



March 2016

CONFERENCE CENTER PLAN

- Goal Solve for gap in mid-week and shoulder season lodging business (occupancy and rate)
 - Increasingly important with the Diablo Plant closure looming
 - Benefits of countywide conference center based on research
 - 3 Phase Process (Demand Analysis, Site Analysis & Financial Analysis including Economic & Fiscal Benefits)
 - As part of Phase 1, individual meetings were held with all cities and the County on February 2 & 3 to determine interest and viability (Morro Bay, Atascadero, SLO, the County, Paso and Pismo/AG/GB)

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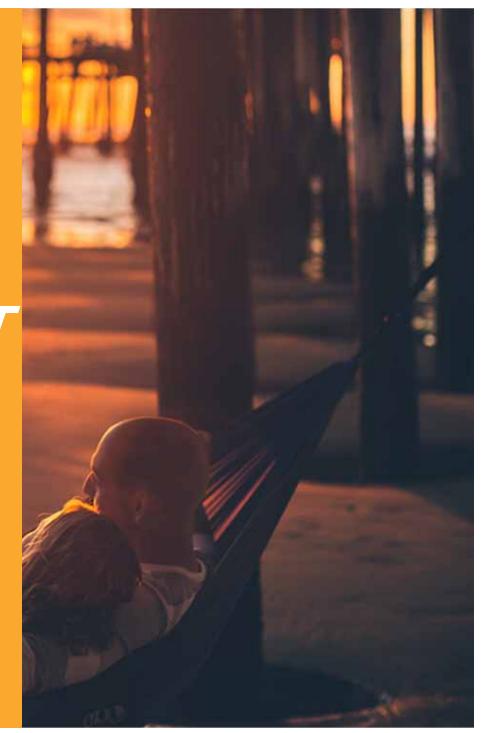
- Survey distributed to California meeting planners
- Market and demand analysis in process and will incorporate survey results
- Phase 1 Demand analysis and overview delivered to Visit SLO CAL Board later this month
- Board will determine next steps based on results
 - Options could include:
 - End engagement release demand analysis results allowing communities to determine next steps based on interest and ability
 - Continue with Phase 2 of Plan

March 2016 CONFERENCE CENTER PLAN

Weighted Community Ranking Matrix

VISIT SLO CAL								***DRAFT***
County-Wide Conference Center Feasibility Study								
Regional Ranking Matrix								
4	_							
	Evaluation Scale							
		Less Advantageous						
\rightarrow	3	Advantageous						
	4	Advantageous						
++	5	Most Advantageous						
		•						
			Weight	Atascadero	Five Cities	Morro Bay	Paso Robles	San Luis Obispo
Ŧ,	C3	A. Market Population	2.5%					
		B. Business Community Strength	2.5%					
	22	A. Attraction Inventory	5%					
	act	B. Hotel Inventory	25%					
		C. Meeting Space Inventory	5%					
	Ē	D. Restaurant Inventory	5%					
1	Δĭ	E. Availability of Sites	10%					
			1					
_	Access	A. Interstate Accessibility	5%					
	₹	B. Proximity to Major Transportation Hubs	5%					
	yo.	A. Partnership Interest	10%					
Τ.		B. Ability to Finance	15%					
-	ē	C. Economic Benefit Retention	10%					
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AIR SERVICE DEVELOPMENT



BUSINESS ITEMS

AIR SERVICE DEVELOPMENT

- December 2nd meeting with United Airlines in Chicago (Visit SLO CAL, Airport and Sixel Consulting)
 - Additional San Francisco service starting on March 9 (fourth daily flight)
 - Daily Nonstop Denver service beginning June 8
 - Visit SLO CAL will spend \$300K-\$400k in flight activation in Denver over the next few months
 - Continued focus on Dallas service through American Airlines
 - Likely will require a Minimum Revenue Guarantee (MRG)
 - Made up of contributions from tourism, local business and municipalities



HIGHWAY 1 CLOSURE UPDATE

Tactics Underway

- Visit SLO CAL is receiving daily updates from Caltrans
- Collaborating with industry partners in addition to county, regional and state officials on advocacy planning to encourage swift and focused action by Caltrans
- Working with CalTravel, Political Solutions and Visit California to establish meetings with elected officials in Sacramento once Caltrans releases project timeline with request to expedite
- Leveraging all communication and distribution channels to distribute content and information in every area possible, including via website, social media, email marketing, press, influencers, etc.
- Actively educating travel trade on situation, inspiring them to reroute through SLO CAL and to maintain plans for visiting the SLO CAL northern coastal destinations and attractions
- Distributing a printable 1-sheet to front-line employees throughout the Central Coast and California this week

