



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
November 12, 2025

Time: **1:00 p.m. – 2:00 p.m.**

Location: **Cambria Pines Lodge - Treetop Room**
2905 Burton Avenue
Cambria, CA 93428

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Pacheco/ Marschall	3 min
2. Consent Agenda Items Board Meeting Minutes – October 14, 2025	Pacheco/ Marschall	2 min
3. Public Comment Please limit to 3 minutes per speaker		15 min
4. Discussion & Action Items <i>(each item will allow for Board Discussion, followed by Public Comment)</i>		
4.1 BlendFest on the Coast Funding Application The Paso Robles Wine Country Alliance has submitted a funding application to assist with costs of the 2026 BlendFest event. The Board will discuss and vote on approval.	Pacheco/ Marschall	8 min
4.2 Selection of New Board Members The CTB member applications for Georgia Legg and Angel Gonzalez are re-agendized due to a Brown Act Cure and Correct letter received on October 6. The Board will vote on approval.	Pacheco/ Marschall	8 min
5. Information Items/Presentations		
5.1 Marketing Committee Report Jessica Blanchfield will give the monthly presentation to the board, including discussion of marketing progress and statistics since the last board meeting.	Blanchfield	12 min

5.2 CBID Reports Local Fund Summary – November 2025 HITA Marketing Overview	Cuming	2 min
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5.3 CBID Presentation CBID CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board, including an update on survey and district conversion status.	Cuming	10 min
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5.4 Budget Reports
Month Ended September 30, 2025:
Revenue and Expenses
Marketing Budget Expenditures
Grant Funding Detail

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

8.1 Next Cambria Tourism Board Meeting
December 9, 2025 – 1:00 p.m. at Cambria Pines Lodge

8.2 Deadline for Agenda Items to be sent to the Managing Assistant
December meeting due date – November 19, 2025

8.3 Next CBID & H1TA Board Meeting
December 3, 2025 – 2:00 p.m. at Cambria Pines Lodge

BROWN ACT: The Brown Act requires that an agenda include a brief description of each item to be transacted or discussed be publicly posted at least 72 hours prior to a regular meeting and at least 24 hours prior to a special meeting. The agenda will be posted at www.Highway1RoadTrip.com/member as well as outside the Katcho Achadjian Government Center located at 1055 Monterey Street, San Luis Obispo. The Brown Act does not require the packet be posted but does require that materials shall be made available for public inspection at the time materials are distributed to the board. The location of the office for public inspection of documents is 81 Higuera St., Suite 220, San Luis Obispo, CA. To request an electronic copy of the board materials, contact the administrator, Jill Jackson, at admin@VisitCambriaCA.com. A printed packet will also be available at the public meeting. Action may not be taken on items not posted on the agenda.

ADA: Meeting facilities can be accessible to persons with disabilities. If you require special assistance to participate in the meeting please notify Jill Jackson, at admin@VisitCambriaCA.com or 805-395-2595 at least 48 hours prior to the meeting.

MADDY ACT: The County of San Luis Obispo maintains the list of all appointive terms and offices. As required, the list of vacancies and appointments is posted annually after the first of the year at the City of San Luis Obispo County Library, and in the Board of Supervisors Office in accordance with Government Code requirements. When an appointee resigns, new vacancies are posted at the City of San Luis Obispo County Library, and outside the Katcho Achadjian Government Center. For the most current list of vacancies and appointments, please contact the Clerk of the Board at ad_board_clerk@co.slo.ca.us or call 805-781-5011. A list of Committee and Commissions whose members are appointed by the County of San Luis Obispo Board of Supervisors as well as the application to apply can be found at <https://www.slocounty.ca.gov/departments/board-of-supervisors/serve-your-community>.

NOTICE TO PUBLIC: You are welcome and encouraged to participate in this meeting. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. "Public Comment" is set aside for members of the audience to raise issues that are not specifically on the agenda. However, due to public meeting laws, the Board can only listen to your issue, not respond or take action. These presentations are limited to three (3) minutes and total time allotted to non-agenda items will not exceed fifteen (15) minutes. The Board may give direction to staff to respond to your concern or you may be offered the option of returning to discuss at a future meeting where the item is properly agendized. With regard to items that are on the agenda, you will be given an opportunity to speak for up to three (3) minutes when the Board discusses that item. When addressing the Board, speakers are requested to state their name and adhere to the time limits set forth. Citizens may request that a topic related to the business of the tourism board be placed on a future agenda. Once such an item is properly agendized and publicly noticed, the Board can respond, interact, and act upon the item. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.



CAMBRIA TOURISM BOARD (CTB)

(Cambria Local Fund Advisory Board)

Board Meeting Minutes

Cambria Pines Lodge

October 14, 2025

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:00 p.m.

Members Present

Greg Pacheco
George Marschall
Jim Bahringer
Karen Cartwright
Steve Kniffen

CBID

CAO Cheryl Cuming

Guests

Mathew McElhenie, Michael Thomas, CCSD; Mitchell Masia, Cambria Inns; Katherine Gillen, Christina Galloway, Chamber of Commerce; Kitty Connolly, Tom Loganbill, Ellie Etter, Fiscalini Ranch Preserve; Shelly Holden, Scarecrow Festival; Michael Burkey, Fire Chief; Angel Gonzalez, Pacifica; Jessica Blanchfield, Archer & Hound Advertising; Jill Jackson, CTB MA.

2. Consent Agenda Items

Board Meeting Minutes – September 9, 2025

George Marschall moved, and Steve Kniffen seconded, to approve the board meeting minutes of September 9, 2025, as presented. Motion carried unanimously.

3. Public Comment

Greg read new guidelines for public comment displayed in the footer on the agenda.

4. Discussion & Action Items (each item will allow for Board Discussion, followed by Public Comment)

4.1 Fiscalini Ranch Preserve Funding Application

Greg introduced the Friends of the Fiscalini Ranch Preserve funding application in the amount of \$11,700. He asked Kitty Connolly to give an overview of the application to the board. Kitty explained that they have approximately 440,000 visits to the Ranch each year. Visitors return multiple times. Jessica confirmed that Fiscalini Ranch is one of the top search terms for Cambria. Kitty said that they have seen a 30% increase in visitation, measured through visits to the shop. They are working on a trail head for Victoria Way.

Jim Bahringer moved, and Steve Kniffen seconded, to approve the Fiscalini Ranch Preserve funding application for Trail Head Signage, in the amount of \$11,700, from Capital Reserve Funds. Motion carried unanimously.

4.2 Cambria CSD Funding Application

Greg introduced Mathew McElhenie, Cambria CSD Manager, to discuss the funding application to assist with the costs of renovating Cambria's Veterans Hall. Mathew explained the current condition of the hall and the inability to hold and charge for events, because of it. He shared that it is a historic site. He described the needed renovations and shared the events held at the Hall, including Farmers Market, Antique Fairs, Car Shows, Pinedorado, Wedding Receptions and Rehearsals. George expressed concern that the Hall would be in competition with hotels for weddings. He shared that Cambria Pines Lodge has the ability to host events and weddings. He said that the Veterans' Hall is used mainly by locals. Pinedorado is a local event. It will not put heads in beds. Kitty stated that the Wildflower Show is held at the hall annually too. Katherine Gillen stated that the Art & Wine Festival is held at the Hall. It is like the "Convention Center" of Cambria, and the only space available for such events. Mathew confirmed that the other \$60,000 for the project has been budgeted. George was skeptical that \$120,000 would be enough for the project. He stated that Cambria puts so much TOT in and does not receive a fair share back from the County. He said there should be more pressure on the County to fund infrastructure projects for Cambria. George asked about the roof and foundation. Mathew said there are spots that need repair, but the roof does not leak. The foundation has some dips. Katherine pointed out that the Hall is the only place with a kitchen that can be used for events. Karen Cartwright explained that it is an issue, Cambria Pines Lodge does not allow food to be brought in or prepared for events. Ellie said that she believes the roof should be fixed prior to other renovations. Mathew said the roof is budgeted for repair in the future and it does not leak. Katherine suggested using Chamber Members, they will give you a discount.

Jim Bahringer moved, and Karen Cartwright seconded, to approve the CCSD funding application for the Veteran's Hall Renovation, in the amount of \$60,000, from Capital Reserve Funds. Motion passed. 3 in favor: Jim Bahringer, Steve Kniffen, Karen Cartwright; 2 against: George Marschall, Greg Pacheco.

4.3 Chamber Art & Wine Festival Funding Application

Greg shared that the Chamber applied for funds to assist with the 2026 Art & Wine Festival event. He asked Katherine to give an overview. Katherine explained that the event is in its 22nd year. It will take place January 29 through February 1, for three nights, to increase heads in beds. She said that they market through Constant Contact. It brings in a lot of people during shoulder season. She hopes lodging will take advantage of and offer packages for attendees. Katherine said that the budget is similar to last year's event. She said thirty wineries will participate. She explained a new QR code system they will be using for the event. Jessica said that could be done for them with the Travel App passport feature. Pacifica is a big sponsor this year. She said that they found a great gal to do graphics this year. 12 Toes was not available. George asked about the numbers provided, he said there will be about a 4% increase in room nights, but you have increased your funding ask by 100%. Katherine said they thought they would ask for more this year. Cheryl shared that the CTB has funded over \$55,000 for this event from 2015 to 2025. George asked when the event might become self-sufficient and not need a grant from the CTB. Katherine said they are having more activities in hopes of raising more funds. She said that they are also looking into applying for a line of credit on the Chamber office building. Katherine said that they paid a lot of money for a brand new website and she wants it to work for everybody. Christina Galloway shared how great a job Katherine is doing for the Chamber.

Greg Pacheco moved, and Jim Bahringer seconded to approve the Chamber Art & Wine Festival event funding application in the amount of \$10,000. Motion failed. 2 in favor – Jim Bahringer, Greg Pacheco; 1 against – George Marschall; 2 abstained – Steve Kniffen, Karen Cartwright, (Chamber Board Members).

Jim Bahringer moved to approve \$5,000. No second was received. Motion failed.

4.4 Committees

The Board discussed and determined that only the Marketing Committee will continue. Outreach and Event Funding Applications will go directly to the board for consideration.

5. Information Items/Presentations

5.1 To Provide Added Clarity and Openness

Board Packet Posting

Greg referred to the new footer that details the process on the agenda.

Funding Application Due Date

Greg explained that in order to bring consistency to all of the LFAs, the due date has been changed to fourteen business days from two weeks. Jill said that the actual dates will be displayed on the agenda each month, for further clarity.

5.2 Marketing Committee Report

Jessica Blanchfield gave the monthly presentation to the board. She explained that everyone should download the app, every scarecrow has been built out. The app signage is here. She will be delivering them today. Katherine said that she has thirteen businesses lined up to display the signs. She shared that they continue to get wedding inquiries, and she hopes everyone is reaching out to them.

5.3 CBID Reports

Local Fund Summary – October 2025

CBID Annual Report FY 2024-2025

H1RT Marketing Report FY 2024-2025

CTB and CBID Expense Pie Charts FY 2024-2025

CTB Grant Funding History 2011-2024

Survey Cover Letter

Board members received the reports in their board packets and Cheryl gave an overview of the reports.

5.4 CBID Presentation

CBID CAO Cheryl Cuming gave an overview of the 2024-25 reports and shared that there was a record number of website sessions with 1.4 million visitors. They sent almost two million emails to a database that has grown to over 146,000 people. The full reports of all this data are also on the members' website. She explained that the constituent survey has been released. The due date to respond is November 18. The final report on it will probably be available after the holidays.

will make a presentation of information, statistics, and upcoming opportunities for the board, including an update on survey and district conversion status.

5.5 Cambria Chamber of Commerce Update

Katherine Gillen updated the board; she shared that for Halloween there will be a Trick or Treat Parade for kids. They will receive candy from merchants. She is working on hospitality night. Steve said that last year they had five great gingerbread houses, they are looking for people to make some this year.

5.6 Budget Reports

Month Ended August 31, 2025:

Revenue and Expenses

Marketing Budget Expenditures

Grant Funding Detail

The budget reports were provided to the board but not discussed at the meeting.

6. Future Agenda Items/New Business

None

7. Adjournment

There being no further business, the meeting was adjourned at 2:47 p.m.

Respectfully submitted,
Jill Jackson
Managing Assistant

Highway 1 Tourism Alliance (H1TA)

Local Area Fund: Application

Event Title: **BlendFest on the Coast**

Event Dates: **Feb. 19-22, 2026** (emphasis will be placed on events that occur in the off-season October – June)

Amount of funding requested: \$10,000 Overall budget: \$73,350

Organization Information:

Local Area: **Cambria**

Submitted by: **Krista Smith** Phone: **(805) 239-8463** E-mail: **ksmith@pasowine.com**

Organization receiving funds: **Paso Robles Wine Country Alliance**

Mailing Address: **1314 Spring Street Paso Robles, CA 93446**

Contact Person: **Krista Smith** Phone: **(805) 239-8463**

Event description, including website link:

The Paso Robles Wine Country Alliance (PRWCA), a 501C6 trade organization representing more than 500 wineries, winegrape growers, hospitality partners, and associated business, partners with the Cambria Tourism Board, San Simeon Tourism Board, and Highway 1 Discovery Route to present BlendFest on the Coast.

Since inception, the goal of this event is to broaden awareness of Cambria, San Simeon, and nearby Paso Robles Wine Country, encourage off-season visitation to Cambria and San Simeon, and increase the recognition and purchase of Paso Robles wine. This is the only California festival dedicated to wine blends, a trend for which Paso is celebrated.

<https://pasowine.com/events/blendfest-on-the-coast/>

Event Details

	<u>Last Year</u>	<u>Current Year (projected)</u>
Total Revenue	\$13,459.84 net	\$85,425 gross
Total Expenditures	\$66,887.66	\$73,350
# Attendees	607	645
Percent of out of area Attendees	66%	70%
# Room Nights*	100+	125
Room night calculation: Grant funding \$10,000/\$200 (average ADR) = <u>50</u> (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.

For over ten years, BlendFest on the Coast has attracted visitors from outside San Luis Obispo County (66% in 2025) to Cambria and San Simeon for a 3-day wine event, with the fourth day (Sunday) encouraging guests to visit Paso Robles Wine Country. The upscale attendees plan a dedicated trip just for this event, staying in local lodging properties. In 2025, at least 100 room nights were booked by ticketholders. This event is promoted via a dedicated out-of-county media spend, as well as PRWCA owned assets: 6+ eblasts, Pasowine.com (homepage, events page, and dedicated pages: 250k monthly visits), social media (Facebook and Instagram), press release, AGM radio ads, online community calendars, and winery marketing tools. PRWCA digital advertising has been successful in the target metros of LA, Orange County, San Diego, Bay Area, Bakersfield, and Fresno, driving strong return on ad spend for ticket sales and visitation. Upon approval, the PRWCA's media buying agency, Storia, will prepare a customized digital ad buy on Meta and Google.

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

[2026 Proposed Budget](#)

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.

2026 Draft Marketing Schedule

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.

2025 BlendFest Report

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

KS **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.

KS **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).

KS **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.

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

KS **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:

KS Completed & signed Application

KS Completed & signed w9

KS Financials

KS Marketing Plan

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

KS 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 the Paso Robles Wine Country Alliance 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,
Paso Robles, California, on this 8th day of October 2025 .

By (Signature): Krista Smith

Print Name: Krista Smith

Title: Marketing Director

Revised: May 01, 2025

Greg Pacheco, CTB Chair

Date

PASO ROBLES

WINE COUNTRY ALLIANCE

BlendFest on the Coast
February 19-22, 2026

The Paso Robles Wine Country Alliance (PRWCA), a 501C6 trade organization representing more than 500 wineries, winegrape growers, hospitality partners, and associated business, partnered with the Cambria Tourism Board, San Simeon Tourism Board, and Highway 1 Road Trip on BlendFest on the Coast - A PASOWINE Event.

Since inception, the goal of this event is to broaden awareness of Cambria, San Simeon, and nearby Paso Robles Wine Country, encourage off-season visitation to Cambria and San Simeon, and increase the recognition and purchase of Paso Robles wine. This is the only festival dedicated to wine blends, a trend for which Paso has become known.

Goal: collectively market our region and its diverse offerings, encouraging off-season visitation to Cambria and San Simeon and extending average length of stay.

2025 Recap – *see additional documents and Power Point for full recap*

2025 continued a successful trend in attracting guests to the coast for the event. View the [marketing schedule here](#) and see below for highlights:

- 66% of ticket buyers from outside of San Luis Obispo County
- 607 total tickets sold across BlendFest weekend events
- 45 participating wineries
- Pasowine.com homepage, calendar listing, and Event page placement
- Logo and link on event website pages: Homepage, BlendFest pages, and Event calendar
- BlendFest Pasowine.com Traffic from Dec. 1, 2024 - Feb. 24, 2025
 - Pageviews: 21.9K
 - Book Your Room in Cambria and San Simeon – messaging on all eblasts, website, social media
- Press release sent out December 2024 announcing tickets on sale
- Posts on online community calendar boards
- New - In-kind marketing partnership with Visit SLO CAL to promote the event through their eblast and social channels
- American General Media - Krush 92.5
 - AM radio interviews and coverage on KJUG, KZOZ, Q104.5, KVEC
 - BlendFest :30 profile – 4 weeks out from events
 - BlendFest promotions (live mentions, social media postings, web support with local events listing, home page feature banner)
- 10 dedicated event e-blasts to Paso Wine database of 53K subscribers
 - All included sponsor logos and 'Stay in Cambria and Simeon' message
- Social Media Promotion
 - Paso Wine Audience: Instagram: 35K Followers | Facebook: 68K Fans
 - Organic posts were complemented by paid Meta ads through Stora, appearing on Facebook and Instagram (233,740 impressions and 2,139 clicks)

- Additional Paid Advertising
 - New - Sojern digital ads earned 383,109 impressions

2026 Event Weekend Proposed Schedule

THURSDAY, FEBRUARY 19

Winemaker Dinner at TBD (Coastal location TBD)

Time: 7-9pm

Attendance: 50 est.

Participating Wineries: 3 (TBD)

Ticket Price: \$145 inclusive

FRIDAY, FEBRUARY 20

Winemaker Dinner at TBD (Coastal location TBD)

Time: 7-9pm

Attendance: 50 est.

Participating Wineries: 3 (TBD)

Ticket Price: \$145 inclusive

SATURDAY, FEBRUARY 21

Blending Seminar & Lunch

Time: 11am-1pm

Location: Cavalier Resort

Attendance: 45

Ticket Price: \$65

Grand Tasting – location TBD

Times: VIP / Early Entry 2-5pm

General Admission 3-5pm

Attendance: 480

Ticket Prices: \$60-\$100

SUNDAY, FEBRUARY 25

Explore Paso Robles Wine Country

Encourage guests to visit Paso Robles Wine Country before returning to the Coast to stay one last evening (Sunday night). Perhaps build an incentive for guests to enjoy and stay on Sunday evening.

2026 Marketing Plan

Advertising

\$8,000 of the event budget is dedicated for out-of-area advertising targeting wine enthusiasts 35-64 with HHI \$100K and geo-targeting Central California, Bakersfield, Fresno, The Bay Area, and Los Angeles.

PRWCA Marketing Tools

In addition to paid-for advertising, the PRWCA has robust marketing tools available:

- Pasowine.com – 200K+ monthly visits
- At minimum five dedicated e-blasts to 55K+ database

- Press release x 2
- Social Media promotion
 - Facebook: 68K+
 - Instagram: 35K+

Cambria Tourism responsibilities:

- \$10,000 sponsorship fee
 - Additional \$10,000 from San Simeon
- Outreach and promotion of the event through websites, e-blasts, newsletters, and/or social media
- Help brainstorm unique ideas for excursion tours and activities on Friday and Saturday mornings that will include an element of wine and coastal influence – nature, art, cooking or exploring.

Paso Robles Wine Country Alliance responsibilities, in addition to the above marketing:

- Coordination and marketing of the entire event weekend
 - Secure alcohol license for the events
 - Secure winery participation
 - Secure Certificate of Liability Waiver from each participating winery
- Partnership and marketing of all events
- BlendFest digital creative - new creative in development
- Secure co-branded wine glasses for Grand Tasting ticket buyers
- Manage all Ticket Sales
 - Payment of all convenience charges, credit card processing, sales tax
- Custom digital advertising for the event, planned and executed by Storia
- Promotion of offer on Pasowine.com and in dedicated e-blasts
- Press release and media alert regarding the event
- Mention on all radio advertising (trade partnership with American General Media)
- Logo on all event e-blasts
- Logo and link on event website pages: Home page, BlendFest pages, and Event calendar
- Post on online calendar boards
- 10 tickets to each Grand Tasting session for promotional or personal use

Paso Robles Wine Country Alliance
BlendFest on the Coast Grand Tasting, Seminar, Excursions
2026 Proposed Budget

	2026 Budget	Notes	Tickets		
Income					
Pouring Fee - (40) \$200	\$8,000.00		attendees price		
Early Bird GA (100) \$59	\$5,900.00		100 \$59	Early Bird GA	\$5,900
General Admission (200) \$69	\$13,800.00		200 \$69	GA	\$13,800
VIP (200) \$99	\$19,800.00		200 \$99	VIP	\$19,800
Seminar (45) \$65	\$2,925.00		45 \$65	Seminar	\$2,925
OPR Dinner (50) \$155	\$7,750.00		50 \$155	OPR Dinner	\$7,750
Cav Dinner (50) \$145	\$7,250.00		50 \$145	Cav Dinner	\$7,250
Sponsorship/CO-OP	\$20,000.00	Total Grand Tasting Attende 500		Grand Tasting Sales:	\$39,500
		Total Attendees of all events: 645		Total Ticket Sales:	\$57,425

Total Income	\$85,425
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Expense

Professional fees	Day labor, set-up, clean-up	\$500.00	
Credit Card Processing		\$5,000.00	
Entertainment	Band	\$800.00	
Equipment Rental			
	Rentals- Seminar	\$750.00	
	Grand Tasting	\$6,000.00	
	Bathrooms	\$850.00	
	Tenting	\$10,000.00	
	Shuttles	\$2,000.00	
Facility Rental			
	45 x 143	\$6,075.00	OPR Dinner
Dinners	45 x 135	\$6,075.00	
Food (Catering)			
	Grand Tasting Food	\$9,500.00	
	Seminar Lunch	\$2,000.00	
Wine Glasses		\$3,000.00	
Security - Grand Tasting	Miller security	\$2,000.00	
Event Signage		\$500.00	
Water - Seminar		\$50.00	
Décor	Lounges, linens	\$4,000.00	
Floral	Table décor	\$700.00	
Event Printing		\$500.00	
Advertising	Digital, radio, social	\$8,000.00	
Supplies		\$700.00	
Sales taxes		\$2,000.00	
Taxes & Licenses		\$150.00	
Staff Lodging		\$1,500.00	
Meals: Staff		\$400.00	
Travel & Mileage: Staff		\$300.00	
Website		\$0.00	
Total Expense		\$73,350	

Net	\$12,075
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**Request for Taxpayer
Identification Number and Certification**

Go to www.irs.gov/FormW9 for instructions and the latest information.

Give form to the
requester. Do not
send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.) Paso Robles Wine Country Alliance	
	2 Business name/disregarded entity name, if different from above.	
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. ☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate ☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. ☒ Other (see instructions) 501c6 non-profit organization	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) 1 Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ <i>(Applies to accounts maintained outside the United States.)</i>
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions. ☐	
	5 Address (number, street, and apt. or suite no.). See instructions. 1314 Spring Street 6 City, state, and ZIP code Paso Robles, CA 93446 7 List account number(s) here (optional)	Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

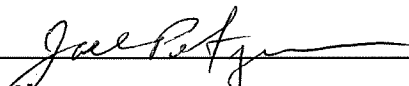
Social security number										
			-				-			
or										
Employer identification number										
7	7	-	0	3	2	6	6	0	4	

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person 	Date 10-08-2025
------------------	---	---------------------------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

BlendFest 2025 Recap Report



SAN SIMEON
VisitSanSimeonCA.com



FEBRUARY 20-23, 2025

The Paso Robles Wine Country Alliance (PRWCA), a 501(c)6 trade organization representing more than 500 wineries, winegrape growers, hospitality partners, and associated business, partnered with the Cambria Tourism Board, San Simeon Tourism Board, and Highway 1 Road Trip on BlendFest on the Coast – A Paso Wine Event.

Since inception 10 years ago in 2015, the goal of this event is to broaden awareness of Cambria, San Simeon, and nearby Paso Robles Wine Country, encourage off-season visitation to Cambria and San Simeon, and increase the recognition and purchase of Paso Robles wine. This is the only wine festival dedicated to blends, a trend for which Paso has become known.



2025 EVENT SUMMARY

Based on the success of 2024 event line-up, a similar schedule was maintained for BlendFest 2025, and the weather was beautiful throughout the weekend.

Ticket sales were strong with all events selling out except the Sunset Grand Tasting.

The PRWCA increased both organic and paid marketing efforts in 2025 to combat the decline in event ticket sales across the industry, including a \$6,700 paid advertising spend across a variety of channels.



OVERVIEW OF EVENTS

THURSDAY, FEBRUARY 20

Winemaker Dinner at Oceanpoint Ranch

- Time: 6:30-9 p.m.
- Participating Wineries: Denner Vineyards, Écluse Wines, High Camp Wines, Linne Calodo
- Attendance: 41 (sold-out)
- Ticket Price: \$155 inclusive

FRIDAY, FEBRUARY 21

Blending Seminar & Lunch

- Time: 10:30 a.m.-12:30 p.m.
- Location: Cavalier Oceanfront Resort
- Participating Wineries: The Blending Lab, Brecon Estate, Cairjn Wine Cellars, Shale Oak Winery
- Attendance: 46 (sold-out)
- Ticket Price: \$65



OVERVIEW OF EVENTS

FRIDAY, FEBRUARY 21

NEW - Coastal Excursion: Winter Birds of California Coast

- Time: 9 a.m. - 1 p.m.
- Location: San Simeon | Harmony
- Participating Wineries: Harmony Cellars with the Morro Bay Audubon Society
- Attendance: 18 (sold-out)
- Ticket Price: \$45

Coastal Excursion: Derbyshire Vineyard

- Time: 1:30-3:30 p.m.
- Location: Derbyshire Vineyards, San Simeon
- Participating Wineries: Aaron Wines, Derby Wine Estates, PIUS Wines, TRUSS Wines
- Attendance: 26 (sold-out)
- Ticket Price: \$60

Winemaker Dinner at Cavalier Resort

- Time: 6-9 p.m. (moved up 30 minutes from previous years)
- Participating Wineries: CASS Winery, Kaleidos, MAHA Estate | Villa Creek Cellars, McPrice Myers Wines
- Attendance: 49 (sold-out)
- Ticket Price: \$145 inclusive



OVERVIEW OF EVENTS

SATURDAY, FEBRUARY 24

Sunset Grand Tasting

- Times: VIP Early Entry 2-5 p.m. | General Admission 3-5 p.m.
- Location: Oceanpoint Ranch, Moonstone Beach, Cambria
- Attendance: 427 (GA 212 | VIP 215)
- Ticket Prices: GA \$60/\$70 | VIP \$100
- 40+ Participating Wineries: Aaron Wines, Absolution Cellars, Adelaida Vineyards & Winery, Alta Colina Vineyard & Winery, Ancient Peaks Winery, Asuncion Ridge Vineyards, Austin Hope Wines, B & E Vineyard & Winery, Bianchi Winery, Brecon Estate, Bushong Vintage Company, Cairjn Wine Cellars, Calcareous Vineyard, Caliza Winery, Cass Winery, Chronic Cellars, Denner Vineyards, Derby Wine Estates, Écluse Wines, Four Lanterns Winery, Harmony Cellars, Hearst Ranch Winery- San Simeon, High Camp Wines, J Dusi Wines, J. Lohr Vineyards & Wines, Kaleidos, Le Vigne Winery, Linne Calodo Cellars, Lone Madrone, L'Aventure, MAHA Estate | Villa Creek Cellars, McPrice Myers Wines, MCV Wines, Midnight Cellars, mid•point winery, ONX Wines, Peachy Canyon Winery, Shale Oak Winery, Stilson Cellars, Thatcher Winery, Thibido Winery, Vina Robles Vineyards & Winery, ZANOLI Wines, Zobèto Wines



GRAND TASTING ATTENDEE PROFILE

(Based on TicketSauce purchaser and survey data)

- 63.4% First-time attendees (64% in 2024)
- Coastal Stays
 - 46% of ticket holders stayed in Cambria or San Simeon (62% in 2024)
 - At least 100 rooms booked in Cambria and San Simeon
- Geographics
 - 66.07% from outside San Luis Obispo County (74% in 2024)
 - Out of state attendees from:
 - Arizona, Colorado, New York, Texas, Minnesota, Kentucky, Ohio, Michigan
- Demographics
 - 56.52% Female | 43.48% Male



PRWCA MARKETING SUMMARY

Owned Channels

- Pasowine.com homepage, calendar listing, and Event page placement
- Logo and link on event website pages: Homepage, BlendFest pages, and Event calendar
- BlendFest Pasowine.com Traffic from Dec. 1, 2024 - Feb. 24, 2025
 - Page views: 21.9K (14.6K in 2024)
 - Book Your Room in Cambria and San Simeon – messaging on all eblasts, website, social media
- 10 dedicated Paso Wine e-blasts (6 in 2024) to 53K+ database
 - All included sponsor logos and Stay in Cambria and Simeon message

Radio/Podcast

- American General Media - Krush 92.5
 - AM radio interviews and coverage on KJUG, KZOZ, Q104.5, KVEC
 - BlendFest: 30 profile – 4 weeks out from events
 - BlendFest promotions (live mentions, social media postings, web support with local events listing, home page feature banner)
- Stephens Media Group :30 spot (Monterey)
- Mentions on Where Wine Takes You and Up + Adam Podcasts

Social Media

- Over 15 organic posts to Instagram (29.K followers) and Facebook (68K fans) plus Stories and reshares on Instagram

PRWCA MARKETING SUMMARY

Paid Advertising

- Sojern Digital Ads
 - Ran from Jan. 24-Feb. 24, 2025
 - 383,109 impressions | 1.07 ROI
- Paid Meta Ads
 - Ran from Feb. 1-19, 2025
 - 233,740 Impressions | 2,139 Clicks

Media

- Press release sent out 12/4/2024 announcing tickets on sale

External Partners

- Visit SLO CAL (VSC) in-kind marketing sponsorship recipient
 - VSC blog, social, and newsletter features
- Posts on online community calendar boards





THANK YOU!

Krista Smith
ksmith@pasowine.com

Jamie Guzman
jguzman@pasowine.com



SAN SIMEON
VisitSanSimeonCA.com

**Unincorporated San Luis Obispo County
Tourism Business Improvement District (CBID)**

admin@SLOcountyBID.com | 805.547.2243
Highway1RoadTrip.com | Highway 1 Tourism Alliance
81 Higuera, Suite 220, San Luis Obispo, CA 93401

Date: October 29, 2025

Via Email : Christina Galloway christinagway@gmail.com

Subject: Response to Cure and Correct Request – September 9, 2025 Cambria Tourism Board Meeting

Board of Directors

Aaron Graves
Chair

Melissa Kurry
Vice Chair

Mike Hanchett

Laila Fiege-Kollmann

Gary Setting

Bram Winter

Cheryl Cuming
Chief Administrative Officer

Tessa Cornejo
County Liaison

Dear Ms. Galloway,

Thank you for your correspondence sent via email October 6, 2025, submitted pursuant to Government Code §54960.1, regarding the Cambria Tourism Board's (CTB) September 9, 2025 meeting and Agenda Item 4.2, "Selection of New Board Members." The CBID Advisory Board appreciates the importance of Brown Act compliance and public transparency.

After review, it has been affirmed that the meeting and related actions complied with the requirements of the Ralph M. Brown Act. The Brown Act does not require that Board packets be posted publicly. The board packets were distributed to all Board members, were available electronically upon request from CTB staff prior to the meeting, and printed copies were available at the meeting.

The agenda description—"Selection of New Board Members: Board members will discuss and vote on approval of two applicants to fill the vacant board seats"—met the Brown Act requirement for a brief general description sufficient for the public to understand the item under consideration.

Regarding the Maddy Act (Gov. Code §54972), the County of San Luis Obispo maintains the list of all appointive terms and offices. As required, the list of vacancies and appointments is posted annually after the first of the year at the City of San Luis Obispo County Library, and in the Board of Supervisors Office in accordance with Government Code requirements. When an appointee resigns, new vacancies are posted at the City of San Luis Obispo County Library, and outside the Katcho Achadjian Government Center. For the most current list of vacancies and appointments, please contact the Clerk of the Board at ad_board_clerk@co.slo.ca.us or call 805-781-5011. A list of Committee and Commissions whose members are appointed by the County of San Luis Obispo Board of Supervisors as well as the application to apply can be found at <https://www.slocounty.ca.gov/departments/board-of-supervisors/serve-your-community>.

At the time of the September 9 meeting, a specific physical location for public inspection of CTB materials had not yet been designated. This has since been formally established as: **81 Higuera Street, Suite 220, San Luis Obispo, CA 93401**. In the interest of full transparency and to avoid any appearance of procedural ambiguity, the two CTB board applications will be re-agendized at an upcoming meeting of both the CTB and CBID boards. Furthermore, the address will be listed on the bottom of future agendas.

We appreciate the importance of ensuring that the CBID, and the CTB, continue to operate with openness and public accountability.

Sincerely,

Aaron Graves, Chair, San Luis Obispo County Tourism Business Improvement District (CBID)

bcc: Cambria Tourism Board



**COUNTY OF SAN LUIS OBISPO
APPLICATION FOR APPOINTMENT
TO A BOARD, COMMISSION, COMMITTEE**

Date 07/18/25

Applying For: Cambria Tourism Board
(NAME OF BOARD, COMMISSION, COMMITTEE)

Name: Gonzalez Angel
Last First Middle Initial

Address: 676 Ardath Dr Cambria 93428
Number Street City Zip Code

Home Phone 805-834-5467 Business Phone 805-924-4648

Supervisory District _____ Years resided in the county? 24 yrs

Present Occupation/Employer: Oceanpoint Ranch- Pacifica Hotels

If retired, past occupation/employer: _____

Education: Coast Union High School, Cuesta College-Gen Ed, & Rocky Mountain College
of Art and Design- Digital Communication/ Graphic Design

List any school courses, volunteer activities, special skills, training, certificates, licenses or work experience that you feel relate to your qualifications. If you like, you may attach a separate sheet for this purpose or to state your qualifications.

Currently serving on the GM council for Pacifica Hotels representing the Central Coast.

Previous service on county or city advisory bodies or an elected office (names/dates):

(OVER)

Membership in Organizations: _____

Please explain why you would like to serve (attach a separate sheet if necessary):

Having grown up on the coast, I've always felt a deep connection to both the community and the hospitality industry. Over the years, I've remained actively involved in community service and local engagement. Since returning to Cambria, I've made it a personal and professional mission to represent Pacifica Hotels with integrity, while rebuilding and strengthening our relationship with the community.

I believe tourism plays a vital role in supporting our local economy and preserving the character of our town. As a member of the tourism board, I would proudly represent my organization in broader tourism discussions, helping to shape strategies that align with both business goals and community values. I aim to act as a liaison between visitors and residents, supporting sustainable tourism efforts that benefit everyone—while ensuring

Cambria remains a welcoming, vibrant, and resilient destination.

If appointed, are you willing to participate in the majority of meetings each year and, if necessary, in numerous related meetings or subcommittees? ☒ YES ☐ NO

Should you be appointed, are you willing, if necessary for that particular body, to file a statement of disclosure as a public official under the standards set forth by the Fair Political Practice Commission? ☒ YES ☐ NO

.....

OFFICE USE ONLY

Date called/interviewed _____ Recommended for appointment? ☐ YES ☐ NO

Appointee prefers not to have address or phone number(s) published? ☐ YES ☐ NO

Additional Comments: _____

COUNTY OF SAN LUIS OBISPO
APPLICATION FOR APPOINTMENT
TO A BOARD, COMMISSION, COMMITTEE

Date 6/25/25

Applying For: Cambria Tourism Board
(NAME OF BOARD, COMMISSION, COMMITTEE)

Name: Legy Georgia LL
Last First Middle Initial

Address: 51 Quail Ridge Drive Atascadero 93422
Number Street City Zip Code

Home Phone 805-748-0467 Business Phone 805-927-0025 back for

Supervisory District 2 Years resided in the county? born here - 3.5 yrs

Present Occupation/Employer: General Manager - Moonstone Landing, LLC

If retired, past occupation/employer: _____

Education: B.S. Travel Industry Management - University of Hawaii @ Manoa

List any school courses, volunteer activities, special skills, training, certificates, licenses or work experience that you feel relate to your qualifications. If you like, you may attach a separate sheet for this purpose or to state your qualifications.

Bachelor's Degree, CHIA certified, Yoga teacher training 200hr,
Volunteer work @ San Diego foodbank, SLO Film Fest volunteer,
ICare international volunteer

Previous service on county or city advisory bodies or an elected office (names/dates):

N/A

Membership in Organizations: _____

Please explain why you would like to serve (attach a separate sheet if necessary):

I would like the opportunity to serve the Cambria Tourism Board because I believe I bring a unique perspective as a young local with deep roots in the community and the hospitality industry. Since stepping into the role of General Manager at age 25 in 2022, I've helped rejuvenate our two family owned oceanfront properties - a shift reflected in guest reviews, staff retention and overall feedback.

My education at the University of Hawaii taught me to approach tourism with cultural sensitivity, strategic thinking, and a focus on long-term relationships. I learned how to manage revenue responsibly, market with intention and contribute meaningfully to tight-knit communities like ours.

In a dynamic and competitive field, I understand the importance of innovation while remaining true to the core values that make Cambria so special. I'm passionate about promoting sustainable tourism that supports local businesses and enhances the visitor experience - while protecting the character of our town for future generations.

If appointed, are you willing to participate in the majority of meetings each year and, if necessary, in numerous related meetings or subcommittees? ☒ YES ☐ NO

Should you be appointed, are you willing, if necessary for that particular body, to file a statement of disclosure as a public official under the standards set forth by the Fair Political Practice Commission? ☒ YES ☐ NO

OFFICE USE ONLY

Date called/interviewed _____ Recommended for appointment? ☐ YES ☐ NO

Appointee prefers not to have address or phone number(s) published? ☐ YES ☐ NO

Additional Comments: _____



ARCHER & HOUND

Cambria Tourism Board Marketing Report

October 2025

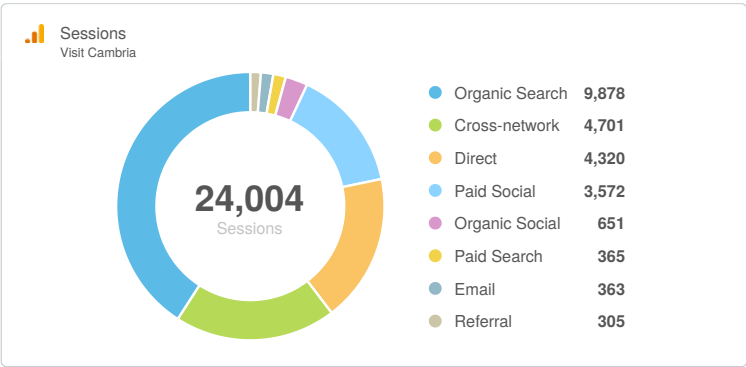
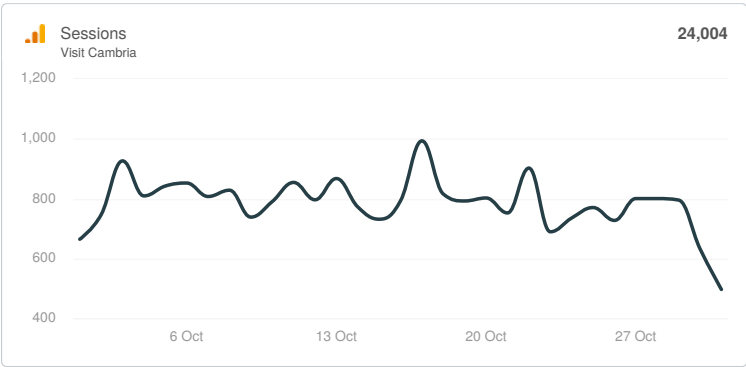
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

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Website Traffic



New Users
Visit Cambria

20,374

Total Users
Visit Cambria

21,590

User Engagement Duration Per User
Visit Cambria

00:00:45

Views
Visit Cambria

42,482

Wedding Requests

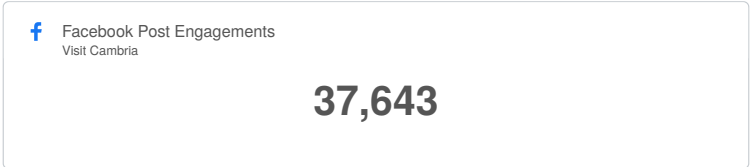
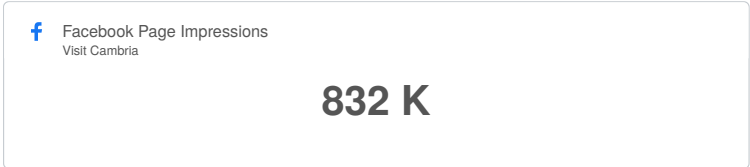
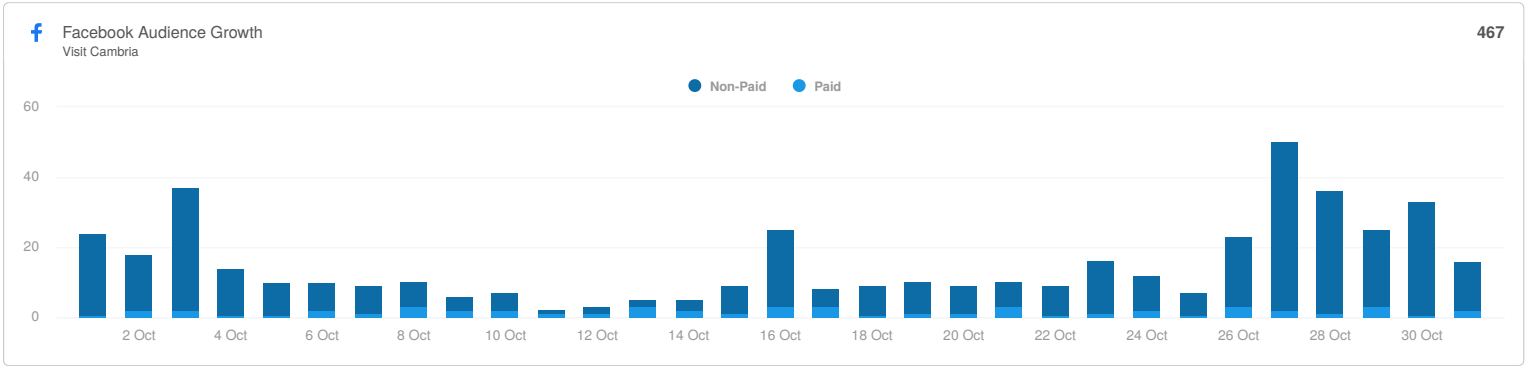
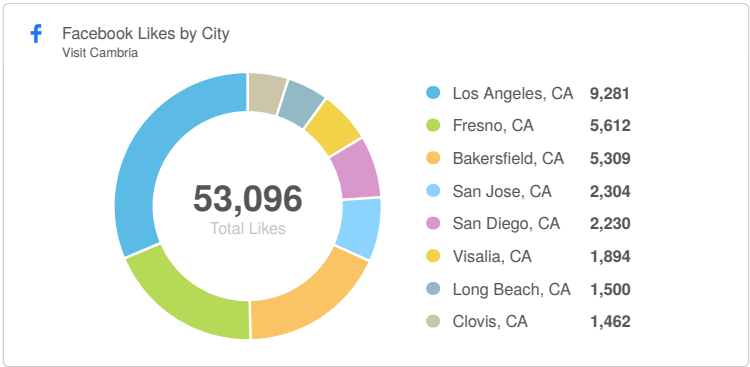
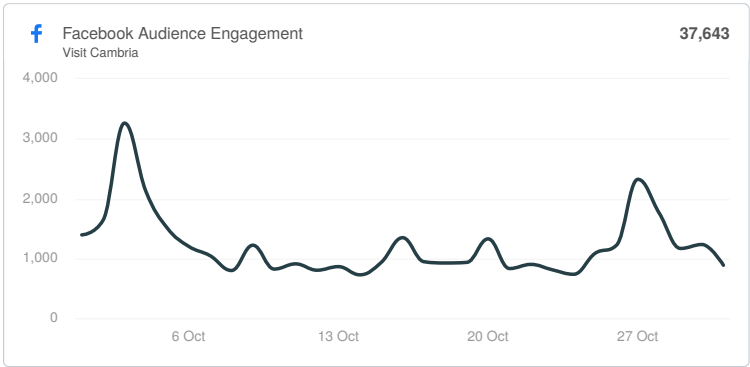
9

Total App Downloads

15,288

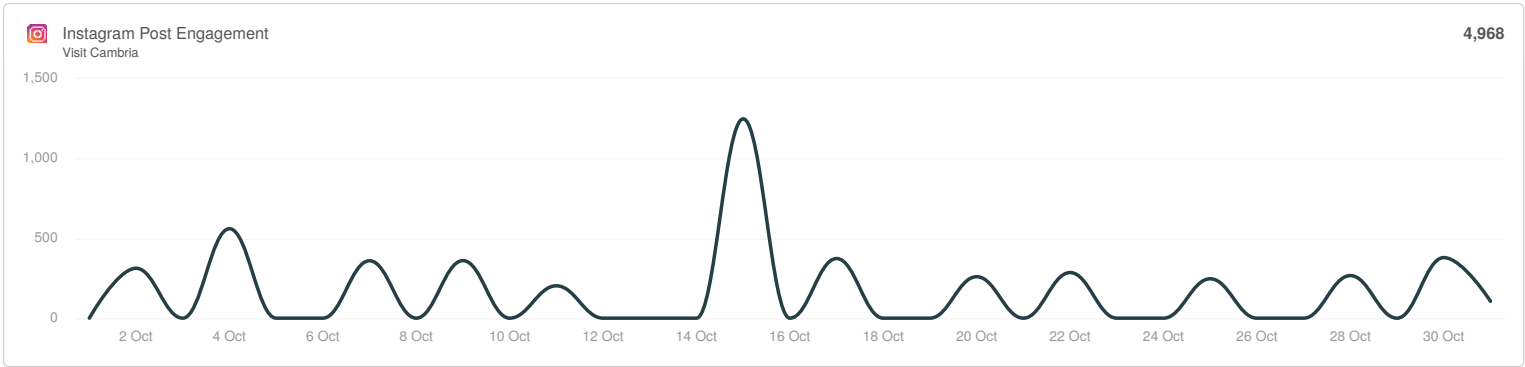
 Top 10 Website Pages				
PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/	7,195	6,610	8,864	00:00:15
(not set)	7,174	6,805	0	00:00:00
/events/	1,945	1,776	2,291	00:00:48
/visitors/	1,831	1,686	2,115	00:00:17
/weddings-in-cambria/	1,254	1,158	1,499	00:00:17
/history-of-cambria/	1,117	1,089	1,160	00:00:19
/explore/activities/	1,093	1,022	1,207	00:00:39
/itineraries/reconnect-in-cambria/	1,034	1,002	1,106	00:00:14
/moonstone-beach/	958	898	1,049	00:00:20
/lodging/	931	871	1,231	00:00:59

Organic Social—Facebook



Top 5 Facebook Posts				
DATE	POST	LIKES	CLICKS	SHARES
Oct 2, 2025	 The Scarecrow Festival has begun! All ...	1,803	2,204	151
Oct 15, 2025	 October in Cambria is pure fall magic. 🍂 ✨	1,096	188	63
Oct 25, 2025	 Looking for the perfect fall adventure? ...	969	3,817	97
Oct 20, 2025	 When you happen upon a coastal sight...	323	230	9
Oct 30, 2025	 The perfect day trip from Cambria is just up t...	193	51	6

Organic Social—Instagram



Followers
Visit Cambria

37,294

Reach
Visit Cambria

129 K

Post Engagement
Visit Cambria

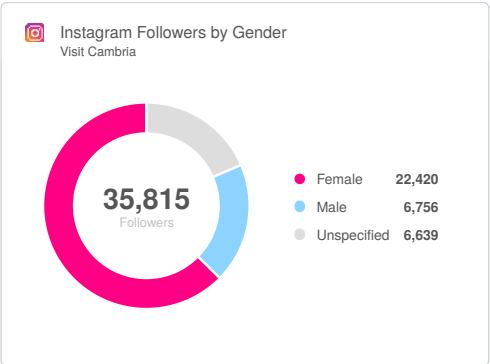
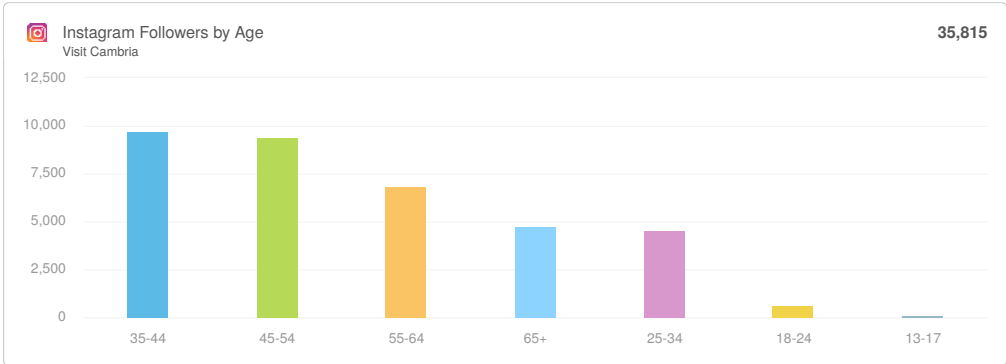
4,968

Saves
Visit Cambria

210

Shares
Visit Cambria

554



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Oct 15, 2025	 October in Cambria is pure fall magi...	970	19	6,413
Oct 4, 2025	 There's a new spot to sip and sa...	433	18	5,541
Oct 9, 2025	 Wake up to the sound of waves ...	321	10	2,528
Oct 30, 2025	 The perfect day trip from Cambria is...	293	4	3,666

DATE	POST	LIKES	▼	COMMENTS	REACH
Oct 7, 2025	 The recipe for the perfect fall? J...	291		4	2,937

Organic Social—Pinterest



Pinterest Impressions

Visit Cambria

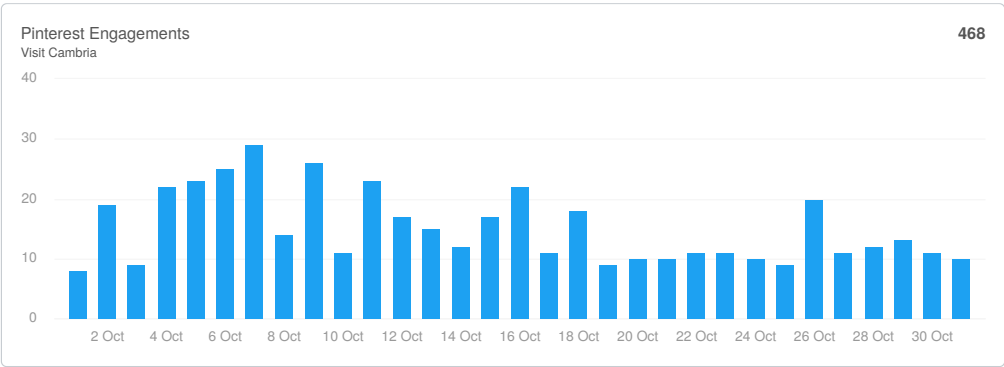
69,678



Pinterest Engagement Rate

Visit Cambria

0.67%





Outbound Clicks

Visit Cambria

307



Pin Clicks

Visit Cambria

414



Pin Click Rate

Visit Cambria

0.59%

Meta Ads Clicks

Visit Cambria

15,987

Meta Ads Impressions and Clicks Funnel

Visit Cambria

Impressions

373 K

Clicks

15,987

Outbound Clicks

3,496

Landing Page Views

3,196

Landing Page Views

Visit Cambria

3,196

Meta Ads CPC

Visit Cambria

\$0.21

Meta Ads CTR

Visit Cambria

4.29%

Pinterest Ads Total Spend
Visit Cambodia

\$1,457.83

Conversions
Visit Cambodia

49

A blue area chart representing daily conversion counts. The y-axis ranges from 0 to 10. The x-axis shows dates from October 2nd to October 30th. The chart shows several peaks, with notable ones around October 9th, 14th, and 24th.

Date	Conversions
Oct 2	0
Oct 3	2
Oct 4	2
Oct 5	4
Oct 6	4
Oct 7	2
Oct 8	0
Oct 9	5
Oct 10	0
Oct 11	2
Oct 12	2
Oct 13	1
Oct 14	6
Oct 15	2
Oct 16	2
Oct 17	0
Oct 18	1
Oct 19	1
Oct 20	1
Oct 21	3
Oct 22	3
Oct 23	2
Oct 24	3
Oct 25	1
Oct 26	0
Oct 27	1
Oct 28	2
Oct 29	0
Oct 30	1

Impressions
Visit Cambodia

66,172

Pin Clicks
Visit Cambodia

276

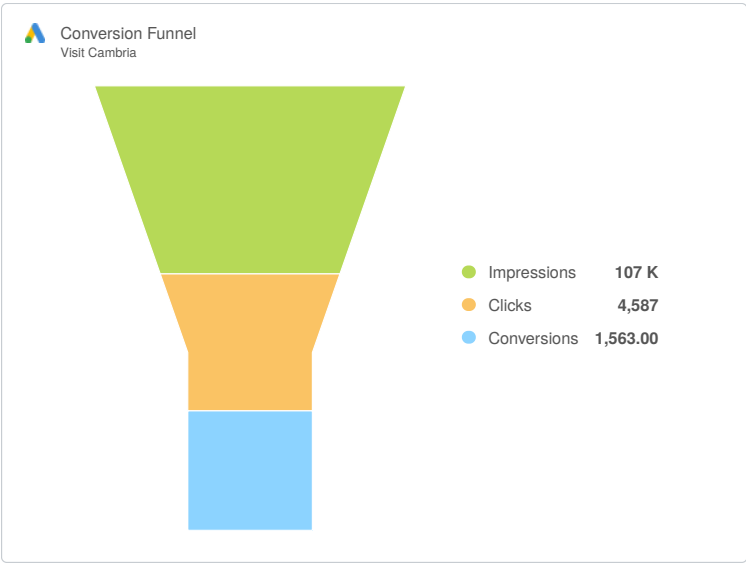
CTR
Visit Cambodia

0.42%

CPC
Visit Cambodia

\$5.28

Google Ads Total Spend Visit Cambria	Clicks Visit Cambria	CTR Visit Cambria	Avg CPC Visit Cambria
\$3,000.99	4,587	4.30%	\$0.65



 Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	1,774.01
4+ Pages Visited	198.00
Lodging Specials Button	100.00
Lodging Specials Outbound	42.00
Book Now Button	25.00
Visit Cambria - GA4 (web) booking_engine_click	25.00
Lodging Property Outbound	21.00

 Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen CTB Vacationers Prospecting	\$785.20	80,481	3,159	\$0.25	1,544.00	47.19%
Demand Gen Cambria Weddings Early Pla	\$1,431.03	24,695	1,110	\$1.29	11.00	0.99%
Search Visit Cambria Brand	\$784.76	1,457	318	\$2.47	8.00	2.52%

Email Marketing

Visit Cambria Total New Subscribers

208

Visit Cambria Monthly Email Open Rate
Visit Cambria

82.46%

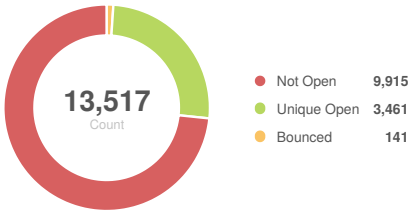
Cycle Central Coast Total New Subscribers

0

Visit Cambria Monthly Email Click Rate
Visit Cambria

2.42%

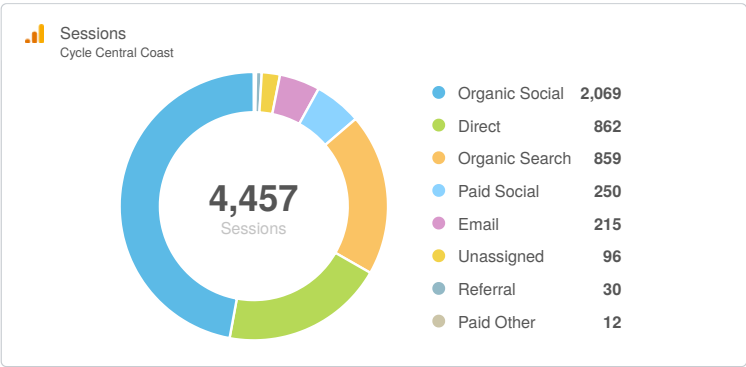
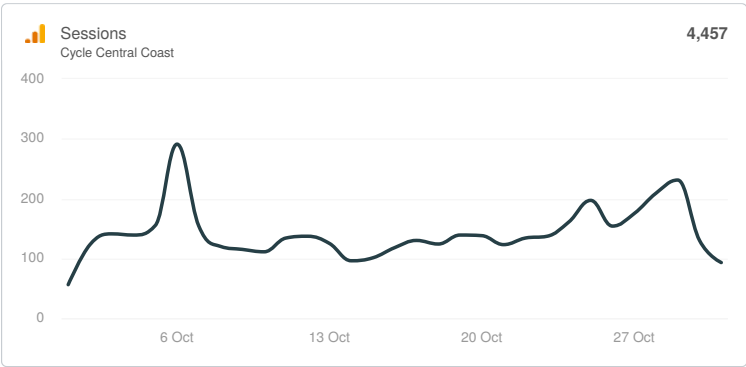
Cycle Central Coast Monthly Email
Visit Cambria



Cycle Central Coast Monthly Email Open Rate
Visit Cambria

25.87%

Cycle Central Coast Traffic



New Users
Cycle Central Coast

3,745

Total Users
Cycle Central Coast

3,885

User Engagement Duration Per User
Cycle Central Coast

00:00:25

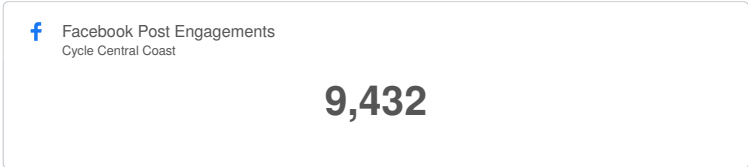
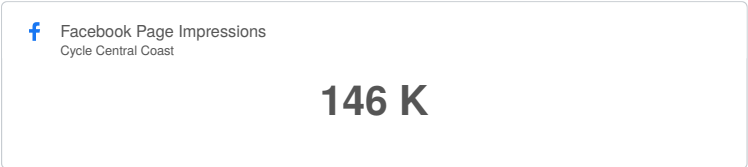
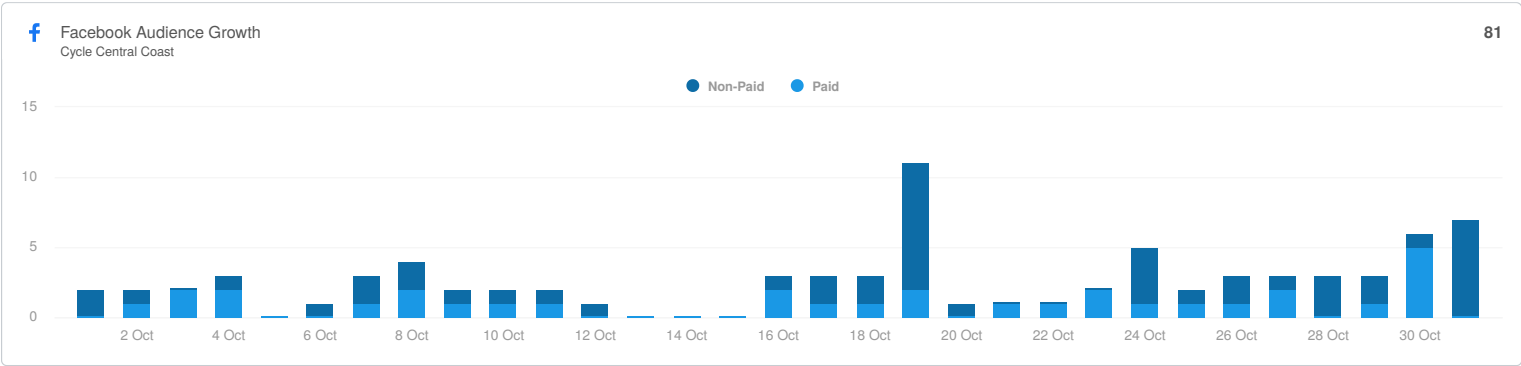
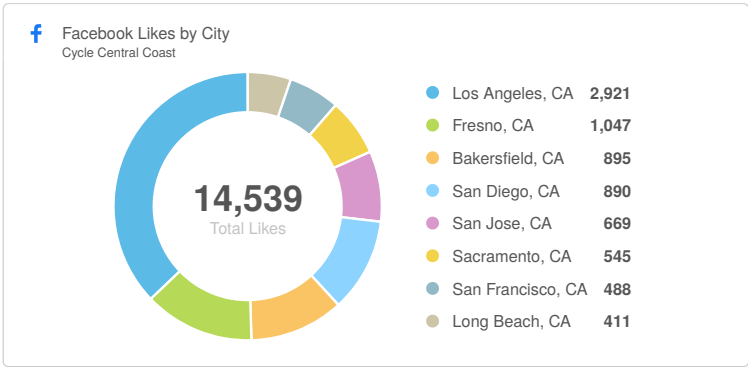
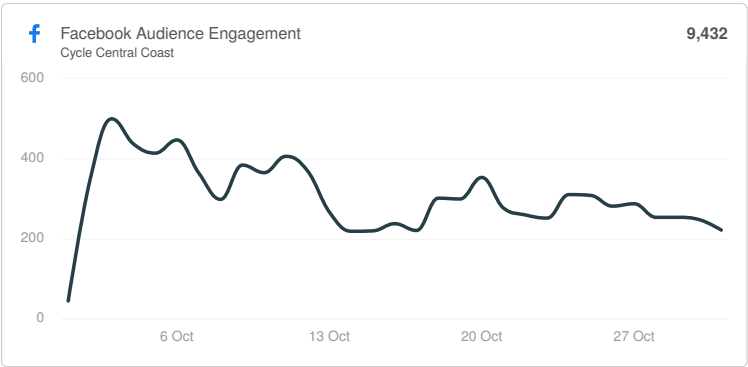
Views
Cycle Central Coast

5,961

Top 25 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/blog/guide-to-ragged-point-for-cyclists/	1,357	1,238	1,394	00:00:03
/blog/roads-to-ride-in-cambria/	703	652	734	00:00:10
/routes/	374	332	611	00:00:59
/	344	301	388	00:00:15
/blog/roads-to-ride-cycling-central-coast/	236	216	244	00:00:08
/events/	153	145	175	00:00:22
/blog/highway-1-cycling/	122	105	129	00:01:27
/event/the-bovine-classic-2025/	107	95	112	00:00:29
/routes/cayucos-loop/	96	92	96	00:00:27
/blog/autumn-on-two-wheels-unforgettable-fall-rides-on-the	92	75	107	00:00:46

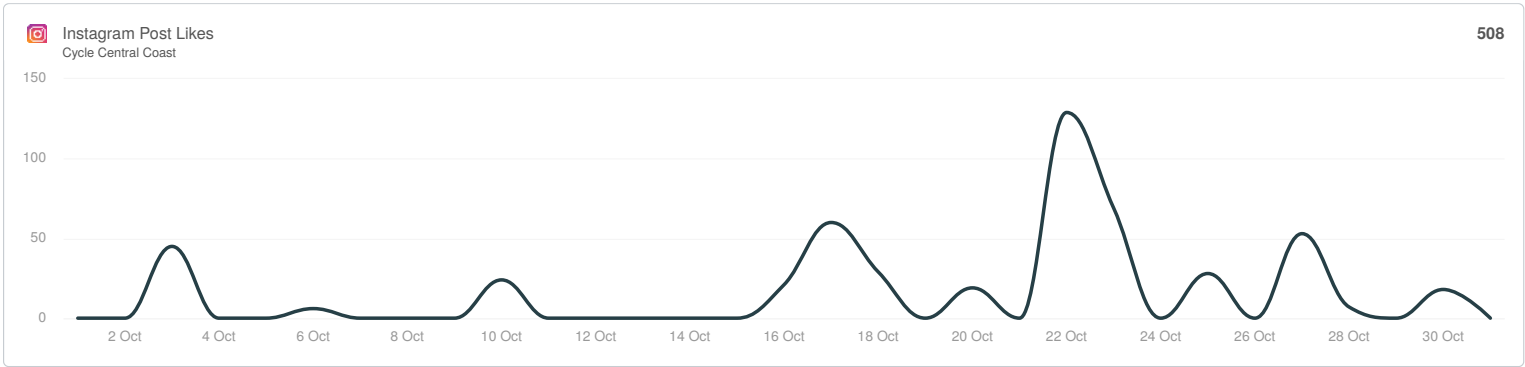
Cycle Central Coast Organic Social—Facebook



Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Oct 23, 2025	 Clocking in at 72.1 miles with 3,568 ft of clim...	53	46	2
Oct 3, 2025	 70 miles. 5,041 feet of climbing. And o...	46	161	1
Oct 27, 2025	 Central Coast roads hit different. 🌊 Rugged...	26	5	1
Oct 18, 2025	 Where coastal chill meets technical pre...	22	135	2
Oct 22, 2025	 The Central Coast is calling. The climbs are ...	21	7	1

Cycle Central Coast Organic Social—Instagram



Instagram Followers
Cycle Central Coast

5,664

Instagram Views
Cycle Central Coast

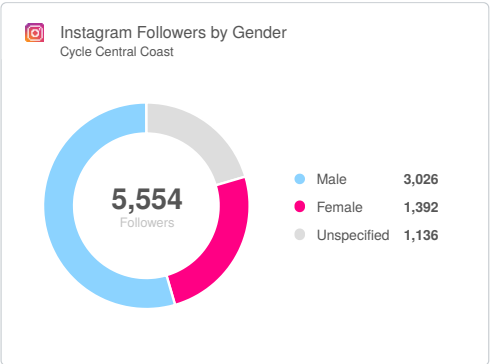
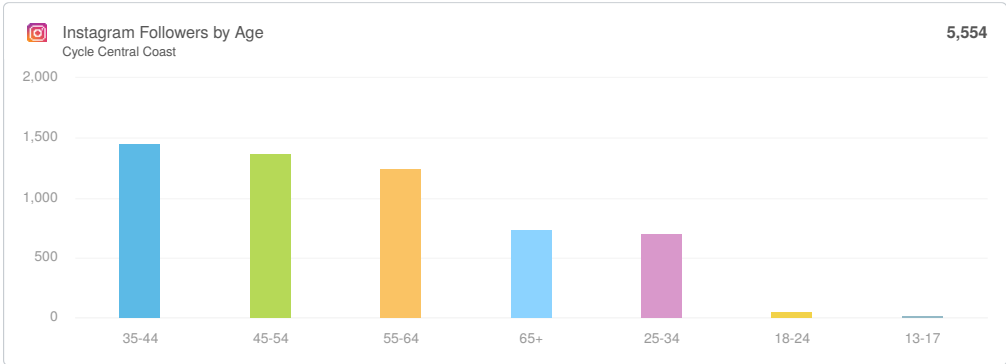
14,319

Instagram Post Engagement
Cycle Central Coast

617

Reach
Cycle Central Coast

33,953

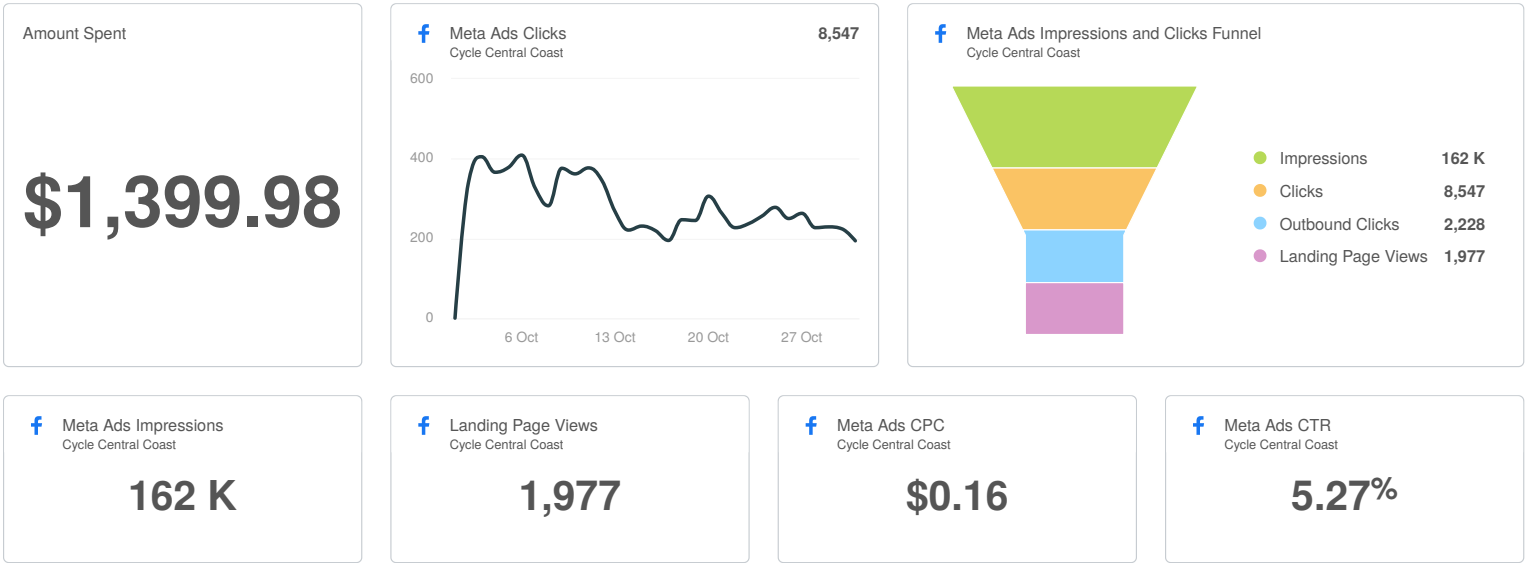


Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Oct 22, 2025	 The Central Coast is calling. The cli...	129	0	2,749
Oct 23, 2025	 Clocking in at 72.1 miles with 3,568 ...	69	0	1,073
Oct 17, 2025	 Only a true friend invites you to suff...	60	0	713
Oct 27, 2025	 Central Coast roads hit different. ...	53	3	737

DATE	POST	LIKES		COMMENTS	REACH
Oct 3, 2025	 70 miles. 5,041 feet of climbing. ...	45		0	526

Cycle Central Coast Paid Digital Advertising Overview



LOCAL FUND SUMMARY

November 2025

WEB TRAFFIC

USERS

141K

↑ 38% Y|Y

SESSIONS

163K

↑ 36% Y|Y

DESTINATION PAGEVIEWS

Ragged Point	549	Los Osos	4,269
San Simeon	428	Edna AG	2,320
Cambria	733	Avila Beach	323
Cayucos	3,270	Oceano Nipomo	17,908

Destination Page Views: 29,800 | 7% of traffic

Lodging Landing Page Views: 9,371 | 2.2% of traffic

Total Page Views: 428,429

EMAIL, SOCIAL, PR



Subscribers: 148,296

Adjusted Open Rate: 56.0%

Site Traffic: 4,098



Fans: 120,189

Impressions: 1,084,063

Engagement: 15,852



Followers: 49,503

Impressions: 467,095

Engagement: 11,219



Views: 8,982

Hours Watched: 62.5



Articles: 6*

*previous month

TOT/ASSESSMENT

July | August | September

	2025	2024
San Simeon RP	\$686,598	\$737,960
Cambria	\$1,548,444	\$1,573,029
Cayucos	\$633,175	\$687,076
Los Osos	\$181,337	\$154,669
Edna AG	\$266,583	\$300,322
Avila Beach	\$915,764	\$1,012,661
Oceano Nipomo	\$275,861	\$306,668
CBID	\$4,507,762	\$4,772,386

KEY MILESTONES

PR Efforts for July | August | September

Through Q1 of 2025-2026, our PR efforts have generated:

- 122 articles
- 633 engagements
- 584.45M UVM
- 351,848 website sessions

Top publications include:

- Travel + Leisure (three articles)
- 7x7
- AARP
- AOL.com



TOOLS & PROMOTIONS

Survey Outreach

Ways to continue outreach efforts:

- Personalized emails and phone calls
- Text messages and DMs
- Invite constituents to meetings
- In-person meetings with hotels, motels, B&Bs, VRMCs
- Share the QR code



H1TA PRESENTATIONS & INFO

We encourage your attendance at H1TA Board meetings, the 4th Wednesday (except Nov & Dec), **starting at 2pm.**

Meetings are held at Cambria Pines Lodge.

December 3, 2025 (combo Nov-Dec meeting)

January 28, 2026

February 25, 2026

INDUSTRY INFO

Short Term Rental Legislation

SB 346 is a new CA law that allows cities and counties to require short-term rental platforms to share property and listing information to help enforce and collect TOT. Platforms must provide addresses, listing URLs, and local tax ID details upon request. They must display local license and tax certification numbers on listings. The law allows cities and counties to maintain or create their own short-term rental regulations while improving transparency and ensuring fair tax compliance. This is an opt-in law - it will only apply in jurisdictions that enact an ordinance under its framework.

OTHER NEWS

PR Content Opportunities

Soccer fans are already looking ahead to FIFA World Cup 2026. SLO CAL is building a blog to showcase the ways our communities celebrate the sport. If your business is connected to soccer in any way, let SLO CAL know. This could include:

- Host youth camps, clinics, or local teams
- Sell soccer gear, jerseys, or fan merchandise
- Show live soccer matches in your bar, brewery, or restaurant
- Plan to host World Cup watch parties or promotions

Submit info here: <https://www.slocal.com/content-call/>



Marketing Overview

Highway 1 Road Trip is the consumer-facing brand of the Highway 1 Tourism Alliance/ Unincorporated SLO County BID (CBID).

Just Coast



Ragged Point San Simeon Cambria Cayucos Los Osos Baywood
Avila Beach Edna Valley Arroyo Grande Valley Oceano Nipomo

Just Coast

The Highway 1 Road Trip brand drives the success of our local economy and businesses. The tourism revenue from the California Highway 1 Road Trip is a top source of economic growth for the region, generating jobs and helping local businesses thrive.

Who We Are

The Highway 1 Tourism Alliance/CBID is the administrative vehicle of the SLO County Tourism Business Improvement District (CBID). Our role is to develop the Highway 1 Road Trip experience in cooperation with local business throughout the region, and market that experience to the millions of visitors who flock to the California coastline to drive our 100 miles of paradise.

What We Do

The Highway 1 Tourism Alliance is responsible for a number of community programs that enrich the road trip experience for our visitors and help connect those visitors to our local businesses.

"We are blessed with space. The sheer vastness of open space allows one to take a deep breath, and to just breathe. There is literally natural beauty in every season."

"The small town charm and its friendly people. In essence, it is often the locals themselves who create the culture that is ultimately deemed 'charming.'"

"Highway 1 gives you freedom - freedom to explore at your own pace."

- Stakeholders during brand research

60
Projects
Funded

Infrastructure – The Highway 1 Tourism Alliance has funded nearly **60 projects** across 10 communities totaling **\$337,000**.

\$1.5m
to support
local events

Special Events – We have provided more than \$1.5 million to support more than 200 local events that aid in attracting visitors to our community.

Our programs support community events and developments that benefit residents and visitors alike.

Brand Development

In 2025, the Highway 1 Tourism Alliance developed a new brand identity to better communicate the road trip experience to the millions of travelers who visit each year. The process was aided by outreach to local stakeholders as well as visitors to assess their experiences along Highway 1.



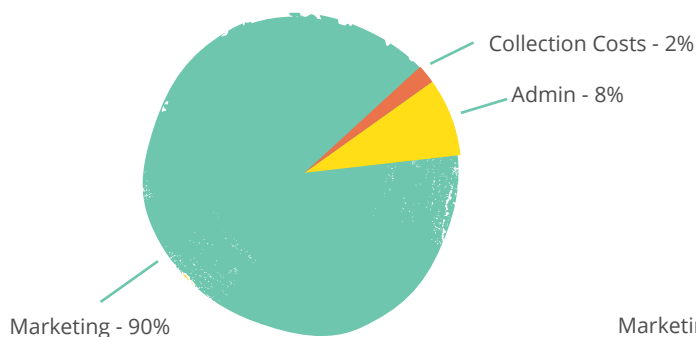
Marketing and Advertising

A majority of the Highway 1 Tourism Alliance's operating budget is dedicated to marketing and paid media advertising, targeting drive markets in California. These efforts drive visitors to the California Highway 1 Road Trip website with content that compels them to travel to San Luis Obispo County to experience the iconic drive.

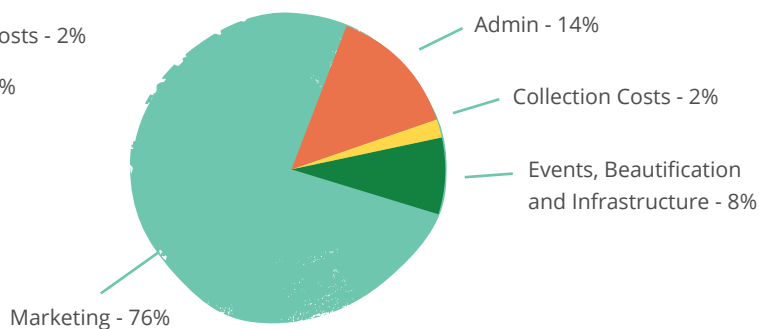


Highway 1 Tourism Alliance Expenses

CBID/H1TA Funds



Local Fund Areas



Overall Marketing Results - FY 2025

1.4M

Website Visits

Nearly **1.4 million Website Visits** in the last year.

145k

Email Database

Active Email Database of 145,000 who have opened more than 1 million emails in the last year.

1M

Social Media Impressions

1 million engagements on social media with over 2.2 million video views.

2.02B

Consumers Engaged

2.02 billion consumers engaged via website/articles/content/Westways.

AFAR



Via
Westways



NATIONAL
GEOGRAPHIC

Islands

GO WORLD
TRAVEL MAGAZINE

Forbes

Sunset

USNews

TRAVEL+
LEISURE

H1RT REACHED A HUGE AUDIENCE

17.6 million people saw us organically in Google search, 12 million saw us on Instagram/Facebook, and paid ads were seen 64 million times.

NEW PEOPLE DISCOVERED H1RT

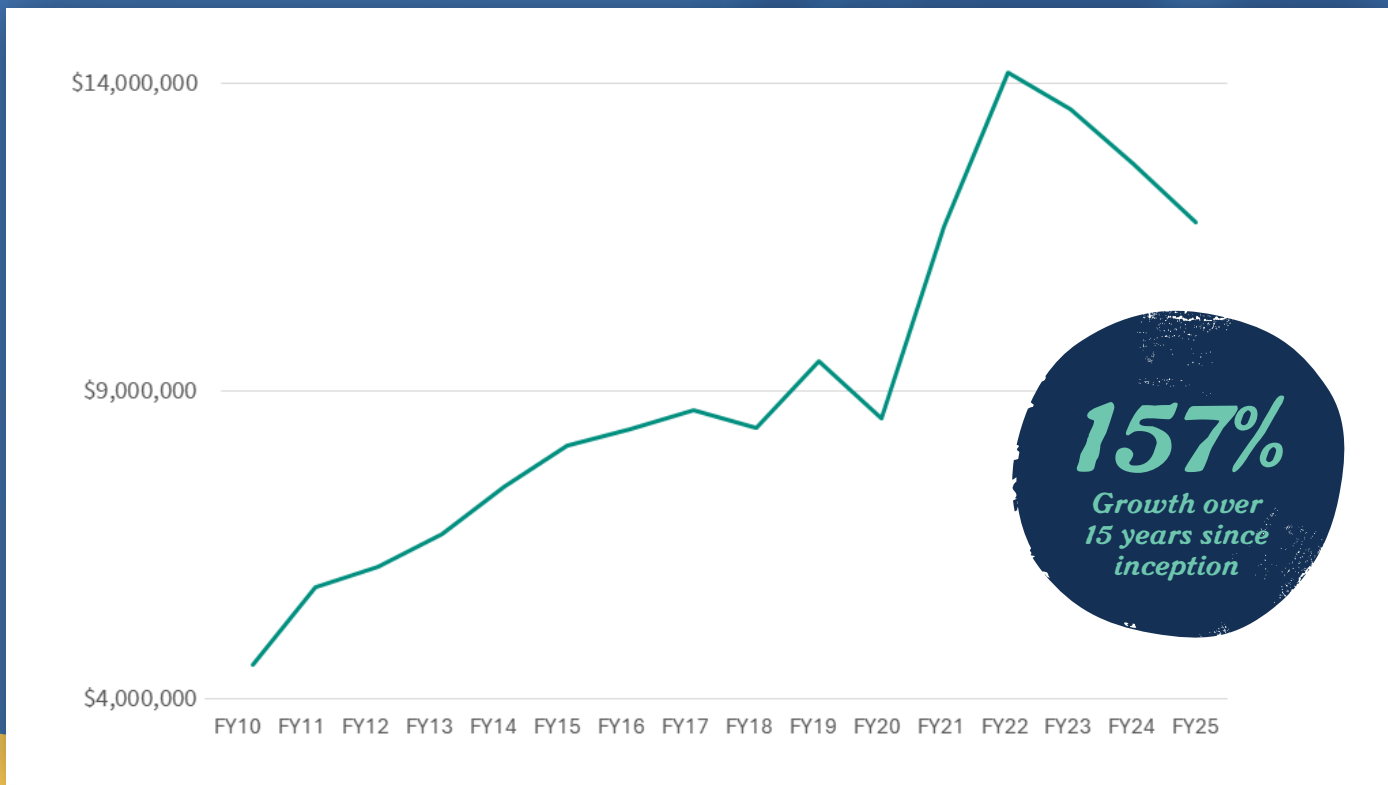
The website had 1.42 million visits, including 1.12 million first-time visitors—that's a lot of fresh eyes on Highway 1.

PEOPLE DIDN'T JUST SEE US—THEY ACTED

Paid media drove 1.1 million clicks and 1.5 million engagements (likes, shares, saves, comments). Google Ads alone delivered 729,466 clicks.



CBID TOT Collections 2010-2025



The Highway 1 Tourism Alliance established a stewardship travel program. The program provides visitors information on activities that allow them to have a positive impact on our region and its wildlife while enjoying the spectacular California coast. **The program has won Visit California's "Commitment to Community" Poppy Award**, which recognizes California tourism businesses and destinations that have demonstrated excellence in tourism marketing and destination stewardship.

Highway 1 Tourism Alliance Community Partners

Thank you to all of the lodging partners that actively participate in our regional and local tourism boards.



Cavalier Oceanfront Resort • Sea Breeze Inn • San Simeon Lodge
Sea Otter Inn • Cambria Inns Collection • Fog's End Bed and Breakfast • Sea Chest Oyster Bar
Beachside Rentals • Sea Shanty • On the Beach Bed & Breakfast • Baywood Inn
Avila Village Inn • Coastal Vacation Rentals • Sycamore Mineral Springs Resort & Spa
Biddle Ranch Vineyard House • Claiborne & Churchill Guesthouse
Greengate Ranch • Hacienda Felise • The White Barn • La Lomita Ranch
Flying Caballos Ranch • Oceano West, Inc. • State Parks, Oceano Dunes District
Sands by the Sea • Cambria Pines Lodge and Moonstone Hotel Properties
Rigdon House • SeeLyon Beach Rentals • Shoreline Inn • Sea Pines Golf Resort

The Highway 1 Road Trip supports jobs and economic growth for our entire region.

Revenue & Expenses
Fiscal Year Ending June 30, 2026

				July	August	September	Collections Year to Date	YTD Collections with Carry Forward
<u>Revenue</u>								
Carry Forward	\$	238,717.69		Actual Revenue:				
Projected General Collections	\$	491,906.91		General Collections	\$ 66,963.33	\$ 43,524.46	54,085.76	\$ 164,573.55
Projected Air BnB Collections	\$	41,850.56		Air BnB Collections	\$ 2,308.87	\$ 1,953.22	2,723.36	\$ 6,985.45
TOTAL Carry Forward + Projected Collections	\$	772,475.16		TOTAL:	\$ 69,272.20	\$ 45,477.68	\$ 56,809.12	\$ 171,559.00
								\$ 410,276.69
<u>Expense Description</u>	<u>Budget Amount</u>	<u>Unbilled Balance</u>						<u>YTD Expenses</u>
Administration								
Administrator - General Fund	\$ 37,365.00	\$ 26,541.47		\$ 4,009.68	\$ 2,880.87	\$ 3,932.98		\$ 10,823.53
District Administration Fees	\$ 10,635.00	\$ 7,203.83		\$ 1,385.44	\$ 909.55	\$ 1,136.18		\$ 3,431.17
H1TA Annual Fees	\$ 14,724.00	\$ 12,642.52		\$ 809.17	\$ 931.29	\$ 341.02		\$ 2,081.48
Administrator - Local Fund	\$ 45,904.56	\$ 34,428.42		\$ 3,825.38	\$ 3,825.38	\$ 3,825.38		\$ 11,476.14
Reimbursements Expense	\$ 1,600.00	\$ 1,440.41		\$ -		\$ 159.59		\$ 159.59
ADMINISTRATION TOTAL	\$ 110,228.56	\$ 82,256.65		\$ 10,029.67	\$ 8,547.09	\$ 9,395.15		\$ 27,971.91
Marketing: Archer & Hound								
Visit Cambria - Media & Outreach	\$ 206,570.00	\$ 154,175.72		\$ 14,891.32	\$ 17,774.16	\$ 19,728.80		\$ 52,394.28
Visit Cambria - Content Development	\$ 47,100.00	\$ 38,100.00		\$ 1,450.00	\$ 3,350.00	\$ 4,200.00		\$ 9,000.00
Cycle Central Coast	\$ 52,000.00	\$ 36,353.89		\$ 5,149.32	\$ 5,150.52	\$ 5,346.27		\$ 15,646.11
Hard Costs/Subscriptions/Reports/Mgmt	\$ 94,288.00	\$ 53,769.00		\$ 31,073.00	\$ 4,723.00	\$ 4,723.00		\$ 40,519.00
Contingency Fund	\$ 42.00	\$ 42.00		\$ -	\$ -	\$ -		\$ -
MARKETING TOTAL: ARCHER & HOUND	\$ 400,000.00	\$ 282,440.61		\$ 52,563.64	\$ 30,997.68	\$ 33,998.07		\$ 117,559.39
OUTREACH	\$ 2,000.00	\$ 2,000.00						\$ -
EVENTS	\$ 118,000.00	\$ 100,000.00		\$ 18,000.00				\$ 18,000.00
EXPENSE TOTAL	\$ 630,228.56			\$ 80,593.31	\$ 39,544.77	\$ 43,393.22		\$ 163,531.30
Capital Reserve	\$ 140,000.00	\$ 68,300.00	\$ 71,700.00					\$ 71,700.00
General Contingency Fund	\$ 2,246.60	\$ 2,246.60						\$ -
TOTAL EXPENSES, CAP RESERVE & CONTINGENCY	\$ 772,475.16			\$ 80,593.31	\$ 39,544.77	\$ 43,393.22		\$ 235,231.30
Net Monthly Revenue				\$ (11,321.11)	\$ 5,932.91	\$ 13,415.90	TOTAL FUNDS AVAILABLE	\$ 175,045.39
Current Contingency Fund Balance								
Includes Cap Reserve & Contingency Funds								
Outstanding Approved Grants								

Cambria Tourism Board Marketing Budget

Fiscal Year Ending June 30, 2026

	Total Budget	Unbilled	July	August	September	Total Billed
Visit Cambria - Media & Outreach	\$ 206,570.00	\$ 154,175.72	\$ 14,891.32	\$ 17,774.16	\$ 19,728.80	\$ 52,394.28
E-Blast - Development (Quarterly Curated Funnel)	\$ 5,400.00	\$ 5,400.00				\$ -
E-Blast - Development (Monthly Content)	\$ 5,400.00	\$ 4,050.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 1,350.00
Social Media Management (FB,IG,PIN)	\$ 43,200.00	\$ 32,400.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 10,800.00
Meta - Traffic & Engagement Campaign	\$ 36,000.00	\$ 27,000.27	\$ 2,999.85	\$ 2,999.12	\$ 3,000.76	\$ 8,999.73
Meta - Lodging Retargeting	\$ 4,200.00	\$ 4,200.00				\$ -
Meta - Newsletter Campaign	\$ 4,800.00	\$ 3,600.08	\$ 400.00	\$ 399.94	\$ 399.98	\$ 1,199.92
Meta - Seasonal Weather Trigger Campaign	\$ 7,520.00	\$ 5,439.47	\$ 551.12	\$ 1,529.41		\$ 2,080.53
Pinterest - Wedding Campaign	\$ 20,400.00	\$ 15,794.57	\$ 1,434.35	\$ 1,756.69	\$ 1,414.39	\$ 4,605.43
Google Ads	\$ 36,000.00	\$ 27,491.73	\$ 2,469.40	\$ 3,038.35	\$ 3,000.52	\$ 8,508.27
Cambria Insider Quarter page ad	\$ 700.00	\$ 700.00				\$ -
Wayfinding Sign - Sign holder (15 quantity)	\$ 3,750.00	\$ 1,686.85			\$ 2,063.15	\$ 2,063.15
Seasonal 22x28 Sign Design/Printing (30 quantity)	\$ 7,200.00	\$ 5,400.00			\$ 1,800.00	\$ 1,800.00
CBID Co-op	\$ 4,000.00	\$ 4,000.00				\$ -
Summer Marketing Campaign	\$ 12,000.00	\$ 1,012.75	\$ 2,986.60	\$ 4,000.65	\$ 4,000.00	\$ 10,987.25
Christmas Market Marketing Campaign	\$ 4,000.00	\$ 4,000.00				\$ -
Winter Marketing Campaign	\$ 12,000.00	\$ 12,000.00				\$ -
Visit Cambria - Content Development	\$ 47,100.00	\$ 38,100.00	\$ 1,450.00	\$ 3,350.00	\$ 4,200.00	\$ 9,000.00
Bi-monthly Landing Page	\$ 6,300.00	\$ 4,200.00		\$ 1,050.00	\$ 1,050.00	\$ 2,100.00
Blog Content & SEO	\$ 5,100.00	\$ 4,250.00	\$ 850.00			\$ 850.00
General/Ongoing Websites & App Edits (Visit & CCC)	\$ 7,200.00	\$ 5,400.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,800.00
App Itinerary & Tour Development	\$ 6,300.00	\$ 5,250.00			\$ 1,050.00	\$ 1,050.00
Ad Production/Creative Development (Visit Cambria)	\$ 10,200.00	\$ 8,500.00		\$ 1,700.00		\$ 1,700.00
Video & Photo Asset Gathering	\$ 9,000.00	\$ 7,500.00			\$ 1,500.00	\$ 1,500.00
Influencers/Visiting Journalists Lodging/Expenses	\$ 3,000.00	\$ 3,000.00				\$ -
Cycle Central Coast	\$ 52,000.00	\$ 36,353.89	\$ 5,149.32	\$ 5,150.52	\$ 5,346.27	\$ 15,646.11
E-Blast Development	\$ 3,600.00	\$ 2,250.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 1,350.00
Social Media Management	\$ 24,400.00	\$ 16,300.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 8,100.00
Meta - Traffic & Engagement Campaign	\$ 11,200.00	\$ 6,803.89	\$ 1,399.32	\$ 1,400.52	\$ 1,596.27	\$ 4,396.11
Blog Development & SEO/GEO	\$ 4,800.00	\$ 3,000.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,800.00
Visiting Influencers Expenses (Video & Photo Asset Gathering)	\$ 3,000.00	\$ 3,000.00				\$ -
Cambria Cycle Event	\$ 5,000.00	\$ 5,000.00				\$ -
Hard Costs/Subscriptions/Reports/Management	\$ 94,288.00	\$ 53,769.00	\$ 31,073.00	\$ 4,723.00	\$ 4,723.00	\$ 40,519.00
Account and Media Management, Meetings	\$ 36,000.00	\$ 27,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 9,000.00
Website Hosting - Visit Cambria	\$ 3,120.00	\$ 2,340.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 780.00
Website Hosting - Cycle Central Coast	\$ 240.00	\$ 180.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 60.00
Accessibility Annual Subscription - VC & CCC Websites	\$ 1,490.00	\$ 1,490.00				\$ -
Media Monitoring	\$ 5,700.00	\$ 4,275.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 1,425.00
E-Blast Subscription (up to 50,000)	\$ 6,978.00	\$ 5,511.00	\$ 489.00	\$ 489.00	\$ 489.00	\$ 1,467.00
CCTC Membership, Website SSL, Domain Renewals, Misc.	\$ 830.00	\$ 433.00	\$ 199.00	\$ 99.00	\$ 99.00	\$ 397.00
Footfall Software Subscription	\$ 26,250.00	\$ -	\$ 26,250.00			\$ 26,250.00
App Annual Subscription	\$ 8,000.00	\$ 8,000.00				\$ -
Monthly Reports + Annual Planning Recap Report	\$ 5,680.00	\$ 4,540.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 1,140.00
Contingency Fund	\$ 42.00	\$ 42.00	\$ -	\$ -	\$ -	\$ -
Miscellaneous	\$ 42.00	\$ 42.00				\$ -
Total Marketing Services:	\$ 400,000.00	\$ 282,440.61	\$ 52,563.64	\$ 30,997.68	\$ 33,998.07	\$ 117,559.39

Cambria Tourism Board

Grant Funding Detail

Fiscal Year Ending June 30, 2026

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
<u>Outreach Funding:</u>				
Outreach Funding Total Grants:		\$ -	\$ -	\$ -
<u>Event Funding:</u>				
5/13/2025	Arthritis Foundation	\$ 10,000.00	\$ 10,000.00	\$ -
5/13/2025	Cambria Lawn Bowls	\$ 8,000.00	\$ 8,000.00	\$ -
Event Funding Total Grants:		\$ 18,000.00	\$ 18,000.00	\$ -
<u>Contingency Funds</u>				
10/14/2025	Fiscalini Ranch Trail head signs	\$ 11,700.00		\$ 11,700.00
10/14/2025	CCSD American Legion Renovation	\$ 60,000.00		\$ 60,000.00
Contingency Fund Total Grants and Fees:		\$ 71,700.00	\$ -	\$ 71,700.00
Grand Total Grants:		\$ 89,700.00	\$ 18,000.00	\$ 71,700.00