

Revenue & Expenses
Fiscal Year Ending June 30, 2025

Current Contingency Fund Balance	
Includes Cap Reserve & Contingency Funds	
Outstanding Approved Grants	

Cambria Tourism Board Marketing Budget
Fiscal Year Ending June 30, 2025

	Total Budget	Unbilled	Footfall	July	August	September	October	November	December	January	Total Billed
Management	\$ 105,600.00	\$ 44,500.00	\$ -	\$ 9,300.00	\$ 9,300.00	\$ 9,300.00	\$ 9,300.00	\$ 9,300.00	\$ 7,300.00	\$ 7,300.00	\$ 61,100.00
Account Management & Meetings	\$ 36,000.00	\$ 15,000.00		\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 21,000.00
Social Media Management - Visit Cambria	\$ 43,200.00	\$ 18,000.00		\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 25,200.00
Social Media Management - CCC	\$ 26,400.00	\$ 11,500.00		\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 700.00	\$ 700.00	\$ 14,900.00
Visit Cambria Outreach	\$ 135,720.00	\$ 52,377.93	\$ -	\$ 13,645.32	\$ 14,661.99	\$ 13,419.86	\$ 10,384.09	\$ 11,454.02	\$ 9,896.19	\$ 9,880.60	\$ 83,342.07
Blog & SEO	\$ 10,200.00	\$ 4,250.00		\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00	\$ 5,950.00
Itinerary Development	\$ 6,600.00	\$ 2,750.00		\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 550.00	\$ 3,850.00
Influencers/Visiting Journalists Lodging/Expenses	\$ 5,000.00	\$ 4,282.51			\$ 717.49						\$ 717.49
E-Blast Development - General	\$ 5,400.00	\$ 2,250.00		\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 3,150.00
E-Blast Development - Booking	\$ 5,400.00	\$ 2,250.00		\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 3,150.00
Meta - Traffic & Engagement Campaign	\$ 36,000.00	\$ 15,659.51		\$ 3,010.54	\$ 3,045.48	\$ 2,800.89	\$ 2,995.40	\$ 2,913.08	\$ 2,656.83	\$ 2,918.27	\$ 20,340.49
Meta - App Retargeting	\$ 6,000.00	\$ 337.54		\$ 1,419.28	\$ 1,364.87	\$ 1,242.11	\$ 172.66	\$ 490.64	\$ 466.61	\$ 506.29	\$ 5,662.46
Meta - Lodging Retargeting	\$ 8,400.00	\$ 3,584.83		\$ 635.48	\$ 712.24	\$ 686.35	\$ 714.85	\$ 684.22	\$ 666.81	\$ 715.22	\$ 4,815.17
Meta - Newsletter Campaign	\$ 4,800.00	\$ 2,110.96		\$ 415.22	\$ 399.60	\$ 368.58	\$ 394.18	\$ 381.56	\$ 348.54	\$ 381.36	\$ 2,689.04
Meta - Seasonal Weather Trigger Campaign (Media+Subs)	\$ 7,520.00	\$ 2,657.47		\$ 1,481.00	\$ 1,779.00	\$ 1,602.53					\$ 4,862.53
Google Campaign	\$ 20,000.00	\$ 3,154.01		\$ 3,034.01	\$ 2,929.16	\$ 2,740.02	\$ 2,079.85	\$ 3,008.78	\$ 1,724.68	\$ 1,329.49	\$ 16,845.99
Pinterest - Wedding Campaign	\$ 20,400.00	\$ 9,091.10		\$ 1,349.79	\$ 1,414.15	\$ 1,679.38	\$ 1,727.15	\$ 1,675.74	\$ 1,732.72	\$ 1,729.97	\$ 11,308.90
Cycle Central Coast Outreach	\$ 43,686.00	\$ 19,977.07	\$ -	\$ 4,674.71	\$ 4,893.70	\$ 4,722.64	\$ 4,947.26	\$ 4,470.62	\$ -	\$ -	\$ 23,708.93
Blogs & SEO (1/mo. During season)	\$ 3,600.00	\$ 1,350.00		\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00			\$ 2,250.00
E-Blast Development	\$ 4,050.00	\$ 1,800.00		\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00			\$ 2,250.00
Influencers	\$ 4,500.00	\$ 4,402.42					\$ 97.58				\$ 97.58
Meta - Traffic Campaign	\$ 14,840.00	\$ 5,911.01		\$ 1,757.21	\$ 1,885.47	\$ 1,785.71	\$ 1,860.28	\$ 1,640.32			\$ 8,928.99
Meta - Traffic & Engagement Campaign	\$ 4,000.00	\$ 1,608.83		\$ 468.59	\$ 509.11	\$ 478.13	\$ 499.29	\$ 436.05			\$ 2,391.17
Meta - Newsletter Campaign	\$ 6,400.00	\$ 2,543.81		\$ 761.91	\$ 812.12	\$ 771.80	\$ 803.11	\$ 707.25			\$ 3,856.19
Meta - Event Campaign	\$ 3,296.00	\$ 1,236.00		\$ 412.00	\$ 412.00	\$ 412.00	\$ 412.00	\$ 412.00			\$ 2,060.00
Strava Event Creation	\$ 3,000.00	\$ 1,125.00		\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00	\$ 375.00			\$ 1,875.00
Services, Creative, Production	\$ 39,880.00	\$ 19,520.00	\$ -	\$ 980.00	\$ 6,980.00	\$ 980.00	\$ 4,730.00	\$ 980.00	\$ 4,730.00	\$ 980.00	\$ 20,360.00
Video & Photo Asset Gathering	\$ 9,000.00	\$ 4,500.00			\$ 1,500.00		\$ 1,500.00		\$ 1,500.00		\$ 4,500.00
Ad Production/Creative Development - Visit Cambria	\$ 13,500.00	\$ 6,750.00			\$ 2,250.00		\$ 2,250.00		\$ 2,250.00		\$ 6,750.00
Monthly & Annual Reports	\$ 5,680.00	\$ 3,020.00		\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 2,660.00
General/Ongoing Websites & App Edits (Visit & CCC)	\$ 7,200.00	\$ 3,000.00		\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 4,200.00
Ad Production/Creative Development - Cycle Central Coast	\$ 4,500.00	\$ 2,250.00			\$ 2,250.00						\$ 2,250.00
Assets & Hard Costs	\$ 60,114.00	\$ 17,896.07	\$ 25,000.00	\$ 1,283.24	\$ 1,283.24	\$ 9,330.29	\$ 1,330.29	\$ 1,330.29	\$ 1,330.29	\$ 1,330.29	\$ 42,217.93
Website Hosting - Visit Cambria	\$ 3,120.00	\$ 1,300.00		\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 1,820.00
Website Hosting - Cycle Central Coast	\$ 240.00	\$ 100.00		\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 140.00
Accessibility Subscription - websites	\$ 1,000.00	\$ 1,000.00									\$ -
Media Monitoring	\$ 5,700.00	\$ 2,375.00		\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 3,325.00
E-Blast Subscription	\$ 4,224.00	\$ 291.07		\$ 528.24	\$ 528.24	\$ 575.29	\$ 575.29	\$ 575.29	\$ 575.29	\$ 575.29	\$ 3,932.93
CCTC Membership, Website SSL, Domain Renewals, Misc.	\$ 830.00	\$ 830.00									\$ -
App Banners (Design, Production, & Install)	\$ 12,000.00	\$ 12,000.00									\$ -
Footfall Software Subscription	\$ 25,000.00	\$ -	\$ 25,000.00								\$ 25,000.00
App Annual Subscription	\$ 8,000.00	\$ -				\$ 8,000.00					\$ 8,000.00
Contingency Fund	\$ 15,000.00	\$ 11,801.00	\$ -	\$ 999.00	\$ 700.00	\$ 1,500.00	\$ -	\$ -	\$ -	\$ -	\$ 3,199.00
Miscellaneous	\$ 15,000.00	\$ 11,801.00		\$ 999.00	\$ 700.00	\$ 1,500.00					\$ 3,199.00
Total Marketing Services:	\$ 400,000.00	\$ 166,072.07	\$ 25,000.00	\$ 30,882.27	\$ 37,818.93	\$ 39,252.79	\$ 30,691.64	\$ 27,534.93	\$ 23,256.48	\$ 19,490.89	\$ 233,927.93

Cambria Tourism Board

Grant Funding Detail

Fiscal Year Ending June 30, 2025

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
<u>Outreach Committee:</u>				
2/11/2025	TRPR Sponsorship	\$ 720.00	\$ -	\$ 720.00
Outreach Committee Total Grants:		\$ 720.00	\$ -	\$ 720.00
<u>Event Committee:</u>				
6/11/2024	Lawn Bowls - Tournaments	\$ 10,000.00	\$ 10,000.00	\$ -
10/8/2024	Chamber Art & Wine Festival	\$ 10,000.00	\$ 10,000.00	\$ -
10/8/2024	BlendFest	\$ 10,000.00	\$ 10,000.00	\$ -
Event Committee Total Grants:		\$ 30,000.00	\$ 30,000.00	\$ -
<u>Capital Reserve:</u>				
Capital Reserve Total Grants:		\$ -	\$ -	\$ -
<u>Contingency Funds</u>				\$ -
Contingency Total Grants/Fees:		\$ -	\$ -	\$ -
Grand Total Grants:		\$ 30,720.00	\$ 30,000.00	\$ 720.00