



MEMORANDUM

TO: Arroyo Grande Tourism Business Improvement District Advisory Board

FROM: Sheridan Bohlken, Recreation Services Director

SUBJECT: Update from Visit SLO CAL

DATE: September 19, 2023

SUMMARY OF ACTION:

Receive and file an update for the Arroyo Grande Tourism and Business Improvement District from Visit SLO CAL.

RECOMMENDATION:

Receive and file the updates from Visit SLO CAL.

BACKGROUND:

Working with, and on behalf of, its investors, partners, stakeholders, and the community to promote SLO CAL to both domestic and international visitors, Visit SLO CAL's (VSC) goal is to collaborate with partners to build the SLO CAL brand through a data-driven, efficient dynamic marketing and sales program while simultaneously enhancing the resident quality of life. Built on research with a strategy of continuous improvement, VSC aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences.

Visit SLO CAL is the non-profit countywide destination marketing and management (DMMO) organization for SLO CAL (San Luis Obispo County, California). As a destination marketing and management organization, it is responsible for promoting the region as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, the organization strives to strengthen the economic position and provide opportunities for people in their community.

DISCUSSION:

With a newly appointed Board, Visit SLO CAL will provide an update on activity, promotions, and other marketing efforts.