



Events & Festivals Strategy



Purpose

Provide every destination and the lodging community in San Luis Obispo County the information, easy-to-use tools, and collaborative platform to maximize positive economic impacts of visitor-related events & festivals, and remain mindful of resident quality of life.

Benefits: Residents

- Residents will gain a clearer understanding of the benefits that events & festivals bring to each community
- Optimizations to events & festivals calendar will seek to minimize disruptions to traffic and parking
- Optimization of events & festivals inventory and calendar will maximize benefits to local businesses and local economies
- Attraction or creation of world-class events will enhance the SLO CAL lifestyle through increase of available activities

Benefits: SLO County, Municipalities, and DMOs

Information

- The best practices and strategic direction of the plan will give each destination the information it needs to make strategic investment and marketing decisions related to its local events & festivals.

Tools

- Centralized calendar that can be used on each DMO's website (via API or other interface), filtered down to local events, without the need for development and upkeep of additional calendars. Each destination will be able to "white label" their filtered events in a way that will preserve each calendar's role in driving traffic to destination websites.

Benefits: SLO County, Municipalities, and DMOs

Collaborative Platform

- Collaborative strategies for the development, attraction, retention, or expansion of strategically advantageous events & festivals. In some cases, this will provide opportunities to further develop existing home-grown events & festivals, or to expand them through collaboration between municipalities.
- Enhanced communication and coordination between municipalities about events & festivals.
- Destinations retain the autonomy to manage their own events & festivals, or to opt to engage in collaborative efforts with Visit SLO CAL or other destinations in the County.
- Visit SLO CAL is funding the effort, and no additional investment is required from collaborating entities.

Benefits: Visit SLO CAL

- The strategic amplification of events & festivals throughout the County will maximize occupancy in need periods, supporting the economic growth portion of Visit SLO CAL's mission
- Centralized calendar will reduce confusion and duplication of efforts, supporting Visit SLO CAL's values of Stewardship and Future Focus
- Strategic alignment on key opportunities for events & festivals in the County will allow Visit SLO CAL to prioritize its partnerships with communities who choose to participate in these opportunities