



JULY 2022 – JUNE 2023

DowntownSLO.com
(805) 541-0286
ReachUs@DowntownSLO.com

Downtown SLO
1135 Chorro Street
San Luis Obispo CA 93401

Annual Report

TO THE COMMUNITY

A message from your Downtown SLO CEO, Bettina Swigger



Five years ago, when I stepped into this leadership position, downtown was in the midst of major construction, with two hotels poised to open. It was a time of transition, and there were concerns about a shifting brick-and-mortar retail environment, the threat of online shopping to downtowns, and daily conversations about parking, safety, and homelessness.

Today, in 2023, downtown is in another time of transition, navigating a post-pandemic reality, which has elevated conversations about homelessness, economic inequality, and diversity, equity, and inclusion. Major construction is underway to create a new Parking Structure that will serve as the anchor for a Cultural Arts District that will bring new economic activity and civic pride. Private multi-use projects will house more downtown residents, and there are daily conversations about the viability of brick-and-mortar retail, homelessness, and parking. Through it all, downtown has been resilient and remained vital.

This report summarizes the work our Downtown SLO staff, board, committee members, and volunteers have engaged in over the last fiscal year to support our mission of fostering an economically vibrant downtown. Our organization is made up of the fee-paying businesses who operate within the boundaries of the Business Improvement Area, voluntary members, and our civic collaborators, including nonprofit organizations, residents, and visitors. We have a robust partnership with the City of San Luis Obispo, and we proudly advocate to the City on behalf of our membership and participate in the process and important work of shaping policy to ensure our downtown is positioned to be successful.

It has been my privilege and honor to steward this organization for a brief moment in its storied history. Thank you to the Downtown SLO team, and the community support from board members, businesses, and volunteers. San Luis Obispo will continue to experience more success and continued economic and cultural vitality in the decades to come.



The mission of Downtown SLO is to foster an economically vibrant downtown.

Our Values

- We help people and business grow and thrive
- We foster a feeling of belonging
- We create community
- We like to bring people together
- We celebrate diversity
- We practice optimism
- We are resilient
- We actively promote a walkable, bike-able, accessible community
- We cultivate sustainability
- We value the outdoors and respect our natural environment
- We believe that a thriving economy depends on authentic connection

2022



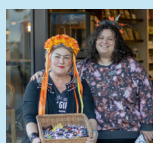
AUGUST

26th season of Concerts in the Plaza concludes

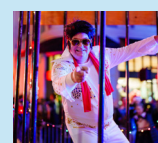


OCTOBER

State of Downtown Annual Breakfast

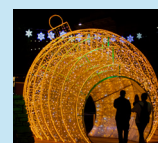


Halloween Festivities at Farmers' Market



DECEMBER

46th Annual Holiday Parade
Musical Light Show lights up the Holiday Plaza



JULY

Singer-songwriters perform at Concerts in the Plaza



SEPTEMBER

Cal Poly Homecoming at Farmers' Market
Creeks to Coast Clean-Up Day
Concerts in the Plaza Volunteer Appreciation Party at Luna Red



NOVEMBER

Santa's House & Holiday Plaza open for the season
Decorate Downtown & Clean-Up Volunteer Day
Small Business Saturday
Veterans Outreach Night at Farmers' Market

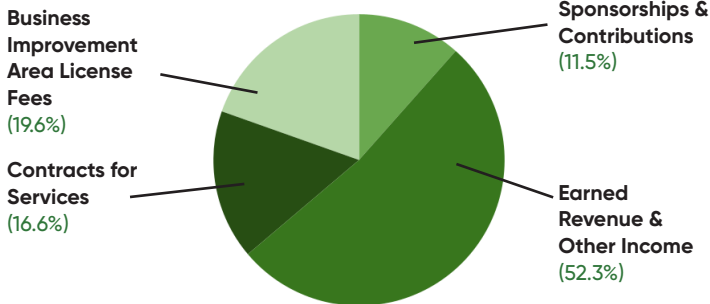


Financial Summary

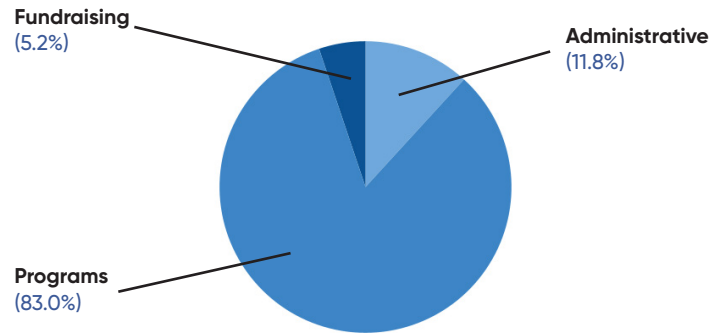
JULY 1, 2022 – JUNE 30, 2023

After several years of fiscal uncertainty due to the COVID-19 pandemic, Downtown SLO ended the fiscal year on June 30, 2023 in the black.

INCOME



EXPENSES



INCOME

Sponsorships & Contributions	\$162,008
Earned Revenue & Other Income	\$732,456
Contracts for Services	\$232,560
BIA License Fees	\$274,473
TOTAL	\$ 1,401,497

EXPENSES

Administrative	\$158,968
Programs	\$1,119,605
Fundraising	\$69,543
TOTAL	\$1,348,116

2023

FEBRUARY

New Board of Directors is elected

Over 100 band applications are reviewed for the 27th season of Concerts in the Plaza



APRIL

Bunny Trail at Farmers' Market

Donna Lewis begins term as Board President



JUNE

27th season of Concerts in the Plaza begins

JANUARY

Central Coast experiences unprecended storms and flooding



MARCH

Downtown SLO board retreat at Hotel SLO

Downtown SLO staff & board attend the West Coast Urban District Forum in San Jose



MAY

Sip 'n' Saunter returns

Law Enforcement Night at Farmers' Market

Public Works Night at Farmers' Market





Farmers' Market

San Luis Obispo's most popular community event

Every Thursday evening, between 5,000 and 10,000 locals, students, families, seniors, and visitors from around the world come together on Higuera Street to enjoy five blocks of produce, entertainment, BBQ, artisan goods, and more. With over 110 vendors every week and entertainment on every block, **the famous Downtown SLO Farmers' Market is a weekly street fair unlike any other.**

\$738,916

in agricultural business activity



5-10k

visitors every week
from around the world



110+

vendors every week



Food Access Programs

Downtown SLO manages a **CalFresh/EBT program**, providing access to fresh, healthy food to eligible low-income individuals. Additionally, our **Market Match** grant allows us to double customers' buying power when they use their CalFresh/EBT benefits at our Market. As the only night market in San Luis Obispo County, we are able to provide access to fresh fruits and veggies to working families and students.

\$61,580

distributed in EBT/Market Match

17,746

lbs of produce rescued by
GleanSLO

Supporting Local Entrepreneurs

This year, we welcomed **over 80 new vendors** to the Market — from artisan makers to nonprofits to culinary artists, we are proud to be a catalyst for new local businesses.



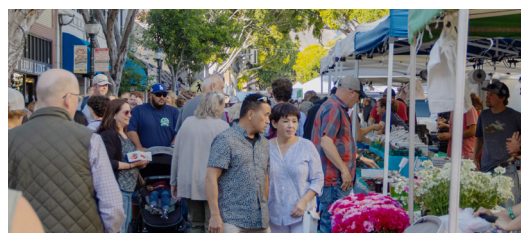
Two Market vendors, *Proof & Gather* and *The Dough Connection*, **opened brick-and-mortar storefronts in downtown SLO this year.**

2022–2023 Recognitions

"Top 10 California Experiences" and "101 Best California Experiences"
— LA Times

"Best Community Event" and "Best Farmers' Market"
— New Times

"Best Nighttime Activity"
— Mustang News



In September 2022, we welcomed *Lahey Manning* to our team through the statewide College Corps program, providing **450 hours of volunteer service** with Downtown SLO over the course of the academic year.

Special Activations at the Farmers' Market

The Downtown SLO Farmers' Market welcomed more than 25 events and side-street activations, some hosted by partner organizations and others by Downtown SLO.



R.A.C.E. Matters Block Party* – September 23, 2022
Cal Poly Homecoming – September 29, 2022
Electrify Your Life Showcase – September 29, 2022
4-H Club Showcase – October 6, 2022
Fire Prevention Night – October 13, 2022
Halloween Festivities – October 27, 2022
Veterans Outreach Night* – November 10, 2022
Hanukkah Event – December 22, 2022
Farm City Nights – March 2, 2023
Bunny Trail – April 6, 2023
Cal Poly Open House – April 13, 2023
Shabang SLO Pop-Up – April 27, 2023
Cal Poly Egg Drop – May 11, 2023
Law Enforcement Night – May 18, 2023
Public Works Night – May 25, 2023
Pride Block Party* – June 29, 2023
Streets of Vintage – Third Thursday of Each Month

**Made possible by a generous grant from the City of SLO Human Relations Commission promoting diversity, equity, and inclusion.*



Community Outreach Events

Fire Prevention Night, Law Enforcement Night, and Public Works Night are all brought to you in partnership with the City of SLO, and provide an opportunity for the community to learn about and engage with public service programs.

Halloween Festivities

Higuera Street was filled with skeletons, princesses, and witches on the Thursday before Halloween. Festivities included the Trick-or-Treat Trail, a costume contest, and "Scary-oke!" Thank you to the 19 downtown businesses who donated prizes for our costume contest winners!

37

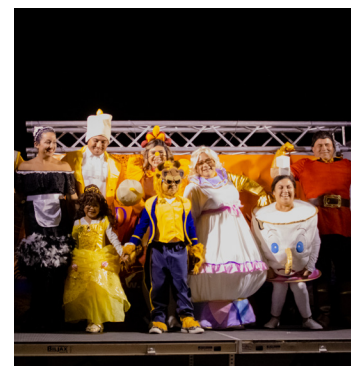
Trick-or-Treat
Trail locations

60+

Costume
Contest entries

800+

Trick-or-Treat
maps distributed



Bunny Trail

Free, family-friendly springtime fun! Countless adorable bunnies bounced around downtown, collecting candy from businesses and taking family photos with Downtown Bunny.

500+

Downtown Bunny Photos taken

800+

Bunny Trail maps distributed



CONCERTS in the PLAZA

26th Annual Concerts in the Plaza

JUNE 24 – AUGUST 26, 2022

The 26th season of Concerts in the Plaza, presented by Sunset Honda and in partnership with the City of SLO, brought in **record attendance and bar sales**. The 2022 summer series featured ten weeks of free, live music in Mission Plaza, and introduced two new bands alongside eight series favorites.

31,795

attendees

\$145,129

in bar sales

70+

musicians

40

hours of music

13,836

plastic cups saved from landfill

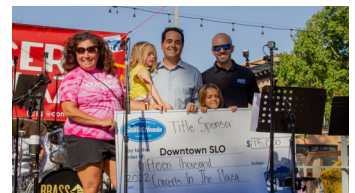


In a survey of attendees, 96% said that they **visited at least one downtown business** before or after the concert.



Spotlighting Singer-Songwriters

The 2022 season of Concerts in the Plaza marked the beginning of the **brand new Singer-Songwriter Showcase**, sponsored by The San Luis Obispo Collection. Before each band took the stage, a SLO county-based solo musician captivated the audience with original self-written songs.



We couldn't do it without our dedicated team of volunteers and sponsors!

27th Annual Concerts in the Plaza

BEGAN JUNE 23, 2023

New Faces

After reviewing **over 100 applications**, two new-to-the-series bands were selected to kick off the 27th season of Concerts in the Plaza. Ghost\Monster and Alex Lucero Band were the first performers, with openers Natalie Haskins and Ynana Rose. Bar sales totaled \$30,694 in the first two concerts!

In addition to new musicians, the series also welcomed two new beverage partners, a new food vendor, and new sponsorship levels in 2023.



Even More Music!

In March 2023, Downtown SLO announced the 27th Annual Concerts in the Plaza lineup and the **series' extension from ten to twelve weeks**.



200

volunteers



600

hours of service

Carl Dudley, our 2022 Holiday Parade marshal
Photos / Herald Creative Studio



Holiday Happenings

THEME: ROCK 'N' RETRO

46th Annual Holiday Parade

FRIDAY, DECEMBER 2, 2022

The 46th Annual Rock 'n' Retro Downtown SLO Holiday Parade was a magical evening of holiday cheer, a little bit of rain, and a lot of Elvis impersonators. Thank you to our title sponsor, American Riviera Bank, and to the City of SLO.

82

entries

8,000+

attendees

30

volunteers



Lights, sights, and family fun in Mission Plaza!

The Holiday Plaza shined brighter than ever before, with a brand new **light tunnel**, new **photo opportunities**, and a new **musical light show**! Thank you to The San Luis Obispo Collection for sponsoring.

150

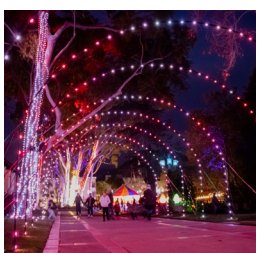
musical light shows

12

special activations

48

days of fun



Santa's House

Ho ho ho! Santa flew in from the North Pole to his annual winter residency in Mission Plaza, bringing holiday magic to downtown San Luis Obispo. Thank you to American Riviera Bank for sponsoring Santa's House.

81

volunteer photo elves



2,500

visits with Santa



Small Business Saturday

700

free shopping totes distributed



The official Holiday Plaza Lighting Ceremony took place on Friday, November 25, 2022.

Around Downtown

Mission Plaza wasn't the only place to discover holiday delight – **dozens of businesses decorated their storefronts** with twinkling lights and festive displays, the parking structures and government buildings were lit up with reds and greens, and the Search for Santa's Mouse scavenger hunt in partnership with the San Luis Obispo Children's Museum led families on a quest around downtown.



California Conservation Corps and community volunteers decked downtown in wreaths and ribbons.

State of Downtown Annual Breakfast

WEDNESDAY, OCTOBER 12, 2022



2022 marked the return of the State of Downtown Annual Breakfast, an event that drew a crowd of 152 attendees to the Carrisa. The program featured a comprehensive overview of our **achievements from the past year**, presented by our board and staff. Guest speakers from the City of San Luis Obispo shared insights about **upcoming new development projects** and **investments in downtown vitality**. Thank you to our guest speakers from the City of SLO, Mayor Erica A. Stewart, City Manager Derek Johnson, and Directory of Community Development Michael Codron.



152
attendees
11
sponsors



Singer-songwriter Nataly Lola set the perfect tone for the occasion.



Annual Breakfast attendees were prompted to write **one opportunity** and **one challenge** they saw for the future of downtown.

Sip 'n' Saunter SUNDAY, MAY 7, 2023

Cheers!

After a three-year hiatus, Downtown SLO was proud to bring back Sip 'n' Saunter! Community members "sauntered" through the **vibrant and unique shops of downtown SLO**, while tasting some of the **finest food and beverage** the Central Coast has to offer. Thank you to our sponsors, Guaranteed Rate and The San Luis Obispo Collection!



787 attendees
\$30,500 gross ticket sales
117 participating businesses



Over 90% of attendees reported that they **learned about a downtown shop they were not familiar with previously**.



Over 90% of attendees reported that they **planned to revisit a retailer, food, or beverage provider because of the event**.

Clean & Safe

Downtown Ambassadors

Our Ambassadors work to ensure that the downtown community is **safe, clean, and hospitable to visitors** by removing graffiti, litter, and messes. Ambassadors are out on the streets **connecting our community** – welcoming tourists to the area, providing directions, recommending restaurants and shops, answering questions, maintaining relationships with local businesses, and giving resources to unhoused folks.

The Clean & Safe Program is supported in part by the City of SLO. Our Ambassadors completed Transitions Mental Health Association's Mental Health First Aid training to better serve community members who struggle with addiction and mental illness.

We are here to serve the downtown community! If you are a downtown business owner or shopkeeper, please contact our Ambassadors if you need assistance.

To make a gift to support the Ambassador program, visit DowntownSLO.com/Donate.



Ambassador Hotline: (805) 250-6467

CAPSLO Outreach

Downtown SLO partners with CAPSLO (Community Action Partnership SLO) to provide 8–15 hours of service by an **Outreach Case Manager** in the Downtown Business Improvement Area. CAPSLO specializes in **providing services to individuals who are experiencing homelessness**, and they operate 40 Prado Homeless Service Center.

CAPSLO Impact

2,580

hours spent downtown

988

individual contacts

749

repeat contacts

588

bus tokens distributed

95

clients went to 40 Prado

14

family reunifications

Ambassador Impact

JULY 2022–JUNE 2023



4,310

lbs of trash removed



3,378

friendly interactions with the public



1,994

miles walked



1,715

pieces of gum removed



1,191

unhoused contact interactions



1,114

times business info was given to visitors



968

messes cleaned



948

stickers removed



580

benches cleaned



68

trees trimmed



Extra Bathrooms for Event Weekends

Four portable toilets were positioned throughout downtown for **high-impact holiday weekends**, including Halloween, Cal Poly Commencement, and St. Patrick's Day. Thank you to our Downtown Environment Committee for providing this service.

Clean-Up Days

Downtown SLO hosted two Clean-Up Days in the 2022–2023 fiscal year; one in November 2022 and one in March 2023 in partnership with Love SLO. A total of **32 volunteers gathered together to beautify our streets**. Thank you to everybody who joined!

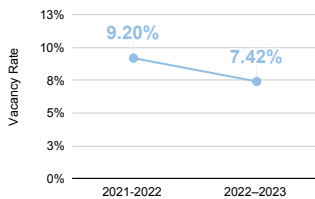
Additionally, a **"how-to" guide** for hosting downtown clean-up days was created for local organizations seeking a volunteer activity.

To sign up for updates on future volunteer opportunities, visit DowntownSLO.com/Subscribe.

Communication & Advocacy

Vacancy/Vibrancy Dashboard

Downtown SLO staff regularly audit and track the overall number of new businesses to ensure the data is accurate. Vacancy rate tracks street level storefronts.



7.42%
vacancy rate as of June 2023

36
new businesses opened



In December 2022, Downtown SLO contracted local artists Kat Thompkin and Alli Feigin to install art pieces in the vacant retail spaces at 876 and 868 Higuera.

Advocacy

Downtown SLO staff and board members meet weekly with City administrative leadership to discuss downtown issues, programs, and services. In 2022-2023, Downtown SLO provided **considerable feedback** on the following City plans:

- City's Two-Year Budget
- City's Economic Development Strategic Plan
- City's Parking and Access Management Plan
- City's Homelessness Response Plan

Downtown SLO staff sit on the California Downtown Association Board of Directors, SLO County's Homelessness Service Oversight Council, the SLO City Police Chief Roundtable, the SLO Chamber Legislative Action Committee, the Cal Poly Local Economic Development Council, and regularly visit with dignitaries, journalists, and others.

Committees

PARKING & ACCESS

Members of the Parking & Access Committee meet every quarter to discuss downtown parking services, multimodal transportation, and access issues downtown. In 2022-2023, the committee successfully advocated for the creation of the **Park Local Pilot Program**, guaranteeing a free hour of parking in downtown structures to SLO County residents, which was implemented by City of SLO Parking Services in July 2023.

DOWNTOWN ENVIRONMENT

Downtown Environment Committee members come together to address ways to keep the downtown area **clean, safe, and attractive**. The group discusses topics such as beautification efforts, general cleanliness, major construction projects, nightlife, crime prevention, and homelessness. In 2022-2023, the committee provided extra portable toilets during high-impact party weekends downtown.

EVENTS & FUNDRAISING

The Events & Fundraising Committee evaluates and discusses events and placemaking activities. In 2022-2023, the committee **restructured** the sponsorship model for Downtown SLO's holiday activations, **relaunched** the Sip 'n' Saunter program, and **expanded sponsorships** for Concerts in the Plaza.

Interested in joining a committee or being part of the conversation? Send us an email at ReachUs@DowntownSLO.com.



Birdie Alarms

In partnership with the Student Community Liaison Committee, Downtown SLO gave away over **120 personal safety alarms** to downtown employees.



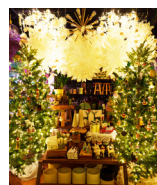
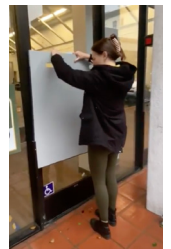
Downtown BIA Member Emails

Member updates contain important information regarding **upcoming programs and events, road closures, City news, grant opportunities, and more**.

Not on our member newsletter list? Send us an email at ReachUs@DowntownSLO.com.

Storm Safety

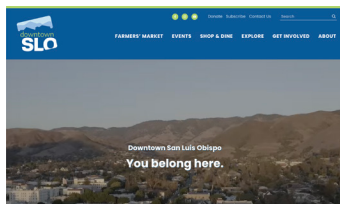
The winter season of 2023 was marked by significant rain and heavy storms. Downtown SLO sent out **notifications to businesses**, sharing a video of **how to deploy flood gates** and informing them of steps to take to **minimize damage**. After the storms, we collected survey responses aimed to gain insight into how prepared and informed downtown businesses were for flooding or natural disasters.



Business Education Series: Creating the Perfect Retail Window

In November 2022, Erica Hamilton of Blackwater and Tim Kelly of HumanKind shared their knowledge and experience in retail design with downtown businesses via free virtual event.

Marketing



256,000

website users
(July '22–June '23)

DowntownSLO.com

JULY 2022–JUNE 2023

Top Pages – Farmers' Market, Holidays, Concerts in the Plaza

Top Audiences – San Luis Obispo, San Jose, Los Angeles

Top Google Search – "slo farmers market"

Clicks From Google – 158,100

New – Discover Downtown Blog



37k

clicks from
Google Ads

Google Ads

As a recipient of a Google Ad Grant, Downtown SLO receives in-kind funds every month to promote downtown business and events.

Dining in San Luis Obispo - Breakfast, Lunch, & Dinner
Takeout, Delivery, and Outdoor Dining, Dining | Shop & Drive | Downtown San Luis Obispo, CA.
Types: Shopping, Dining, Services, Small Business Support, Free Activities, Farmers' Market,
Volunteer, Support Small Business.
Explore All Shops • Wine Tasting Downtown • Subscribe for updates • Downtown Visitor Guide

Instagram

@DowntownSLO

19,178

followers
(+6,506 vs. June '22)

1.2mil

total reach
(July '22–June '23)

@DowntownSLOFarmersMarket

10,115

followers
(+3,180 vs. June '22)

201k

total reach
(July '22–June '23)

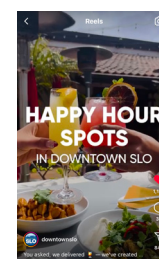
@ConcertsinthePlaza

3,217

followers
(+1,067 vs. June '22)

76k

total reach
(July '22–June '23)



Facebook

@ExperienceDowntownSLO

7,568

page followers
(+467 vs. June '22)

189k

total reach
(July '22–June '23)

@DowntownSLOFarmersMarket

13,181

page followers
(+681 vs. June '22)

78.5k

total reach
(July '22–June '23)

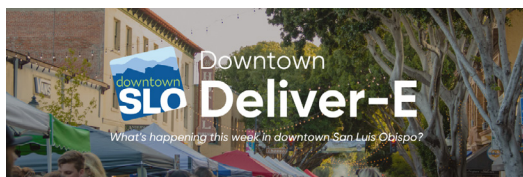
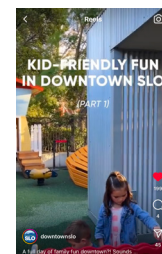
@ConcertsinthePlaza

6,909

page followers
(+296 vs. June '22)

103k

total reach
(July '22–June '23)



Email Newsletters

The Downtown Deliver-E is a weekly newsletter sent out to the general public, showcasing **downtown happenings, events, new businesses, and other updates.**

4,948

subscribers
(as of June 2023)

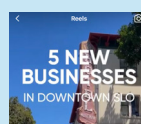
102k

emails opened
(July '22–June '23)

10.6k

emails clicked
(July '22–June '23)

Subscribe at DowntownSLO.com/Subscribe.



63k

combined
views on IG

New Business Highlights

Downtown SLO staff frequently attend ribbon-cutting ceremonies and visit newly-opened businesses downtown to feature them on our social media pages and in our newsletter!



This Weekend Downtown

Instagram reels highlighting different upcoming events in downtown SLO were frequently posted throughout the year.

Business Support Campaigns

In August 2022, we launched a brand new series of multi-channel marketing campaigns, highlighting different businesses downtown. From happy hours to quirky holiday gifts to family fun, we're always looking for ways to feature our downtown businesses.

67

businesses
highlighted

145k

combined
views on IG

Traditional Media

Radio

Downtown SLO has a weekly radio presence with American General Media on **five local stations**, (98.1 KJUG, 92.5 the Krush, 92.0 KVEC, 93.3 KZOZ, and Coast 104.5) promoting Farmers' Market and other events.

TV

Downtown SLO has a robust partnership with **KSBY**, who generously runs commercials for special events.

Print

Downtown SLO places ads in several local newspapers and magazines, including **New Times SLO, the Santa Maria Sun, the Tribune, and SLO Life Magazine.**



Thank you to our generous sponsors!

The following businesses and organizations sponsored events and provided in-kind support from July 1, 2022–June 31, 2023.

We've done our best to include all of our sponsors and community partners. Please contact us at ReachUs@DowntownSLO.com if you have questions or are interested in sponsoring us.

In order of cash value contributed in the 2022–2023 fiscal year:

The San Luis Obispo Collection
Sunset Honda
American Riviera Bank
Thoma Electric
Guaranteed Rate
Wilde Wealth Management
Dignity Health
Pacific Western Bank
CoVelop
County of SLO Board of Supervisors
iFixIt
PG&E
Lola & Ivy
Wallace Group
RRM Design
Eighty20 Group
Corvus Wealth Advisors
Megan's Organic Market

Sunrun
Hotel SLO
Hotel Cerro
Tenet Health Central Coast
SESLOC
Finney's Crafthouse
Jamba
First5 SLO County
Astound Business Solutions
SLO Credit Union
Firestone-Walker Brewing Company
Coastal Pediatric Dentistry
Injectors Direct
Friday Night Lights Youth Flag Football
ASAP Movers
T-Mobile
SLOCAL Roots
1st Capital Bank
Cal Poly
San Luis Obispo Museum of Art

Avanti
Ashley & Vance Engineering
SLO Cider
Dunites
Woodstock's Pizza
Quesadilla Gorilla
SLO REP
Ah Louis Store
Promotional Concepts

IN-KIND

CoVelop
Bill Gaines Audio
Meathead Movers
Lampighter Inn & Suites
Cuesta Springs Ice
Harvey's Honey Huts
San Luis Garbage
Souza Construction
The San Luis Obispo Collection



Friends of Downtown SLO is a 501c3 charitable organization dedicated to ensuring our beloved downtown San Luis Obispo is clean, safe, vibrant, and attractive.

To make a gift or donate, visit DowntownSLO.com/Donate.

MEDIA

KSBY
American General Media
New Times SLO
Santa Maria Sun
The Tribune
Big, Big, SLO



Downtown SLO works in close partnership with the City of San Luis Obispo. **Thank you** to the City Council and staff for your ongoing support of our programs and services.

Board of Directors

The Board of Directors meets the second Tuesday of each month to shape policy, oversee financial management, and set the strategic direction for the organization. Board members serve two-year terms beginning April 1 of the election year.

If you are interested in running for a seat on the Board of Directors, please contact us at ReachUs@DowntownSLO.com.

Steph Stackhouse, President (–2023)
The Center Studio & Boutique

Donna Lewis, President (2023–)
Guaranteed Rate

Laura Mullen, Past President (–2023)
Humankind Fair Trade

Stephen Patrick, Vice President (2023–)
Stephen Patrick Designs
The Bladerunner Salon & Spa

Carolyn Herzog, Treasurer
Corvus Wealth Advisors
Designated Member: Finance

M. Farid Shahid, Secretary (–2023)
Eighty20 Group

Brandon Downing, (–2023)
KSBY
Designated Member: Media

Courtney Kienow
Cal Poly
Designated Member: Higher Education

Denis Volic, (2023–)
Hotel SLO

Greg Holt
Big Sky Cafe

Ivy Thompson
Region

James Menno
Buffalo Pub & Grill

Kevin Harris
SLO REP

Lauren Twisselman, (–2023)
Hotel SLO

Mark Rawson
Copeland Properties

Maryah Lilly
Bluebird Salon

Maryalice Hamilton
Blackwater

Randy Adler
Moondoggies Beach Club

Sarah Saldo
Saints Barrel

Suzanne Schonig, (2023–)
American General Media
Designated Member: Media

Government Liaisons to the Board of Directors

Andy Pease
San Luis Obispo City Council

Greg Hermann
Deputy City Manager,
City of San Luis Obispo

Jeanette Trompeter
Public Information Manager,
County of San Luis Obispo



Staff

Bettina Swigger, CEO

Shannon DalPorto, Operations & Public Space Manager

Whitney Chaney, Program Director

Niesha Johnston, Event Manager

Ali Bailey, Event & Fundraising Specialist

Rachel Lackmann, Marketing & Communications Coordinator

Kelly MacKinnon, Membership & Public Engagement Coordinator

Reagan Ryder Smith, Program & Event Assistant

Nat Littier, Social Media & Marketing Assistant

Jacob Munyon, Kevin Casbeer, Brandon Spencer, Michael Hunt, Misha Garza, Ambassadors

Abby Ortega, Jay Nelson, Kayla Brandes, Lyndsey Mott, Lauren Clifton, Jordan Sacks, Kat Smith, Sophia Van Duzer, Events Operations Interns

Quoya Mann, Social Media & Marketing Intern

Farmers' Market Staff

Betty Bautista, Food Access Coordinator

Anna Mullen, Info Booth Coordinator

Alex Thomas, Operations Staff

Laney Manning, College Corps Fellow

