

LOCAL FUND SUMMARY

June 2025

WEB TRAFFIC

USERS

120K

↑ 27% Y|Y

SESSIONS

145K

↑ 30% Y|Y

DESTINATION PAGEVIEWS

RP	821	LO	6,005
SS	695	EVIAG	2,765
Cam	1,075	AB	578
Cay	4,916	OciNi	11,302

Destination Page Views: 28,157 | 7.2% of traffic
Lodging Landing Page Views: 16,178 | 4.1% of traffic
Total Page Views: 390,032

EMAIL & SOCIAL



Subscribers: 144,742
Adj. Open Rate: 51%
Site Traffic: 2,970



Fans: 119,835
Impressions: 875,061
Engagement: 17,652



Followers: 48,497
Impressions: 391,978
Engagement: 7,582



Views: 6,500
Hours Watched: 82

TOT/ASSESSMENT

April

2025

2024

SS RP	\$89,775	\$70,874
Cambria	\$312,194	\$291,268
Cayucos	\$102,886	\$124,085
Los Osos	\$52,923	\$39,401
EV AGV	\$210,454	\$26,447
Avila	\$115,585	\$170,852
Oc Nip	\$81,316	\$48,105
CBID	\$965,132	\$771,032

LFA NEWS & INFO

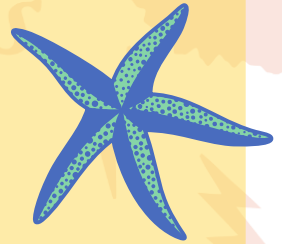
Funding Accomplishments

Since 2009:

- 200 Event Grants Funded
- 60 Beautification & Infrastructure Grants Funded
- \$1.8M disbursed

In 2024:

- 11 Event Grants Funded
- 2 Beautification Grants Funded
- \$198K disbursed



TOOLS & PROMOTIONS

New Nonprofit

April updates on new non-profit formation:

- Year End Report submitted for CBID renewal
- BOS approval of County & H1TA agreement confirmed

What's to come in May & June:

- Renewal of all LFA admin and marketing contracts under the new H1TA
 - All vendors will be required to submit new W9, ACH information, insurance, and business license
 - Watch for an email with details once SOW has been confirmed

CBID PRESENTATIONS & INFO

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec),

starting at 2pm.

Meetings are held at Cambria Pines Lodge.

June 25, 2025

July 23, 2025

August 27, 2025

KEY MILESTONES

New Sanctuary Highlighted

The "Travel + Leisure" article about the Central Coast's new Chumash Heritage National Marine Sanctuary was syndicated out to Yahoo! Life, which has an additional 48M UVM.



INDUSTRY INFO

SLO CAL Meeting with Senator Laird

SLO CAL hosted a meeting on May 3 with State Senator Mike Laird re: Highway 1 re-opening. Key takeaways:

- Unified Messaging: Promote the Highway 1 experience even during closures
- Communication with Caltrans: More transparent & responsive public messaging about closures
- Signage Improvements: Updated Highway 1 signs to include San Simeon & Ragged Point
- Workforce Urgency: Emphasize the need for urgency to repair Regent's Slide with consistent on-site work
- Governor's Office Engagement: Raise awareness at the highest levels, as it relates to the closure