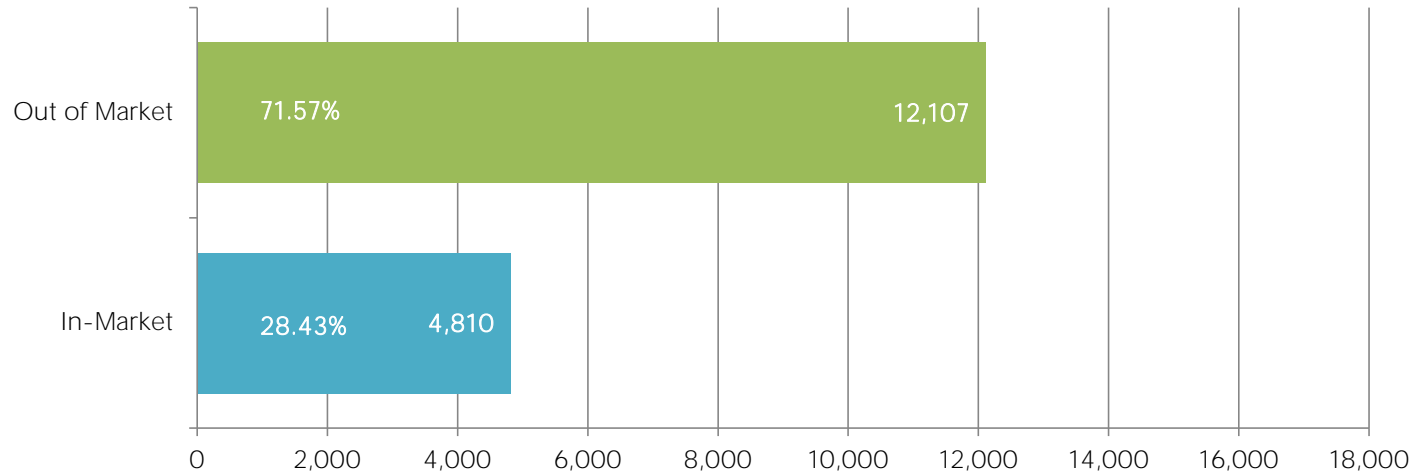


Top States

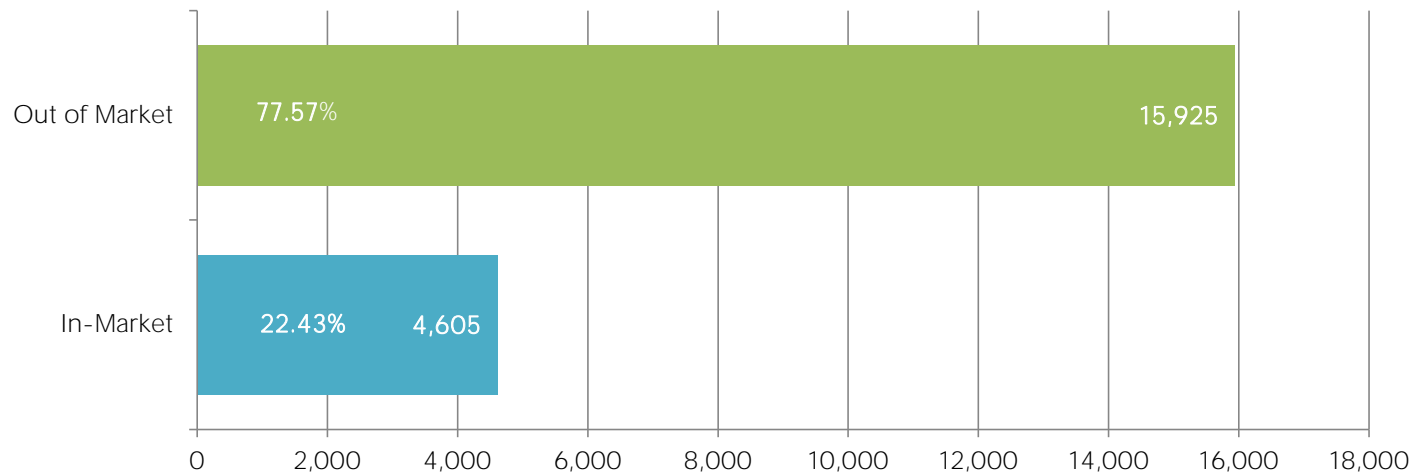


In-MarketVsVistor:

Desktop Visits



Mobile/Tablet Visits



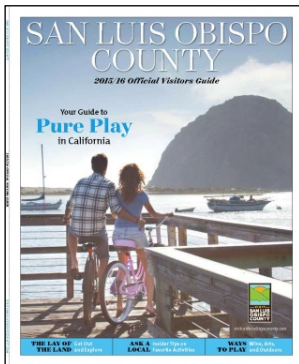
Visit San Luis Obispo County

Activity Report, August 2015



- What's New -

2016 San Luis Obispo County Visitors Magazine



Production of the official 2016 San Luis Obispo County Visitors Magazine has begun! Visit San Luis Obispo County is once again partnering with Pace Communications to produce a fresh, content rich piece that is the gateway for tourists pursuing more information about our region's unique Culinary, Coastal and Cultural assets. The magazine will continue to feature custom advertorial content, original stories and compelling photography, creating a colorful, all-in-one, travel planner. Based on the popularity of the newly designed 2015 Visitors Magazine, we are increasing production from 45,000 copies to 55,000 copies of the new magazine. Custom content space reservations are first-come, first-served—so don't miss this special year-round opportunity to speak directly to those who are planning a visit to our area. View the Digital Media Kit here: <http://bit.ly/1X7tCsG>. Space reservation is due November 20, 2015. Please call us at 805-541-8000 with questions.

Visit SLO County Has Moved!

Visit San Luis Obispo County is pleased to announce that its office moved to the City of San Luis Obispo on August 12th, putting the organization back in the hub of the county. The new office is at 1334 Marsh Street, just east of Johnson Avenue. The image to the right is a rendering of our new space, which is set to be completed early next year. Be sure to stop by and say hello!



NEW: Countywide STR Reports

As San Luis Obispo County's tourism industry resource, Visit San Luis Obispo County has initiated a subscription to weekly and monthly Smith Travel Research (STR) reports. On the third page of every activity report will be a monthly report on 11 segments of San Luis Obispo County, as well as a comparison with Monterey/Salinas, CA, Santa Barbara/Santa Maria, CA, and California as a whole.

SAVOR Media Preview Event

Volvo Presents Sunset SAVOR the Central Coast welcomed over 20 members of the local media to Edna Valley Vineyards on Thursday, August 20 for an afternoon showcasing the new events, culinary headliners and experiences happening at the sixth annual Sunset SAVOR the Central Coast. Attendees enjoyed a three-course lunch prepared by participating SAVOR chefs including: popular food blogger and author Brigit Binns, Chef Kenny Toledo of Thomas Hill Organics, and Chef Chiara Adorno of TenderFork. Alongside wine pairings from Edna Valley Vineyards, the preview included a sneak peek at the musical performances occurring during the brand new opening night event, Strings at Sunset, as well as the opportunity to learn about this year's new Adventure Tours, special events, dinners and more!



Sunset SAVOR the Central Coast Announces New \$100 Combo Ticket

The \$100 SAVOR Combo Ticket is here! This limited edition ticket package includes admission to Strings at Sunset on Thursday, September 24 and the Main Event on Sunday, September 27. Only available from September 1 until September 15, food and wine lovers will indulge in two of Sunset SAVOR the Central Coast's premier experiences for only \$100, for a total savings of \$70. Visit savorcentralcoast.com for details.



Visit San Luis Obispo County is a 501c6 tourism non-profit. For more information please call (805)541-8000.



Featured in *Food & Beverage Magazine*: "Traveling with the Editor"

The Olive Oil Cake at Thomas Hill Organics (left); and in *TravelingMom.com*: Morro Bay's Skateboard Museum (right).



Trending

Public Relations

- Delicious Magazine Australia – San Luis Obispo: Sept. 4-5
- Sarah Freeman, Destination of the World News (Dubai) – San Luis Obispo/Edna Valley: Sept. 6-7
- Sid Lipsey, Yahoo! Travel – San Luis Obispo, Paso Robles, Pismo Beach, Avila Beach: Sept. 10 & 13
- Holly Black, UK Daily Mail – Pismo Beach: Sept. 17-18
- Chris Flavell, UK Newsquest Midlands – Cambria: Sept. 21
- Peter Greenberg – Throughout San Luis Obispo County: Sept. 23-26
- Melanie Hearse – San Simeon, Cambria, Paso Robles, San Luis Obispo: Sept. 25-27
- Darcie Maranich, SuchTheSpot.com – TBD: Sept. 25-27
- Mike Osborne, AAP Network Australia – Cambria, Paso Robles and Pismo Beach: Sept. 27-28
- Visit California San Francisco Media Event: Sept. 29

Media

- HuffPost – 7 Great California Getaways Perfect for the End of Summer <http://huff.to/1Ug1y7D>
- Yahoo! Travel – 7 Small Town Summer Drive-In Theatres You Can't Miss <http://yhoo.it/1PFLsh5>
- TravelingMom.com – Two Fun Days in Morro Bay <http://bit.ly/1ErEUlm>
- Food & Beverage Magazine – Traveling with the Editor <http://bit.ly/1JqC64V>
- About.com Travel – Getaway to Cambria <http://abt.cm/1Eu2HRR>
- 10Best.com – State of Grape: Take in One of These California Wine Fests <http://bit.ly/1NjBAB>

Travel Trade

- UK SuperFAM – Paso Robles: Sept. 26-27, Finale Event in Sacramento: Sept. 30

Film Commission Update

San Luis Obispo County is slated to be featured in many upcoming commercials, still shoots and online/TV productions. Credits include the Visit California Dreamers Commercial (Morro Bay); the 2015 Toyota Avalon still camera shoot, (Avila Beach); Awesomeness TV (Oceano Dunes); Travelocity's still camera shoot (Morro Bay State Beach); and an Audi Car commercial (Oceano Dunes/Montana de Oro). Additionally, Animal Planet's *The Redwood Kings* continues to shoot their TV series throughout San Luis Obispo County.

Awesomeness TV to Air Episode Featuring Oceano Dunes

On September 19, Awesomeness TV will air an episode that highlights the Oceano Dunes. The program, produced in partnership with Visit California, will reach an aggregate base of 24 million subscribers. This episode is valued at \$50,000, and is anticipated to engage at least 400,000 viewers.



Visit California Commercial to Highlight SLO County

Visit California will highlight San Luis Obispo County in its newest "California Dreamers" commercial. The commercial includes a clip of a "bubblesmith" blowing a gigantic bubble in front of the iconic Morro Rock. This opportunity is the result of Visit San Luis Obispo County's continued strategic partnership with Visit California.



VISIT SLO COUNTY WEB ACTIVITY

VISITS:	37,447
UNIQUE VISITORS:	30,571
PAGE VIEWS:	113,518
AVG. PAGE VIEWS/VISIT:	3.03
AVG. TIME ON SITE:	2:19
TOTAL ORGANIC TRAFFIC:	27,187
% OF ORGANIC:	73%
MOBILE VISITS:	20,530

MOST VISITED EVENT:

FARMERS MARKET – SAN LUIS OBISPO (649 VIEWS)

TOTAL BLOG VISITS: 7,699

MOST SHARED BLOG: CHOOSE YOUR OWN ADVENTURE: THE CAMBRIA STORY

[HTTP://BIT.LY/1PBVCfQ](http://bit.ly/1PBVCfQ)

VISIT SLO COUNTY

FACEBOOK

LIKES: 12,539 NEW: 158
TOT. IMPRESSIONS: 41,207

HIGHEST ENGAGEMENT:

#FANFRIDAY PHOTO OF SEAL AT AVILA BEACH (309 ENGAGEMENTS)

MOST LIKED: #FANFRIDAY PHOTO OF SEAL AT AVILA BEACH (240 LIKES)

TWITTER: 5,462 FOLLOWERS NEW: 87

177.1K IMPRESSIONS

TWEETS: 6,039

PINTEREST: 608 PINS: 773

INSTAGRAM: 1,251 POSTS: 365

VISITOR GUIDE DIST.

WEB DOWNLOADS: 61
GUIDES DISTRIBUTED: 200
TOTAL: 261

MONTHLY E-SPECIAL

SUBSCRIBERS: 36,617
OF OPENS: 7,408
OF CLICK-THROUGHS: 757

THIS WEEK IN SLO COUNTY

CIRCULATION: 888
MOST CLICKED LINK: SAVOR the Central Coast Lodging Partner Information

July 2015 vs July 2014 Lodging Statistics (STR, Inc.)

Current Month - July 2015 vs July 2014												
	Occ %		ADR		RevPAR		Percent Change from July 2014					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Atascadero, CA+	75.1		141.95		106.59							
Morro Bay, CA+	84.2	84.5	151.40	143.10	127.52	120.91	-0.3	5.8	5.5	5.5	0.0	-0.3
Paso Robles, CA+	82.9	82.8	157.07	150.22	130.14	124.34	0.1	4.6	4.7	7.9	3.1	3.2
Pismo Beach, CA+	90.0	89.6	201.94	187.71	181.78	168.17	0.5	7.6	8.1	8.2	0.1	0.5
San Luis Obispo, CA+	88.2	87.2	159.40	143.53	140.66	125.19	1.2	11.1	12.4	12.4	0.0	1.2
San Simeon, CA+	80.5	82.9	155.68	140.71	125.27	116.60	-2.9	10.6	7.4	7.4	0.0	-2.9
Five Cities+	88.7	88.3	193.10	178.90	171.32	157.91	0.5	7.9	8.5	8.5	0.0	0.6
North Coast+	84.2	84.5	183.16	168.30	154.23	142.21	-0.3	8.8	8.5	8.5	0.0	-0.3
North County+	80.6	82.3	152.92	145.43	123.21	119.72	-2.1	5.2	2.9	13.9	10.6	8.3
South County+	88.5	87.8	177.32	162.39	156.93	142.55	0.8	9.2	10.1	10.1	0.0	0.8
San Luis Obispo County	85.7	85.9	171.48	158.88	146.99	136.45	-0.2	7.9	7.7	9.8	2.0	1.8
Santa Barbara/ Santa Maria	86.5	84.2	217.58	203.64	188.22	171.56	2.7	6.8	9.7	8.7	-0.9	1.7
Monterey/Salinas	85.6	82.4	211.01	201.18	180.66	165.83	3.9	4.9	8.9	9.3	0.3	4.2
California	83.0	81.4	164.05	150.86	136.22	122.79	2.0	8.7	10.9	11.5	0.5	2.5