



**CAMBRIA TOURISM BOARD (CTB)**  
 (Cambria Local Fund Advisory Board)  
**Board Meeting Agenda**  
 April 14, 2026

Time: **1:00 p.m. – 2:20 p.m.**

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

	<u>Person</u>	<u>Time</u>
<b>1. Call to Order</b> Introduction and welcome to attendees	Pacheco	2 min
<b>2. Consent Agenda Items</b> Board Meeting Minutes – March 10, 2026	Pacheco	3 min
<b>3. Public Comment</b> Please limit to 3 minutes per speaker		15 min
<b>4. Discussion &amp; Action Items</b> <i>(each item will allow for Board Discussion, followed by Public Comment)</i>		
<b>4.1 2026-2027 Fiscal Year Budget</b> The Governance Committee met and finalized a draft budget for the fiscal year ending June 30, 2027. The Board will discuss and vote on approval.	Pacheco	10 min
<b>4.2 CTB Managing Assistant Contract Renewal</b> The CTB Managing Assistant’s contract will end on June 30, 2026. The Board will discuss renewal and vote on approval.	Pacheco	6 min
<b>4.3 CTB Marketing Partner Contract Renewal</b> The contract with the current marketing partner, Archer & Hound Advertising, will end on June 30, 2026. Jessica Blanchfield will present the annual marketing recap report and the monthly activity update. The Board will discuss renewal and vote on approval.	Cartwright	30 min
<b>5. Information Items/Presentations</b>		
<b>5.1 CBID Reports</b> Local Fund Summary – April 2026	Cuming	2 min

**5.2 CBID Presentation** Cuming 6 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.

**5.3 Cambria Chamber of Commerce Update** Gillen 6 min  
Katherine Gillen will give an update to the board on pertinent Chamber matters and activities.

**5.4 Budget Reports**  
Month Ended February 28, 2026:  
*Revenue and Expenses*  
*Budget vs. Actual*  
*Marketing Budget Expenditures*  
*Grant Funding Detail*

## 6. Future Agenda Items/New Business

## 7. Adjournment

## 8. Informational

**8.1 Next Cambria Tourism Board Meeting**  
May 12, 2026 – 1:00 p.m. at Cambria Pines Lodge

**8.2 Deadline for Agenda Items to be sent to the Managing Assistant**  
May meeting deadline – April 22, 2026

**8.3 Next CBID & H1TA Board Meeting**  
April 22, 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](http://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](mailto: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](mailto: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](mailto: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**  
March 10, 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  
Jim Bahringer  
Karen Cartwright  
Steve Kniffen  
Angel Gonzalez

**CBID**

CAO Cheryl Cuming

**Guests**

Katherine Gillen, Dominique Sloper,  
Stephanie Vassign, Shelly Holden,  
Kathy Oberg, Kendra Paulding,  
Shannon Marang Cox, Kathleen McCollum,  
Christina Galloway, Jessica Blanchfield  
and Jill Jackson.

*Absent:*

Georgia Legg

**2. Consent Agenda Items**

Board Meeting Minutes – January 13, 2026

***Jim Bahringer moved, and Karen Cartwright seconded, to approve the board meeting minutes of January 13, 2026, as presented. Motion carried unanimously.***

**3. Public Comment**

Kathleen McCollum from Greenspace explained that they hope to have a trolley to serve their next event. Katherine Gillen stated that the Chamber oversees the trolley services and she can help.

**4. Discussion & Action Items**

**4.1 ECO SLO Funding Application**

Kendra Paulding from ECO SLO submitted a funding application to assist with the costs of the 2026 Creeks to Coast Cleanup project. She reviewed the application and answered board member questions.

***Greg Pacheco moved, and George Marschall seconded, to approve the ECO SLO funding application in the amount of \$1,000 from Outreach Funds. Motion carried unanimously.***

**4.2 Cambria Scarecrow Festival Event Funding Application**

Shelly Holden, president of the Cambria Scarecrow Festival has submitted a funding application to assist with the costs of the 2026 event. Shelly reviewed the 2025 event recap and plans for 2026 fundraising.

**George Marschall moved, and Jim Bahringer seconded, to approve the Central Coast Classico funding application in the amount of \$15,000 from Event Funds. Motion carried unanimously.**

#### **4.3 TRPR Sponsorship Funding Application**

The Beautify Cambria Association submitted a funding application to pay for the 2026 sponsorship of two TRPRs for \$360 each. Kathy Oberg answered board members questions.

**Jim Bahringer moved, and Angel Gonzalez seconded, to approve the Beautify Cambria funding application in the amount of \$720 from Outreach Funds. Motion carried unanimously.**

#### **4.4 Arthritis Foundation's Bike Tour Event Funding Application**

Shannon Marang Cox from the Arthritis Foundation submitted a funding application to assist with the cost of the 2026 California Coast Classic Bike Tour event. She reviewed the 2025 recap and plans for the 2026 event. She stated it will be the first time in three years they can ride up the coast without a detour.

**Angel Gonzalez moved, and Karen Cartwright seconded, to approve the Arthritis Foundation funding application in the amount of \$10,000 from Event Funds. Motion carried, 5 in favor; 1 abstention: George Marschall (due to employment conflict).**

### **5. Information Items/Presentations**

#### **5.1 Cambria Chamber of Commerce Update**

Katherine Gillen gave an update to the board on Chamber activity, including the recent Art & Wine Festival and the new Ambassador program. Dominique Sloper will head the program. Katherine encouraged everyone to attend mixers, the next is on March 19 at Oceanpoint Ranch.

#### **5.2 Marketing Committee Report**

Jessica Blanchfield reviewed the new Visit Cambria landing page and the Classico event page. She shared two graphs on Hearst Castle visitors from Footfall, to answer Steve Kniffen's question.

#### **5.3 CBID Reports**

Local Fund Summary – March 2026

Local Fund Summary – February 2026

*Board members received the reports in their board packets.*

#### **5.4 CBID Presentation**

CBID CAO Cheryl Cuming gave the board an update. She reviewed the February and March Local Fund Summary reports and shared events of the recent BOS renewal meeting. Both people who appealed the 2025 renewal wrote letters of support. They received a total of 50 letters of support. They will need to renew again in 2026 because the 94 district conversion will not be complete yet.

#### **5.5 Budget Reports**

Month Ended January 31, 2026:

*Revenue and Expenses*

*Budget vs. Actual*

*Marketing Budget Expenditures*

*Grant Funding Detail*

Board members received the reports in their board packets.

#### **5.6 Event Funding Reports**

Cambria Lawn Bowls Funding Follow-up Report

Scarecrow Festival Funding Follow-up Report

*Board members received the reports in their board packets.*

**6. Future Agenda Items/New Business**

Governance meeting  
Marketing budget presentation  
2026-2027 Budget approval  
Contract renewals

**7. Adjournment**

There being no further business, the meeting was adjourned at 2:00 p.m.

Respectfully submitted,

Jill Jackson  
Managing Assistant

# Cambria Tourism Board

Draft - Projected 2026-2027 Budget with Prior Fiscal Year Comparison

April 2, 2026

	<u>2025/2026 Budget</u>	<u>2025/2026 Projected Actual</u>	<u>%</u>	<u>2026/2027 Projected Budget</u>	<u>%</u>	<u>Difference</u>	<u>%</u>
<b>Revenue</b>							
Carry Forward	\$ 238,717.69	\$ 238,717.69		\$ 68,993.00		\$ (169,724.69)	-71.10%
Air BnB Collections	\$ 41,850.56	\$ 42,263.53		\$ 42,250.00		\$ (13.53)	-0.03%
Projected Collections	\$ 491,906.91	\$ 482,413.16		\$ 482,500.00		\$ 86.84	0.02%
<b>TOTAL Carry Forward + Projected Collections</b>	<b>\$ 772,475.16</b>	<b>\$ 763,394.38</b>		<b>\$ 593,743.00</b>		<b>\$ (169,651.38)</b>	<b>-22.22%</b>
<b>Expense Description</b>							
Administration Total	\$ 95,504.56	\$ 103,757.37	13.59%	\$ 103,800.00	17.48%	\$ 42.63	3.89%
H1TA Annual Fees	\$ 14,724.00	\$ 14,724.00		\$ 14,724.00	2.48%	\$ -	2.48%
Marketing Committee Budget Total	\$ 400,000.00	\$ 400,000.00	52.40%	\$ 415,000.00	69.90%	\$ 15,000.00	17.50%
Outreach Budget Total	\$ 2,000.00	\$ 1,720.00	0.23%	\$ 2,000.00	0.34%	\$ 280.00	0.11%
Outreach Funding - Contingency	\$ -	\$ 71,700.00	9.39%	\$ -	0.00%	\$ (71,700.00)	-9.39%
Event Budget Total	\$ 118,000.00	\$ 102,500.00	13.43%	\$ 50,000.00	8.42%	\$ (52,500.00)	-5.01%
<b>TOTAL EXPENSES:</b>	<b>\$ 630,228.56</b>	<b>\$ 694,401.37</b>	<b>90.96%</b>	<b>\$ 585,524.00</b>	<b>98.62%</b>	<b>\$ (44,704.56)</b>	<b>-7.09%</b>
<b>Capital Reserve</b>	<b>\$ 140,000.00</b>	<b>\$ -</b>	<b>0.00%</b>	<b>\$ -</b>	<b>0.00%</b>	<b>\$ (140,000.00)</b>	<b>25.97%</b>
<b>Contingency Fund</b>	<b>\$ 2,246.60</b>	<b>\$ -</b>	<b>0.00%</b>	<b>\$ 8,219.00</b>	<b>1.38%</b>	<b>\$ 5,972.40</b>	<b>0.06%</b>
<b>TOTAL EXPENSES AND RESERVES:</b>	<b>\$ 772,475.16</b>	<b>\$ 694,401.38</b>	<b>90.96%</b>	<b>\$ 593,743.00</b>			
<b>AVAILABLE FUNDS - CARRY FORWARD</b>		<b>\$ 68,993.00</b>	<b>9.04%</b>				

**Notes:**

% = percentage of gross budget

*Administration Detail:*

H1TA	\$ 45,760.00
County	\$ 10,494.00
CTB (local)	\$ 45,905.00
CTB expenses	\$ 1,600.00
	<u>\$ 103,759.00</u>

**Cambria Tourism Board**  
**Worksheet 1 - Projected Revenue Fiscal Year Ending June 30, 2026**  
**With Prior Fiscal Year Income Years Ended 2019 - 2025**

	<u>July-2025</u>	<u>August-2025</u>	<u>Sept-2025</u>	<u>October-2025</u>	<u>Nov-2025</u>	<u>Dec-2025</u>	<u>Jan-26</u>	<u>Feb-26</u>	<u>Mar-26</u>	<u>Apr-26</u>	<u>May-26</u>	<u>Jun-26</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 66,963.33	\$ 43,524.46	54,085.76	\$ 42,329.58	\$ 30,554.78	\$ 45,638.52	\$ 38,148.54	\$ 38,868.19	\$ 26,000.00	\$ 27,200.00	\$ 34,000.00	\$ 35,100.00	\$ 482,413.16
<b>AirBnB 1% Assessment revenue:</b>	\$ 2,308.87	\$ 1,953.22	2,723.36	\$ 2,130.96	\$ 2,408.55	\$ 2,340.74	\$ 4,348.13	\$ 7,049.70	\$ 3,600.00	\$ 6,500.00	\$ 3,700.00	\$ 3,200.00	\$ 42,263.53
<b>TOTAL:</b>	\$ 69,272.20	\$ 45,477.68	\$ 56,809.12	\$ 44,460.54	\$ 32,963.33	\$ 47,979.26	\$ 42,496.67	\$ 45,917.89	\$ 29,600.00	\$ 33,700.00	\$ 37,700.00	\$ 38,300.00	\$ 524,676.69
	<u>July-2024</u>	<u>August-2024</u>	<u>Sept-2024</u>	<u>October-2024</u>	<u>Nov-2024</u>	<u>Dec-2024</u>	<u>Jan-25</u>	<u>Feb-25</u>	<u>Mar-25</u>	<u>Apr-25</u>	<u>May-25</u>	<u>Jun-25</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 56,289.61	\$ 55,380.31	\$ 53,648.27	\$ 45,360.01	\$ 32,248.79	\$ 55,699.60	\$ 30,932.48	\$ 39,747.84	\$ 25,274.51	\$ 27,150.25	\$ 33,920.93	\$ 35,060.24	\$ 490,712.83
<b>AirBnB 1% Assessment revenue:</b>	\$ 1,850.22	\$ 2,729.09	\$ 4,234.98	\$ 2,867.01	\$ 2,250.55	\$ 2,404.32	\$ 3,104.74	\$ 4,904.65	\$ 3,603.96	\$ 6,518.94	\$ 3,661.68	\$ 3,137.74	\$ 41,267.88
<b>TOTAL:</b>	\$ 58,139.83	\$ 58,109.40	\$ 57,883.25	\$ 48,227.02	\$ 34,499.34	\$ 58,103.92	\$ 34,037.22	\$ 44,652.49	\$ 28,878.47	\$ 33,669.19	\$ 37,582.61	\$ 38,197.98	\$ 531,980.71
	<u>July-2023</u>	<u>August-2023</u>	<u>Sept-2023</u>	<u>October-2023</u>	<u>Nov-2023</u>	<u>Dec-2023</u>	<u>Jan-24</u>	<u>Feb-24</u>	<u>Mar-24</u>	<u>Apr-24</u>	<u>May-24</u>	<u>Jun-24</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 62,551.86	\$ 55,946.06	\$ 40,139.38	\$ 45,636.53	\$ 44,177.71	\$ 34,193.26	\$ 56,897.15	\$ 19,056.53	\$ 22,822.67	\$ 27,363.37	\$ 32,177.13	\$ 35,029.81	\$ 475,991.46
<b>AirBnB 1% Assessment revenue:</b>	\$ 3,099.25	\$ 1,483.08	\$ 3,616.42	\$ 5,429.39	\$ 4,766.16	\$ 2,182.77	\$ 3,590.22	\$ 4,914.01	\$ 4,736.24	\$ 5,735.64	\$ 4,548.64	\$ 3,682.22	\$ 47,784.04
<b>TOTAL:</b>	\$ 65,651.11	\$ 57,429.14	\$ 43,755.80	\$ 51,065.92	\$ 48,943.87	\$ 36,376.03	\$ 60,487.37	\$ 23,970.54	\$ 27,558.91	\$ 33,099.01	\$ 36,725.77	\$ 38,712.03	\$ 523,775.50
	<u>July-2022</u>	<u>August-2022</u>	<u>Sept-2022</u>	<u>October-2022</u>	<u>Nov-2022</u>	<u>Dec-2022</u>	<u>Jan-23</u>	<u>Feb-23</u>	<u>Mar-23</u>	<u>Apr-23</u>	<u>May-23</u>	<u>Jun-23</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 55,055.69	\$ 80,480.08	\$ 43,877.69	\$ 45,690.19	\$ 47,590.27	\$ 41,316.16	\$ 53,654.87	\$ 16,388.00	\$ 29,764.58	\$ 19,005.49	\$ 34,681.15	\$ 39,299.36	\$ 506,803.53
<b>AirBnB 1% Assessment revenue:</b>	\$ 1,615.47	\$ 1,710.21	\$ 3,861.16	\$ 3,424.53	\$ 4,491.21	\$ 3,278.35	\$ 3,637.74	\$ 4,503.22	\$ 4,266.75	\$ 3,402.39	\$ 6,391.75	\$ 1,742.85	\$ 42,325.63
<b>TOTAL:</b>	\$ 56,671.16	\$ 82,190.29	\$ 47,738.85	\$ 49,114.72	\$ 52,081.48	\$ 44,594.51	\$ 57,292.61	\$ 20,891.22	\$ 34,031.33	\$ 22,407.88	\$ 41,072.90	\$ 41,042.21	\$ 549,129.16
	<u>July-2021</u>	<u>August-2021</u>	<u>Sept-2021</u>	<u>October-2021</u>	<u>Nov-2021</u>	<u>Dec-2021</u>	<u>Jan-22</u>	<u>Feb-22</u>	<u>Mar-22</u>	<u>Apr-22</u>	<u>May-22</u>	<u>Jun-22</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 47,910.26	\$ 55,510.88	\$ 50,964.19	\$ 60,361.36	\$ 55,698.77	\$ 29,469.08	\$ 54,694.60	\$ 13,118.51	\$ 36,614.91	\$ 32,335.04	\$ 41,667.95	\$ 40,539.89	\$ 518,885.44
<b>AirBnB 1% Assessment revenue:</b>	\$ 926.15	\$ 2,256.61	\$ 4,394.28	\$ 4,189.72	\$ 3,750.12	\$ 3,518.61	\$ 3,440.18	\$ 4,861.62	\$ 6,332.41	\$ 6,608.26	\$ 7,172.53	\$ 6,683.81	\$ 54,134.30
<b>TOTAL:</b>	\$ 48,836.41	\$ 57,767.49	\$ 55,358.47	\$ 64,551.08	\$ 59,448.89	\$ 32,987.69	\$ 58,134.78	\$ 17,980.13	\$ 42,947.32	\$ 38,943.30	\$ 48,840.48	\$ 47,223.70	\$ 573,019.74
	<u>July-2020</u>	<u>August-2020</u>	<u>Sep-20</u>	<u>Oct-20</u>	<u>Nov-20</u>	<u>Dec-20</u>	<u>Jan-21</u>	<u>Feb-21</u>	<u>Mar-21</u>	<u>Apr-21</u>	<u>May-21</u>	<u>Jun-21</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 23,070.90	\$ 41,028.58	\$ 48,752.86	\$ 24,111.28	\$ 49,860.84	\$ 35,501.49	\$ 18,858.53	\$ 26,501.63	\$ 30,611.48	\$ 31,646.11	\$ 26,663.25	\$ 53,937.40	\$ 410,544.35
<b>AirBnB 1% Assessment revenue:</b>	\$ 2,695.60	\$ 1,621.94	\$ 4,610.55	\$ 5,887.10	\$ 4,612.36	\$ 2,930.96	\$ 1,532.46	\$ 6,566.57	\$ 8,320.23	\$ 9,776.18	\$ 7,131.84	\$ 6,763.43	\$ 62,449.22
<b>TOTAL:</b>	\$ 25,766.50	\$ 42,650.52	\$ 53,363.41	\$ 29,998.38	\$ 54,473.20	\$ 38,432.45	\$ 20,390.99	\$ 33,068.20	\$ 38,931.71	\$ 41,422.29	\$ 33,795.09	\$ 60,700.83	\$ 472,993.57
	<u>July - 2019</u>	<u>August-2019</u>	<u>Sept - 2019</u>	<u>Oct - 2019</u>	<u>Nov - 2019</u>	<u>Dec - 2019</u>	<u>Jan - 2020</u>	<u>Feb - 2020</u>	<u>March - 2020</u>	<u>April - 2020</u>	<u>May - 2020</u>	<u>June - 2020</u>	<u>Collections YTD</u>
<b>1% Assessment Income:</b>	\$ 41,879.85	\$ 47,934.20	\$ 39,400.37	\$ 50,833.69	\$ 29,739.16	\$ 36,927.55	\$ 32,567.18	\$ 21,631.42	\$ 25,432.60	\$ 16,043.02	\$ 9,375.80	\$ 8,127.62	\$ 359,892.46
<b>AirBnB 1% Assessment Income:</b>	\$ 1,825.16	\$ 1,505.26	\$ 2,150.01	\$ 1,875.29	\$ 2,935.90	\$ 1,844.66	\$ 1,926.49	\$ 3,699.03	\$ 5,673.49	\$ -	\$ -	\$ 1,088.82	\$ 24,524.11
<b>TOTAL:</b>	\$ 43,705.01	\$ 49,439.46	\$ 41,550.38	\$ 52,708.98	\$ 32,675.06	\$ 38,772.21	\$ 34,493.67	\$ 25,330.45	\$ 31,106.09	\$ 16,043.02	\$ 9,375.80	\$ 9,216.44	\$ 384,416.57
	<u>July - 2018</u>	<u>August-2018</u>	<u>Sept - 2018</u>	<u>Oct - 2018</u>	<u>Nov - 2018</u>	<u>Dec - 2018</u>	<u>Jan - 2019</u>	<u>Feb - 2019</u>	<u>March - 2019</u>	<u>April - 2019</u>	<u>May - 2019</u>	<u>June - 2019</u>	<u>Collections YTD</u>
<b>1% Assessment Income:</b>	\$ 37,621.02	\$ 49,996.01	\$ 48,679.18	\$ 42,638.67	\$ 33,650.33	\$ 32,427.38	\$ 29,694.35	\$ 26,959.05	\$ 20,123.12	\$ 31,697.95	\$ 33,352.44	\$ 30,030.88	\$ 416,870.38
<b>AirBnB 1% Assessment Income:</b>	\$ 14,794.06	\$ 2,074.11	\$ 2,775.12	\$ 1,931.44	\$ 2,215.20	\$ 2,278.48	\$ 1,765.82	\$ 4,355.81	\$ 3,357.76	\$ 3,503.12	\$ 4,414.76	\$ 3,115.38	\$ 46,581.06
<b>TOTAL:</b>	\$ 52,415.08	\$ 52,070.12	\$ 51,454.30	\$ 44,570.11	\$ 35,865.53	\$ 34,705.86	\$ 31,460.17	\$ 31,314.86	\$ 23,480.88	\$ 35,201.07	\$ 37,767.20	\$ 33,146.26	\$ 463,451.44

Projected



# Cambria Tourism Board

## Grant Funding Detail

Fiscal Year Ending June 30, 2026

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
<b><u>Outreach Funding:</u></b>				
3/10/2026	ECO SLO	\$ 1,000.00	\$ -	\$ 1,000.00
3/10/2026	Beautify Cambria Association	\$ 720.00	\$ -	\$ 720.00
	<b>Outreach Funding Total Grants:</b>	<b>\$ 1,720.00</b>	<b>\$ -</b>	<b>\$ 1,720.00</b>
<b><u>Event Funding:</u></b>				
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
3/10/2026	Scarecrow Festival	\$ 15,000.00	\$ -	\$ 15,000.00
3/10/2026	Arthritis Foundation	\$ 10,000.00	\$ -	\$ 10,000.00
	<b>Event Funding Total Grants:</b>	<b>\$ 102,500.00</b>	<b>\$ 28,000.00</b>	<b>\$ 74,500.00</b>
<b><u>Contingency Funds:</u></b>				
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	\$ -
	<b>Contingency Fund Total Grants and Fees:</b>	<b>\$ 71,700.00</b>	<b>\$ 71,700.00</b>	<b>\$ -</b>
	<b>Grand Total Grants:</b>	<b>\$ 175,920.00</b>	<b>\$ 99,700.00</b>	<b>\$ 76,220.00</b>

# Cambria Tourism Board

## Worksheet 3 - Reconciliation of Projected Net/Carry Forward

Fiscal Year Ending June 30, 2026

	<u>Budget</u>	<u>Projected Actual</u>	<u>Difference</u>	<u>Notes</u>
<b><u>Revenue</u></b>				
Carry forward	\$ 238,717.69	\$ 238,717.69	\$ -	
Air BnB Collections	\$ 41,850.56	\$ 42,263.53	\$ 412.97	
Projected Collections	\$ 491,906.91	\$ 482,413.16	\$ (9,493.75)	
<b>TOTAL Carry Forward + Collections:</b>	<b>\$ 772,475.16</b>	<b>\$ 763,394.38</b>	<b>\$ (9,080.78)</b>	
<b><u>Expense Description</u></b>				
Administration	\$ 110,228.56	\$ 118,481.37	\$ (8,252.81)	
Marketing: Archer & Hound	\$ 400,000.00	\$ 400,000.00	\$ -	
Outreach	\$ 2,000.00	\$ 1,720.00	\$ 280.00	
Events	\$ 118,000.00	\$ 102,500.00	\$ 15,500.00	
<b>Total Amount Under Budget:</b>			<b>\$ 7,527.19</b>	
<b><u>Expenditures</u></b>				
Capital Reserve/Expenditures	\$ 140,000.00	\$ 71,700.00	\$ 68,300.00	
Contingency Fund/Expenditures	\$ 2,246.60	\$ -	\$ 2,246.60	
<b>TOTAL PROJECTED CARRY FORWARD:</b>			<b>\$ 68,993.01</b>	

### Reconciliation to Net

Revenue		\$ 763,394.38
Expenses		\$ (694,401.38)
<b>Net Carryforward</b>		<b>\$ 68,993.00</b>

**Cambria Tourism Board**  
**Worksheet 4 - Projected Revenue Fiscal Year Ending June 30, 2027**  
**With Prior Fiscal Year Income Years Ended 2019 - 2026**

	<u>July-2026</u>	<u>August-2026</u>	<u>Sept-2026</u>	<u>October-2026</u>	<u>Nov-2026</u>	<u>Dec-2026</u>	<u>Jan-27</u>	<u>Feb-27</u>	<u>Mar-27</u>	<u>Apr-27</u>	<u>May-27</u>	<u>Jun-27</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 67,000.00	\$ 43,500.00	\$ 54,100.00	\$ 42,400.00	\$ 30,500.00	\$ 45,600.00	\$ 38,200.00	\$ 38,900.00	\$ 26,000.00	\$ 27,200.00	\$ 34,000.00	\$ 35,100.00	\$ 482,500.00
<b>AirBnB 1% Assessment revenue:</b>	\$ 2,308.00	\$ 2,000.00	\$ 2,700.00	\$ 2,100.00	\$ 2,400.00	\$ 2,400.00	\$ 4,300.00	\$ 7,050.00	\$ 3,600.00	\$ 6,500.00	\$ 3,700.00	\$ 3,200.00	\$ 42,250.00
<b>TOTAL:</b>	\$ 69,308.00	\$ 45,500.00	\$ 56,800.00	\$ 44,500.00	\$ 32,900.00	\$ 48,000.00	\$ 42,500.00	\$ 45,950.00	\$ 29,600.00	\$ 33,700.00	\$ 37,700.00	\$ 38,300.00	\$ 524,750.00
	<u>July-2025</u>	<u>August-2025</u>	<u>Sept-2025</u>	<u>October-2025</u>	<u>Nov-2025</u>	<u>Dec-2025</u>	<u>Jan-26</u>	<u>Feb-26</u>	<u>Mar-26</u>	<u>Apr-26</u>	<u>May-26</u>	<u>Jun-26</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 66,963.33	\$ 43,524.46	\$ 54,085.76	\$ 42,329.58	\$ 30,554.78	\$ 45,638.52	\$ 38,148.54	\$ 38,868.19	\$ 26,000.00	\$ 27,200.00	\$ 34,000.00	\$ 35,100.00	\$ 482,413.16
<b>AirBnB 1% Assessment revenue:</b>	\$ 2,308.87	\$ 1,953.22	\$ 2,723.36	\$ 2,130.96	\$ 2,408.55	\$ 2,340.74	\$ 4,348.13	\$ 7,049.70	\$ 3,600.00	\$ 6,500.00	\$ 3,700.00	\$ 3,200.00	\$ 42,263.53
<b>TOTAL:</b>	\$ 69,272.20	\$ 45,477.68	\$ 56,809.12	\$ 44,460.54	\$ 32,963.33	\$ 47,979.26	\$ 42,496.67	\$ 45,917.89	\$ 29,600.00	\$ 33,700.00	\$ 37,700.00	\$ 38,300.00	\$ 524,676.69
	<u>July-2024</u>	<u>August-2024</u>	<u>Sept-2024</u>	<u>October-2024</u>	<u>Nov-2024</u>	<u>Dec-2024</u>	<u>Jan-25</u>	<u>Feb-25</u>	<u>Mar-25</u>	<u>Apr-25</u>	<u>May-25</u>	<u>Jun-25</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 56,289.61	\$ 55,380.31	\$ 53,648.27	\$ 45,360.01	\$ 32,248.79	\$ 55,699.60	\$ 30,932.48	\$ 39,747.84	\$ 25,274.51	\$ 27,150.25	\$ 33,920.93	\$ 35,060.24	\$ 490,712.83
<b>AirBnB 1% Assessment revenue:</b>	\$ 1,850.22	\$ 2,729.09	\$ 4,234.98	\$ 2,867.01	\$ 2,250.55	\$ 2,404.32	\$ 3,104.74	\$ 4,904.65	\$ 3,603.96	\$ 6,518.94	\$ 3,661.68	\$ 3,137.74	\$ 41,267.88
<b>TOTAL:</b>	\$ 58,139.83	\$ 58,109.40	\$ 57,883.25	\$ 48,227.02	\$ 34,499.34	\$ 58,103.92	\$ 34,037.22	\$ 44,652.49	\$ 28,878.47	\$ 33,669.19	\$ 37,582.61	\$ 38,197.98	\$ 531,980.71
	<u>July-2023</u>	<u>August-2023</u>	<u>Sept-2023</u>	<u>October-2023</u>	<u>Nov-2023</u>	<u>Dec-2023</u>	<u>Jan-24</u>	<u>Feb-24</u>	<u>Mar-24</u>	<u>Apr-24</u>	<u>May-24</u>	<u>Jun-24</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 62,551.86	\$ 55,946.06	\$ 40,139.38	\$ 45,636.53	\$ 44,177.71	\$ 34,193.26	\$ 56,897.15	\$ 19,056.53	\$ 22,822.67	\$ 27,363.37	\$ 32,177.13	\$ 35,029.81	\$ 475,991.46
<b>AirBnB 1% Assessment revenue:</b>	\$ 3,099.25	\$ 1,483.08	\$ 3,616.42	\$ 5,429.39	\$ 4,766.16	\$ 2,182.77	\$ 3,590.22	\$ 4,914.01	\$ 4,736.24	\$ 5,735.64	\$ 4,548.64	\$ 3,682.22	\$ 47,784.04
<b>TOTAL:</b>	\$ 65,651.11	\$ 57,429.14	\$ 43,755.80	\$ 51,065.92	\$ 48,943.87	\$ 36,376.03	\$ 60,487.37	\$ 23,970.54	\$ 27,558.91	\$ 33,099.01	\$ 36,725.77	\$ 38,712.03	\$ 523,775.50
	<u>July-2022</u>	<u>August-2022</u>	<u>Sept-2022</u>	<u>October-2022</u>	<u>Nov-2022</u>	<u>Dec-2022</u>	<u>Jan-23</u>	<u>Feb-23</u>	<u>Mar-23</u>	<u>Apr-23</u>	<u>May-23</u>	<u>Jun-23</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 55,055.69	\$ 80,480.08	\$ 43,877.69	\$ 45,690.19	\$ 47,590.27	\$ 41,316.16	\$ 53,654.87	\$ 16,388.00	\$ 29,764.58	\$ 19,005.49	\$ 34,681.15	\$ 39,299.36	\$ 506,803.53
<b>AirBnB 1% Assessment revenue:</b>	\$ 1,615.47	\$ 1,710.21	\$ 3,861.16	\$ 3,424.53	\$ 4,491.21	\$ 3,278.35	\$ 3,637.74	\$ 4,503.22	\$ 4,266.75	\$ 3,402.39	\$ 6,391.75	\$ 1,742.85	\$ 42,325.63
<b>TOTAL:</b>	\$ 56,671.16	\$ 82,190.29	\$ 47,738.85	\$ 49,114.72	\$ 52,081.48	\$ 44,594.51	\$ 57,292.61	\$ 20,891.22	\$ 34,031.33	\$ 22,407.88	\$ 41,072.90	\$ 41,042.21	\$ 549,129.16
	<u>July-2021</u>	<u>August-2021</u>	<u>Sept-2021</u>	<u>October-2021</u>	<u>Nov-2021</u>	<u>Dec-2021</u>	<u>Jan-22</u>	<u>Feb-22</u>	<u>Mar-22</u>	<u>Apr-22</u>	<u>May-22</u>	<u>Jun-22</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 47,910.26	\$ 55,510.88	\$ 50,964.19	\$ 60,361.36	\$ 55,698.77	\$ 29,469.08	\$ 54,694.60	\$ 13,118.51	\$ 36,614.91	\$ 32,335.04	\$ 41,667.95	\$ 40,539.89	\$ 518,885.44
<b>AirBnB 1% Assessment revenue:</b>	\$ 926.15	\$ 2,256.61	\$ 4,394.28	\$ 4,189.72	\$ 3,750.12	\$ 3,518.61	\$ 3,440.18	\$ 4,861.62	\$ 6,332.41	\$ 6,608.26	\$ 7,172.53	\$ 6,683.81	\$ 54,134.30
<b>TOTAL:</b>	\$ 48,836.41	\$ 57,767.49	\$ 55,358.47	\$ 64,551.08	\$ 59,448.89	\$ 32,987.69	\$ 58,134.78	\$ 17,980.13	\$ 42,947.32	\$ 38,943.30	\$ 48,840.48	\$ 47,223.70	\$ 573,019.74
	<u>July-2020</u>	<u>August-2020</u>	<u>Sep-20</u>	<u>Oct-20</u>	<u>Nov-20</u>	<u>Dec-20</u>	<u>Jan-21</u>	<u>Feb-21</u>	<u>Mar-21</u>	<u>Apr-21</u>	<u>May-21</u>	<u>Jun-21</u>	<u>Collections YTD</u>
<b>1% Assessment revenue:</b>	\$ 23,070.90	\$ 41,028.58	\$ 48,752.86	\$ 24,111.28	\$ 49,860.84	\$ 35,501.49	\$ 18,858.53	\$ 26,501.63	\$ 30,611.48	\$ 31,646.11	\$ 26,663.25	\$ 53,937.40	\$ 410,544.35
<b>AirBnB 1% Assessment revenue:</b>	\$ 2,695.60	\$ 1,621.94	\$ 4,610.55	\$ 5,887.10	\$ 4,612.36	\$ 2,930.96	\$ 1,532.46	\$ 6,566.57	\$ 8,320.23	\$ 9,776.18	\$ 7,131.84	\$ 6,763.43	\$ 62,449.22
<b>TOTAL:</b>	\$ 25,766.50	\$ 42,650.52	\$ 53,363.41	\$ 29,998.38	\$ 54,473.20	\$ 38,432.45	\$ 20,390.99	\$ 33,068.20	\$ 38,931.71	\$ 41,422.29	\$ 33,795.09	\$ 60,700.83	\$ 472,993.57
	<u>July - 2019</u>	<u>August-2019</u>	<u>Sept - 2019</u>	<u>Oct - 2019</u>	<u>Nov - 2019</u>	<u>Dec - 2019</u>	<u>Jan - 2020</u>	<u>Feb - 2020</u>	<u>March - 2020</u>	<u>April - 2020</u>	<u>May - 2020</u>	<u>June - 2020</u>	<u>Collections YTD</u>
<b>1% Assessment Income:</b>	\$ 41,879.85	\$ 47,934.20	\$ 39,400.37	\$ 50,833.69	\$ 29,739.16	\$ 36,927.55	\$ 32,567.18	\$ 21,631.42	\$ 25,432.60	\$ 16,043.02	\$ 9,375.80	\$ 8,127.62	\$ 359,892.46
<b>AirBnB 1% Assessment Income:</b>	\$ 1,825.16	\$ 1,505.26	\$ 2,150.01	\$ 1,875.29	\$ 2,935.90	\$ 1,844.66	\$ 1,926.49	\$ 3,699.03	\$ 5,673.49	\$ -	\$ -	\$ 1,088.82	\$ 24,524.11
<b>TOTAL:</b>	\$ 43,705.01	\$ 49,439.46	\$ 41,550.38	\$ 52,708.98	\$ 32,675.06	\$ 38,772.21	\$ 34,493.67	\$ 25,330.45	\$ 31,106.09	\$ 16,043.02	\$ 9,375.80	\$ 9,216.44	\$ 384,416.57
	<u>July - 2018</u>	<u>August-2018</u>	<u>Sept - 2018</u>	<u>Oct - 2018</u>	<u>Nov - 2018</u>	<u>Dec - 2018</u>	<u>Jan - 2019</u>	<u>Feb - 2019</u>	<u>March - 2019</u>	<u>April - 2019</u>	<u>May - 2019</u>	<u>June - 2019</u>	<u>Collections YTD</u>
<b>1% Assessment Income:</b>	\$ 37,621.02	\$ 49,996.01	\$ 48,679.18	\$ 42,638.67	\$ 33,650.33	\$ 32,427.38	\$ 29,694.35	\$ 26,959.05	\$ 20,123.12	\$ 31,697.95	\$ 33,352.44	\$ 30,030.88	\$ 416,870.38
<b>AirBnB 1% Assessment Income:</b>	\$ 14,794.06	\$ 2,074.11	\$ 2,775.12	\$ 1,931.44	\$ 2,215.20	\$ 2,278.48	\$ 1,765.82	\$ 4,355.81	\$ 3,357.76	\$ 3,503.12	\$ 4,414.76	\$ 3,115.38	\$ 46,581.06
<b>TOTAL:</b>	\$ 52,415.08	\$ 52,070.12	\$ 51,454.30	\$ 44,570.11	\$ 35,865.53	\$ 34,705.86	\$ 31,460.17	\$ 31,314.86	\$ 23,480.88	\$ 35,201.07	\$ 37,767.20	\$ 33,146.26	\$ 463,451.44

Projected

\*Projected flat per H1TA

**Jill Jackson**  
**Administration & Accounting Services**  
1848 Astor Avenue  
Cambria, CA 93428  
(805) 395-2595  
(805) 550-7542  
April 7, 2026

**Exhibit A – Scope of Work**  
**Managing Assistant Services**  
Local Fund: Cambria Tourism Board (CTB)  
Highway 1 Tourism Alliance (H1TA)  
1-year term: July 1, 2026 through June 30, 2027

### **Overview**

The Contractor (Jill Jackson Administration & Accounting Services) will provide all facets of business administration, accounting, and reporting required by the Cambria Tourism Board (CTB) Chair and Members; as well as required information provided to the San Luis Obispo County Tourism BID and the corporate non-profit, Highway 1 Tourism Alliance.

### **Goals and Objectives**

Contractor's goal/objective is to successfully implement the strategies needed to achieve the goals of the Cambria Tourism Board (CTB) Chair and Members.

### **Scope of Work**

The contractor will manage the efforts of the CTB and provide all of the necessary administrative support to the CTB and its members in all capacities for services including and not limited to:

- Cambria Tourism Board Meetings:
  - Reserve, confirm and communicate the time and location of CTB meetings
  - Create agenda, as directed by the CTB Chair
  - Prepare and post meeting agenda in accordance with the Brown Act requirements
  - Attend all Cambria Tourism Board meetings
  - Ensure that the meeting room is properly set to conduct CTB meetings
  - Provide copies of the agenda and agenda items to CTB members
  - Record and provide detailed meeting minutes for review and approval of CTB Chair
  - Publish and distribute minutes of all Cambria Tourism Board meetings
  - Take action on items as directed by CTB Chair
  
- Financial Oversight:
  - Create projections and budget annually
  - Maintain budget – track financial growth/spending
  - Create additional reports/worksheets to inform board on: revenue, budget, grants, marketing
  - Maintain monthly financial/budget reconciliation with H1TA
  - Maintain monthly budget reconciliation with Marketing Agency
  - As directed, assist with the creation and execution of the Marketing Plan
  - Process vendor payments through Chair approval, to H1TA
  - Provided requested materials to H1TA for annual audit

- Marketing, Event, Outreach Committees Meetings:
  - Confirm and communicate the time and location of Committee meetings. Send notices to all Committee members
  - Encourage attendance/participation of constituents, non-profits, businesses
  - Attend all Committee meetings
  - Record and provide meeting minutes for review and approval of Committee Chair/s
  - Take action on items as directed by the Committee Chair/s
  
- Grant Requests:
  - Distribute grant request forms as needed
  - Assist applicants as needed in understanding and completing grant requests
  - Accept grant requests from interested parties
  - Review and update CTB Chair/s on any grant interest
  - Review incoming forms for presentation to the Cambria Tourism Board
  - Update reports each month on grant requests and Follow-up Report status
  - Update applicant on progress
  
- Communication & Processing
  - Communicate with CTB Chair/s and provide feedback to ensure CTB actions are consistent with strategic goals and direction
  - Work in conjunction with the H1TA CAO to ensure that CTB items are not redundant of H1TA activities and efforts
  - Maintain integrity and honesty both personally and for the CTB in all dealings
  - Apply business principals and acumen to all decisions to achieve lucrative, measurable results
  - Communicate effectively with and between CTB members, community leaders, and related tourism marketing entities to maintain strong internal and external relationships
  - Formulate and implement decisions on behalf of the CTB Board and Committees to ensure weekly progress
  - Assist the Board in the selection, retention and management of professional service vendors; including administration and organization of RFPs
  - Development and management of timeline and deliverables
  - Develop and implement a constituent communication tool so all are informed of the CTB's progress and activities on their behalf
  - Create and maintain an accurate member inventory to include individual property contact information, property type and unit count.
  - Establish relationships with constituents and maintain accurate property listings on website
  - Respond daily to emails from VisitCambriaCA.com website
  - Assist in advertising the mission/vision of the CTB and assist in educating the community on current activities
  - Brown Act training and updates
  
- General Administrative
  - Collaborate with local events to maximize beneficial opportunities for constituents
  - Act as intermediary between CTB core Marketing Firm and the public/board
  - Review website for corrections and omissions and update core marketing firm
  - Review Facebook and other social media pages
  - Work with San Simeon and other regional local funds to develop partnership opportunities
  - Organize and maintain data and files
  - Work with core Marketing Firm to secure lodging for hosted media stays
  - Maintain CTB calendar of meetings and Cambria events and contribute to H1TA calendar
  - Contribute to various calendars: Visit SLO, Chamber
  - Answer and respond to calls and emails daily

## **Timeline and Deliverables**

### **Board Meetings:**

Agenda  
Board Packets in assembled, labeled binders  
Attendee copies of agenda and various reports  
Detailed Minutes

### **Financial Reports:**

Revenue and Expense  
Budget vs. Actual  
Marketing Expenditures Detail  
Approved Grant Details  
Other various reports, as needed or requested

### **Governance Committee Meetings:**

Agenda  
Budget Worksheets and Projections – current fiscal year  
Budget Worksheets, Projections, and Draft – next fiscal year  
Copies of agenda, worksheets and budget draft for Chair and Vice-Chair  
Detailed Minutes

### **Marketing Committee Meetings:**

Agenda  
Committee Member Packets  
Other attendee copies of agenda and various reports  
Detailed Minutes

### **Outreach Committee Meetings:**

Agenda  
Committee Member Packets  
Other attendee copies of agenda and various reports  
Detailed Minutes

### **Event Committee Meetings:**

Agenda  
Committee Member Packets  
Other attendee copies of agenda and various reports  
Detailed Minutes

### **Constituent Inventory/Communications:**

Current Constituent with contact information list  
Emails: Weddings  
Emails: Meetings, Committees  
Emails: Media Opportunities  
Emails: Current CTB/H1TA Assets and Programs  
Delivery of assets (totes, maps, etc.)

### **Social Media/Websites:**

Updates to Marketing Partner, H1TA, Chamber

**Grant Requests:**

Reviewed/corrected/assembled applications to Event Committee  
Reviewed/corrected/assembled applications to Outreach Committee  
Progress reports to Chair; Applicant  
Status Report on Funding Follow-up reports

**Additional:**

CTB Office Space  
Dedicated phone line  
Maps/Banners/Asset Storage Space  
Current Board Member Rosters, public and private  
Board Member Terms report  
New Board Member Information  
Invoice and detailed work report  
Daily emails, calls and various correspondence  
Board requested vendor review administration and organization

**Budget**

	<b><u>Monthly</u></b>	<b><u>Annually</u></b>
Monthly Compensation:	\$3,825.38	\$ 45,904.56
<i>Reimbursements:</i>		
Zoom		\$ 160.00
Board meetings expenses		\$ 1,000.00
Mileage		\$ 100.00
PO Box   other		\$ 340.00
<b><u>Total Contracted Cost:</u></b>		<b><u>\$ 47,504.56</u></b>

**Term and Compensation:**

The term of the contract is (12) twelve months with a renewal of (1) one year, and renewable based on terms as stated in the subcontractor agreement. **Effective date: July 1, 2026 – June 30, 2027.**

The Cambria Tourism Board **agrees to compensate at a monthly amount of \$3,825.38; and an annual amount of \$45,904.56.**

Mileage based on cost per mileage using the allowable IRS mileage rate.

Supply allowance: **Will be reimbursed, upon receipt review and approval, for supplies needed for board meetings and meals.**

Other incidental expenses **related to CTB business operations will be reimbursed upon receipt review and approval.**

- As with any contracted position, there will be no reimbursement for rent, utilities, or required insurance.
- Contractor acknowledges that they have the office tools and/or equipment to meet the requirements of the Scope of Work of the CTB Managing Assistant.

- Contractor agrees to present a monthly summation report of work performed.

Either party can terminate this contract with a written 45-day notice.

---

Jill Jackson Date

---

Greg Pacheco, CTB Chair Date



ARCHER & HOUND

# Cambria Tourism Board Marketing Report

March 2026

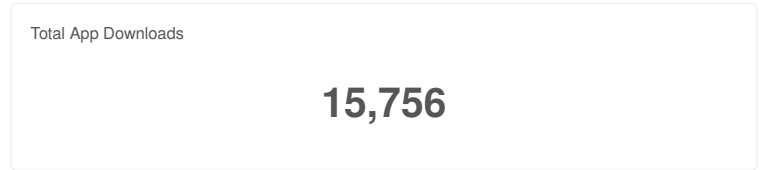
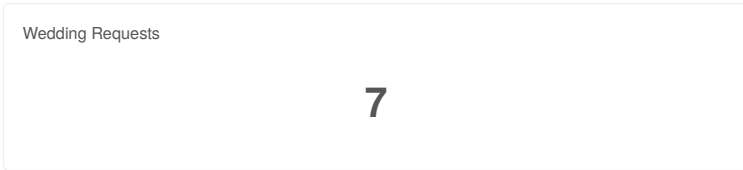
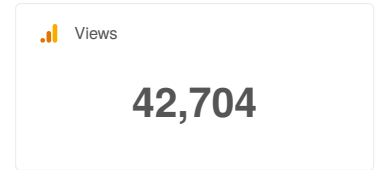
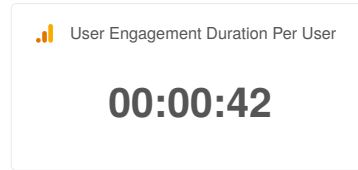
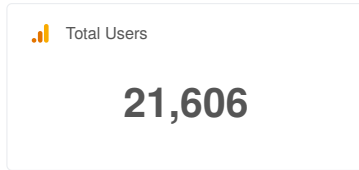
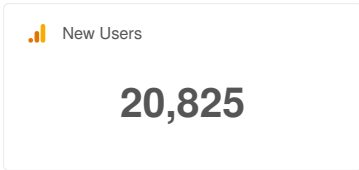
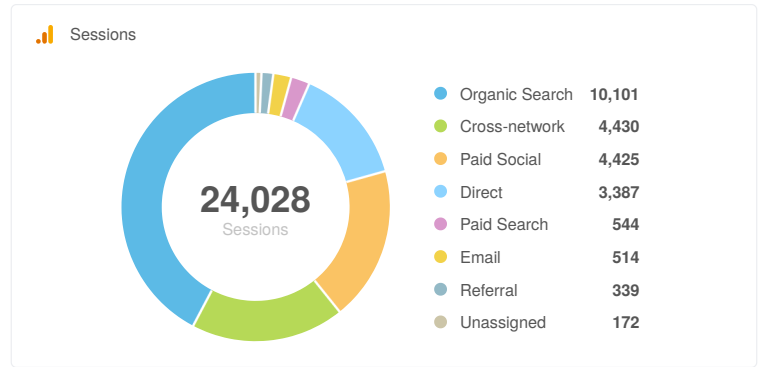
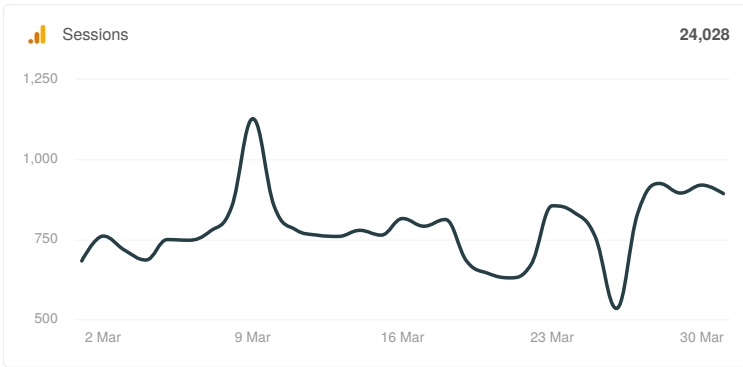
Visit Cambria

[visitcambriaca.com](http://visitcambriaca.com)

# Table of Contents

<b>Cambria Tourism Board Marketing Report</b>	<b>1</b>
Website Traffic	3
Organic Social—Facebook	4
Organic Social—Instagram	6
Organic Social—Pinterest	8
Paid Digital Advertising Overview	9
Pinterest Advertising	9
Google Advertising	9
Email Marketing	11

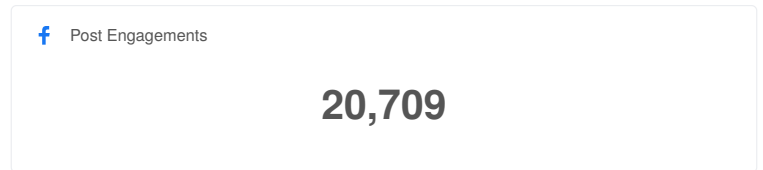
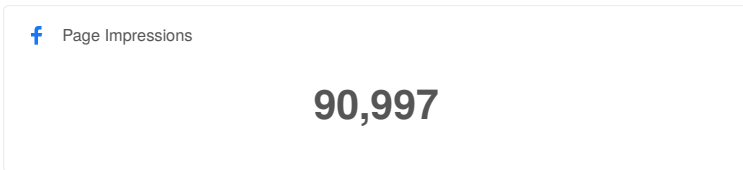
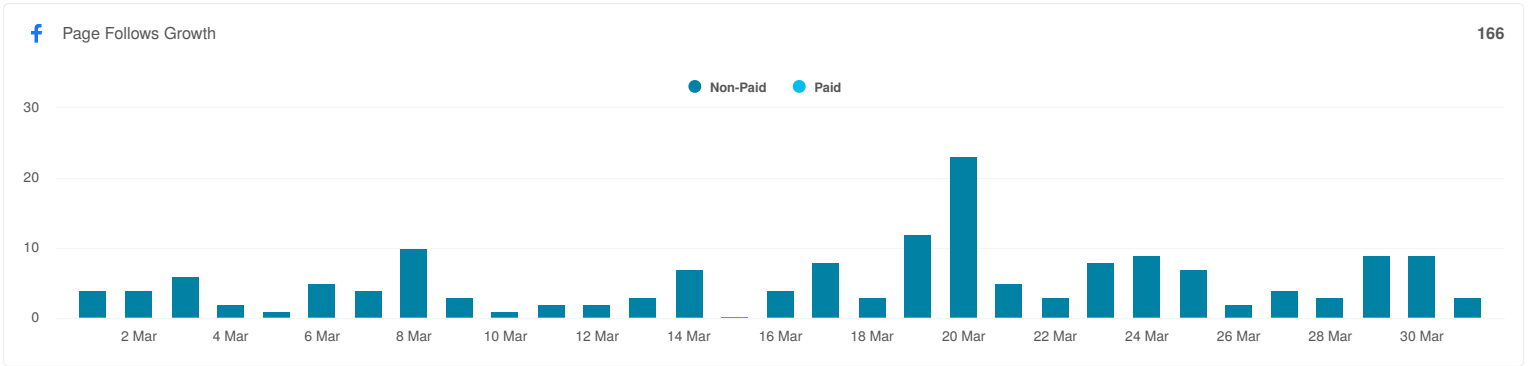
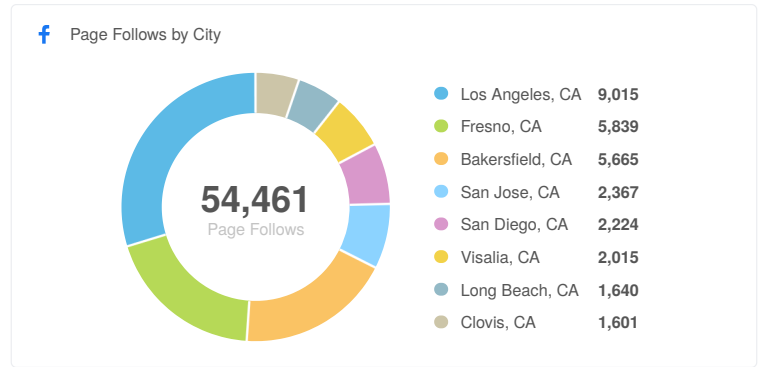
# Website Traffic







**Top 10 Pages**


PAGE	SESSIONS	TOTAL USERS	VIEWS	AVERAGE SESSION DURATION
/	7,125	6,683	8,840	00:03:56
(not set)	6,672	6,406	0	00:00:00
/visitors/	2,405	2,237	2,761	00:03:00
/weddings-in-cambria/	1,822	1,741	2,676	00:01:29
/moonstone-beach/	1,471	1,357	1,628	00:03:41
/events/	1,256	1,146	1,447	00:03:28
/history-of-cambria/	1,095	1,076	1,138	00:01:40
/explore/activities/	947	860	1,066	00:02:57
/lodging-specials/	837	785	1,015	00:02:16
/lodging/	775	740	982	00:02:18

# Organic Social—Facebook

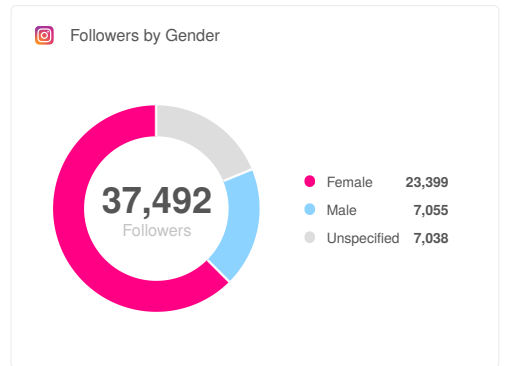
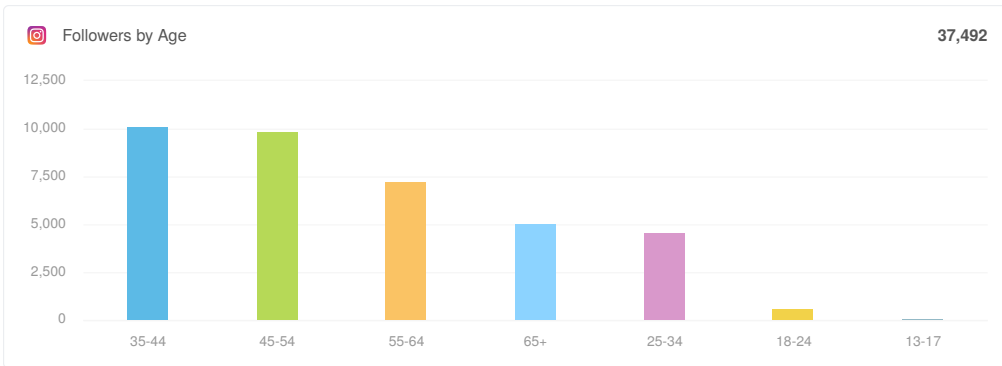
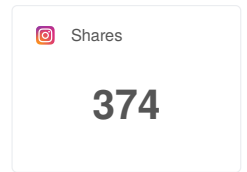
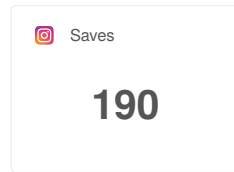
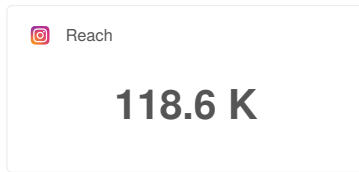
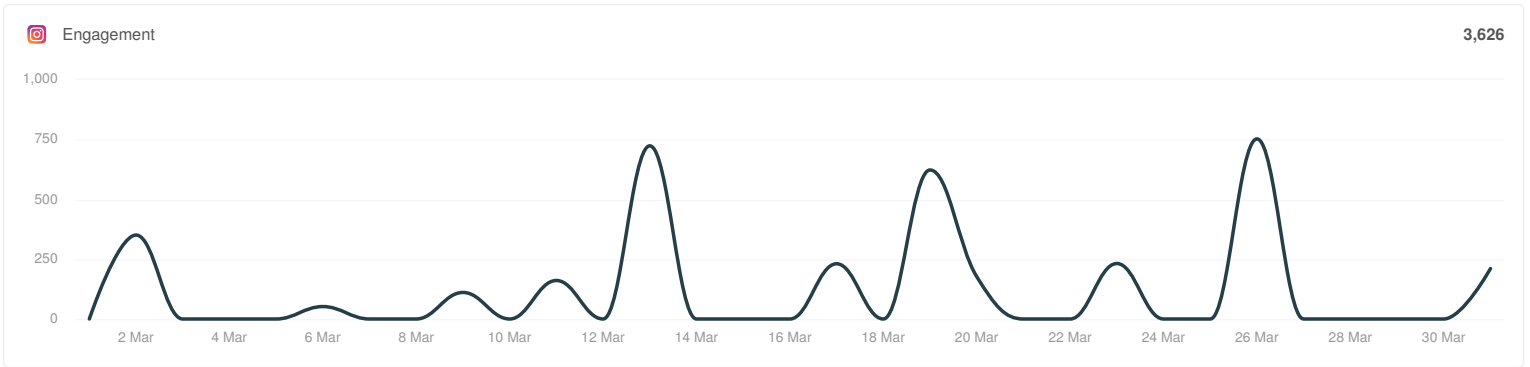


**f Top 5 Posts**

DATE	POST	LIKES	CLICKS	SHARES
Mar 19, 2026	 Highway 1 just earned the top spot on TI...	818	1,488	120
Mar 23, 2026	 Imagine staying steps away from the beach. ...	189	103	8
Mar 11, 2026	 Perched above the Central Coast, Hearst Ca...	183	94	22
Mar 17, 2026	 From molten glass to finished works of art, H...	182	158	10


DATE	POST	LIKES	CLICKS	SHARES
Mar 31, 2026	 Whether you're packing a picnic, stocking up ...	147	82	3

# Organic Social—Instagram



**Top 5 Posts**

DATE	POST	LIKES	COMMENTS	SAVED
Mar 31, 2026	Whether you're packing a picnic, sto...	184	6	9
Mar 26, 2026	Turns out, the solution was a getaw...	611	16	29
Mar 23, 2026	Imagine staying steps away from th...	192	4	26
Mar 20, 2026	It's worth it when plans don't just sta...	133	1	3

DATE	POST	LIKES	▲	COMMENTS	SAVED
Mar 19, 2026	 Highway 1 just earned the top sp...	554		10	22

# Organic Social—Pinterest

Impressions

106.6 K

Engagement Rate

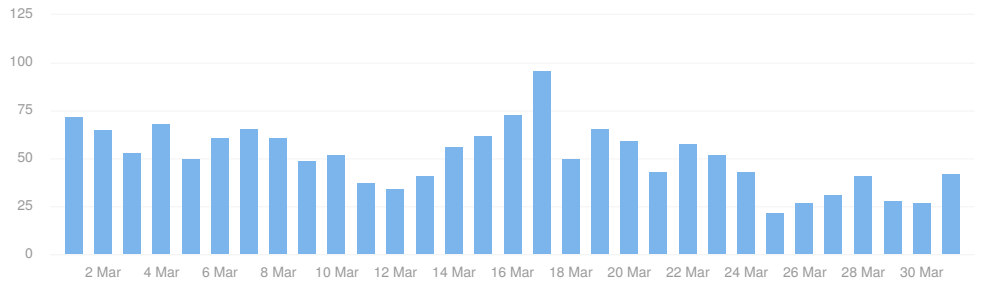
1.49%

Outbound Clicks

1,409

Engagements

1,585



Pin Clicks

1,523

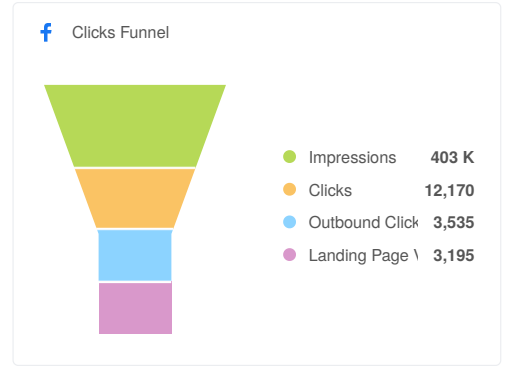
Pin Click Rate

1.43%

## Paid Digital Advertising Overview

f Amount Spent

**\$3,400.45**



f Impressions

**403.1 K**

f Landing Page Views

**3,195**

f Average CPC

**\$0.28**

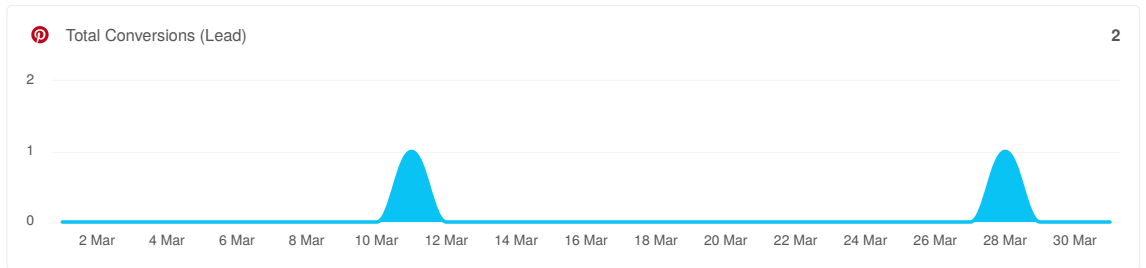
f CTR

**3.02%**

## Pinterest Advertising

p Spend

**\$1,729.93**



p Impressions

**103.3 K**

p Pin Clicks

**1,389**

p CTR

**1.34%**

p CPC

**\$1.25**

## Google Advertising

g Cost

**\$3,028.93**

g Clicks

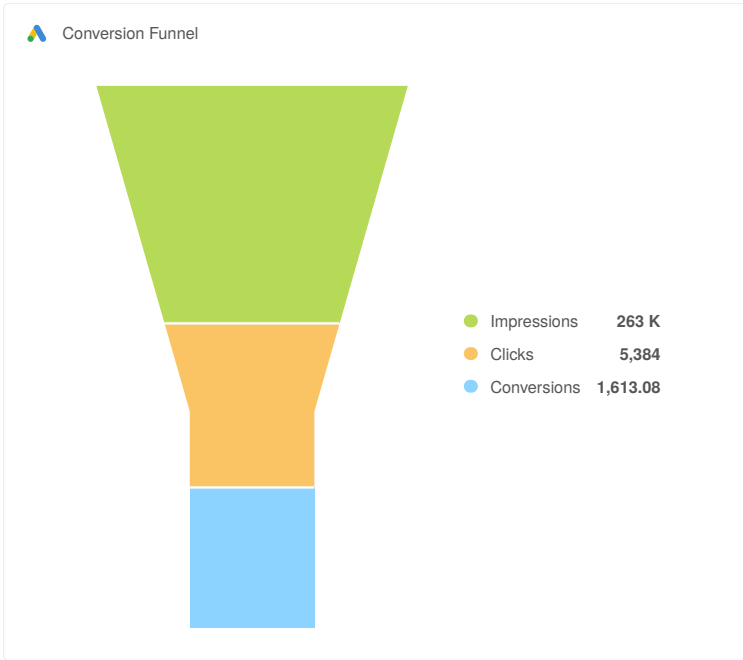
**5,384**

g CTR

**2.05%**

g Avg CPC

**\$0.56**



Conversion Name

CONVERSION NAME	ALL CONVERSIONS
1+ Minute Page Views	2,097.77
4+ Pages Visited	270.31
Lodging Specials Button	45.00
Book Now Button	28.00
Lodging Specials Outbound	28.00
Lodging Property Outbound	15.00
Wedding Form Submission	2.00
Visit Cambria - GA4 (web) booking_engine_click	18.00

Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
<a href="#">Demand Gen   CTB Vacationers   Prospectin</a>	\$785.11	169,155	3,670	\$0.21	1,599.08	41.93%
<a href="#">Demand Gen   Cambria Weddings   Early Pla</a>	\$1,457.68	91,187	1,164	\$1.25	2.00	0.01%
<a href="#">Search   Visit Cambria   Brand</a>	\$786.14	2,498	550	\$1.43	12.00	2.18%

## Email Marketing

Sent

**35,624**

Opens

**9,696**

Open Rate

**27.48%**

Click Rate

**1.17%**



ARCHER & HOUND

# Cycle Central Coast Marketing Report

March 2026

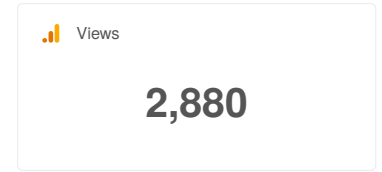
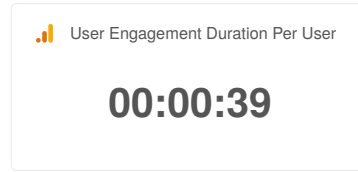
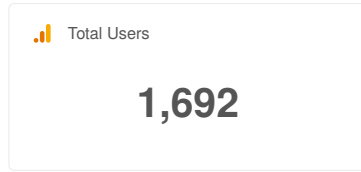
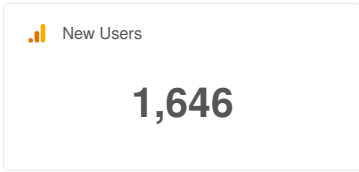
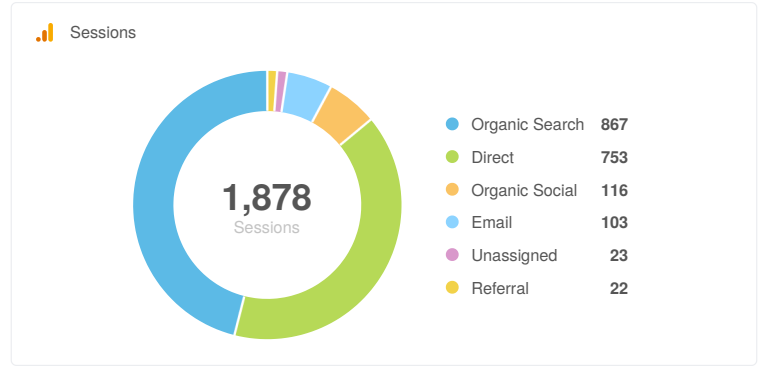
Cycle Central Coast

[cyclecentralcoast.com](http://cyclecentralcoast.com)

# Table of Contents

<b>Cycle Central Coast Marketing Report</b>	<b>1</b>
Website Traffic	3
Organic Social—Facebook	4
Organic Social—Instagram	5
Email Marketing	7

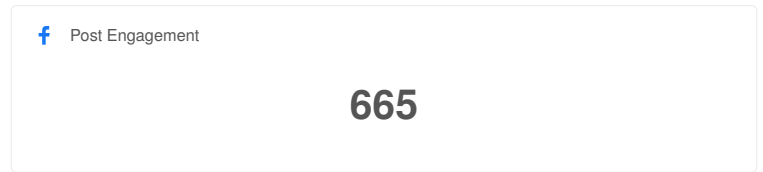
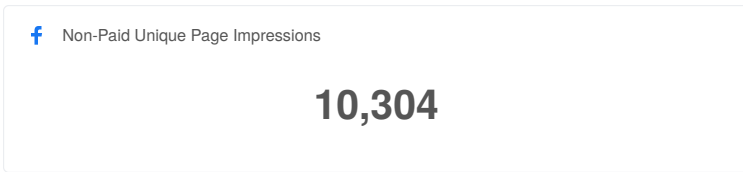
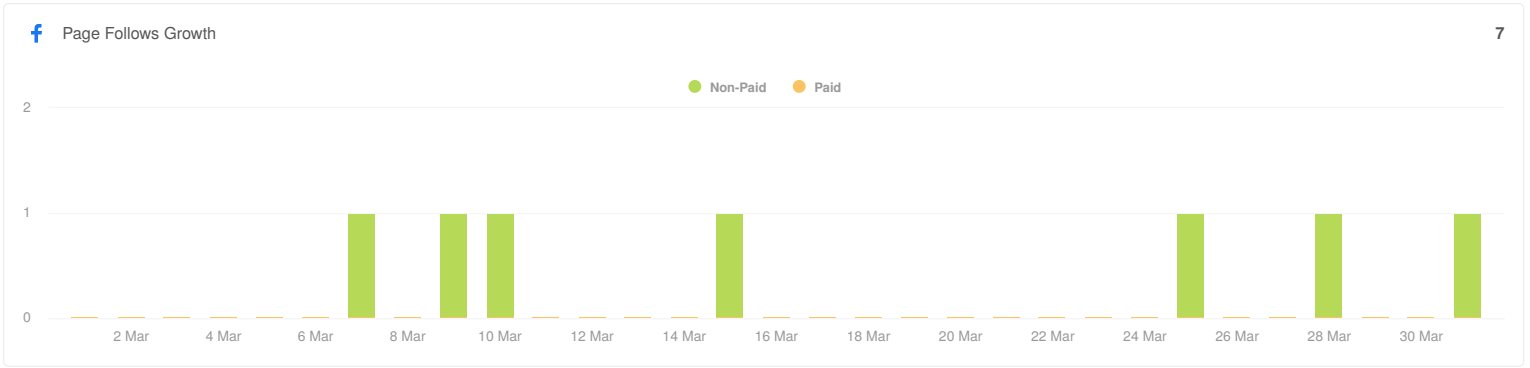
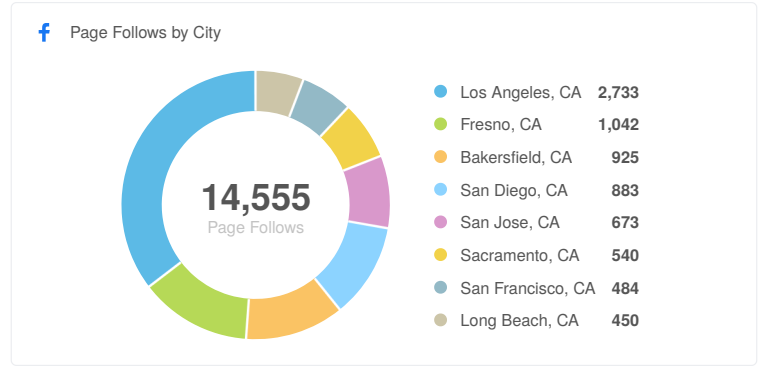
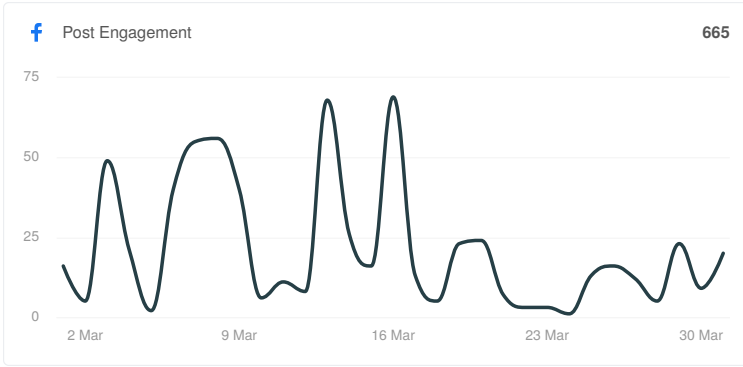
# Website Traffic



**Top 10 Pages**

PAGE	SESSIONS	TOTAL USERS	VIEWS	AVERAGE SESSION DURATION
/	481	456	516	00:01:44
/routes/	285	258	410	00:04:41
/events/	188	177	207	00:02:07
/blog/highway-1-cycling/	124	105	127	00:06:43
/blog/cycling-laws-regulations-central-coast-california/	81	74	83	00:02:43
/routes/hwy-1-adventure-route-altitude/	75	63	76	00:02:55
/event/the-central-coast-classico-2026/	68	58	78	00:07:15
/resources/	53	46	55	00:04:06

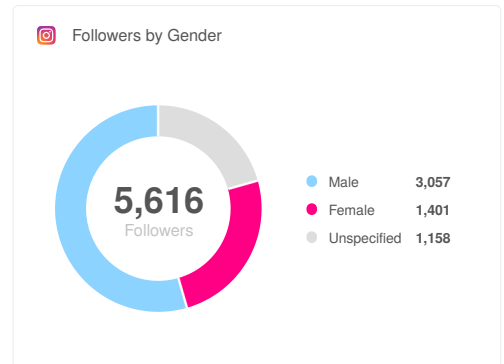
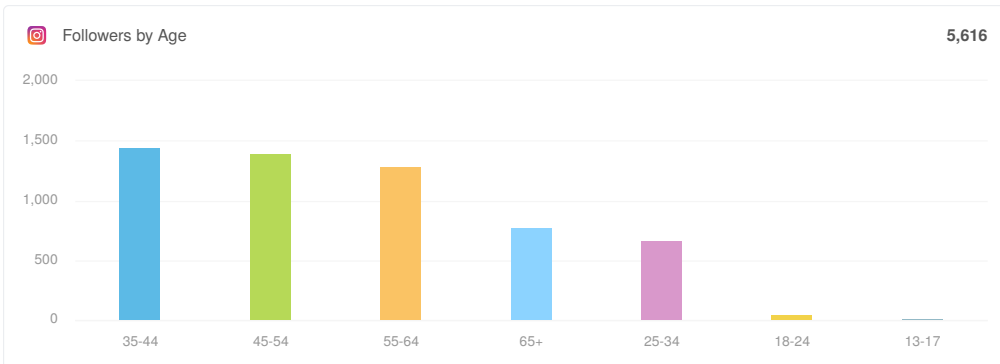
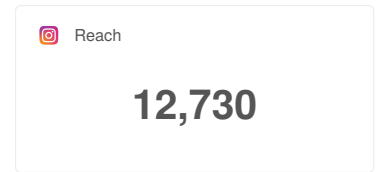
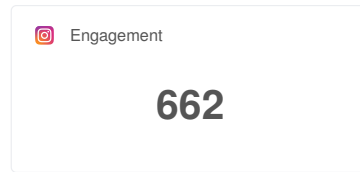
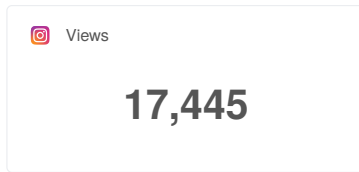
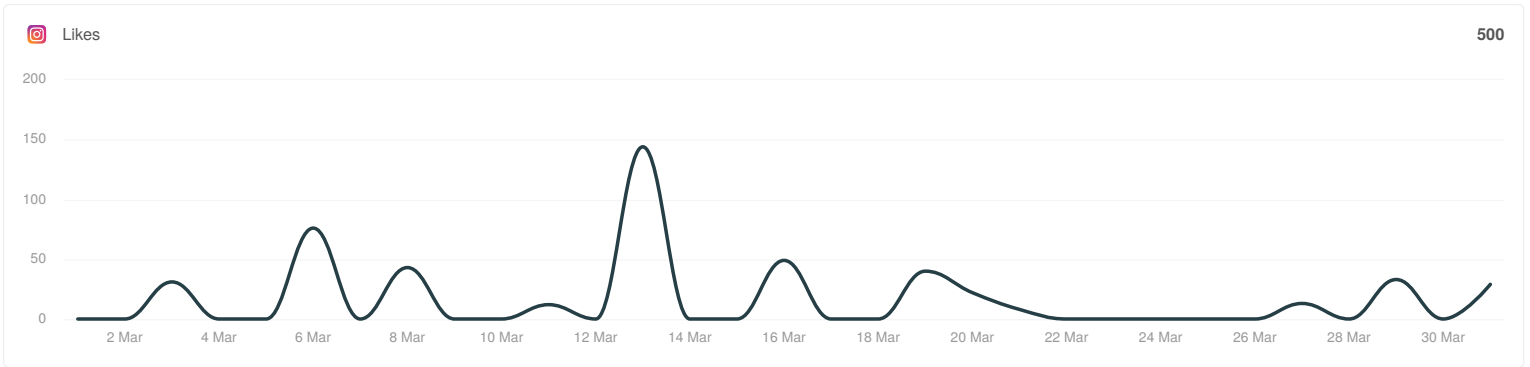
# Organic Social—Facebook



**f** Top 5 Posts

DATE	POST	LIKES	CLICKS	SHARES
Mar 29, 2026	Some rides stay comfortable. This isn't...	342	127	2
Mar 13, 2026	Every great ride has a starting point. Aaron Li...	44	38	5
Mar 3, 2026	Rolling green hills. Wildflowers in full bl... Photos from Cycle Central Coast's post	30	32	0
Mar 6, 2026	Not a race. An experience. The Central...	23	106	0
Mar 19, 2026	You know the kind. Not fun while it's happeni...	19	8	0

# Organic Social—Instagram



**Top 5 Posts**

DATE	POST	LIKES	COMMENTS	SAVED
Mar 13, 2026	Every great ride has a starting point...	144	16	9
Mar 6, 2026	Not a race. An experience. The ...	76	1	5
Mar 16, 2026	Looking for a leg burner? These ...	49	0	15
Mar 8, 2026	133.2 miles. 11,637 feet...	43	1	2

DATE	POST	LIKES	▼	COMMENTS	SAVED
Mar 19, 2026	 You know the kind. Not fun while it's...	40		1	0

## Email Marketing

Sends

**10,722**

Opens

**4,172**

Open Rate

**39.82%**

Click Rate

**2.69%**

# LOCAL FUND SUMMARY

April 2026

## WEB TRAFFIC

USERS

91K

↓ 22% Y|Y

SESSIONS

117K

↓ 15% Y|Y

DESTINATION PAGEVIEWS

Ragged Point	1,533	Los Osos	3,526
San Simeon	858	Edna   AG	8,467
Cambria	1,053	Avila Beach	812
Cayucos	5,070	Oceano   Nipomo	12,669

Destination Page Views: 33,988 | 9.8% of traffic

Lodging Page Views: 15,927 | 4.6% of traffic

Total Page Views: 348,000

## EMAIL, SOCIAL, PR

✉	Subscribers: 154,092
	Site Traffic: 3,178
f	Fans: 127,016
	Impressions: 866,830
	Engagement: 32,452
📷	Followers: 51,637
	Impressions: 605,718
	Engagement: 11,409
📺	Views: 38,182
	Hours Watched: 174.4
📢	Articles: 1*

\*previous month

## LFA FUNDING

### Projects Approved by LFAs

**Avila Beach:** C10 SLO Down Truck Show

**Cambria:** Arthritis Foundation Coast Classic Bike Ride, ECO SLO Creeks to Coast Cleanup, Trash/Recycle Planter Receptacles, Scarecrow Festival

**Oceano/Nipomo:** Migrant Mother plaque at Dana Adobe, Stay & Shop Local banners for America's 250<sup>th</sup> birthday celebration

## H1TA NEWS

### Spread the Word

Time Magazine has included Highway 1 in its "World's Greatest Places of 2026"!

This coverage was a direct result of outreach by the H1TA PR team of Kirstin and Katie.

UVM: 13,173,356 | Print: 1,032,687



## GOVERNANCE

### 2026-2027 Fiscal Year

- FY 2026 2027 Marketing Plan and budget timing for LFAs
  - Admin and marketing contract renewals at April or May meetings (must be completed in order to be approved at the 5/27 H1TA meeting)
  - Draft FY budget
    - H1TA looking to budget flat to last year
    - All LFA budgets will go before the H1TA board at the 6/24 meeting
  - LFA Marketing plans presented in April and May
    - Recommend YTD results summary be provided for contract renewal
    - Final FY Marketing roll-up reports in July and August meetings once FY is ended
  - LFA contract SOWs will go before H1TA board on 4/22 and 5/27 May
    - SOWs must be approved and submitted via the LFA admin by 3<sup>rd</sup> Tuesday of the month to get into the H1TA board packet
  - H1TA will work with each contractor on their annual agreement and needed documents for completion by June 30, 2026

## H1TA PRESENTATIONS & INFO

### Upcoming Schedule

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

Meetings are held at Cambria Pines Lodge.

April 22, 2026

May - no meeting

June 24, 2026

## TOT/ASSESSMENT

### February

	2026	2025
San Simeon   RP	\$71,054	\$81,715
Cambria   Harmony	\$403,066	\$400,983
Cayucos	\$85,750	\$136,325
Los Osos   MB	\$43,540	\$39,662
Edna   AG	\$20,978	\$22,725
Avila Beach	\$124,308	\$141,201
Oceano   Nipomo	\$61,540	\$63,639
CBID	\$810,236	\$886,250

# 1994 District Conversion

## KEY MILESTONES

### Renewal & Conversion Timeline

- April: '89 District renewal notice mail; complete 2025 Year End Report
- May: Public meeting to renew '89 district; renew H1TA contract
- **May - June: Collect signed petitions from lodging owners**
- 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

## Elevator Speech for “Why 1994?”

We're converting our tourism district to the 1994 law to provide stability, efficiency, and long-term impact. Under the current 1989 structure, we have to renew the district every year through the San Luis Obispo County Board of Supervisors - and while that's been successful, it creates uncertainty, limits multi-year planning, and adds unnecessary administrative work.

By transitioning to the Property and Business Improvement District Law of 1994, we can secure a multi-year term that allows us to plan smarter, invest more strategically, and align with how tourism actually operates. It also reduces administrative burden, increases transparency through a clear management plan, and keeps all the programs and local input that are already delivering results.

In short, this change lets us focus less on process and more on driving measurable economic benefit for our local businesses and communities.

## Abbreviated Elevator Speech for “Why 1994?”

We're converting to the Property and Business Improvement District Law of 1994 to create long-term stability, eliminate annual renewals with the San Luis Obispo County Board of Supervisors, and reduce administrative burden. This allows us to focus more on strategic, multi-year investments that deliver stronger results for our lodging constituents, and in turn our local businesses and communities.



**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
<b>Visit Cambria - Media &amp; Outreach</b>	\$ 206,570.00	\$ 80,921.64	\$ 14,891.32	\$ 17,774.16	\$ 19,728.80	\$ 11,908.84	\$ 13,212.75	\$ 18,003.62	\$ 18,219.36	\$ 11,909.51	\$ -	\$ 125,648.36
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	\$ 1,800.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00		\$ 3,600.00
Social Media Management (FB,IG,PIN)	\$ 43,200.00	\$ 14,400.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00		\$ 28,800.00
Meta - Traffic & Engagement Campaign	\$ 36,000.00	\$ 11,999.97	\$ 2,999.85	\$ 2,999.12	\$ 3,000.76	\$ 2,999.97	\$ 2,999.15	\$ 3,000.60	\$ 2,999.88	\$ 3,000.70		\$ 24,000.03
Meta - Lodging Retargeting	\$ 4,200.00	\$ 2,100.20						\$ 2,099.80				\$ 2,099.80
Meta - Newsletter Campaign	\$ 4,800.00	\$ 1,600.10	\$ 400.00	\$ 399.94	\$ 399.98	\$ 400.04	\$ 400.00	\$ 399.92	\$ 400.07	\$ 399.95		\$ 3,199.90
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	\$ 8,553.14	\$ 1,434.35	\$ 1,756.69	\$ 1,414.39	\$ 1,457.84	\$ 1,410.71	\$ 1,454.04	\$ 1,460.93	\$ 1,457.91		\$ 11,846.86
Google Ads	\$ 36,000.00	\$ 12,468.21	\$ 2,469.40	\$ 3,038.35	\$ 3,000.52	\$ 3,000.99	\$ 3,002.89	\$ 2,999.52	\$ 3,019.17	\$ 3,000.95		\$ 23,531.79
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
<b>Visit Cambria - Content Development</b>	\$ 47,100.00	\$ 12,875.00	\$ 1,450.00	\$ 3,350.00	\$ 4,200.00	\$ 5,700.00	\$ 4,400.00	\$ 5,875.00	\$ 5,050.00	\$ 4,200.00	\$ -	\$ 34,225.00
Bi-monthly Landing Page	\$ 6,300.00	\$ 1,050.00		\$ 1,050.00	\$ 1,050.00		\$ 1,050.00		\$ 1,050.00	\$ 1,050.00		\$ 5,250.00
Blog Content & SEO	\$ 5,100.00	\$ 850.00	\$ 850.00			\$ 850.00		\$ 850.00	\$ 850.00	\$ 850.00		\$ 4,250.00
General/Ongoing Websites & App Edits (Visit & CCC)	\$ 7,200.00	\$ 1,175.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,825.00	\$ 600.00	\$ 600.00		\$ 6,025.00
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	\$ 3,400.00		\$ 1,700.00		\$ 1,700.00		\$ 1,700.00		\$ 1,700.00		\$ 6,800.00
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										\$ -
<b>Cycle Central Coast</b>	\$ 52,000.00	\$ 23,953.93	\$ 5,149.32	\$ 5,150.52	\$ 5,346.27	\$ 5,149.98	\$ 5,149.98	\$ 700.00	\$ 700.00	\$ 700.00	\$ -	\$ 28,046.07
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	\$ 8,800.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 700.00	\$ 700.00	\$ 700.00		\$ 15,600.00
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										\$ -
<b>Hard Costs/Subscriptions/Reports/Management</b>	\$ 94,288.00	\$ 27,075.00	\$ 31,073.00	\$ 4,723.00	\$ 4,723.00	\$ 5,323.00	\$ 5,224.00	\$ 5,699.00	\$ 5,224.00	\$ 5,224.00	\$ -	\$ 67,213.00
Account and Media Management, Meetings	\$ 36,000.00	\$ 12,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 24,000.00
Website Hosting - Visit Cambria	\$ 3,120.00	\$ 1,040.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00		\$ 2,080.00
Website Hosting - Cycle Central Coast	\$ 240.00	\$ 80.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00		\$ 160.00
Accessibility Annual Subscription - VC & CCC Websites	\$ 1,490.00	\$ 1,490.00										\$ -
Media Monitoring	\$ 5,700.00	\$ 1,900.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00		\$ 3,800.00
E-Blast Subscription (up to 50,000)	\$ 6,978.00	\$ 66.00	\$ 489.00	\$ 489.00	\$ 489.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00		\$ 6,912.00
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	\$ 2,640.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00		\$ 3,040.00
<b>Contingency Fund</b>	\$ 42.00	\$ 42.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Miscellaneous	\$ 42.00	\$ 42.00										\$ -
<b>Total Marketing Services:</b>	\$ 400,000.00	\$ 144,867.57	\$ 52,563.64	\$ 30,997.68	\$ 33,998.07	\$ 28,081.82	\$ 27,986.73	\$ 30,277.62	\$ 29,193.36	\$ 22,033.51	\$ -	\$ 255,132.43

## 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>Feb-2026</u>	<u>March-2026</u>	<u>YTD</u>
<b><u>Projected Revenue</u></b>										
1% Assessment:	\$ 56,289.61	\$ 55,380.31	\$ 53,648.27	\$ 45,360.01	\$ 32,248.79	\$ 55,699.60	\$ 30,932.48	\$ 39,747.84		\$ 369,306.91
Air BnB:	\$ 1,850.22	\$ 2,729.09	\$ 4,234.98	\$ 2,867.01	\$ 2,250.55	\$ 2,404.32	\$ 3,104.74	\$ 4,904.65		\$ 24,345.56
TOTAL:	\$ 58,139.83	\$ 58,109.40	\$ 57,883.25	\$ 48,227.02	\$ 34,499.34	\$ 58,103.92	\$ 34,037.22	\$ 44,652.49		<b>\$ 393,652.47</b>
<b><u>Actual Revenue</u></b>										
1% Assessment:	\$ 66,963.33	\$ 43,524.46	54,085.76	\$ 42,329.58	\$ 30,554.78	\$ 45,638.52	\$ 38,148.54	\$ 38,868.19		\$ 360,113.16
Air BnB:	\$ 2,308.87	\$ 1,953.22	2,723.36	\$ 2,130.96	\$ 2,408.55	\$ 2,340.74	\$ 4,348.13	\$ 7,049.70		\$ 25,263.53
TOTAL:	\$ 69,272.20	\$ 45,477.68	\$ 56,809.12	\$ 44,460.54	\$ 32,963.33	\$ 47,979.26	\$ 42,496.67	\$ 45,917.89	\$ -	<b>\$ 385,376.69</b>
<b><u>Difference</u></b>										
\$	\$ 11,132.37	\$ (12,631.72)	\$ (1,074.13)	\$ (3,766.48)	\$ (1,536.01)	\$ (10,124.66)	\$ 8,459.45	\$ 1,265.40		<b>\$ (8,275.78)</b>
%	16.07%	-27.78%	-1.89%	-8.47%	-4.66%	-21.10%	19.91%	2.76%		<b>-2.15%</b>

# Cambria Tourism Board

## Grant Funding Detail

Fiscal Year Ending June 30, 2026

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
<b>Outreach Funding:</b>				
3/10/2026	ECO SLO	\$ 1,000.00	\$ -	\$ 1,000.00
3/10/2026	Beautify Cambria Association	\$ 720.00	\$ -	\$ 720.00
	<b>Outreach Funding Total Grants:</b>	<b>\$ 1,720.00</b>	<b>\$ -</b>	<b>\$ 1,720.00</b>
<b>Event Funding:</b>				
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	\$ -
3/10/2026	Scarecrow Festival	\$ 15,000.00	\$ -	\$ 15,000.00
3/10/2026	Arthritis Foundation	\$ 10,000.00	\$ -	\$ 10,000.00
	<b>Event Funding Total Grants:</b>	<b>\$ 102,500.00</b>	<b>\$ 77,500.00</b>	<b>\$ 25,000.00</b>
<b>Contingency Funds:</b>				
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	\$ -
	<b>Contingency Fund Total Grants and Fees:</b>	<b>\$ 71,700.00</b>	<b>\$ 71,700.00</b>	<b>\$ -</b>
	<b>Grand Total Grants:</b>	<b>\$ 175,920.00</b>	<b>\$ 149,200.00</b>	<b>\$ 26,720.00</b>