

LOCAL FUND SUMMARY

January 2025

WEB TRAFFIC

USERS

62K

↑ 21% Y|Y

SESSIONS

75K

↑ 24% Y|Y

DESTINATION PAGEVIEWS

RP	1,062	LO	2,429
SS	432	EVIAG	3,006
Cam	686	AB	491
Cay	4,221	OciNi	5,135

Destination Page Views: 17,462 | 7.8% of traffic
Lodging Landing Page Views: 12,362 | 5.5% of traffic
Total Page Views: 224,292

EMAIL & SOCIAL



Subscribers: 132,306
Adj. Open Rate: 52%
Site Traffic: 2,068



Fans: 119,253
Impressions: 57,763
Engagement: 2,078



Followers: 46,389
Impressions: 107,519
Engagement: 7,000



Views: 15,537
Hours Watched: 303

TOT/ASSESSMENT

November

2024

2023

SS RP	\$117,515	\$205,844
Cambria	\$310,735	\$438,565
Cayucos	\$141,288	\$155,050
Los Osos	\$38,407	\$44,814
EV AGV	\$173,772	\$27,708
Avila	\$103,254	\$166,164
Oc Nip	\$55,091	\$35,249
CBID	\$940,062	\$1,073,395

LFA NEWS & INFO

CBID Ordinance Modification

The County Tourism Business Improvement District (CBID) Advisory Board and San Luis Obispo County are working with Civitas Advisors to modify the 1989 district ordinance to allow the County to contract with a non-profit to carry out tourism marketing services of the CBID. The goal is to transition the administrative, financial and procurement services from the County to the new non-profit. The process includes ordinance modification, formation of a new non-profit corporation and drafting a service agreement between the County, the CBID and the non-profit corporation.

CBID PRESENTATIONS & INFO

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec), starting at **9am**.

Meetings are held at Cambria Pines Lodge.

January 22, 2025

February 26, 2025

March 26, 2025

TOOLS & PROMOTIONS

New Bylaws Approved

The County Board of Supervisors has approved the updated Bylaws for the CBID and the Local Fund Areas. The updated documents are available in the Resource Center section of the Member page:

[LFA Bylaws](#)

Contact CAO Cuming if you have any questions.

INDUSTRY INFO

Wildlife Campaign Launch

Our January wildlife campaign launched on January 8. The full [toolkit](#) is available on the Member page and the [SF Gate story is here](#).



KEY MILESTONES

Paid Media Highlights

- Higher conversions at lower costs: a 42% increase in key event conversion while spending rate was 15% less; cost-per-conversion down to \$1.16 from \$2.40
- Engaged with high quality traffic: visitors engaging with 4+ pages increased 37% Y/Y and map downloads increased 30%