

## San Luis Obispo County Tourism Business Improvement District Advisory Board (CBID)

Board Meeting Minutes August 24, 2022, 12:00 p.m. Cambria Pines Lodge

## DRAFT UNTIL APPROVED

SLO CBID Members Present: Board: Bram Winter, Mike Hanchett, Gary Setting, Aaron Graves, Laila Kollmann County Liaison: Nikki Schmidt, CAO Cheryl Cuming Absent: Matt Masia Guests: Eric Parker (SLO CAL), Lori Ritchey

## Call to Order

At 12:06pm

## Public Comment

It was announced that County liaison Tessa Cornejo had a baby boy, named Enzo. And Shirley Lyon said to tell her former fellow board members hello.

## **Presentations**

None

## **Administrative Items**

**Roll Call:** Bram Winter, Gary Setting, Aaron Graves, Laila Kollmann and Mike Hanchett are present.

**Consent Agenda:** A motion was made by Mike Hanchett and seconded by Aaron Graves to approve the June 22 minutes. With no further discussion, these minutes were approved by a voice vote of the Advisory Board; Laila Kollmann abstained.

**Financials:** The 22 | 23 budgets have been set at -20% year-over-year. July was down 7.5% Y|Y. Aaron noted a 2-8% average decrease in July. Lodging partners still remain positive that the summer will end strong.

SLO CAL reported on the Hotel Performance Trends generated by their partnership with Tourism Economics. Overall, there is concern that the market is slipping. The

report outlined relevant occupancy, ADR, RevPAR, supply, demand and room revenue numbers against the comp set. The area remains strong as a destination when compared to the comps; visitors are returning at a faster and higher rate. The comp set markets are now fully open and seeing the benefits that SLO CAL saw early on. The SLO CAL run rate remains high and, in most cases, is outperforming the comp set. Three key takeaways were: 1) new lodging supply is up 9.2% over 2019, so flat occupancy actually means a 9.2% increase; 2) room revenue is up 39% over 2019 in June and 42% YTD; 3) last few weeks of strong performance being driven by \$200k SLO CAL board approved for May and June spend to reinforce peak season.

## **Upcoming Events/Deadlines**

• Next board meeting dates are September 28, October 26, and December 7 (combo November-December meeting) at Cambria Pines Lodge.

## **Discussion Items**

## Strategy & Topic Discussion

• **21|22 Roll-up Report, H1 Road Trip Launch, 22|23 Content strategy:** Lori Ritchey presented the reports and information. Bram asked about website referrals and CAO Cuming confirmed that visitors are sent directly to San Simeon, Cambria and Avila Beach websites. Laila was excited to see that the Highway 1 Road Trip name and URL had been secured as she sees lots of opportunity for the brand. Bram suggested developing content on road trip loops in our region and throughout California; he feels the consumer would benefit and the SEO strategy is good.

## Marketing & Stewardship Travel for Good

- **QR code map brochure test:** The test results showed:
  - Almost 700 QR code scans were received and added as new subscribers
  - Approximately 14,000 brochures have been picked up (almost 60% of the total)
  - This is a 5% conversion rate to QR code scans (target 30%)
  - At a 5% rate, 250,000 brochures would create 12,500 new subscribers
  - Cost of the program would be \$52,500 at a cost per subscriber of \$4.20
  - Our current cost per lead/CPL to capture a new subscriber is \$1.42
  - The test does not support moving ahead with a collateral distribution program

Bram asked about the cost/guest range at each property - he estimates marketing cost at \$10/guest. Mike asked if there was value in getting the web visits even if we don't capture the email; we could re-target at a later date to obtain their email. CAO Cuming will explore this option and provide details at the September meeting.



# 1,000,000 +

We hit the big 1 million+ mark in nearly ALL of our disciplines.

166+

82

126

### WEBSITE 1M SESSIONS

H1DR reached a record with more than 1M sessions and 838K new users. Sessions were up 44% for the 21/22 when compared to 20/21 data.

PAID MEDIA

IMPRESSIONS

50.1M

### EMAIL RECIPIENTS

Sent to 2 million recipients with nearly half a million opens and an Improved CTR.

1,000,000 +

With higher quality visitors. 1 out of every 5 of these users, or 20%, went on to spend 1+ Minute on the site - that's 3x as many 1+ minute users from paid media than we did 2 years ago.

SEM 10.7N IMPRESSIONS 10.7 million Impressions with nearly half a million clicks.



Organic Search is the leading acquisition channel at 28% of total traffic. Impressions reached more than 17.7 million, up 236% Y/Y with page views reaching more than 483k, up 78% Y/Y.

### SOCIAL MEDIA 23N IMPRESSIONS

Instagram and Facebook combined had nearly 23 million Impressions, 1 million engagements, and 1.5 million video views.

## Additional Highlights

Over 166 video assets have been added to the library, which Is a huge value to all the

68 new content pages and 14 blogs added to the website.

126 articles to date, 32 visiting journalists,



## LFA Program

For our LFA efforts, we saw the most Conversions from the Cayucos, Cambria, Los Osos, and Oceano/Nipomo efforts, with all gaining at least **30K Clicks** from Google Ads (and most many more than that). We tested using Video for different purposes and found it very malleable and efficient.







## Successful transition to H1RT.com

With 301 redirects in-place and search console and GA tracking data, the tactical items were completed seamlessly.

Search Console has recorded zero errors while re-indexing the site.

The site did see the expected drop in organic traffic for about a week. However, we are on the path to full recovery with over 600 organic sessions. (We were averaging about 900 per day before the URL change.)

Long-term, this will be a big win for both branding, marketing, and SEO. The hope is that we are fully recovered within 30 days.





## — н Campaign Launch PUT YOURSELF ON THE MAP GET MAP DOWNSHIFT TO DISCOVERY Email EXPLORE NOW Highway 1 Road Trip Maps: Highway 1 Road Trip HIT THE ROAD EXPLORE NOW

Highway 1	Road	Trip	Tool	Kit	

- Road Trip logo
  - Alternate white logo
  - Round navy logo Round white logo
- Road Trip landing page
- Social handles & hashtags
- Scenic Drives :30 video (downloadable)
- Flickr album
- Sample Ads Sample Social
- Blog Post
- YouTube Road Trip playlist
- MP4 downloadable videos

- Wildlife Viewing • Hidden Secrets Beaches
- Coastal Hiking
- SF Gate Story Studio:
- Wherever you go, there you are
- Turnoffs that turn on

## Overarching Content Calendar

		Q1-2022			02-2022			03-2022	
	July	August (Golf Month)	September (Wine & Surf Month)	October	November	December	January	February	March
w Highway 1 Road Trip									
nd assets					Nov 17th - National Hiking Day		Jan. 25th - National Plan for Vacation Da		Pivot to Beaches Conte
PAID MEDIA	Google Keywords & Discovery		Campaign 1: 8/15-11/15 (H	ighway 1 Road Trip)		Only SEM	Campaign 2: Winter: 1/5-2/28		
ESSAGES/CONTENT THEMES		Implants the benefits of taking a road trip along our stretch of Highway 1. A road trip on Highway 1 is bucket lat worthy and the section of the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in majexts. San Link Obapo Constructions for the Pacific Coost Highway road in the Pacific Coost					icovery, Wildlife		
paid media, social, email, etc.	Best Beaches	Highway 1 Road Trip - Where to Stop			a Highway 1 Road Trip - Where to Stop				Outdoor Activities
pages we want to promote?	Highway 1 Road Trip - Where to Stop		Surfing on Hwy 1	Best time to visit	40-50 miles of protected coastline				Golf along Highway 1
			Best of California Coastal Wine Region	85 miles of coastline	300 bird species				
				362 days of sunshine					
H1RT Fmail		H1RT Campaign Launch AB Test	The Best of California Coastal Wine Region	We have shown as shown as the	alter data alter alter alter				
HIAT CHAI		Check THIS road trip off of your bucket		Soooky funitimes alone Hwy 1	Free Coastal Hikins Map	Memory-Making Holiday Events	Wellness, Wildlife, Nature		
		check monous up or or your booker	wear-wept secret sun spots	sprony ran times along may 1	* FNAME * - The Best Sites for Butt		Restaurant Month		
		Top 10 Reasons You Should Take a			internet - me best sites for abits	the state of the state			
ticle Blog, include locals tips		Highway 1 Road Trip							
CrowdRiff	Road Trips		Wine & Wineries (VCA campaign)	Spacky Destinations	Culinary Support (Food & Drink)	Holiday/Snow	Luxury Experiences	Snow or Romance	Music, Arts, Culture, Festiv
avel Story Editorial Calendar	Sustainable Travel	Camping/Glamping	Surfing (VCA campaign)	Fall Colors					
SLOCAL Marketing Focus				Explorer Itinerary	Native American History Month	Persons with Disabilities Day	Restaurant Month	Black History Month	
Calendar	Roadtrips	YOLO Itinerary	Hispanic Heritage Month	Fall Festivities	SLO CAL Crafted	Holiday	Deadline to Sign-up: November 15	Valentines Day	Women's History Month
Visit California		Accommodations (hotels,					Wellness: Trip Planning	Snow	
bmissions Editorial Calendar	Sustainability	camp/glamp)	Wine/Beer; Surfing	Fall Colors	Lueury	Holidays	**Nat'l Plan for Vacation Day	Romance	Shop Local
	Outfoor	**Road Trips (in-state)	**Wine Month **Surf Month	Halloween	Holidays	**Srow		**Super Bowl	Arts/Culture
	001000	Koad Imps (In-scate)	Suri Morioi	halloween	Holozyo	Selow		- Super Bowi	Arts/cuture
	4th of July				Monarch Butterfly season through				1. Marci Gras
	National Picnic Month		6 Labor Day National Apple Month	First week is World Space Week 2.World Smile Day	feb	1. National Christmas Lights Day			3.Employee Appreciation D
	National Hot Dog Month		California Wine Month	10 National Farm Day	3.Sandwich Day	3. Giving Tuesday for charities		1. Lunar New Year (between	8. Intn'i Women's Day
	National Grilling Month	4th - Nat'l White Wine Day	7th National Beer Lovers Day	14.Columbus Davindiamous	1.End of Daylight Savings Time	4.Nat'l Cookie Day		January 21 and February 20)	First Friday in March (sund
	Nationi Family Reunion Month	7th - National Lighthouse Day		Peoples' Day	3.Election Day	7. Pearl Harbor Remembrance Day		2. Groundhog Day	sundown): National Day of
Holidays & National Events	17th - World Emoji Day		12.Grandparents Day	14 Nat1 Dessert Day	11.Veterans Day	13-14: Gernidis Meteor Shower		12 Super Bowl Sunday	Unplugging
	19th Nat'l Ice Cream Day (3rd Sun in July)		11.Patriot Day-9/11	16.Boss's Day		13. National Ice Cream Day		9. Nat'l Pizza Day	12.Daylight Savings 14. Pi Day
	July) 20th National Hot Dog Day		18.Nat'l Cheeseburger Day	17. Nat'l Pasta Day		21.First Day of Winter	1.New Years	14.Valentine's Day	14. Pi Day 17.St. Patrick's Day
	20th National Hot Dog Day 24th Parent's Day (4th Sun in July)		22.1st Day of Autumn	25. World Pasta Day		10-18. Hanukkah	18.MLK Day	18.Nat1 Drink Wine Day	20.Soring Equinox
	15th - National Wine & Choose Day		29. National Coffee Day	24 Make a Difference Day		25.Christmas	25.Nat'l Opposite Day	20.President's Day	20.5pring Equanox 20 Persian New Year (Nows
	A CHOESE Day	31st - National Eat Outside Day		31.Halloween		31.New Years Eve	31. National Plan for Vacation Day	Whale Day (3rd Sunday in Feb)	AN PARAMENTARY TELET (NOW)
				1-31.Cambria Scarecrow Festival		Cambria Christmas Market TBD Holiday Harmony Tree Lighting			8-13, SLOIFF
			California Wine Month	1-31.Cambria Scarecrow Festival 6-6.MR Harbor Festival		(and	1-51. Restaurant Month 1.Polar Rear DialCY)		18-13. SLOIPP TRD Art and Wine Tour (AT)
	4. 4th of July Celebrations		9-11 Avocado and Manaarita Festival (MB)	9-6.MB Harbor Festival 9. PR Pioneer Day	5-6 Paderewski Festival	(PD) TBD Holiday Parade	1.Polar Bear Dip(CY) 1.Polar Bear Plumer (AB)		TBD Art and wine four (All TBD SLD Comedy Festival C
SLO CAL Events	- Cavucos Fireworks		19 Eroica	15-17 Harvest Wine Weekend	21 City to the Sea half marathon	TEO Lighted Boat Parade (MB)	1.Pier to Plunge SK (PB - not confirmed)		3-6 Cambria Film Festival
	- Pismo Reach Fineworks		20. CA Surf Day	21-24 Pismo Jazz Jubilee	TRO Holiday Lighting Corpromy (PR)	TBD Christmas Light Parade (PR)	TRD - Paso RiendFest on the Coast		11-13 Sea Glass Festival (Ch
	20-31ist - Paso Mid-State Fair		24-25 Harvest Festival (AG)	23 Central Coast Craft Beer Fest	TBD. AG Holiday Parade	TBD Vine Street Victorian	14-17.Winter Bird Festival (MB)	26 SLD Craft Beer + Masic Festival	18.2infandel Weekend (PR)
				TBD. Dia de los Muertos Event	26-Jan2, Cambria Christmas Market	Showcase	15. Tarnale Festival (Atascadero)		19-20. Spartan Race





## Action Items

## CA Western Monarch Trail:

CAO Cuming shared details about the trail. Laila asked about butterfly mural funding and Eric said there are three murals throughout the county. Mike commented on QR codes on the signage. He also spoke about Travel for Good press release on the trail as a project for Kirstin and Katie to connect with local press. CAO Cuming noted that both residents and visitors benefit from the trail.

A motion was made by Laila Kollmann and seconded by Mike Hanchett to approve \$12,778.15 to be divided by 5 local fund areas (San Simeon, Cambria, Los Osos, Avila Beach and Nipomo) for the Western Monarch Trail interpretive signage in each location; with no further discussion the motion passed. Gary abstained.

### **Local Fund Board Members**

**Cayucos - Melissa Kurry:** The VAC board term for Melissa expired and the VAC board confirmed their support of her letter of interest to renew for another term.

A motion was made by Mike Hanchett and seconded by Gary Setting to approve the renewal; with no further discussion the motion passed by a unanimous voice vote.

## Local Fund Area Applications

**Avila Beach Cycle Central Coast:** CAO Cuming reviewed the renewal of the Cycle Central Coast annual sponsorship in Avila Beach, noting that Cambria and San Simeon had already renewed for another year. Bram commented on the importance of confirming the Cambria Tourism Board's support of all those interested in funding sponsorships.

A motion was made by Laila Kollmann and seconded by Aaron Graves to approve \$15,950 for the CCC sponsorship renewal in Avila Beach. With no further discussion, the motion passed by a unanimous voice vote.

**Avila Beach SLO Coast Wine Collective:** Harvest on the Coast event sponsorship request of \$26,000. CAO Cuming reviewed the application and funding details and noted the increase in ask from prior years due to increased event expenses. The Avila board does feel strongly that this event attracts a solid number of out of area visitors and puts heads in beds.

A motion was made by Laila Kollmann and seconded by Aaron Graves to approve \$26,000 for the HOTC sponsorship renewal in Avila Beach. With no further discussion, the motion passed by a unanimous voice vote.

## **Closing Comments**

Bram asked if the board was interested in discussing the event matching funds policy. CAO Cuming will create a summary of past funding. Aaron confirmed he would like to revisit and Mike agreed it would be prudent.

Bram mentioned that Michael Young, Hearst Castle Foundation, has ticket packages available for lodging.

## Future Agenda Items

• Event matching funds policy

## **Adjournment**

The meeting was adjourned at 1:49pm