



5-Year Vision Summary

SLO Unincorporated County Tourism Business Improvement District (CBID)

Our vision provides a clear direction of what our organization looks, feels and acts like on December 31, 2020. To ensure the CBID evolves, we must agree on the direction we are going, and then manifest our vision. By creating a vivid mental picture, we will align our intentions and actions with our defined goals.

Collaborative Partnerships

As an organization, the CBID has excelled in collaborating and unifying without losing our local representation. It has made a noticeable positive impact on the SLO County economy evidenced by our thriving unincorporated communities, that are attracting a diverse group of tourists that come from further away, stay longer and return more often.

Awareness and Engagement

Increased awareness and identity of the unique offerings along our stretch of Highway 1 within SLO County, as visitors discover the rare combination of breathtaking coastal open spaces with activities, events, eateries, wineries, shops and places to stay. Our ten communities are no longer just a stopover between LA and San Francisco ~ they are now known as a “must see” destination.

We acknowledge the importance that an exceptional connection exists between the locals and the visitor as locals engage with tourists, and these visitors make a deeper connection to our people, land, wildlife, heritage, and culture while on vacation in our communities.

Economic Well-being

We have accomplished many milestones over the last 10 years of the CBID, and have gotten much better at leveraging where our money is being spent. When compared to the first 5 years, we have contributed to an above-average increase in Transient Occupancy Tax (TOT), which has allowed us additional flexibility to be more effective and efficient with the funding we receive. We have developed a model to track and measure the progress of the efforts of both the CBID Board and our 7 local fund boards. Furthermore, we have gained better visibility with locals on the positive economic impact the tourism business has made within their own communities.

Local Fund Evolution

We have created a strong foundation for management of the local fund areas, as we continue to support the needs of our diversified constituent base by nurturing an integrated, non-duplicative relationship with our local funds and their marketing partners. We have shared tools and programs with constituents, stakeholders and our local fund boards. This has increased constituent participation. Through the development of tracking methods, we now have proven data which allows us to know that we have created a higher perceived value of the contribution the CBID provides.

There have been many collaborative projects over the past several years where we have had the opportunity to partner with organizations that are heavily focused on tourism. There have been many successful projects, programs and events achieved through joint marketing efforts with the impact of the invested assessment funds being felt on a countywide level.