



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
May 12, 2026

Time: **1:00 p.m. – 2:00 p.m.**

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

	<u>Person</u>	<u>Time</u>
1. Call to Order Introduction and welcome to attendees	Pacheco	2 min
2. Consent Agenda Items Board Meeting Minutes – April 14, 2026 Financial Statements – March 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 Marketing Budget Presentation Jessica Blanchfield will present the marketing budget plan for fiscal year July 1, 2026, to June 30, 2027. The Board will discuss and vote on approval.	Pacheco	30 min
5. Information Items/Presentations		
5.1 H1TA Reports Local Fund Summary – May 2026 H1TA Roll up Report – March 2026	Cuming	2 min
5.2 H1TA Presentation CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board, including an update on district conversion status.	Cuming	8 min

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

8.1 Next Cambria Tourism Board Meeting

June 9, 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 – May 20, 2026

8.3 Next Highway 1 Tourism Alliance Board Meeting

May 27, 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
April 14, 2026

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 1:02 p.m.

Members Present

Greg Pacheco
Karen Cartwright
Jim Bahringer
Steve Kniffen
Angel Gonzalez

CBID

CAO Cheryl Cuming

Guests

Katherine Gillen, Bruce Cook, Shelly Holden,
Christina Galloway, Daniel Chandler, Summer
Bonilla, Jessica Blanchfield, Archer & Hound;
and Jill Jackson, CTB MA.

Absent:

Georgia Legg
George Marschall

2. Consent Agenda Items

Board Meeting Minutes – March 10, 2026

Jim Bahringer moved, and Steve Kniffen seconded, to approve the board meeting minutes of March 10, 2026, as presented. Motion carried unanimously

3. Public Comment

None

4. Discussion & Action Items

4.1 2026-2027 Fiscal Year Budget

Greg reported that the Governance Committee met and finalized a draft budget for the 2026-2027 fiscal year. He reviewed the budget numbers, the carry forward is only \$68,993; the Administration costs total \$103,800, with \$14,724 additional for the H1TA; since it is the purpose of this board \$415,000 is budgeted for Marketing; \$2,000 in Outreach, and \$50,000 in Events. \$8,219 is left in Contingency Funds. There is no longer a Capital Reserve. A summer marketing campaign will be funded from this fiscal year's budget.

Greg Pacheco moved, and Steve Kniffen seconded, to approve the 2026-2027 Fiscal Year Budget as presented. Motion carried unanimously

4.2 CTB Managing Assistant Contract Renewal

Greg stated that the Managing Assistant's current contract will end on June 30, 2026. The Scope is included in your packet. The total funded would be \$47,504.56.

Steve Kniffen moved, and Jim Bahringer seconded, to approve renewing the Managing Assistant contract for an additional year. Motion carried unanimously

4.3 CTB Marketing Partner Contract Renewal

Greg stated that the contract with the current marketing partner, Archer & Hound Advertising, will end on June 30, 2026. Jessica Blanchfield presented the marketing recap report* for the 2025-2026 fiscal year. She explained that she wanted to split the recap and the new year plan into two meetings. It is a great deal of information. She shared that their agency is expanding to include Stellar Studios, a film and video studio. She introduced Daniel Chandler and Summer Bonilla, part of the team. They have had four new hires.

**Copy of presentation attached.*

Jim Bahringer moved, and Karen Cartwright seconded, to approve renewing the Archer & Hound contract, in the amount of \$415,000, for an additional year. Motion carried unanimously

5. Information Items/Presentations

5.1 CBID Reports

Local Fund Summary – April 2026

Board members received the report in their board packets.

5.2 CBID Presentation

CBID CAO Cheryl Cuming reviewed the April Local Fund Summary, including that Highway 1 was listed in Time Magazine's "World's Greatest Places of 2026". She said that the H1TA will budget flat to last year. She explained that the 1989 District was based on appeals, the 1994 District requires petitions of support from 51% of lodging owners. The 94 District conversion should be complete by October 2026.

5.3 Cambria Chamber of Commerce Update

Katherine Gillen gave an update to the board. There is an honorary Mayor Race going on right now. Each vote is \$1 and that is split 50/50 between the Chamber and a non-profit. It will be announced April 22nd, the 11th was cancelled due to rain. The Chamber needs a volunteer Board Treasurer. Membership is up to 290 to 300 members.

5.4 Budget Reports

Month Ended February 28, 2026:

Revenue and Expenses

Budget vs. Actual

Marketing Budget Expenditures

Grant Funding Detail

Board members received the reports in their board packets.

6. Future Agenda Items/New Business

None

7. Adjournment

There being no further business, the meeting was adjourned at 2:28 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant

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:											
		General Collections	\$ 66,963.33	\$ 43,524.46	\$ 54,085.76	\$ 42,329.58	\$ 30,554.78	\$ 45,638.52	\$ 38,148.54	\$ 38,868.19	\$ 25,765.92	\$ 385,879.08	
		Air BnB Collections	\$ 2,308.87	\$ 1,953.22	\$ 2,723.36	\$ 2,130.96	\$ 2,408.55	\$ 2,340.74	\$ 4,348.13	\$ 7,049.70	\$ 4,447.00	\$ 29,710.53	
		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	\$ 30,212.92	\$ 415,589.61	
												\$ 654,307.30	
Expense Description													
	Budget Amount	Unbilled Balance											YTD Expenses
Administration													
Administrator - General Fund	\$ 37,365.00	\$ 2,118.36	\$ 4,009.68	\$ 2,880.87	\$ 3,932.98	\$ 3,770.96	\$ 3,637.57	\$ 4,406.00	\$ 4,721.24	\$ 4,649.59	\$ 3,237.75	\$ 35,246.64	
District Administration Fees	\$ 10,635.00	\$ 2,323.22	\$ 1,385.44	\$ 909.55	\$ 1,136.18	\$ 889.21	\$ 659.27	\$ 959.58	\$ 849.93	\$ 918.36	\$ 604.26	\$ 8,311.78	
H1TA Annual Fees	\$ 14,724.00	\$ 3,316.28	\$ 809.17	\$ 931.29	\$ 341.02	\$ 884.02	\$ 2,354.84	\$ 2,519.37	\$ 2,070.40	\$ 853.57	\$ 644.04	\$ 11,407.72	
Administrator - Local Fund	\$ 45,904.56	\$ 11,476.14	\$ 3,825.38	\$ 3,825.38	\$ 3,825.38	\$ 3,825.38	\$ 3,825.38	\$ 3,825.38	\$ 3,825.38	\$ 3,825.38	\$ 3,825.38	\$ 34,428.42	
Reimbursements Expense	\$ 1,600.00	\$ (21.06)	\$ -	\$ 159.59	\$ 238.91	\$ 84.68	\$ 116.91	\$ 297.88	\$ -	\$ -	\$ 723.09	\$ 1,621.06	
ADMINISTRATION TOTAL	\$ 110,228.56	\$ 19,212.94	\$ 10,029.67	\$ 8,547.09	\$ 9,395.15	\$ 9,608.48	\$ 10,561.74	\$ 11,827.24	\$ 11,764.83	\$ 10,246.90	\$ 9,034.52	\$ 91,015.62	
Marketing: Archer & Hound													
Visit Cambria - Media & Outreach	\$ 206,570.00	\$ 68,712.34	\$ 14,891.32	\$ 17,774.16	\$ 19,728.80	\$ 11,908.84	\$ 13,212.75	\$ 18,003.62	\$ 18,219.36	\$ 11,909.51	\$ 12,209.30	\$ 137,857.66	
Visit Cambria - Content Development	\$ 47,100.00	\$ 9,950.00	\$ 1,450.00	\$ 3,350.00	\$ 4,200.00	\$ 5,700.00	\$ 4,400.00	\$ 5,875.00	\$ 5,050.00	\$ 4,200.00	\$ 2,925.00	\$ 37,150.00	
Cycle Central Coast	\$ 52,000.00	\$ 22,803.93	\$ 5,149.32	\$ 5,150.52	\$ 5,346.27	\$ 5,149.98	\$ 5,149.98	\$ 700.00	\$ 700.00	\$ 700.00	\$ 1,150.00	\$ 29,196.07	
Hard Costs/Subscriptions/Reports/Mgmt	\$ 94,288.00	\$ 12,361.00	\$ 31,073.00	\$ 4,723.00	\$ 4,723.00	\$ 5,323.00	\$ 5,224.00	\$ 5,699.00	\$ 5,224.00	\$ 5,224.00	\$ 14,714.00	\$ 81,927.00	
Contingency Fund	\$ 42.00	\$ 42.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
MARKETING TOTAL: ARCHER & HOUND	\$ 400,000.00	\$ 113,869.27	\$ 52,563.64	\$ 30,997.68	\$ 33,998.07	\$ 28,081.82	\$ 27,986.73	\$ 30,277.62	\$ 29,193.36	\$ 22,033.51	\$ 30,998.30	\$ 286,130.73	
OUTREACH	\$ 2,000.00	\$ 280.00	\$ 1,720.00										\$ 1,720.00
EVENTS	\$ 118,000.00	\$ 15,500.00	\$ 25,000.00										\$ 102,500.00
EXPENSE TOTAL	\$ 630,228.56		\$ 80,593.31	\$ 39,544.77	\$ 43,393.22	\$ 37,690.30	\$ 38,548.47	\$ 52,104.86	\$ 40,958.19	\$ 81,780.41	\$ 40,032.82	\$ 481,366.35	
Capital Reserve	\$ 140,000.00	\$ 68,300.00											\$ 71,700.00
General Contingency Fund	\$ 2,246.60	\$ 2,246.60											\$ -
TOTAL EXPENSES, CAP RESERVE & CONTINGENCY	\$ 772,475.16		\$ 80,593.31	\$ 39,544.77	\$ 43,393.22	\$ 49,390.30	\$ 38,548.47	\$ 112,104.86	\$ 40,958.19	\$ 81,780.41	\$ 40,032.82	\$ 553,066.35	
Net Monthly Revenue			\$ (1,321.11)	\$ 5,932.91	\$ 13,415.90	\$ (4,929.76)	\$ (5,585.14)	\$ (64,125.60)	\$ 1,538.48	\$ (35,862.52)	\$ (9,819.90)	TOTAL FUNDS AVAILABLE	\$ 101,240.95
Current Contingency Fund Balance													
Includes Cap Reserve & Contingency Funds													
Outstanding Approved Grants													

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

	Total Budget	Unbilled	July	August	September	October	November	December	January	February	March	Total Billed
Visit Cambria - Media & Outreach	\$ 206,570.00	\$ 68,712.34	\$ 14,891.32	\$ 17,774.16	\$ 19,728.80	\$ 11,908.84	\$ 13,212.75	\$ 18,003.62	\$ 18,219.36	\$ 11,909.51	\$ 12,209.30	\$ 137,857.66
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	\$ 1,350.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 4,050.00
Social Media Management (FB,IG,PIN)	\$ 43,200.00	\$ 10,800.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 32,400.00
Meta - Traffic & Engagement Campaign	\$ 36,000.00	\$ 8,999.55	\$ 2,999.85	\$ 2,999.12	\$ 3,000.76	\$ 2,999.97	\$ 2,999.15	\$ 3,000.60	\$ 2,999.88	\$ 3,000.70	\$ 3,000.42	\$ 27,000.45
Meta - Lodging Retargeting	\$ 4,200.00	\$ 2,100.20						\$ 2,099.80				\$ 2,099.80
Meta - Newsletter Campaign	\$ 4,800.00	\$ 1,200.08	\$ 400.00	\$ 399.94	\$ 399.98	\$ 400.04	\$ 400.00	\$ 399.92	\$ 400.07	\$ 399.95	\$ 400.02	\$ 3,599.92
Meta - Seasonal Weather Trigger Campaign	\$ 7,520.00	\$ 5,439.47	\$ 551.12	\$ 1,529.41								\$ 2,080.53
Pinterest - Wedding Campaign	\$ 20,400.00	\$ 6,823.21	\$ 1,434.35	\$ 1,756.69	\$ 1,414.39	\$ 1,457.84	\$ 1,410.71	\$ 1,454.04	\$ 1,460.93	\$ 1,457.91	\$ 1,729.93	\$ 13,576.79
Google Ads	\$ 36,000.00	\$ 9,439.28	\$ 2,469.40	\$ 3,038.35	\$ 3,000.52	\$ 3,000.99	\$ 3,002.89	\$ 2,999.52	\$ 3,019.17	\$ 3,000.95	\$ 3,028.93	\$ 26,560.72
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	\$ 9,950.00	\$ 1,450.00	\$ 3,350.00	\$ 4,200.00	\$ 5,700.00	\$ 4,400.00	\$ 5,875.00	\$ 5,050.00	\$ 4,200.00	\$ 2,925.00	\$ 37,150.00
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	\$ 575.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,825.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 6,625.00
App Itinerary & Tour Development	\$ 6,300.00	\$ 1,050.00			\$ 1,050.00	\$ 1,050.00	\$ 1,050.00		\$ 1,050.00		\$ 1,050.00	\$ 5,250.00
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	\$ 25.00			\$ 1,500.00	\$ 1,500.00	\$ 1,700.00	\$ 1,500.00	\$ 1,500.00		\$ 1,275.00	\$ 8,975.00
Influencers/Visiting Journalists Lodging/Expenses	\$ 3,000.00	\$ 3,000.00										\$ -
Cycle Central Coast	\$ 52,000.00	\$ 22,803.93	\$ 5,149.32	\$ 5,150.52	\$ 5,346.27	\$ 5,149.98	\$ 5,149.98	\$ 700.00	\$ 700.00	\$ 700.00	\$ 1,150.00	\$ 29,196.07
E-Blast Development	\$ 3,600.00	\$ 900.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00				\$ 450.00	\$ 2,700.00
Social Media Management	\$ 24,400.00	\$ 8,100.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 16,300.00
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	\$ 12,361.00	\$ 31,073.00	\$ 4,723.00	\$ 4,723.00	\$ 5,323.00	\$ 5,224.00	\$ 5,699.00	\$ 5,224.00	\$ 5,224.00	\$ 14,714.00	\$ 81,927.00
Account and Media Management, Meetings	\$ 36,000.00	\$ 9,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 27,000.00
Website Hosting - Visit Cambria	\$ 3,120.00	\$ 780.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 2,340.00
Website Hosting - Cycle Central Coast	\$ 240.00	\$ 60.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 180.00
Accessibility Annual Subscription - VC & CCC Websites	\$ 1,490.00	\$ -										\$ 1,490.00
Media Monitoring	\$ 5,700.00	\$ 1,425.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 4,275.00
E-Blast Subscription (up to 50,000)	\$ 6,978.00	\$ (1,023.00)	\$ 489.00	\$ 489.00	\$ 489.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 8,001.00
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	\$ 8,000.00
Monthly Reports + Annual Planning Recap Report	\$ 5,680.00	\$ 2,260.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 3,420.00
Contingency Fund	\$ 42.00	\$ 42.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Miscellaneous	\$ 42.00	\$ 42.00										\$ -
Total Marketing Services:	\$ 400,000.00	\$ 113,869.27	\$ 52,563.64	\$ 30,997.68	\$ 33,998.07	\$ 28,081.82	\$ 27,986.73	\$ 30,277.62	\$ 29,193.36	\$ 22,033.51	\$ 30,998.30	\$ 286,130.73

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>
<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	\$ 39,747.84	\$ 25,300.00	\$ 394,606.91
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	\$ 3,605.00	\$ 27,950.56
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	\$ 28,905.00	\$ 422,557.47
<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	\$ 38,868.19	\$ 25,765.92	\$ 385,879.08
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	\$ 4,447.00	\$ 29,710.53
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	\$ 30,212.92	\$ 415,589.61
<u>Difference</u>										
\$	\$ 11,132.37	\$ (12,631.72)	\$ (1,074.13)	\$ (3,766.48)	\$ (1,536.01)	\$ (10,124.66)	\$ 8,459.45	\$ 1,265.40	\$ 1,307.92	\$ (6,967.86)
%	16.07%	-27.78%	-1.89%	-8.47%	-4.66%	-21.10%	19.91%	2.76%	4.33%	-1.68%

Cambria Tourism Board

Grant Funding Detail

Fiscal Year Ending June 30, 2026

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
Outreach Funding:				
3/10/2026	ECO SLO	\$ 1,000.00	\$ -	\$ 1,000.00
3/10/2026	Beautify Cambria Association	\$ 720.00	\$ -	\$ 720.00
	Outreach Funding Total Grants:	\$ 1,720.00	\$ -	\$ 1,720.00
Event Funding:				
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
	Event Funding Total Grants:	\$ 102,500.00	\$ 77,500.00	\$ 25,000.00
Contingency Funds:				
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:	\$ 175,920.00	\$ 149,200.00	\$ 26,720.00

LOCAL FUND SUMMARY

May 2026

WEB TRAFFIC

USERS

92K

↓ 30% Y|Y

SESSIONS

119K

↓ 19% Y|Y

DESTINATION PAGEVIEWS

Ragged Point	1,113	Los Osos	3,062
San Simeon	801	Edna AG	5,454
Cambria	870	Avila Beach	726
Cayucos	4,322	Oceano Nipomo	21,615

Destination Page Views: 37,963 | 10.3% of traffic
Lodging Page Views: 13,696 | 3.7% of traffic
Total Page Views: 369,093

EMAIL, SOCIAL, PR

- Subscribers: 77,603
Site Traffic: 3,896
- Fans: 128,083
Impressions: 738,903
Engagement: 11,183
- Followers: 52,968
Impressions: 365,235
Engagement: 11,488
- Views: 129,766
Hours Watched: 811
- Articles: 2*
*previous month

[NY Times article](#)

TOT/ASSESSMENT

January - March

	2026	2025
San Simeon RP	\$340,486	\$269,071
Cambria	\$1,067,679	\$967,813
Cayucos	\$373,852	\$365,786
Los Osos	\$116,916	\$119,438
Edna AG	\$69,021	\$81,177
Avila Beach	\$406,258	\$394,484
Oceano Nipomo	\$161,179	\$164,683
CBID	\$2,535,390	\$2,362,452

Highway 1 reopening impact: San Simeon was up 37.88% for January and 26.54% for the quarter. Cambria was up 10.32% for the quarter. H1TA as a whole was up 7.32% for the quarter.

GOVERNANCE

District Conversion

As part of the conversion to the 1994 District, H1TA needs to secure signed petitions from lodging business owners representing 50%+ of the total proposed assessments.

This will include "wet" signatures from in-person visits, mailings and board meetings. Electronic signatures will be acquired via emails and QR codes.

Weeks 1-2 (early May)

- Finalize packets and master list
- Assign outreach responsibility & distribute toolkits

Weeks 3-5 (May)

- Launch outreach with high % properties prioritized
- Send intro email about process and mail packets

Weeks 5-7 (late May - mid June)

- Follow up outreach, including LFA meetings & social

Week 8 (mid/late June)

- Final outreach efforts
- Collect and verify petitions to confirm threshold met

KEY MILESTONES

Year End Report

The Year End Report for 2025 has been completed and submitted to the County. In it you'll find a detailed review of last year's initiatives, including our stakeholder survey, the transition from CBID to Highway 1 Tourism Alliance, and our marketing results. It also includes financial reports, and a detailed recap of our LFA funding programs. The full report is available on the [member website](#).

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.

May 27, 2026

June 24, 2026

COMMUNITY

Code of Civility

The H1TA Board has adopted the San Luis Obispo County Code of Civility. The purpose of the Code is to promote civil discourse, ensure productive meetings, and protect the integrity of local government decision making.

A copy of the Code is available on the [member website](#).

CONTRACT RENEWALS

Upcoming Deadlines

Reminder that all LFA admin and marketing contracts need to be approved **before the H1TA board meeting on May 27**. If contract approvals are done in June, there may be a delay in the July 1 effective date.



Code of Civility

Highway 1 Tourism Alliance has adopted the San Luis Obispo County Code of Civility:

San Luis Obispo County, along with its seven cities, adopted a regional Code of Civility in June 2018, pledging to foster respectful public discourse and professional conduct in local government. The code emphasizes five key principles: listening first, respecting different opinions, being courteous, disagreeing constructively, and debating policies rather than attacking individuals.

Key Aspects of the SLO County Code of Civility

- **Purpose:** To promote civil discourse, ensure productive meetings, and protect the integrity of local government decision-making.
- **Core Principles:**
 - **Listen First:** Focus on understanding, not just fault-finding
 - **Respect Differences:** Allow space for varied perspectives
 - **Be Courteous:** Maintain professional, respectful behavior in person and online
 - **Constructive Disagreement:** Propose solutions rather than just criticizing
 - **Policy Over Personal:** Debate issues, not people



MARKETING REPORT

Mar 1 – Mar 31, 2026

WEBSITE TRAFFIC OVERVIEW

March website performance reflects a shift toward higher-quality visitation despite expected declines in overall traffic. The Y/Y drop in organic sessions is not a signal of weakening performance, but a result of AI-driven search behavior. H1RT content is increasingly being surfaced directly in Google AI Overviews, driving a 156% increase in impressions at the URL level while reducing clicks. As a result, users who do reach the site are more qualified and higher intent.

March 2026	117.3K ▼ -14.0% Sessions	110.0K ▼ -15.2% Engaged sessions	93.8% ▼ -1.4% Engagement Rate	85.4K ▼ -21.6% New Users	1.3 ▲ 10.3% Sessions per user
FY Rollup (July 25 - Mar 2026)	1.1M ▲ 9.5% Sessions	1.1M ▲ 19.3% Engaged sessions	94.5% ▼ 0% Engagement Rate	892.9K ▲ 12.3% New Users	1.2 ▼ -0.7% Sessions per user

Channel	Sessions	Engaged Sessions	Engagement Rate	New Users	Sessions per User
Cross-Network	43,295	42,614	98.43%	23,655	1.54
Organic Search	23,392	19,399	82.93%	17,842	1.24
Paid Search	12,039	11,339	94.19%	9,533	1.22
Direct	10,250	9,680	94.44%	9,050	1.11
Paid Social	7,084	7,041	99.39%	6,293	1.09
Display	5,716	5,685	99.46%	5,619	1.00
Organic Social	5,081	4,932	97.07%	4,736	1.05
Email	3,943	3,769	95.59%	2,620	1.32
Unassigned	3,365	2,930	87.07%	2,752	1.05
Paid Other	2,713	2,685	98.97%	2,564	1.-5
Referral	788	694	88.07%	563	1.29
Paid Shopping	83	83	100%	80	1.01
Grand Total	117,259	109,956	93.77%	85,372	1.29

EBLASTS & LEAD GENERATION

Subject	Sent	Delivered	Opened	Open Rate	Clicks	CTR	Clicks/ Unique Open	Unsubscribe Rate
Wildflowers	79,230	78,943	38,646	49%	2,419	3.06%	6%	0.26%
Beach Season	79,974	79,600	40,210	51%	1,745	2.19%	4%	0.25%

Database total =
154,543 email subscribers

Engaged Subscribers
79,974

March 2026 added approximately **1,998 subscribers** to CBID - ALL Audience, with **1,277 remaining** at month-end.



MARKETING REPORT

Mar 1 – Mar 31, 2026

SEO ORGANIC SUMMARY

When Google serves an AI Overview at the top of a search result, it synthesizes an answer directly on the page. Google is pulling from authoritative sources like H1RT to answer questions. The user gets their answer without needing to click. This means:

- Impressions go up: H1RT content is being "seen" and cited as a source
- Average position stays strong: Google still ranks your pages highly as reference material
- Clicks and CTR drop: the user's need is satisfied before they ever visit your site
- March data reflects this exactly: URL-level impressions are up 156% Y/Y while sessions are down 33%.

Sessions, down 33% **15,682**

Users, down 33% **11,201**

Organic Search Query Impressions at the URL level **6,156,381**

Organic Search Query Impressions at the Site level **2,953,606**

ORGANIC TRAFFIC METRICS

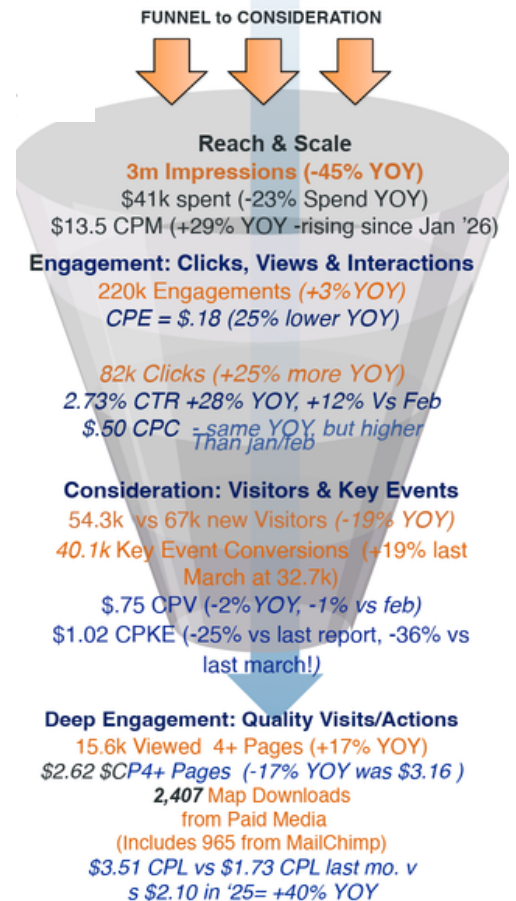
Total Clicks	Total Impressions	Average CTR	Average Position
14.9k 3/1/26 - 3/31/26	2.95M 3/1/26 - 3/31/26	0.5% 3/1/26 - 3/31/26	8.2 3/1/26 - 3/31/26
22.6k 3/1/25 - 3/31/25	1.51M 3/1/25 - 3/31/25	1.5% 3/1/25 - 3/31/25	14.9 3/1/25 - 3/31/25

PAID MEDIA

Efficiency Up. Scale Down. Performance Stronger Where It Matters.

March 2026 spend of \$41K for H1RT + \$14.5K for the LFAs:

- **Scale reduced, performance improved:** Impressions were down 45%, but clicks +25% and CTR +28%
- **Video driving lowest-cost engagement** and lifting full-funnel performance
- **Google capturing high-intent demand** (49% of engaged sessions) driven by high-intent activity
- **Meta converting efficiently**, but at higher CPM due to optimization shift to conversion-focused delivery and tighter audiences
- **Engagement efficiency at peak levels:** CPE reached a low of \$0.18, CPKE down 36%
- **Deeper, more qualified traffic:** 4+ page visits is up 17%, cost per down 17%
- **Reach tradeoff is real:** New visitors ↓ 19% as CPM increased (+29%) from video + tighter supply + more expensive targeting. CPL increased because we intentionally shifted toward higher-intent users, fewer leads, but significantly more likely to convert.



Bottom line: Fewer users, higher quality, driving stronger engagement and more efficient conversions.



MARKETING REPORT

Mar 1 – Mar 31, 2026



ORGANIC SOCIAL UPDATE

We had a fantastic month, with several pieces of content performing especially well including wildflowers, Hearst Castle, green hills, wildlife, wine, and of course our big TIME Magazine feature reel.

MARCH HIGHLIGHTS

32,452 engagements	+65%	
605,718 impressions	+170%	
4,500 impressions	+12%	
4,602 video views	+24%	



One standout metric was shares on both Instagram and Facebook, over 2,200 on each platform. This is significantly higher than usual, driven in large part by **how widely the TIME reel was shared.**



	127,046 ^{1%} Total Fans	880,108 ^{-39%} Total Impressions	32,452 ^{65%} Total Engagements	12,598 ^{34%} Total link clicks	175,516 ^{-21%} Video Views (Not to completion)	53,189 ^{-54%} Video Views (100%)	2,289 ^{815%} Shares
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	51,637 ^{2%} Total Followers	605,718 ^{170%} Total Impressions	11,460 ^{31%} Total Engagements	5 Number of Stories	1,025 Average Story Views	2,286 Shares
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Pinterest and YouTube are all secondary organic platforms.

	4.5k ^{12%} Total Impressions	415 ^{58%} Total Engagements	3.38k ^{4.1%} Total Audience	228 ^{37%} Engaged Audience	10,614 ^{-47%} Watchtime in Minutes	38,657 ^{-42%} Video Views
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PUBLIC RELATIONS:

179 Articles to date	13 Visiting journalists	3 Media Missions	146 Direct Links to Highway 1 Road Trip Website
12 Articles in Target Outlets	4 Additional Placements to Target Outlets	0 FAMS with Visit SLO CAL	5 Stewardship/Sustainability Related Articles
1 Journalist Shares	863 Total Engagement	450 Journalist Reach	641.5M Total UVM