



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
March 10, 2026

Time: **1:00 p.m. – 2:10 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	2 min
2. Consent Agenda Items Board Meeting Minutes – January 13, 2026	Pacheco	3 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 ECO SLO Funding Application ECO SLO has submitted a funding application to assist with the costs of the 2026 Creeks to Coast Cleanup project. The Board will discuss and vote on approval.	Pacheco	6 min
4.2 Cambria Scarecrow Festival Event Funding Application The Cambria Scarecrow Festival has submitted a funding application to assist with the costs of the 2026 event. The Board will discuss and vote on approval.	Pacheco	6 min
4.3 TRPR Sponsorship Funding Application The Beautify Cambria Association has submitted a funding application to pay for sponsorship of two TRPRs for 2026. The Board will discuss and vote on approval.	Pacheco	6 min
4.4 Arthritis Foundation's Bike Tour Event Funding Application The Arthritis Foundation has submitted a funding application to assist with the costs of the 2026 California Coast Classic Bike Tour event. The Board will discuss and vote on approval.	Pacheco	6 min

5. Information Items/Presentations

5.1 *Cambria Chamber of Commerce Update*

Gillen 6 min

Katherine Gillen will give an update to the board on pertinent Chamber matters and activities.

5.2 *Marketing Committee Report*

Blanchfield 10 min

Jessica Blanchfield will give the monthly presentation to the board, including discussion of marketing progress and statistics since the last board meeting.

5.3 *CBID Reports*

Cuming 2 min

Local Fund Summary – March 2026
Local Fund Summary – February 2026

5.4 *CBID Presentation*

Cuming 8 min

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

5.5 *Budget Reports*

Month Ended January 31, 2026:
Revenue and Expenses
Budget vs. Actual
Marketing Budget Expenditures
Grant Funding Detail

5.6 *Event Funding Reports*

Cambria Lawn Bowls Funding Follow-up Report
Scarecrow Festival Funding Follow-up Report

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

8.1 *Next Cambria Tourism Board Meeting*

April 14, 2026 – 1:00 p.m. at Cambria Pines Lodge

8.2 *Deadline for Agenda Items to be sent to the Managing Assistant*

April meeting deadline – March 25, 2026

8.3 *Next CBID & H1TA Board Meeting*

March 25, 2026 – 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
January 13, 2026

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
Karen Cartwright
Jim Bahringer
Georgia Legg
Angel Gonzalez

CBID

CAO Cheryl Cuming

Guests

Aerin Ginsberg, Mitchell Masia,
Diane Weinstein, Shelly Holden,
Victoria Moreno, Ron Wannagat,
Aaron Linn, Christina Galloway,
and Jessica Blanchfield.

Absent:

Steve Kniffen

2. Consent Agenda Items

Board Meeting Minutes – December 9, 2025

George Marschall moved, and Karen Cartwright seconded, to approve the board meeting minutes of December 9, 2025, as presented. Motion carried unanimously.

3. Public Comment

Victoria Moreno commented on the 2025 Christmas Market.

The County received a Public Records Request from Christina Galloway regarding the Cure and Correct inquiry.

4. Discussion & Action Items

4.1 Central Coast Classico Event Funding Application

Aaron Linn gave a presentation for the Central Coast Classico event funding application. The amount requested is \$45,000. Cheryl requested that Aaron provide additional information on the application prior to H1TA consideration, including detailed Income added to the budget, more specific detail in the marketing plan that outlines the \$50,000 spend, sponsor benefits (what the CTB get for their \$45,000 investment), and a W-9.

Angel Gonzalez moved, and Karen Cartwright seconded, to approve the Central Coast Classico funding application in the amount of \$45,000 from Event Funds. Motion carried unanimously.

4.2 Board Member Intent to Renew

Jim Bahringer's term renewal date is January 31, 2026. He has submitted a letter of intent to renew for an additional term.

George Marschall moved, and Karen Cartwright seconded, to approve Jim Bahringer for an additional four-year term on the board through January 31, 2030. Motion carried unanimously.

4.3 Board Member Intent to Renew

George Marschall's term renewal date is January 31, 2026. He has submitted a letter of intent to renew for an additional term.

Jim Bahringer moved, and Angel Gonzalez seconded, to approve George Marschall for an additional four-year term on the board through January 31, 2030. Motion carried unanimously.

4.4 Board Member Intent to Renew

Greg Pacheco's term renewal date is January 31, 2026. He has submitted a letter of intent to renew for an additional term.

George Marschall moved, and Jim Bahringer seconded, to approve Greg Pacheco for an additional four-year term on the board through January 31, 2030. Motion carried unanimously.

4.5 Board Chair Appointment Renewal

Per the CBID and LFA Bylaws the Board Chair position term is one year and must be renewed annually.

Karen Cartwright moved, and Jim Bahringer seconded, to approve the appointment of Greg Pacheco as Board Chair for an additional year term through January 31, 2027. Motion carried unanimously.

4.6 Board Vice-Chair Appointment Renewal

Per the CBID and LFA Bylaws the Board Vice-Chair position term is one year and must be renewed annually.

Jim Bahringer moved, and Georgia Legg seconded, to approve the appointment of George Marschall as Board Vice-Chair for an additional year term through January 31, 2027. Motion carried unanimously.

5. Information Items/Presentations

5.1 Constituent Survey Presentation

CBID CAO Cheryl Cuming gave a presentation on the Stakeholder Satisfaction Survey. Overall, engagement was quite high. 90% of hotels/motels and 24% of active vacation rentals. 75% expressed an interest in learning more and being involved, with 38% saying yes and 37% saying maybe. 55% expressed a strong understanding of how CBID regional funds work while only 32% expressed a low understanding. A clear priority of tourism marketing as the primary focus with Events and Beautification closely ranked and Stewardship being the least. Cambria's responses closely reflected the overall numbers.

5.2 Marketing Committee Report

Jessica Blanchfield reviewed the Activity Report for December 2025, including 47,000 website sessions with 24,000 paid and 9,347 organic searches. Website total users 43,036, views 69,507 and App downloads to date 15,513.

5.3 CBID Reports

Local Fund Summary – January 2026

2026 CBID/H1TA Meeting Dates

Board members received the reports in their board packets

5.4 CBID Presentation

CBID CAO Cheryl Cuming made a presentation of information, statistics, and upcoming opportunities for the board, including an update on district conversion status.

5.5 Open Board Seat

Cheryl explained that the report is an overview of the current board seats for all LFAs. She reviewed the seven current members of the CTB and their terms. Greg Pacheco's current term ends 1/31/2030, George Marschall 1/31/2030, Karen Cartwright 1/31/2029, Jim Bahringer 1/31/2030, Steve Kniffen 12/6/2026, Georgia Legg 1/6/2030, and Angel Gonzalez 1/6/2030. Cheryl confirmed that there are currently no board seats open on the CTB and that all positions are currently filled.

Christina Galloway asked for the board to be more inclusive by allowing locals and businesses to have an opportunity to serve on the CTB. Cheryl explained that the current bylaws provided for 7 total members, with 2/3 lodging constituents and 1/3 non-lodging. Currently the non-lodging member is Steve Kniffen, owner of Sea Chest. Victoria Moreno said that she may consider running for a non-constituent position in the future.

5.6 Brown Act 2026

Updated Brown Act
Copies were provided to board members at the meeting.

5.7 2026 Meeting Dates

CTB 2026 Meeting Dates
Board members received the report in their board packets.

5.8 Budget Reports

Month Ended November 30, 2025:
Revenue and Expenses
Marketing Budget Expenditures
Grant Funding Detail
Board members received the reports in their board packets.

6. Future Agenda Items/New Business

7. Adjournment

There being no further business, the meeting was adjourned at 2:30 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant

Highway 1 Tourism Alliance (H1TA)
Local Area Fund Application - TOURISM INFRASTRUCTURE/BEAUTIFICATION
PROJECTS

Project Information

Project Title:	Creeks to Coast Cleanup		
Completion Date:	9/19/2026		
Amount of Funding Requested:	\$1,000	Overall Budget:	\$35,500

Organization Information

Local Fund Area:	Cambria
Submitted by:	Kendra Paulding
Phone Number:	(805) 710-8021
Email Address:	kendra@ecoslo.org
Organization Receiving Funds:	ECOSLO
Mailing Address:	P.O. Box 1014 San Luis Obispo, CA 93406
Contact Person:	Kendra Paulding

Project Description

Briefly describe your organization and its mission:

ECOSLO is a San Luis Obispo County-based nonprofit dedicated to protecting the region's natural landscapes while strengthening community connections to place. Through native habitat restoration, sustainable land-use advocacy, and collaborative projects, ECOSLO works to ensure a healthy environment, resilient ecosystems, and a vibrant future for the Central Coast.

Provide a detailed description of the project, and what will be achieved with the LFA funding:

Creeks to Coast is ECOSLO's largest annual volunteer event, removing trash from waterways, beaches, parks, and public spaces across San Luis Obispo County. Held September 19, it mobilizes hundreds of volunteers and partners, removing tons of waste while protecting wildlife and inspiring local environmental stewardship. We will plan for cleanup sites at Moonstone Beach, Shamel Park, and Fiscalini Ranch.

How will the project be beneficial to residents and visitors of the unincorporated LFA?

Creeks to Coast benefits Cambria residents and visitors by keeping beaches, creeks, parks, and public spaces clean, safe, and welcoming. Removing trash protects marine life and coastal ecosystems, improves water quality, and enhances the natural beauty that locals enjoy and visitors come to experience-supporting community pride, outdoor recreation, and the local tourism economy.

Describe your organizational capacity to successfully carry out the project. What parts, if any, of the project will be contracted out? List the proposed contractors.

ECOSLO has the organizational capacity and on-the-ground experience to successfully implement Creeks to Coast, including event coordination, site planning, volunteer recruitment and management, and waste collection and disposal. The organization regularly delivers large-scale, collaborative environmental projects across San Luis Obispo County. No portions of this project will be contracted out.

Will your project require approval or permitting by an advisory board or public entity (ie; County or Services District)? If so, please provide support that these requirements have been met.

Project permitting requirements will depend on the final cleanup site locations. ECOSLO will work with all relevant public entities and property owners to secure any necessary approvals or permits prior to implementation. ECOSLO has experience navigating local permitting processes and will ensure all regulatory requirements are met in advance.

Please provide a project timeline and note that all projects must be completed within 1 year of funding.

Creeks to Coast will be completed well within one year of funding. Project planning and partner coordination will take place in spring 2026, followed by site selection, volunteer recruitment, and outreach during summer 2026. The cleanup event will occur on September 19, 2026, with post-event data collection, reporting, and waste tracking completed in fall 2026.

Attachments

1. As part of your application submission, please include a detailed budget. Although the cost of insurance, salaries and equipment may be a part of the initial project (i.e. necessary to carry out the project), LFA funding will not be used to maintain the project or to pay for insurance, salaries, or equipment.
 - Provide a detailed budget with a list of any contractors and their associated costs.
 - Provide a budget narrative that:
 - describes each line item;
 - describes all sources of funding for the proposed project;
 - describes funding that is not yet secured and the subsequent timeline for securing such funding.
2. If appropriate, attach any drawings, pictures or other visual documentation of what your project will look like.

Note if your organization has received project funding in previous years, include a project completion report as part of your application submission. If funded, a Project Completion Report will need to be submitted 60 days following the conclusion of your project.

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

- X Completed & signed Application
- X Completed & signed W-9
- X Financials, including income and expenses specific to the project
- N/A Prior Project Completion Report (if local monies have been provided in the past)
- X Submitting 60 days prior to project launch, and 14 business days prior to LFA board meeting

APPLICANT'S STATEMENT I have reviewed the foregoing application submitted by ECOSLO 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, Arroyo Grande, California, on this 22 day of January, 2026.

By (Signature): 
Print Name: Kendra Paulding Title: Executive Director

Greg Pacheco, CTB Chair _____ Date: 3/10/2026

Project Completion Report

A final report must be received within 60 days of the conclusion of the project, and will be required if future funding is sought.

The report must include the following:

1. **Overview:** A brief synopsis of the event or project outcomes, including any measurable data or support materials.
2. **Financial Report:** A financial statement that details how the funds were expended.

PROGRAM/SERVICE PROPOSED EXPENSES:	
<i>Budget for Countywide Creeks to Coast Cleanup (2026)</i>	
<i>Line Item</i>	<i>Cost</i>
1. Personnel Expenses	\$15,000
Executive Director	\$4,500
Volunteer Coordinator	\$10,500
2. Operating Expenses	\$8,500
Travel - Staff Mileage	\$250
Supplies	\$2,250
Promotional Materials	\$5,000
Insurance/Permitting/Fees	\$1,000
3. Overhead	\$12,000
Total	\$35,500

Highway 1 Tourism Alliance (H1TA)
Local Area Fund Application - TOURISM EVENTS

Event Information (Emphasis will be placed on events that occur in the off-season, Oct-June)

Event Title: Cambria Scarecrow Festival
 Event Dates: October 1-31, 2026
 Amount of Funding Requested: \$15,000 Overall Budget: \$50,452

Organization Information

Local Fund Area: Cambria Tourism Board
 Submitted by: Shelley Holden
 Phone Number: 818 399-5319
 Email Address: president@cambriascarecrows.com
 Organization Receiving Funds: Cambria Scarecrow Festival, Inc.
 Mailing Address: P.O. Box 1223, Cambria, CA 93428
 Contact Person: Shelley Holden

Event Description, including website: See attached.

Event Details

	<u>Last Year</u>	<u>Current Year (Projected)</u>
Total Revenue	\$49,093	\$43,000
Total Expenditures	\$50,452	\$45,505
# of Attendees	18,500+	19,000+
% Out of Area Attendees	62%	64%
# of Room Nights*	418	425
Describe how event will support overnight stays:	See attached.	

*please consider a vacation rental as 1 room/unit

Room night calculation: Grant funding \$ 15,000 / \$200 (average ADR) = 75 (number of room nights that must be secured in order for event sponsorship to break even)

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:

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

- X Completed & signed Application
- X Completed & signed W-9
- X Financials, including income and expenditures
- X Marketing Plan
- X Prior Year Follow-Up Report (if local monies have been provided in the past)
- X Submitting 120 days prior to event date, and 14 business days prior to LFA board meeting

APPLICANT'S STATEMENT I have reviewed the foregoing application submitted by Cambria Scarecrow Festival, Inc. 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 27 day of January, 2026.

By (Signature): Shelley Holden
Print Name: Shelley Holden Title: President, CSF

Greg Pachceo, CTB Chair: _____ Date: 3/10/2026

Follow-up Report

A final report must be received within 60 days of the conclusion of the event, and will be required if future funding is sought.

The report must include the following:

1. **Overview:** A brief synopsis of the event or project. Please include a statement describing activities/services/programs and how it met the goal to increase overnight stays.
2. **Visitor Data:** Include the number of participants overall, and the percentage of out-of-area attendees. Please provide email addresses (Excel format) that will be imported into the existing tourism database.
3. **Brand Support:** Provide proof of the tourism logo usage in promotional materials, and how the "stay" message was integrated into the overall campaign.
4. **Marketing:** Please summarize the results of the marketing efforts by illustrating engagement, click-throughs and web page views.
5. **Financial Report:** A financial statement that details how the funds were expended.

Event Description, including website:

The villages of Cambria and San Simeon, home to a predominantly senior citizen population, faces economic challenges in sustaining local hotels and businesses during the off-peak tourist season. While the area thrives during summer months, October does have a decline in visitor numbers, leaving lodging and retail business slow. This economic slowdown not only impacts hotel and business owners but also affects the livelihoods of residents who rely on tourism-driven jobs. From the first festival 18 years ago, the goal has always been to attract tourists to Cambria and San Simeon during October, revitalizing local hotels, businesses, and the community's economy as well as enhancing its reputation as a year-round destination.

The 2025 Cambria Scarecrow Festival (CSF) received tourists from throughout California to see 200 scarecrows spread throughout Cambria and San Simeon entailing five large displays, placement of individual scarecrows at many local businesses, as well as in open public areas. A follow-up report for the 2025 festival was submitted previously to both the Cambria and San Simeon Tourism Boards. Several key findings from the 929 respondents of the 2025 festival survey include:

- 62% of survey respondents came from outside of San Luis Obispo County; similar to 64% in 2024.
- Largest number of visitors to the 2025 festival came from the Central Valley (21%) and southern California (23%).
- Almost half (40%) of survey respondents stayed in local lodging, and another 5% stayed in lodging in SLO County; a slight increase over 2024 (42%).
- 35% stayed for 2 nights; 34% stayed 3; and 15% of respondents stated they stayed at least 1 night.
- 63% stated while in Cambria for the festival they also visited local restaurants and retail shops.
- Ten bus tours came through the area during October versus six in 2024. CSF does not have information on the number of person-night stays; however, we are aware of at least two bus tours that included two-night stays.

Social media plays a large role in the festival's success. CSF's Facebook reach was 124,895; up 47% from 2024 (84,657). In 2025, our FB followers grew 5.2% over 2024, rising to 9,585. October views jumped tenfold to 341,450, compared to an average of 34,715 over the previous nine months. CSF's Instagram reach increased slightly from 2024 to 2,847. However, October views rose tenfold to 31,939, compared to an average of 4,366 over the previous nine months.

Through the *Friends* program, individual and local business donors 'rent' a scarecrow for placement in front of a local hotel, restaurant, retail or other establishment. Local business participation in the 2025 *Friends* program increased slightly (2%) to 57 businesses versus 56 the previous year. However, donations from all (individuals & business) increased 19% with 87 donors in 2025 versus 73 in 2024. Every year we see gains and losses of donors, but the dollar amount continues to grow each year. Total *Friends* donations in 2025 reached \$22,817, exceeding the \$20,000 goal set by 14 percent. CSF will continue to encourage businesses to sponsor a scarecrow for placement at their respective establishment; including but not limited to hotels, restaurants, retail merchants, and other trades. This year we will remind them that tourists not only stay overnight, but 63% of those surveyed stated they also visit restaurants and retailers. In addition to businesses renting a scarecrow we saw an increase in businesses (29) that created and displayed their own compared to 20 that did so in 2024; an increase of 45% participation we are pleased with.

The CSF Board pursued a new merchandising initiative featuring T-shirts, hats, and hoodies. Three donors contributed funds specifically for purchasing the initial inventory. Throughout October, we held weekly "pop-up" sales at Cambria's Farmer's Market and the Cambria Chamber of Commerce. We are pleased to report that this first-year merchandising effort produced an estimated profit of \$3,767. In addition to generating revenue, the pop-ups increased our visibility, allowed us to personally share information about the festival, and provided opportunities for meaningful engagement with out-of-town visitors and remind them to complete our survey. We are certain the merchandise will be worn in their hometown after they return home, thus extending our awareness reach year round.

Volunteers are the foundation of the festival, and our goal is to expand the current base of volunteers in 2026. By partnering with the Chamber of Commerce, local community (senior citizens) organizations, and radio stations, CSF will work to recruit more volunteers to assist with the artistic creation of scarecrows, as well as administrative duties. The unique artistry of the scarecrows created by volunteers will continue to draw large crowds to the festival. For 2026, the festival will include large displays in Cambria and San Simeon. Festival preparations include multiple workshops conducted May through August. In these workshops, volunteer artists create new scarecrows, as well as refurbish existing ones. CSF will also continue to collaborate with the Cambria Center for the Arts by holding a fun workshop for children during the summer, resulting in a special display of children's scarecrows that has proven to be a crowd pleaser.

Website: CambriaScarecrows.com

Describe how this event or project will support overnight stays.

We know that the festival draws overnight visitors to Cambria and San Simeon. For 2026, CSF again will focus on out of county marketing and outreach to attract more visitors who will stay in local hotels, inns, lodges, motels, and vacation rentals. With the majority of out of area visitors coming from the Central Valley and southern California, the CSF Board has developed a marketing plan (attached) that includes out of area communication and promotion. The following is a summary of the CSF planned marketing activities for 2026:

- Connect with media outlets to increase marketing and outreach efforts outside SLO County.
- Continue direct mailings to retirement communities, travel groups, bus tours and clubs/organizations throughout California.
- Target potential attendees that live outside Cambria and San Simeon.
- Target local businesses to increase their sponsorship of a scarecrow.
- Target community members to increase our volunteer base to use for both administrative duties, as well as scarecrow creation.
- Continue to integrate Cambria and San Simeon Tourism boards sites into festival marketing materials and signs.

Paid Advertising

To promote the festival and target out of area visitors our intent is to:

- Explore travel guides and publications throughout California.
- Advertise in regional publications and broadcast media to promote CSF.
- Seek placement in state and national travel magazines.
- Boost multiple year-round festival events on Meta platform.
- Use Meta ads in addition to boosted posts from September through October.

Email Marketing

CSF expanded its direct email campaign to 2,646 active subscribers in 2025 – an increase of 36% over 2024. In 2026 we will continue to:

- Publish a monthly *CSF News* with a variety of news and updates as they are happening and what is going on for the month to keep potential attendees interested in the festival.
- In same newsletter let volunteers know what is happening in each month and encourage their participation.
- Encourage more signups for the monthly *CSF News* through a pop up request on CSF website.
- Set up an autoresponder for new subscribers that follows up with a thank you email and survey to help us target our marketing efforts throughout the year.
- Placement of Facebook and Instagram buttons within direct email to encourage forwarding to friends.
- Offer merchandise (promoted through monthly email campaign) online and weekend pop-ups throughout October.

Social Media Marketing

The 2025 survey showed that 37% of respondents that stayed in local lodging heard of the festival through social media. Our plan for 2026 is to continue to grow our social media presence and engagement through Facebook and Instagram with yearlong activity to include:

- Collaboration with travel sites and influencers who promote California tourism.
- Continued engagement with our audience through frequent comments and shares.
- A Facebook shout out for those who donate at a particular Tier; something we started in 2023 and continues to be prove popular with local businesses and helps our engagement as well.
- Encouraging businesses to share our posts through their social media to reach more out of area visitors.

Website Marketing

CSF's website continues to receive good traffic in 2025 – most notably September through November with 12,240 visits. To garner more subscribers, CSF employs a pop-up on the website to encourage people to sign up for emails. CSF also

provides year-round links to <https://visitcambriaca.com/>, <https://visitsansimeonca.com/>, area attraction websites and the Visit Cambria app.

For 2026 our plan is to continue promoting the festival to out of area audiences through our website with:

- Continual review of the organization (layout) and content of the website.
- Testimonials from attendees, volunteers, and donors to encourage more engagement with the website.
- Periodic calendar and/or illustrated snapshots on the website so viewers can see briefly what is happening that month.
- Developing access to travel groups through preparation of short articles with interesting facts, stories, travel itinerary suggestions.
- Showcase and offer merchandise (T-shirts, Hats, Hoodies).
- Links to:
 - Plan Your Visit page with links to VisitCambriaca.com and VisitSanSimeonca.com as well as other places to visit.
 - Interactive map of the individual scarecrows and displays.

As has been the protocol for several years, CSF will survey visitors throughout October. The survey will ask visitors where they are staying in Cambria or San Simeon, as well as ask for their zip code of residence and email address. For respondents that opt in to share - CSF will share collected data with CTB and SSTA.

2026 Cambria Scarecrow Festival Marketing Plan

To illustrate the impact of CSF’s marketing efforts, the following results are excerpted from the 2025 final report to the Tourism Boards:

Advertising

To support its outreach, CSF partnered with Archer & Hound Advertising to run FB Meta ads throughout October. According to the agency’s report, this year’s campaign strategy included a few intentional adjustments to both budget allocation and audience targeting. Last year, we used a broader audience and allowed Meta’s algorithm to optimize delivery based on creative performance, which produced strong results. For this year, we refined our approach by prioritizing the custom audience segments built from last year’s event footfall data and post-event engagement. This gave us a higher-intent audience - people more likely to engage with and attend the event. As a result, our click-through rate increased to 3.85%, indicating stronger relevance and interest among those who saw the ads.

	2025	2024	% change
Impressions	211,865	497,000	-57%
Clicks	8,149	17,823	-54%
Event responses	1,080	2,745	-60%
Click through rate	3.85%	3.59%	+7%

Media Coverage

Throughout the year, CSF distributed press releases promoting the festival and related events, including scarecrow-making workshops and our new merchandising efforts. Media exposure in 2026 will mirror our efforts in 2025 which included coverage across print, online, and television outlets, as well as online community calendars.

Media coverage for the 2025 festival is shown below. In 2026 we will continue with a similar strategy to gain coverage from multiple media sources.

- *KSBY TV* coverage of our annual “Make It in a Day” workshop, featuring it on both their morning and evening broadcasts, as well as on their website.
- *KSBY TV* coverage of our “opening day setup” activities in Cambria and San Simeon.
- Placement of (2) full page ads in *CA 101 Travel Guide* (1 Jun-Sep ’25 & 1 Oct-Dec ’25).
- *New Times* highlighted the festival on their central coast calendar.
- Look to other media outlets such as *NBC 7 San Diego* who published a story about our festival’s scarecrows as the “superstars of fall in Cambria.”
- *Encore*, a senior lifestyle magazine for the central coast who included the festival on the cover of their Fall 2025 issue. The magazine included a full page write-up about our 17th year.
- *San Luis Obispo Tribune*.
- *Santa Maria Times*.

2,000 Cambria Scarecrow Festival rack cards were distributed at the Cambria Chamber of Commerce, the visitor center in Pismo Beach and at all local hotels and motels, as well as at a permanent scarecrow in front of Artifacts on Cambria’s Main Street.

200 CSF refrigerator magnets were distributed to 3 different bus tours that CSF volunteers escorted throughout Cambria and San Simeon.

Direct Mailing / Email Marketing

In 2025, CSF expanded its direct email list to 2,646 active subscribers - a 36% increase over 2024. Through this channel, CSF distributed monthly newsletters, event updates, volunteer requests, and other announcements.

Direct mail outreach to tour operators also remained effective. At least 10 bus tours visited Cambria and San Simeon in October. While full lodging data was unavailable, CSF volunteers provided guided support for three of the tours, with a total of 100 tourists during their 2025 festival stops - two of the tours included a two-night stay in Cambria.

Looking ahead to 2026

The Cambria Scarecrow Festival Board has developed a marketing plan that includes communication and promotion to out of area audiences with a goal of increasing visitors to stay in Cambria and San Simeon lodgings. All print, digital, and signage media will include the CTB (VisitCambria) and SSTA (VisitSanSimeon) logos and apps. The following is a summary of the CSF planned marketing activities for 2026:

Develop a Marketing Committee comprised of CSF board members and volunteers to develop and implement a marketing strategy to:

- Connect with media outlets to increase marketing and outreach efforts outside SLO County.
- Continue direct mailings to retirement communities, travel groups, bus tours and clubs/organizations throughout California.
- Target potential attendees that live outside Cambria and San Simeon.
- Target local businesses to increase their sponsorship of a scarecrow.
- Target community members to increase our volunteer base to use for both administrative duties, as well as scarecrow creation.
- Continue to integrate Cambria and San Simeon Tourism boards sites into festival marketing materials and signs.

Marketing activities to reach out of area visitors include:

- Develop a marketing calendar and use CSF volunteers to help with research, distributing rack cards, posting on event calendars, writing copy, press releases, articles, and Facebook postings.
- Place rack cards at local lodgings and visitor centers throughout SLO County and monitor usage throughout the year.
- Place announcement of the October event, workshops, and other fundraising events in Facebook Events.
- Research the best event calendars to place the festival aimed at the primary target of out of area visitors.

Paid Advertising

- To promote the festival and target out of area visitors our intent is to:
 - Explore travel guides and publications throughout California.
 - Advertise in regional publications and broadcast media to promote CSF.
 - Seek placement in state and national travel magazines.
 - Quarter-size page ad placement in the Cambria Insider 2026 issue.
 - Placement of a small ad in the 2026 Cambria Welcome Map which is distributed in local lodging and business entities.
 - Consider placing an ad in the fall issue of *California 101 Travelers Guide*.
 - Boost multiple year-round festival events on Meta platform.
 - Use Meta ads in addition to boosted posts - in a focused campaign similar to VisitCambria from September through October.

Public Relations

- Send press releases to AAA travel magazine *WestWays*, *California 101 Travelers Guide*, *Cambria Insider* and other California travel guides and publications to promote the festival.
- Send press releases to broadcast media to promote the festival.
- Explore posting on Google Events.
- Pay attention and promote the festival when named in publications as a worthwhile event.

Email Marketing

- Publish a monthly *CSF News* with a variety of news and updates as they are happening and what is going on for the month to keep potential attendees interested in the festival.
- A part of the *CSF News* will include information to let volunteers know what is happening in each month and encourage their participation.
- Encourage more signups for the monthly *CSF News* through a pop up request on CSF website.
- Auto respond for new subscribers that follows up with a thank you email and survey to help us target our marketing efforts throughout the year.
- Continue to send separate emails throughout the year with topics such as:
 - News and updates as they are happening and what is going on for the month.
 - Participation in the Friends sponsorship program.
 - Placement of Facebook and Instagram buttons within email to encourage forwarding to friends.

Social Media - 2025 Key Findings

Seventeen percent of survey respondents reported learning about the festival through social media; among those, 37% stayed in local lodging. In addition to paid Meta advertising, CSF increased its overall social media activity in 2025 with more frequent Facebook and Instagram posts, a dedicated Facebook event throughout October, posts highlighting local businesses, and expanded use of videos and reels. Collaborations with tourism-focused accounts further boosted visibility and reach.

Facebook Performance

- October 2025 reach increased to 124,895 - up 47% from 84,657 in 2024.
- Facebook followers grew 5.2%, rising from 9,109 to 9,585.
- October views jumped tenfold to 341,450, compared to an average of 34,715 over the previous nine months.

Instagram Performance

- October 2025 reach increased slightly to 2,847.
- Followers grew from 949 to 1,105.
- October views rose tenfold to 31,939, compared to an average of 4,366 over the prior nine months.

To acknowledge top-tier Friends of CSF donors, the festival posted shoutouts linking to their businesses on both platforms. The first round of posts appeared before the festival, followed by a second round featuring photo of each business with their installed scarecrow.

For 2026 our plan is to maintain and grow our social media presence and engagement through Facebook and Instagram, including collaboration with tourism-oriented social media users. More effort will be spent on becoming more fluent on how to use the resources within the Meta Business Suite, as well as explore video editing apps that can enhance our reels' performance. The Cambria Scarecrow Festival Facebook and Instagram pages will be a yearlong activity that will:

- Collaborate with travel sites and influencers who promote California tourism.
- Continue to engage with audience through frequent comments and shares.
- Offer businesses a Facebook shout out for those who donate at a particular Tier; something we started in 2023 and proved popular since with local businesses and helped our engagement as well.
- Encourage businesses to share our posts through their social media to reach more out of area visitors.

Cambria Scarecrow Festival Website

The CSF website continued to perform strongly in 2025, with its highest traffic occurring from September through November. Within our website is a comprehensive "Visit" section that is up year-round with links to Visit Cambria, Visit San Simeon, area attractions, and the Visit Cambria app. During the festival, CSF featured both a real-time interactive Google map showing scarecrow locations and a simplified printable one-page map for visitors who prefer a non-digital option. Both resources remained highly popular. The website also included visitor favorites such as "10 Tips to Enjoy the Scarecrows" and a comprehensive FAQ page. To help grow its email list, CSF uses an on-site pop-up inviting visitors to

subscribe to festival updates. Overall website traffic of 12,240 visits was down from 2024 (18,707) about 30%; and while most found us using standard search engines, we saw a large increase of folks finding us through Facebook (+ 141%) and visitcalifornia.com which showed a five-fold increase from 85 in 2024 to 533 in 2025.

The average time spent on the website was 1 minute 11 seconds (46 seconds in 2024).

Visitors to the website typically clicked or scrolled or otherwise interacted with the site an average of 7.8 times before leaving the website (5.7 in 2024).

A total of 33,053 pages were viewed on the website during this period.

CSF provides year-round links to <https://visitcambriaca.com/>, <https://visitsansimeonca.com/>, area attraction websites and the Visit Cambria app.

For 2026 our plan is to continue promoting the festival to out of area audiences by maintaining the CSF website through:

- Continual review of the organization (layout) and content of the website.
- Testimonials from attendees, volunteers, and donors to encourage more engagement with the website.
- Periodic calendar and/or illustrated snapshots on the website so viewers can see briefly what is happening that month.
- As we develop access to travel groups – prepare short articles with interesting facts, stories, travel itinerary suggestions.
- Update CSF website to include merchandise (T-shirts, Hats, Hoodies) through an E-Commerce platform.
- Continue Links to:
 - Plan Your Visit page with links to VisitCambriaca.com and VisitSanSimeonca.com as well as other places to visit.
 - Interactive map of the individual scarecrows and displays.
 - For the month of October, post a simple one page map for those who prefer a non-digital format; both are very popular.
 - Post a “10 Tips to Enjoy the Scarecrows” page.
 - Post a FAQ page.
 - To garner more subscribers, CSF will continue to employ a pop-up on the website to encourage people to sign up for Cambria Scarecrow Festival emails.

CSFI - 2026 BUDGET

Cambria Scarecrow Festival, Inc.

January 1-December 31, 2026

ACCOUNT	TOTAL
Income	
43300 Earned Income	
43470 Merchandise Sales	2,500.00
Total for 43300 Earned Income	\$2,500.00
43400 Direct Public Support	
43420 Grant - CTB	15,000.00
43421 Grant - SSTB	4,500.00
43450 Friends of Scarecrow	21,000.00
Total for 43400 Direct Public Support	\$40,500.00
Total for Income	\$43,000.00
Cost of Goods Sold	
Gross Profit	\$43,000.00
Expenses	
52200 Scarecrow Expenses	
52205 Camp K Workshop - Rent	6,000.00
52206 Unit I - Rent	3,000.00
52210 (5) Storage Units - Rent	6,600.00
52213 Trash Hauling/Dumpster	300.00
52215 Utilities - All	2,500.00
52280 Set Up/Take Down	5,300.00
Total for 52200 Scarecrow Expenses	\$23,700.00
52400 Other Events Expense	
52401 Volunteer Orientation	1,200.00
52425 Board meeting/Off Site Events	1,000.00
Total for 52400 Other Events Expense	\$2,200.00
54000 Marketing	
54005 - Promotional Inventory	1,250.00
54010 Publicity/Marketing	5,500.00
54011 Paid Advertising	800.00
54020 Website	1,250.00
54030 Social Media	500.00
54050 Printing	1,100.00
54055 Electronic Mailing/On Line Services	650.00
54060 Banners/Flags	300.00
Total for 54000 Marketing	\$11,350.00
55000 General & Administrative	
55030 Postage, Mailing Service	450.00
55061 Government Fees	55.00
55062 Memberships- (Chamber/CAA)	150.00
55065 Transaction Fee	600.00

CSFI - 2026 BUDGET

Cambria Scarecrow Festival, Inc.

January 1-December 31, 2026

ACCOUNT	TOTAL
55070 Office Supplies	200.00
55090 Accountant/Bookkeeper	850.00
55095 Insurance - All	2,100.00
55098 Taxes - State/Federal	50.00
Total for 55000 General & Administrative	\$4,455.00
55100 Donations/Gifts	
55120 Friend Incentives	100.00
Total for 55100 Donations/Gifts	\$100.00
55200 Scarecrow Creation Expense	
55210 Scarecrow Creation	3,500.00
Total for 55200 Scarecrow Creation Expense	\$3,500.00
62800 Facilities and Equipment	
62840 Equip Rental/Purchase	200.00
Total for 62800 Facilities and Equipment	\$200.00
Total for Expenses	\$45,505.00
Net Operating Income	-\$2,505.00
Other Income	
Other Expenses	
Net Other Income	
Net Income	-\$2,505.00



2025 REPORT TO THE CAMBRIA AND SAN SIMEON TOURISM BOARDS

INTRODUCTION

The Cambria Scarecrow Festival, Inc. (CSF) celebrated its 17th annual festival in October 2025, the culmination of nine months of planning and preparation. A dedicated team of 50 artistic and administrative volunteers created, refurbished, secured sponsorships for, installed, and maintained nearly 200 whimsical scarecrows displayed throughout the business districts of Cambria and San Simeon. 29+ local businesses (an increase of 10 that registered their scarecrow in 2024) crafted and showcased their own scarecrows in front of their establishments.

Beyond the individual scarecrows, CSF produced five major themed displays. A new display called *"Fantastical Cove"* filled with magical creatures including *Happi Ness* – a rather large, but happy loch ness monster. The display was so popular – it was voted the favorite display for 2025. The highly interactive and much-loved *"Fun n Games"* installation at the lot next to the Shell station delighted visitors of all ages. A returning favorite featuring a *"welcoming crowd-mittee"* was set up at the corner of Highway 1 and Cambria Drive. On Moonstone Beach Drive, there was a musical festival theme called *"Crowchella"* which was based on the popular Coachella annual music festival. Lastly, as is customary to include school aged children in our annual festival, a display of 18 playful dogs was displayed at the Cambria Center for the Arts, showcasing a whimsical collection all created by children.



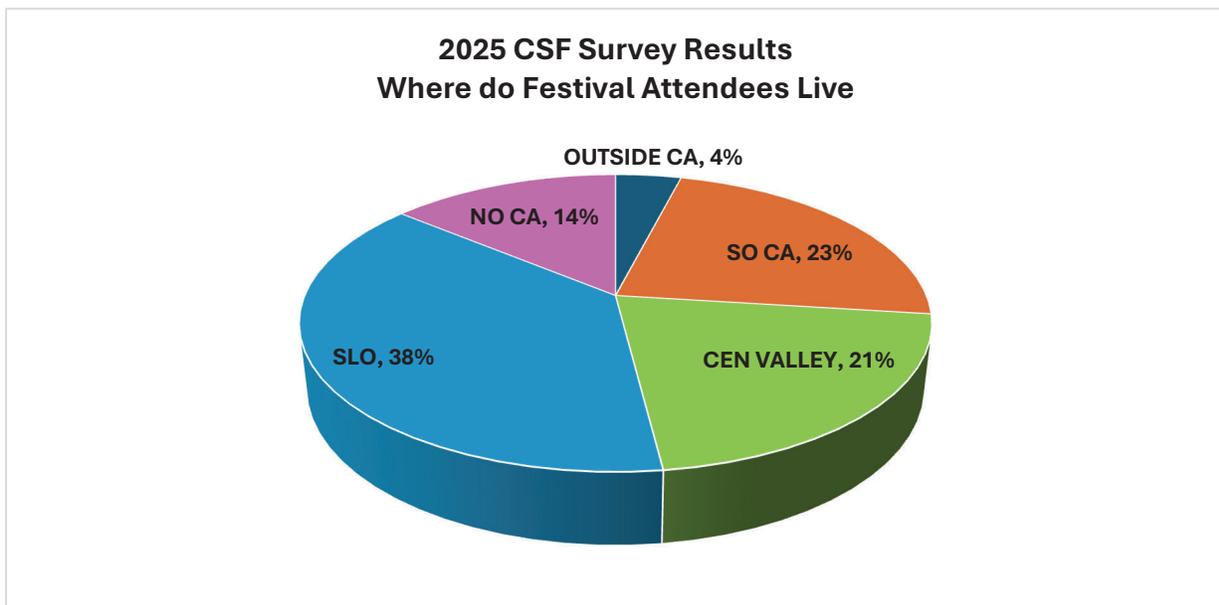


SURVEY OF CAMBRIA SCARECROW FESTIVAL ATTENDEES

In 2025, CSF conducted its sixth annual online survey of festival attendees. Visitors were encouraged to complete the survey by scanning the QR code placed on every scarecrow, as well as signs placed throughout the festival. By completing the survey participants were given the chance to vote for their favorite scarecrow and display that also entered them into a drawing for a complimentary stay in Cambria provided by Pacifica Hotels. We also developed a business card style handout that included the QR link to the survey. Every weekend we were out in front of the Farmer’s Market and Cambria Chamber of Commerce handing these cards out and letting people know they could complete the survey when they returned to their hotel or home.

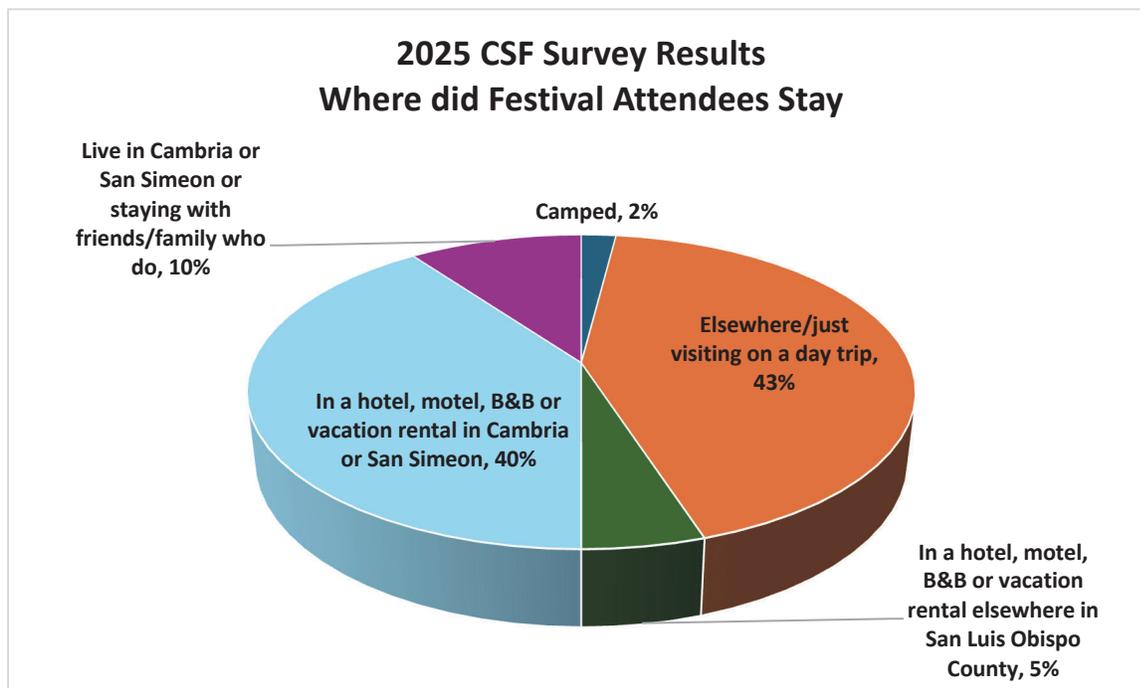
A total of 929 people completed the 2025 survey - an increase of 21% from the 768 respondents in 2024. The survey collected information on respondents’ home ZIP codes, their lodging choices and length of stay, how they learned about the festival, and their primary reasons for attending. Participants were also asked whether they visited local restaurants and retail shops. In addition, respondents could opt in to CSF’s online newsletter and future email communications. Key findings from the survey are summarized below.

The results show that the Cambria Scarecrow Festival continues to draw several visitors from outside of San Luis Obispo County.



- 62% of survey respondents in 2025 indicated that they live outside San Luis Obispo County; similar to 2024.
- 51% of the survey respondents that live outside San Luis Obispo County indicated that they came to Cambria and San Simeon to see the scarecrows.
- After San Luis Obispo County, the most often reported home locations of surveyed were Southern California (23%) and the Central Valley, primarily Fresno and Kern Counties (21%).
- 4% of survey respondents live in states other than California.
- 31% of the respondents from San Luis Obispo County indicated that they came to Cambria and San Simeon to see the scarecrows.

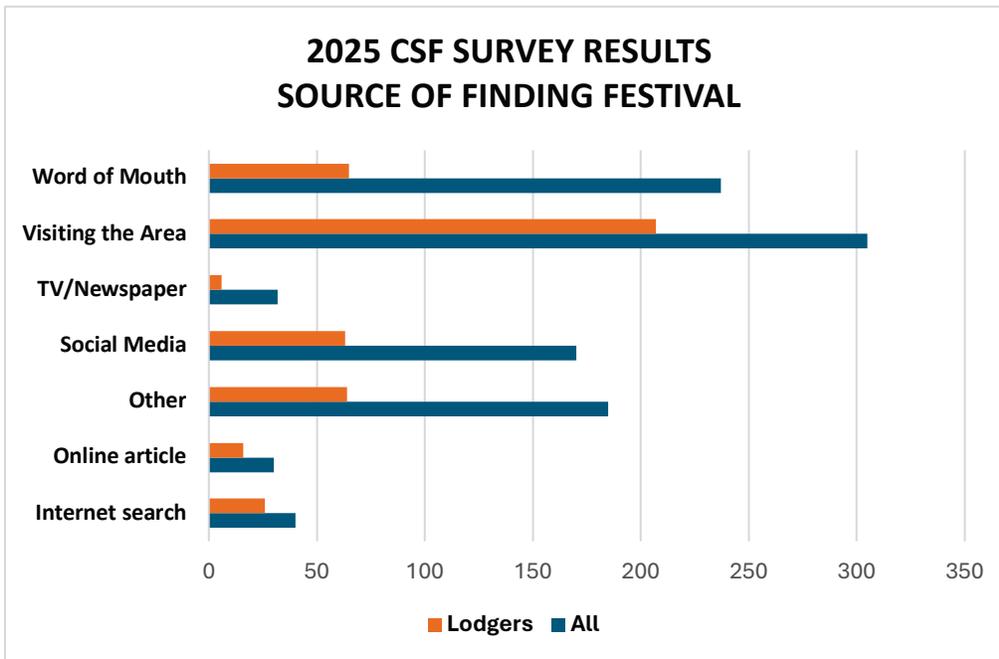
Almost half (40%) of those surveyed in 2025 stayed in local lodging facilities, and another 5% stayed in lodging within SLO county.



- Results showed 35% surveyed stayed two nights, 34% stayed three nights, and 15% spent at least one night in the area.
- One-third of those lodging guests came to see the scarecrows.
- While we counted ten bus tours in town during October, CSF is unable to capture the total number of person-nights these groups contributed to Cambria and San Simeon lodging. However, CSF volunteers did guide three of the visiting buses, with a total of 100 tourists during their 2025 festival stops - two of the tours included a two-night stay in Cambria.



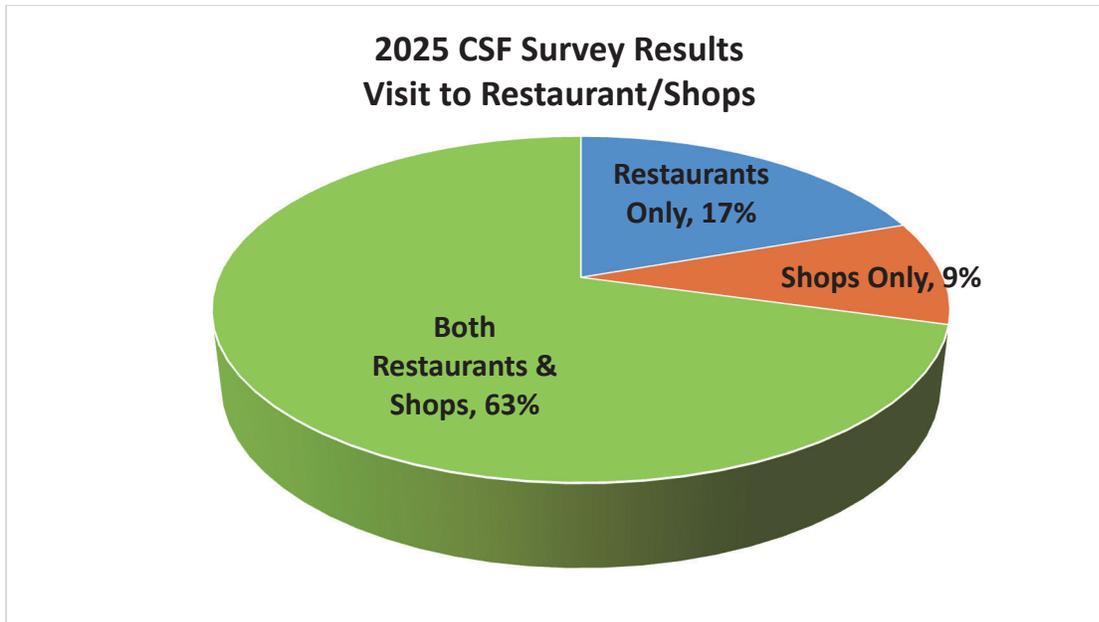
Approximately one-third of all survey respondents and half of those that stayed in local lodging facilities learned of the Cambria Scarecrow Festival through visits to the area.



- Survey respondents that stayed in local lodging top results for how they heard about the festival came from:
 - Visiting the area (46%)
 - Word of Mouth (15%)
 - Social Media (14%)
 - Other (14%)

- All survey respondents regardless of lodging, reported similar reasons:
 - Visiting the area (31%)
 - Word of mouth (24%)
 - Other (19%)
 - Social Media (17%)

When asked in the 2025 survey “what else did you visit while in Cambria or San Simeon” 63% stated they went to both restaurants and shops.



Approximately one third of Cambria Scarecrow Festival attendees who took part in the survey agreed to future contact.

- 354 (38%) of surveyed festival attendees in 2025 opted to receive the CSF newsletter and emails; up slightly from 2024 (31%)
- 273 (29%) of surveyed agreed to have their information shared. The file with email addresses has been sent to each tourism board separately.

MARKETING AND PUBLIC RELATIONS

CSF promotes the Cambria Scarecrow Festival through a blend of advertising, direct mail and email communications, signage, social media, its website, media outreach, and community-based public relations initiatives.

In 2025, the festival continued to follow many of the same marketing and promotional approaches used in previous years. As an all-volunteer nonprofit with a limited marketing budget and minimal professional marketing resources, CSF depends largely on organic engagement generated through its website and its Facebook and Instagram platforms.

Advertising

To support its outreach, CSF partnered with Archer & Hound Advertising to run FB Meta ads throughout October. According to the agency’s report, this year’s campaign strategy included a few intentional adjustments to both budget allocation and audience targeting. Last year, we used a broader audience and allowed Meta’s algorithm to optimize delivery based on creative performance, which produced strong results. For this year, we refined our approach by prioritizing the custom audience segments built from last year’s event footfall data and post-event engagement. This gave us a higher-intent audience - people more likely to engage with and attend the event. As a result, our click-through rate increased to 3.85%, indicating stronger relevance and interest among those who saw the ads.

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Direct Mailing / Email Marketing

In 2025, CSF expanded its direct email list to 2,646 active subscribers - a 36% increase over 2024. Through this channel, CSF distributed monthly newsletters, event updates, volunteer requests, and other announcements.

Direct mail outreach to tour operators also remained effective. At least 10 bus tours visited Cambria and San Simeon in October. While full lodging data was unavailable, CSF volunteers provided guided support for three of the tours, with a total of 100 tourists during their 2025 festival stops - two of the tours included a two-night stay in Cambria.

Signage

In the week leading up to the 2025 festival, CSF placed promotional signage and added directional signs throughout the event. A new strategy this year included placing small 4" x 6" signs on 16 individual scarecrows to help guide visitors to the major displays. Approximately 11% of survey respondents said they visited because they were "driving through and saw the signs or displays."

Social Media

Seventeen percent of survey respondents reported learning about the festival through social media; among those, 37% stayed in local lodging. In addition to paid Meta advertising, CSF increased its overall social media activity in 2025 with more frequent Facebook and Instagram posts, a dedicated Facebook event throughout October, posts highlighting local businesses, and expanded use of videos and reels. Collaborations with tourism-focused accounts further boosted visibility and reach.

Facebook Performance

- October 2025 reach increased to 124,895 - up 47% from 84,657 in 2024.
- Facebook followers grew 5.2%, rising from 9,109 to 9,585.
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Instagram Performance

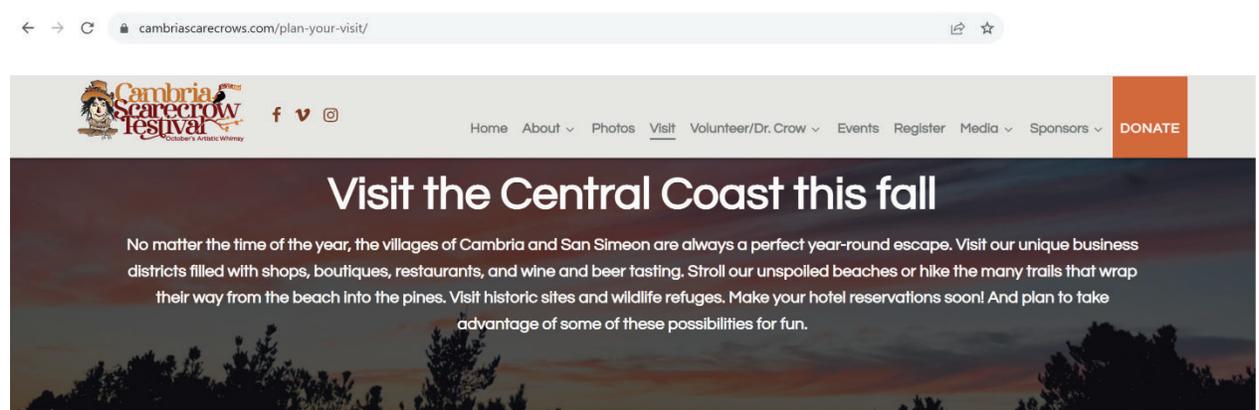
- October 2025 reach increased slightly to 2,847.
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- October views rose tenfold to 31,939, compared to an average of 4,366 over the prior nine months.

To acknowledge top-tier Friends of CSF donors, the festival posted shoutouts linking to their businesses on both platforms. The first round of posts appeared before the festival, followed by a second round featuring photos of each donor's installed scarecrow.



Cambria Scarecrow Festival Website

The CSF website continued to perform strongly in 2025, with its highest traffic occurring from September through November. Within our website is a comprehensive “Visit” section that is up year-round with links to Visit Cambria, Visit San Simeon, area attractions, and the Visit Cambria app.



Book Your Stay in Cambria

Book Your Stay in San Simeon



During the festival, CSF featured both a real-time interactive Google map showing scarecrow locations and a simplified printable one-page map for visitors who prefer a non-digital option. Both resources remained highly popular. The website also included visitor favorites such as “10 Tips to Enjoy the Scarecrows” and a comprehensive FAQ page. To help grow its email list, CSF uses an on-site pop-up inviting visitors to subscribe to festival updates. Overall website traffic of 12,240 visits was down from 2024 (18,707) about 30%; and while most found us using standard search engines, we saw a large increase of folks finding us through Facebook (+ 141%) and visitcalifornia.com which showed a five-fold increase from 85 in 2024 to 533 in 2025.

The average time spent on the website was 1 minute 11 seconds (46 seconds in 2024).

Visitors to the website typically clicked or scrolled or otherwise interacted with the site an average of 7.8 times before leaving the website (5.7 in 2024).

A total of 33,053 pages were viewed on the website during this period (36,325 in 2024).

The top pages viewed on the website were:

15,971	Home page
6,424	Survey
2,166	Photo Galleries
1,289	Events
1,030	Plan your visit
952	About page
828	FAQ's
699	2024 Scarecrow photo gallery

Media Coverage

Throughout the year, CSF distributed press releases promoting the festival and related events, including scarecrow-making workshops and our new merchandising efforts. Media exposure in 2025 included coverage across print, online, and television outlets.

In August 2025, CSF submitted event information to the following online community calendars:

- New Times
- KSBY
- San Luis Obispo Tribune

Other media coverage for the festival in 2025 included:

- May 16, KSBY TV reporter Sophia Villalba attended the “Make It in a Day” workshop and featured it in both their morning and evening broadcasts, as well as on their website.
- June-September 2025 we placed a full page ad in CA 101 Travel Guide.
- In September *New Times* highlighted the festival on their central coast calendar.
- September 29, KSBY TV reporter Valentina Saldana visited Cambria and San Simeon to document opening-day setup activities. Her coverage aired on the station’s morning and evening broadcasts and was posted online.
- NBC 7 San Diego published a story about our festival’s scarecrows as the “superstars of fall in Cambria.”
- Encore, a senior lifestyle magazine for the central coast included the festival on the cover of their Fall 2025 issue. The magazine included a full page write-up about this being our 17th year.

- October 1 placed a second full page ad in CA 101 Travel Guide.
- October 2, the *San Luis Obispo Tribune* ran an article about the 2025 festival.
- October 31, Santa Maria Times published a story calling the festival “editor’s pick.”

This year we received the equivalent (in-kind) of \$1,169 in advertising from Google Ads. Overall, we received 875 clicks and 9,131 impressions from January 2025 through November. Our *Click Through Rate* was 9.58% which is above the average of 6.66 percent.

Public Relations and Community Service

Since its founding in 2009, CSF has been dedicated to promoting tourism in Cambria and San Simeon through its annual October scarecrow festival. Beyond the festival itself, the organization contributes to the community through scarecrow-making workshops, partnerships with local groups, and a variety of year-round activities.

As a fully volunteer-run nonprofit, CSF depends on community members to plan, promote, and execute the festival each year. In 2025, approximately 50 volunteers helped create scarecrows and prepare for the event. CSF deeply values the time and commitment of these volunteers; without them, the festival would not be possible. Its workshops also function as an important community arts program, offering participants materials, instruction, creative space, opportunities to learn sculptural techniques, and a place to connect with fellow volunteers.

As in previous years, CSF operated “Dr. Crow,” an ongoing workshop held Monday through Friday from May to September. Most of CSF’s scarecrows are created at Dr. Crow’s working space studio. In 2025, fifty Dr. Crow volunteers built or refreshed roughly 170 scarecrows, including those featured in the large displays in both Cambria and San Simeon. The displays draw the largest crowds as there is a common theme and many scarecrows to see at one site.

Throughout the scarecrow-making season, CSF also hosted several special workshops, including:

- Power tool instruction
- A “Make It in a Day” scarecrow workshop
- Individual artistic sessions on specialty techniques (e.g., body construction)
- A children’s workshop in partnership with the Cambria Center for the Arts (CCA) Youth Program, resulting in 18 brightly colored “dog” scarecrows on display



Since 2009, the Cambria Scarecrow Festival has celebrated whimsy and creativity each October with a magical display of scarecrows. During that time, five photographers have been primarily responsible for the Festival’s photos on its website, social media and publications. The Cambria Center for the Arts held an exhibition of these photographers called “*Scarecrows In Focus: A Photographic Retrospective.*” Their work showcasing the festival was on display for the entire month of October.

Friends Program

Through its Friends donor program and ongoing community outreach, CSF continues to cultivate strong relationships with local businesses. Since 2022, CSF has combined the Friends program with its scarecrow rental model to simplify and strengthen financial support for the festival - an approach that remains effective. In 2025, 57 businesses sponsored scarecrows, nearly identical to the 56 in 2024. CSF also experienced a notable 38% increase in individual donors, rising from 16 in 2024 to 22 in 2025.

Each year brings shifts in business participation. While 12 businesses who rented in 2024, chose not to rent a scarecrow in 2025, CSF welcomed 11 new participants. Importantly, the Friends program is designed not only to raise funds but also to inspire businesses to create and display their own scarecrows, enriching the festival experience and helping bring visitors to the community. This year, 29 businesses created their own scarecrow - a 45% increase over the 20 who participated in 2024.

From April through September 2025, CSF engaged local residents through Nextdoor to encourage volunteer involvement, and provided additional community updates via Cambriaca.org in April, June, and October.

In April, the Cambria Lions Club hosted a new community fair for local nonprofits at the Pinedorado grounds, featuring roughly 35 organizations. CSF hosted a booth, connected with fellow nonprofits, and shared information with potential volunteers.



For the third consecutive year, CSF partnered with CCA to offer free on-demand screenings of *Something to Crow About* - a locally produced documentary celebrating the festival’s history, volunteerism, and community impact. Screenings were available primarily Friday through Sunday throughout October.

Beyond its work as a community arts organization, CSF also maintains a supply of sandbags for the Cambria Fire Department for use during flood risks.

CSF participated in the annual Pinedorado Parade and continued its international partnership with its sister festival in Oku Harima Scarecrow Village, Japan.



FINANCIAL REPORT

In our 2025 funding request, CSF projected annual income of \$46,450, which included a \$15,000 grant from the Cambria Tourism Board and \$4,500 from the San Simeon Tourism Alliance. Budgeted expenses for the year totaled \$45,990. We also anticipated receiving a \$1,500 grant from the San Luis Obispo Community Grant Program; however, due to a projected county deficit, the program was suspended, and we were unable to apply. Despite this loss, CSF's total revenue for 2025 reached \$49,034 - a 5.5% increase over the budgeted amount. Our Friends Program, which solicits donations from local businesses and individuals, generated \$22,817, exceeding the budgeted \$20,000 by 14 percent.

A portion of our projected income and expenses was tied to fundraising, originally expected to come from a single wine and food event. The CSF Board chose to forgo the event and instead pursue a new merchandising initiative featuring T-shirts, hats, and hoodies. Three donors contributed funds specifically for purchasing the initial inventory. Throughout October, we held weekly "pop-up" sales at Cambria's Farmer's Market and the Cambria Chamber of Commerce.



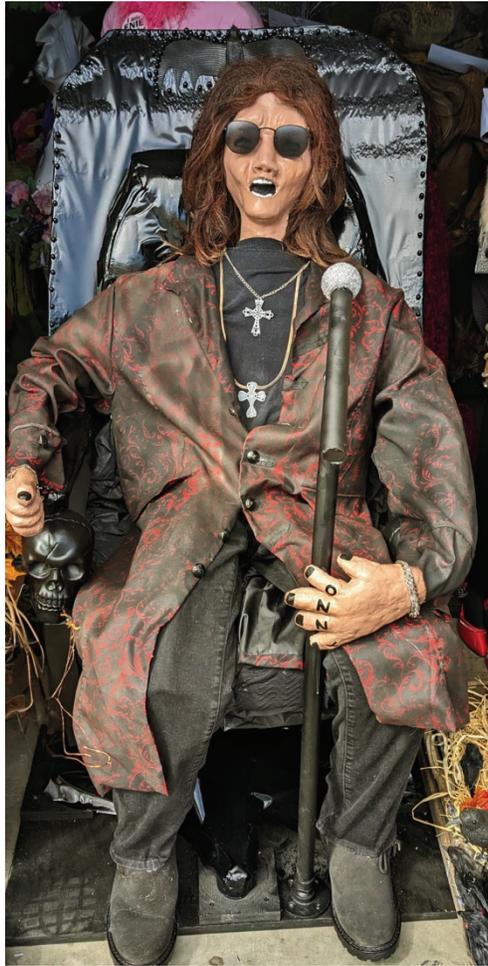
We are pleased to report that this first-year merchandising effort produced an estimated profit of \$3,767. When compared to the \$4,585 profit budgeted for the wine and food event, we are delighted with the outcome. In addition to generating revenue, the pop-ups increased our visibility, allowed us to personally share information about the festival, and provided opportunities for meaningful engagement with out-of-town visitors and remind them to complete our survey. Both locations attracted a strong mix of tourists, and we believe the interactions helped boost our survey participation by 21% over 2024.

CSF's actual expenses in 2025 exceeded projections by 2.3%, driven primarily by increased marketing, printing, and social media costs - all essential to drawing visitors. Overall, our positive net revenue is largely attributable to the success of our merchandising program. A detailed report of CSF's 2025 budget along with actual income and expenses is included in this document.

LOOKING AHEAD

The Cambria Scarecrow Festival concluded 2025 with another successful season for the communities of Cambria and San Simeon. This year's festival once again celebrated our signature whimsical characters, all with the continued goal of drawing visitors to our area. For 2025, the festival reached a natural leveling point. As a fully volunteer-run nonprofit, CSF has determined that maintaining approximately 175-200 scarecrows is the ideal range - both for placement throughout local business districts and for the capacity of our active volunteer base. To maximize visitor engagement, CSF will continue producing one new large display each year while rotating previous years' major installations to different locations around town. An example of this was repurposing similar scarecrows from last year into smaller vignettes and installed along Moonstone Beach Drive - an area that previously saw limited scarecrow placement.

CSF extends its sincere appreciation to the Cambria Tourism Board and the San Simeon Tourism Alliance for their generous support of the 2025 Cambria Scarecrow Festival and looks forward to continued partnership with both boards in the years ahead.



Cambria Scarecrow Festival, Inc.						
2025 Budget and Actual Income and Expenses Comparison *						
			2025	2025		
			Budget	Actual	+/- Budget	Variance
43400	Direct Public Support					
43420	Grant - CTB		\$ 15,000.00	\$ 15,000.00	\$ -	100.00%
43421	Grant - SSTA		\$ 4,500.00	\$ 4,500.00	\$ -	100.00%
43422	Grant - SLO County Supervisors		\$ 1,500.00	\$ -	\$ (1,500.00)	
43450	Friends of Scarecrow		\$ 20,000.00	\$ 22,817.00	\$ 2,817.00	114.09%
43460	Merchandising Support		\$ -	\$ 1,028.84	\$ 1,028.84	
43470	Merchandise Sales		\$ -	\$ 5,581.16	\$ 5,581.16	
43500	Special Events - Fundraisers					
43510	Fund Raising Events		\$ 4,800.00	\$ 102.30	\$ (4,697.70)	2.13%
43510.1	Raffle Income		\$ 650.00	\$ -	\$ (650.00)	
45030	Interest		\$ -	\$ 4.61	\$ 4.61	
46430	Misc. Donations		\$ -	\$ -	\$ -	
Total Income			\$ 46,450.00	\$ 49,033.91	\$ 2,583.91	105.56%
Expenses						
52200	Scarecrow Expenses					
52205	Creative Workshop		\$ 8,500.00	\$ 5,500.00	\$ (3,000.00)	64.71%
52206	Unit I		\$ -	\$ 2,500.00	\$ 2,500.00	
52210	Studio Space (5)		\$ 6,600.00	\$ 6,600.00	\$ -	100.00%
52213	Trash Hauling		\$ 200.00	\$ 289.60	\$ 89.60	144.80%
52215	Utilities - All		\$ 2,300.00	\$ 2,271.43	\$ (28.57)	98.76%
52280	Set Up/Take Down		\$ 5,300.00	\$ 5,298.06	\$ (1.94)	99.96%
52300	Events/Fundraising Expenses					
52301	Fund Raising Events		\$ 800.00	\$ 125.00	\$ (675.00)	15.63%
52301.1	Raffle Expense		\$ 65.00	\$ -	\$ (65.00)	
52400	Other Events Expense					
52401	Volunteer Appreciation		\$ 600.00	\$ 1,021.28	\$ 421.28	170.21%
52425	Board meeting/Off Site Events		\$ 1,400.00	\$ 1,640.59	\$ 240.59	117.19%
54000	Marketing					
54010	Merchandising Acquisition		\$ -	\$ 2,843.50	\$ 2,843.50	
54010	Publicity/Marketing		\$ 5,000.00	\$ 5,918.47	\$ 918.47	118.37%
54011	Paid Advertising		\$ 800.00	\$ 1,360.00	\$ 560.00	170.00%
54020	Website		\$ 1,700.00	\$ 1,136.25	\$ (563.75)	66.84%
54030	Social Media		\$ 500.00	\$ 562.26	\$ 62.26	112.45%
54050	Printing		\$ 800.00	\$ 1,098.28	\$ 298.28	137.29%
54055	Electronic Mailing/On Line Services		\$ 650.00	\$ 638.97	\$ (11.03)	98.30%
54060	Banners/Flags		\$ 750.00	\$ 78.25	\$ (671.75)	
55000	General & Administrative					
55030	Postage, Mailing Service		\$ 450.00	\$ 388.72	\$ (61.28)	86.38%
55061	Government Fees		\$ -	\$ 55.00	\$ 55.00	
55062	Memberships- (Chamber/CAA)		\$ 150.00	\$ 115.00	\$ (35.00)	76.67%
55065	Transaction Fee		\$ 800.00	\$ 444.32	\$ (355.68)	55.54%
55070	Office Supplies		\$ 200.00	\$ 327.09	\$ 127.09	163.55%
55090	Accountant		\$ 825.00	\$ 850.00	\$ 25.00	103.03%
55095	Insurance - All		\$ 2,100.00	\$ 1,877.00	\$ (223.00)	89.38%
55098	Taxes - State/Federal		\$ 50.00	\$ 25.00	\$ (25.00)	
55100	Donations/Gifts					
55120	Friend Incentives		\$ 200.00	\$ 141.47	\$ (58.53)	70.74%
55200	Scarecrow Creation Expense					
55210	Scarecrow Creation/Rehab		\$ 5,000.00	\$ 3,821.29	\$ (1,178.71)	76.43%
	Bank Charges		\$ -	\$ 30.00	\$ 30.00	
62840	Equipment rental/purchase		\$ 250.00	\$ 133.94	\$ (116.06)	53.58%
Total Expenses			\$ 45,990.00	\$ 47,090.77	\$ 1,100.77	102.39%
Net Income			\$ 460.00	\$ 1,943.14	\$ 1,483.14	422.42%
Grant Income - CTB and SSTA			\$ 19,500.00	\$ 19,500.00		
Grant Expenses - CTB and SSTA			\$ 21,300.00	\$ 21,074.58		

* Expenses as of December 10, 2025

Highway 1 Tourism Alliance (H1TA)
Local Area Fund Application - TOURISM INFRASTRUCTURE/BEAUTIFICATION
PROJECTS

Project Information

Project Title: Trash/Recycle/Planter Receptacle (TRPR)
Completion Date: 2015
Amount of Funding Requested: 2 at \$360 Overall Budget: \$720

Organization Information

Local Fund Area: Cambria, CA
Submitted by: Claudia Harmon Worthen
Phone Number: 805. 927.1934
Email Address: claudia@beautifycambria.org
Organization Receiving Funds: Beautify Cambria Association
Mailing Address: 1241 Knollwood Dr. CAMBRIA Cambria CA 93428-37
Contact Person: Claudia Harmon Worthen

Project Description

Briefly describe your organization and its mission:

We are a collaborative association whose mission is to create an attractive, economically viable, resident and visitor friendly village atmosphere that builds on our community history and enhances our unique natural environment.

Provide a detailed description of the project, and what will be achieved with the LFA funding:

The TRPRs are made of a steel frame covered in a hardwood to last for many years. The tops of the receptacles are made with a galvanized planter filled with planting mix flowers and decorative stones. The funding will allow BCA to plant twice a year or as needed, water, deadhead to promote blooms, fertilize, spray with biodegradable insecticide, wash down the wood and sweep around the container. +

How will the project be beneficial to residents and visitors of the unincorporated LFA?

The flower-topped TRPRs are a unique beautifying aspect of Cambria's downtown. Visitors often take photos with the receptacles. They function as both trash and recycling to keep Cambria's downtown clean of trash and clutter.

Describe your organizational capacity to successfully carry out the project. What parts, if any, of the project will be contracted out? List the proposed contractors.

Beautify Cambria volunteers and paid employees have successfully maintained the TRPRs for 10 years. Two gardeners do all the work except plant the flowers and refinish the wood. The CCSD refinishes the wood and insures the units are level. In 2025 the receptacles were removed, sanded and refinished, then reset in place.

Will your project require approval or permitting by an advisory board or public entity (ie; County or Services District)? If so, please provide support that these requirements have been met.

Approval for the TRPRs was given by the NCAC in 2016. No encroachment permits were needed as the receptacle replaced old, dirty and wornout aggregate trash cans.

Please provide a project timeline and note that all projects must be completed within 1 year of funding.

N/A

Attachments

1. As part of your application submission, please include a detailed budget. Although the cost of insurance, salaries and equipment may be a part of the initial project (i.e. necessary to carry out the project), LFA funding will not be used to maintain the project or to pay for insurance, salaries, or equipment.
 - Provide a detailed budget with a list of any contractors and their associated costs.
 - Provide a budget narrative that:
 - describes each line item;
 - describes all sources of funding for the proposed project;
 - describes funding that is not yet secured and the subsequent timeline for securing such funding.
2. If appropriate, attach any drawings, pictures or other visual documentation of what your project will look like.

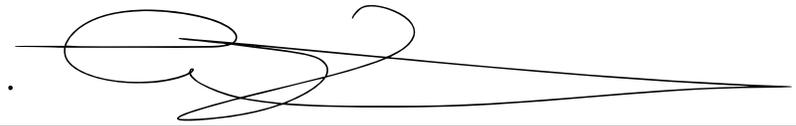
Note if your organization has received project funding in previous years, include a project completion report as part of your application submission. If funded, a Project Completion Report will need to be submitted 60 days following the conclusion of your project.

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

- x Completed & signed Application
- x Completed & signed W-9
- x Financials, including income and expenses specific to the project
- x attchme Prior Project Completion Report (if local monies have been provided in the past)
- x Submitting 60 days prior to project launch, and 14 business days prior to LFA board meeting

APPLICANT'S STATEMENT I have reviewed the foregoing application submitted by Beautify Cambria Association 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 14th day of February, 2026.

By (Signature): 

Print Name: Claudia Harmon Worthen Title: president

Greg Pacheco, CTB Chair: _____ Date: 3/10/2026

Project Completion Report

A final report must be received within 60 days of the conclusion of the project, and will be required if future funding is sought.

- The report must include the following:
1. **Overview:** A brief synopsis of the event or project outcomes, including any measurable data or support materials.
 2. **Financial Report:** A financial statement that details how the funds were expended.

Attachment A

Project Completion Report



Photo of recent new planting

Beautify Cambria has received funding in prior years. The funds were used to buy plants, soil, fertilizer, decorative river rocks, non potable water, a broom, stain, rags, cleaning solution. Added funds needed come from grants and the annual Bee, Butterfly & Bat Faire.

Financial Report: Expenses are paid for all 25 TRPRs. The breakdown for CTB units is as follows:

The cost to replace flowers in 2025 was \$320

The watering and maintenance in 2025 for two units is \$416

Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) Beautify Cambria Association		
	Business name/disregarded entity name, if different from above		
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input checked="" type="checkbox"/> Other (see instructions) ▶ 501 (c)(3) Federal non-profit corporation	Exemptions (see instructions): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____	
	Address (number, street, and apt. or suite no.) 1241 Knollwood Dr, PMB 113	Requester's name and address (optional)	
	City, state, and ZIP code Cambria, CA 93428		
List account number(s) here (optional)			

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number									

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Employer identification number									
4	7	-	2	5	0	1	0	8	3

Part II Certification

Under penalties of perjury, I certify that:

1. 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
2. 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
3. I am a U.S. citizen or other U.S. person (defined below), and
4. 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 on page 3.

Sign Here	Signature of U.S. person ▶	Date ▶ 1.14.26
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General Instructions

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

Future developments. The IRS has created a page on IRS.gov for information about Form W-9, at www.irs.gov/w9. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the

withholding tax on foreign partners' share of effectively connected income, and
 4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.



ARCHER & HOUND

Cambria Tourism Board Marketing Report

February 2026

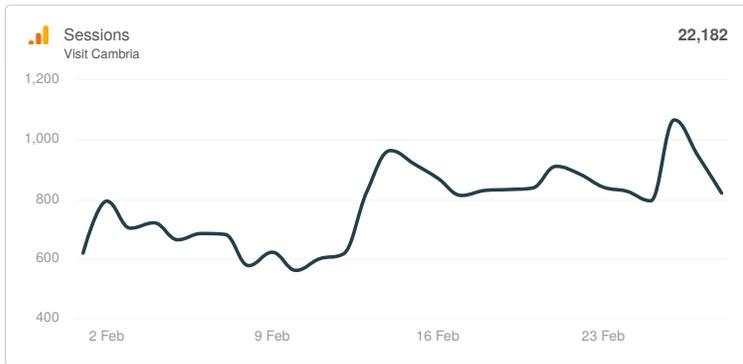
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

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Website Traffic



New Users
Visit Cambria

18,681

Total Users
Visit Cambria

19,428

User Engagement Duration Per User
Visit Cambria

00:00:45

Views
Visit Cambria

37,024

Wedding Requests

6

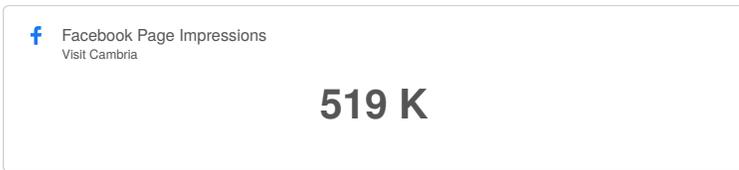
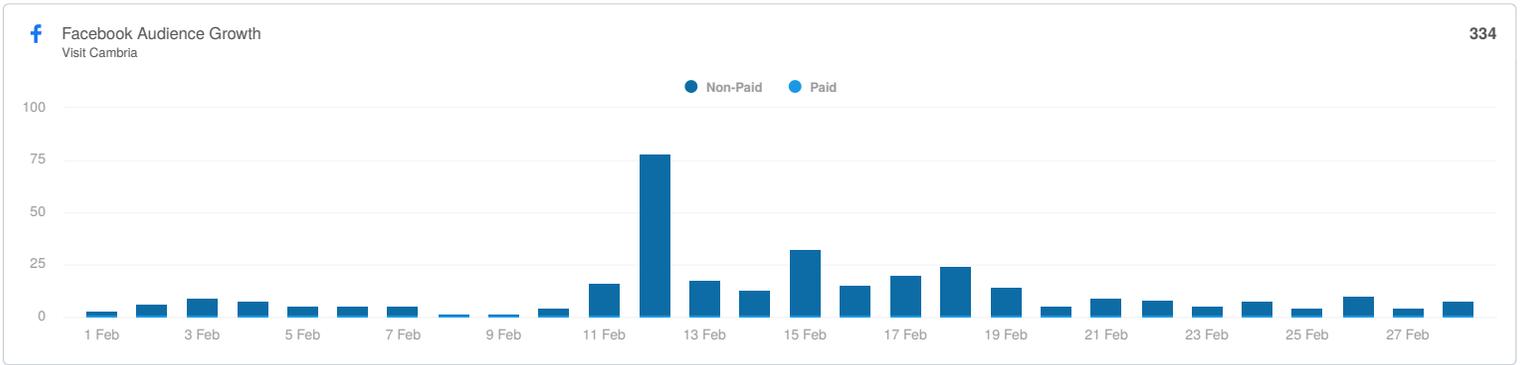
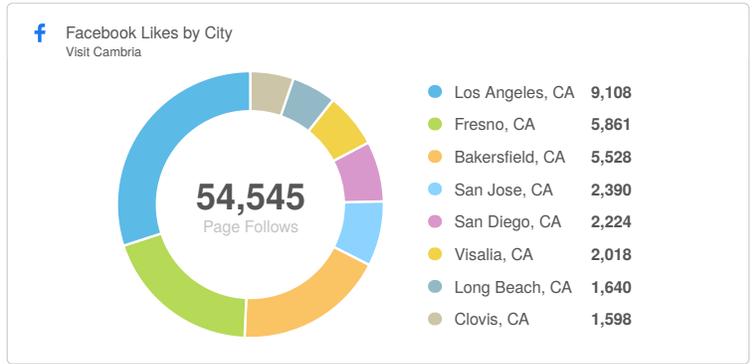
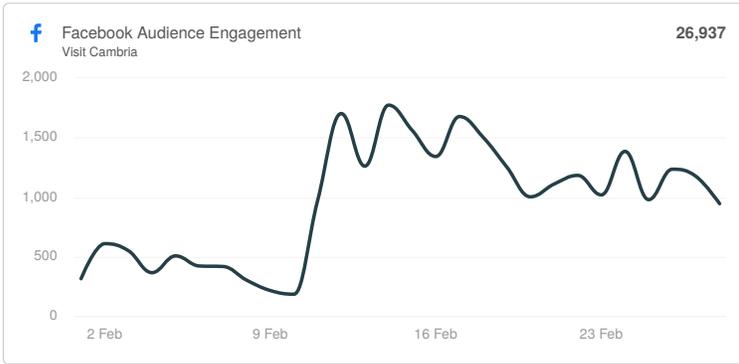
Total App Downloads

15,654

Top 10 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/	7,007	6,413	8,242	00:00:33
(not set)	6,105	5,808	0	00:00:00
/visitors/	2,034	1,886	2,327	00:00:17
/weddings-in-cambria/	1,451	1,397	2,809	00:00:17
/history-of-cambria/	1,434	1,413	1,478	00:00:13
/events/	1,229	1,156	1,406	00:00:48
/moonstone-beach/	1,000	915	1,119	00:00:25
/lodging-specials/	736	704	902	00:00:37
/lodging/	702	667	894	00:00:57
/explore/activities/	689	649	773	00:00:40

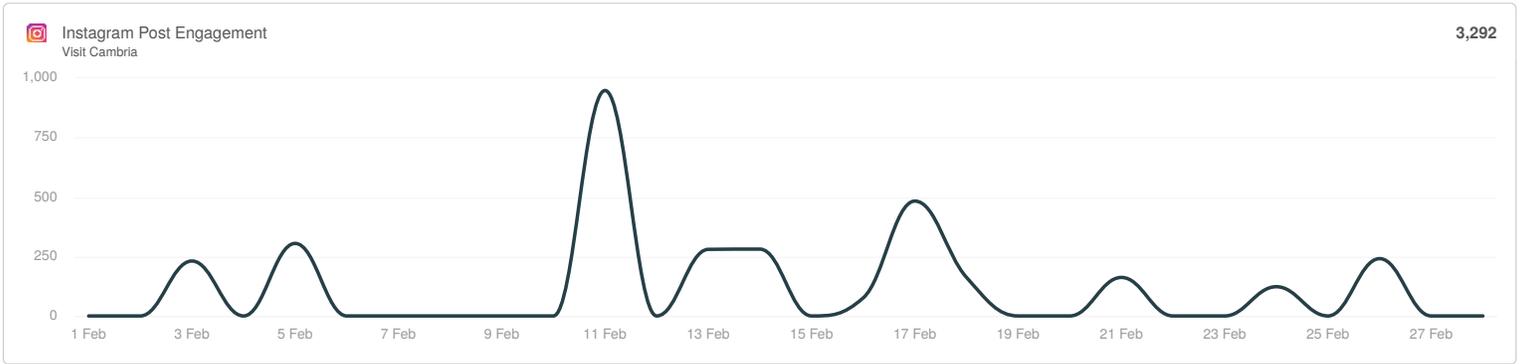
Organic Social—Facebook



f Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Feb 5, 2026	 Cambria is home to all kinds of wild wo...	2,477	1,251	54
Feb 11, 2026	 You just arrived in Cambria... what's the first ...	1,374	1,929	48
Feb 26, 2026	 Wander a little. Discover a lot. ✨ Ever...	430	544	19
Feb 17, 2026	 Where the air is crisp, the pines meet the sea...	304	101	16
Feb 24, 2026	 You're spoiled for choice when it come...	237	308	2

Organic Social—Instagram



Followers
Visit Cambria

38,646

Reach
Visit Cambria

142 K

Post Engagement
Visit Cambria

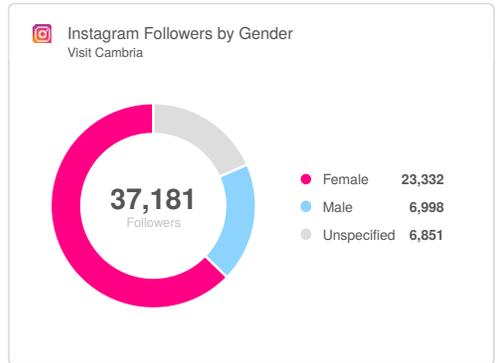
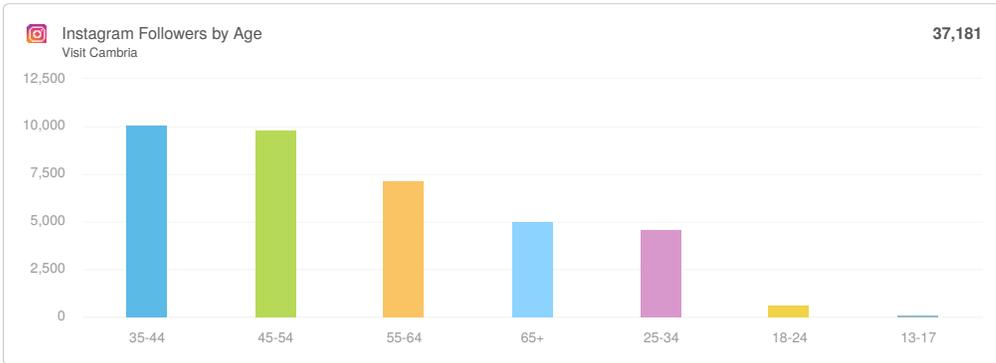
3,292

Saves
Visit Cambria

150

Shares
Visit Cambria

223



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Feb 11, 2026	 You just arrived in Cambria... what'...	677	147	8,545
Feb 17, 2026	 Where the air is crisp, the pines me...	401	8	3,391
Feb 14, 2026	 Happy Valentine's Day from the ...	276	3	2,454
Feb 13, 2026	 The wait is half the fun. ✨ @se...	250	7	3,081

DATE	POST	LIKES	▼	COMMENTS	REACH
Feb 5, 2026	 The perfect romantic day in Cambri...	238		6	2,803

Organic Social—Pinterest

 Pinterest Impressions
Visit Cambria

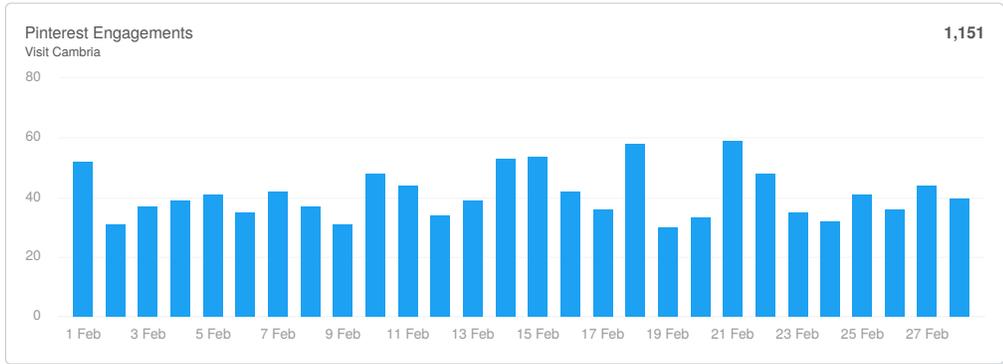
93,800

 Pinterest Engagement Rate
Visit Cambria

1.23%

 Outbound Clicks
Visit Cambria

1,016



 Pin Clicks
Visit Cambria

1,112

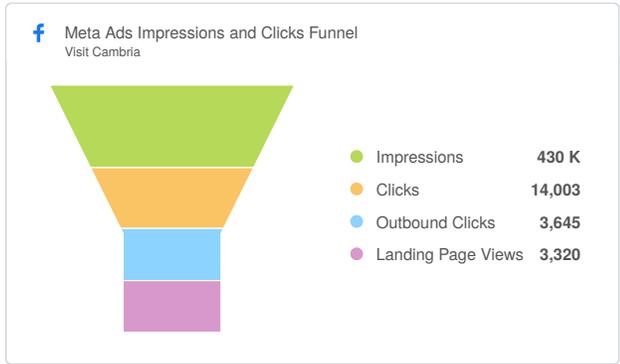
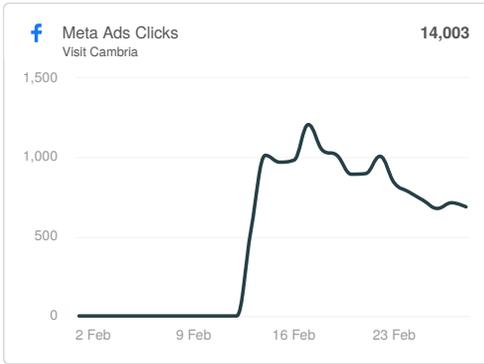
 Pin Click Rate
Visit Cambria

1.19%

Paid Digital Advertising Overview

Amount Spent

\$3,400.66



f Meta Ads Impressions
Visit Cambria

430 K

f Landing Page Views
Visit Cambria

3,320

f Meta Ads CPC
Visit Cambria

\$0.24

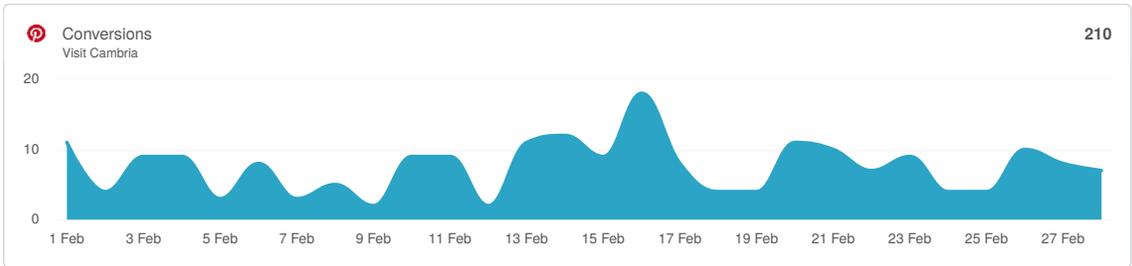
f Meta Ads CTR
Visit Cambria

3.25%

Pinterest Advertising

p Pinterest Ads Total Spend
Visit Cambria

\$1,457.91



p Impressions
Visit Cambria

90,442

p Pin Clicks
Visit Cambria

1,007

p CTR
Visit Cambria

1.11%

p CPC
Visit Cambria

\$1.45

Google Advertising

g Google Ads Total Spend
Visit Cambria

\$3,000.95

g Clicks
Visit Cambria

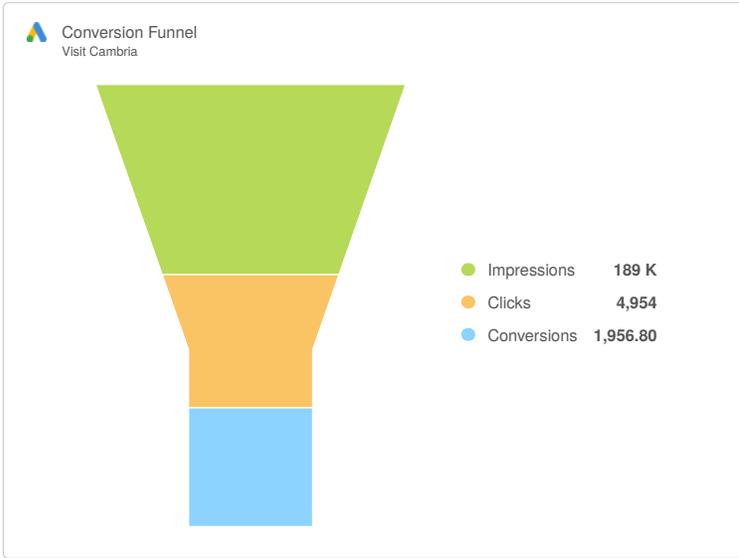
4,954

g CTR
Visit Cambria

2.62%

g Avg CPC
Visit Cambria

\$0.61



Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	2,247.80
4+ Pages Visited	141.00
Lodging Specials Button	41.00
Lodging Specials Outbound	14.00
Visit Cambria - GA4 (web) booking_engine_click	12.00
Book Now Button	8.00
Lodging Property Outbound	7.00

Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen CTB Vacationers Prospectin	\$785.16	162,609	3,834	\$0.20	1,950.80	49.40%
Demand Gen Cambria Weddings Early Pla	\$1,431.07	25,149	825	\$1.73	2.00	0.16%
Search Visit Cambria Brand	\$784.72	1,135	295	\$2.66	4.00	1.36%

Email Marketing

Sends
Visit Cambria

35,650

Opens
Visit Cambria

10,062

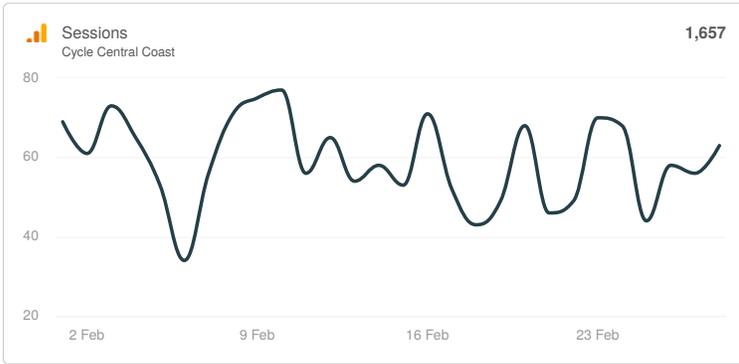
Open Rate
Visit Cambria

28.52%

Click Rate
Visit Cambria

1.05%

Cycle Central Coast Traffic



New Users
Cycle Central Coast

1,428

Total Users
Cycle Central Coast

1,487

User Engagement Duration Per User
Cycle Central Coast

00:00:35

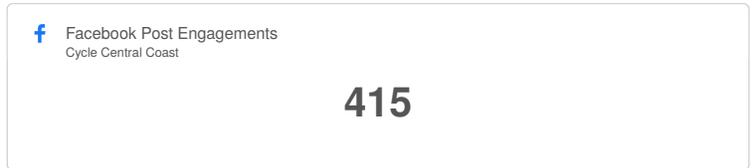
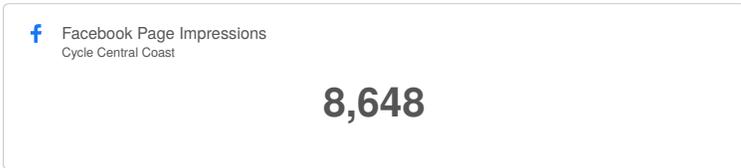
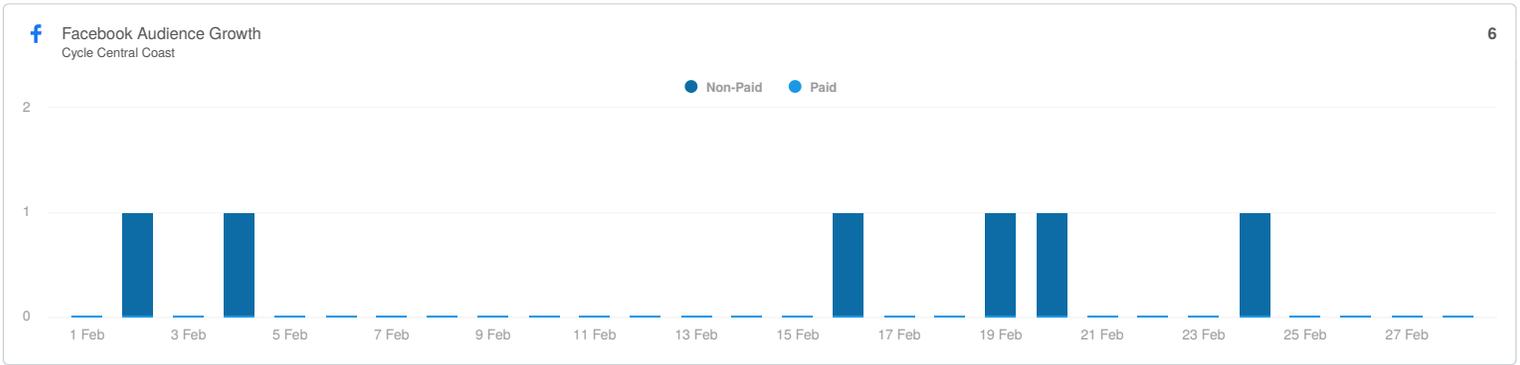
Views
Cycle Central Coast

2,532

Top 25 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/	379	363	411	00:00:09
/routes/	281	254	431	00:00:48
/events/	178	160	199	00:00:17
/blog/highway-1-cycling/	128	102	141	00:01:11
/blog/cycling-laws-regulations-central-coast-california/	48	42	49	00:01:09
/resources/	47	43	50	00:00:42
/routes/santa-rosa-creek-route/	45	38	55	00:00:35
/blog/roads-to-ride-in-cambria/	38	35	39	00:00:39
/blog/	32	32	33	00:00:06
/event/eroica-california-2024/	31	30	34	00:00:26

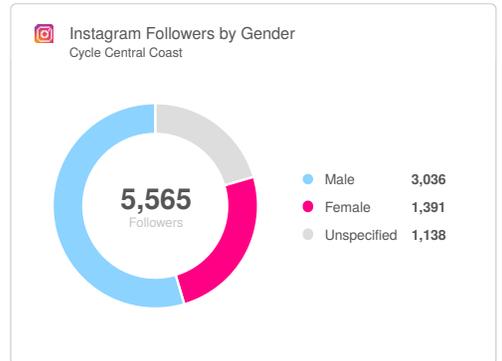
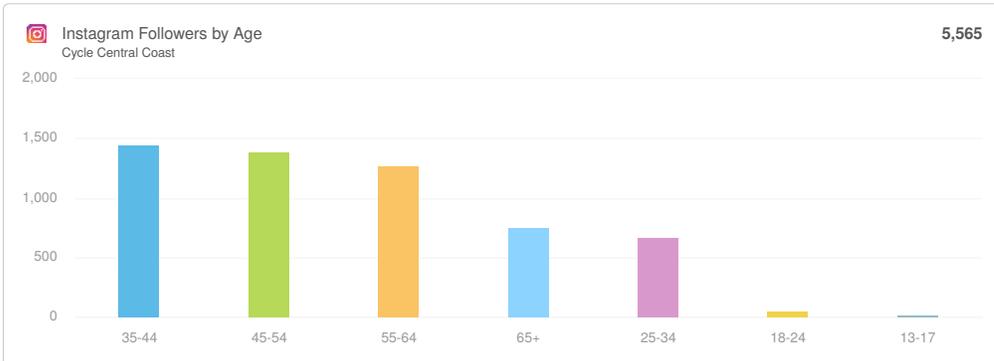
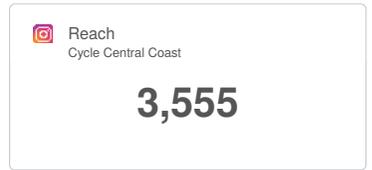
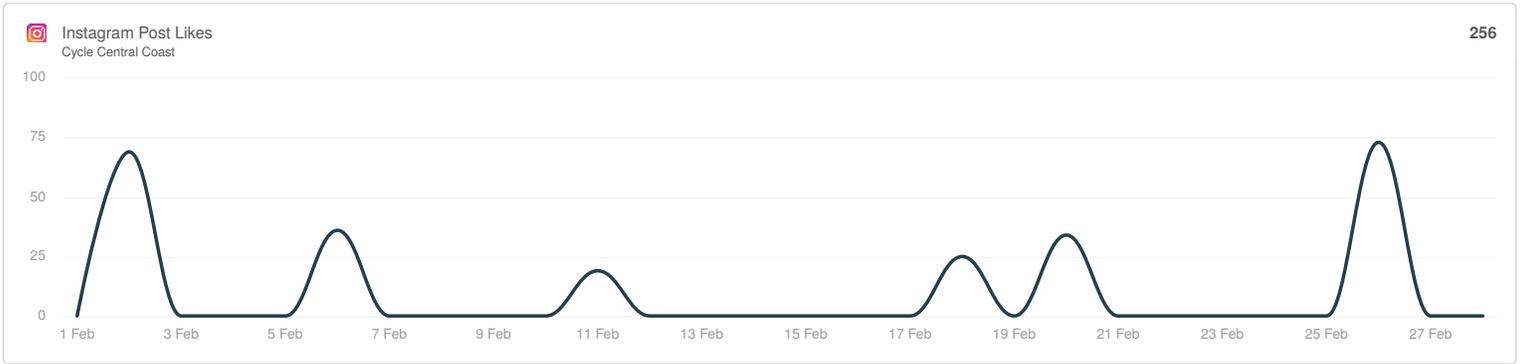
Cycle Central Coast Organic Social—Facebook



f Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Feb 18, 2026	 Cruise on the Coastal Cayucos Route, ...	80	126	3
Feb 26, 2026	 Leave Friday. Ride Saturday. Be home Sunda...	18	8	1
Feb 6, 2026	 You + Me + two wheels + the open road = pe...	18	13	1
Feb 2, 2026	 Ready to burn watts and chase views? ... Photos from Cycle Central Coast's post	15	60	0
Feb 20, 2026	 Riding on the Central Coast isn't just a...	12	12	0

Cycle Central Coast Organic Social—Instagram



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Feb 26, 2026	Leave Friday. Ride Saturday. Be ho...	73	8	795
Feb 2, 2026	Ready to burn watts and chase v...	69	0	664
Feb 6, 2026	You + Me + two wheels + the open r...	36	0	764
Feb 20, 2026	Riding on the Central Coast isn't...	34	0	349

DATE	POST	LIKES	▼	COMMENTS	REACH
Feb 18, 2026	 Cruise on the Coastal Cayucos ...	25		1	277



ARCHER & HOUND

Cambria Tourism Board Marketing Report

January 2026

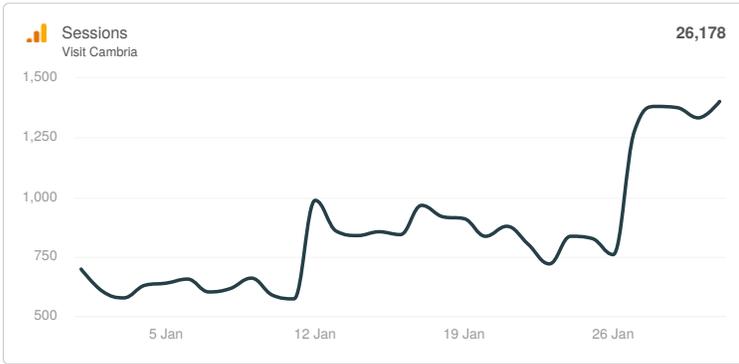
Cambria Tourism Board Marketing Report

Archer & Hound Advertising

Table of Contents

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Organic Social—Facebook	4
Organic Social—Instagram	5
Organic Social—Pinterest	7
Paid Digital Advertising Overview	8
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Cycle Central Coast Organic Social—Facebook	11
Cycle Central Coast Organic Social—Instagram	12

Website Traffic



New Users
Visit Cambria

22,973

Total Users
Visit Cambria

23,685

User Engagement Duration Per User
Visit Cambria

00:00:36

Views
Visit Cambria

44,063

Wedding Requests

11

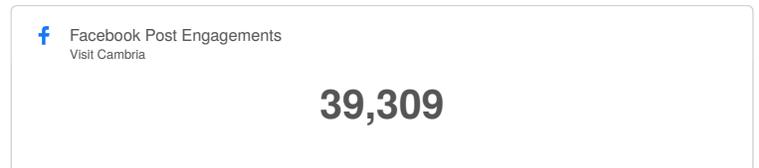
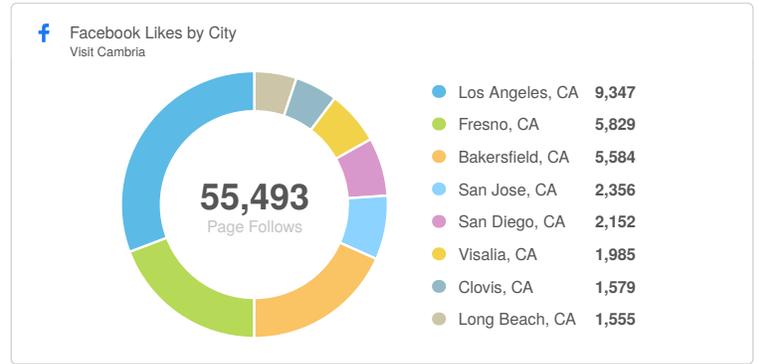
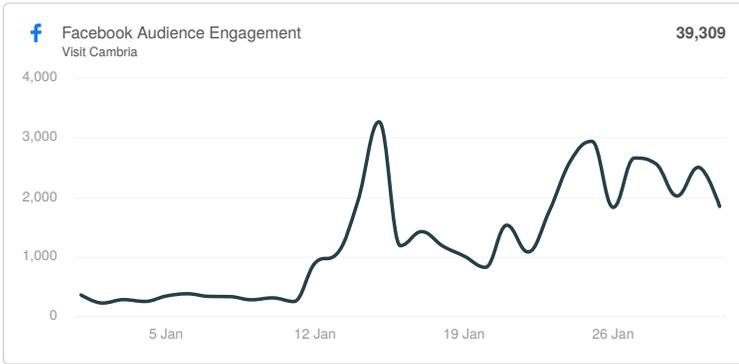
Total App Downloads

15,583

Top 10 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
(not set)	6,899	6,424	0	00:00:00
/	6,894	6,219	8,432	00:00:14
/visitors/	5,053	4,793	5,539	00:00:10
/weddings-in-cambria/	1,660	1,561	3,047	00:00:20
/events/	1,279	1,193	1,476	00:00:44
/history-of-cambria/	1,174	1,152	1,207	00:00:20
/explore/activities/	985	906	1,097	00:00:40
/moonstone-beach/	964	902	1,084	00:00:22
/lodging-specials/	947	914	1,182	00:00:30
/itineraries/reconnect-in-cambria/	917	894	946	00:00:16

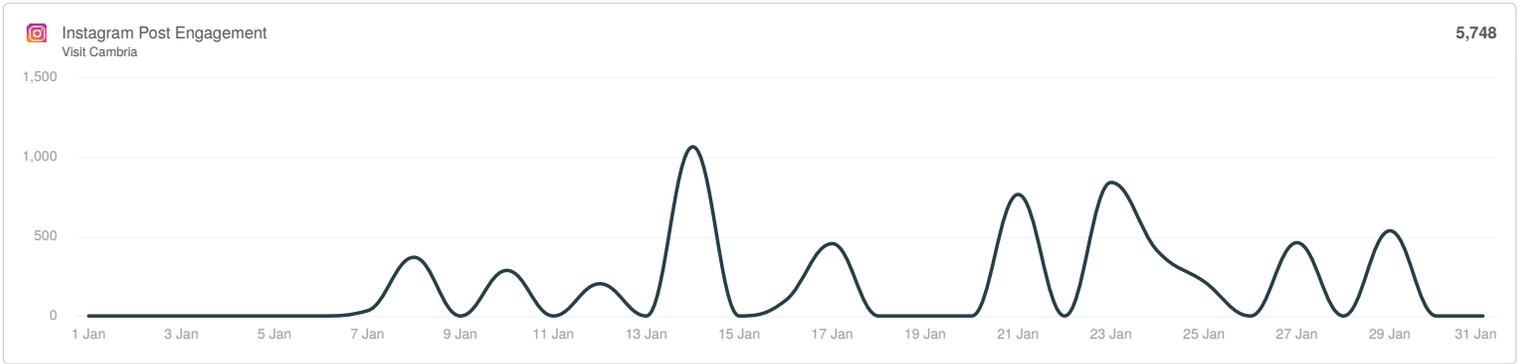
Organic Social—Facebook



f Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Jan 14, 2026	 We've always been open. Now the who...	2,860	2,909	119
Jan 23, 2026	 A quick drive down Highway 1 leads to ... Photos from Visit Cambria's post	918	3,437	82
Jan 12, 2026	 Step onto serenity. 🌄 The Moonstone...	883	392	15
Jan 27, 2026	 It's always time for brunch on a Central... Photos from Visit Cambria's post	316	1,486	16
Jan 30, 2026	 What's your favorite way to spend time ...	305	718	9

Organic Social—Instagram



Followers
Visit Cambria

38,402

Reach
Visit Cambria

146 K

Post Engagement
Visit Cambria

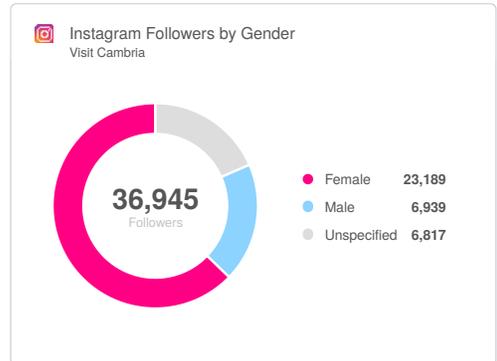
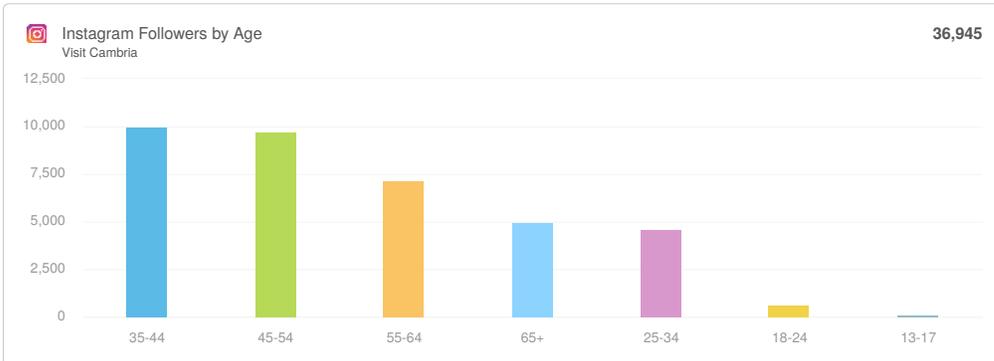
5,748

Saves
Visit Cambria

249

Shares
Visit Cambria

457



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Jan 14, 2026	 We've always been open. Now t...	919	23	7,571
Jan 23, 2026	 A quick drive up Highway 1 lead...	717	10	7,066
Jan 21, 2026	 Postcards from Cambria. ❤️ Ev...	597	17	4,514
Jan 17, 2026	 We're feeling the love from @par...	427	8	2,441

DATE	POST	LIKES	▼	COMMENTS	REACH
Jan 29, 2026	 Some places just feel better when s...	396		11	2,749

Organic Social—Pinterest

 Pinterest Impressions
Visit Cambria

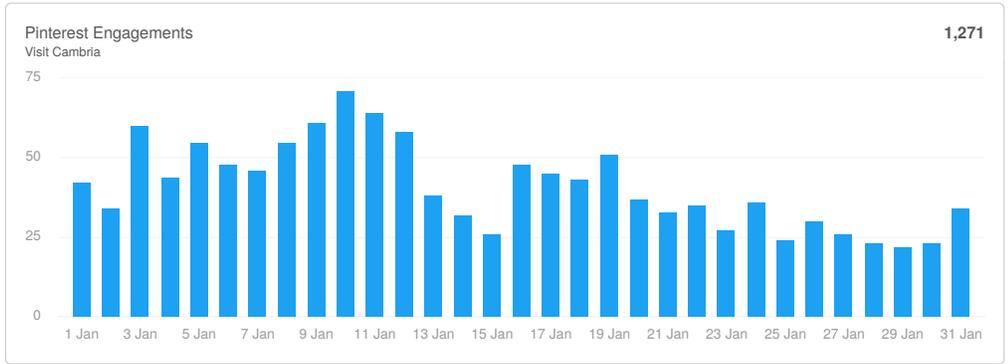
106 K

 Pinterest Engagement Rate
Visit Cambria

1.20%

 Outbound Clicks
Visit Cambria

1,053



 Pin Clicks
Visit Cambria

1,189

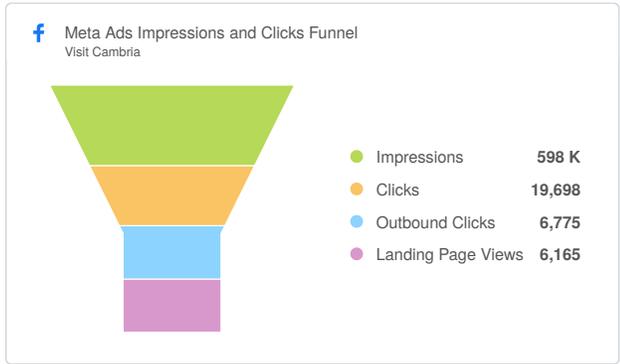
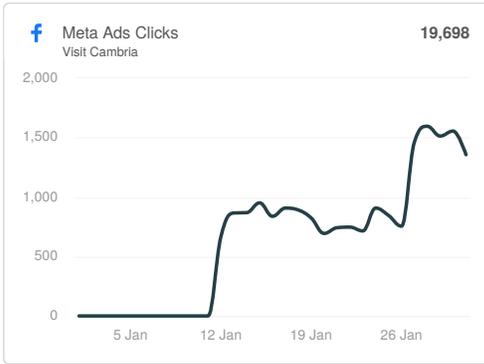
 Pin Click Rate
Visit Cambria

1.12%

Paid Digital Advertising Overview

Amount Spent

\$7,399.26



f Meta Ads Impressions
Visit Cambria

598 K

f Landing Page Views
Visit Cambria

6,167

f Meta Ads CPC
Visit Cambria

\$0.38

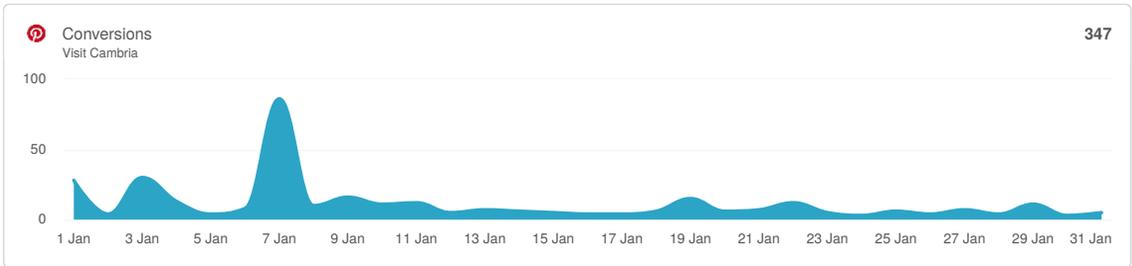
f Meta Ads CTR
Visit Cambria

3.29%

Pinterest Advertising

Pinterest Ads Total Spend
Visit Cambria

\$1,460.93



Impressions
Visit Cambria

102 K

Pin Clicks
Visit Cambria

1,034

CTR
Visit Cambria

1.01%

CPC
Visit Cambria

\$1.41

Google Advertising

Google Ads Total Spend
Visit Cambria

\$3,019.16

Clicks
Visit Cambria

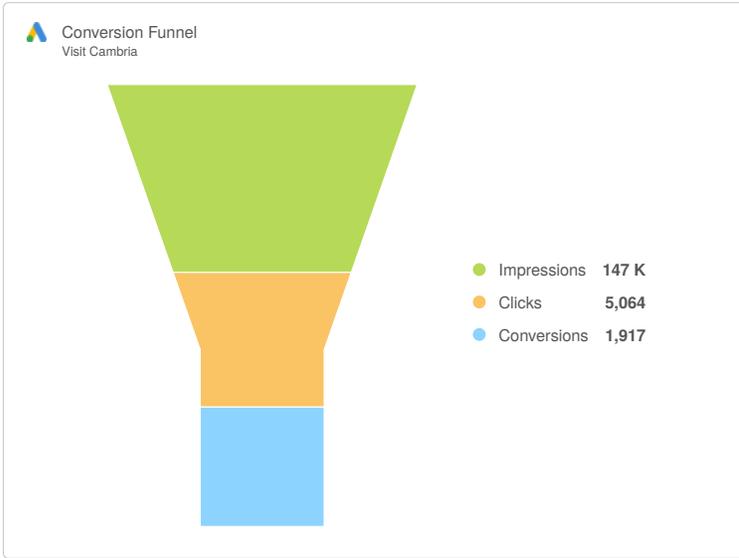
5,064

CTR
Visit Cambria

3.45%

Avg CPC
Visit Cambria

\$0.60



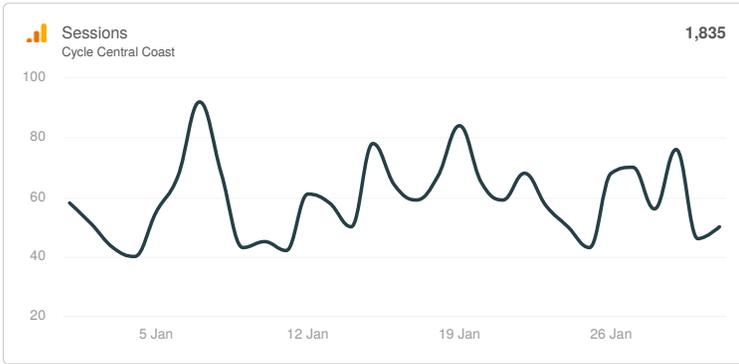
Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	2,146.00
4+ Pages Visited	194.00
Lodging Specials Button	78.00
Lodging Specials Outbound	31.00
Book Now Button	18.00
Lodging Property Outbound	16.00
Visit Cambria - GA4 (web) booking_engine_click	13.00

Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen CTB Vacationers Prospectin	\$785.13	121,810	3,830	\$0.20	1,907.00	49.11%
Demand Gen Cambria Weddings Early Pla	\$1,449.31	24,131	945	\$1.53	3.00	0.32%
Search Visit Cambria Brand	\$784.72	1,045	289	\$2.72	7.00	2.42%

Cycle Central Coast Traffic



New Users
Cycle Central Coast

1,562

Total Users
Cycle Central Coast

1,611

User Engagement Duration Per User
Cycle Central Coast

00:00:42

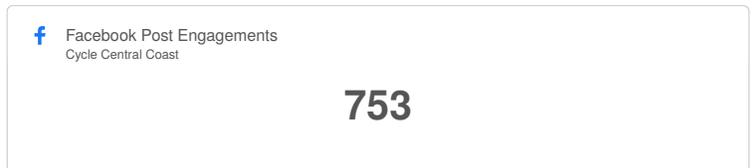
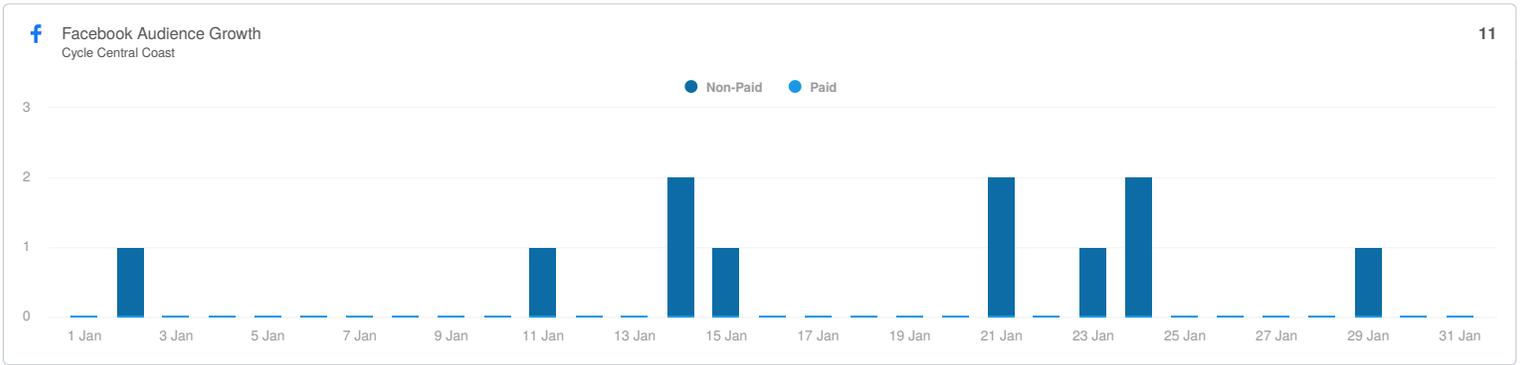
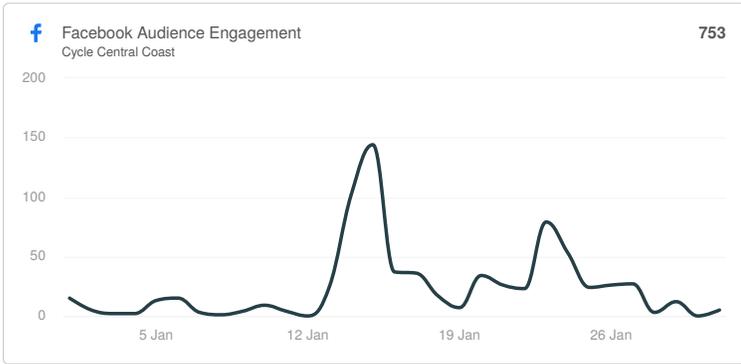
Views
Cycle Central Coast

3,046

Top 25 Website Pages

PAGE	SESSIONS	TOTAL USERS	VIEWS	USER ENGAGEMENT DURATIO...
/routes/	357	316	735	00:00:54
/	342	329	364	00:00:06
/blog/highway-1-cycling/	180	163	199	00:01:13
/events/	124	112	145	00:00:20
/routes/avila-beach-route-new/	80	71	83	00:00:20
/blog/roads-to-ride-in-cambria/	57	49	58	00:00:47
/routes/santa-rosa-creek-route/	54	42	62	00:00:39
/blog/cycling-laws-regulations-central-coast-california/	50	45	50	00:01:10
/resources/	50	45	56	00:00:37
/routes/morro-rock-descent/	48	41	50	00:00:26

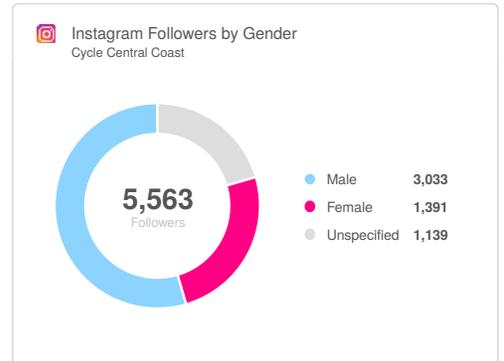
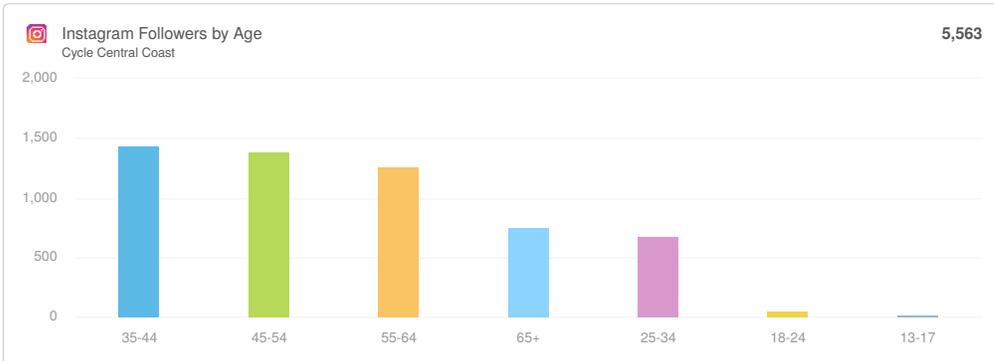
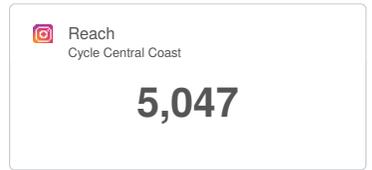
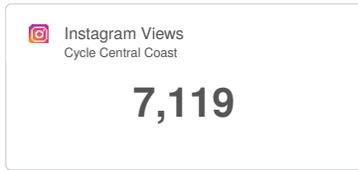
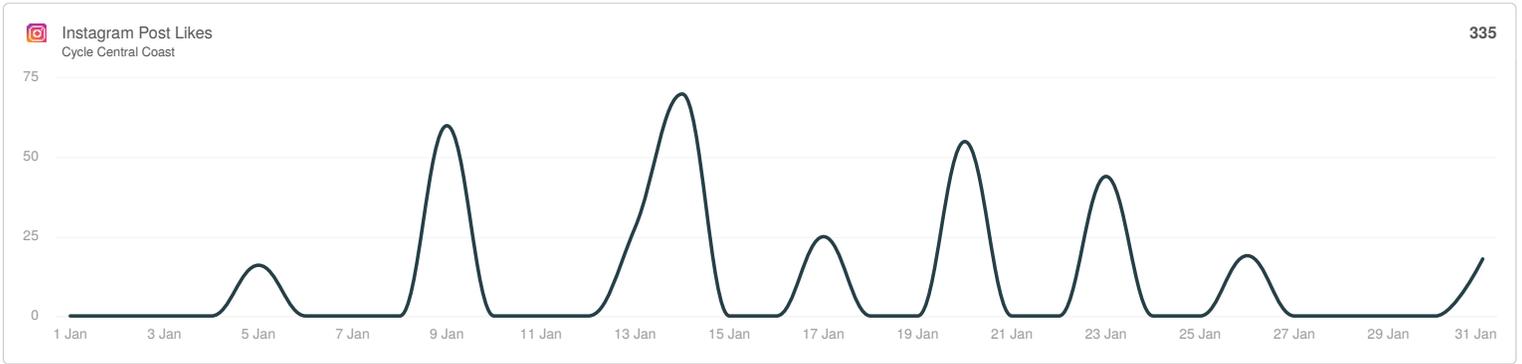
Cycle Central Coast Organic Social—Facebook



f Top 5 Facebook Posts

DATE	POST	LIKES	CLICKS	SHARES
Jan 14, 2026	 Highway 1 is calling—again. Today ma...	55	147	4
Jan 20, 2026	 In your 20s, you'll debate whether the bike is ...	35	49	2
Jan 23, 2026	 From cityscape to seaside, the Morro ...	29	110	1
Jan 26, 2026	 Thinking about getting a little dusty? T...	19	19	0
Jan 13, 2026	 In the middle of the grind, don't forget t...	18	32	0

Cycle Central Coast Organic Social—Instagram



Top 5 Instagram Posts

DATE	POST	LIKES	COMMENTS	REACH
Jan 14, 2026	 Highway 1 is calling—again. Tod...	70	5	557
Jan 9, 2026	 That descent where it's just you, the...	60	4	873
Jan 20, 2026	 In your 20s, you'll debate whether th...	55	3	754
Jan 23, 2026	 From cityscape to seaside, the ...	44	1	420

DATE	POST	LIKES	▼	COMMENTS	REACH
Jan 13, 2026	 In the middle of the grind, don't f...	28		0	534

LOCAL FUND SUMMARY

March 2026

WEB TRAFFIC

USERS

108K

↓ 12% Y|Y

SESSIONS

132K

↓ 10% Y|Y

DESTINATION PAGEVIEWS

Ragged Point	1,132	Los Osos	3,430
San Simeon	612	Edna AG	5,690
Cambria	716	Avila Beach	488
Cayucos	3,958	Oceano Nipomo	16,424

Destination Page Views: 32,450 | 8.9% of traffic

Lodging Page Views: 13,786 | 3.8% of traffic

Total Page Views: 364,100

EMAIL, SOCIAL, PR



Subscribers: 152,789
Site Traffic: 5,840



Fans: 126,018
Impressions: 1,448,484
Engagement: 19,576



Followers: 50,850
Impressions: 223,954
Engagement: 8,686



Views: 67,767
Hours Watched: 337.3



Articles: 3*

*previous month

GOVERNANCE

BOS Update from 2/10 Item No. 14

- The **board voted unanimously (5-0) to approve transitioning the CBID to the 1994 governance structure**, reflecting consensus that the updated framework better serves the district's needs and modernizes administration.
- Supervisors praised the survey process itself as a model for stakeholder engagement, with **Chair Paulding specifically highlighting that "more communication is always better"** as a key takeaway and objective going forward.
- Supervisor Gibson credited the CBID's marketing work for softening the economic blow of the three-year Highway 1 closure**, noting that unlike a similar closure 30 years ago which was "absolutely crushing," businesses today are faring comparatively better — a result he attributed directly to the district's efforts.
- Supervisor Ortiz-Legg framed the transition as a positive shift in ownership and accountability**, suggesting the new structure allows H1TA to take the lead on decisions since they best understand their constituents — with tourism being one of the county's top two industries.

The meeting can be [viewed online here](#).
Jump to 2:53:15 for Item No. 14.

LFA IMPACTS

LFA Resources

The following resources are available on the Member page of the website:

- [Marketing Successes through December 2025](#)
- [Fact Sheet with Businesses Impacted](#)
- [B&I Funding and Impact](#)
- [Events Funding and Impact](#)
- [Post-Survey Communications Plan](#)
- [Open-Ended Survey Responses](#)

TOT/ASSESSMENT

January

	2026	2025
San Simeon RP	\$143,330	\$103,952
Cambria Harmony	\$391,826	\$304,104
Cayucos	\$132,994	\$136,058
Los Osos MB	\$27,886	\$42,273
Edna AG	\$29,156	\$23,295
Avila Beach	\$139,055	\$131,426
Oceano Nipomo	\$49,036	\$43,958
CBID	\$913,284	\$785,066

KEY MILESTONES

Renewal & Conversion Timeline

- March: Draft Management District Plan (MDP)
- April: '89 District renewal notice mail; year-end report due
- April - June: Collect signed petitions from lodging owners**
- May: Public meeting to renew '89 district; renew H1TA contract
- June: Submit petitions supporting '94 District
- July: '89 District renewed; BOS Resolution of Intention to form '94 District; mail notice of public hearing
- August: BOS Public Meeting
- September: BOS Public Hearing
- October: '94 District formation established; dissolution of '89 District

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.

March 25, 2026

April 22, 2026

May 27, 2026

LOCAL FUND SUMMARY

February 2026

WEB TRAFFIC

USERS

123K

↓ 7% Y|Y

SESSIONS

152K

↓ 2% Y|Y

DESTINATION PAGEVIEWS

Ragged Point	838	Los Osos	3,513
San Simeon	406	Edna AG	2,410
Cambria	1,568	Avila Beach	1,523
Cayucos	3,689	Oceano Nipomo	7,475

Destination Page Views: 21,422 | 4.8% of traffic

Lodging Page Views: 19,998 | 4.5% of traffic

Total Page Views: 443,198

EMAIL, SOCIAL, PR

✉	Subscribers: 150,346
	Adjusted Open Rate: 12.3%
	Site Traffic: 5,177
f	Fans: 125,094
	Impressions: 1,920,710
	Engagement: 15,498
📷	Followers: 50,275
	Impressions: 616,352
	Engagement: 7,262
📺	Views: 11,832
	Hours Watched: 86.7
📰	Articles: 5*

*previous month

TOT/ASSESSMENT

January - December

	2025	2024
San Simeon RP	\$1,645,075	\$1,696,308
Cambria	\$4,634,006	\$4,818,595
Cayucos	\$1,865,297	\$1,890,472
Los Osos	\$569,407	\$576,647
Edna AG	\$786,565	\$572,768
Avila Beach	\$2,306,420	\$2,352,244
Oceano Nipomo	\$812,427	\$773,204
CBID	\$12,619,197	\$12,680,239

LFA IMPACTS

LFA Project Funding Totals

218 events and 86 B&I projects account for 43% of the funding - an enormous impact on these communities.

	Funds into Community	Total Projects	Events	B&I
San Simeon RP	\$2,038,866	126	48	14
Cambria	\$6,195,510	211	92	33
Cayucos	\$1,450,547	96	29	12
Los Osos	\$452,320	63	10	7
Avila Beach	\$3,011,331	104	33	9
Oceano Nipomo	\$597,935	48	6	11
Edna AG	\$438,820	51	0	0

KEY MILESTONES

Mid Year Marketing Recap

- Sessions & Engaged Sessions on the site are up ~30%
- Paid media increased visitors by 33% on flat spend and reduced cost-per-conversion to lowest rate in 6 years
- Organic search impressions have almost doubled since 2024
- Organic social delivered 7.4M impressions
- PR had 23 meetings at IMM with Highway 1 reopening
- AI-driven discovery is growing

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.

February 25, 2026

March 25, 2026

Board of Supervisors Meeting

February 10, 2026

County staff will be presenting the survey results, and recommending the BOS approve moving forward with the conversion of the CBID from the 1989 to the 1994 Tourism Business Improvement (TBID) Law.

INDUSTRY INFO

Airbnb Single Fee Model Change

Airbnb previously charged service fees using a split-fee model. They have now shifted to a single fee model for STRs using a property management software. This change means the host is now responsible for paying both the 3% host fee and the 14-16% guest service fee. The host will need to increase their rates to cover the additional cost. These fees are automatically deducted from the host payout. Hosts that do not use property management software are not affected.

<https://www.airbnb.com/help/article/1857>

<https://www.airbnb.com/resources/hosting-homes/a/simplifying-airbnb-service-fees-746>

OTHER NEWS

H1TA Audit Successful

The Highway 1 Tourism Alliance successfully completed its first audit. Glenn Burdette conducted the process and issued the Independent Auditors' Report, which found the financial statements to be presented fairly. A full copy of the report is available on the [H1TA Member page](#).

Cambria Tourism Board Budget

Revenue & Expenses
Fiscal Year Ending June 30, 2026

		July	August	September	October	November	December	January	February	March	Collections Year to Date	YTD Collections with Carry Forward								
Revenue																				
Carry Forward	\$	238,717.69																		
Projected General Collections	\$	491,906.91																		
Projected Air BnB Collections	\$	41,850.56																		
TOTAL Carry Forward + Projected Collections	\$	772,475.16																		
		Actual Revenue:																		
	\$	66,963.33	\$ 43,524.46	\$ 54,085.76	\$ 42,329.58	\$ 30,554.78	\$ 45,638.52	\$ 38,148.54			\$	321,244.97								
	\$	2,308.87	\$ 1,953.22	\$ 2,723.36	\$ 2,130.96	\$ 2,408.55	\$ 2,340.74	\$ 4,348.13			\$	18,213.83								
TOTAL:	\$	69,272.20	\$ 45,477.68	\$ 56,809.12	\$ 44,460.54	\$ 32,963.33	\$ 47,979.26	\$ 42,496.67	\$ -	\$ -	\$	339,458.80								
	\$											\$ 578,176.49								
Expense Description																				
	Budget Amount	Unbilled Balance											YTD Expenses							
Administration																				
Administrator - General Fund	\$	37,365.00	\$	10,005.70	\$	4,009.68	\$	2,880.87	\$	3,932.98	\$	3,770.96	\$	3,637.57	\$	4,406.00	\$	4,721.24	\$	27,359.30
District Administration Fees	\$	10,635.00	\$	3,845.84	\$	1,385.44	\$	909.55	\$	1,136.18	\$	889.21	\$	659.27	\$	959.58	\$	849.93	\$	6,789.16
H1TA Annual Fees	\$	14,724.00	\$	4,813.89	\$	809.17	\$	931.29	\$	341.02	\$	884.02	\$	2,354.84	\$	2,519.37	\$	2,070.40	\$	9,910.11
Administrator - Local Fund	\$	45,904.56	\$	19,126.90	\$	3,825.38	\$	3,825.38	\$	3,825.38	\$	3,825.38	\$	3,825.38	\$	3,825.38	\$	3,825.38	\$	26,777.66
Reimbursements Expense	\$	1,600.00	\$	702.03	\$	-	\$	159.59	\$	238.91	\$	84.68	\$	116.91	\$	297.88	\$	-	\$	897.97
ADMINISTRATION TOTAL	\$	110,228.56	\$	38,494.36	\$	10,029.67	\$	8,547.09	\$	9,395.15	\$	9,608.48	\$	10,561.74	\$	11,827.24	\$	11,764.83	\$	71,734.20
Marketing: Archer & Hound																				
Visit Cambria - Media & Outreach	\$	206,570.00	\$	92,831.15	\$	14,891.32	\$	17,774.16	\$	19,728.80	\$	11,908.84	\$	13,212.75	\$	18,003.62	\$	18,219.36	\$	113,738.85
Visit Cambria - Content Development	\$	47,100.00	\$	17,075.00	\$	1,450.00	\$	3,350.00	\$	4,200.00	\$	5,700.00	\$	4,400.00	\$	5,875.00	\$	5,050.00	\$	30,025.00
Cycle Central Coast	\$	52,000.00	\$	24,653.93	\$	5,149.32	\$	5,150.52	\$	5,346.27	\$	5,149.98	\$	5,149.98	\$	700.00	\$	700.00	\$	27,346.07
Hard Costs/Subscriptions/Reports/Mgmt	\$	94,288.00	\$	32,299.00	\$	31,073.00	\$	4,723.00	\$	4,723.00	\$	5,323.00	\$	5,224.00	\$	5,699.00	\$	5,224.00	\$	61,989.00
Contingency Fund	\$	42.00	\$	42.00	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
MARKETING TOTAL: ARCHER & HOUND	\$	400,000.00	\$	166,901.08	\$	52,563.64	\$	30,997.68	\$	33,998.07	\$	28,081.82	\$	27,986.73	\$	30,277.62	\$	29,193.36	\$	233,098.92
OUTREACH	\$	2,000.00	\$	2,000.00									\$	-						
EVENTS	\$	118,000.00	\$	40,500.00	\$	49,500.00	\$	18,000.00					\$	10,000.00	\$	77,500.00				
EXPENSE TOTAL	\$	630,228.56	\$	217,396.44	\$	80,593.31	\$	39,544.77	\$	43,393.22	\$	37,690.30	\$	38,548.47	\$	52,104.86	\$	40,958.19	\$	382,333.12
Capital Reserve	\$	140,000.00	\$	68,300.00									\$	11,700.00	\$	60,000.00	\$	71,700.00		
General Contingency Fund	\$	2,246.60	\$	2,246.60									\$	-	\$	-				
TOTAL EXPENSES, CAP RESERVE & CONTINGENCY	\$	772,475.16	\$	287,843.04	\$	80,593.31	\$	39,544.77	\$	43,393.22	\$	49,390.30	\$	38,548.47	\$	112,104.86	\$	40,958.19	\$	454,033.12
		Net Monthly Revenue																		
	\$	(1,321.11)	\$	5,932.91	\$	13,415.90	\$	(4,929.76)	\$	(5,585.14)	\$	(64,125.60)	\$	1,538.48	\$	-	\$	-	\$	-
											TOTAL FUNDS AVAILABLE	\$	124,143.37							
Current Contingency Fund Balance																				
Includes Cap Reserve & Contingency Funds																				
Outstanding Approved Grants																				

Cambria Tourism Board Budget

Budget Vs. Actual Revenue

Fiscal Year Ending June 30, 2026

	<u>July-2025</u>	<u>August-2025</u>	<u>Sept-2025</u>	<u>Oct-2025</u>	<u>Nov-2025</u>	<u>Dec-2025</u>	<u>Jan-2026</u>	<u>YTD</u>
<u>Projected Revenue</u>								
1% Assessment:	\$ 56,289.61	\$ 55,380.31	\$ 53,648.27	\$ 45,360.01	\$ 32,248.79	\$ 55,699.60	\$ 30,932.48	\$ 329,559.07
Air BnB:	\$ 1,850.22	\$ 2,729.09	\$ 4,234.98	\$ 2,867.01	\$ 2,250.55	\$ 2,404.32	\$ 3,104.74	\$ 19,440.91
TOTAL:	\$ 58,139.83	\$ 58,109.40	\$ 57,883.25	\$ 48,227.02	\$ 34,499.34	\$ 58,103.92	\$ 34,037.22	\$ 348,999.98
<u>Actual Revenue</u>								
1% Assessment:	\$ 66,963.33	\$ 43,524.46	54,085.76	\$ 42,329.58	\$ 30,554.78	\$ 45,638.52	\$ 38,148.54	\$ 321,244.97
Air BnB:	\$ 2,308.87	\$ 1,953.22	2,723.36	\$ 2,130.96	\$ 2,408.55	\$ 2,340.74	\$ 4,348.13	\$ 18,213.83
TOTAL:	\$ 69,272.20	\$ 45,477.68	\$ 56,809.12	\$ 44,460.54	\$ 32,963.33	\$ 47,979.26	\$ 42,496.67	\$ 339,458.80
<u>Difference</u>								
\$	\$ 11,132.37	\$ (12,631.72)	\$ (1,074.13)	\$ (3,766.48)	\$ (1,536.01)	\$ (10,124.66)	\$ 8,459.45	\$ (9,541.18)
%	16.07%	-27.78%	-1.89%	-8.47%	-4.66%	-21.10%	19.91%	-2.81%

Cambria Tourism Board Marketing Budget
Fiscal Year Ending June 30, 2026

	Total Budget	Unbilled	July	August	September	October	November	December	January	February	March	Total Billed
Visit Cambria - Media & Outreach	\$ 206,570.00	\$ 92,831.15	\$ 14,891.32	\$ 17,774.16	\$ 19,728.80	\$ 11,908.84	\$ 13,212.75	\$ 18,003.62	\$ 18,219.36	\$ -	\$ -	\$ 113,738.85
E-Blast - Development (Quarterly Curated Funnel)	\$ 5,400.00	\$ 4,050.00							\$ 1,350.00			\$ 1,350.00
E-Blast - Development (Monthly Content)	\$ 5,400.00	\$ 2,250.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00		\$ 3,150.00
Social Media Management (FB,IG,PIN)	\$ 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	\$ 3,600.00		\$ 25,200.00
Meta - Traffic & Engagement Campaign	\$ 36,000.00	\$ 15,000.67	\$ 2,999.85	\$ 2,999.12	\$ 3,000.76	\$ 2,999.97	\$ 2,999.15	\$ 3,000.60	\$ 2,999.88			\$ 20,999.33
Meta - Lodging Retargeting	\$ 4,200.00	\$ 2,100.20						\$ 2,099.80				\$ 2,099.80
Meta - Newsletter Campaign	\$ 4,800.00	\$ 2,000.05	\$ 400.00	\$ 399.94	\$ 399.98	\$ 400.04	\$ 400.00	\$ 399.92	\$ 400.07			\$ 2,799.95
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	\$ 10,011.05	\$ 1,434.35	\$ 1,756.69	\$ 1,414.39	\$ 1,457.84	\$ 1,410.71	\$ 1,454.04	\$ 1,460.93			\$ 10,388.95
Google Ads	\$ 36,000.00	\$ 15,469.16	\$ 2,469.40	\$ 3,038.35	\$ 3,000.52	\$ 3,000.99	\$ 3,002.89	\$ 2,999.52	\$ 3,019.17			\$ 20,530.84
Cambria Insider Quarter page ad	\$ 700.00	\$ (240.00)							\$ 940.00			\$ 940.00
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	\$ 0.26						\$ 3,999.74				\$ 3,999.74
Winter Marketing Campaign	\$ 12,000.00	\$ 6,650.69					\$ 1,350.00		\$ 3,999.31			\$ 5,349.31
Visit Cambria - Content Development	\$ 47,100.00	\$ 17,075.00	\$ 1,450.00	\$ 3,350.00	\$ 4,200.00	\$ 5,700.00	\$ 4,400.00	\$ 5,875.00	\$ 5,050.00	\$ -	\$ -	\$ 30,025.00
Bi-monthly Landing Page	\$ 6,300.00	\$ 2,100.00		\$ 1,050.00	\$ 1,050.00		\$ 1,050.00		\$ 1,050.00			\$ 4,200.00
Blog Content & SEO	\$ 5,100.00	\$ 1,700.00	\$ 850.00			\$ 850.00		\$ 850.00	\$ 850.00			\$ 3,400.00
General/Ongoing Websites & App Edits (Visit & CCC)	\$ 7,200.00	\$ 1,775.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,825.00	\$ 600.00			\$ 5,425.00
App Itinerary & Tour Development	\$ 6,300.00	\$ 2,100.00			\$ 1,050.00	\$ 1,050.00	\$ 1,050.00		\$ 1,050.00			\$ 4,200.00
Ad Production/Creative Development (Visit Cambria)	\$ 10,200.00	\$ 5,100.00		\$ 1,700.00		\$ 1,700.00		\$ 1,700.00	\$ 1,700.00			\$ 5,100.00
Video & Photo Asset Gathering	\$ 9,000.00	\$ 1,300.00			\$ 1,500.00	\$ 1,500.00	\$ 1,700.00	\$ 1,500.00	\$ 1,500.00			\$ 7,700.00
Influencers/Visiting Journalists Lodging/Expenses	\$ 3,000.00	\$ 3,000.00										\$ -
Cycle Central Coast	\$ 52,000.00	\$ 24,653.93	\$ 5,149.32	\$ 5,150.52	\$ 5,346.27	\$ 5,149.98	\$ 5,149.98	\$ 700.00	\$ 700.00	\$ -	\$ -	\$ 27,346.07
E-Blast Development	\$ 3,600.00	\$ 1,350.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00					\$ 2,250.00
Social Media Management	\$ 24,400.00	\$ 9,500.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 700.00	\$ 700.00			\$ 14,900.00
Meta - Traffic & Engagement Campaign	\$ 11,200.00	\$ 4,003.93	\$ 1,399.32	\$ 1,400.52	\$ 1,596.27	\$ 1,399.98	\$ 1,399.98					\$ 7,196.07
Blog Development & SEO/GEO	\$ 4,800.00	\$ 1,800.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00					\$ 3,000.00
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	\$ 32,299.00	\$ 31,073.00	\$ 4,723.00	\$ 4,723.00	\$ 5,323.00	\$ 5,224.00	\$ 5,699.00	\$ 5,224.00	\$ -	\$ -	\$ 61,989.00
Account and Media 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
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 Annual Subscription - VC & CCC Websites	\$ 1,490.00	\$ 1,490.00										\$ -
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 (up to 50,000)	\$ 6,978.00	\$ 1,155.00	\$ 489.00	\$ 489.00	\$ 489.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00			\$ 5,823.00
CCTC Membership, Website SSL, Domain Renewals, Misc.	\$ 830.00	\$ (141.00)	\$ 199.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 99.00	\$ 475.00				\$ 971.00
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	\$ 3,020.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00			\$ 2,660.00
Contingency Fund	\$ 42.00	\$ 42.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Miscellaneous	\$ 42.00	\$ 42.00										\$ -
Total Marketing Services:	\$ 400,000.00	\$ 166,901.08	\$ 52,563.64	\$ 30,997.68	\$ 33,998.07	\$ 28,081.82	\$ 27,986.73	\$ 30,277.62	\$ 29,193.36	\$ -	\$ -	\$ 233,098.92

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	\$ -
11/12/2025	BlendFest	\$ 10,000.00	\$ 10,000.00	\$ -
12/9/2025	Cambria Film Festival	\$ 4,500.00	\$ -	\$ 4,500.00
1/13/2026	Classico Bike Event	\$ 45,000.00	\$ -	\$ 45,000.00
	Event Funding Total Grants:	\$ 77,500.00	\$ 28,000.00	\$ 49,500.00
<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:	\$ 149,200.00	\$ 99,700.00	\$ 49,500.00

Purpose

This report contains the highlights of the Cambria Lawn Bowls Club activities related to the Tourism Board’s grant of \$8,000 for 2025. A summary of the spending based on the grant request is also included and explains how important the grant support is to our club now and in the future.

Highlights of 2025

1. **A financial summary** is attached showing how the club spent the grant funds in 2025. The funds were spent and committed as planned. We went over in some areas and covered that from the Club’s funds. The 2025 grant request includes multiple ways in which the Club is promoting Cambria and bringing in business from across the state, the country, and other countries too. More detail on spending in each category is provided at the end of this report.

Line Item	Category	Notes	Grant	Expenditures
1	Joselyn Center	Hosting payment	\$ 500	\$ (500)
2	Food Service	For visitors	\$ 1,000	\$ (1,035)
3	Marketing	Out of area and signage with logo	\$ 2,000	\$ (1,601)
4	Bowls Gear	Includes Tourism logo as sponsor; design; production	\$ 2,500	\$ (2,500)
5	Additional seating and sun protection		\$ 850	\$ (1,802)
6	Scoreboards and rink materials		\$ 1,000	\$ (1,072)
7	Miscellaneous		\$ 150	\$ (210)
	Total		\$ 8,000	\$ (8,720)

2. **Tournaments and coaching attract visitors:** This has been the basis for our grant requests in recent years and will continue to be so in 2026. We had 3 tournaments in 2025 generating over 300 hotel nights. This includes the qualifiers for major international events where visitors come from Canada, the UK and elsewhere, as well as regional events that are very popular. We will have at least 2 major events in 2026 plus we’re expanding our coaching and bowls development programs to attract people to come and learn the sport from the best. Cambria is also being declared as a Bowls Development Center (program designed locally in partnership with World Bowls) to take advantage of all the local and regional promotion we’ve been doing as well as Cambria’s reputation as a sports venue.
3. **Marketing: Raising awareness and Cambria’s reputation:** The Club sent multiple player ambassadors to international and national events throughout the year. They constantly promote the town and build relationships that result in visitors coming to Cambria from around the US and other countries. Cambria is now known as a world class playing and vacation location. The grant(s) help(s) us keep the town and the club in that rare position. The first picture is of Ian Cameron, our new President (left) with the world’s #1 many times - Alex Marshall - with the very recognizable Cambria logo and shirt. The visits our national team players make to Cambria for our tournaments have resulted in



new memberships at the Club for members of Team USA, so they plan to be here often.

Also shown is Loren Dion, a member of the US National Team, sporting the Cambria Bowls shirt at one of our major events. (NB: these are being replaced under the 2025 grant as part of our rebranding which includes showcasing the new logo shown at the top of this page and as well as the Tourism Board logo (see last page).



4. **Visibility: Live streaming and high profile for Cambria.** We do live streaming at all of our events, and fans of Cambria from around the country and abroad love it. Here's an example from one of our tournaments in 2025.



Ian also got the opportunity to join the sportscasting team at the same global event where we promoted Cambria as an influencer in the sport and a fabulous venue to mix sport with pleasure. By now Cambria has become internationally and nationally known as a center for bowls and wonderful hospitality and surroundings.

5. **Improved visitor experience.** The grant also includes some items associated with improving and sustaining a high level of visitor experience at the club and its facilities. This is intended to maintain the high-quality experience many of our visitors expect for a world class playing location. This includes keeping the venue as attractive as possible, better tools and equipment, and more modern branding, signage and sportswear to keep the town in front of an appreciative audience.
6. **Celebrating our history in Cambria.** This past year we produced a detailed history of the club in a book to be published this year on the history of bowls in California. Our Club's communications team also produced a heart-warming video on the history of the club showing the commitment and pride we have in the town we live and play in. Please [enjoy the video at this location](#).
7. **Our strategy for 2026 builds on success.** Some of the themes of the request in the last 2 years will continue – promoting Cambria to attract visitors, showing well in other parts of the state, the US and abroad, retain the quality of the facilities, and offering programs that will result in hotel nights as people come to Cambria to learn and compete.
8. **We greatly appreciate the Tourism Board and the Grant support.** We couldn't do all these things without the support of the Tourism Board. We're very happy to generate real income to the businesses in the town while continuing to build and expand the town's reputation in the sports and tourism world. Thank you for the funding in 2025. We look forward to continuing our partnership as we continue to grow in size, quality,



Cambria Tourism Board
Cambria LBC Grant Report 2025

reputation, influence and, most of all, visitation. Thank you! from your neighbors and friends at the Cambria Lawn Bowls Club.

Cambria Lawn Bowls Club Tourism Board Grant Report, 2025				
Line Item	Category	Notes	Grant	Expenditures
1	Joselyn Center	Hosting payment	\$ 500	\$ (500)
2	Food Service	For visitors	\$ 1,000	\$ (1,035)
3	Marketing	Out of area and signage with logo	\$ 2,000	\$ (1,601)
4	Bowls Gear	Includes Tourism logo as sponsor; design; production	\$ 2,500	\$ (2,500)
5	Additional seating and sun protection		\$ 850	\$ (1,802)
6	Scoreboards and rink materials		\$ 1,000	\$ (1,072)
7	Miscellaneous		\$ 150	\$ (210)
Total			\$ 8,000	\$ (8,720)
Expenditures				
Line Item	Category	Notes		Expenditures
1	Joselyn Center			\$ (500)
2	Food Service			\$ (1,035)
3	Marketing			\$ (1,601)
	<i>Logo design</i>	Signage to be installed in 2026	\$ (1,000)	
	<i>Logo stickers</i>	Popular amongst visitors	\$ (101)	
	<i>Prorata marketing expense</i>	International exposure and YouTube commentary	\$ (500)	
4	Bowls Gear (incl. Tourism Board logo)	Design completed; order imminent		\$ (2,500)
5	Additional seating and sun protection			\$ (1,802)
	<i>Main Street bench</i>		\$ (880)	
	<i>Shade Sails</i>		\$ (722)	
	<i>Umbrellas</i>		\$ (200)	
6	Scoreboards and rink materials			\$ (1,072)
	<i>Scoresheets for 3 tournaments</i>		\$ (150)	
	<i>Score marker installations</i>		\$ (722)	
	<i>Rink markers</i>		\$ (200)	
7	Miscellaneous			\$ (210)
Total Spending				\$ (8,720)

History of Cambria LBC Branding and Related Logos

The 2025 Grant helped us modernize our branding and logo design. We're very proud of our location in Cambria and for the place it holds in the history and well-being of this community. Here's a visual of the logos we've worked with over the years. Thank you for helping keep our brand fresh and supportive of Cambria.

The new logo is the one in the header and is being used for new bowls gear along with the Tourism Board logo. You'll notice that the new design echoes some of the elements of past logos along with a fresh modern look.





2025 REPORT TO THE CAMBRIA AND SAN SIMEON TOURISM BOARDS

INTRODUCTION

The Cambria Scarecrow Festival, Inc. (CSF) celebrated its 17th annual festival in October 2025, the culmination of nine months of planning and preparation. A dedicated team of 50 artistic and administrative volunteers created, refurbished, secured sponsorships for, installed, and maintained nearly 200 whimsical scarecrows displayed throughout the business districts of Cambria and San Simeon. 29+ local businesses (an increase of 10 that registered their scarecrow in 2024) crafted and showcased their own scarecrows in front of their establishments.

Beyond the individual scarecrows, CSF produced five major themed displays. A new display called *"Fantastical Cove"* filled with magical creatures including *Happi Ness* – a rather large, but happy loch ness monster. The display was so popular – it was voted the favorite display for 2025. The highly interactive and much-loved *"Fun n Games"* installation at the lot next to the Shell station delighted visitors of all ages. A returning favorite featuring a *"welcoming crowd-mittee"* was set up at the corner of Highway 1 and Cambria Drive. On Moonstone Beach Drive, there was a musical festival theme called *"Crowchella"* which was based on the popular Coachella annual music festival. Lastly, as is customary to include school aged children in our annual festival, a display of 18 playful dogs was displayed at the Cambria Center for the Arts, showcasing a whimsical collection all created by children.



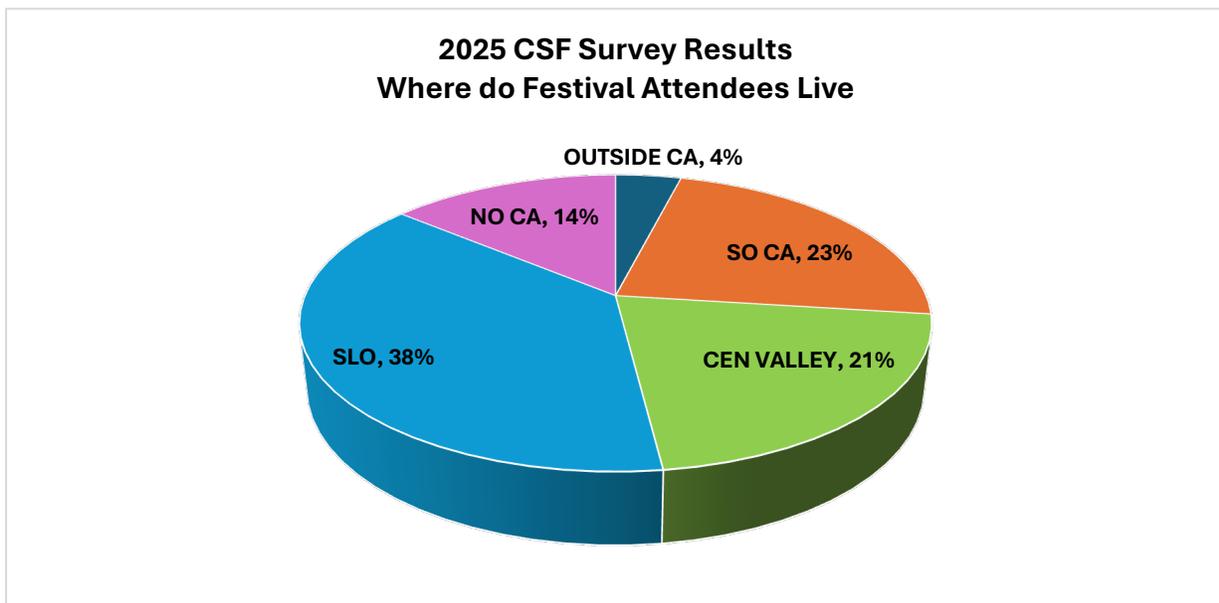


SURVEY OF CAMBRIA SCARECROW FESTIVAL ATTENDEES

In 2025, CSF conducted its sixth annual online survey of festival attendees. Visitors were encouraged to complete the survey by scanning the QR code placed on every scarecrow, as well as signs placed throughout the festival. By completing the survey participants were given the chance to vote for their favorite scarecrow and display that also entered them into a drawing for a complimentary stay in Cambria provided by Pacifica Hotels. We also developed a business card style handout that included the QR link to the survey. Every weekend we were out in front of the Farmer’s Market and Cambria Chamber of Commerce handing these cards out and letting people know they could complete the survey when they returned to their hotel or home.

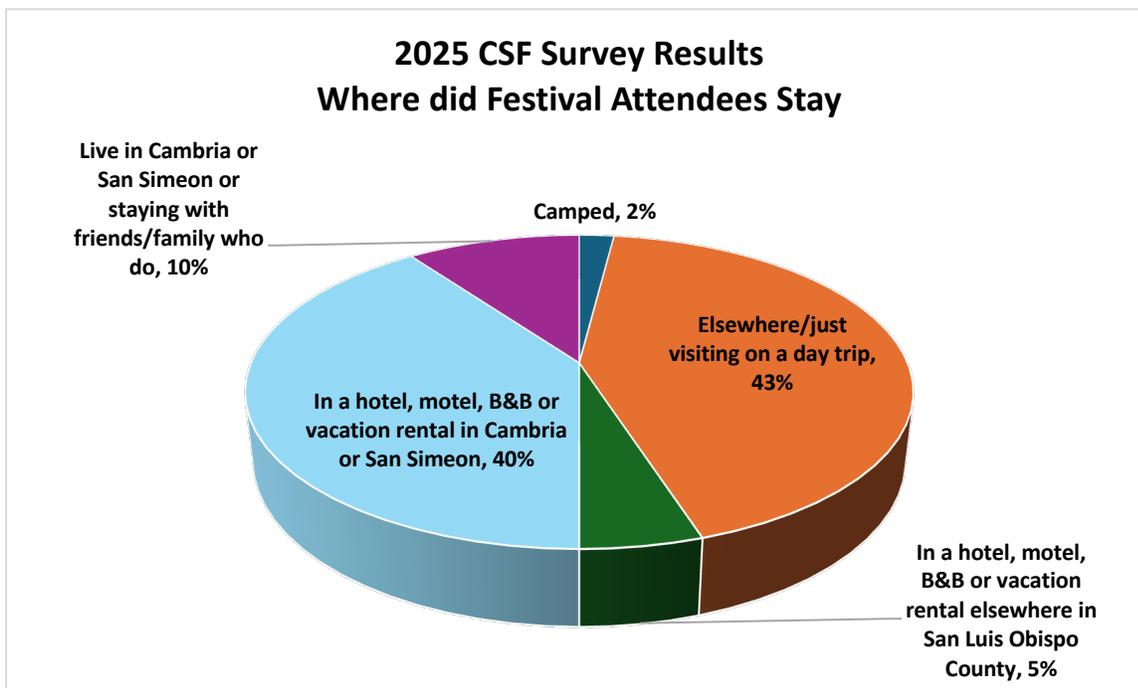
A total of 929 people completed the 2025 survey - an increase of 21% from the 768 respondents in 2024. The survey collected information on respondents’ home ZIP codes, their lodging choices and length of stay, how they learned about the festival, and their primary reasons for attending. Participants were also asked whether they visited local restaurants and retail shops. In addition, respondents could opt in to CSF’s online newsletter and future email communications. Key findings from the survey are summarized below.

The results show that the Cambria Scarecrow Festival continues to draw several visitors from outside of San Luis Obispo County.



- 62% of survey respondents in 2025 indicated that they live outside San Luis Obispo County; similar to 2024.
- 51% of the survey respondents that live outside San Luis Obispo County indicated that they came to Cambria and San Simeon to see the scarecrows.
- After San Luis Obispo County, the most often reported home locations of surveyed were Southern California (23%) and the Central Valley, primarily Fresno and Kern Counties (21%).
- 4% of survey respondents live in states other than California.
- 31% of the respondents from San Luis Obispo County indicated that they came to Cambria and San Simeon to see the scarecrows.

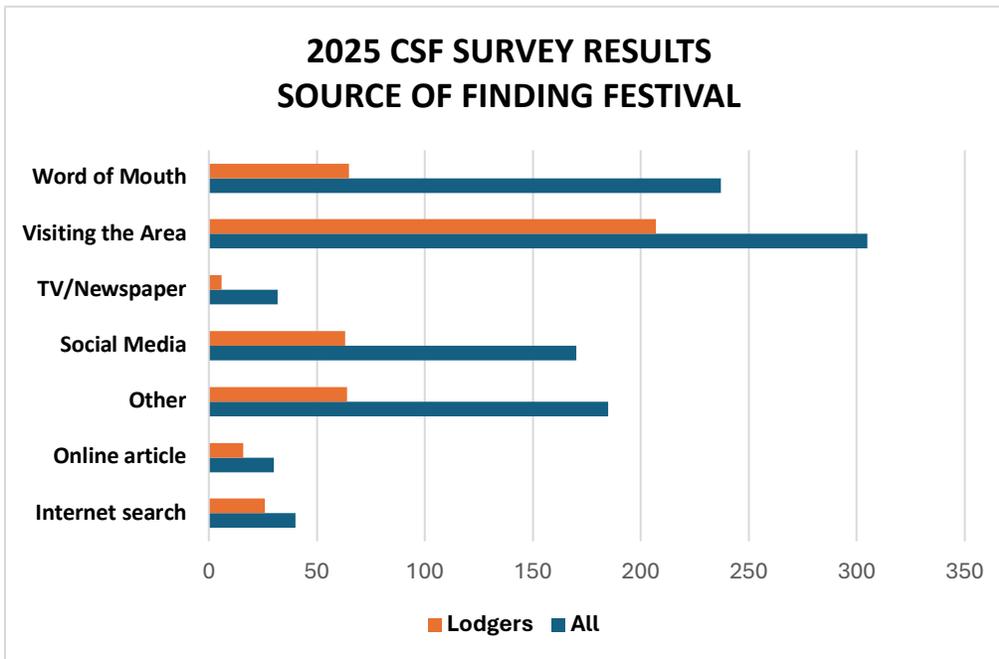
Almost half (40%) of those surveyed in 2025 stayed in local lodging facilities, and another 5% stayed in lodging within SLO county.



- Results showed 35% surveyed stayed two nights, 34% stayed three nights, and 15% spent at least one night in the area.
- One-third of those lodging guests came to see the scarecrows.
- While we counted ten bus tours in town during October, CSF is unable to capture the total number of person-nights these groups contributed to Cambria and San Simeon lodging. However, CSF volunteers did guide three of the visiting buses, with a total of 100 tourists during their 2025 festival stops - two of the tours included a two-night stay in Cambria.



Approximately one-third of all survey respondents and half of those that stayed in local lodging facilities learned of the Cambria Scarecrow Festival through visits to the area.



- Survey respondents that stayed in local lodging top results for how they heard about the festival came from:
 - Visiting the area (46%)
 - Word of Mouth (15%)
 - Social Media (14%)
 - Other (14%)

- All survey respondents regardless of lodging, reported similar reasons:
 - Visiting the area (31%)
 - Word of mouth (24%)
 - Other (19%)
 - Social Media (17%)

When asked in the 2025 survey “what else did you visit while in Cambria or San Simeon” 63% stated they went to both restaurants and shops.



Approximately one third of Cambria Scarecrow Festival attendees who took part in the survey agreed to future contact.

- 354 (38%) of surveyed festival attendees in 2025 opted to receive the CSF newsletter and emails; up slightly from 2024 (31%)
- 273 (29%) of surveyed agreed to have their information shared. The file with email addresses has been sent to each tourism board separately.

MARKETING AND PUBLIC RELATIONS

CSF promotes the Cambria Scarecrow Festival through a blend of advertising, direct mail and email communications, signage, social media, its website, media outreach, and community-based public relations initiatives.

In 2025, the festival continued to follow many of the same marketing and promotional approaches used in previous years. As an all-volunteer nonprofit with a limited marketing budget and minimal professional marketing resources, CSF depends largely on organic engagement generated through its website and its Facebook and Instagram platforms.

Advertising

To support its outreach, CSF partnered with Archer & Hound Advertising to run FB Meta ads throughout October. According to the agency’s report, this year’s campaign strategy included a few intentional adjustments to both budget allocation and audience targeting. Last year, we used a broader audience and allowed Meta’s algorithm to optimize delivery based on creative performance, which produced strong results. For this year, we refined our approach by prioritizing the custom audience segments built from last year’s event footfall data and post-event engagement. This gave us a higher-intent audience - people more likely to engage with and attend the event. As a result, our click-through rate increased to 3.85%, indicating stronger relevance and interest among those who saw the ads.

	2025	2024	% change
Impressions	211,865	497,000	-57%
Clicks	8,149	17,823	-54%
Event responses	1,080	2,745	-60%
Click through rate	3.85%	3.59%	+7%

Direct Mailing / Email Marketing

In 2025, CSF expanded its direct email list to 2,646 active subscribers - a 36% increase over 2024. Through this channel, CSF distributed monthly newsletters, event updates, volunteer requests, and other announcements.

Direct mail outreach to tour operators also remained effective. At least 10 bus tours visited Cambria and San Simeon in October. While full lodging data was unavailable, CSF volunteers provided guided support for three of the tours, with a total of 100 tourists during their 2025 festival stops - two of the tours included a two-night stay in Cambria.

Signage

In the week leading up to the 2025 festival, CSF placed promotional signage and added directional signs throughout the event. A new strategy this year included placing small 4" x 6" signs on 16 individual scarecrows to help guide visitors to the major displays. Approximately 11% of survey respondents said they visited because they were "driving through and saw the signs or displays."

Social Media

Seventeen percent of survey respondents reported learning about the festival through social media; among those, 37% stayed in local lodging. In addition to paid Meta advertising, CSF increased its overall social media activity in 2025 with more frequent Facebook and Instagram posts, a dedicated Facebook event throughout October, posts highlighting local businesses, and expanded use of videos and reels. Collaborations with tourism-focused accounts further boosted visibility and reach.

Facebook Performance

- October 2025 reach increased to 124,895 - up 47% from 84,657 in 2024.
- Facebook followers grew 5.2%, rising from 9,109 to 9,585.
- October views jumped tenfold to 341,450, compared to an average of 34,715 over the previous nine months.

Instagram Performance

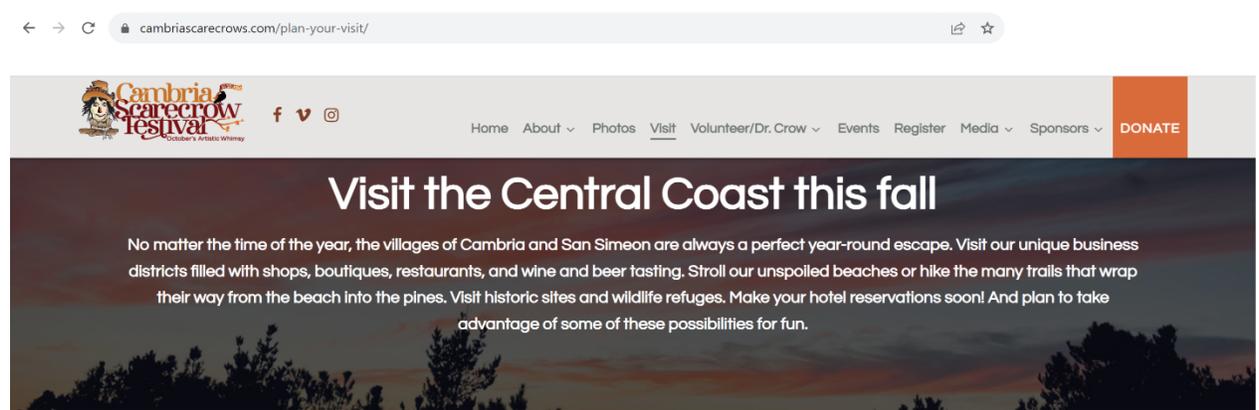
- October 2025 reach increased slightly to 2,847.
- Followers grew from 949 to 1,105.
- October views rose tenfold to 31,939, compared to an average of 4,366 over the prior nine months.

To acknowledge top-tier Friends of CSF donors, the festival posted shoutouts linking to their businesses on both platforms. The first round of posts appeared before the festival, followed by a second round featuring photos of each donor's installed scarecrow.



Cambria Scarecrow Festival Website

The CSF website continued to perform strongly in 2025, with its highest traffic occurring from September through November. Within our website is a comprehensive “Visit” section that is up year-round with links to Visit Cambria, Visit San Simeon, area attractions, and the Visit Cambria app.



Book Your Stay in Cambria

Book Your Stay in San Simeon



During the festival, CSF featured both a real-time interactive Google map showing scarecrow locations and a simplified printable one-page map for visitors who prefer a non-digital option. Both resources remained highly popular. The website also included visitor favorites such as “10 Tips to Enjoy the Scarecrows” and a comprehensive FAQ page. To help grow its email list, CSF uses an on-site pop-up inviting visitors to subscribe to festival updates. Overall website traffic of 12,240 visits was down from 2024 (18,707) about 30%; and while most found us using standard search engines, we saw a large increase of folks finding us through Facebook (+ 141%) and visitcalifornia.com which showed a five-fold increase from 85 in 2024 to 533 in 2025.

The average time spent on the website was 1 minute 11 seconds (46 seconds in 2024).

Visitors to the website typically clicked or scrolled or otherwise interacted with the site an average of 7.8 times before leaving the website (5.7 in 2024).

A total of 33,053 pages were viewed on the website during this period (36,325 in 2024).

The top pages viewed on the website were:

15,971	Home page
6,424	Survey
2,166	Photo Galleries
1,289	Events
1,030	Plan your visit
952	About page
828	FAQ's
699	2024 Scarecrow photo gallery

Media Coverage

Throughout the year, CSF distributed press releases promoting the festival and related events, including scarecrow-making workshops and our new merchandising efforts. Media exposure in 2025 included coverage across print, online, and television outlets.

In August 2025, CSF submitted event information to the following online community calendars:

- New Times
- KSBY
- San Luis Obispo Tribune

Other media coverage for the festival in 2025 included:

- May 16, KSBY TV reporter Sophia Villalba attended the “Make It in a Day” workshop and featured it in both their morning and evening broadcasts, as well as on their website.
- June-September 2025 we placed a full page ad in CA 101 Travel Guide.
- In September *New Times* highlighted the festival on their central coast calendar.
- September 29, KSBY TV reporter Valentina Saldana visited Cambria and San Simeon to document opening-day setup activities. Her coverage aired on the station’s morning and evening broadcasts and was posted online.
- NBC 7 San Diego published a story about our festival’s scarecrows as the “superstars of fall in Cambria.”
- Encore, a senior lifestyle magazine for the central coast included the festival on the cover of their Fall 2025 issue. The magazine included a full page write-up about this being our 17th year.

- October 1 placed a second full page ad in CA 101 Travel Guide.
- October 2, the *San Luis Obispo Tribune* ran an article about the 2025 festival.
- October 31, Santa Maria Times published a story calling the festival “editor’s pick.”

This year we received the equivalent (in-kind) of \$1,169 in advertising from Google Ads. Overall, we received 875 clicks and 9,131 impressions from January 2025 through November. Our *Click Through Rate* was 9.58% which is above the average of 6.66 percent.

Public Relations and Community Service

Since its founding in 2009, CSF has been dedicated to promoting tourism in Cambria and San Simeon through its annual October scarecrow festival. Beyond the festival itself, the organization contributes to the community through scarecrow-making workshops, partnerships with local groups, and a variety of year-round activities.

As a fully volunteer-run nonprofit, CSF depends on community members to plan, promote, and execute the festival each year. In 2025, approximately 50 volunteers helped create scarecrows and prepare for the event. CSF deeply values the time and commitment of these volunteers; without them, the festival would not be possible. Its workshops also function as an important community arts program, offering participants materials, instruction, creative space, opportunities to learn sculptural techniques, and a place to connect with fellow volunteers.

As in previous years, CSF operated “Dr. Crow,” an ongoing workshop held Monday through Friday from May to September. Most of CSF’s scarecrows are created at Dr. Crow’s working space studio. In 2025, fifty Dr. Crow volunteers built or refreshed roughly 170 scarecrows, including those featured in the large displays in both Cambria and San Simeon. The displays draw the largest crowds as there is a common theme and many scarecrows to see at one site.

Throughout the scarecrow-making season, CSF also hosted several special workshops, including:

- Power tool instruction
- A “Make It in a Day” scarecrow workshop
- Individual artistic sessions on specialty techniques (e.g., body construction)
- A children’s workshop in partnership with the Cambria Center for the Arts (CCA) Youth Program, resulting in 18 brightly colored “dog” scarecrows on display



Since 2009, the Cambria Scarecrow Festival has celebrated whimsy and creativity each October with a magical display of scarecrows. During that time, five photographers have been primarily responsible for the Festival’s photos on its website, social media and publications. The Cambria Center for the Arts held an exhibition of these photographers called “*Scarecrows In Focus: A Photographic Retrospective.*” Their work showcasing the festival was on display for the entire month of October.

Friends Program

Through its Friends donor program and ongoing community outreach, CSF continues to cultivate strong relationships with local businesses. Since 2022, CSF has combined the Friends program with its scarecrow rental model to simplify and strengthen financial support for the festival - an approach that remains effective. In 2025, 57 businesses sponsored scarecrows, nearly identical to the 56 in 2024. CSF also experienced a notable 38% increase in individual donors, rising from 16 in 2024 to 22 in 2025.

Each year brings shifts in business participation. While 12 businesses who rented in 2024, chose not to rent a scarecrow in 2025, CSF welcomed 11 new participants. Importantly, the Friends program is designed not only to raise funds but also to inspire businesses to create and display their own scarecrows, enriching the festival experience and helping bring visitors to the community. This year, 29 businesses created their own scarecrow - a 45% increase over the 20 who participated in 2024.

From April through September 2025, CSF engaged local residents through Nextdoor to encourage volunteer involvement, and provided additional community updates via Cambriaca.org in April, June, and October.

In April, the Cambria Lions Club hosted a new community fair for local nonprofits at the Pinedorado grounds, featuring roughly 35 organizations. CSF hosted a booth, connected with fellow nonprofits, and shared information with potential volunteers.



For the third consecutive year, CSF partnered with CCA to offer free on-demand screenings of *Something to Crow About* - a locally produced documentary celebrating the festival’s history, volunteerism, and community impact. Screenings were available primarily Friday through Sunday throughout October.

Beyond its work as a community arts organization, CSF also maintains a supply of sandbags for the Cambria Fire Department for use during flood risks.

CSF participated in the annual Pinedorado Parade and continued its international partnership with its sister festival in Oku Harima Scarecrow Village, Japan.



FINANCIAL REPORT

In our 2025 funding request, CSF projected annual income of \$46,450, which included a \$15,000 grant from the Cambria Tourism Board and \$4,500 from the San Simeon Tourism Alliance. Budgeted expenses for the year totaled \$45,990. We also anticipated receiving a \$1,500 grant from the San Luis Obispo Community Grant Program; however, due to a projected county deficit, the program was suspended, and we were unable to apply. Despite this loss, CSF's total revenue for 2025 reached \$49,034 - a 5.5% increase over the budgeted amount. Our Friends Program, which solicits donations from local businesses and individuals, generated \$22,817, exceeding the budgeted \$20,000 by 14 percent.

A portion of our projected income and expenses was tied to fundraising, originally expected to come from a single wine and food event. The CSF Board chose to forgo the event and instead pursue a new merchandising initiative featuring T-shirts, hats, and hoodies. Three donors contributed funds specifically for purchasing the initial inventory. Throughout October, we held weekly "pop-up" sales at Cambria's Farmer's Market and the Cambria Chamber of Commerce.



We are pleased to report that this first-year merchandising effort produced an estimated profit of \$3,767. When compared to the \$4,585 profit budgeted for the wine and food event, we are delighted with the outcome. In addition to generating revenue, the pop-ups increased our visibility, allowed us to personally share information about the festival, and provided opportunities for meaningful engagement with out-of-town visitors and remind them to complete our survey. Both locations attracted a strong mix of tourists, and we believe the interactions helped boost our survey participation by 21% over 2024.

CSF's actual expenses in 2025 exceeded projections by 2.3%, driven primarily by increased marketing, printing, and social media costs - all essential to drawing visitors. Overall, our positive net revenue is largely attributable to the success of our merchandising program. A detailed report of CSF's 2025 budget along with actual income and expenses is included in this document.

LOOKING AHEAD

The Cambria Scarecrow Festival concluded 2025 with another successful season for the communities of Cambria and San Simeon. This year's festival once again celebrated our signature whimsical characters, all with the continued goal of drawing visitors to our area. For 2025, the festival reached a natural leveling point. As a fully volunteer-run nonprofit, CSF has determined that maintaining approximately 175-200 scarecrows is the ideal range - both for placement throughout local business districts and for the capacity of our active volunteer base. To maximize visitor engagement, CSF will continue producing one new large display each year while rotating previous years' major installations to different locations around town. An example of this was repurposing similar scarecrows from last year into smaller vignettes and installed along Moonstone Beach Drive - an area that previously saw limited scarecrow placement.

CSF extends its sincere appreciation to the Cambria Tourism Board and the San Simeon Tourism Alliance for their generous support of the 2025 Cambria Scarecrow Festival and looks forward to continued partnership with both boards in the years ahead.



Cambria Scarecrow Festival, Inc.						
2025 Budget and Actual Income and Expenses Comparison *						
			2025	2025		
			Budget	Actual	+/- Budget	Variance
43400	Direct Public Support					
43420	Grant - CTB		\$ 15,000.00	\$ 15,000.00	\$ -	100.00%
43421	Grant - SSTA		\$ 4,500.00	\$ 4,500.00	\$ -	100.00%
43422	Grant - SLO County Supervisors		\$ 1,500.00	\$ -	\$ (1,500.00)	
43450	Friends of Scarecrow		\$ 20,000.00	\$ 22,817.00	\$ 2,817.00	114.09%
43460	Merchandising Support		\$ -	\$ 1,028.84	\$ 1,028.84	
43470	Merchandise Sales		\$ -	\$ 5,581.16	\$ 5,581.16	
43500	Special Events - Fundraisers					
43510	Fund Raising Events		\$ 4,800.00	\$ 102.30	\$ (4,697.70)	2.13%
43510.1	Raffle Income		\$ 650.00	\$ -	\$ (650.00)	
45030	Interest		\$ -	\$ 4.61	\$ 4.61	
46430	Misc. Donations		\$ -	\$ -	\$ -	
Total Income			\$ 46,450.00	\$ 49,033.91	\$ 2,583.91	105.56%
Expenses						
52200	Scarecrow Expenses					
52205	Creative Workshop		\$ 8,500.00	\$ 5,500.00	\$ (3,000.00)	64.71%
52206	Unit I		\$ -	\$ 2,500.00	\$ 2,500.00	
52210	Studio Space (5)		\$ 6,600.00	\$ 6,600.00	\$ -	100.00%
52213	Trash Hauling		\$ 200.00	\$ 289.60	\$ 89.60	144.80%
52215	Utilities - All		\$ 2,300.00	\$ 2,271.43	\$ (28.57)	98.76%
52280	Set Up/Take Down		\$ 5,300.00	\$ 5,298.06	\$ (1.94)	99.96%
52300	Events/Fundraising Expenses					
52301	Fund Raising Events		\$ 800.00	\$ 125.00	\$ (675.00)	15.63%
52301.1	Raffle Expense		\$ 65.00	\$ -	\$ (65.00)	
52400	Other Events Expense					
52401	Volunteer Appreciation		\$ 600.00	\$ 1,021.28	\$ 421.28	170.21%
52425	Board meeting/Off Site Events		\$ 1,400.00	\$ 1,640.59	\$ 240.59	117.19%
54000	Marketing					
54010	Merchandising Acquisition		\$ -	\$ 2,843.50	\$ 2,843.50	
54010	Publicity/Marketing		\$ 5,000.00	\$ 5,918.47	\$ 918.47	118.37%
54011	Paid Advertising		\$ 800.00	\$ 1,360.00	\$ 560.00	170.00%
54020	Website		\$ 1,700.00	\$ 1,136.25	\$ (563.75)	66.84%
54030	Social Media		\$ 500.00	\$ 562.26	\$ 62.26	112.45%
54050	Printing		\$ 800.00	\$ 1,098.28	\$ 298.28	137.29%
54055	Electronic Mailing/On Line Services		\$ 650.00	\$ 638.97	\$ (11.03)	98.30%
54060	Banners/Flags		\$ 750.00	\$ 78.25	\$ (671.75)	
55000	General & Administrative					
55030	Postage, Mailing Service		\$ 450.00	\$ 388.72	\$ (61.28)	86.38%
55061	Government Fees		\$ -	\$ 55.00	\$ 55.00	
55062	Memberships- (Chamber/CAA)		\$ 150.00	\$ 115.00	\$ (35.00)	76.67%
55065	Transaction Fee		\$ 800.00	\$ 444.32	\$ (355.68)	55.54%
55070	Office Supplies		\$ 200.00	\$ 327.09	\$ 127.09	163.55%
55090	Accountant		\$ 825.00	\$ 850.00	\$ 25.00	103.03%
55095	Insurance - All		\$ 2,100.00	\$ 1,877.00	\$ (223.00)	89.38%
55098	Taxes - State/Federal		\$ 50.00	\$ 25.00	\$ (25.00)	
55100	Donations/Gifts					
55120	Friend Incentives		\$ 200.00	\$ 141.47	\$ (58.53)	70.74%
55200	Scarecrow Creation Expense					
55210	Scarecrow Creation/Rehab		\$ 5,000.00	\$ 3,821.29	\$ (1,178.71)	76.43%
	Bank Charges		\$ -	\$ 30.00	\$ 30.00	
62840	Equipment rental/purchase		\$ 250.00	\$ 133.94	\$ (116.06)	53.58%
Total Expenses			\$ 45,990.00	\$ 47,090.77	\$ 1,100.77	102.39%
Net Income			\$ 460.00	\$ 1,943.14	\$ 1,483.14	422.42%
Grant Income - CTB and SSTA			\$ 19,500.00	\$ 19,500.00		
Grant Expenses - CTB and SSTA			\$ 21,300.00	\$ 21,074.58		

* Expenses as of December 10, 2025