



It is the vision of Visit Los Osos/Baywood to create opportunities to attract more lodging stays and out of area visitors who will appreciate and care for our Los Osos/Baywood community, our culture, our environment, and our history.

Visit Los Osos/Baywood

(Los Osos/Baywood Park/uninc. Morro Bay Local Fund Advisory Board)

Meeting Agenda

Tuesday, June 27, 2023, 10:00 a.m. – 12:00 p.m.

Location: Baywood Inn

1. Call to Order

2. Public Comment(s) *(Please limit to 3 minutes)*

3. Consent Items

- a. Approval of 4/25/2023 minutes

4. Presentation: Jordan Chestnut of Open Studios

5. CBID Update

6. Financials

7. Committee Reports

- a. CCSPA
- b. Stewardship Travel
- c. Beautification and Outreach
- d. Events
- e. Marketing Update
- f. Vacation Rental Update
- g. Chamber Liaison

8. Action Items

- a. Discuss and vote on funding new bags
- b. Discussion on Banners for the town highlighting fun activities in Los Osos/Baywood
- c. Discuss whether buying Tide Books from Paul Irving will help put heads in beds
- d. Discuss and vote on sponsoring Open Studios
- e. Discuss summer meeting schedule (7/25, 8/22, 9/26)

9. Future Discussion/Action Items

- a. Board membership and potential additions
- b. Cross marketing – how can VLOB work with the Chamber
- c. Engage with other Vacation Rentals

10. Closing Comments

11. Next Visit Los Osos/Baywood Meeting

Date: July 25, 2023

Time: 10:00 a.m. – 12:00 p.m.

Location: Baywood Inn, 1336 3rd Street, Room 217

12. Adjournment

Brown Act Notice: Meetings of the Unincorporated County Tourism Business Improvement District (CBID) Advisory Board and the affiliated Local Fund Area boards are subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice.

The Board welcomes public participation in its meetings. The agenda includes time for public comment on general items and for specific issues on the agenda. Speakers are limited to 2 minutes each. State law does not allow the Board to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriate by the Board.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the district administrator (Danielle Dubow at 720-982-8661) at least 48 hours in advance of the meeting.

Visit Los Osos/Baywood
(Los Osos, Baywood Park, uninc. Morro Bay
Local Fund Advisory Board)

Draft Meeting Minutes

April 25, 2023

Public Meeting: Pandora's Home, 350 Mitchell Dr., Los Osos

Board Members Present:

Jamie Wallace, Cal Poly (Chair)
Pandora Nash-Karner, Vacation Rental Owner

Others Present:

Danielle Carpenter, Admin
Cheryl Cuming, CBID
Jim Stanfill, Chamber
Monica Rutherford, CCSPA

Absent: Curtis Armstrong, Baywood Inn

1. **Call to Order:** By Chair Jamie Wallace at 10:02 a.m.
2. **Public Comment:**
 - a. Jamie said that ours is a small but mighty board, but we still need bench strength. Jamie is retiring from CalPoly and will need to change his affiliation to Wallace Hospitality (still non-lodging). He also thanked Pandora for opening her house to us.
3. **Consent Items**
 - a. Pandora motioned to accept the minutes of the 3/7/23 meeting, Jamie seconded; and the motion carried.
4. **Presentation:**
 - a. none
5. **CBID Update** (Cheryl Cuming):
 - a. The strategic 5-year plan has 3 main objectives. Over 100 people participated in creating the plan.
 - i. Accelerate strategic partnerships
 - ii. Expand education and community connection
 - iii. Drive measurable results
 - b. Focus on sustainability and collaboration. Enhance tourist-related infrastructure – parks are more than playgrounds; parks are the health of the community. Robyn Chase from State Parks helps the CBID with collaborations in the communities.
 - c. Traffic has bounced back from the URL change. The Beaches campaign is running now including 9 hidden beaches.
6. **Financials** (Danielle): Our percentage of total collections has increased to 3.9%. January and February were lower than last year, but March was up quite a bit.
7. **Committee Reports**
 - a. CCSPA (Monica): MDO is packed because of flowers and the Ranch House hours have increased to 10 – 4. There's a push for volunteers – there are staffing issues across the county. Volunteering through CCSPA is less onerous than through State Parks and volunteers are mostly needed for retail. Pandora will drop off postcards. Planning for the Butterfly Ball has begun and there will be awards for monarch conservation. They need volunteers for the event and Monica will send Danielle the information to post. Jamie will give Monica a CalPoly Event Management contact to get students involved as volunteers. The Western Monarch Trail signs will be in the ground in September. Right now they are being translated into Spanish.

- b. Stewardship Travel for Good (Cheryl): Katie is working on a list of guided and self-guided tours along Hwy1. She created itineraries for Earth Day.
- c. Beautification and Outreach (Pandora): The cowbear has a blistering problem and Celebrate is planning to refiberglass and repaint it. Does the chamber have any money set aside for this? The bridge Bear on LOVR needs the trees trimmed as well as the kudzu. Gary Dove from Rotary cleans up the bush in front usually. Signs need to be power washed and recoated on LOVR. The bear on South Bay Blvd is harder to maintain because it's on a sandy slope. The map in the Wayfinding sign by the cowbear needs to be replaced. The sign needs to be sanded and refinished and the bushes need to be trimmed. We need a new "Now entering a stress-free zone" sign. Paul has access to the sign, but the lock is broken, and no one can get in. This can be another Celebrate project. The interpretive sign for the Red Barn has been difficult to find information for. The barn was moved to that location in 1919. There are archives in Switzerland with photos and they will also show recent photos and whatever history they can find. Pandora also brought up the story of the Bridge Bears – how a mystery person decorates them seasonally. Danielle said she'd love to post the story on social media but needs photos. Pandora said that the community takes care of the bears, and they give us our quirky and unique character. She also would like to put up banners (Welcome to Los Osos | Baywood) on the light posts but isn't sure who to ask – do we need to go through the planning commission? We would have to ream up with the fire department to put them up. She will find out. The SBCC sign will cost \$9k to make it prettier and wants to know if there's a plan B. Sean has painted a beautiful sign on a building in Oceano – is that a possibility for us? Especially to show people the way to Baywood from downtown Los Osos. We would need permission from the building owner, like we do with murals.
- d. Events (everyone): Back to full-scale events – Sea Pines concerts, Mondays in Baywood, Merrimakers does Blues on Wednesdays and Monday after Farmer's Market with food trucks. Beerwood put up a stage in their parking lot for live music. High St. Deli is always busy. We need to talk to the Back Bay Inn owners. They want a restaurateur to open the restaurant, the hotel is being managed by people who don't care – it's dormant and sad. The Nautical Bean is active, but the town needs a nice dinner restaurant.
- e. Marketing Update (Danielle): Danielle presented an annual report showing significant growth in the social channels and the mailing list. Our stats for CrowdRiff Local Hood stories are above average. Danielle will give Pandora the code to embed the CrowdRiff gallery on her website.
- f. Vacation Rentals (everyone): Danielle will send Jamie the current list of properties.
- g. Chamber Liaison (Jim): The chamber is struggling, people aren't renewing, they aren't doing fundraisers. The Community Awards Dinner is June 30. We are recommending early bird pricing to incentivize early ticket sales to get some money flowing in. There's no plan for sponsorships. They are expecting \$28,500 from the BOS after 5/8. They need vision and direction. Oktoberfest needs to be more local and bring people here. We need to add something to Friday or Saturday night, so they stay over. We need a community ad hoc committee to help plan. Jamie said we can support the chamber, but we can't solve their issues. We could take the reins of Oktoberfest, but we don't have the liability insurance. Jim said we could get the business license information to find local artists that haven't participated before. Jamie thanked Jim for his contributions to our community.

8. Action Items

- a. Discuss and vote on marketing proposal for 2023-24. Jamie motion to approve \$44,760 to renew Danielle's contract for the new fiscal year, Pandora seconded, motion carried.
- b. Discuss and vote on Danielle's admin contract from 7/1/23-6/30/25 at \$27.50 per hour not to exceed \$9,900 for the 24 months. Jamie motioned to approve the contract, Pandora seconded, motion carried.
- c. Discuss and vote on the budget for the 2023-2024 fiscal year. Jamie opened the discussion by asking Cheryl about the purpose of long-term capital reserves. We can invest it back in the LFA or use it to fund a larger infrastructure project. The goal for our board is to use it for beautification. Our

carryforward is growing so we will have healthy funds to use this coming year. Pandora asked if we had funds to do the bags this year and we do, as long as we spend less than \$2000. She also asked about how to get banners approved for putting up in town. Jamie moved to accept the working budget as discussed – putting our long-term reserves as a line item for beautification and increasing the amount allocated for LFA imperatives from \$10,000 to \$15,000. Pandora seconded the motion, and the motion carried.

9. Future Action Items

- a. Butterfly ball sponsorship
- b. New bags – environmentally friendly option – Pandora will add new photos to the existing design. We will vote on how many to order and approve the design at the next meeting.
- c. Cross marketing – how can VLOB work with the Chamber
- d. Engage with other VRs. We have a new list and there are only about 30 properties, Danielle will send the existing list to Jamie.

10. Closing Comments:

- a. Thank you, Pandora, for hosting us.

11. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, May 23, 2023

Time: 11:00 a.m. – 1:00 p.m. at Baywood Inn

12. Adjournment

Meeting adjourned at 11:56 a.m.

Local Fund Summary

June 2023



WEB TRAFFIC

USERS

82,932

↑ 20% Y|Y

SESSIONS

96,227

↑ 21% Y|Y

DESTINATION PAGEVIEWS

RP	1,010	LO	1,803
SS	374	EV AG	1,178
Cam	471	AB	390
Cay	1,990	Oc Ni	3,137

Destination Page Views: 10,353 | 7.0% of traffic
Lodging Page Views: 3,708 | 2.5% of traffic
Total Page Views: 147,780

EMAIL & SOCIAL

- Site traffic: 1,433
- Fans: 110,379
- Impressions: 2,667,883
- Engagement: 117,846
- Followers: 40,100
- Impressions: 272,221
- Engagement: 13,947
- Views: 12,100
- Hours Watched: 134

TOT/ASSESSMENT

2% Assessment

April	2023	2023	2022
SS RP	\$89,784	\$19,799	\$85,648
Cambria	\$207,157	\$44,816	\$376,898
Cayucos	\$121,729	\$25,187	\$144,917
Los Osos	\$56,230	\$11,379	\$117,725
EV AGV	\$49,932	\$7,188	\$43,354
Avila	\$121,464	\$26,847	\$158,453
Oc Nip	\$51,239	\$10,220	\$51,308
CBID	\$697,534	\$145,436	\$978,304

LFA NEWS & INFO

Recent Local Area Fund Applications

- Cambria and San Simeon Scarecrow Festival:
\$15,000 and \$4,500
- Cambria Arthritis Bike Ride:
\$10,000
- Los Osos and Edna & AG Valley Marketing Contracts:
\$44,760 and \$42,560
- Cayucos, Los Osos and Edna & AG Valley Admin Contracts:
\$9,900, \$9,900 and \$9,000

CBID PRESENTATIONS & INFO

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec), starting at 12pm.

June 28 - Cambria Pines Lodge

July 26 - Cambria Pines Lodge

CBID Annual Renewal BOS meeting was held on May 16; protest rate was 0.04%
[Year End Report available on the Member page](#)

KEY MILESTONES/PARTNER INFO

Public Relations Success

Travel + Leisure included Highway 1 in "The Best Towns to Visit on a Road Trip Down California's Central Coast for Incredible Food, Wineries, and Hotels". The article was the result of hosting journalist Brad Nape.

Travel + Leisure UVPM 14,146,215

Conde Nast Traveler featured Highway 1 in "25 Family Summer Vacation Ideas, From Coast Rica Eco-Lodges to Alaska National Parks". The article was the result of hosting journalist Nina Han and was syndicated to 20+ other outlets.

Conde Nast Traveler UVPM 14,146,215

Total syndicated UVPM 17,839,847

HIGHWAY 1 DISCOVERY U

AI Impacting the Travel Industry

Helpful articles in understanding how Artificial Intelligence, including ChatGPT, are influencing travel decisions:

- [12 Use Cases of AI in the Travel Industry](#)
- [Use ChatGPT for Travel Planning](#)
- [6 Use Cases of AI in Travel & Tourism](#)

1
California
Highway 1
Road Trip



SLOCTBID
Profit & Loss for Local Fund - Los Osos/Morro Bay
July 2022 through April 2023

	<u>Jul 22</u>	<u>Aug 22</u>	<u>Sep 22</u>	<u>Oct 22</u>	<u>Nov 22</u>	<u>Dec 22</u>	<u>Jan 23</u>	<u>Feb 23</u>	<u>Mar 23</u>	<u>Apr 23</u>	<u>TOTAL</u>
											4.47%
Income											
BID Assessment Collection											
Air B&B Assessments	2,440.36	366.20	2,390.03	1,739.19	1,749.77	1,392.96	2,169.93	1,658.16	5,113.85	3,117.14	22,137.59
Local Fund	3,760.11	6,745.07	2,677.23	4,010.48	4,880.64	2,655.81	2,740.74	1,862.46	2,308.56	2,572.23	34,213.33
Total BID Assessment Collection	<u>6,200.47</u>	<u>7,111.27</u>	<u>5,067.26</u>	<u>5,749.67</u>	<u>6,630.41</u>	<u>4,048.77</u>	<u>4,910.67</u>	<u>3,520.62</u>	<u>7,422.41</u>	<u>5,689.37</u>	<u>56,350.92</u>
Carryforward	39,228.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	39,228.38
Total Income	<u>45,428.85</u>	<u>7,111.27</u>	<u>5,067.26</u>	<u>5,749.67</u>	<u>6,630.41</u>	<u>4,048.77</u>	<u>4,910.67</u>	<u>3,520.62</u>	<u>7,422.41</u>	<u>5,689.37</u>	<u>95,579.30</u>
Gross Profit	45,428.85	7,111.27	5,067.26	5,749.67	6,630.41	4,048.77	4,910.67	3,520.62	7,422.41	5,689.37	95,579.30
Expense											
Administration											
Administrator - General Fund	248.79	194.45	232.60	295.28	322.07	262.60	296.82	325.24	600.37	510.25	3,288.47
Administrator - Local Fund	0.00	0.00	1,045.00	0.00	0.00	0.00	0.00	0.00	908.30	0.00	1,953.30
District Administration Fees	124.04	142.23	101.35	114.99	132.61	80.98	98.21	70.41	148.45	113.79	1,127.06
Total Administration	<u>372.83</u>	<u>336.68</u>	<u>1,378.95</u>	<u>410.27</u>	<u>454.68</u>	<u>343.58</u>	<u>395.03</u>	<u>395.65</u>	<u>1,657.12</u>	<u>624.04</u>	<u>6,368.83</u>
Marketing/Advertising											
Media											
SEM	0.00	0.00	0.00	0.00	0.00	500.00	0.00	0.00	1,500.00	1,000.00	3,000.00
Total Media	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,500.00</u>	<u>1,000.00</u>	<u>3,000.00</u>
Marketing/Advertising - Other	2,849.14	3,274.55	2,735.75	3,382.30	5,124.41	2,738.78	3,167.22	3,135.26	3,149.42	3,149.42	32,706.25
Total Marketing/Advertising	<u>2,849.14</u>	<u>3,274.55</u>	<u>2,735.75</u>	<u>3,382.30</u>	<u>5,124.41</u>	<u>3,238.78</u>	<u>3,167.22</u>	<u>3,135.26</u>	<u>4,649.42</u>	<u>4,149.42</u>	<u>35,706.25</u>
Memberships/Sponsorships											
Sponsorships / Events	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Total Memberships/Sponsorships	<u>0.00</u>	<u>2,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,500.00</u>
Tourism Infrastructure	0.00	0.00	0.00	0.00	2,555.63	0.00	0.00	0.00	0.00	0.00	2,555.63
Total Expense	<u>3,221.97</u>	<u>6,111.23</u>	<u>4,114.70</u>	<u>3,792.57</u>	<u>8,134.72</u>	<u>3,582.36</u>	<u>3,562.25</u>	<u>3,530.91</u>	<u>6,306.54</u>	<u>4,773.46</u>	<u>47,130.71</u>
Net Income	<u><u>42,206.88</u></u>	<u><u>1,000.04</u></u>	<u><u>952.56</u></u>	<u><u>1,957.10</u></u>	<u><u>-1,504.31</u></u>	<u><u>466.41</u></u>	<u><u>1,348.42</u></u>	<u><u>-10.29</u></u>	<u><u>1,115.87</u></u>	<u><u>915.91</u></u>	<u><u>48,448.59</u></u>

2022-23 BUDGET

Calendar Year 2019	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-19	2/1/20219	Mar-19	Apr-19	May-19	Jun-19	
	\$ 2,432.88	\$ 4,123.25	\$ 3,530.36	\$ 2,931.03	\$ 4,512.75	\$ 1,860.16	\$ 2,204.43	\$ 1,179.26	\$ 3,171.88	\$ 2,565.12	\$ 2,708.64	\$ 5,658.77	\$ 36,878.53
	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-19	
	\$ 4,564.62	\$ 5,694.87	\$ 3,136.33	\$ 6,356.99	\$ 5,687.97	\$ 3,593.37	\$ 5,030.36	\$ 5,008.20	\$ 3,828.48	\$ 9,963.59	\$ 5,429.71	\$ 5,717.59	\$ 64,012.08
	20% down for 2024												

	Carryforward													Total with Collections	Carryforward
	\$ 46,416.81														
CBID Collections		\$ 3,760.11	\$ 6,745.07	\$ 2,677.23	\$ 4,010.48	\$ 4,880.64	\$ 2,655.81	\$ 2,740.74	\$ 1,862.46	\$ 2,308.56	\$ 2,572.23	\$ -	\$ -	\$ 34,213.33	
AirBnB Collections		\$ 2,440.36	\$ 366.20	\$ 2,390.03	\$ 1,739.19	\$ 1,749.77	\$ 1,392.96	\$ 2,169.93	\$ 1,658.16	\$ 5,113.85	\$ 3,117.14	\$ -	\$ -	\$ 22,137.59	
Total Collections		\$ 6,200.47	\$ 7,111.27	\$ 5,067.26	\$ 5,749.67	\$ 6,630.41	\$ 4,048.77	\$ 4,910.67	\$ 3,520.62	\$ 7,422.41	\$ 5,689.37	\$ -	\$ -	\$ 56,350.92	\$ 110,428.89
LT Cap. Reserve Funds*	\$ (15,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 95,428.89

Expense Description	Fiscal Year Budgeted Totals	Approved but not Expensed														YTD Approved and Expensed	Current Remaining Balance
ADMINISTRATIVE EXPENSES (14%)	\$ 8,961.69		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 2,592.86
Administrator - General Fund			\$ 248.79	\$ 194.45	\$ 232.60	\$ 295.28	\$ 322.07	\$ 262.60	\$ 296.82	\$ 325.24	\$ 600.37	\$ 510.25	\$ -	\$ -	\$ -	\$ 3,288.47	\$ (695.61)
Administrator - Local Fund			\$ -	\$ -	\$ 1,045.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 908.30	\$ -	\$ -	\$ -	\$ -	\$ 1,953.30	\$ (2,648.91)
District Administrator			\$ 124.04	\$ 142.23	\$ 101.35	\$ 114.99	\$ 132.61	\$ 80.98	\$ 98.21	\$ 70.41	\$ 148.45	\$ 113.79	\$ -	\$ -	\$ -	\$ 1,127.06	\$ (3,775.97)
Supplies			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
MARKETING/ PROMOTIONS (76%)	\$ 48,649.18		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 12,942.93
LFA Imperative Contingency	\$ 4,500.00		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 1,500.00	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 1,500.00
D&S/Wildcat Marketing	\$ 46,239.88	\$ 3,144.72	\$ 2,849.14	\$ 3,274.55	\$ 2,735.75	\$ 3,382.30	\$ 3,124.41	\$ 2,738.78	\$ 3,167.22	\$ 3,135.26	\$ 3,149.42	\$ 3,149.42	\$ -	\$ -	\$ -	\$ 30,706.25	\$ 15,533.63
General Mktg Contingency	\$ 4,000.00		\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00
MEMBERSHIPS/ SPONSORSHIPS	\$ 100.00		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ (2,455.63)
Chamber of Commerce			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
BEAUTIFICATION/ OUTREACH (10%)	\$ 6,401.21		\$ -	\$ -	\$ -	\$ -	\$ 2,555.63	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,555.63	\$ 3,845.58
EVENT SPONSORSHIPS	\$ 5,000.00		\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 2,500.00
LT CAPITAL RESERVE	\$ 5,000.00		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (42,130.71)
Expense TOTAL	\$ 80,202.78		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,851.86
			\$ 3,221.97	\$ 6,111.23	\$ 4,114.70	\$ 3,792.57	\$ 8,134.72	\$ 3,582.36	\$ 3,562.25	\$ 3,530.91	\$ 6,306.54	\$ 4,773.46	\$ -	\$ -	\$ -	\$ 47,130.71	
Available Funds	\$ 30,226.11																
			\$ 2,978.50	\$ 1,000.04	\$ 952.56	\$ 1,957.10	\$ (1,504.31)	\$ 466.41	\$ 1,348.42	\$ (10.29)	\$ 1,115.87	\$ 915.91	\$ -	\$ -		\$ 9,220.21	

LONG-TERM CAPITAL
RESERVE FUNDS

Fund Balance	
2019 Reserves	\$ 10,000.00
Projected contribution 2022	\$ 5,000.00
Projected contribution 2023	\$ 15,000.00



Visit Los Osos | Baywood Marketing Report

June 2023

CrowdRiff

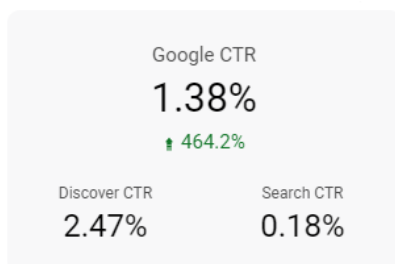
CrowdRiff stories are created monthly with the goal of appearing on the Visit California website and as their own searchable piece of content. Our CTR is 2.93%, interaction rate is 62.8% and completion rate is 46.3%.

June 2023

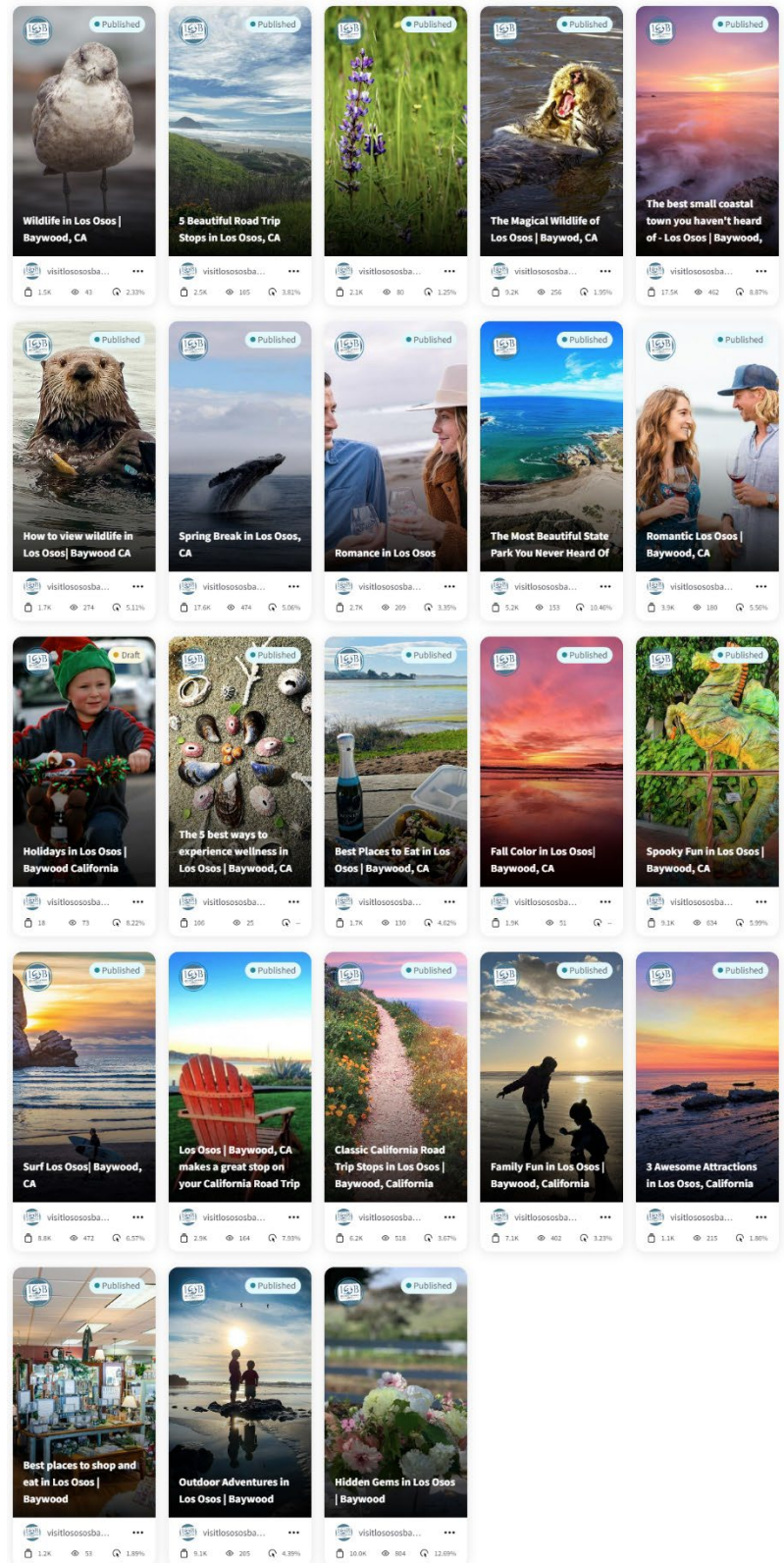
Google Performance Overview



Number of times your Stories appeared in Google Discover or in Google search results



Average CTR from views originating from Google Discover or Google search results



Social Content

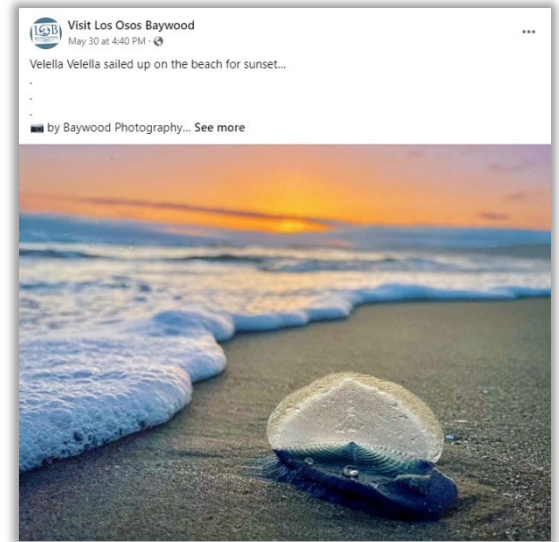
June 2023

Facebook

Post Reach: 135,803

Engagement: 8,468

Followers: 4,737 (+131 / +3%)



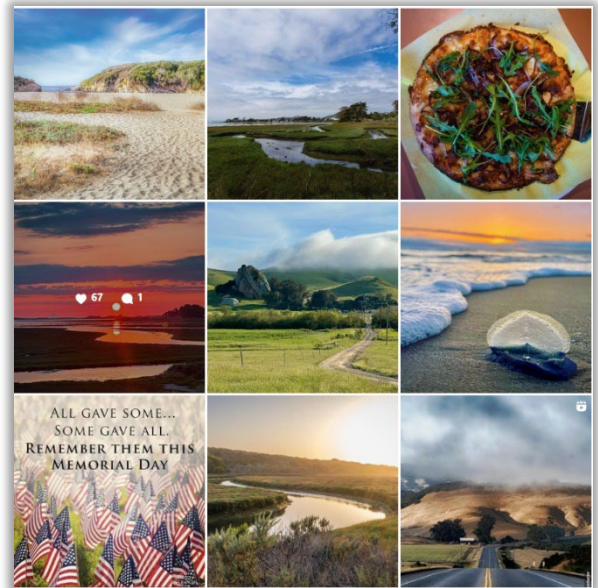
Instagram

Post Reach: 2,228 (+7.8%)

Interactions: 321 (+3.9%)

Impressions: 8,403 (+17.9%)

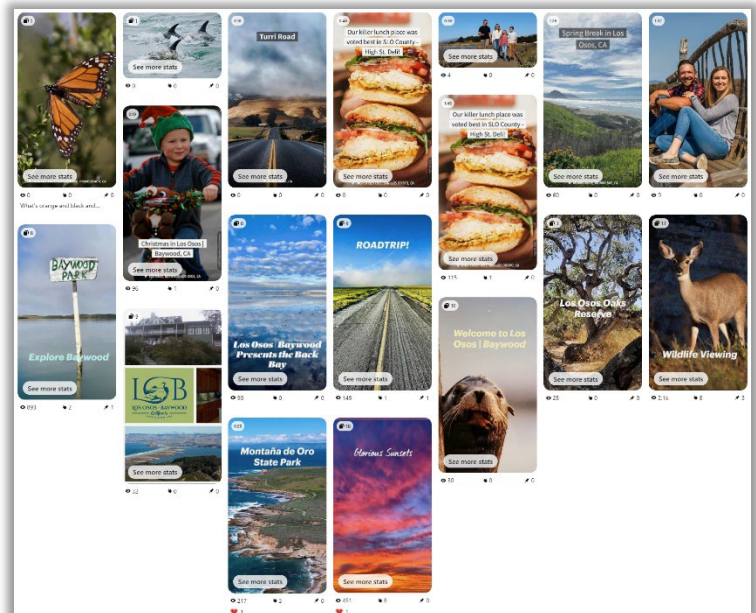
Followers: 3,329 (+117 / +4%)



Pinterest

Pinterest activity

Impressions	Engagements	Total audience	Engaged audience
534 57%	11 400%	176 20%	4 300%




Newsletter






June 2023


(will be resent to those who did not open on 6/27)

Open Rate	33.2%
Click Rate	2%
Click to Open Rate	6.2%
Total Audience	5,912 (+134 / 2.3%)
Total Subscribers	4,576 (+114 / 2.5%)
NEXT ISSUE	August/September

[VISIT WEBSITE](#) | [BOOK NOW](#)

LOS OSOS | BAYWOOD
California
ESTABLISHED 1979







Ready for a Road Trip?

The sunny central coast of California beckons this summer and it's time to hit the road! One of America's most scenic byways, iconic Highway 1 is the perfect gateway to wonder-filled summer fun. Start your engine and grab the wheel: With awe-inspiring views, uncrowded open spaces, pristine beaches, wildlife sightings, oceanfront dining and more, there are so many ways to plan this classic road trip. And lucky for you, with Los Osos | Baywood as your home base, the wonders of our area are never far away. Some are right in town, like the ancient dwarf oak trees of Elfin Forest, or the extraordinary bird watching in our Sweet Springs Nature Preserve. Or take a short drive out of town to discover some amazing sights; some expected and others that will surprise you!

STAY WITH US


FEATURED EVENTS AND ACTIVITIES



Wonder # 1 - Beaches

Clearly one of the best things about a classic California road trip is access to miles of gorgeous shoreline. Los Osos is the gateway to [Montaña de Oro State Park](#), which has a beautiful and historic cove, tide pools and coastal hiking. And there are all sorts of other beaches within a 30 minute drive - from bustling piers, to secret surf spots, to the best places to seals, dolphins and whales. Check out our Best Beaches Map and you might just discover your new favorite.

Download the Best Beaches Map



There is so much to do and see in Los Osos | Baywood and our top priority is the health and well-being of our visitors and our community. We ask all unvaccinated visitors to wear face-coverings and comply with social distancing rules. These measures keep everyone safe and ensure that our charming town will remain open for visitors to enjoy.

Safe Travel Update

Email Funnels and Map Downloads

June 2023

Landing Page Views	44,500
New Sign Ups	1,026
Total Audience	5,912 (+134 / 2.3%)
Total Subscribers	4,576 (+114 / 2.5%)

Adventure Map (Conversion Rate 44%)

44500 Visits	41868 <u>Unique Visits</u>	2234 <u>Clicks</u>	1026 <u>Subscribes</u>
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Discover the Undiscovered

Looking for a hidden gem on California's Central Coast? You are in luck! Los Osos | Baywood offers a friendly community and a wide variety of activities to please any visitor.

Sign up below to get the Los Osos | Baywood Adventure Map!

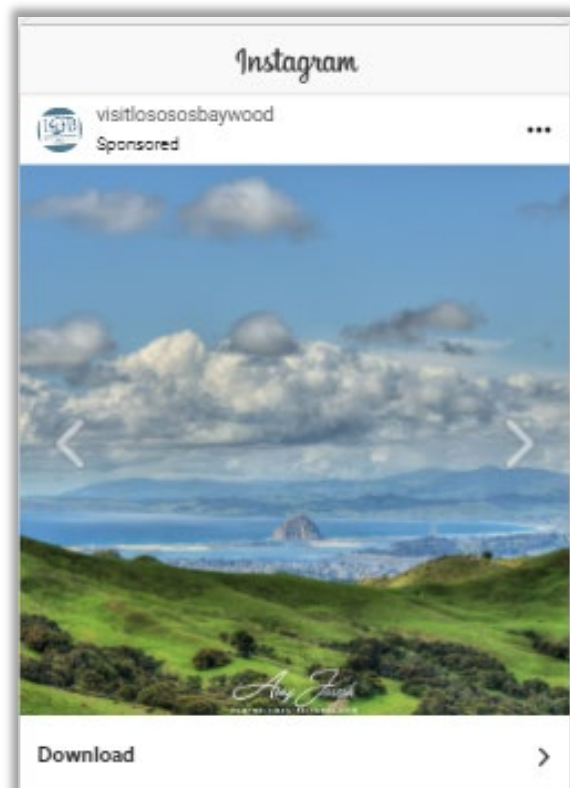
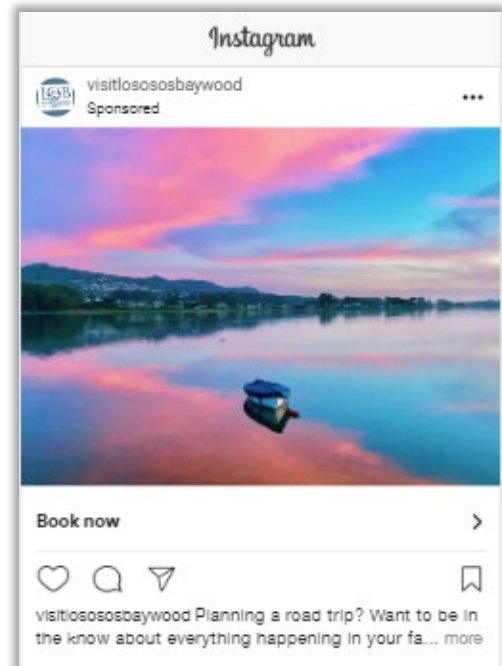
Email Address

Download Now

Social Advertising

June 2023

Reach: 91,718
Impressions: 191,985
Engagement: 2,459
CTR: 2.11%



Tide books from Paul

<https://www.tidebookpress.com/2023-tide-book-examples>

NOW ACCEPTING ORDERS FOR 2024 TIDE BOOKS



ORDER NOW FOR 2024

ORDER NOW AND PAY ONLINE OR WE CAN INVOICE YOU LATER
AFTER YOU APPROVE YOUR PROOF.

PRICING:

500 • \$575

1,000 • \$750

1,500 • \$1,050

2,000 • \$1,300

2,500 • \$1,500

3,000 • \$1,650

4,000 • \$2,000

5,000 • \$2,500

7,500 • \$3,600

10,000 • \$4,700

ORDERS AND FINAL ART ARE DUE BY OCTOBER 31 FOR DECEMBER
DELIVERY.

Unincorporated San Luis Obispo County Tourism Business Improvement District (CBID)

Local Fund Area Support Guidelines & Application

Updated: April 2017

We appreciate your interest in partnering with our Local Fund Area (LFA) for support for your organization's event. We are pleased to receive your application for review, and look forward to learning more about your event, and how it will bring tourists to our area, which is our primary mission.

The Local Fund Areas (LFAs) support events and projects that are directly related to an increase in lodging (overnight stays, length of stay and return visits) within the unincorporated CBID regions:

San Simeon	Los Osos/Baywood/Unincorporated Morro Bay
Cambria	Nipomo/Oceano
Cayucos	Arroyo Grande Unincorporated/San Luis Obispo Unincorporated
Avila Beach	

As a public entity, we must adhere to certain standards as we consider each request. If the LFA board chooses to support your funding application, the CBID Advisory Board will then review each application, and will provide the final approval to support or deny funding requests. Funding requests under \$4,999 will be reviewed by a sub-committee of the CBID Advisory Board consisting of the Chair, Vice-Chair and CAO, and this sub-committee has the authority to approve, deny or bring to the full CBID Advisory board for approval. All funding applications are reviewed and approved at the next available CBID Advisory Board meeting following the LFA board meeting.

Funding applications must be **submitted to LFA board a minimum of 120 days prior** to the event date, and a **minimum of 14 days before the LFA board meeting date.**

Criteria for Application Consideration:

- **Economic Impact:** Your project or event will need to support how it will bring in additional room nights, with a goal of delivering a minimum of 50% of attendees from outside of SLO County
- **Marketing:** Reach outside of SLO County
- **Brand Support:** Visibility of the destination brand with inclusion in marketing and promotional materials
- **Location:** Takes place within an unincorporated CBID region
- **Timing:** Generates interest in the off-season (October through June)
- **Usage of funds:** A percentage of the funds need to be used to support an out-of-area marketing promotion, and funds should not be used to fund overhead or maintenance

All paperwork should be filled out completely prior to submission and be accompanied by supporting documents. All items below need to be included in order for your submission to be considered complete:

- All questions within the application addressed with thorough, complete answers
- Financials, including all expenses and income related to your event/project
- For events, a marketing plan will need be provided, including media, spend per outlet & audience reached
- Prior event outcomes (post event follow-up report if previous funding has been provided)

Action required by CBID LFA boards: Included with the application submission and supporting documents provided by the requesting organization, the LFA board minutes must clearly outline why the LFA board is approving the funding request and how it directly connects to helping meet the mission for increased overnight stays as a result of the LFAs financial support. The minutes should also specify what measurable data and/or follow-up the board will require from the requesting organization.

If you meet these criteria, please advance to the requirements and application details.

Requirements of Sponsorship:

In order to ensure that your event meets our goal to drive overnight stays, the following objective and criteria are required to ensure that your effort will create exposure for the tourism brand while encouraging increased visitors. The objectives outlined are key to any sponsorship ask:

Objectives

- Educate and build awareness among the event participants of the benefits of the supporting community as a tourism destination
- Provide an avenue to encourage participants and families to stay in order to generate room nights
- Integrate the local tourism brand into the event messaging

Criteria for Event Sponsorship

Visibility of lodging messaging: Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the LFA tourism site.

Inclusion in promotions: Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable).

Database acquisition: A mechanism to gather email addresses and zip codes from attendees, with the agreement that these emails will be shared for inclusion in the LFA email database. Zip code data will be used to substantiate out-of-county attendance percentage.

Tickets for promotional purposes: Ticketed events are required to provide 4 tickets to be used by the LFA for promotional purposes.

Program ad: If the event includes a program, ad space is required.

We pledge our marketing support

The LFA, and the unincorporated CBID, will promote your event within our existing marketing assets, including a featured event profile on our website/s and social media messaging.

Local Area Fund: Application

Event Title: _____

Event Dates: _____ (emphasis will be placed on events that occur in the off-season October – June)

Amount of funding requested: _____ Overall budget: _____

Organization Information:

Local Area: _____

Submitted by: _____ Phone: _____ E-mail: _____

Organization receiving funds: _____

Mailing Address: _____

Contact Person: _____ Phone: _____

Event description, including website link:

Event Details

Last Year

Current Year (projected)

Total Revenue

Total Expenditures

Attendees

Percent of out of area Attendees

Room Nights*

Room night calculation: Grant funding \$_____/ \$100 (average ADR) = _____ (number of room nights that must be secured in order for event sponsorship investment to break-even)

*please consider a vacation rental as 1 room/unit

Describe how this event will support overnight stays.

As part of your application submission, please include financials (revenue and expenditures). Funds requested should not be used for overhead or maintenance.

Keep in mind that a percentage of the requested event sponsorship funds need to be attributed to out-of-area marketing. A detailed marketing plan should be part of your application submission.

Note if your organization has received funding in previous years, include the follow-up report as part of your application submission. If funded, a Follow-up Report will need to be submitted 60 days following the conclusion of your event.

Please acknowledge that the following will be provided by initialing each:

_____ **Visibility of lodging messaging:** Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the local fund tourism site.

_____ **Inclusion in promotions:** Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable).

_____ **Database acquisition:** A mechanism must be implemented to gather email addresses from attendees, with the agreement that these emails will be shared for inclusion in the local fund email database.

_____ **Tickets for promotional purposes:** Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes.

_____ **Program ad:** If the event includes a program, ad space is required.

If you did not initial the sponsorship criteria above, please provide an explanation of why this criterion is unable to be met:

Before signing the statement below, please confirm that each of the following is included within your submission:

_____ **Completed & signed Application**

_____ **Financials**

_____ **Marketing Plan**

_____ **Prior year Follow-Up Report (if local fund monies have been provided in the past)**

_____ **Submitting 120 days prior to event date, and 14 days prior to the LFA board meeting**

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by _____ proposing a contractual project to the San Luis Obispo County Tourism Business Improvement District (CBID). I understand that the contract which the CBID will enter into with the organization requires that the organization be responsible for any damage claims or other liabilities arising out of the performance of the contract. Applicant is able to provide proof of insurance to the CBID, with the CBID named as an additional insured on the policy for the project. Additionally, the applicant understands that he/she is entering into a contract with the CBID for a specific program/project and/or event and the CBID is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at,

_____, California, on this _____ day of _____, 20_____.

By (Signature): _____ Print Name: _____

Title: _____

Revised: May 1, 2017

Local Fund Chair Date

Local Fund Co-Chair Date

Follow-up Report

A final report must be received within 60 days of the conclusion of the event, and will be required if future funding is sought.

Organization: _____

Event: _____

The report must include the following:

Overview: A brief synopsis of the event or project. Please include a statement describing activities/services/programs and how it met the goal to increase overnight stays.

Visitor Data: Include the number of participants overall, and the percentage of out-of-area attendees. Please provide email addresses (Excel format) that will be imported into the existing tourism database.

Brand Support: Provide proof of the tourism logo usage in promotional materials, and how the “stay” message was integrated into the overall campaign.

Marketing: Please summarize the results of the marketing efforts by illustrating engagement, click-throughs and web page views.

Financial Report: A financial statement that details how the funds were expended.

Event Planning

- [Timeline](#)

Event Overview

What is OSAT?

What is newsworthy about this year?

- 25th Annual Tour
- Two to three venues for the Preview Show
- Kick-Off Event at The Bunker SLO
- Kids' art (during Farmers' Market)
- Cal Poly student component
- Planned/suggested routes sponsored by restaurants or wineries
 - By medium (i.e 3-d art in X County sponsored by Sculpterra Winery)
 - By proximity (i.e. all on Highway 46 sponsored by Visit Atascadero)
 - By theme (i.e. Coastal plein art sponsored by Visit Baywood/Los Osos)

Kick-Off Event – The Bunker SLO

- Local art sale
- DJ
- Food truck

Additional Events/Promo – Satellite/Pop-Up

- AAD October (Live painting in Mission Plaza during AAD in partnership with SLOMA)
- “Through the eyes of a monarch” Art Show with Central Coast State Parks Association in September at The Bunker SLO (Cross-promote OSAT with their audiences throughout September)
- First Friday Atascadero (Downtown Atascadero; 805-470-3360)
- Downtown SLO Farmers' Market (Share catalogs)
- Morro Bay Art in the Park (September 2nd to 4th; steve@morrobayartinthepark.com)
- Concerts in the Plaza (Weekly on Fridays from 5 to 8 PM through the Summer)
- Concerts on the Green (Sea Pines Golf Resort, Los Osos; every Saturday from 2 to 8 PM from April through October)
- Colony Concert Series (Colony Market Market and Deli; first and third Saturdays May through 10/7/2023)
- Live Music Wednesdays at Piadina (6 to 9 PM)

Promotion and Marketing

- Objectives (SMART)
 - Target three new audiences (especially potential buyers) to advocate for, and share, art originating in SLO County

- Students – Connect with local artist communities and learn about the area
 - Young families – Purchase affordable local art, learn about artists and art organizations
 - Tourists – Purchase art and enjoy the county
- Assist local artists with the marketing, education, and sales of their work (at least 60% of artists are able to recoup participation costs by the end of the Tour; at least 40% are able to make a profit)
- Increase artist participation in cities throughout the county and the number of visitors at each studio (double participation in cities and double visitor count for each studio)
- Develop a supportive visual artist network for emerging and established artists (create at least one to two shared promotional opportunities for participating studios)
- Messaging/Campaign
 - Messaging
 - Slogan: *“Visit art at its source”*
 - Tone: inspiration, adventure, togetherness, curiosity, creativity
 - Tone/language
 - *What is a Studio?* “A studio is a place where someone makes art – it could be a room in their house, a space in a warehouse, a garage, or something different altogether. Everyone has a different method to art-making – clean or messy, funky or classic, huge or tiny. Open Studios gives you an opportunity to see this amazing variety of approaches and styles. This year we even have some artists participating who don’t work in studios. You might find multiple artists at one studio, or multiple artists in a gallery.”
 - *How should visitors approach artists in the Tour?* “They want to feel appreciated and share their process with art-loving (or art-curious) folks like you. Feel free to ask them questions or quietly soak it all in. Of course, they’d love for you to buy their work, but there’s no obligation to buy a thing. That said, artists have pieces for sale in all price ranges. And, if you see something you can’t live without but don’t have the cash on hand, a lot of artists offer payment plans. Just ask.”
- Audiences
 - Potential buyers
 - Students
 - Local art enthusiasts
 - Art patrons
 - Other artists
 - Tourists
- Channels
 - Visit SLO CAL
 - Social media posts/ social media ads
 - Newspaper ads

- Community calendars
- Radio ads / interviews
- Banners
- Posters
- Market booths
- Sponsored promotion
- Television (airport)
- Chamber partners
- Catalog distribution
 - Visitor Centers
 - Nonprofit arts partners
 - Dana Adobe in Nipomo
 - Studios in the Park
 - Cambria Center for the Arts
 - The ARTery
 - Morro Bay Art Center

Budget

Phase	Item	Amount
Application	Sponsored IG ad	\$20
Pre-Tour	Banner	\$150-\$300
Pre-Tour	Social media ads	\$30
Pre-Tour	Posters	\$200
Pre-Tour	Catalog	\$5,402
Pre-Tour	Catalog (graphic design)	\$7,000
Kick-Off Event	Band/DJ	\$2,000
Kick-Off Event	Booths/Tables	\$100
Kick-Off Event	Food Trucks	0
Kick-Off Event	Liquor License	\$25
Preview Show	Venue (The Bunker SLO)	\$300 (In-Kind)
Tour	Photographer/Videographer	\$2,000
Total		\$17,227

Contract Staffing/Volunteer Roles

1. Photographer/Videographer – \$1,000
 - a. Rate
 - b. Days/hours needed for staffing
 - c. Expectations/deliverables
2. DJ/Band (mini nova?) – \$2,000
3. Graphic Designer – \$7,000

—

Artist Promo Toolkit

- Artist (recommended) promotion –
 - Print Postcards
 - Provide them with a local contact (Paige Chamberlain) and a discount to print postcards
 - Newsletters to Friends/Networks
 - Also, encourage their friends and networks to sign up for our newsletter mailing list – make a template email
 - Volunteer with the Arts Council
 - [Add Farmers Market days - SLO] - two-hour shifts + reach out to Allen and Rick to participate too
 - August 3
 - August 31
 - October 5
 - Morro Bay Art in the Park (September 2nd to 4th; steve@morrobayartinthepark.com)
 - Collaborate with Neighboring Studios
 - Create a contact list for each location - artist name and address and medium
 - Host Demonstrations/Workshops/Artist Talks/Happy Hours/Block Parties/Live Painting/etc.
 - [Include Google Survey here]
 - Additional promo for artists
 - Promote on Social Media
 - Provide them with graphics and language to share
 - Example [post-application, i.e. July] "I signed up for Open Studios Art Tour – follow my page for updates!"
 - Countdown posts and SLO County Arts Tour (General) posts
 - Consider Facebook, IG
 - Posters
 - Once we have the cover design and main poster design complete we can ask artists to help put posters around their neighborhoods
 - Workshop

- Artist Self-Marketing Workshop (schedule via Zoom) for August a week before the catalog goes live
- Signage
 - Available for pick-up [when???

Community Calendar list

- SLO County Arts Event Page
- New Times– <https://www.newtimesslo.com/sanluisobispo/EventSearch?v=d>
- SLO Cal– <https://www.slocal.com/events/>
- KCBX community calendar–
- SLO Chamber– <https://slochamber.org/calendar/category/community-events/list/>
- Enjoy SLO– <https://enjoyslo.com/>
- Visit SLO– <https://visitslo.com/events/>
- Visit Atascadero– <https://www.visitatascadero.com/events/>
- Atascadero Chamber– <https://www.atascaderochamber.org/events/events-calendar/>
- Travel Paso– <https://www.travelpaso.com/events/>
- Paso Robles Chamber– <https://business.pasorobleschamber.com/events>
- Paso Robles Wine– <https://pasowine.com/events/>
- Paso Robles Wine Country– <https://pasorobleswineries.net/paso-robles-events/>
- Paso Robles Calendar– <https://www.prcity.com/calendar.aspx?CID=22>
- Templeton Chamber– <https://business.templetonchamber.com/events/calendar>
- Templeton Community– <https://www.templetoncsd.org/Calendar.aspx>
- Los Osos Eventbrite– <https://www.eventbrite.com/d/ca--los-osos/events/>
- Morro Bay Events– <https://www.morrobay.org/events/>
- Morro Bay Chamber– <https://www.morrochamber.org/events>
- Los Osos Chamber– <https://lobpchamber.org/events/>
- Visit Arroyo Grande– <https://www.visitarroyogrande.org/events/>

Distribution Sites –

- The ARTery – Atascadero
- Studios in the Park – Paso Robles
- Cambria Center for the Arts – Cambria
- Art Center Morro Bay – Morro Bay
- Left Field Gallery – Los Osos
- The Bunker – SLO
- ??? – Arroyo Grande
- DANA Adobe and Cultural Center – Nipomo



2023

Board Meeting Dates

Tuesday, January 24, 2023

10:00 am

In person or hybrid

Tuesday, February 28, 2023

10:00 am

In person or hybrid

Tuesday, March 28, 2023

10:00 am

In person or hybrid

Tuesday, April 25, 2023

10:00 am

In person or hybrid

Tuesday, May 23 2023

10:00 am

In person or hybrid

Tuesday, June 27, 2023

10:00 am

In person or hybrid

Tuesday, July 25, 2023

10:00 am

In person or hybrid

Tuesday, August 22, 2023

10:00 am

In person or hybrid

Tuesday, September 26, 2023

10:00 am

In person or hybrid

Tuesday, October 24 2023

10:00 am

In person or hybrid

Tuesday, December 5, 2023

10:00 am

In person or hybrid

red denotes date change from regular schedule