



Exhibit C

San Luis Obispo County Tourism Business Improvement District (CBID)

YEAR END REPORT for 2013

Submitted April 30, 2014

Table of Contents

| | |
|--|----|
| Synopsis of 2013 | 2 |
| CBID Marketing Plan..... | 4 |
| The WineCoastCountry <i>Stewardship Traveler</i> Program | 12 |
| Coastal Discovery and Stewardship Month..... | 14 |
| Marketing Budget..... | 16 |
| Mission, Vision & Core Values | 17 |
| Administrator’s Highlights for 2013..... | 18 |
| Local Fund Recap for 2013 | 19 |
| BID Assessment Collected in 2013..... | 20 |
| Local Fund Financials (FY 2013 2014) | 21 |
| Local Fund Application Summary..... | 25 |
| Stat Summary Brief..... | 29 |
| General Fund Budget & Expenses Recap - FY 2013 2014..... | 32 |
| General Fund Budget DRAFT FY 2014 2015 | 34 |

Following the review and approval by the Board of Supervisors, this report is available on www.WineCoastCountry.com/members

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Synopsis of 2013

This synopsis provides our assessment, our objectives, as well as a summary of key initiatives and the associated results. An outline of 24-month Marketing Plan is also included.

Our Assessment

A Tourism Visitor Survey was conducted by Visit SLO County and Carl Ribuado in November 2012 (800 sample size), which showed that both the CBID unincorporated areas, as well as the entire County, ranked low on overall awareness for California travelers. And although our brand ~ WineCoastCountry ~ was favored among respondents as a favorite due to its description of our key assets, potential visitors were not in tune with our location or our offerings.

We expanded upon the messaging "WineCoastCountry 10 Destinations, 1 Fantastic Vacation", and created a more direct connection with our regions and their location along Highway 1. With over 800,000 on-line searches per month, Highway 1 was the key common denominator that would provide the "universal glue" that would connect our regions to a location many are familiar with ~ the Pacific Coast Highway along the CA Coast. Utilizing the WineCoastCountry Highway 1 Discovery Route, a 101 mile drive loaded with activities, scenery and opportunities for visitors to enjoy, the CBID now had a defined marketing message to drive more "heads in beds".

Our Objectives

We defined our 24-month objectives in July 2011 and continue to focus on their achievement - to position the San Luis Obispo County Tourism Business Improvement District (CBID) as a key contributor to increasing the number of visitors inquiring about overnight stays and extended stays in the CBID region, which in turn promotes the economic well being of our constituents (motels, hotels, B&Bs and vacation rentals).

Become a primary component to driving increased TOT, which in turn increases overall occupancy for CBID constituents.

Build and strengthen the CBID brand by positioning the destination as truly unique and different from its competitive set.

Target improved occupancy by increasing new visitor and repeat visitors and length of stay from target market/segments utilizing a mix of elements including special events, advertising and promotions with an emphasis on the shoulder season.

To develop and implement countywide partnerships with the CBID being a catalyst so that all area stakeholders see their competition as those outside San Luis Obispo County.



Our Key Initiatives

Summarized below are the key initiatives for 2013/2014, with the associated results from our efforts:

- Initiative: Support 7 local funding boards by giving 1% of the assessment back to the community that created it in order to develop local tourism efforts
Result: To date, 189 projects have been funded totaling over \$1.97 million
- Initiative: Fulfill our Sustainability promise
Result: Launched the Stewardship Traveler Program, after 1.5 years under development, which represents 73 activities and is connected with 28 local non-profits. This marketing message strategy inspires visitors to deepen their SLO county experience, learn more, and help care for the region's natural and cultural heritage.
- Initiative: Aggressive seasonal promotions to drive business to CBID constituents
Result: A 7.6% year over year increase in TOT (2011/12 \$6,309,459 versus 2012/13 \$6,785,858), and an 8.3% year over year increase in BID Assessment collections.
- Initiative: Continue to nurture collaborative partnerships
Result: CBID, and our 7 local fund boards, have created reciprocal marketing relationships with CA State Parks, SLO County Parks, Friends of Hearst Castle, Friends of the Elephant Seals, Piedras Blancas Light Station, Land Conservancy, Cal Poly, CA Welcome Center and Visit SLO County
- Initiative: Launched a lodging packaging strategy ~ Coastal Discovery and Stewardship Month ~ to drive increased lodging business in January and February
Result: TOT increased 29.5% year over year
- Initiative: Establish reliable evaluation criteria to understand the lodging inventory available, inventory sold, and revenue collected.
Result: Conducted a Request for Proposal for Software as a Service providers, who would be tasked to create a booking engine on WineCoastCountry.com. The CBID Advisory Board determined that this project will be evaluated in early 2015 once the San Luis Obispo City TBID launched a booking engine on their website.



CBID Marketing Plan

24-month

Introduction

San Luis Obispo County is one of the most attractive and affordable destinations in the state, and with several metropolitan travel hubs within easy drive times, it offers easy access to the nation and the world. Marketing the accessibility, affordability of our region, and the many enriching experiences one will find here, puts WineCoastCountry in a powerful position to capture new visitors to its unique areas.

After creating WineCoastCountry.com, the San Luis Obispo County BID (CBID) is in a position to fully market all the assets of its ten regions by delivering compelling reasons and benefits for visitors to make this their vacation getaway choice. The WineCoastCountry Marketing Plan has been developed to fulfill the mission statement and meet the Strategic Goals of the CBID – within the resources available by the assessment.

The marketing effort within this plan involves a turnkey, multi-layered approach that will not only drive response and bookings, but will also cement the WineCoastCountry brand for its ability to capture the imagination of visitors, stimulate incremental visitation, and add value to the economic and environmental well-being of San Luis Obispo County.

Competition

The competition for WineCoastCountry resides outside San Luis Obispo County where the tourism emphasis is focused on attracting the target markets above. The strategies deployed will be largely measured by the ability to compete with:

- Santa Barbara County
- Monterey County
- Southern California Coastal Resort Areas
- Napa and Sonoma County
- Northern California Coastal areas

Our Mission

The mission of the San Luis Obispo County Tourism Business Improvement District (CBID) is to promote the economic well being of our constituents (motels, hotels, Bed & Breakfast properties and vacations rentals) within the regions.



Strategic Goals

Economic

Effectively promote tourism in a way that optimizes recreation, agriculture and history; and contributes to increased occupancy, overall economic prosperity, and increased employment and for the unincorporated area of the county, while supporting the rural small-town attributes.

Consumer

To attract visitors through the development of an unincorporated area of San Luis Obispo County brand and education by specifically developing an appreciation of the scenic qualities, geography, history, recreation, attractions and ambiance, i.e., the key benefits and attributes the unincorporated areas of the county and regions offer.

Environment and Natural Resources

To protect and preserve the aesthetic, historical, agricultural and cultural foundations of San Luis Obispo County.

Additional Goals

To support the CBID mission and update the five year strategic plan, the Core Marketing Firm (CMF) recognizes goals that help shape financial, operational, branding and marketing decision-making of the organization and its partners:

1. Establish reliable evaluation criteria to understand the lodging inventory available, inventory sold, revenue collected and estimated resources needed to accomplish the strategic goals. This information is used to estimate, test and refine marketing activities over time.
2. Prioritize all marketing and promotions intended to result in incremental overnight stays.
3. Ensure CBID remains an indispensable marketing partner for the local funds, constituents and area stakeholders.



Target Market

The CMF will prioritize branding and marketing to gain maximum value from engaging the audiences most predisposed to visiting WineCoastCountry.

- **Travelers originating within 3-6 hour drive markets** - Los Angeles, Orange County, Inland Empire, San Diego, San Jose/Bay Area, Fresno, Bakersfield, Santa Barbara, Ventura, Monterey, Carmel, Salinas. Secondary markets of the nearby western states with emphasis on Arizona.
- **Empty nesters** - travelling mid-week and in the shoulder season
- Young working couples and singles - travelling in the shoulder season
- **Families searching for value** - travelling in the shoulder season
- **Upscale wine, food and event attendees** - visiting the county for multiple nights
- **Leisure traveler groups profiled for specific interests** – seeking outdoor adventures and activities including active outdoor, equestrian, cultural, educational, environmental interpretive and participatory stewardship travel.

Research conducted by National Geographic and *VisitCalifornia.com* influence the marketing strategy for WineCoastCountry. The actionable trends guiding the brand marketing include:

California is seen as having attractive rural experiences because of its diverse geography, and there is significant interest in visiting these areas.

Not only do travelers feel that California's varied geography offers a spectrum of rural-associated experiences, but these experiences are often expected to be truly unique or world-class. Many of these experiences are perceived to be accessible from one another.

Travelers are seeking profound emotional benefits from rural travel

Spending time in nature, surrounded by unique scenic beauty, is a key benefit. Peace, rejuvenation and learning are also important benefits.

An outdoor, thematic approach to travel planning is especially appealing.

Travelers understand "outdoor experiences" to include a wide range of activities, from picnicking in a bucolic field to golf adventures to kayaking to hiking trail preservation.

Caring for the destination is increasingly important.

61% Americans believe their experience is better when their destination preserves its natural, historic, and cultural sites. 54 million Americans are inclined to select travel companies that strive to protect and preserve the local environment of the destination. One-third of all travelers are influenced by a travel company's actions to preserve the environment and/or history and culture of destinations.

Rural destinations must be marketed well immediately, or interest will dissipate.

Travelers actively search for information on rural California experiences and expect thorough information to shape their plans. In addition to strong imagery, travelers want: what is unique to



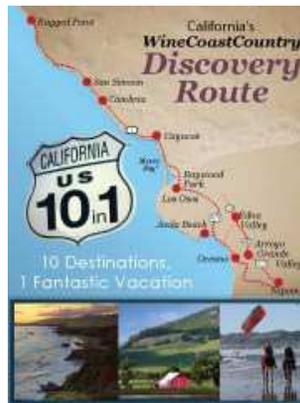
the area that they can't experience elsewhere, how they can access the destination, and what scenic beauty is offered.

Marketing Strategy

The focus of the marketing effort is to generate incremental awareness and response using cost-effective content that helps targeted audiences value *WineCoastCountry.com* and use for their shoulder season vacation planning.

The primary strategies deployed are to:

- Position WineCoastCountry as a valuable resource for embracing our 10 rich wine, agricultural and aqua-cultural regions. Promote branded tour itineraries and packages that directly support the diverse lodging entities in *WineCoastCountry.com*.
- Distinguish WineCoastCountry as a unifying provider of 10 diverse regions. This is accomplished through a 101-mile **WineCoastCountry Discovery Route** that travelers will recognize, value and use. This route provides a convenient platform for incorporating shorter localized travelers' journeys.



- Develop and launch a comprehensive branded Stewardship Traveler Program that will inspire visitors to: deepen their SLO county experiences, learn more, and to help care for the region's natural and cultural heritage.
- Enhance the online and mobile experience to efficiently connect lodging offerings with local events, tours, signature attractions, outdoor excursions and niche offerings that all invite mid-week and shoulder season visitation.
- Deliver frequent and enriching branded content to inspire past and future visitors to stay longer, visit more frequently and share their experiences with others.
- Leverage the low cost and influence of public relations to efficiently market the region's unique natural beauty and pastoral settings plus the abundance of events, outdoor activities, attractions and itineraries that the diverse regions offer.
- Establish reliable evaluation criteria to refine marketing priorities and activities over time.



The brand messaging, creative and multi-layered marketing approach will each contain strategies and tactics to address this focus.

Brand Marketing

A brand is a promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors. It is all about what makes you more unique than the competition as it relates to what the consumer is looking for. The visual representation of the brand begins with the WineCoastCountry logo and the standards displayed on *WineCoastCountry.com*.

Prospective audiences do not understand WineCoastCountry as a valuable consumer travel planning resource for our region. Many who visit *WineCoastCountry.com* are confused by the geography and purpose. The travel media also do not have strong key messaging to identify WineCoastCountry as an important reference source to the regions.

As consumers are taking an experiential approach to travel planning—rather than a literal geographical one—WineCoastCountry brand messaging is updated to clarify what is truly unique about the unifying organization, and answer: “*what I can’t see, do or get anywhere else.*”

Primary Unique Selling Points

- 10 Diverse Regions – accessible in one
- Plentiful Adventures - attributed to wine, coast, and country
- Natural Beauty/Open Spaces – preserved

Tagline and Icon

The tagline and Highway 1 icon cements WineCoastCountry and its 10 region:



10 Destinations, 1 Fantastic Vacation



Key Messaging

Overall Description

WineCoastCountry features 10 distinct destinations in 100 miles of California splendor

WineCoastCountry Highway 1 Discovery Route

Boasting 101 miles of stunning California coastline, vast wildlife, artisan villages and vineyards, The WineCoastCountry Highway 1 Discovery Route is a journey of 10 diverse regions spanning from the beach town of Oceano in the south to iconic Hearst Castle in the north. The Route is where visitors Discover...

Nature history lifestyle stewardship and play along the way...

Adventure In Every Sense – The WineCoastCountry Highway 1 Discovery Route takes visitors on a California adventure through historic towns, pristine coastline, sandy beaches and an iconic castle. Along the 101 mile journey, there are countless ways to learn and become involved in the regions.

Diversity of Area:

Wine – WineCoastCountry is home to a burgeoning and sophisticated wine region yet more approachable, friendly and relaxed than other destinations

Coast - WineCoastCountry boasts 100 miles of stunning vistas, coastline cliffs, and relaxing sandy beaches just waiting to be discovered

Country - With 101 miles of prime Pacific coastline, WineCoastCountry is a vast outdoor playground where nature provides unlimited entertainment year round including hiking trails, surfing, state parks, elephant seals, and even an abalone farm

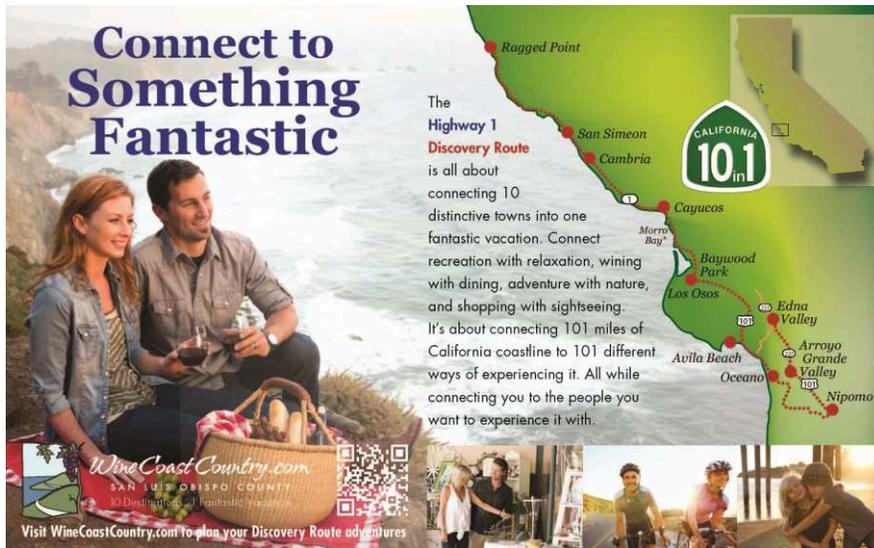
Towns - WineCoastCountry encompasses a gold mine of diverse artisan towns and seaside villages rich in character and history

Nostalgia – *What once was, still is.* Visitors to WineCoastCountry will feel as if they've stepped back to a time where they can truly unwind while creating new memories.



Supporting Creative Campaigns

Brand messaging, including advertising, promotions, public relations and customer communications all provide creative platforms for selling the brand. Below are examples of messaging executions supporting the brand tagline.



Advertising Plan - A condensed version of the ad strategy is outlined below. The plan details can be found on WineCoastCountry.com/members.

Internet and Print Advertising

Advertising on targeted travel media websites, and on regional print and broadcast media sites will be the cornerstone of the paid advertising efforts for WineCoastCountry. In some cases, these will be negotiated as value-added from our print placement efforts. Pay-per-click, geographical and behavioral targeting through Google, Yahoo, travel ad networks, and search marketing will be included in our advertising budget as appropriate.

The Los Angeles Times.com, San Jose Mercury News.com, and Sunset Magazine will focus on online and limited print to cover the target markets of Northern & Southern California with emphasis on Los Angeles, San Jose and Orange County. The remaining paid advertising budget will be utilizing on-line advertising tactics with Google Ad Words, YouTube and Facebook.

Promotions and Events

Well-planned events can help increase room occupancy. The County already has a strong list of quality events and promotion of these events will be a part of the overall marketing efforts.



Public Relations

The public relations team will focus on generating feature coverage of the Highway 1 Discovery Route and the Stewardship Traveler Program.

Social Media

The Social Media efforts will support our mission to increase overnight stays and includes a Stewardship activity blog, a weekly Travel Blog, daily posts and give away promotions on Face Book, videos on You Tube, posts on Twitter, photos on Pinterest and Flickr.

e-Marketing

WineCoastCountry will continue with our monthly e-newsletter, being sent to over 15,000 travelers.

Member/Constituent Communication

WineCoastCountry sends a quarterly Constituent newsletter and provides a monthly update in each local fund board meeting, which includes educational information on best practices and CBID programs that lodging properties can utilize within the properties direct marketing efforts.

Local Fund Co-op Programs

As part of our overall marketing strategy, the CBID and our CMT will provide marketing guidance for all local fund regions by providing tools and ideas that can be supported by each individual region or as a whole.



The WineCoastCountry *Stewardship Traveler* Program

A Successful, Newsworthy, and Sustainable Marketing Strategy

WineCoastCountry *Stewardship Traveler* Program was successfully launched in 2013. With over 73 activities and 36 community partners (28 local non-profits, 8 businesses) the program is a key differentiating strategy that aims to attract and retain visitors, and serves to benefit our natural surroundings, historic assets, economy, and local communities. The program inspire visitors and residents alike to; deepen their SLO county experiences, learn more about their surroundings, and to help care for the region's natural and cultural heritage. For WineCoastCountry, the *Stewardship Traveler* program offers a unique platform to enhance brand awareness while providing tourism leadership in sustainability, and travel trends provide additional support for the pursuit of this marketing strategy:

- A National Geographic study reports that out of 190 million U.S. travelers a year, 61% believe their experience is better when their destination preserves its natural, historic, and cultural sites. In addition, 41 percent of travelers say their vacation experience is better when they can see and do something authentic.
- "Tourist choices are increasingly influenced by sustainability considerations," states the World Tourism Organization's (UNWTO) 2012 Tourism in the Green Economy Report. Ecotourism, nature, heritage, cultural and "soft adventure" tourism are predicted to grow rapidly over the next two decades, and global spending on ecotourism is expected to increase at a higher rate than the tourism industry as a whole.
- In 2012, 35% of adults said they would like to try a holiday involving a volun-tourism component, and 6% said they had already done so. From: "What is the Size of the Volunteer Market?" 2013.

Program Benefits

Attracts and engages an emerging, high profile visitor who will help care for the region alongside locals.

- Differentiates WineCoastCountry and SLO County from other travel destination choices
- Delivers cost-effective media attention and high value content for all social media and online tactics
- Builds off-season and extended stay opportunities throughout the 10 regions
- Effectively provides one path towards long term countywide economic and resource sustainability

Examples of High Value *Stewardship Traveler* Activities

The activities ensure opportunities for learning, authentic connection, and public participation in clean-ups and restoration activities such as: beach, stream, lake, trail, meadow, campground, parks, and provides the visitor information on how and where to financially contribute to "make a difference" in the area that the visitor just enjoyed and connected with.



Some sample activities include:

- Montaña de Oro State Park Trail Restoration Days: drew over 150 enthusiastic participants
- Plant a Tree Days at Fiscalini Ranch Preserve
- Coastal Discovery Center Hands on Citizen Science Outing in San Simeon Cove
- Audubon Sweet Springs Preserve Monthly Stewards Day
- Avila Beach Stewardship Clean-up Kit and Appreciation Tote: 1,000 tote bags distributed to local lodging properties for distribution

Stewardship Traveler Strategic Results

The Program has more than exceeded its goals laid out in its 18 page 2-year plan of development and implementation. It has inspired fresh ideas and unprecedented positive countywide tourism collaboration and innovation.

For more detail information and overview visit the developing landing page at <http://winecoastcountry.com/slo/the-winecoastcountry-stewardship-traveler/>



Coastal Discovery and Stewardship Month

Our goal was to attract more visitors in January and February, and thus we launched www.CoastalDiscoveryRoute.com in January 2014. This effort took 9-months to develop, and in early 2014 the Board of Supervisors deemed February as Coastal Discovery and Stewardship Month, which launched this marketing strategy to increase visitation to our WCC regions during a slower lodging time period. Following are the measureable results from this effort.

Hotel Packages

The CBID had 14 lodging properties/management companies participate in February. Only 1 property responded to our request to provide results, and the Shoreline Inn on the Beach sold 25 packages specifically tied to this month-long promotion.

Promotions

Hearst Castle Theater Video on 3 monitors; lobby displays (pop up banners, DR map brochures, US Airways 24-page reprint)

CoastalDiscoveryRoute.com microsite (stats reflect January and February)

Total Visitors: 10,317

Total Page Views: 17,089

Total Referrals to WCC.com: 750

Stewardship Travel Landing Page Visitors: 676

Social Media: Impressions: 635,000 and Clicks: 6,977

Public relations: reached over 5.4 million on-line unique visitors in publications like Reuters, Bloomberg Business, and AOL News.

E-newsletter outreach: over 100,000 out-of-area vacationers

Constituent/Partner outreach: 5,000 free film flyers, plus weekly emails to all properties

Activities: 23 Stewardship activities took place throughout February, including 3 events that were specifically created for this month-long promotion:

“The Living Sea” free film at the Hearst Castle Theater (funded by CBID) = 537 attendees

Stolo Family Winery and Abalone Tasting (3/8 and 3/22) = 70 attendees

Central Coast Aquarium Sharks After Dark Talk and Wine/Food Reception = 18 attendee



TOT/Bed Tax

There are several factors that have contributed to a strong TOT performance in months that typically see a slow visitor count. Great weather and the onset of "frugal fatigue," as Americans tire from the economic downturn and begin to spend again. For January and February 2014 we enjoyed a 29.5% year over year increase in TOT, totaling almost \$700,000 in these two shoulder season months.

Partnership Feedback

"The events went great. It was a sell-out with more people from out of area. One guest from Bakersfield told me they heard about the Stewardship program through a magazine ad." - Maria Bennetti, Stolo Family Vineyard

"We felt it was a very successful event...The far majority had never been to the aquarium before and heard about it through the WCC e-blasts....5 of the 18 (30%) were from out of area." - CC Aquarium

"The best part of the month was the visitorship at the Hearst Theater movie night, which allowed for exposure of the National Marine Sanctuary system." - Carolyn Skinder, MBNMS and Coastal Discovery Center.



Marketing Budget

FY 2013/2014

| | |
|--------------------------------|------------------|
| Account Management/Supervision | \$18,000 |
| Creative Services | \$21,000 |
| Public Relations | \$64,000 |
| Promotions and Events | \$32,000 |
| Social Media | \$39,000 |
| Email Distribution | \$20,000 |
| Advertising/Media Placement | \$152,000 |
| Website Maintenance & SEO | \$50,000 |
| Total Estimated Budget | \$396,000 |



Mission, Vision & Core Values

Mission

The mission of the CBID is to promote the economic well being of our constituents (motels, hotels, B&Bs and vacation rentals).

Vision

To develop and implement a Countywide tourism effort with the CBID taking a lead role with a focus on quality of purpose and a common goal ~ that all area stakeholders see their competition as those outside San Luis Obispo County and together we improve countywide occupancy levels.

Core Values

Economics

We will work with our constituents and our communities to forge long-term partnerships that foster strength and stability and provide economic benefit.

Life Quality

We Will Ensure An Ongoing Quality Of Life With Responsible Stewardship Of Human, Financial, And Natural Resources, With Our Eye On The Sustainability Of Our Purpose And Our Partnerships.

Openness & Transparency

We Embrace An Open Process That Encourages And Values Public Participation And Supports Complete Transparency In Our Work By Communicating Effectively With All Interested And Affected Individuals And Organizations.

Collaboration

We Are Committed To Work As A Team Beyond Organizational And Geographic Boundaries To Achieve Superior Results By Forming Corporate And Community Alliances, Not Just Marketing Partnerships.

Be Accountable & Accessible

We Will Hold Ourselves To The Highest Standards To Responsibly Manage Public Funds In Our Charge With Good Governance And Management, While Being Accountable To Our Goals, Each Other And Fiscally To All Constituents.

Innovate & Lead

We are professionals, and as such we will exemplify leadership focused on our strength of purpose and direction, and strive to provide the highest impact for our constituents through innovative ideas and creative executions.

Demand Integrity & Mutual Respect

In all our actions as the CBID Board and as individuals representing the CBID, we will be governed by high ethical standards and integrity, both financially and professionally, with honesty and mutual respect as our guide in every activity between ourselves and all our partners.



Administrator's Highlights for 2013

BID Infrastructure

- Ongoing contact & partnership with County Liaison, Nikki Schmidt
- Administered booking engine RFP effort
- Managed the successful implementation of year 1 of a 2 year marketing plan
- Coordinated creation of 73 Stewardship Traveler activities with 26 local no-profits
- Manage 2 contract staff (web content management and financial services)
- Supported 7 Local Fund Boards totaling 32 Board members throughout 10 CBID region
- Administered 3 CBID sub-committees: Marketing, Events & Finance

Collaborations

- Launched 101 mile WineCoastCountry Highway 1 Discovery Route with over 200 activities
- Evolved relationships with State Parks, County Parks, VSLOC, Cal Poly and CA Welcome Center
- Speaker at the CA Economic Development Conference "Tourism as an ED Driver"
- Attended CTTC Outlook Forum
- Cal Poly RPTA Advisory Council member

Outreach: Constituents, Local Areas, Consumers

- Manage and support 4 local fund administrators
- Created Stewardship Ambassadors to integrate the program on the local level
- Maintain adherence to County policy and ordinance parameters
- Support role at Local Fund Board meetings and provide guidance and insights for ongoing success
- Assisted with the implementation, and ultimate approval, of 189 local fund applications
- Managed ongoing constituent communications

Web Development

- Launched micro-site www.CoastalDiscoveryRoute.com
- Managed www.WineCoastCountry.com totaling over 2,500 pages of content
- Manage 485 separate STAY profiles, providing ongoing updates and refinements
- Administrative management of content addition totaling 643 PLAY, 492 EAT and 690 EVENT profiles

Advertising/PR

- Managed Core Marketing Team and the implementation of Shoulder Season campaign (November – June) to improve occupancy in the off-season and Summer/Savor promotion (June – October)
- Managed Social Media assets, including Facebook, blog, You Tube, Pinterest, Flickr and Twitter
- Created and published monthly e-newsletter; grew subscriber base to over 15,000
- Published 23-page feature in US Airways Magazine
- Entertained and informed visiting journalists

General Activities

- Ongoing CBID Advisory Board administration (7 member board): manage board agenda & publish minutes; prepare monthly progress reports; prepare & distribute Board packets
- Year End report preparation and submission



Local Fund Recap for 2013

The ordinance allows for 1% of the 2% BID Assessment to be attributed directly to the Local Fund region that created it. Following is a summary of each Local Fund, and the year to date project applications. The funds balance reflected is as of March 2014.

Avila Beach – Avila Beach Tourism Alliance (ABTA)

Board Meeting: 2nd Wednesday of each month
Board Composition: 3 member board
Funds Balance: \$281,604
Completed Projects: 31

Cambria - Cambria Tourism Board (CTB)

Board Meeting: 2nd Tuesday of each month
Board Composition: 7 member board; 4 committees (marketing, outreach, events & governance)
Funds Balance: \$527,173
Completed Projects: 52

Cayucos – Visitor Alliance of Cayucos (VAC)

Board Meeting: 1st Monday of each month
Board Composition: 7 member board with 2 committees (marketing & outreach)
Funds Balance: \$252,509
Completed Projects: 18

San Simeon|Ragged Point – San Simeon Tourism Alliance (SSTA)

Board Meeting: 3rd Tuesday of each month
Board Composition: 3 member board
Funds Balance: \$370,570
Completed Projects: 31

Los Osos|Baywood Park|unincorporated Morro Bay – VisitLosOsosBaywood.com (VLOB)

Board Meeting: 4th Tuesday of each month
Board Composition: 5 member board with 1 committee (marketing)
Funds Balance: \$34,996
Projects Completed: 9

Oceano|Nipomo – VisitOceanoNipomo.com (VON)

Board Meeting: Quarterly
Board Composition: 3 member board with 1 committee (marketing)
Funds Balance: \$35,253
Projects Completed: 11

Unincorporated San Luis Obispo|Unincorporated Arroyo Grande (EV/AGV)

Board Meeting: Quarterly
Board Composition: 4 member board
Funds Balance: \$11,611
Completed Projects: 6



BID Assessment Collected in 2013

Represents the 2% collection ~ 1% of which goes to the CBID and 1% to the Local Area

| | Avila Beach | AG/SLO Uninc. | Cambria | Cayucos | Los Osos/ Morro Bay | Oceano/ Nipomo | San Simeon | Total |
|------------------|-------------------|------------------|-------------------|-------------------|------------------------|-------------------|-------------------|---------------------|
| January | 10,308.62 | 640.83 | 45,479.78 | 13,378.57 | 3,948.21 | 1,444.92 | 18,961.13 | 94,162.06 |
| February | 11,543.28 | 444.87 | 35,895.62 | 8,906.66 | 1,986.38 | 1,402.50 | 19,437.90 | 79,617.21 |
| March | 23,443.51 | 392.02 | 37,554.99 | 9,126.68 | 1,545.78 | 1,045.88 | 11,761.36 | 84,870.22 |
| April | 15,679.86 | 356.88 | 40,829.19 | 9,123.90 | 3,936.66 | 1,449.58 | 18,064.40 | 89,440.47 |
| May | 28,824.37 | 963.83 | 49,980.90 | 12,829.84 | 1,986.48 | 3,642.31 | 23,388.82 | 121,616.55 |
| June | 12,448.15 | 553.60 | 43,257.08 | 11,390.56 | 2,571.27 | 2,507.93 | 12,477.56 | 85,206.15 |
| July | 29,875.41 | 4,608.64 | 75,215.80 | 24,338.38 | 6,714.92 | 6,181.78 | 45,327.39 | 192,262.32 |
| August | 27,190.42 | 2,538.29 | 73,316.66 | 30,653.22 | 1,530.96 | 5,454.38 | 28,455.05 | 169,138.98 |
| September | 34,046.96 | 1,820.06 | 77,094.66 | 28,562.52 | 4,404.81 | 7,992.36 | 43,291.63 | 197,213.00 |
| October | 36,354.36 | 1,767.80 | 84,194.09 | 23,965.00 | 7,015.16 | 3,818.92 | 46,420.13 | 203,535.46 |
| November | 14,298.64 | 1,295.44 | 36,233.73 | 11,250.35 | 1,825.32 | 2,595.84 | 37,559.05 | 105,058.37 |
| December | 27,588.90 | 537.15 | 70,877.39 | 15,633.75 | 2,128.20 | 3,897.99 | 14,801.00 | 135,464.38 |
| Total | 271,602.48 | 15,919.41 | 669,929.89 | 199,159.43 | 39,594.15 | 41,434.39 | 319,945.42 | 1,557,585.17 |



Local Fund Financials (FY 2013 2014)
(as of March 2014)

| | Avila Beach | Cambria | Cayucos | San Simeon | Los Osos/ Morro Bay | Nipomo/ Oceano | AG/ SLO | Total |
|--|--------------------|----------------|----------------|-------------------|--------------------------------|---------------------------|--------------------|----------------|
| | (Local Fund) | (Local Fund) | (Local Fund) | (Local Fund) | (Local Fund) | (Local Fund) | (Local Fund) | Local Fund |
| Percent of Contribution | 17.44% | 42.63% | 12.88% | 20.76% | 2.40% | 2.76% | 1.14% | 100.00% |
| Income | | | | | | | | |
| BID Assessment Collection | | | | | | | | |
| Local Fund | 113,353.05 | 277,114.26 | 83,712.30 | 134,922.37 | 15,585.34 | 17,931.90 | 7,421.72 | 650,040.94 |
| Total BID Assessment Collection | 113,353.05 | 277,114.26 | 83,712.30 | 134,922.37 | 15,585.34 | 17,931.90 | 7,421.72 | 650,040.94 |
| Total Income | 113,353.05 | 277,114.26 | 83,712.30 | 134,922.37 | 15,585.34 | 17,931.90 | 7,421.72 | 650,040.94 |
| Gross Profit | 113,353.05 | 277,114.26 | 83,712.30 | 134,922.37 | 15,585.34 | 17,931.90 | 7,421.72 | 650,040.94 |
| Expense | | | | | | | | |
| Administration | | | | | | | | |
| Administrator - General Fund | 8,351.63 | 20,473.84 | 5,924.40 | 9,715.65 | 1,100.80 | 1,247.84 | 507.06 | 47,321.22 |
| Administrator - Local Fund | 8,351.25 | 22,874.00 | 1,858.71 | 0.00 | 1,446.75 | 1,956.25 | 1,500.00 | 37,986.96 |
| District Administration Fees | 2,267.06 | 5,542.29 | 1,674.24 | 2,698.46 | 311.70 | 358.66 | 148.43 | 13,000.84 |
| Mileage | 0.00 | 256.54 | 0.00 | 0.00 | 0.00 | 82.99 | 93.30 | 432.83 |
| Supplies | 118.69 | 308.56 | 0.00 | 0.00 | 0.00 | 5.34 | 0.00 | 432.59 |
| Telecommunications | 180.00 | 270.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 450.00 |
| Total Administration | 19,268.63 | 49,725.23 | 9,457.35 | 12,414.11 | 2,859.25 | 3,651.08 | 2,248.79 | 99,624.44 |



| | Avila Beach (Local Fund) | Cambria (Local Fund) | Cayucos (Local Fund) | San Simeon (Local Fund) | Los Osos/ Morro Bay (Local Fund) | Nipomo/ Oceano (Local Fund) | AG/ SLO (Local Fund) | Total Local Fund |
|--------------------------------------|------------------------------------|--------------------------------|--------------------------------|-----------------------------------|--|---|------------------------------------|----------------------------|
| Percent of Contribution | 17.44% | 42.63% | 12.88% | 20.76% | 2.40% | 2.76% | 1.14% | 100.00% |
| Brand Development | 0.00 | 0.00 | 950.00 | 0.00 | 0.00 | 0.00 | 0.00 | 950.00 |
| Marketing/Advertising | | | | | | | | |
| Collateral / Brochure | 4,588.00 | 1,233.00 | 921.00 | 4,054.78 | 1,586.00 | 0.00 | 0.00 | 12,382.78 |
| Creative Development | 0.00 | 39,637.00 | 0.00 | 0.00 | 2,187.50 | 0.00 | 0.00 | 41,824.50 |
| Media Cost | 0.00 | 12,462.50 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 12,462.50 |
| Out of Home | 0.00 | 426.34 | 0.00 | 3,936.60 | 0.00 | 0.00 | 0.00 | 4,362.94 |
| Photography | 0.00 | 1,050.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,050.00 |
| Plan | 0.00 | 0.00 | 1,900.00 | 1,500.00 | 0.00 | 0.00 | 0.00 | 3,400.00 |
| Print | 0.00 | 8,505.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 8,505.00 |
| Tripadvisor | 4,514.53 | 22,182.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 26,696.53 |
| Marketing/Advertising-Other | 0.00 | 3,600.00 | 0.00 | 6,597.50 | 7,031.25 | 0.00 | 0.00 | 17,228.75 |
| Total Marketing/Advertising | 9,102.53 | 89,095.84 | 2,821.00 | 16,088.88 | 10,804.75 | 0.00 | 0.00 | 127,913.00 |
| Memberships/Sponsorships | | | | | | | | |
| Sponsorships / Events | | | | | | | | |
| Outreach | 0.00 | 5,127.76 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5,127.76 |
| Event Focus | 10,000.00 | 0.00 | 1,599.00 | 2,302.13 | 500.00 | 0.00 | 0.00 | 14,401.13 |
| SAVOR | 0.00 | 0.00 | 871.35 | 0.00 | 0.00 | 0.00 | 0.00 | 871.35 |
| SLO Wine | 15.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,500.00 | 1,515.00 |
| Sponsorships/Events-Other | 1,505.95 | 17,283.00 | 3,400.00 | 0.00 | 0.00 | 0.00 | 0.00 | 22,188.95 |
| Total Memberships/Sponsorship | 11,520.95 | 22,410.76 | 5,870.35 | 2,302.13 | 500.00 | 0.00 | 1,500.00 | 44,104.19 |



| | Avila Beach (Local Fund) | Cambria (Local Fund) | Cayucos (Local Fund) | San Simeon (Local Fund) | Los Osos/ Morro Bay (Local Fund) | Nipomo/ Oceano (Local Fund) | AG/ SLO (Local Fund) | Total Local Fund |
|---------------------------------|------------------------------------|--------------------------------|--------------------------------|-----------------------------------|--|---|------------------------------------|----------------------------|
| Percent of Contribution | 17.44% | 42.63% | 12.88% | 20.76% | 2.40% | 2.76% | 1.14% | 100.00% |
| Project Management | 0.00 | 13,500.00 | 0.00 | 750.00 | 0.00 | 0.00 | 0.00 | 14,250.00 |
| Promotions | | | | | | | | |
| SAVOR | 985.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 985.00 |
| Promotions - Other | 0.00 | 300.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 300.00 |
| Total Promotions | 985.00 | 300.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,285.00 |
| Public Relations | | | | | | | | |
| Group FAM Trip | | | | | | | | |
| Expenses | 0.00 | 600.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 600.00 |
| Total Group FAM Trip | 0.00 | 600.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 600.00 |
| Public Relations in Area | 0.00 | 2,945.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,945.00 |
| Total Public Relations | 0.00 | 3,545.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,545.00 |
| Social Media | | | | | | | | |
| Contests | 0.00 | 3,329.44 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,329.44 |
| Facebook, Blogging, etc. | 8,992.88 | 48,475.00 | 0.00 | 500.00 | 0.00 | 0.00 | 0.00 | 57,967.88 |
| Monthly E-Newsletter | 0.00 | 835.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 835.00 |
| Total Social Media | 8,992.88 | 52,639.44 | 0.00 | 500.00 | 0.00 | 0.00 | 0.00 | 62,132.32 |



| | Avila Beach (Local Fund) | Cambria (Local Fund) | Cayucos (Local Fund) | San Simeon (Local Fund) | Los Osos/ Morro Bay (Local Fund) | Nipomo/ Oceano (Local Fund) | AG/ SLO (Local Fund) | Total Local Fund |
|-------------------------------------|------------------------------------|--------------------------------|--------------------------------|-----------------------------------|--|---|------------------------------------|----------------------------|
| Percent of Contribution | 17.44% | 42.63% | 12.88% | 20.76% | 2.40% | 2.76% | 1.14% | 100.00% |
| Stewardship/Sustainability | 5,018.61 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5,018.61 |
| Tourism Infrastructure | 353.00 | 23,000.00 | 0.00 | 47,150.00 | 0.00 | 0.00 | 0.00 | 70,503.00 |
| Web Development | | | | | | | | |
| Booking Agent | 0.00 | 2,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,000.00 |
| Content Management | 12,000.00 | 44,967.50 | 0.00 | 2,877.50 | 0.00 | 0.00 | 0.00 | 59,845.00 |
| Hosting & Maintenance | 0.00 | 120.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 120.00 |
| Natural Research | 0.00 | 5,967.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5,967.00 |
| Touch Screen | 0.00 | 0.00 | 0.00 | 7,349.00 | 0.00 | 0.00 | 0.00 | 7,349.00 |
| Web Development - Other | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 750.00 | 750.00 |
| Total Web Development | 12,000.00 | 53,054.50 | 0.00 | 10,226.50 | 0.00 | 0.00 | 750.00 | 76,031.00 |
| Contingency | | | | | | | | |
| Amgen | 0.00 | 8,324.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 8,324.00 |
| Spring Campaign CA Road Trip | 0.00 | 4,082.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 4,082.00 |
| Weather Station/Web Cam | 0.00 | -900.00 | 0.00 | 6,000.00 | 0.00 | 0.00 | 0.00 | 5,100.00 |
| Total Contingency | 0.00 | 11,506.00 | 0.00 | 6,000.00 | 0.00 | 0.00 | 0.00 | 17,506.00 |
| Total Expense | 67,241.78 | 318,777.20 | 19,098.83 | 95,431.83 | 14,164.03 | 3,651.11 | 4,498.80 | 522,863.58 |
| Net Income | 46,111.27 | -41,662.94 | 64,613.47 | 39,490.54 | 1,421.31 | 14,280.79 | 2,922.92 | 127,177.36 |
| Carryforward | 235,492.66 | 568,835.93 | 188,194.70 | 331,079.49 | 33,575.77 | 20,973.80 | 8,688.41 | |



Local Fund Application Summary

189 Projects with over \$1.8 million in funding

The following pages summarize, in large part, the projects led by local fund boards with applications funded directly from assessment monies that reside in each local fund budget.

Cambria:

- VCB – Savor Hearst Castle Behind the Scenes Tour Sponsorship (\$1,250)
- Cambria Ed. Foundation – Garden Tour Event Sponsorship (\$1,600)
- Chamber/RTA – Trolley Service Summer 2012&13 (2 yrs=\$13,000)
- Historic Society - Scare Crow advertorial in LA Times (\$428)
- FreshBuzz – Social Media Phase II (\$9,900)
- Silverado/Hearst Castle – Bus Wrap (\$5,000)
- American Legion – 4th of July Fireworks (\$9,000)
- Rademaker Design – Logo final design revisions (\$650)
- Managing Asst J Mitchell (up to \$20,600+apprvd expenses for 6 months)
- FreshBuzz – Bus Wrap design (\$1500)
- PB Visitors Center Certified Rack (\$300 for 12 months)
- FreshBuzz – Social Media Phase III (\$20,500 for 6 months)
- Discovery Route launch at Sunset Savor (up to \$7,500), including Invasive Weed Removal at Fiscalini Ranch, Am. Legion Peace Garden & CHS Walking Tour Plaques
- FreshBuzz – TripAdvisor Change Order and 150 Photographs (\$3,600)
- CTTC/Sunset – CA Magazine 1/3 page ad (\$13,500)
- Chamber – Holiday in the Pines sponsorship (\$2,500)
- FreshBuzz – TripAdvisor banner ads (\$1,750)
- Silverado/Hearst Castle – Additional graphics on bus wrap (\$500)
- LA Times Travel Section Advertorial (\$1,487.50)
- FreshBuzz – extend Social Media Phase III contract for 1 month thru Feb (\$2,250)
- US Airways Featured Editorial Coop – 3 pages (\$10,500)
- Managing Asst J Mitchell (up to \$41,600 for 12 months – 32 hours @ \$25/hour)
- 24 month contract with MMC (\$200,000/year or \$400,000)
- FreshBuzz extension of F/B, TripAdvisor, Hosting Fees and F/B ads (\$6,560)
- Historic Society - Scare Crow Festival 2013 (\$4,975)
- Web Cam/Weather Station Maintenance for 12 months (\$3,880)
- VCB – Sunset Savor Adventure Tour Sponsorship (\$2,125)
- Trip Advisor Community Page & Banner ads renewal (\$16,500)
- Fresh Buzz – transition services (NTE \$3,750)
- Cooksey Talbot photography usage (\$500 for 1 year)
- Historic Society – Harvest Festival sponsorship (\$4,980)
- US Airways Reprint (\$1,200 + tax + shipping)
- Smith Travel Research reports (\$3,600 annually)
- Fitcation 40 blog Journalist lunch hosted (\$750)
- Cambria Historic Society - Holiday in the Pines Sponsorship (\$4,603)
- Cambria Chamber of Commerce – Holiday in the Pines Sponsorship (\$4,000)
- Jackrabbit Systems – booking engine contract for 12 months (\$20,000)
- Trip Advisor Community Page & Banner ads renewal (\$16,500)
- Cooksey Talbot photography usage in perpetuity (\$1,000 additional for 5 shots)



Nancy McKarney photography usage (\$250 for 5 shots in perpetuity)
Cambria Historical Society Walking Tour Plaques (NTE \$20,000)
Cambria Land Conservancy Main Street Planter Beautification (\$3,000)
CA Welcome Center Certified Rack distribution (\$285)
Cambria Chamber of Commerce – Art and Wine Festival Sponsorship (\$1,700)
Live cam replacement, purchase and insurance (NTE \$4,000)
Amgen Tour of CA sponsorship (NTE \$30,000)
MMC – Amgen Marketing and PR support (NTE \$10,000)
MMC – Cambria map brochure creative (NTE \$1,275)
Managing Asst J Mitchell (\$41,600 for 12 months, plus approved expenses)
Susan Aldridge – extended map usage fee (\$300)
Savor – Covell Adventure Tour Thursday (\$3,000)

Avila Beach:

Administrative Assistant (up to \$14,400 + approved expenses for 12 months)
SLO Wine - Harvest Celebration 2012 Sponsorship (\$6,000)
Discovery Route launch at Sunset Savor (up to \$5,000)
Rack card (up to \$3,000 revised to \$3,940)
AB Civic Assoc – Winter Holiday in Avila sponsorship (\$1,000)
US Airways Featured Editorial Coop – 3 pages (\$10,500)
Amgen Tour of CA Sponsorship (\$30,000)
TJA – Agency Retainer (\$1,500/month or \$9,000 November – April)
SLO International Film Festival – Sponsorship (\$4,500)
Harvest Celebration Avila Vacation Giveaway (\$500)
Journalist Hosting Fees for Greg Aragon (\$175.38)
Journalist Hosting Account (\$1,800)
Ad for SLO International Film Festival Program (\$285)
Face Book and YouTube ads for Shoulder Season (\$6,300)
Responsive/Mobile Ready website (\$3,800)
Amgen Promotional Effort/Weekend Package (\$4,815)
:30 second TV spot scripting, shooting, edit and production (\$3,000)
US Airways Reprint 12 page brochure (NTE \$4,500)
Amgen Event Program ad (\$285)
VCB – Sunset Savor Adventure Tour Sponsorship (NTE \$3,000)
TJA – 12-month Marketing Plan and Tactics (NTE \$116,600)
Avila Community Foundation – Bird Sanctuary Signage (\$352.60)
Sunset Savor 2-day package getaway (\$1,000)
Avila Beach Clean-Up Tote Bag program (NTE \$5,500)
SLO Wine Country – Harvest Celebration Sponsorship (\$10,000)
Administrative Services (\$18,000 for 12 months effective September 2013)
AB Civic Association – Winter Holiday Sponsorship (\$1,000)
Harvest Celebration Giveaway (\$500)
US Airways coop out of TJA marketing funds (\$11,100)
TJA Annual Marketing Contract (NTE \$130,200)
Laptop for use by administrator (NTE \$600)



Cayucos:

VCB – Sunset Savor Abalone Tour Sponsorship (\$2,500)
Discovery Route launch at Sunset Savor (up to \$5,000)
US Airways Featured Editorial Coop – 3 pages (\$10,500)
Cayucos Chamber of Commerce – Visitor Center funding (\$25,000)
Safety Committee – Beach playground equipment (\$5,000)
Cayucos School – Waster Busters Sponsorship (\$1,500)
Chamber - Sea Glass Festival 2013 sponsorship (\$4,999)
US Airways Reprint 4 page brochure (\$800+tax&shipping)
VCB – Sunset Savor Adventure Tour Sponsorship (NTE \$3,000)
July Ackerman – Marketing Facilitation (\$3,325)
July Ackerman – RFP Process Support (\$1,900)
Savor Package Getaway (\$1,000 lodging voucher)
Administrative Services (\$3,000 for 10 months effective September 2013)
Verdin Vision – 20-month marketing contract (NTE \$175,000)
Cayucos Chamber - Sea Glass Festival Sponsorship (total is \$6,800; with \$3,400 from VAC and CBID matching fund of \$3,400)
Cayucos Chamber – Sea Glass Additional funding for SoCA ads (\$1,599)
Savor – Abalone Adventure Tour Thursday and Friday (\$6,000)
US Airways – September coop with WCC 2 pages (\$7,400)

San Simeon:

VCB – Savor Hearst Castle Behind the Scenes Tour Sponsorship (\$1,250)
Friends of the Elephant Seals – Soupabration Sponsorship (\$2,500)
Hearst Castle/State Parks – Live Cam & T1 Line (\$10,000)
Hearst Castle/Silverado & Rademaker – Bus Wrap & Creative (\$5,000 + \$2,500)
Hearst Castle/Silverado – Bus Wrap Coop w/ FES, PBLs & MBNMS (\$2,500 ea X 3)
Rademaker – Bus Wrap integrate coop design (\$2,000)
MBNMS – Fair Day (\$2,302.13)
American Legion – 4th of July Fireworks (\$1,600)
Verdin|RIESTER - Lodging Property website randomizer (\$750)
Discovery Route launch at Sunset Savor (up to \$5,000)
Silverado/HC Bus Wrap rub rail (\$400/bus or \$1,600)
Mental Marketing/TJA – Marketing Strategic Plan (\$13,500)
US Airways Featured Editorial Coop – 3 pages (\$10,500)
Mental Marketing/TJA – US Airways Editorial Coordination (\$1,500)
VCB – Sunset Savor Adventure Tour Sponsorship (NTE \$3,000)
US Airways Reprint 12 page brochure (NTE \$4,500)
Riester – Phase 3 of web development and monthly reporting (\$7,500)
Info Board - Visitor Center kiosk (NTE \$11,000)
MM/TJA – 90 day VC Recruitment, Acct Management and Social Media set up (\$6,450)
Cambria Historic Society – Scare Crow Festival Sponsorship (\$2,000)
MBNMS Discovery Center – Faire Day (\$2,302.13)
SS Chamber – Visitor/Fulfillment and Administrative Support (revised to \$21,825 for 6 months for an additional \$7,825 over initial request)
SS Chamber – Visitor Center Technology (NTE \$3,500)
SS Chamber – Visitor/Fulfillment and Administrative Support for 1 year beginning December 2013 – November 2014 (\$43,650 paid quarterly at \$10,912.50)
FES Live Cam Streaming from March 2014 – December 2015 (\$6,000)



SS Chamber – Visitor/Fulfillment and Administrative Support for 1 year beginning December 2013 – November 2014 (\$43,650 paid quarterly at \$10,912.50)
Silverado Bus Wrap (\$3,936.60) and Rademaker Design (NTE \$1,000)
VisitSSCA.com stencil added to signage (\$750)
Scare Crow Inc – Festival Sponsorship (\$2,935)
US Airways – September coop with WCC 2 pages (\$7,400)
Savor – Hearst Castle Behind the Scenes Adventure Tour (\$3,000)

Los Osos/Baywood/unincorporated MB:

VisitLosOsosBaywood.com Collateral Piece (up to \$2,000)
Discovery Route launch at Sunset Savor (up to \$3,000)
Festival Mozaic Winter Mezzo sponsorship (\$500)
US Airways Featured Editorial Coop – 2 pages (\$7,000)
Celebrate LO – Sign Restoration (\$2,350)
Morro Bay Harbor Festival “Friends of the Festival” Sponsorship (\$500)
Mental Marketing/TJA Brand/Creative Toolkit/Packaging & Promotion (NTE \$25,000)
Oso de Oro Loop revise and reprint (\$1,000 + tax and shipping)
Tourist-Oriented Directional Signs (TODS) 5 replacements/1 new (\$7,097.06 funded by SLOCOG)

Oceano/Nipomo:

Administrative Assistant (\$2,400; 12 months at \$20/hour for 10hrs/month)
Stone Soup Ethnic Music Festival (\$500)
McDill Associates Brainstorm/Message/Brand Development (\$6,000)
Discovery Route launch at Sunset Savor (increased by \$1000 up to \$4,000)
McDill – Rack Card & map illustration (\$5,000)
US Airways Featured Editorial Coop – 2 pages (\$7,000)
Administrative Assistant – 45 additional hours through June 30 (\$900)
Administrative Assistant annual admin contract (\$3,900)
US Airways – September coop with WCC 1 page (\$3,700)

Edna Valley/AG:

Recipe Cards at Sunset Savor (2 for \$589.86)
US Airways Featured Editorial Coop – 1 page (\$3,500)
Administrative Assistant (\$1,000; 12 months at \$25/hour for 10hrs/quarter)
www.VisitSLOWineCountry.com URL (\$75 for 5 years)
SLO Wine Country Affiliate Partnership (\$1,500 annually)
Administrative Assistant – 20 additional hours through April 2014 (\$500)



Stat Summary Brief

Website, Social Media and Current Assets

Our goal was to increase the percentage of non-paid visitors to our website, by refocusing web development monies away from Pay Per Click to Search Engine Optimization. The stats below reflect 20-month period through February 2014:

| | |
|--------------------|---|
| Total visits: | 237,964 – grew 2.6% |
| Non-Paid Visitors: | 230,206 – grew by 34.7% |
| Paid Visitors: | Decreased by 23% |
| STAY Page views: | 20.5% of total Page views going to lodging pages – up to 7.43% |
| % of New Visits: | 77.9% |
| Traffic Sources: | 14.3% of our web traffic came from our partner sites including Hearst Castle, The Tribune, SLO County VCB, Sunset Magazine and the local fund board content feeds |

CBID Assets include:

| | |
|---------------|--|
| Content | over 2,500 pages with 643 PLAY, 492 EAT and 690 EVENT profiles |
| e-Newsletter | 14,491 subscribers |
| Face Book | 22,467 fans with 136,639 weekly impressions – doubled in 2013 |
| Blog | 20 unique Stewardship posts throughout 2013 |
| Landing Pages | Stewardship Travel |
| Micro Sites | www.CoastalDiscoveryRoute.com |
| APP | www.Highway1DiscoveryRoute.com |



TOT Tracking

TOT/Bed Tax is currently our best indicator of the success of our efforts. The CBID clearly understands that our efforts do not solely impact TOT, and we do recognize that the significant gains we have enjoyed since the TBID's inception in 2009 are attributed to many factors.

TOT Totals by Fiscal Year (Source: County Tax Collector)

| | |
|-----------|-------------|
| 2009/2010 | \$5,452,645 |
| 2010/2011 | \$5,733,837 |
| 2011/2012 | \$6,217,674 |
| 2012/2013 | \$6,591,295 |

Growth in TOT from CBID Inception to Current (FY 2009/2010 versus 2012/2013)

Increase of \$1,138,650 or 20.9%

BID Assessment Collections by Fiscal Year (source: County Reconciliation Reports)

| | |
|--------------------|-------------|
| 2009/2010 | \$1,208,756 |
| 2010/2011 | \$1,270,149 |
| 2011/2012 | \$1,377,971 |
| 2012/2013 | \$1,460,965 |
| Total Collections: | \$5,317,841 |

Growth in BID Assessment from CBID Inception to Current (FY 2009/10 versus 2012/13)

Increase of \$252,209 or 20.9%



Advertising

Our advertising continued with the same strategy platform as the prior year ~ on line advertising utilizing Facebook and Google with a focused effort to improve our SEO (ranking in Google and others) through improvements in natural search (use of key words on our site, meta-tags on page titles, reciprocal linking, etc). Our strategy focused improving non-paid organic traffic by driving unique visitors to our website using SEO versus the pay-per-click model.

Total page views were close to ½ million. And of total visits, paid dropped from 16% down to 4%, with non-paid visitors representing almost all of our web traffic.

Public Relations

The WCC Public relations efforts focused on three messaging platforms with notable results: Highway 1 Discovery Route, Stewardship Travel and Coastal Discovery and Stewardship Month.

- Editorial Placements: 107
- Press Releases: 16
- Ongoing Media Visits: 33
- Earned Media Impressions: 706.83 Million
- Total Ad Equivalency: \$924,093 Million
- Total Publicity Value: \$2.77 Million

WCC.com was found in well-known media like Parade.com, Conde Naste Traveler, SF Gate, Boston.com, The Huffington Post, to name a few. Please go to www.WineCoastCountry.com/media to obtain the article/coverage.

Earned media refers to publicity gained through promotional efforts other than advertising, as opposed to paid media (publicity gained through advertising). Earned media often refers specifically to publicity gained through editorial influence. A Nielsen study in 2013 found that earned media (also described in the report as word-of-mouth) is the most trusted source of information in all countries it surveyed worldwide. It also found that earned media is the channel most likely to stimulate the consumer to action.

Partnerships

SLO County VCB/Visit SLO County continues to be a strong partner for the CBID, presenting almost half of their overall membership and participating as a Platinum Sponsor at Sunset SAVOR the Central Coast, hosting the Opening Night at Hearst Castle, 6 of the 11 Adventure Tours and managing the largest footprint of community representation in the SAVOR Central Coast Pavilion (10 regions in 700 square feet).



General Fund Budget & Expenses Recap - FY 2013|2014 (as of March 2014)

Note: A 2% assessment creates the overall fund. The financials below reflects the General Fund, which represents 1% of the 2% collected. The remaining 1% collected is being allocated directly in to the Local Area Funds. The Local Area Fund is responsible for 50% of the Administration expenses incurred, which is divided among each local area depending on their percentage of contribution to the overall fund.

| | Jul '13 - Mar 14 | Budget | \$ Over Budget | % of Budget |
|--|-------------------------|---------------|-----------------------|--------------------|
| Income | | | | |
| BID Assessment Collection | | | | |
| General Fund | 650,041.26 | 778,326.00 | -128,284.74 | 83.52% |
| Total BID Assessment Collection | 650,041.26 | 778,326.00 | -128,284.74 | 83.52% |
| Carryforward | 0.00 | 303,616.00 | -303,616.00 | 0.0% |
| Total Income | 650,041.26 | 1,081,942.00 | -431,900.74 | 60.08% |
| Gross Profit | 650,041.26 | 1,081,942.00 | -431,900.74 | 60.08% |
| Expense | | | | |
| Administration | | | | |
| Administration - Fin. Support | 4,425.00 | 7,200.00 | -2,775.00 | 61.46% |
| Administrator - General Fund | 42,678.74 | 70,000.00 | -27,321.26 | 60.97% |
| District Administration Fees | 11,310.66 | 15,000.00 | -3,689.34 | 75.4% |
| Meals | 172.13 | | | |
| Mileage | 1,590.44 | | | |
| Supplies | 525.74 | | | |
| Telecommunications | 2,342.16 | | | |
| Total Administration | 63,044.87 | 92,200.00 | -29,155.13 | 68.38% |
| Marketing/Advertising | | | | |
| Media | | | | |
| Spring Season | 6,503.00 | 72,000.00 | -65,497.00 | 9.03% |
| Shoulder Season | 78,128.65 | 80,000.00 | -1,871.35 | 97.66% |
| Total Media | 84,631.65 | 152,000.00 | -67,368.35 | 55.68% |
| Creative Development | 16,922.40 | 21,000.00 | -4,077.60 | 80.58% |
| Total Marketing/Advertising | 101,554.05 | 173,000.00 | -71,445.95 | 58.7% |
| Memberships/Sponsorships | | | | |
| Memberships | | | | |
| SLO Chamber | 245.00 | | | |
| VCB MVP | 43,036.75 | 44,000.00 | -963.25 | 97.81% |
| Total Memberships | 43,281.75 | 44,000.00 | -718.25 | 98.37% |
| Sponsorships/Events | | | | |
| Event Focus | 3,400.00 | 100,000.00 | -96,600.00 | 3.4% |
| Sponsorships/Events - Other | 0.00 | 85,000.00 | -85,000.00 | 0.0% |
| Total Sponsorships/Events | 3,400.00 | 185,000.00 | -181,600.00 | 1.84% |
| Total Memberships/Sponsorships | 46,681.75 | 229,000.00 | -182,318.25 | 20.39% |



| | Jul '13 - Mar 14 | Budget | \$ Over Budget | % of Budget |
|---|-------------------------|---------------|-----------------------|--------------------|
| Project Management | 12,000.00 | 18,000.00 | -6,000.00 | 66.67% |
| Promotions | | | | |
| Discovery Route | 15,000.00 | 15,245.00 | -245.00 | 98.39% |
| Promotions - Other | 6,012.46 | 16,755.00 | -10,742.54 | 35.89% |
| Total Promotions | 21,012.46 | 32,000.00 | -10,987.54 | 65.66% |
| Public Relations | | | | |
| Out of the Area PR | 41,636.68 | 64,000.00 | -22,363.32 | 65.06% |
| Total Public Relations | 41,636.68 | 64,000.00 | -22,363.32 | 65.06% |
| Social Media | | | | |
| Facebook, Blogging, etc. | 26,008.87 | 39,000.00 | -12,991.13 | 66.69% |
| Monthly E-Newsletter | 9,012.50 | 20,000.00 | -10,987.50 | 45.06% |
| Total Social Media | 35,021.37 | 59,000.00 | -23,978.63 | 59.36% |
| Stewardship/Sustainability | | | | |
| CMT | 30,610.85 | 45,000.00 | -14,389.15 | 68.02% |
| Miscellaneous | 0.00 | 5,000.00 | -5,000.00 | 0.0% |
| Positive Futures | 19,049.00 | 25,000.00 | -5,951.00 | 76.2% |
| Stewardship/Sustainability-Other | 3,200.00 | | | |
| Total Stewardship/Sustainability | 52,859.85 | 75,000.00 | -22,140.15 | 70.48% |
| Web Development | | | | |
| Content Management | 6,296.00 | 13,300.00 | -7,004.00 | 47.34% |
| Hosting & Maintenance | 15,816.99 | 12,000.00 | 3,816.99 | 131.81% |
| Natural Research | 24,326.63 | 38,000.00 | -13,673.37 | 64.02% |
| Total Web Development | 46,439.62 | 63,300.00 | -16,860.38 | 73.36% |
| Contingency | | | | |
| DR Map Brochure/Cert. Folder | 15,281.00 | 28,800.00 | -13,519.00 | 53.06% |
| Journalist Hosting Fees | 5,914.60 | 13,635.00 | -7,720.40 | 43.38% |
| Mobile Responsive Site | 7,600.00 | 8,028.00 | -428.00 | 94.67% |
| Motorcycle Rally | 6,765.00 | 7,000.00 | -235.00 | 96.64% |
| National Sponsorship w/SAVOR | 3,175.00 | 5,000.00 | -1,825.00 | 63.5% |
| Ordinance Renewal | 0.00 | 1,200.00 | -1,200.00 | 0.0% |
| Photo Shoot | 7,825.00 | 8,800.00 | -975.00 | 88.92% |
| SAVOR Contingency | 7,986.94 | 9,500.00 | -1,513.06 | 84.07% |
| US Airways Featured Editorial | 3,294.00 | 3,191.00 | 103.00 | 103.23% |
| US Airways Reprint Coordination | 1,250.00 | 1,500.00 | -250.00 | 83.33% |
| VCB Sunset Savor CC Pavilion | 14,000.00 | 14,000.00 | 0.00 | 100.0% |
| Web Mobile User Interface | 4,112.10 | 31,250.00 | -27,137.90 | 13.16% |
| Weather Station/Web Cam | 1,200.00 | 12,000.00 | -10,800.00 | 10.0% |
| Contingency - Other | 0.00 | 132,538.00 | -132,538.00 | 0.0% |
| Total Contingency | 78,403.64 | 276,442.00 | -198,038.36 | 28.36% |
| Total Expense | 498,654.29 | 1,081,942.00 | -583,287.71 | 46.09% |
| Net Income | 151,386.97 | 0.00 | 151,386.97 | 100.0% |



General Fund Budget DRAFT FY 2014|2015 (updated 4/21/14)

Presented below is the draft budget for the CBID for FY 2014 2015 as of April 2014.

Please keep in mind that this represents 1% of the 2% collection amount, as the other 1% is attributed to the local funds.

| | | |
|---|--|--------------------|
| Projected Income for 2014 2015 | | |
| Anticipated Carry forward | | \$228,338 |
| 2013 2014 Actual Assessment Collections | | \$650,041 |
| 2013 2014 Projected Assessment Collections (Ap – June 2014) | | \$269,200 |
| Anticipated 5% Increase in Collections | | \$45,962 |
| 2014 2015 Projected Collections | | \$965,203 |
| Total Projected Collections and Carry Forward | | \$1,193,541 |
| Anticipated Expense Budget for 2014 2015 | | |
| Core Marketing Team (CMT) | | \$400,000 |
| Additional Programs with CMT | | \$130,000 |
| Sponsorships – Sunset Savor 2015 & Buick Getaway | | \$90,000 |
| Savor Subcategory: HC Sponsorship \$40,000 | | |
| Savor Subcategory: CC Pavilion & Build-out \$35,000 | | |
| Savor Subcategory: CMT \$10,000 | | |
| Buick Getaway Giveaway: \$5,000 | | |
| Visit SLO County Member Value Program | | \$44,000 |
| Event Support and Event Participation Matching Fund | | \$100,000 |
| Stewardship Marketing Program | | \$45,000 |
| STP Subcategory: Positive Futures \$25,000 | | |
| STP Subcategory: CMT \$5,000 | | |
| STP Subcategory: Miscellaneous \$5,000 | | |
| STP Subcategory: Coastal Discovery & Stewardship \$10,000 | | |
| Certified Folder Program (distribution and map reprint) | | \$34,000 |
| Coop Programs, including US Airways | | \$30,000 |
| Journalist Hosting Fund | | \$12,000 |
| Ordinance Renewal Ad | | \$1,200 |
| Sub Totals: | | \$886,200 |
| Administration | | |
| CAO | | \$70,000 |
| County Administration | | \$19,300 |
| Admin Support - content and financials | | \$20,500 |
| Admin Totals: | | \$109,800 |
| Total: | | \$996,000 |
| Contingency | | \$197,541 |
| Grand Total | | \$1,193,541 |