

San Luis Obispo TBID

Strategic Direction 2019—2024



VISION	MISSION	VALUES	REPUTATION	POSITION
<p>A welcoming community with a vibrant economy that enriches the lives of visitors and residents alike</p>	<p>We share the abundance of SLO, driving the lodging economy and serving as the voice of our stakeholders</p>	<ul style="list-style-type: none"> • Service • Leadership • Adaptability • Collaboration 	<ul style="list-style-type: none"> • Essential • Approachable • Strategic • Driven • Effective 	<p>The SLO TBID stewards the brand of San Luis Obispo and represents its lodging partners, driving overnight stays by:</p> <ul style="list-style-type: none"> • Telling the San Luis Obispo story via targeted marketing content and activities • Serving as a convener and subject matter expert for tourism conversations impacting the destination • Advancing strategic partnerships that extend the reach and influence of the SLO TBID

IMPERATIVES	OBJECTIVES	INITIATIVES
<p>Elevate the SLO Brand and Experience</p>	<ul style="list-style-type: none"> • Increase visitor awareness in target markets • Increase positive visitor perception 	<ul style="list-style-type: none"> • Integrate the City's priorities into the execution of the TBID's marketing strategies • Identify the core SLO identity and develop a plan to market it • Develop a TBID Destination Stewardship approach • Identify opportunities to influence community placemaking and destination management efforts
<p>Deliver Smart Growth</p>	<ul style="list-style-type: none"> • Exceed California's RevPAR growth over FY21 baseline • Year-over-year growth in ratio of weekday to weekend occupancy 	<ul style="list-style-type: none"> • Develop an approach to monitoring local sentiment related to tourism • Influence the SLO conference center development plan and effort • Identify structure & budget allocation for mid-week and group business • Develop a local business travel program to drive visitation
<p>Build Meaningful Partnerships</p>	<ul style="list-style-type: none"> • Increase average Earned Partnership Value score over 2022 baseline • Grow economic impact of tourism in SLO by 2024, over 2017 baseline 	<ul style="list-style-type: none"> • Identify and develop BOLD partnerships that generate overnight stays • Create a partnership management plan using measurable goals that are in line with our TBID Mission
<p>Ensure Organizational Excellence</p>	<ul style="list-style-type: none"> • Growth in member newsletter open rates • Growth in stakeholder satisfaction score on survey 	<ul style="list-style-type: none"> • Establish and document a process to execute, evaluate and track strategic plan • Identify opportunities to streamline governance and leverage constituency of TBID
<p>Foster Destination Resilience</p>	<ul style="list-style-type: none"> • Year-over-year growth in TOT over FY21 baseline 	<ul style="list-style-type: none"> • Implement COVID-19 Response Plan • Document lessons learned from COVID era to feed resilience assessment • Perform a destination resilience assessment

KEY:
 Priority 1 | Priority 2 | Priority 3

