

VISIT



SAN LUIS OBISPO COUNTY  
CALIFORNIA

# *Paso Robles City Council Update*

*March 7, 2017*

A photograph of a person sitting in a hammock, looking out at a sunset over a body of water. The scene is bathed in warm, golden light. The person is seen from the side, wearing a light-colored shirt. The background shows a calm body of water reflecting the sky, with trees and a building visible in the distance. The overall mood is peaceful and contemplative.

***CONFERENCE CENTER  
FEASIBILITY PLAN UPDATE***

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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**)

March 2016

# CONFERENCE CENTER PLAN

- 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							
Evaluation Scale							
1	Less Advantageous						
2							
3	Advantageous						
4							
5	Most Advantageous						
		Weight	Atascadero	Five Cities	Morro Bay	Paso Robles	San Luis Obispo
Demo	A. Market Population	2.5%					
	B. Business Community Strength	2.5%					
External Factors	A. Attraction Inventory	5%					
	B. Hotel Inventory	25%					
	C. Meeting Space Inventory	5%					
	D. Restaurant Inventory	5%					
	E. Availability of Sites	10%					
Access	A. Interstate Accessibility	5%					
	B. Proximity to Major Transportation Hubs	5%					
Partners	A. Partnership Interest	10%					
	B. Ability to Finance	15%					
	C. Economic Benefit Retention	10%					

***AIR SERVICE  
DEVELOPMENT***

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# *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***

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MARCH 2017

# 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

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*Thank you!*

