



July 2024 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	9	13	20	6	32	21	16	
Week 2	14	16	9	16	12	13	3	
Week 3	34	16	19	37	17	18	139	
Week 4	11	16	24	11	11			553

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	Monthly Open House							
Week 2								
Week 3							Salinas Valley Food & Wine Festival Kick Off Event	
Week 4								2

*Event Name and Date

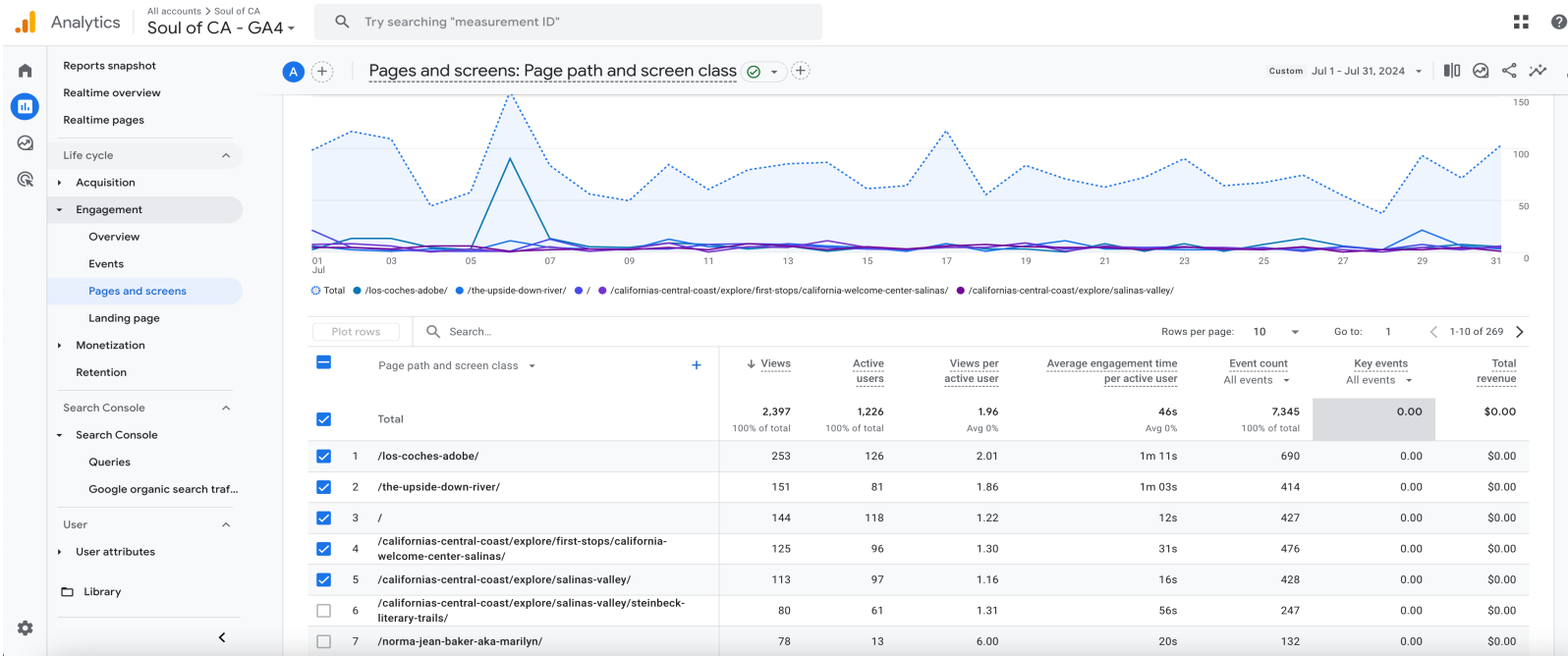
Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	125
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Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	2397
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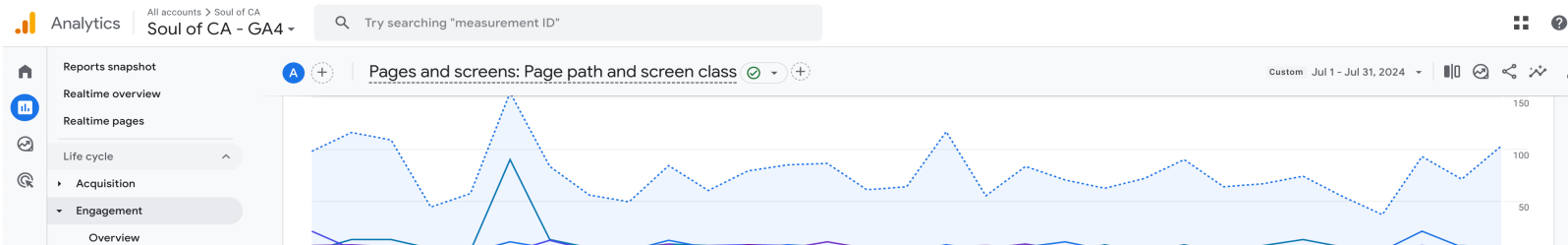
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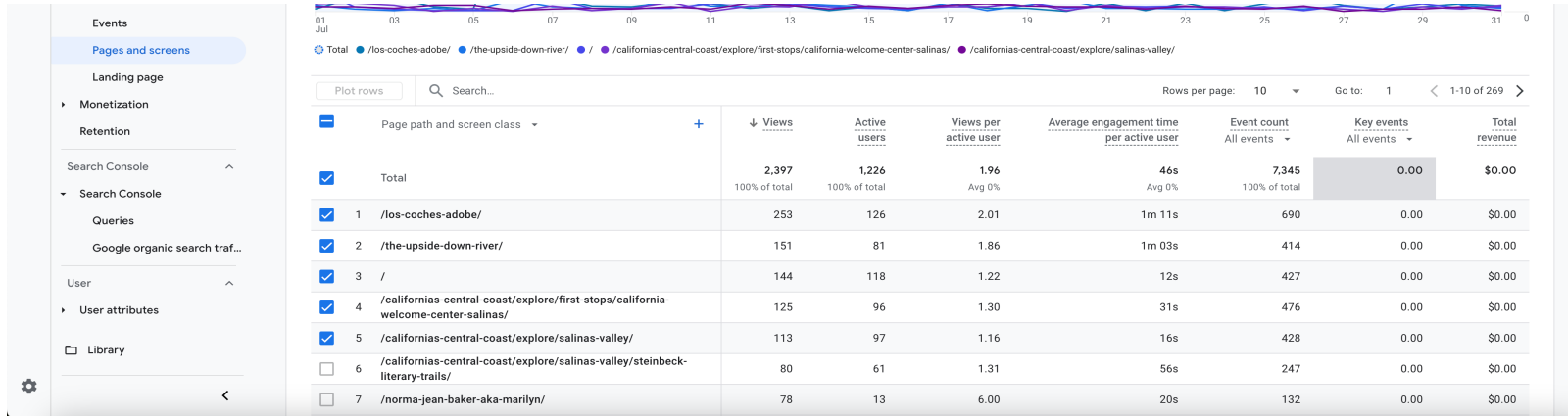
Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1



Screenshot #2





Social Media Posts- Title & Date List

California Welcome Center, Salinas: 29 Posts in July 2024













Title	Date published	Status	Distribution	Reach	Reactions/Likes, comments and...
Summer gives us so many choices for entertainment, one ex... California Welcome Center Salinas	Wed Jul 31, 2:23pm	Boost	-1.2x	24	0
Books & Brews in La Selva Beach is a celebration of both of th... California Welcome Center Salinas	Wed Jul 31, 12:37pm	Boost	+1.2x	34	1
Fans of Jerry Garcia may already know of this gathering but if ... California Welcome Center Salinas	Tue Jul 30, 12:51pm	Boost	-1.3x	21	0
Are you a fan of musicals with a strange twist? How about, "Ev... California Welcome Center Salinas	Mon Jul 29, 12:37pm	Boost	-1.6x	18	1
There's a lot to learn about tide pools. One of the best things ... California Welcome Center Salinas	Fri Jul 26, 1:47pm	Boost	-1.0x	26	2
If you haven't had a chance to check out the Carmel Bach Fest... California Welcome Center Salinas	Fri Jul 26, 12:27pm	Boost	-1.6x	18	1
We don't normally point out movies here. This one is different ... California Welcome Center Salinas	Thu Jul 25, 2:19pm	Boost	+1.1x	31	3
Kittens, kittens,kittens it's a Kitten Caboodle! And it's at the S... California Welcome Center Salinas	Thu Jul 25, 12:21pm	Boost	-1.1x	25	2
The Buddhist Temple of Salinas is getting ready for their Obon... California Welcome Center Salinas	Thu Jul 25, 12:00pm	Boost	-1.2x	23	1
California Seltzer Company is inviting you to their Midsummer ... California Welcome Center Salinas	Wed Jul 24, 12:14pm	Boost	-1.3x	22	2
Check out a thrilling way to do something very few have actual... California Welcome Center Salinas	Tue Jul 23, 1:42pm	Boost	-1.5x	19	1
An interesting twist on a poker run is happening this weekend... California Welcome Center Salinas	Fri Jul 19, 12:10pm	Boost	+1.0x	27	3
Looking for a place to hear some free music in a lovely setting... California Welcome Center Salinas	Thu Jul 18, 12:06pm	Boost	-1.0x	23	3
With the CalTrain arriving at the Salinas train station in 2026, S... California Welcome Center Salinas	Thu Jul 18, 1:48am	Boost	+1.6x	39	5

Post ID	Title	Date	Engagement	Reach	Interactions
1	Mexican heritage will be on display at the Amtrak Station parki...	Wed Jul 17, 11:35am	+1.8x	47	1
2	Maybe you would like to hear some of J.S.Bach's music perfor...	Tue Jul 16, 10:16am	+1.2x	32	1
3	Looking for a different sort of fun activity for the family? Big S...	Sat Jul 13, 8:14am	+1.9x	49	2
4	The Del Monte Kennel Club's Dog Show has begun but it's not...	Fri Jul 12, 2:08pm	-1.3x	20	1
5	For those who like a little more sophistication to their entertain...	Fri Jul 12, 9:46am	+1.4x	36	2
6	Los Tucanes are coming to town! As part of a big Dance Conc...	Thu Jul 11, 9:54am	+1.4x	37	2
7	We all know about the city of Spreckels, but what do you know...	Wed Jul 10, 1:44pm	-1.3x	20	1
8	Monterey Bay Football Club (also known as the Crisp & Kelp) L...	Wed Jul 10, 9:50am	-1.1x	23	0
9	How often do regular dads get a chance to read to someone el...	Tue Jul 9, 10:07am	-1.1x	25	0
10	You've heard a lot about this, maybe, Keith Urban is coming to...	Mon Jul 8, 10:11am	+1.9x	53	1
11	Tempestuous yet Heavenly is the name of a concert happenin...	Fri Jul 5, 10:00am	+1.5x	40	1
12	There are two kinds of people in the world, those who have be...	Wed Jul 3, 2:16pm	+2.1x	56	2
13	We all know that summer days in Soledad can be hot. So the r...	Tue Jul 2, 1:16pm	+2.6x	67	3
14	On Saturday the 6th of July, Tim Thomas will be leading a tour...	Mon Jul 1, 1:41pm	+2.5x	67	2
15	Rancho Cielo is celebrating the Fourth of July in a dramatic wa...	Mon Jul 1, 9:39am	+1.6x	40	2

Social Media Posts- Title & Date List

Soul of CA: 9 Posts in July 2024

Title	Date published	Status	Distribution	Reach	Reactions/Likes, comments and...
"If I could go down there and live down there for a little—why, I...	Mon Jul 29, 11:33am	🚩	--	1.1K	51
#tbt In 1917, the Army purchased the present-day East Garriso...	Thu Jul 25, 7:56am	🚩	--	39.5K	812
"A journey is like marriage. The certain way to be wrong is to L...	Mon Jul 22, 3:15pm	🚩	--	1K	61
#tbt Originally called the "Wild West Show," the first rodeo wa...	Thu Jul 18, 3:09pm	🚩	--	16.3K	338
"We keep moving forward, opening new doors, and doing new ...	Mon Jul 15, 8:28am	🚩	--	1.1K	17
#tbt The Rumsen were the first Costanoan people to be seen ...	Thu Jul 11, 1:01pm	🚩	--	69K	904

<input type="checkbox"/>				<input type="button" value="Boost"/>	<input type="button" value="..."/>		--	538	12
<input type="checkbox"/>				<input type="button" value="Boost"/>	<input type="button" value="..."/>		--	45.1K	611
<input type="checkbox"/>				<input type="button" value="Boost"/>	<input type="button" value="..."/>		--	1.3K	53



August 2024 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	7	14	34	13	5	6	9	
Week 2	15	31	11	13	14	6	16	
Week 3	13	10	29	19	15	16	17	
Week 4	24	10	6	10	12			375

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2					Marriott Residence Inn Salinas			
Week 3								
Week 4								1

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	Monthly Open House							
Week 2								
Week 3			New Perspective Education Program - Gilroy					
Week 4	New Perspective Education Program - Gilroy							3

*Event Name and Date

Total number of page views to the CWC's website
 Google Analytics-see next page-Screenshot #1

125

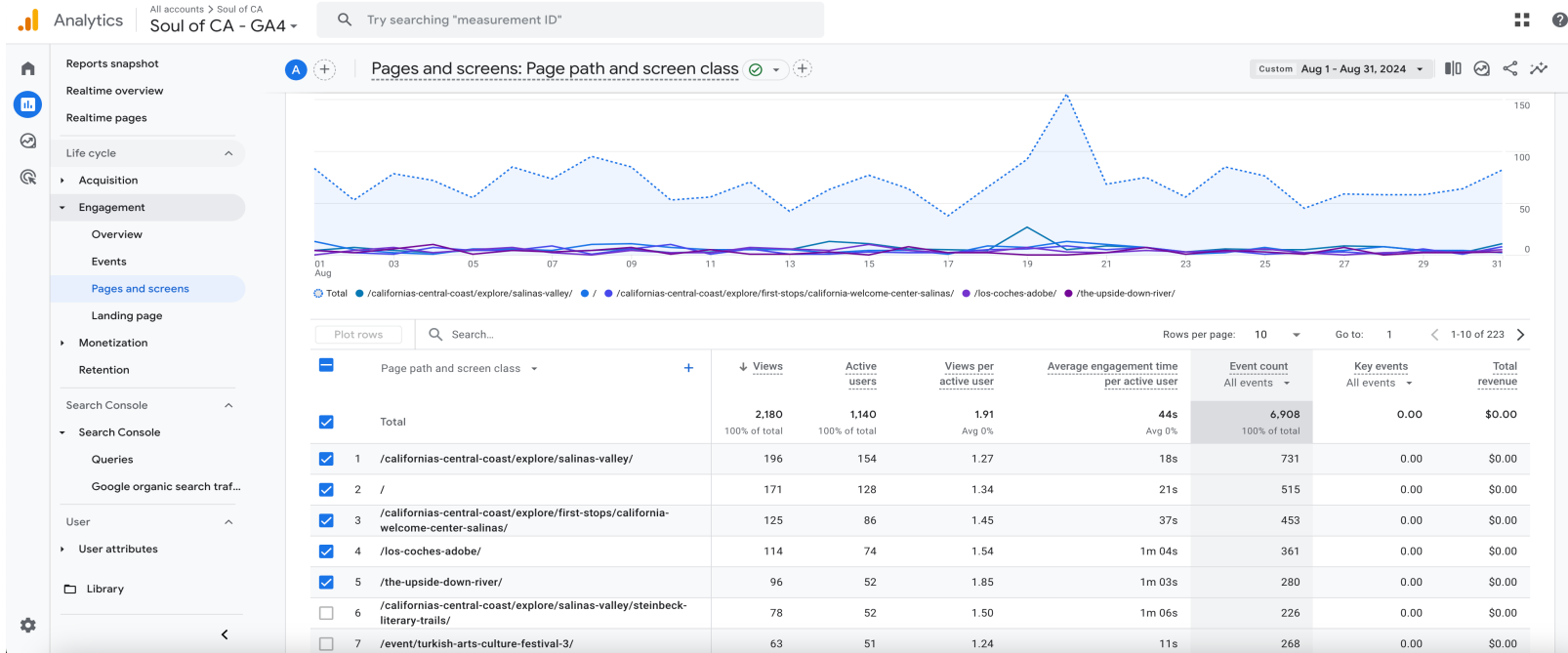
Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2

2180

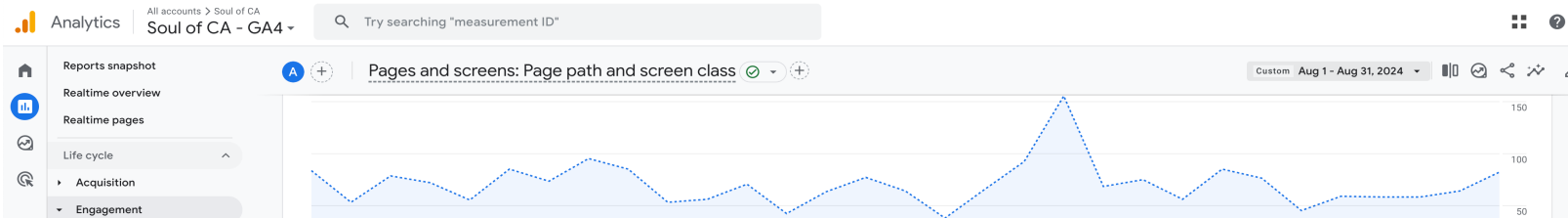
Any highlights/Additional Comments:

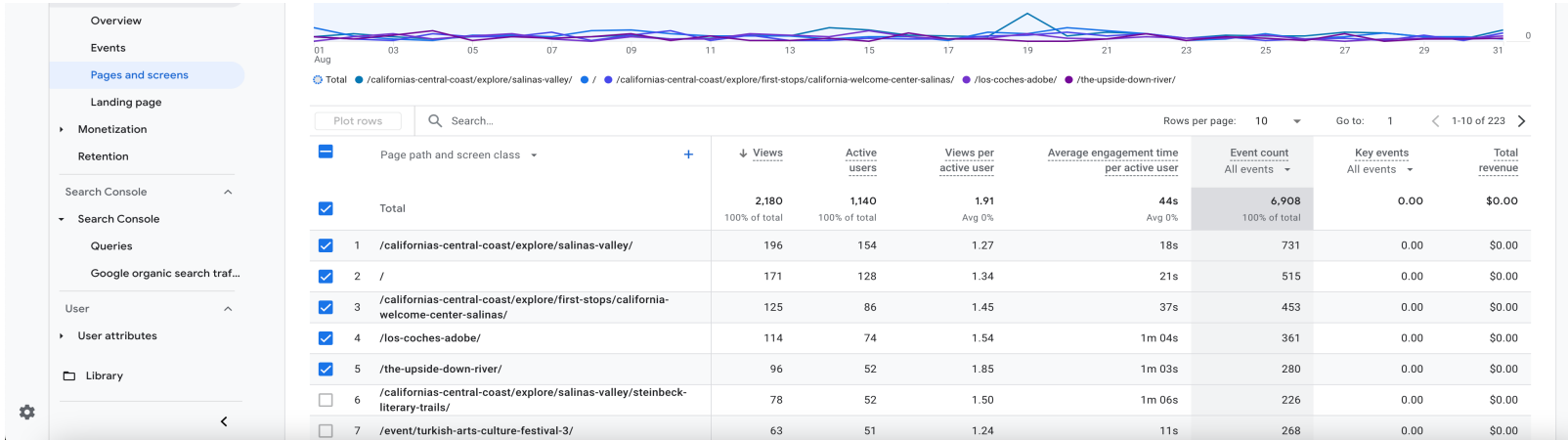
Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1



Screenshot #2








Social Media Posts- Title & Date List

California Welcome Center, Salinas: 16 Posts in August 2024










Title	Date published	Status	Distribution	Reach	Reactions/Likes, comments and...
Have trouble keeping plants alive in your house? Maybe it's yo... California Welcome Center Salinas	Wed Aug 28, 2:49pm	Boost	-1.2x	21	2
Twilight Cycling is the chance to ride around Laguna Seca's fa... California Welcome Center Salinas	Tue Aug 27, 3:12pm	Boost	-1.3x	20	3
Renowned local artist, Jo Mora, worked in several media, scul... Text - California Welcome Center Salinas	Sat Aug 24, 3:17pm	Boost	+1.9x	51	4
It's that time of year again. The Jewish Food Festival in Carmel... California Welcome Center Salinas	Fri Aug 23, 3:21pm	Boost	-1.2x	21	1
Most locals don't think about Asilomar as a destination for an ... Text - California Welcome Center Salinas	Thu Aug 22, 2:57pm	Boost	+2.0x	57	2
Have a teen who is learning to drive? Or one who thinks they k... California Welcome Center Salinas	Wed Aug 21, 6:52pm	Boost	-1.5x	18	0
There are many ways to enjoy art. Museums, galleries and frie... California Welcome Center Salinas	Wed Aug 21, 2:43pm	Boost	-1.3x	21	1
Pasta With the Pastors is the chance to have your local religio... Text - California Welcome Center Salinas	Tue Aug 20, 2:42pm	Boost	+1.2x	32	1
Rancho Cielo Youth Campus is having a fund-raiser but a little ... California Welcome Center Salinas	Fri Aug 16, 1:54pm	Boost	-1.3x	19	1
The Swiss are at it again. They are celebrating their heritage a... Text - California Welcome Center Salinas	Thu Aug 15, 8:37pm	Boost	+1.5x	40	2
Got a pet? Want others to enjoy the fabulousness that is your ... California Welcome Center Salinas	Thu Aug 15, 2:32pm	Boost	-1.2x	21	1
Fisherman's Wharf is helping with the Car Week festivities. Th... California Welcome Center Salinas	Thu Aug 8, 12:27pm	Boost	-1.5x	16	2
Carmel Valley Kiwanis Fiesta is happening this weekend. At th... California Welcome Center Salinas	Fri Aug 2, 2:00pm	Boost	-1.2x	20	0

<input type="checkbox"/>	 Text	Most of us agree that nuclear weapons are too destructive to ...	California Welcome Center Salinas	Boost	...	Fri Aug 2, 12:40pm	🚀	+1.1x	29	2
<input type="checkbox"/>	 Photo	Looking for a nice quiet walk around a lovely green space? Apt...	California Welcome Center Salinas	Boost	...	Thu Aug 1, 5:32pm	🚀	-1.5x	18	0
<input type="checkbox"/>	 Photo	Midsummer's Night Dream is one of Shakespeare's most prod...	California Welcome Center Salinas	Boost	...	Thu Aug 1, 12:25pm	🚀	-2.0x	15	2

Social Media Posts- Title & Date List

Soul of CA: 9 Posts in August 2024

Post type Filter Clear Search by ID or caption Aug 1, 2024 - Aug 31, 2024 Columns

Title	Date published	Status	Distribution	Reach	Reactions/Likes, comments and...
 #bt In 1884, Charles Henry King purchased 13,000 acres of th... Soul of CA	Thu Aug 29, 12:51pm	🚀	--	5.7K	563
 "On one side of the river the golden foothill slopes curve up to... Soul of CA	Mon Aug 26, 9:46am	🚀	--	1.9K	121
 #bt When this photo was taken in 1914, the largest individual ... Soul of CA	Thu Aug 22, 11:27am	🚀	--	24.2K	379
 "No matter how good a man is, there's always some horse can... Soul of CA	Mon Aug 19, 10:19am	🚀	--	1.5K	120
 #bt California's first theater started as a sailor's boarding hou... Soul of CA	Thu Aug 15, 1:54pm	🚀	--	31.9K	490
 "Memory... is the diary that we all carry about with us." — Osc... Soul of CA	Mon Aug 12, 9:42am	🚀	--	1.9K	28
 #bt The Rancho San Bernardo originally was granted to Jose ... Soul of CA	Thu Aug 8, 12:11pm	🚀	--	2.9K	309
 "If you look the right way, you can see that the whole world is ... Soul of CA	Mon Aug 5, 11:53am	🚀	--	901	31
 #bt By 1925, Monterey County was the top dairying producer ... Soul of CA	Thu Aug 1, 1:05pm	🚀	--	34.9K	422



September 2024 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	6	37	18	9	8	30		
Week 2	31	9	9	13	16	10	10	
Week 3	16	13	19	40	20	13	31	
Week 4	11	70	74	8	18			539

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	Monthly Open House		CSUMB Class Tour	MSVRR BOD Meeting				
Week 2	CSUMB Class Tour							
Week 3				UC Berkeley Class Tour			Retired Teachers Assoc.	
Week 4		Linclon School Tour	Linclon School Tour					8

*Event Name and Date

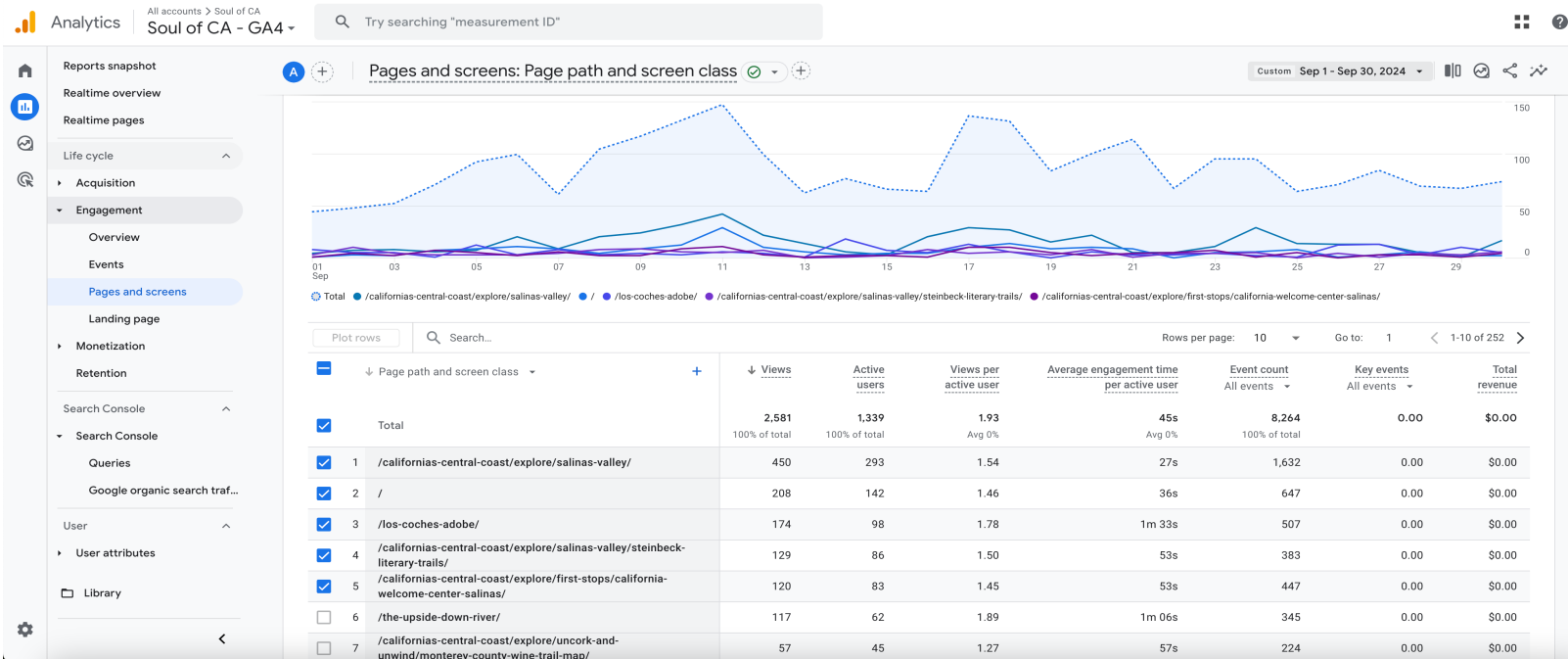
Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	120
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Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	2581
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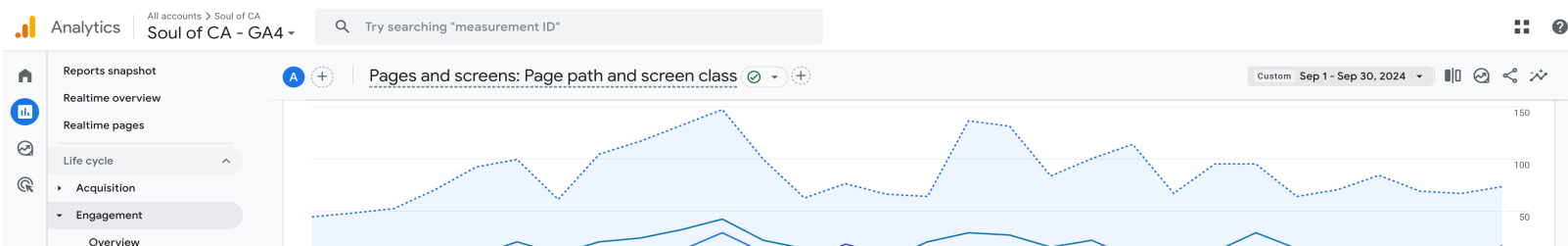
Any highlights/Additional Comments:

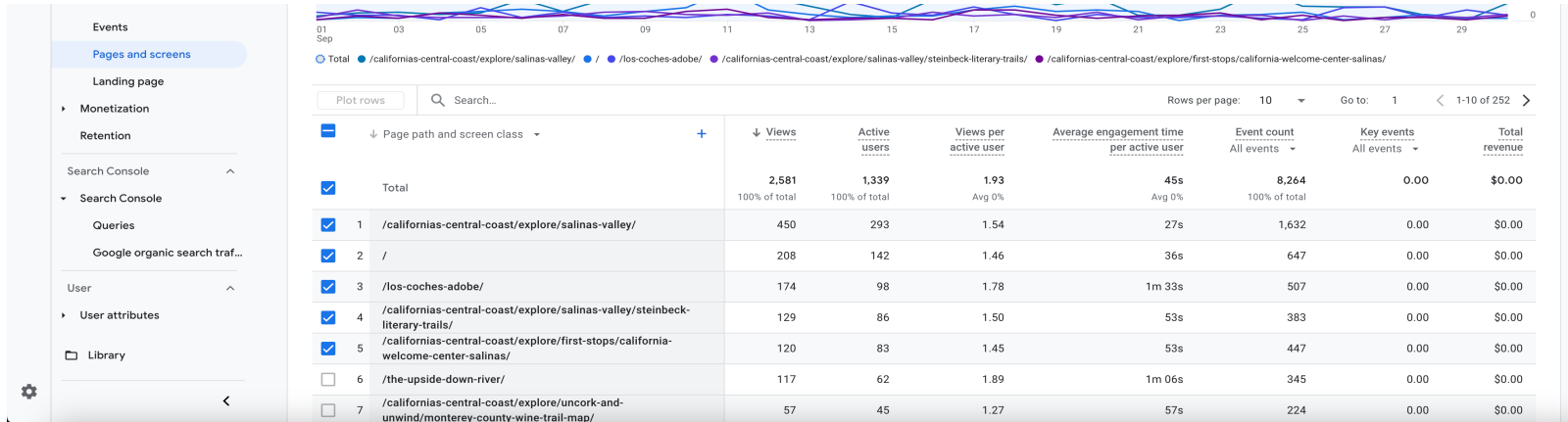
Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1



Screenshot #2





Social Media Posts- Title & Date List

California Welcome Center, Salinas: 25 Posts in September 2024

Title	Date published	Status	Distribution	Reach	Reactions/Likes, comments and...
Are you a fan of fancy tea service? Find yourself remembering ... California Welcome Center Salinas	Sat Sep 21, 2:26pm	Boost	-3.0x	9	0
19 local faith groups have decided that they need to help infor... California Welcome Center Salinas	Sat Sep 21, 2:11pm	Boost	+1.1x	32	2
Siembra Latinos is an organization that is working with Latinos... California Welcome Center Salinas	Sat Sep 21, 11:37am	Boost	-2.5x	10	0
Seaside has a sister city in the Mexican state of Oaxaca. This ... California Welcome Center Salinas	Fri Sep 20, 2:30pm	Boost	+1.0x	29	1
Salinas Candidate Forum is the chance for Salinas residents to... California Welcome Center Salinas	Fri Sep 20, 12:10pm	Boost	-2.1x	14	0
and get all the info. Artstravaganza is what the folks at Sol Tre... California Welcome Center Salinas	Thu Sep 19, 2:25pm	Boost	-2.7x	11	0
In contrast to our famous son, Steinbeck's book title this show... California Welcome Center Salinas	Thu Sep 19, 12:46pm	Boost	-2.7x	10	0
Anzar High School is holding its Fall Festival filled with games, ... California Welcome Center Salinas	Wed Sep 18, 4:24pm	Boost	-1.0x	29	0
Girls in Aviation is a program offering girls from 8 to 18 an opp... California Welcome Center Salinas	Wed Sep 18, 1:59pm	Boost	-3.7x	8	1
Rancho Day is Monterey Historical Society's celebration of the... California Welcome Center Salinas	Tue Sep 17, 2:17pm	Boost	-1.3x	22	1
Steinbeck Street Fair is returning. With games, activities, boot... California Welcome Center Salinas	Mon Sep 16, 2:08pm	Boost	-1.3x	23	1
Like a generous serving of paella with your history and culture... California Welcome Center Salinas	Sun Sep 15, 2:22pm	Boost	-1.7x	17	1
Semana Artesanal, week of art exhibit begins today at Romo P... California Welcome Center Salinas	Sun Sep 15, 8:06am	Boost	+1.0x	30	1
The city of Soledad is sponsoring a City-Wide Garage Sale. Th... California Welcome Center Salinas	Fri Sep 13, 2:15pm	Boost	-2.5x	12	1

	info. We all know a firetruck fan. They come in many sizes and...	Boost	Fri Sep 13, 12:03pm	-1.8x	16	2
	We all know that the sunset always happens, what is importan...	Boost	Thu Sep 12, 11:59am	+1.2x	36	1
	Glass Pumpkins come around once a year. This is the time for ...	Boost	Wed Sep 11, 2:53pm	-1.4x	21	1
	Granite Rock Quarry is the place for the River Run on Septemb...	Boost	Tue Sep 10, 3:29pm	-1.6x	17	1
	You may not already know this but there is a place in Carmel V...	Boost	Tue Sep 10, 2:20pm	+12.9x	366	6
	San Benito County Chamber of Commerce has been recogniziL...	Boost	Mon Sep 9, 3:38pm	+1.2x	38	2
	The legend of the Golem has persisted for a long time. You ca...	Boost	Sat Sep 7, 9:03am	-1.3x	22	3
	Tim Thomas is holding one of his tours of the Fisherman's Wh...	Boost	Fri Sep 6, 2:47pm	+1.3x	39	4
	Blue Zones Certification Celebration is happening at Central P...	Boost	Thu Sep 5, 3:07pm	-1.7x	17	1
	Lupe Santos, local artist, has teamed up with other artists to c...	Boost	Wed Sep 4, 1:37pm	-2.3x	13	0
	Most of us have some clothes that we rarely wear or use. Wha...	Boost	Wed Sep 4, 1:30pm	+1.3x	37	0

Social Media Posts- Title & Date List

Soul of CA: 9 Posts in September 2024

Title	Date published	Status	Distribution	Reach	Reactions/Likes, comments and...
"Delicious autumn! My very soul is wedded to it, and if I were a...	Mon Sep 30, 9:37am	Boost	--	3.8K	104
#tbt Pictured here is an unpaved Ocean View Boulevard in Pac...	Thu Sep 26, 1:43pm	Boost	--	23.9K	491
"Time is more complex near the sea than in any other place, fo...	Mon Sep 23, 10:08am	Boost	--	1K	36
#tbt At the age of 70, German immigrant Claus Spreckels cons...	Thu Sep 19, 11:31am	Boost	--	84.7K	2.8K
"Nature gives to every time and season some beauties of its o...	Mon Sep 16, 10:29am	Boost	--	2.8K	188
#tbt Pictured here is a photograph of the four largest hay ware...	Thu Sep 12, 10:39am	Boost	--	5.5K	116
Happy 174th Birthday, State of California. On this day, Septem...	Mon Sep 9, 10:10am	Boost	--	1.1K	59
#tbt On July 14, 1771, the new Mission San Antonio de Padua ...	Thu Sep 5, 11:34am	Boost	--	3K	218
"I've always been amused by the contention that brain work is ...	Mon Sep 2, 9:57am	Boost	--	2.7K	253



October 2024 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	12	14	79	45	22	5	9	
Week 2	6	6	20	12	22	60	25	
Week 3	8	12	8	41	10	13	8	
Week 4	16	12	12	7	6	14		504

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1			Spreckels Elementary School Tour	Spreckels Elementary School Tour			MSVRR BOD Meeting	
Week 2					Heritage Park Open House	California Retired Teachers Assoc		
Week 3						Red Hats Group Tour		
Week 4								6

*Event Name and Date

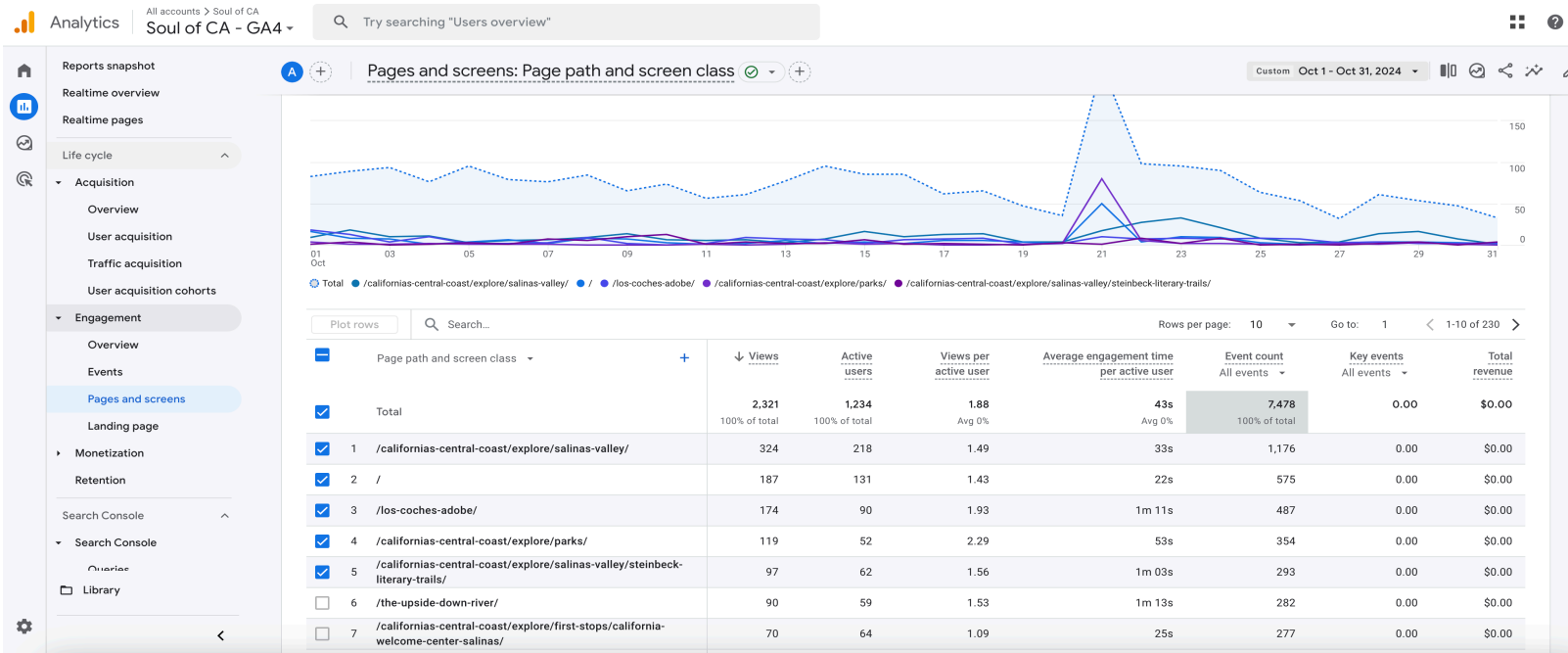
Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	70
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Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	2321
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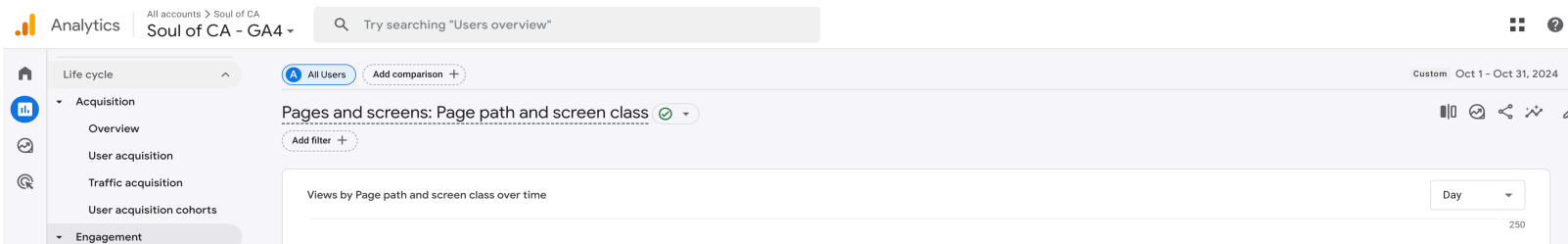
Any highlights/Additional Comments:

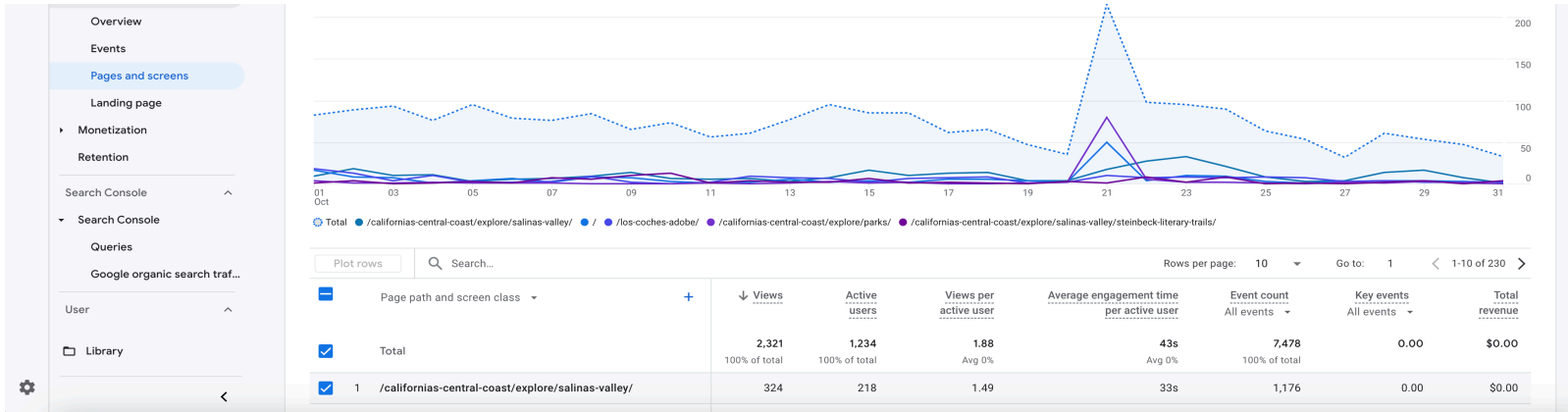
Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1



Screenshot #2





Social Media Posts- Title & Date List

California Welcome Center, Salinas: 31 Posts in October 2024

Title	Date published	Distribution	Reach	Reactions/Likes, comments and...
There are so many people enjoying Pickleball that it is easy to find a game ...	Oct 31, 2024	--	13	0
Beauty & Magic of Monterey County is the theme for David Gubernick's p...	Oct 31, 2024	--	10	0
Trying to find a way to get into a museum but the children don't have the p...	Oct 30, 2024	--	18	2
Fairs don't have to be a big undertaking. This one is called the Neighborho...	Oct 29, 2024	--	301	9
We can see many of the effects of climate change around us. Sometimes i...	Oct 26, 2024	--	43	1
Carmel BTS is celebrating Halloween as they have for five years now, wit...	Oct 24, 2024	--	15	1
There is so much to the Carmel Halloween festivities that they need two d...	Oct 23, 2024	--	17	0
Downtown Salinas is coming alive with fun, spooky things to do. One of th...	Oct 23, 2024	--	37	2
First Mayor's House is hosting a Family Fun Day at their site next to the A...	Oct 23, 2024	--	15	1
Here's a good reason to head down to Big Sur, the Big Sur River Run. It's t...	Oct 20, 2024	--	15	0
Salinas' Active Seniors Center would like to help all the seniors and familie...	Oct 20, 2024	--	14	1
Haunted Houses are all the rage at this time of year. For those who delight...	Oct 18, 2024	--	32	1
This is the apple time of year, so many delicious fruits to pick from. Would ...	Oct 17, 2024	--	28	0
Want to get together with people who make interesting things with a "spo...	Oct 16, 2024	--	35	1
Beautiful autumn day to host the California Retired Teachers Association A...	Oct 15, 2024	--	57	3
Rancho Cielo does remarkable work with some of the area's most challeng...	Oct 14, 2024	--	26	3
Asilomar is a local gem, many know about it but not about its history. Here...	Oct 13, 2024	--	14	3
We have THE most adorable marine mammal out there, the Sea Otter. Tha...	Oct 12, 2024	--	9	0

	Monte's 5k & 1k races are events with the intention of raising scholarship f...	Boost	...	Oct 11, 2024	--	9	0
	Fisherman's Wharf is 178 years old and they are celebrating it in style on ...	Boost	...	Oct 10, 2024	--	12	2
	Last summer the "World's Toughest Row" competitors left for Hawai'i. No ...	Boost	...	Oct 9, 2024	--	32	0
	Monterey artists are opening their studios and galleries for the public, you ...	Boost	...	Oct 9, 2024	--	14	0
	There is a Scottish supergroup named Daimh coming to St. Mary's By the ...	Boost	...	Oct 8, 2024	--	19	0
	It may not be at the same time as other communities celebrations but the ...	Boost	...	Oct 7, 2024	--	10	0
	Twilight Cycling is not just riding around your neighborhood, in this case. Y...	Boost	...	Oct 7, 2024	--	10	0
	Monterey County is big in area and in the number of people working for th...	Boost	...	Oct 6, 2024	--	21	0
	Robinson Jeffers, a poet of some renown , built Hawk Tower and lived in T...	Boost	...	Oct 3, 2024	--	22	2
	If you haven't already heard, here's the news. Ciclovía is coming on Sunda...	Boost	...	Oct 3, 2024	--	74	1
	We have the works of an accomplished, well known artist all around Monte...	Boost	...	Oct 3, 2024	--	18	0
	Chip in for a Cure is what they are calling a golf tournament at Peter Hay C...	Boost	...	Oct 2, 2024	--	14	0
	It's the San Benito County Fair! This year's theme is Fair Ever Young. (May ...	Boost	...	Oct 1, 2024	--	49	3

Social Media Posts- Title & Date List

Soul of CA: 9 Posts in October 2024

Title	Date published ↓	Distribution 📍 ↕	Reach 📈 ↕	Reactions/Likes, comments and... 🗨️ ↕
#bt The population of King City more than doubled within three years bet... Photo - Soul of CA	Oct 31, 2024	--	38K	381
"Happiness is not a matter of intensity but of balance, order, rhythm and h... Photo - Soul of CA	Oct 28, 2024	--	576	14
#bt The Esselen First Peoples occupied this space thousands of years be... Photo - Soul of CA	Oct 24, 2024	--	1.1K	45
"I notice that Autumn is more the season of the soul than of nature." — Fri... Photo - Soul of CA	Oct 21, 2024	--	28.8K	219
#bt Mission San Juan Bautista was founded on the spot called Papelout... Photo - Soul of CA	Oct 17, 2024	--	661	37
"We are Amah Mutsun, of the lands known to us as Popeloutchom. Home t... Photo - Soul of CA	Oct 14, 2024	--	2.3K	70
#bt By 1890, Gonzales' population had grown to 500. Constructed in 189... Photo - Soul of CA	Oct 10, 2024	--	6.1K	79
"Keep your face to the sunshine and you cannot see the shadows. It's wha... Photo - Soul of CA	Oct 7, 2024	--	1.1K	57
#bt The largest individual apple-producing area in the world was in the Pa... Photo - Soul of CA	Oct 3, 2024	--	2.8K	68



November 2024 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	4	63	12	14	11	9	9	
Week 2	6	7	21	84	13	9	19	
Week 3	11	8	20	15	7	10	23	
Week 4	23	17	7	16				438

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1		Heritage Park Open House / The Society of Architectural Historians Group Tour						
Week 2				CA Retired Teachers Assoc BOD				
Week 3				New Perspectives Group tour			MSVRR BOD Meeting	
Week 4	New Perspectives Group tour							5

*Event Name and Date

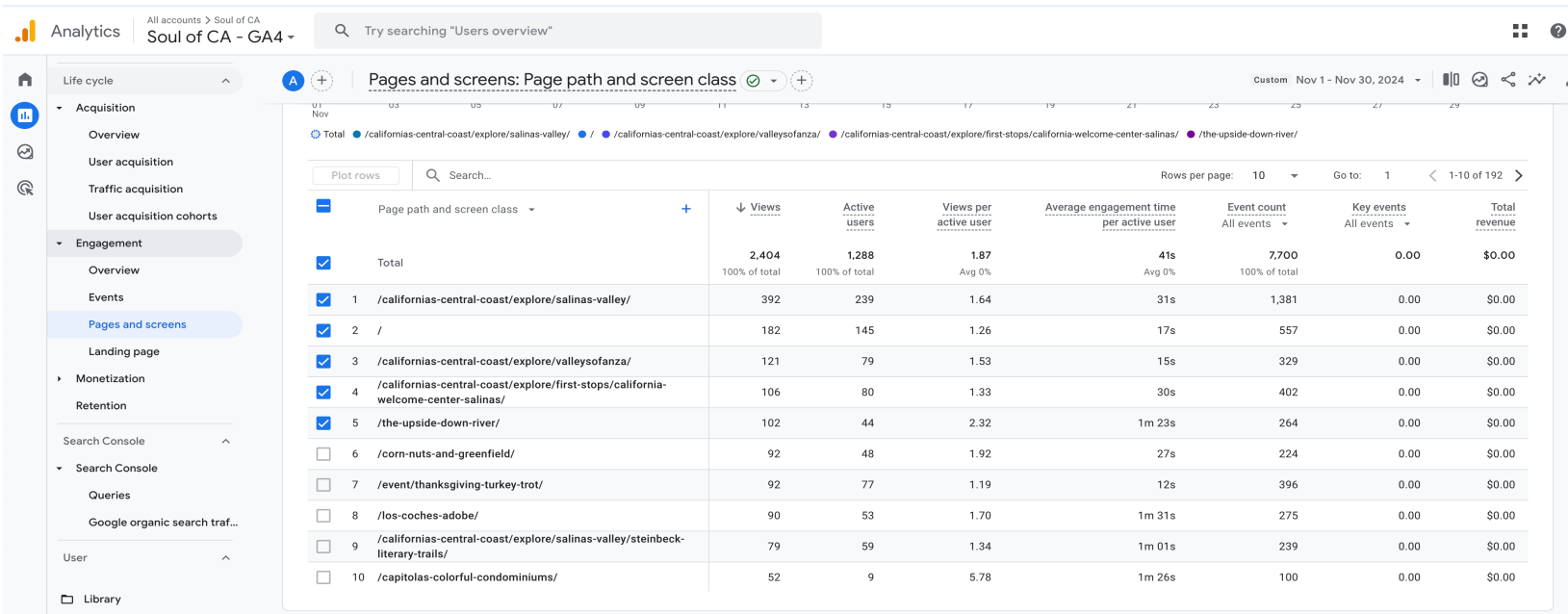
Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	106
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Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	2404
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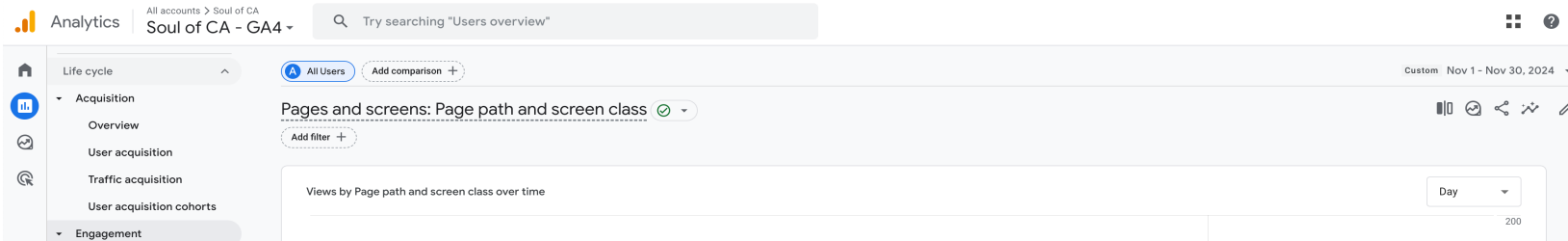
Any highlights/Additional Comments:

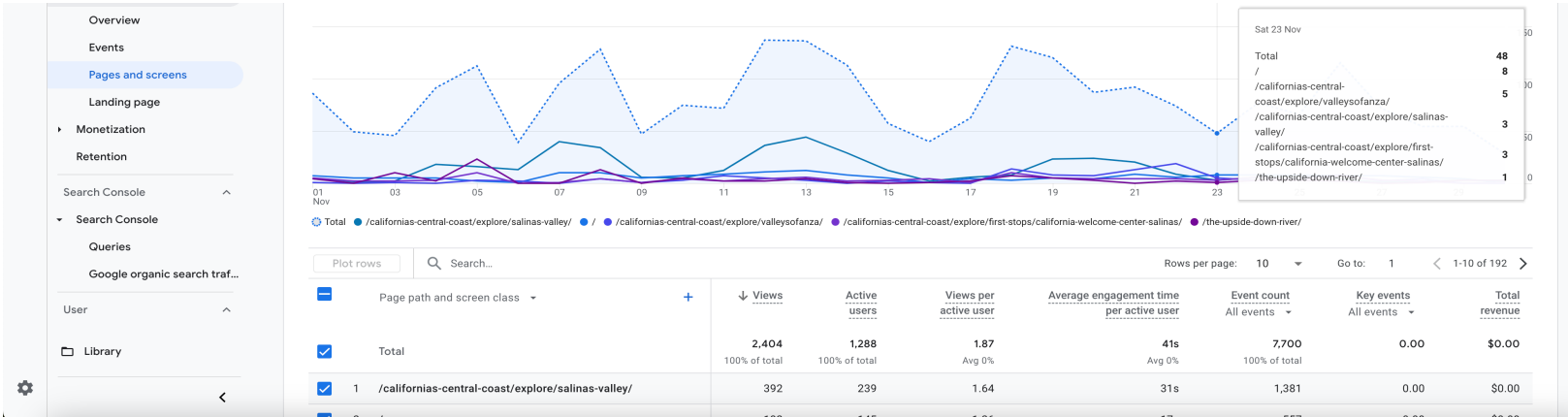
Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1



Screenshot #2





Social Media Posts- Title & Date List

California Welcome Center, Salinas: 27 Posts in November 2024

Title	Date published	Distribution	Reach	Reactions/Likes, comments and...
Pacific Grove is the place to go for All-American traditions. They call them...	Nov 30, 2024	--	30	0
Asilomar State Park is something of a local gem. It has an interesting histo...	Nov 29, 2024	--	19	0
After the Thanksgiving feast and cleanup you still have kids around, right? ...	Nov 28, 2024	--	20	0
The day after Thanksgiving can be challenging, how to entertain guests an...	Nov 27, 2024	--	19	0
Salinas' Holiday Parade of Lights is coming. It will be on Main St. at 6:00 u...	Nov 27, 2024	--	45	1
Monarch Butterfly Experience is an easy way to get the lowdown and actu...	Nov 27, 2024	--	18	0
Cannery Row is getting into the holiday spirit. They are erecting their Chris...	Nov 25, 2024	--	26	1
The AT&T Pro Am is looking for volunteers. If you like golf and or just need...	Nov 22, 2024	--	13	0
Like mountain biking? Or maybe just movies about the sport? Check out th...	Nov 21, 2024	--	21	0
This time of year we find ourselves looking around for the right gift for the ...	Nov 21, 2024	--	16	0
The ice rink at Custom House Plaza is returning! Yes, you can watch all th...	Nov 20, 2024	--	27	0
It's a new version of the Race to Space. Not the competition between the ...	Nov 19, 2024	--	15	0
The bombs dropped on Japan had an effect on the world and history. Her...	Nov 18, 2024	--	16	1
High tea is a fun way to feel especially "posh". You can indulge this and do...	Nov 18, 2024	--	20	5
It's easy to talk and there are a lot of topics that are on people's minds the...	Nov 17, 2024	--	11	0
You know about tides because we live near the ocean. You know that King ...	Nov 14, 2024	--	15	0
Are you feeling thankful for the simple things in your life? Or for something...	Nov 14, 2024	--	11	0
Today at 4:00 on Cannery Row's Steinbeck Plaza there is a performance b...	Nov 13, 2024	--	32	1

	The Monterey Museum of Art is featuring a challenging exhibit titled, "Un...	Boost	Nov 13, 2024	--	20	2
	California Welcome Center Salinas					
	It is the official beginning of the Holiday Season when the Nutcracker Balle...	Boost	Nov 10, 2024	--	17	0
	California Welcome Center Salinas					
	Salinas' Veterans' Day Parade is in its ninth year. This year promises to be ...	Boost	Nov 8, 2024	--	14	2
	California Welcome Center Salinas					
	The first train arrived in Salinas on this day 152 years ago. Take a look bac...	Boost	Nov 7, 2024	--	26	3
	California Welcome Center Salinas					
	When visiting the seashore you will probably see some of the local brown ...	Boost	Nov 7, 2024	--	21	3
	California Welcome Center Salinas					
	The annual celebration of the work and sacrifice of our veterans is upon u...	Boost	Nov 6, 2024	--	24	2
	California Welcome Center Salinas					
	Monterey County and the Central Coast have several unique aspects and ...	Boost	Nov 5, 2024	--	16	0
	California Welcome Center Salinas					
	Local Runners probably know this but... the Monterey Bay Half Marathon L...	Boost	Nov 4, 2024	--	29	1
	California Welcome Center Salinas					
	Small business owners are the target audience for this event, the Central ...	Boost	Nov 3, 2024	--	11	0
	California Welcome Center Salinas					

Social Media Posts- Title & Date List

Soul of CA: 8 Posts in November 2024

Title	Date published ↓	Distribution 📊	Reach 📊	Reactions/Likes, comments and... 📊
#bt Charles H. King arrived in California in the 1850s. The King Ranch, loc...	Nov 28, 2024	--	65.2K	1.1K
"Joyfulness keeps the heart and face young. A good laugh makes us bette...	Nov 25, 2024	--	560	16
#bt Castroville is the oldest surviving town in the Salinas Valley. Monterey...	Nov 21, 2024	--	135.3K	2.4K
"Nothing makes the earth seem so spacious as to have friends at a distan...	Nov 18, 2024	--	1.9K	49
#bt Salinan word meaning "Place of Meeting" or "Place of Dead Oaks" is ...	Nov 14, 2024	--	53K	761
"Honor to the soldier and sailor everywhere, who bravely bears his countr...	Nov 11, 2024	--	593	43
#bt By 1870, the population of Salinas had reached 600. 152 years ago, o...	Nov 7, 2024	--	38.8K	765
"The thinnest yellow light of November is more warming and exhilarating t...	Nov 4, 2024	--	1.2K	53



December 2024 Report

Daily Visitor Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	12	11	10	11	10	43	4	
Week 2	15	5	4	9	26	19	12	
Week 3	63	7	16	5	13	2	7	
Week 4	31	15	15	2				367

Material Distributed (Standard)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								

Material Distributed (New)	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below-Additional Comments							
Week 2								
Week 3								
Week 4								0

*For new material distributed submit sample

Social Media Posts Posted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1	See below.							
Week 2								
Week 3								
Week 4								

*Provide Title and Date

Met with Hotel Operators	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2								
Week 3								
Week 4								0

*Name of Hotels/Motel

Special events Hosted	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	
Week 1								
Week 2	MSVRR BOD Meeting							
Week 3	Steinbeck Rotary tour / Good Times Travel Bus tour							
Week 4								

*Event Name and Date

Total number of page views to the CWC's website Google Analytics-see next page-Screenshot #1	72
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Total number of page views to the Soul of CA website? Google Analytics-see next page-Screenshot #2	1848
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Any highlights/Additional Comments:

Materials Distributed-Tracking individual brochures and stopping each guest to count was not performed. Health and safety issues concerns due to the COVID pandemic and transmission of other respiratory viruses.

Screenshot #1

Analytics | All accounts > Soul of CA | Soul of CA - GA4

Pages and screens: Page path and screen class

	Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
	Total	1,848 100% of total	1,035 100% of total	1.79 Avg 0%	46s Avg 0%	5,981 100% of total	0.00	\$0.00
1	/californias-central-coast/explore/salinas-valley/	195	142	1.37	26s	736	0.00	\$0.00
2	/	156	132	1.18	17s	469	0.00	\$0.00
3	/los-coches-adobe/	156	83	1.88	1m 25s	444	0.00	\$0.00
4	/californias-central-coast/explore/valleysofanza/	103	74	1.39	1s	299	0.00	\$0.00
5	/californias-central-coast/explore/salinas-valley/steinbeck-literary-trails/	79	61	1.30	56s	232	0.00	\$0.00
6	/californias-central-coast/explore/first-stops/california-welcome-center-salinas/	72	61	1.18	30s	296	0.00	\$0.00
7	/the-upside-down-river/	69	40	1.73	1m 00s	209	0.00	\$0.00
8	/californias-central-coast/explore/missions/carmel-mission/	56	40	1.40	1m 26s	208	0.00	\$0.00
9	/norma-jean-baker-aka-marilyn/	53	14	3.79	18s	102	0.00	\$0.00
10	/californias-central-coast/explore/missions/missions-map/	46	37	1.24	1m 01s	185	0.00	\$0.00

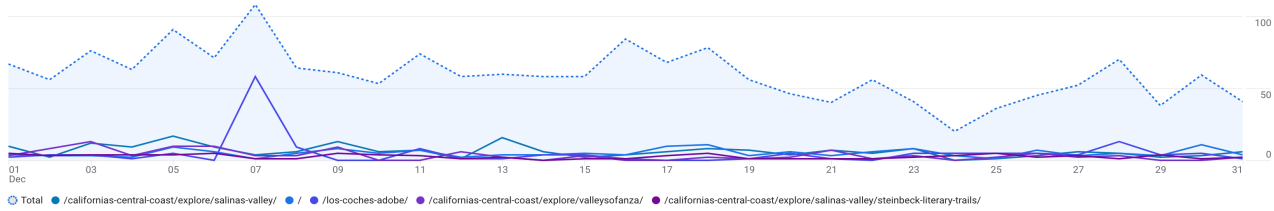
Screenshot #2

Analytics | All accounts > Soul of CA | Soul of CA - GA4

Pages and screens: Page path and screen class

Views by Page path and screen class over time

- Overview
- Events
- Pages and screens
- Landing page
- Monetization
- Retention
- Search Console
- Search Console
- Queries
- Google organic search traf...
- User
- Library



Page path and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count All events	Key events All events	Total revenue
Total	1,848 100% of total	1,035 100% of total	1.79 Avg 0%	46s Avg 0%	5,981 100% of total	0.00	\$0.00
1 /californias-central-coast/explore/salinas-valley/	195	142	1.37	26s	736	0.00	\$0.00










Social Media Posts- Title & Date List

California Welcome Center, Salinas: 15 Posts in December 2024

Title	Date published	Distribution	Reach	Reactions/Likes, comments and...
Do you like to hear different types of music? Or dance to different music? ... California Welcome Center Salinas	Dec 24, 2024	--	16	0
We have a Pride Celebration here in the Salinas Valley and it takes money ... California Welcome Center Salinas	Dec 11, 2024	--	26	0
There are some amazing animals migrating through our area every year. T... California Welcome Center Salinas	Dec 11, 2024	--	12	0
Part of the California Rodeo's year-round festivities is the Country Christm... California Welcome Center Salinas	Dec 11, 2024	--	21	0
John Denver's music was everywhere on the radio back when people used... California Welcome Center Salinas	Dec 10, 2024	--	12	0
Brew for a Cause is your chance to support the Monterey Museum of Art. ... California Welcome Center Salinas	Dec 10, 2024	--	16	0
There is a family fun run at Lovers Point on the 14th of December at 7:30... California Welcome Center Salinas	Dec 9, 2024	--	22	0
Cardinale Stadium is going to start presenting concerts and their first one ... California Welcome Center Salinas	Dec 8, 2024	--	18	0
Monterey's Boat Parade has been floating along for 30 + years. If you hav... California Welcome Center Salinas	Dec 5, 2024	--	32	0
Christmas with the Camerata Singers is their annual performance for the h... California Welcome Center Salinas	Dec 5, 2024	--	14	1
Christmas at the Adobes is a long running tradition in Monterey. The old b... California Welcome Center Salinas	Dec 4, 2024	--	32	1
Most of us don't make a connection between cars and Christmas but that'... California Welcome Center Salinas	Dec 3, 2024	--	66	4
Come out to CSU Monterey Bay on December 5th at 4:00 and be part of L... California Welcome Center Salinas	Dec 3, 2024	--	29	0
Race to the Stars is your chance to come out to Laguna Seca and meet wit... California Welcome Center Salinas	Dec 2, 2024	--	14	0
Oogie Boogie Bake Sale is the name and United Way is the reason.This se... California Welcome Center Salinas	Dec 1, 2024	--	30	0

Social Media Posts- Title & Date List

Soul of CA: 9 Posts in December 2024

Title	Date published ↓	Distribution 📊 ↑↓	Reach 📊 ↑↓	Reactions/Likes, comments and... 📊 ↑↓
 "Like music and art, love of nature is a common language that can transe... Photo · Soul of CA	Dec 30, 2024	--	497	43
 #fbt By 1889, Monterey County was California's leading grain-producing c... Photo · Soul of CA	Dec 26, 2024	--	34.3K	567
 "It is a time of quiet joy, the sunny morning. When the glittery dew is on th... Photo · Soul of CA	Dec 23, 2024	--	685	28
 #fbt Twenty-five acres of the Rancho San Augustin 4,400 acres would eve... Photo · Soul of CA	Dec 19, 2024	--	107K	2.5K
 "There are as many worlds as there are kinds of days, and as an opal chan... Photo · Soul of CA	Dec 16, 2024	--	3.2K	87
 #fbt Albert Halloway, founder of the Oakland-based company Corn Nuts, L... Photo · Soul of CA	Dec 12, 2024	--	32.4K	645
 "A journey is a person in itself; no two are alike. And all plans, safeguards, ... Photo · Soul of CA	Dec 9, 2024	--	415	23
 #fbt In 1868, Colonel William Welles Hollister sold 21,000 acres to the San ... Photo · Soul of CA	Dec 5, 2024	--	759	55
 "If you would know strength and patience, welcome the company of trees... Photo · Soul of CA	Dec 2, 2024	--	1.1K	26