

## ***FY 2011-12 Year end Report***

Requested Grant Funds in Fiscal Year 2011-12: \$ 275,854

Program/Project Summary: Annual Tourism Promotion Funding

<b>Goal/Objective</b>	<b>Major Tasks (in order to achieve goal)</b>	<b>Status of Goal</b>
<p><b>Logo &amp; Tagline</b></p> <p>Objective: Determine effectiveness of tagline and integrate logo identity into all VCB marketing materials.</p> <p>Goal: Create a countywide brand identity with buy-in from tourism stakeholders.</p>	<p>Launch new logo consistently throughout all branding and marketing efforts. Do SWOT on current tagline usage with new logo. Determine the effectiveness and total integration of all county products using the “California’s Natural Escape”. Evaluate results and determine next steps. Determine how local brand integrates with state of California tourism efforts: Visit California. Utilize existing Visitor Database for focus group survey.</p>	<p>Creating a countywide identity is critical to the collaborative effort between the VCB and its community partners. In February, the VCB coordinated an in-depth brand workshop hosted in partnership with Level Studios, where key marketing administrators and agencies for each of the BIDs reviewed the core brand values and messages representative of SLO County. The VCB team and Level Studios are creating the brand platform based on the collaborative input. The brand strategy, key messaging, logo, and tagline will be unveiled in the second half of 2012.</p>
<p><b>Key Messaging</b></p> <p>Objective: Evaluate community messages and leverage consistencies into overarching countywide messages to create a unified voice.</p> <p>Goal: Develop a core set of 6-8 key messages to integrate into all communications and marketing programs.</p>	<p>Develop Internal and External Countywide tourism messaging that is consistent throughout every level of VCB branding and marketing outreach. This messaging platform will include input from key tourism stakeholders to leverage top down consistent messaging.</p>	<p>A Key Messaging Workshop was held at the Vision Tourism Workshop. This conversation became the foundation for the brand workshop later held in February. Currently, the VCB team through the expert support of Level Studios are creating the brand platform based on the collaborative input. The brand strategy, key messaging, logo, and tagline will be unveiled in the second half of 2012.</p>

<p><b>Website and Technology</b></p> <p>Objective: Leverage the organic search engine positioning of the SLOCVCB website to position the VCB as the portal for all tourist attractions in the</p>	<p>Position the VCB as the county’s prime source for travel news and information utilizing state-of-the-art technology and tools (i.e., Website, jack rabbit, mobile apps, booking engine,</p>	<p>Web traffic: -5.86% Mobile app downloads: +363.92%</p> <p>Web Stats: FYTD •Total Visits: 530,841</p>
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<p>county.</p> <p>Goal: Evaluate technology, integrate new tools (i.e., QR Codes) and redesign with new brand identity to provide tourists multiple ways to receive information. Increase overall traffic by 2-4%. Increase downloads of mobile app by 10-15%.</p>	<p>social media sites, etc.). Redesign to integrate new branding, input consistent key messaging, showcase regional diversity and organize for ease of use at <a href="http://www.sanluisobispo.com">www.sanluisobispo.com</a>. This key branded marketing tool will work as a portal representing county attractions, locations and experiences; thereby funneling traffic to region specific websites.</p>	<ul style="list-style-type: none"> <li>•Member Site Click-Thrus: 147,447</li> <li>•Reservation Click-Thrus: 47,362</li> <li>•Jack Rabbit: 83,083</li> <li>•Calendar Page Visits: 109,277</li> <li>•Calendar Click-Thrus: 43,039</li> </ul> <p>The website is the county’s most aggressive marketing tool averaging more than 43,000 visits per month.</p> <p>New enhancements included upgrades to JackRabbit, a hotel booking engine interface on the website. JackRabbit was also integrated with Facebook and the VCB’s mobile app.</p> <p>In order to address the decrease in overall traffic, an overall analysis of the website was done through Simpleview, the VCB’s website content management partner, to enhance the performance. The website is currently under review to create a new design and content management system. The design will be unveiled the second half of 2012 to optimize this important marketing platform.</p>
<p><b>Multi Purpose Information Kit</b></p> <p>Objective: Customize county tourism information for multiple audiences based on key message development. Make available in hard copy and electronic forms.</p>	<p>Create a communication package to reach multiple audiences as needed (i.e., journalists, group sales, film sales, and meeting planners, etc.) to include standard FAQ, background, regional and</p>	<p>The VCB created a variety of new digital information kits tailored to fit the needs of audience being solicited. This includes media, tour operators, and meeting planners.</p>

<p>Goal: Create a new information tool used for a variety of marketing programs. Continue to create county visitor guide 40,000 circulation.</p>	<p>county press accolades, regional diversity: key attractions, experiences and locations (1 pager on each region and county), stock photography, B-Roll, tourist demographic county profile, maps, sample itineraries, etc. Make available in print and electronic (i.e., Website, DVD, thumb drive, etc.).</p>	<p>In addition the VCB secured a small selection of new countywide images to enhance our brand messaging. These images were used to create new banners used at tradeshow and events. Based on the reception of the digital information kits, the VCB is currently creating new branded flash drives for 2012/2013.</p> <p>VCB Concierge Service Fulfillment – The annual guide features the personality of SLO County. The guide was awarded as the state’s top guide in 2011 by Visit California.</p> <p>Total Distribution: 40,000 Visitor Guides requested and mailed to potential visitors: 4,000 eGuides downloaded from site: 2,500 Distribution through SAVOR: 6,000 Distribution to Meeting Planners, Tour Operators, Group Organizers, etc.: 2,500 Distribution through CA Welcome Center’s in San Francisco, Oxnard, Pismo Beach, Burbank/Bob Hope Airport, San Jose Airport: 25,000</p>
<p><b>Public Relations:</b> Objective: Position the VCB as the media response center for tourism assets in SLO County. Goal: Increase media placements by 5-</p>	<p>Create a list of SLO County specific trends featuring travel, food, coastal, outdoor activities and lifestyle experiences to use as robust content to communicate to key audiences</p>	<p>Media Placements: \$128M – this value accounts for roughly only one-third of the media placements due to lack of media tracking technology.</p>

<p>10% from \$203M impressions in 2010-11.</p>	<p>on a proactive, ongoing basis. These trend stories can be turned into email campaigns to send to the consumer lists and also promote the various aspects of SAVOR and countywide themed programs (i.e., Restaurant Month, Wine Month, etc.). The VCB News Bureau should be all encompassing and positioned as the lead on all programs providing ease of use for media response (i.e., all press releases refer to VCB Web site, contact, etc.)</p>	<p>The VCB has purchased a media tracking program for 12/13 FY.</p> <p>The VCB secured a new contractor, Black Ink PR, with connections to northern and southern California media. The PR team will focus their proactive efforts on Sunset Savor the Central Coast and other media programs targeting the shoulder season.</p> <p>All PR programs tout the county's assets to position SLO County as the place to play on California's Central Coast. The strategy targets consumer audiences within California's drive markets as well as national lifestyle and travel media outlets.</p>
<p><b>Media FAM Trips</b></p> <p>Objective: Work in cooperation with tourism partners to host media year around in SLO County allowing journalists to experience the region.</p> <p>Goal: Increase total number of hosted media visits by 15-20% up from 75 in FY 2010-11.</p>	<p>Working in cooperation with BID Partners, community partners and county attractions, create a series of media FAM trips that can be hosted or co-hosted with partners. Plan quarterly proactive media trips (i.e., 8-10 journalists) and reactively as media are interested in visiting the county. Use the trends created as part of the News Bureau as the elements to showcase on the FAM tour. Savor can be a culmination of these experiences and grand showcase for media.</p>	<p>The VCB hosted 24 domestic and international travel writers and 96 journalists at SAVOR, for a total of 144 hosted media- 92% increase.</p> <p>These familiarization trips introduced representatives from the following to the county:  Wine Chic Travel, California Wedding Day Magazine, Parenting OC Magazine, Huffington Post, 805 Living, Travel Digest, Accent on Tampa Bay Magazine, Toronto Star</p> <p>The goal is to create a process to secure qualified media to experience SLO County. Through this, we</p>

		anticipate the media to generate third party endorsements, leveraging the VCB investment into national media impressions.
<p><b>Social Media</b></p> <p>Objective: Create a dialogue with tourists through social media channels. Use themed promotions (i.e., Wine Month, Restaurant Month and SAVOR, events, etc.) to create special promotions to increase traffic and user dialogue.</p> <p>Goal: Increase total number of followers on Facebook and Twitter by 50%.</p>	<p>Build upon current traffic to create the social ‘community’. Use tools (i.e., Twitter, Facebook, Four Square, etc.) to foster conversation, encourage participation, share insights via word-of-mouth and direct traffic to <a href="http://www.sanluisobisocounty.com">www.sanluisobisocounty.com</a>. Position the VCB social media platform as THE place for insider information. Integrate social media tools into branding toolkit keeping all traffic directed and focused towards the website.</p>	<p>VCB Facebook: 3,947 fans (91% increase) VCB Twitter: 2,032 followers (48.1% increase)</p> <p>Daily stories and promotions based on what's happening in the county were created and pushed out through social communities. Special campaigns around VCB themed programs were coordinated to incorporate social media. These media outlets provided an opportunity to leverage and build traffic by working collaboratively with BID partners to tout local happenings.</p>

<p><b>Advertising</b></p> <p>Objective: Create two distinct advertising co-op programs. 1) Provide members’ cost-effective advertising opportunities in key markets 2) Create a regional branding identity for countywide programs.</p> <p>Goal: Identify new publications and markets based on member demand for co-op programs.</p>	<p>The VCB serves as the brand manager, develop and facilitate a multi-phase co-op advertising program using the county marketing toolkit as the brand umbrella under which all regional brand messaging is executed.</p>	<p>Cost effective co-op advertising opportunities were offered as an additional benefit to members.</p> <p>Retail Co-op Advertising- Advertising in Fresno Bee and Bakersfield Californian publications. Opportunities were expanded to include the Ventura County Star and Bay Area News Group. Countywide advertorial accompanied all co-op ads. Total Media Impressions: 5.5 million FYTD</p> <p>Consumer eSpecial- Monthly</p>
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		<p>email promoting discounts, specials, and packages throughout the county. A new design was created this year to optimize this tool.</p> <p>Total Consumer Database: 28,000 Total Media Impressions: 336,000</p> <p>New programs for the 2012-2013 FY will include 805 Living and the Orange County Register.</p>
<p><b>Group and Leisure Sales</b></p> <p>Objective: Position the VCB as the lead agency for group sales countywide.</p> <p>Goal: Identify at least one new trade show, one new advertising and evaluate FAM Tour opportunities to proactively target increased group sales activity.</p>	<p>Develop a multi-tier program with co-op opportunities that includes proactive and inclusive top down countywide brand messaging (i.e., trade shows, sales blitz, etc.) and reactive sales strategies (i.e., VCB Website leads) along with an education program (i.e., seminars, one-on-one education) to help key tourism stakeholders leverage and track sales leads to maximize economic growth. Use informational toolkit created as the sales tools. Revise the process for group sales leads to provide ease of use for all stakeholders positioning the VCB as the catalyst to drive group sales.</p>	<p>The newly formed advisory group led the direction for the strong outreach that was continued among state, domestic and international trade shows to position the county as the must-see stop on the Central Coast. New in 2011-12 was the marketing partnership with Smart Meetings Magazine for county awareness specific to meeting planners. This campaign comprised of digital (e newsletters and banner advertisements) and print ad and advertorial placements which resulted in 400 visits to the dedicated landing page and 120 new meeting planner contacts.</p> <p>The VCB maintained an active presence at the following tradeshow:</p> <p>NTA Convention- domestic tour operators; CalSAE- state based meeting planners; International PowWow- international tour operators; Sunset Celebration Weekend- consumers.</p> <p>After review of over 10 new tradeshow options, it was determined to focus our efforts on the enhancement of our</p>

		<p>participation at PowWow based on the location in LA. This included the sponsorship and representation on the opening night event and the participation in the Central Coast focused FAM trip reception.</p>
<p><b>Film Commission</b></p> <p>Objective: Proactively promote SLO County as an ideal location for film scouts.</p> <p>Goal: Create new marketing tools and outreach to meet the needs of film scouts (i.e., photographs, permit process, key facts, area resources, etc.). Increase leads by 3-5%.</p>	<p>Contract with person specialized in seeking out filming opportunities for SLO County. Leverage SLO Film Festival audience to position SLO County as a value, easy use filming location. Host a FAM style trip for film producers/location scouts to see all the location possibilities in the county. Create a location library and strategy for attracting film producers to the county. Identify a series of specific trade shows to attend. Create marketing tools (i.e., one-page outline of the permit process, video demonstrating locations, etc.) specific to target film audience. Determine opportunities for SLO County through these efforts and evaluate priorities for future Film Commission tactics.</p>	<p>Familiarization tours were conducted for 12 film scouts in February 2012. These tours showcased a variety of key assets countywide. The VCB will hire a film contractor to begin in the FY 2012-2013 with a specific emphasis on proactive relationship building to feature SLO County in commercials, photo shoots, etc.</p> <ul style="list-style-type: none"> <li>•Total Film Contacts: 57 (50% increase)</li> <li>•Filming Highlights: Weather Channel, TLC, Warner Bros., American Express Commercial, Urban Outfitters Catalog Shoot, National Geographic Channel, HOUSE M.D. TV Show, and Man vs. Food TV Show</li> </ul>
<p><b>Execute Themed Countywide Programs</b></p> <p>Objective: Evaluate current countywide programs and determine opportunities for new promotions.</p> <p>Goal: Increase marketing outreach by increasing marketing impressions 10-15% of three distinct themed programs: Wine Month, SAVOR the Central Coast and Restaurant Month.</p>	<p>Themed programs will highlight experiences and unique SLO County products and personalities.</p>	<p>California Wine Month - September promotion featuring SLO County wineries, the state's third largest wine region next to Napa and Sonoma. Social media outreach in 2011 increased Facebook traffic by 1,142 users. Plans are underway for 2012. Opportunity to showcase one of the region's key attractions. Total Media Impressions: 147+ million</p> <p>Restaurant Month - January promotion featuring SLO County</p>

		<p>restaurants. Program is supported by Visit California. Campaign supported by KRUSH Radio, KSBY TV, and Public Relations outreach.</p> <p>Total Media Impressions: 35.8 million</p> <p>Total Participants: 40</p> <p>* NEW* Farmers Campaign - Bringing a face to the farmer is part of the county's Uniquely SLO Cluster initiative being implemented by the VCB. April kicked off a Farmers' Market campaign to showcase the farmer and many farmers' markets across the county. This is an ongoing campaign through SAVOR where guests can come and meet farmers in the Farmers' Market to Meal area at the Main Event.</p>
<p><b>Events</b></p> <p>Objective: Position SLO County as an ideal location to host events. Work with event planners to encourage them to choose SLO County providing direct benefits to tourism partners of increased economic return.</p> <p>Goal: Execute Sunset SAVOR the Central Coast, measure results to determine a return in 2013. Pitch one new countywide event (i.e., Ironman).</p>	<p>Working collectively with the VCB and countywide tourism partners, the VCB can position SLO County as a key place to host events and develop strategy to attract key athletic events, food festivals, etc. This can be a two-pronged approach: events the VCB attracts to the region and events the VCB executes (i.e., Savor) to market the region.</p>	<p>SAVOR: The event saw a 20% growth in total attendance from 2010 to 2011 with an even attendance of the Main Event on both Saturday and Sunday. The 2011 event stats include:</p> <ul style="list-style-type: none"> <li>•Total Attendance: 8,872</li> <li>•Out of County Attendees: 43%</li> <li>•Out of State Attendees: 5% (22 states represented)</li> <li>•LA Area Attendees: 24%</li> <li>•Total Media Impressions: 128 million+</li> </ul> <p>The overall economic impact of the event increased by nearly 22% from 2010. The total dollar value of the overall economic impact for 2011 was estimated at \$2.93 million.</p> <p>The VCB worked collectively with countywide tourism partners</p>

		<p>to position SLO County as a key place to host events. A proposal was submitted to Ironman to select San Luis Obispo County as the next race destination for its fall 2013 location. The proposal was submitted and a site visit was secured. After much deliberation among community partners and the VCB Board it was determined that the cost of business and risk was too great for the VCB at this time considering the proposed timeline.</p>
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<p><b>Build upon ongoing tourism constituent and government partner communications: written, verbal, electronic.</b></p> <p>Goal: Communicate with tourism partners on a quarterly basis providing a results and updates on new initiatives.</p>	<p>Establish interactive communications annually with tourism stakeholders. Improve weekly and monthly communications with informative and useful messages to stakeholders.</p>	<p>Reporting monthly activity reports to all BID Boards including a bulleted format topline information summary.</p>
<p><b>Strengthen regional and statewide relationships that grow sales and marketing opportunities.</b></p> <p>Goal: Participate in 2-4 Visit California marketing and educational events to leverage statewide promotions.</p>	<p>Maintain memberships with professional industry associations, serve as the Concierge Service/Fulfillment, and coordinate member workshops.</p>	<p>Educational Opportunities: Outlook Forum; CalTravel Conference</p> <p>Visit California Marketing Events: The VCB participated in two Visit California media events to target key media outlets and also coordinated desk side briefings of the following markets:</p> <ul style="list-style-type: none"> <li>•Los Angeles- During the media event, the VCB met with over 20 journalists including Johnny Jet and Travel + Leisure. In addition, the VCB had four desk side appointments with the LA Times, AAA Westways, Petergreenburg.com, and Grape Encounters radio show. As a direct result from the program the VCB secured a press visit and coverage from The Huffington Post travel blog, a series of four radio interviews and press visit from</li> </ul>

		<p>Grape Encounters Radio, and upcoming coverage from Petergreenburg.com.</p> <ul style="list-style-type: none"> <li>•New York- During the media event, the VCB met with over 30 journalists including offManhattan and AOL Travel. In addition, the VCB had four desk side appointments with the following outlets: Budget Travel; Food &amp; Wine; Travel + Leisure and Christian Science Monitor. As a direct result from program, the VCB secured coverage and a press visit from offMetro and reestablished long standing relationships with key national media contacts.</li> </ul>
<p>Program/Project OUTPUTS:</p> <p>Traffic to <a href="http://www.sanluisobispocounty.com">www.sanluisobispocounty.com</a> – web traffic: -5.86%</p> <p>Traffic to mobile site: +363.92%</p> <p>Visitor Guides Distributed: 40,000; 2,500 electronic downloads</p> <p>Publicity Measurements (200+ media impressions): \$128M – this value accounts for roughly only one-third of the media placements due to lack of media tracking technology.</p> <p>Group Leads &amp; Contacts ( 70+ referrals): 44 leads distributed to members; 245 contacts garnered from tradeshow</p>		
<p>Program/Project OUTCOMES:</p> <p>Tourism marketing is the best return on investment (ROI) for San Luis Obispo County. Taxes generated by tourists through transient and occupancy (TOT) tax keep local communities economically viable, create jobs, and support local businesses. During the latest economic downturn, tourism was one of the sustaining industries in SLO County. At the same time, the industry pulled together to create a countywide identity and collaboratively market the region showcasing its diverse assets. Tourism is again growing in SLO County. The beginning of 2012 continues the strong trend created in the last fiscal year. During fiscal year 2011-12 the county experienced modest growth at 8.77% increase.</p>		

**B. FY 2011-12 Scope of Work or Work Plan**

Program/Project Summary: Uniquely SLO Cluster

Goal/Objective	Major Tasks (in order to achieve goal)	Status of Goal
<p><b>Branding</b></p> <p>Objective: Create a countywide brand for all products and experiences</p>	<ul style="list-style-type: none"> <li>- SWOT analysis on tagline use for total integration of all county products.</li> </ul>	<p>Creating a countywide identity is critical to the collaborative effort between the VCB and its community partners. In February, the VCB</p>

<p>unique to SLO County.</p> <p>Goal: Create an identity with buy-in from tourism stakeholders and Uniquely SLO participants.</p>	<ul style="list-style-type: none"> <li>- Key messaging – develop internal and external countywide messaging for Uniquely SLO Cluster.</li> <li>- Create the look and feel based on constituent input through the process.</li> <li>- Work in conjunction with VCB marketing plan to develop a brand icon and tagline that works for all county products “Made and Experience in San Luis Obispo County”. This approach incorporates artisan products, local farms, wine, restaurants, local businesses, parks, airport, etc.</li> </ul>	<p>coordinated an in-depth brand workshop hosted in partnership with Level Studios, where key marketing administrators and agencies for each of the BIDs reviewed the core brand values and messages representative of SLO County. The VCB team and Level Studios are creating the brand platform based on the collaborative input. The brand strategy, key messaging, logo, and tagline will be unveiled in the second half of 2012.</p>
<p><b>Public Relations</b></p> <p>Objective: Develop a year-around campaign targeting San Luis Obispo County audiences focusing on local farmers. Leverage public</p>	<ul style="list-style-type: none"> <li>- Develop key messages specific to food and food production</li> <li>- Identify farmers to feature as part of an ongoing</li> </ul>	<ul style="list-style-type: none"> <li>• NEW* Farmers Campaign - Bringing a face to the farmer is part of the county’s Uniquely SLO Cluster initiative being implemented by the VCB. April kicked off a Farmers’ Market campaign to showcase the</li> </ul>

<p>relations initiatives of the wine and tourism groups and specifically highlight the reputation of local farmers.</p> <p>Goal: Identify 6-10 farmers and secure 4-6 key editorial placements.</p>	<p>campaign to communicate key messages.</p> <ul style="list-style-type: none"> <li>- Position the farmer as a spokesperson on a variety of food and food production topics. Execute through an editorial brief, radio and TV interview, social media, etc.</li> </ul>	<p>farmer and many farmers' markets across the county. This is an ongoing campaign through SAVOR where guests can come and meet farmers in the Farmers' Market to Meal area at the Main Event.</p> <ul style="list-style-type: none"> <li>• Activities in working alongside our local farmers continue culminating and Sunset SAVOR the Central Coast.</li> </ul>
<p><b>Event Marketing</b></p> <p>Objective:</p> <p>Leverage the SAVOR experience to showcase how all things unique to SLO County come together under the umbrella of this premiere event. Look at specific ways within the event to showcase Uniquely SLO products and experiences.</p> <p>Goal: Uniquely SLO Cluster members to attend SAVOR 2011 to experience event and determine ways to fully implement objective.</p>	<ul style="list-style-type: none"> <li>- Feature the 12 farmers from the public relations campaign at Savor the Central Coast in in the Farmer's Market Farm to Fork area. Begin foundation in 2011 and build upon in future years.</li> </ul>	<p>SAVOR the Central Coast – Sept. 29-Oct. 2, 2011 attracted more than 9,000 guests generating a \$2.93 economic impact. Showcasing the farmer is an important aspect in the Farmer's Market to Meal area at SAVOR. The VCB worked with SLO Farm Bureau and North County Farmer's Market to secure more than 12 farmers. This area was also featured as the cover of the 2012 annual Visitors Guide furthering touting all things unique to SLO County through our tourism efforts. A backyard farm was created by Farmer Ralph</p>

		Johnson and donated to the Lillian Larson School in San Miguel.
<p><b>Strategic Planning and Results Measurement</b></p> <p>Objective: Bring together the unique SLO County industries – wine, tourism and food – to measure impact of key objectives and look at future planning initiatives.</p> <p>Goal: Create specific deliverables on how Uniquely SLO industries can leverage the county brand, create awareness and work together on initiatives common to all.</p>	<p>Encourage all Cluster Group members to attend Savor 2011 to determine ways to build upon the Uniquely SLO platform in 2012.</p> <p>Holding meetings of the Uniquely SLO Cluster keeps the group in communication and moving forward.</p>	<p>The Uniquely SLO Cluster has begun integrating with other Cluster groups to share ideas of how key assets of the tourism plan like SAVOR can be integrated or adapted with other industry sectors. Specialty manufacturing is among the most interested at this time. Stacie Jacob is currently the Chair of this group focusing on the marketing mix and Jackie Crabb the Vice Chair focusing on the policy initiatives.</p>

<p><b>Program/Project OUTPUTS:</b></p> <p>County Brand – an icon and tagline that can be used across all Uniquely SLO products and experiences. The outcome will be camaraderie among wine, food and tourism leaders to identify the county with a single identity. Greater awareness for all things unique to SLO County is a long-term outcome.</p> <p>Public Relations Campaign – focus on the local farmer to communicate the diversity of foods from SLO County to help the audience gain a greater appreciation for foods grown locally. The outcome is 4-6 media placements specifically about uniquely</p>
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SLO products and foods.

Savor the Central Coast – integrate the farmer and all Uniquely SLO products at this marquee event. The outcome is allowing 9,000 guests one-on-one interaction with SLO County farmers, which will result in a greater understanding of food production and overall quality.

Program/Project OUTCOMES:

Awareness Building – Create an appreciation and greater awareness among local audiences for Uniquely SLO products and experiences.

Camaraderie among food, wine and tourism constituents to work together to strengthen awareness to help all businesses grow. Efforts throughout the first year will create a foundation for food, wine and tourism audiences to collaborate in creating a brand identity for SLO County.