



June 20, 2025

Dear Cambria Tourism Board,

In the spirit of cooperation and assistance with the Cambria Christmas Market, the Pinedorado Lions Foundation is applying for funding to help the alleviate some of the parking issues, traffic congestion, and transportation needs of our lodging guests.

The Pinedorado Lions Foundation recognizes how instrumental the Cambria Christmas Market is in attracting visitors to our area in the off season. Before the Christmas Market brought in thousands of visitors in the month of December, our little community almost shut down. There was such a lull that some businesses simply took a vacation, and the town suffered.

We feel it would be a wonderful asset to have a shuttle for the visitors staying in the lodging on Moonstone Beach Drive. They can be delivered directly to the Christmas Market, safely and without worry about parking and waiting, sometimes a significant length of time, for a shuttle.

The Cambria Christmas Market is a benefit to our community at a time when we most need visitors to help our tourist driven economy. A shuttle from Moonstone Beach Drive to the Christmas Market in the month of December would be a significant asset to visitors, residents, and the lodging properties located there.

Thank you for your consideration of this application for funding submitted by the Pinedorado Lions Foundation.

Sincerely,
John S Nixon, Vice President, Pinedorado Lions Foundation

Highway 1 Tourism Alliance (H1TA)

Local Area Fund: Application

Event Title: 2025 Cambria Christmas Market – Moonstone Beach Hotel Shuttle

Event Dates: November 28 – December 31 (Event is closed December 1, 2, 8, 9, 24, and 25)

Amount of funding requested: \$66,950 **Overall budget:** \$66,950

Organization Information:

Local Area: Cambria

Submitted by: John Nixon **Phone:** 805-203-5107 **E-mail:** johnsnixon1@yahoo.com

Organization receiving funds: Pinedorado Lions Foundation (EIN262217246)

Mailing Address: PO Box 717, Cambria, CA 93428

Contact Person: John Nixon, Vice President, Pinedorado Lions Foundation **Phone:** 805-203-5107

Event description, including website link:

SLO Safe Ride will provide shuttle transportation from sensible and designated pickup location(s) along Moonstone Drive to downtown Cambria/East Village during the Cambria Christmas Market. The shuttles would run 28 nights, between Nov. 28 and Dec. 31, 2025. Instead of visitors to the Market having to drive to downtown/East Village Cambria and park, then wait for an overcrowded shuttle, then shuttle to the Market and then reverse the whole process; they would arrive safely straight from Moonstone Drive to the Market, saving them time and stress. This would also alleviate traffic congestion and allow more parking availability in the East Village. Visitors from all over Cambria will find ample parking on Moonstone Dr. (<https://cambriachristmasmarket.com>)

Event Details

	<u>Last Year</u>	<u>Current Year (projected)</u>
Total Revenue	N/A	N/A
Total Expenditures	\$61,573	\$66,950
# Attendees (riders)	20,000	21,000
Percent of out of area Attendees	100% of riders	100% of riders
# Room Nights*	5,000	5,200

Room night calculation: Grant funding \$66,950/\$200 (average ADR) = 334 (number of room nights that must be secured in order for event sponsorship investment to break-even)

***please consider a vacation rental as 1 room/unit**

Describe how this event will support overnight stays.

Hotels and Vacation Rental companies can market and put together packages for this Christmas Event. The hotel nearest the Market has %100 occupancy, most of which can be attributed to attendance at the Christmas Market. The shuttles would improve the number of visitors to vacation rentals and lodging properties because of the convenience for attending the Christmas Market. This is the off season, and it is important to find ways to bring people to stay in Cambria. The Christmas Market, the Chamber of Commerce and the Lodging properties will market the shuttles as a convenient, stress free way to see the Cambria Christmas Market and Light Show

As part of your application submission, please include financials (revenue and expenditures). Funds requested should not be used for overhead or maintenance.

Keep in mind that a percentage of the requested event sponsorship funds need to be attributed to out-of-area marketing. A detailed marketing plan should be part of your application submission.

Note if your organization has received funding in previous years, include the follow-up report as part of your application submission. If funded, a Follow-up Report will need to be submitted 60 days following the conclusion of your event.

Please acknowledge that the following will be provided by initialing each:

☒ **Visibility of lodging messaging:** Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the local fund tourism site.

☒ **Inclusion in promotions:** Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable).

☒ **Database acquisition:** A mechanism must be implemented to gather email addresses from attendees, with the agreement that these emails will be shared for inclusion in the local fund email database.

☒ **Tickets for promotional purposes:** Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes.

☒ **Program ad:** If the event includes a program, ad space is required.

If you did not initial the sponsorship criteria above, please provide an explanation of why this criterion is unable to be met:

Before signing the statement below, please confirm that each of the following is included within your submission:

☒ **Completed & signed Application**

☒ **Completed & signed w9**

☒ **Financials**

☒ **Marketing Plan**

☒ **Prior year Follow-Up Report (if local fund monies have been provided in the past)**

☒ **Submitting 120 days prior to event date, and 14 days prior to the LFA board meeting**

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by John Nixon, Vice President, Pinedorado Lions Foundation, proposing a contractual project to the Highway 1 Tourism Alliance (H1TA). I understand that by signing the contract with the H1TA, that the organization will be responsible for any damage claims or other liabilities arising out of the performance of the contract. Additionally, the applicant understands that he/she is entering into a contract with the H1TA for a specific program/project and/or event and the H1TA is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at,

Cambria, California, on this 8th day of July, 2025.

By (Signature): _____ Print Name: John Nixon, Vice President



Transportation Proposal

Attn: John Nixon

June 16th, 2025

Version 1

SLO Safe Ride
241B Prado Road
San Luis Obispo, CA 93401
Phone: (805) 620-7233
Info@slosaferide.com
www.SloSafeRide.com



241B Prado RD
San Luis Obispo, CA 93401
Phone: (805) 620-7233
Fax: (805) 715-1509
SLOSafeRide@gmail.com
www.SLOSafeRide.com

Scope of Work - 2025 Moonstone Drive Shuttle

061725

Dates Of Service 2025: 11-28 through 12-31 (excluding 12-1, 12-2, 12-8, 12-9, 12-24, 12-25)

Quantity of Service Days: 28

General Guest Shuttle – Moonstone Drive Hotels

Quantity of Buses: 3 buses

Hours: 4:45 pm to 10pm

Pickup Locations: Moonstone Dr. (To be determined Hotels)



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Phone: (805) 620-7233
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Terms and Pricing - 2025 Moonstone Drive Shuttle

061725

Pricing:

Total Days of Shuttle Service: 28

Grand Total: \$65,010.42

Terms:

25% Deposit Due 08/01/25: \$16,252.61

Payment Due: On or before 11/01/25: \$48,757.81

By signing this document, the representatives of the Cambria Tourism Board accepts and agrees to the scope of work, the pricing, and the terms in this packet:

Printed Name: _____

Date: _____

Signature: _____

Financial Statement / Budget

2025 Cambria Christmas Market - Moonstone Beach Drive Shuttles

Revenue needed: \$66,960

Expenses:

Shuttles \$65,010 (SLO Safe Ride bid enclosed)

Administrative Fee \$ 1,950 (3% to Pinedorado Lions Club)

Net \$ 0

Marketing Plan

2025 Cambria Christmas Market – Moonstone Beach Drive Shuttles

Marketing for the Shuttles and the convenience of staying on Moonstone Beach during the Cambria Christmas Market will be:

Chamber website

Events Calendar

Activities Listing

Featured Event

Rack Cards

At Visitor Center

Distributed to Moonstone lodging properties.

Distributed to business members.

Facebook posts

Posters

At the Visitor Center

Distributed to Moonstone Beach properties.

On Bulletin Boards throughout town to be seen by relatives and visitors

Marketing by professional marketing company for the Cambria Christmas Market to include Shuttle information.

Promotion by the Cambria Tourism Board to include this convenient option for Cambria Christmas Market lodging.

Form **W-9** (Rev. 8-2013)