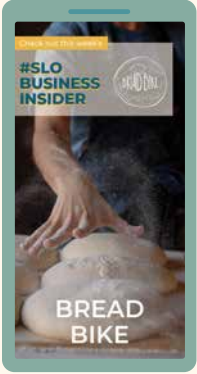


# City of SLO Support Local Program

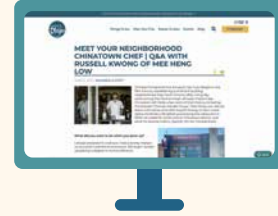


**22**

**Business Insider  
Features & Blogs**

**55,451**

**Business Insider  
Story Views**



**2,827**

**Blog Views**



**1**

**Support  
Local  
Landing  
Page**

**11,558**

**Supportslo.com  
Pageviews**



**4,474**

**Qualified Shoppers**



**65,400+**

**Local Influencer  
Impressions**



**47**

**Support Local  
Placements**

**Gift Cards  
Available From**

**146**

**Businesses**



**630**

**Support Local Pledges**

**7,028**

**Receipts Submitted With  
An Average Spend Of**

**\$172**

**\$728,334**

**In Direct Local Spending**



**JULY 2020–JUNE 2021**