



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

Time: **1:00 p.m. – 1:45 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	3 min
2. Consent Agenda Items Board Meeting Minutes – May 12, 2026 Financial Statements – May 2026 & July 2026	Pacheco	2 min
3. Public Comment Please limit to 3 minutes per speaker		15 min
4. Discussion & Action Items <i>(each item will allow for Board Discussion, followed by Public Comment)</i>		
4.1 Chamber Beautification & Infrastructure Funding Application The Cambria Chamber of Commerce has submitted a funding application to assist with the costs of repairing their office. The Board will discuss and vote on approval.	Pacheco	10 min
5. Information Items/Presentations		
5.1 Marketing Committee Report Jessica Blanchfield will give the monthly presentation to the board, including discussion of marketing progress and statistics since the last board meeting.	Blanchfield	15 min

5.2 H1TA Reports

Local Fund Summary – July 2026

H1TA Roll up Report – May 2026

5.3 Additional Reports

Central Coast Classico Follow-up Report

CCSD Thank You Letter

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

8.1 Next Cambria Tourism Board Meeting

August 11, 2026 – 1:00 p.m. at Cambria Pines Lodge

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

August meeting deadline – July 22, 2026

8.3 Next Highway 1 Tourism Alliance Board Meeting

July 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 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
May 12, 2026

1. Call to Order

The meeting was called to order by Board Vice-Chair George Marschall at 1:00 p.m.

Members Present

George Marschall
Georgia Legg
Jim Bahringer
Steve Kniffen
Angel Gonzalez

CBID

CAO Cheryl Cuming

Guests

Bruce Cook, Shelly Holden,
Matthew McElhenie, Summer Bonilla,
Jessica Blanchfield, Archer & Hound;
and Jill Jackson, CTB MA.

Absent:

Greg Pacheco
Karen Cartwright

2. Consent Agenda Items

Board Meeting Minutes – April 14, 2026
Financial Statements – March 2026

Steve Kniffen moved, and Jim Bahringer seconded, to approve the board meeting minutes of April 14, 2026, and March 2026 Financial Statements as presented. Motion passed. 3 in favor: Jim Bahringer, Steve Kniffen, and Angel Gonzalez; 2 abstained: Georgia Legg and George Marschall (absent from April 14, 2026, meeting).

3. Public Comment

Matthew McElhenie, the CCSD Manager, gave an update on the Veteran's Hall remodeling project, shared photos, and thanked the board for their support.

4. Discussion & Action Items

4.1 Marketing Budget Presentation

Jessica Blanchfield presented the marketing budget plan for fiscal year July 1, 2026, to June 30, 2027. Cheryl reminded the board that they voted at the last meeting on the overall budget, with the total marketing amount set. The board also voted to renew with Archer & Hound. Today will be a vote on supporting the marketing plan Jessica will present. Jessica handed out the 2026-2027 Marketing Plan report to board members and reviewed it on screen. She started with insights they learned and the data they utilized. Their objective is to determine the direction for the year ahead. She shared that they plan to expand their target visitor to include the younger persona discussed during the recap. She shared that the platforms are different for the various age groups, Facebook is used by older people, Instagram by younger people. She moved on to "Greatest Opportunities" including high intent audiences and the six personas. They have already done several local subject

interviews, with Consuelo, Steve, and Aaron Linn. She went over their proposed budget approach with 64% attributed to media and outreach, 11% intentional content, 24% subscriptions and hard costs, and 1% contingency funds. She shared a draft copy of the budget with board members.

Jim Bahringer moved, and Angel Gonzalez seconded, to approve the 2026-2027 Fiscal Year Marketing Budget as presented. Motion carried unanimously

5. Information Items/Presentations

5.1 H1TA Reports

Local Fund Summary – May 2026

H1TA Roll up Report – March 2026

Board members received the reports in their board packets.

5.2 H1TA Presentation

Cheryl Cuming gave a presentation to update the board on H1TA activity. She shared that April income looked good and is up 15% year over year. TOT was up 10%. She explained that the next priority will be getting petition signatures from at least 51% of constituents on the new District 94 conversion by the end of June. She shared that it will be able to be signed online which should make the process much easier to complete. She read the new Code of Civility that will be implemented at all meetings.

6. Future Agenda Items/New Business

None

7. Adjournment

There being no further business, the meeting was adjourned at 1:52 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant

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>April-2026</u>	<u>May-2026</u>	<u>June 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	\$ 28,000.00	\$ 33,300.00	\$ 36,000.00	\$ 491,906.91
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	\$ 5,700.00	\$ 4,500.00	\$ 3,700.00	\$ 41,850.56
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	\$ 33,700.00	\$ 37,800.00	\$ 39,700.00	\$ 533,757.47
<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	\$ 35,301.38	\$ 41,559.04		\$ 462,739.50
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	\$ 9,170.55	\$ 5,985.62		\$ 44,866.70
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	\$ 44,471.93	\$ 47,544.66	\$ -	\$ 507,606.20
<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	\$ 10,771.93	\$ 9,744.66		\$ 13,548.73
%	16.07%	-27.78%	-1.89%	-8.47%	-4.66%	-21.10%	19.91%	2.76%	4.33%	24.22%	20.50%		2.67%

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

	Total Budget	Unbilled	July	August	September	October	November	December	January	February	March	April	May	June	Total Billed
Visit Cambria - Media & Outreach	\$ 206,570.00	\$ 12,673.68	\$ 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	\$ 20,633.46	\$ 12,868.34	\$ 22,536.86	\$ 193,896.32
E-Blast - Development (Quarterly Curated Funnel)	\$ 5,400.00	\$ 2,700.00						\$ 1,350.00				\$ 1,350.00			\$ 2,700.00
E-Blast - Development (Monthly Content)	\$ 5,400.00	\$ -	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 5,400.00
Social Media Management (FB,IG,PIN)	\$ 43,200.00	\$ -	\$ 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	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00	\$ 43,200.00
Meta - Traffic & Engagement Campaign	\$ 36,000.00	\$ 0.21	\$ 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	\$ 2,999.68	\$ 2,999.66	\$ 3,000.00	\$ 35,999.79
Meta - Lodging Retargeting	\$ 4,200.00	\$ 0.18						\$ 2,099.80				\$ 700.16	\$ 699.86	\$ 700.00	\$ 4,199.82
Meta - Newsletter Campaign	\$ 4,800.00	\$ 0.14	\$ 400.00	\$ 399.94	\$ 399.98	\$ 400.04	\$ 400.00	\$ 399.92	\$ 400.07	\$ 399.95	\$ 400.02	\$ 399.88	\$ 400.06	\$ 400.00	\$ 4,799.86
Meta - Seasonal Weather Trigger Campaign	\$ 7,520.00	\$ 4,057.12	\$ 551.12	\$ 1,529.41											\$ 3,462.88
Pinterest - Wedding Campaign	\$ 20,400.00	\$ 1,715.03	\$ 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	\$ 1,679.01	\$ 1,729.17	\$ 1,700.00	\$ 18,684.97
Google Ads	\$ 36,000.00	\$ 594.96	\$ 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	\$ 2,854.73	\$ 2,989.59	\$ 3,000.00	\$ 35,405.04
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	\$ (7,291.76)	\$ 2,986.60	\$ 4,000.65	\$ 4,000.00									\$ 8,304.51	\$ 19,291.76
Christmas Market Marketing Campaign	\$ 4,000.00	\$ 0.26						\$ 3,999.74							\$ 3,999.74
Winter Marketing Campaign	\$ 12,000.00	\$ 50.69					\$ 1,350.00		\$ 3,999.31			\$ 6,600.00			\$ 11,949.31
Visit Cambria - Content Development	\$ 47,100.00	\$ (8,135.64)	\$ 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	\$ 5,200.00	\$ 5,335.64	\$ 7,550.00	\$ 55,235.64
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				\$ 1,050.00	\$ 6,300.00
Blog Content & SEO	\$ 5,100.00	\$ (850.00)	\$ 850.00			\$ 850.00		\$ 850.00	\$ 850.00	\$ 850.00		\$ 850.00		\$ 850.00	\$ 5,950.00
General/Ongoing Websites & App Edits (Visit & CCC)	\$ 7,200.00	\$ (2,025.00)	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,825.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 1,400.00	\$ 9,225.00
App Itinerary & Tour Development	\$ 6,300.00	\$ (2,100.00)			\$ 1,050.00	\$ 1,050.00	\$ 1,050.00		\$ 1,050.00		\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 1,050.00	\$ 8,400.00
Ad Production/Creative Development (Visit Cambria)	\$ 10,200.00	\$ -	\$ 1,700.00			\$ 1,700.00		\$ 1,700.00		\$ 1,700.00		\$ 1,700.00		\$ 1,700.00	\$ 10,200.00
Video & Photo Asset Gathering	\$ 9,000.00	\$ (6,160.64)			\$ 1,500.00	\$ 1,500.00	\$ 1,700.00	\$ 1,500.00	\$ 1,500.00		\$ 1,275.00	\$ 1,000.00	\$ 3,685.64	\$ 1,500.00	\$ 15,160.64
Influencers/Visiting Journalists Lodging/Expenses	\$ 3,000.00	\$ 3,000.00													\$ -
Cycle Central Coast	\$ 52,000.00	\$ 4,228.43	\$ 5,149.32	\$ 5,150.52	\$ 5,346.27	\$ 5,149.98	\$ 5,149.98	\$ 700.00	\$ 700.00	\$ 700.00	\$ 1,150.00	\$ 5,098.14	\$ 6,076.09	\$ 7,401.27	\$ 47,771.57
E-Blast Development	\$ 3,600.00	\$ (450.00)	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00			\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 4,050.00
Social Media Management	\$ 24,400.00	\$ -	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00	\$ 24,400.00
Meta - Traffic & Engagement Campaign	\$ 11,200.00	\$ (194.95)	\$ 1,399.32	\$ 1,400.52	\$ 1,596.27	\$ 1,399.98	\$ 1,399.98					\$ 1,348.14	\$ 1,451.09	\$ 1,399.65	\$ 11,394.95
Blog Development & SEO/GEO	\$ 4,800.00	\$ -	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00					\$ 600.00	\$ 600.00	\$ 600.00	\$ 4,800.00
Visiting Influencers Expenses (Video & Photo Asset Gathering)	\$ 3,000.00	\$ 1,725.00											\$ 875.00	\$ 400.00	\$ 1,275.00
Cambria Cycle Event	\$ 5,000.00	\$ 3,148.38												\$ 1,851.62	\$ 1,851.62
Hard Costs/Subscriptions/Reports/Management	\$ 94,288.00	\$ (3,947.00)	\$ 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	\$ 6,381.00	\$ 4,890.00	\$ 5,037.00	\$ 98,235.00
Account and Media Management, Meetings	\$ 36,000.00	\$ -	\$ 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	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 36,000.00
Website Hosting - Visit Cambria	\$ 3,120.00	\$ -	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 260.00	\$ 3,120.00
Website Hosting - Cycle Central Coast	\$ 240.00	\$ -	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 240.00
Accessibility Annual Subscription - VC & CCC Websites	\$ 1,490.00	\$ (147.00)										\$ 1,490.00		\$ 147.00	\$ 1,637.00
Media Monitoring	\$ 5,700.00	\$ -	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 475.00	\$ 5,700.00
E-Blast Subscription (up to 50,000)	\$ 6,978.00	\$ (3,659.00)	\$ 489.00	\$ 489.00	\$ 489.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 1,089.00	\$ 1,126.00	\$ 755.00	\$ 755.00	\$ 10,637.00
CCTC Membership, Website SSL, Domain Renewals, Misc.	\$ 830.00	\$ (141.00)	\$ 199.00	\$ 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	\$ -	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 380.00	\$ 1,500.00	\$ 380.00	\$ 380.00	\$ 5,680.00
Contingency Fund	\$ 42.00	\$ 42.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Miscellaneous	\$ 42.00	\$ 42.00													\$ -
Total Marketing Services:	\$ 400,000.00	\$ 4,861.47	\$ 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	\$ 37,312.60	\$ 29,170.07	\$ 42,525.13	\$ 395,138.53

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	\$ 1,000.00	\$ 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	\$ 102,500.00	\$ -
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:	<u>\$ 175,920.00</u>	<u>\$ 175,200.00</u>	<u>\$ 720.00</u>

Cambria Tourism Board Marketing Budget
Fiscal Year Ending June 30, 2027

	<u>Total Budget</u>	<u>Unbilled</u>	<u>July</u>	<u>Total Billed</u>
Visit Cambria - Media & Outreach	\$ 230,360.00	\$ 230,360.00		\$ -
E-Blast - Development (Quarterly Curated Funnel)	\$ 5,400.00	\$ 5,400.00		\$ -
E-Blast - Development (Monthly Content)	\$ 5,400.00	\$ 5,400.00		\$ -
Social Media Management (FB,IG,PIN)	\$ 43,200.00	\$ 43,200.00		\$ -
Meta - Evergreen Traffic A	\$ 17,315.00	\$ 17,315.00		\$ -
Meta - Evergreen Traffic B	\$ 19,200.00	\$ 19,200.00		\$ -
Meta - Evergreen Traffic C	\$ 10,800.00	\$ 10,800.00		\$ -
Meta - Evergreen Traffic G	\$ 11,850.00	\$ 11,850.00		\$ -
Meta - Evergreen Traffic J	\$ 10,275.00	\$ 10,275.00		\$ -
Meta - Newsletter Campaign	\$ 4,800.00	\$ 4,800.00		\$ -
Meta - Seasonal Weather Trigger Campaign	\$ 7,520.00	\$ 7,520.00		\$ -
Meta - Remarketing Campaign	\$ 6,000.00	\$ 6,000.00		\$ -
Pinterest - Wedding Campaign	\$ 11,900.00	\$ 11,900.00		\$ -
Google Ads	\$ 48,000.00	\$ 48,000.00		\$ -
Google Ads - Wedding	\$ 8,000.00	\$ 8,000.00		\$ -
Cambria Insider Quarter page ad	\$ 700.00	\$ 700.00		\$ -
CBID Co-op / SLO CAL Co-op /Music Road Trip	\$ 10,000.00	\$ 10,000.00		\$ -
Summer Marketing Campaign	\$ 5,000.00	\$ 5,000.00		\$ -
Winter Marketing Campaign	\$ 5,000.00	\$ 5,000.00		\$ -
Visit Cambria - Content Development	\$ 42,000.00	\$ 42,000.00		\$ -
Quarterly Landing Page	\$ 4,200.00	\$ 4,200.00		\$ -
Blog Content & SEO	\$ 5,100.00	\$ 5,100.00		\$ -
General/Ongoing Websites & App Edits (Visit & CCC)	\$ 7,200.00	\$ 7,200.00		\$ -
App Itinerary & Tour Development	\$ 6,300.00	\$ 6,300.00		\$ -
Ad Production/Creative Development (Visit Cambria)	\$ 10,200.00	\$ 10,200.00		\$ -
Video & Photo Asset Gathering	\$ 9,000.00	\$ 9,000.00		\$ -
Cycle Central Coast	\$ 45,100.00	\$ 45,100.00		\$ -
E-Blast Development	\$ 3,600.00	\$ 3,600.00		\$ -
Social Media Management	\$ 24,400.00	\$ 24,400.00		\$ -
Meta - Traffic & Engagement Campaign	\$ 9,600.00	\$ 9,600.00		\$ -
Blog Development & SEO/GEO	\$ 3,000.00	\$ 3,000.00		\$ -
Visiting Influencers Expenses (Video & Photo Asset Gathering)	\$ 4,500.00	\$ 4,500.00		\$ -
Hard Costs/Subscriptions/Reports/Management	\$ 93,540.00	\$ 67,290.00	\$ 26,250.00	\$ 26,250.00
Account and Media Management, Meetings	\$ 36,000.00	\$ 36,000.00		\$ -
Website Hosting - Visit Cambria	\$ 3,120.00	\$ 3,120.00		\$ -
Website Hosting - Cycle Central Coast	\$ 240.00	\$ 240.00		\$ -
Accessibility Annual Subscription - VC & CCC Websites	\$ 1,490.00	\$ 1,490.00		\$ -
Wayfinder Sign - Reprinting	\$ 1,800.00	\$ 1,800.00		\$ -
E-Blast Subscription (up to 30,000)	\$ 2,040.00	\$ 2,040.00		\$ -
CCTC Membership, Website SSL, Domain Renewals, Misc.	\$ 1,225.00	\$ 1,225.00		\$ -
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	\$ 5,680.00		\$ -
Weather Ads / App Subscription	\$ 495.00	\$ 495.00		\$ -
Klaviyo Subscription	\$ 7,200.00	\$ 7,200.00		\$ -
Contingency Fund	\$ 4,000.00	\$ 4,000.00		\$ -
Miscellaneous	\$ 4,000.00	\$ 4,000.00		\$ -
Total Marketing Services:	\$ 415,000.00	\$ 388,750.00	\$ 26,250.00	\$ 26,250.00

Cambria Chamber of Commerce
CTB Applications Funded 2011-2026

<u>Year</u>	<u>Project</u>	<u>Organization</u>	<u>Period</u>	<u>Amount</u>	<u>Events</u>	<u>B&I</u>	<u>Matching Funds</u>
2011	Monument Signage	Cambria Chamber of Commerce	2011	\$3,500		\$3,500	
2012	Trolley Service Summer	Commerce	2012-2013	\$13,000			
2012	Holiday in the Pines sponsorship	Cambria Chamber of Commerce	2012	\$2,500	\$2,500		
2012	Web Cam/Weather Station Maintenance	Cambria Chamber of Commerce	2012-2013	\$3,880		\$3,880	
2013	Holiday in the Pines Sponsorship	Cambria Chamber of Commerce	2013	\$4,000	\$4,000		
2014	Chamber of Commerce – Art and Wine Festival Sponsorship	Cambria Chamber of Commerce	2014	\$1,700	\$1,700		
2014	Live cam replacement, purchase and insurance	Cambria Chamber of Commerce	2014	\$4,000		\$4,000	
2014	Monument Sign matching funds	Cambria Chamber of Commerce	2014	\$5,000		\$5,000	\$5,000
2014	Art & Wine Festival	Cambria Chamber of Commerce	2014	\$1,700	\$1,700		
2015	Art & Wine Festival tent sponsorship	Cambria Chamber of Commerce	2016	\$1,800	\$1,800		
2016	Art & Wine Festival sponsorship	Cambria Chamber of Commerce	2017	\$4,500	\$4,500		
2016	Holiday in the Pines	Cambria Chamber of Commerce	2016	\$3,156	\$3,156		
2016	Visitor Magazine Travel App ad	Cambria Chamber of Commerce	2016	\$650			
2017	Olallieberry Festival sponsorship	Cambria Chamber of Commerce	2017	\$2,000	\$2,000		\$1,000
2017	Cambria Film Festival	Cambria Chamber of Commerce	2017	\$4,500	\$4,500		\$2,250
2017	Art & Wine Festival sponsorship	Cambria Chamber of Commerce	2018	\$7,000	\$7,000		
2017	Cambria Magazine ad	Cambria Chamber of Commerce	2017	\$650			
2018	Cambria Chamber Sign at north gate	Cambria Chamber of Commerce	2018	\$1,400		\$1,400	
2018	Zagstar Bike Sharing program	Cambria Chamber of Commerce	2018	\$10,000		\$10,000	
2018	Visitor Guide/Cambria Magazine ad	Cambria Chamber of Commerce	2018	\$650			
2018	Art & Wine Festival sponsorship	Cambria Chamber of Commerce	2019	\$5,000	\$5,000		
2019	Visitor Guide/Cambria Magazine ad	Cambria Chamber of Commerce	2019	\$650			
2019	Art & Wine Festival sponsorship	Cambria Chamber of Commerce	2020	\$5,000	\$5,000		
2020	Visitor Center support	Cambria Chamber of Commerce	2021	\$20,000			
2021	Art & Wine Festival sponsorship (postponed to 2023)	Cambria Chamber of Commerce	2021	\$8,500	\$8,500		
2023	Art & Wine Festival sponsorship	Cambria Chamber of Commerce	2024	\$10,000	\$10,000		
2024	Art & Wine Festival sponsorship	Cambria Chamber of Commerce	2025	\$10,000	\$10,000		
				\$134,736	\$71,356	\$27,780	\$8,250

Cambria Chamber of Commerce
Highway 1 Tourism Alliance (H1TA)-Infrastructure/Beautification Projects
Application for Local Fund Area Support

Introduction: This application for tourism infrastructure & beautification project is a one-time project that enhances our unincorporated community's cultural, environmental, recreational and historical assets that will benefit the visitor and the resident alike. This project supports events and projects that are directly related to an increase in lodging (overnight stays, length of stay and return visits) within the local & adjacent unincorporated regions.

This application for Cambria Chamber of Commerce Building Upgrades satisfies the following:

- Preservation of historical and cultural assets
- Enhancement of the beauty and infrastructure of a CBID unincorporated community
- Improvement visible within the community
- Usability by the community and by visitors to the community

This application clearly outlines why the LFA board should approve the funding request and how it benefits visitors and lodging constituents, demonstrating a direct connection to how it supports tourism. A project completion report and financial statement that details how the funds were expended will be provided once the project is concluded.

Project Information

Project Title: Cambria Chamber of Commerce Building Upgrades

Completion Date: December 31, 2026

Amount of Funding Requested: \$46,220

Overall Budget: \$92,440

Organization Information: Cambria Chamber of Commerce

Local Fund Area: Cambria and surrounding Central Coast communities

Submitted by: Katherine Gillen; Bruce Kuch

Phone Number: 805 903-3475; 714 519-5985

Email Address: info@cambriachamber.org; bpkuch@gmail.com

Organization Receiving Funds: Cambria Chamber of Commerce

Mailing Address: 767 Main Street, Cambria CA 93428

Contact Persons: Bruce Kuch (Board of Directors Secretary); Juli Amodei (Board of Directors Vice President); Katherine Gillen (Director of Membership & Marketing)

Cambria Chamber of Commerce
Highway 1 Tourism Alliance (H1TA)-Infrastructure/Beautification Projects
Application for Local Fund Area Support

Briefly describe your organization and its mission:

The Cambria Chamber of Commerce was founded February 8, 1923 as a non-profit 501(c)6 business and visitor information center for Cambria and the surrounding area.

The purpose of the Cambria Chamber of Commerce shall be to advance the general welfare and prosperity of and to encourage tourism and commerce to the Cambria area so that its citizens and all areas of its business community shall prosper. (Cambria Chamber of Commerce By-Laws, November 26, 2024.)

The Cambria Chamber of Commerce has an active membership of 300 business members—far exceeding any similar-functioning organization of this size on the Central Coast. The Chamber supports member businesses by acting as a voice for the shared interests of its members. Programs include: Board presence at CCSD, NCAC, SLO County gov, CBID and Coastal Commission, Cambria Visitors Center; social media, marketing opportunities, business networking and community events. Chamber-sponsored events include the Cambria Art & Wine Festival, the Appreciation Dinner for Volunteer of the Year and Business of the Year, bi-monthly mixers to connect businesses with the community, a holiday Hospitality Night with a gingerbread house competition & tree-lighting ceremony, the Honorary Mayor's Race, as well as many other events and activities back-to-back throughout the year. These Chamber-organized events promote the businesses and non-profit organizations in Cambria & its surrounding areas, and they foster a healthy community interaction.

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

The Cambria Chamber building, constructed in the early 1920's, badly needs modifications and building updates in order to maintain a safe and healthy work area that attracts visitors to the building and ultimately to the local business communities. Included in the scope of work are the following:

1. Re-direct exterior surface water drainage to protect the building from water damage. Recent storms have resulted in water damage to the building. As a precautionary measure to ensure the safety and health of Chamber staff, volunteers and visitors, the Board of Directors took the initiative to order an investigation to determine presence of mold in the building. Laboratory findings concluded no immediate concern, but recommended that corrective measures be taken to reduce potential for elevated moisture levels that can give way to mold spore presence in the future. (Refer to photos of site drainage and flooring damage.)

Application for Local Fund Area Support

2. Replace decades old front and rear doors with energy-efficient and secure doors & hardware for better access, security, and a more inviting entry to attract visitors. (Refer to photos of existing passageways.)
3. Install energy efficient split-system heat pump to replace dis-functional & outdated natural gas wall unit and thereby curtail current use of plug-in heating units. (Refer to photos of inoperable gas unit with temporary plug-in heaters).
4. Reconfigure front entry by removing sliding glass door and expanding area to allow for safer access and to create more useable space for visitors and volunteer staff. (Refer to photo.)
5. Raise sloped portion of visitor area ceiling and re-configure entry area in order to promote better access and allow for better interaction between visitors & volunteers.
6. Construct a separation wall between staff and visitor areas, in order to a) reduce conflicting visual & noise interruptions between staff and visitor areas, b) provide a more efficient work area and a better visitor experience, and c) create separate control zones for significant energy savings.
7. Replace wood shake roofing at Main Street frontage, repair roof drainage valley between Chamber & neighboring building to the west, replace rear siding and flat area roofing. (Refer to photos of Main Street non-fire-resistant wood shake shingles and rusted-thru valley troughs.)
8. Paint interior and exterior for an updated presentation to visitors, and to protect the building from severe coastal weather conditions.
9. Replace worn vinyl flooring with carpet tiles for better comfort & noise reduction. (Refer to photos of flood-water damaged floor tiles.)
10. Remove gas piping and re-route water piping from mountings currently attached to the exterior of the building; replace leaking water fixtures. (Refer to photos of existing piping.)

Note: Because of the interrelationships between the above work items, it is critical that this work be completed as one project, thereby a) minimizing the overall disruption of Chamber activities, b) making the project more attractive to contractors, c) getting more competitive contractor bids in a trade-deficient area, and d) making better use of funding by combining work items, i.e. “economies of scale”.

The Cambria Chamber of Commerce is intent on presenting a building that visitors and tourists find comfortable and attractive, similar to the quality they expect to find at the lodgings that the Cambria Chamber of Commerce recommends to visitors.

Cambria Chamber of Commerce
Highway 1 Tourism Alliance (H1TA)-Infrastructure/Beautification Projects
Application for Local Fund Area Support

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

Building upgrades will improve visitor experience and staff efficiency, which will help the Chamber promote increased business opportunities in the community. An entrance that attracts more out-of-county visitors, a larger and more efficient visitor area that welcomes longer visitations, interior upgrades that encourage longer terms of service for staff & volunteers, and preservation of a significant building in Cambria will ultimately be beneficial to our business community and visitors.

The Chamber staff, Chamber board members and Chamber volunteers provide valuable services to the business community, such as booking rooms for visitors on the Chamber website, fielding calls from tourists that are looking for a place to stay, directing tourists to lodging that is specific to their needs, like pet-friendly hotels. The Chamber provides a specific and personalized information service that visitors and tourists cannot get from other sources, websites or community organizations on the Central Coast.

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

As a volunteer Board member, Bruce Kuch will manage the project on behalf of the Cambria Chamber of Commerce. Bruce is a licensed general contractor and a registered engineer, bringing 50-plus years of engineering & construction experience in facilities management.

Bids have been obtained from all trades required to complete the work, and the numbers from the most qualified & competitive contractors are included in the attached cost summary. Where possible, multiple bids have been received for several of the trade categories. Upon approval for funding, contractor selection & award will be based on local presence, applicable project experience, cost-effective work plan, schedule commitment, and quality of work.

The listing of proposed contractors will be provided upon request only, in order to maintain confidentiality of the bids until such time as funding is secured and contractor awards are formally announced.

**Cambria Chamber of Commerce
Highway 1 Tourism Alliance (H1TA)-Infrastructure/Beautification Projects
Application for Local Fund Area Support**

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

The Chamber Board of Directors' project manager will oversee the work for this project, which will be considered as facility upgrades or "replace-in-kind". County permits will be obtained for specialty trades such as electrical, roofing, and heating & air conditioning.

Advisory for the project will be the Chamber Board of Directors and Chamber staff.

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

Proposed Schedule:

- secure funding 7-1-26
- award contracts 7-15-26
- start construction 9-1-26
- complete construction 12-31-26

Attachments:

- Chamber financials
- Chamber W-9 forms
- photographs of existing building conditions
- Budget summary
- project schedule
- listing of contractors

Cambria Chamber of Commerce
Highway 1 Tourism Alliance (H1TA)-Infrastructure/Beautification Projects
Application for Local Fund Area Support

APPLICANT'S STATEMENT

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

Executed at Cambria, California on this 17th day of April, 2026.

By (Signature): Katherine J. Gillen

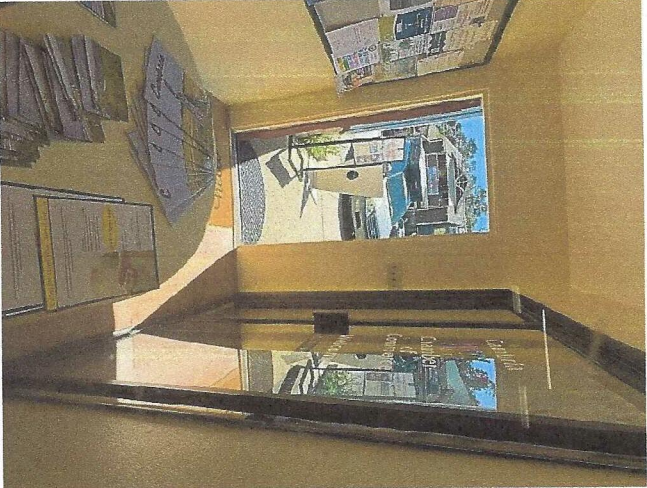
Print Name: Katherine J. Gillen

Cambria Chamber of Commerce
Building Renovations

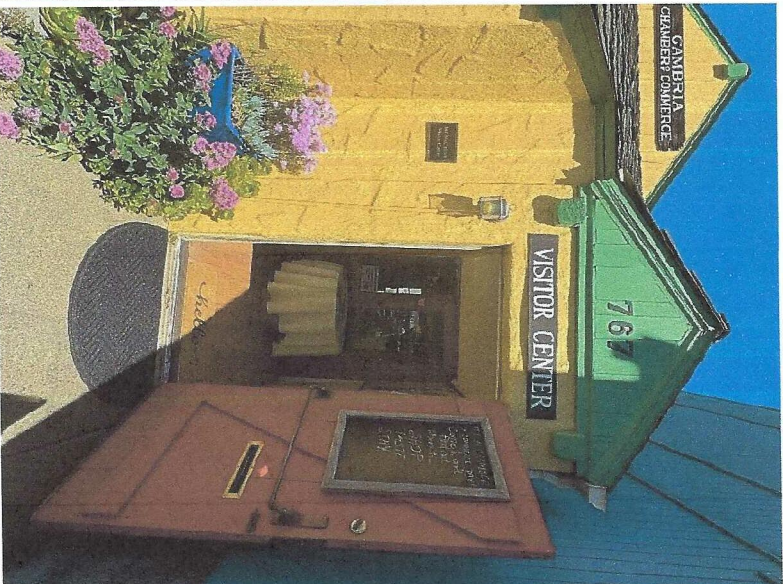
Budget

work item	bid
surface water diversion	\$2,880
east wall inspection	\$3,000
plans & permits	\$3,500
painting	\$22,770
flooring	\$5,588
interior separation wall	\$13,708
exterior doors	\$4,025
gas & water piping	\$2,402
heat pump split system	\$12,000
roofing & siding	\$21,218
mold test	\$750
data drop	\$600
total	\$92,440

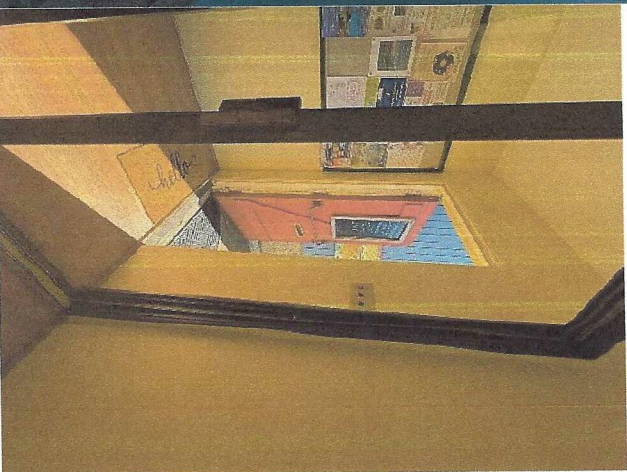
Front Entry



cramped area at entry; open walls to create large visitor area

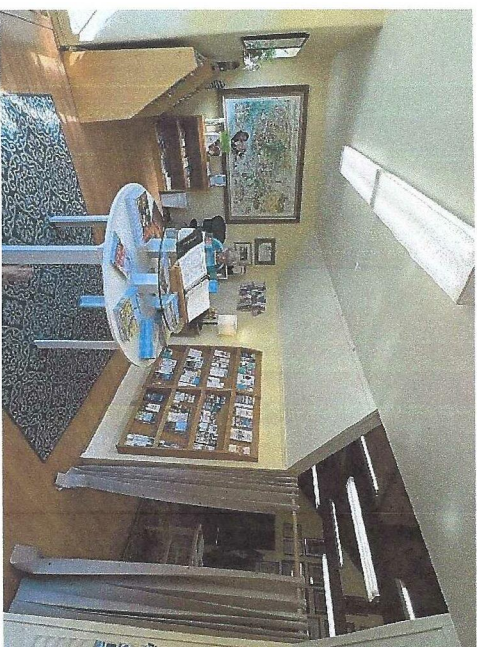


replace entry door with weatherproof full height glass door



remove interior sliding glass door to create large visitor area

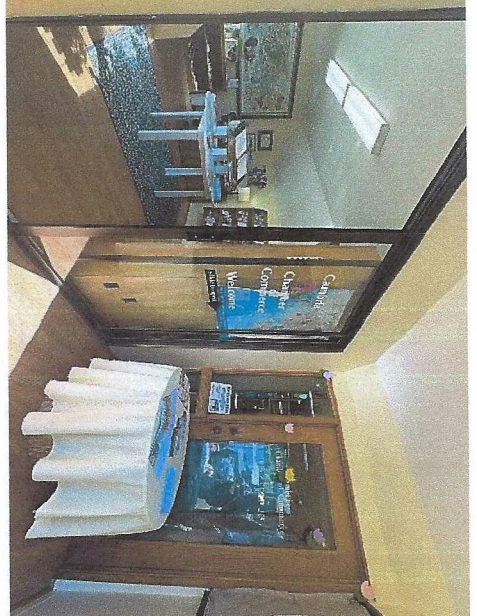
Interior Walls



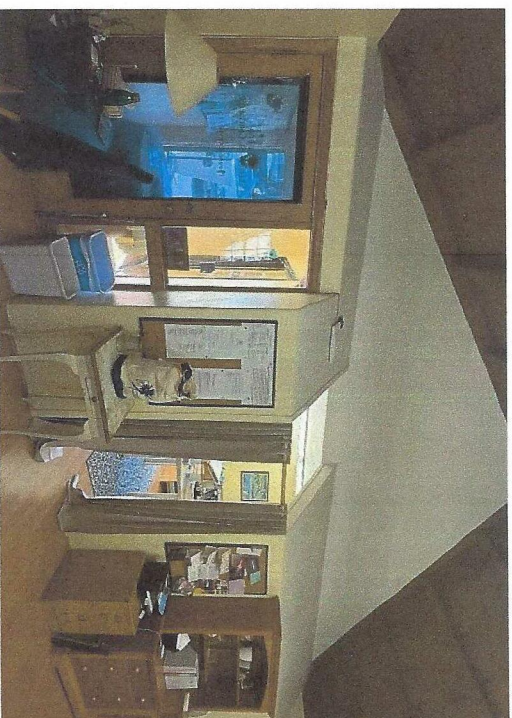
frame out interior wall to create two distinct areas—one for visitors & one for staff



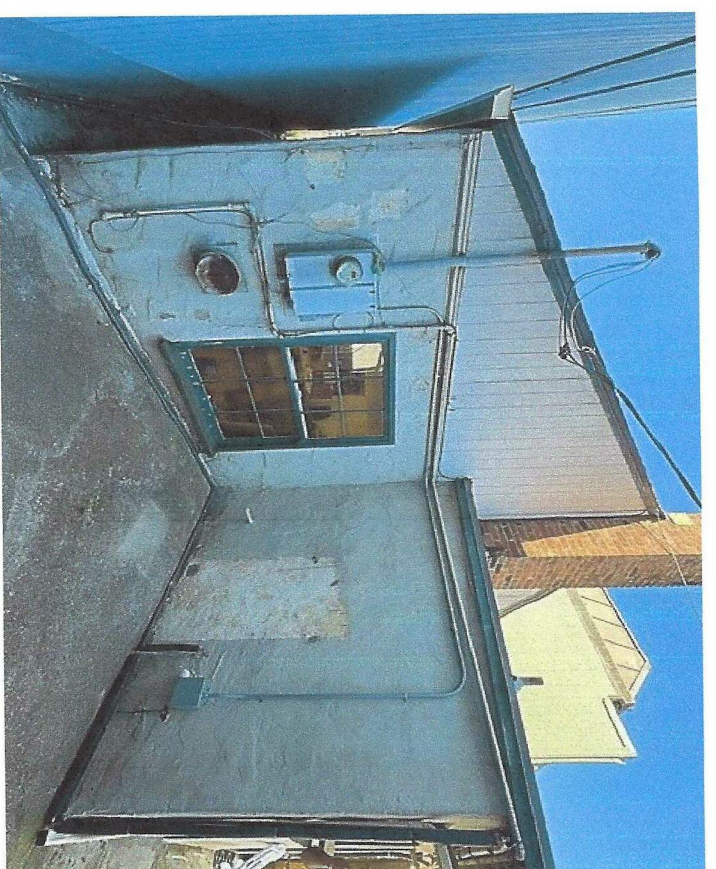
Build separation wall for hvac zoning & sound attenuation



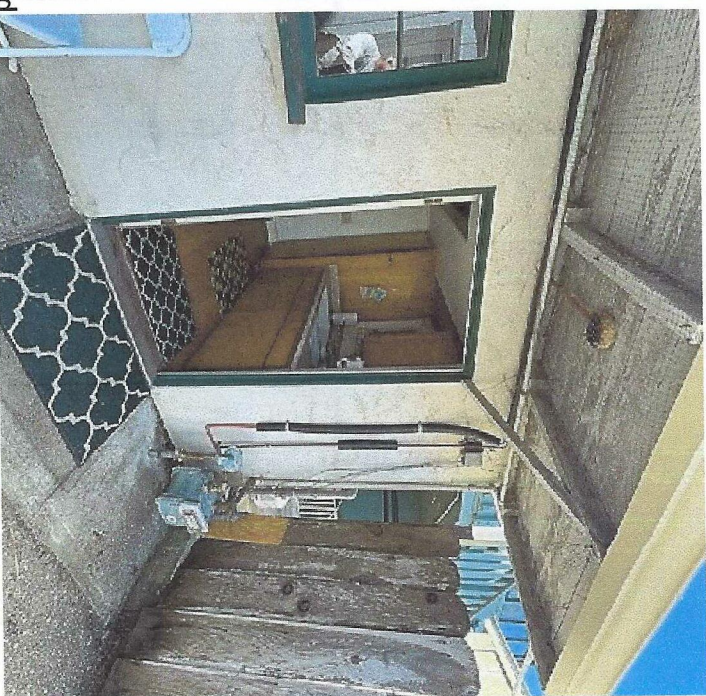
remove sliding glass door; opens up entry area into one large visitor's room



Exterior Mounted Piping

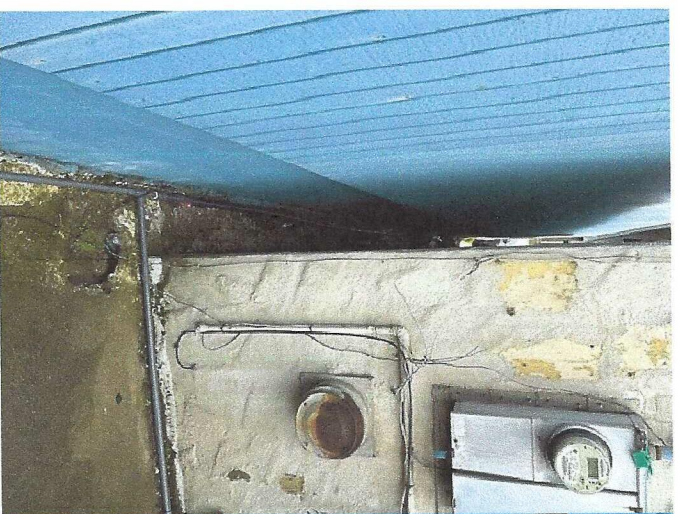


gas piping to abandoned space heater needs to be removed and capped at meter; replace with heat pump



re-route exterior-mounted hot & cold water into ceiling space from rest room to kitchen

Site Drainage & Water Intrusion



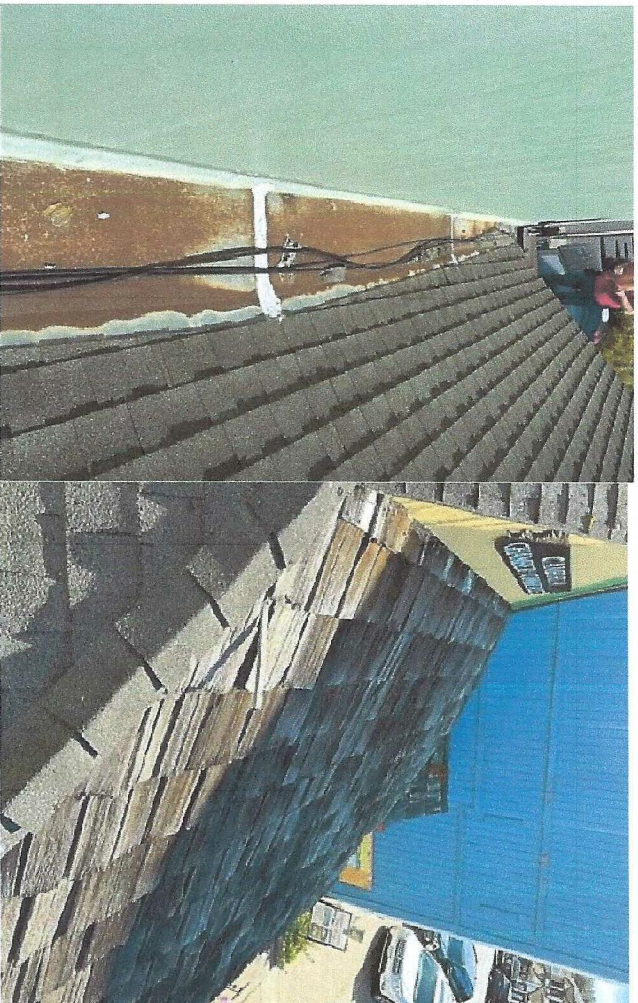
sink hole and clogged storm
drain have allowed
groundwater to enter building



storm drain has been cleared;
sink hole was concrete-filled

Roofing & Exterior Siding

drainage valley between buildings needs to be replaced & slope increased



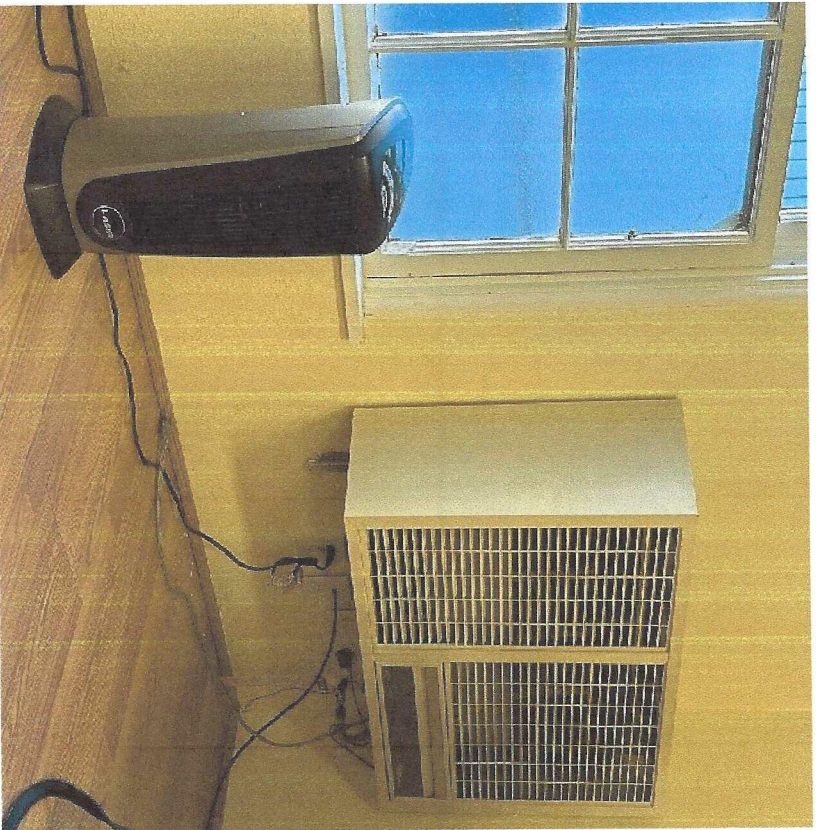
Main Street roofing needs to be replaced with fire-resistant shingles



rear flat roof needs replacement

rear exterior siding needs replacement

Heating & Air Conditioning

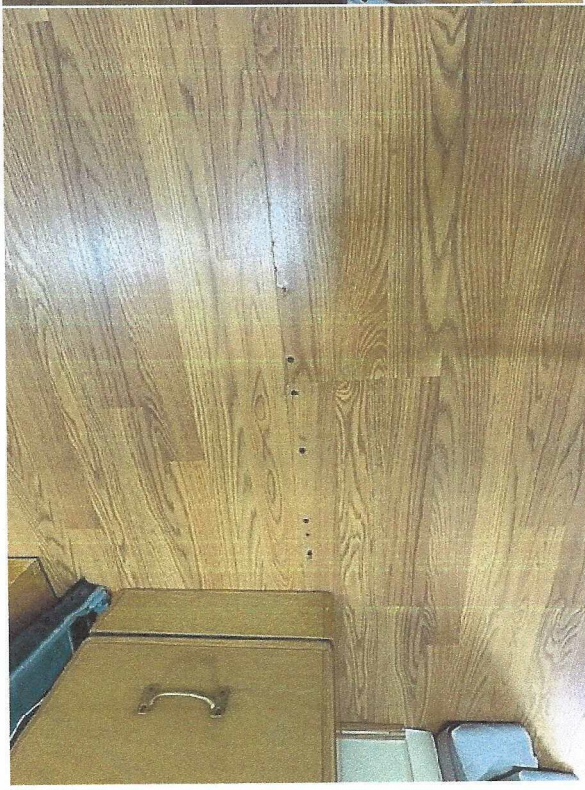


space heater in staff area has been abandoned due to gas leaks; staff has been using in-efficient plug-in heaters; no heating in the visitor area; replace with split unit heat pump, one in staff area and one in visitor area

Flooring



recent groundwater intrusion has destroyed flooring; remove & replace with carpet tiles



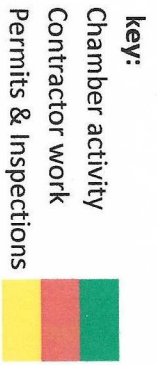
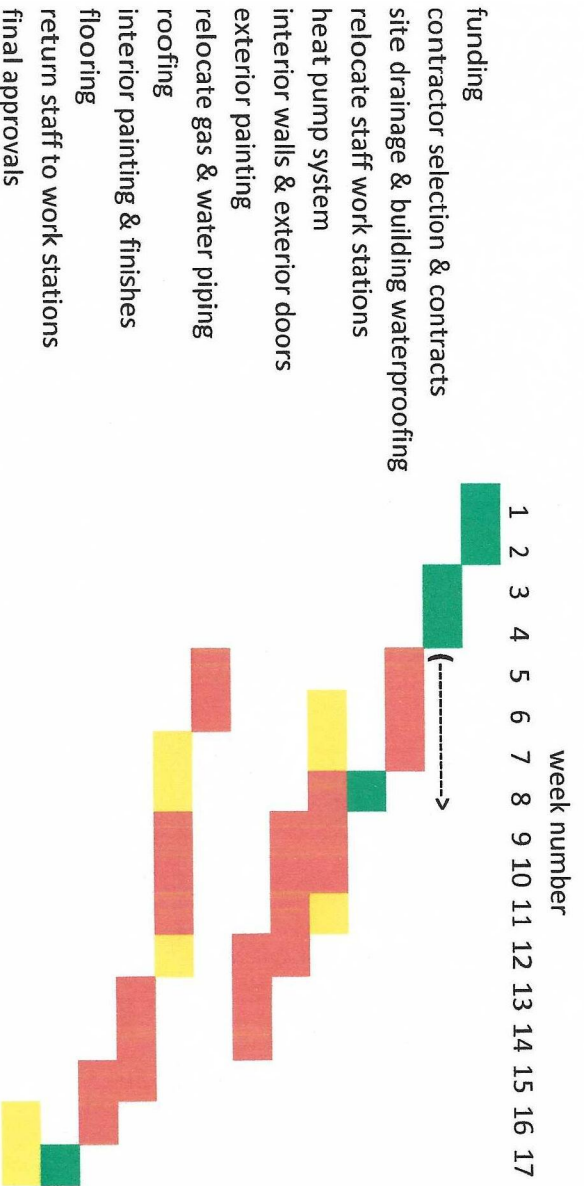
lifted flooring tiles have been screwed back into place; remove & replace with carpet

**Cambria Chamber of Commerce
Highway 1 Tourism Alliance (H1TA)-Infrastructure/Beautification Projects
Application for Local Fund Area Support**

Listing of Contractors:

- Rick's Home Improvement General Contractor
- CenCal Roofing
- Richard Sanders Mechanical
- Frontier Floors
- Dalton Crawford IT Specialist
- Green Solutions Environmental
- O'Malley Plumbing
- Comfort Air
- Lafferty Heating
- All Dry Services
- Grizzly Construction & Remodeling
- Acosta's Painting
- Beltran's
- Ganage Design & Construction
- Rogall & Company
- Vialpando General Contractor
- Paso Robles Floor
- Mike Lucido Plumbing
- Potter Plumbing

Cambria Chamber of Commerce Building Renovation



Personal Bio

Bruce Kuch

2062 Sherwood Drive

bpkuch@gmail.com

714 519-5985

Program Management / Professional Experience:

- Power Generation
- Hospitals
- Schools
- Police & Municipal Facilities
- LAX Airport Projects
- Commercial High Rise
- Churches
- Residential

- Self-Employed BHK Consultants: expert witness, general contractor, owner's rep
- Adjunct Professor: USC Engineering Master's Program, Project Management

Certifications & Education:

- Registered Professional Engineer
- Licensed General Contractor
- LEED-Accredited Professional (Green Building)
- BS Mechanical Engineering

Current Community Activities (since moving to Cambria 8-8-25):

- Cambria Tennis Club
- Cambria Community Chorale
- Cambria Chamber of Commerce Board of Directors
- Local Brass Ensemble

Recent Volunteer Activities:

- Commissioner & Chairperson: Planning Commission, City of Manhattan Beach
- Member: Board of Building Appeals: City of Manhattan Beach
- Volunteer Tutor: Reading Partners non-profit for grade school children
- President & Instrumentalist: Peninsula Symphonic Winds
- Member: Operations Board, Manhattan Beach Community Church
- Coach Youth Sports: baseball, soccer, basketball, tennis

Personal Interests-Activities:

- Tennis
- Bicycling
- Skiing
- English Sports Car
- Music
- Volunteer

Request for Taxpayer Identification Number and Certification

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

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

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

1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

2 Business name/disregarded entity name, if different from above.
Cambria Chamber of Commerce

3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.

- Individual/sole proprietor
- C corporation
- S corporation
- Partnership
- Trust/estate
- LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)
- Other (see instructions)

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____
Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions

(Applies to accounts maintained outside the United States.)

5 Address (number, street, and apt. or suite no.). See instructions.
767 Main Street

Requester's name and address (optional)
Mechanic's Bank

6 City, state, and ZIP code
Cambria, CA 93428

7 List account number(s) here (optional)

See Specific Instructions on page 3.

Part I Taxpayer Identification Number (TIN)

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

Social security number										
			-				-			

or

Employer identification number									
9	5	-	0	6	0	0	1	0	9

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

Part II Certification

Under penalties of perjury, I certify that:

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

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

Signature here Signature of U.S. person *Katherine Gillen*

Date 4-17-26

General Instructions

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

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

What's New

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

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

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an

Cambria Chamber of Commerce
Balance Sheet
As of April 15, 2026

	<u>Apr 15, 26</u>
ASSETS	
Current Assets	
Checking/Savings	
Mechanic's Bank - Checking	33,377.34
Mechanic's Bank - Money Market	3,000.00
PPB - General	16,746.60
	<hr/>
Total Checking/Savings	53,123.94
Accounts Receivable	
Accounts Receivable	-35.00
	<hr/>
Total Accounts Receivable	-35.00
Other Current Assets	
Undeposited Funds	100.00
	<hr/>
Total Other Current Assets	100.00
	<hr/>
Total Current Assets	53,188.94
Other Assets	
Equipment	
Depreciation	-1,023.00
Equipment - Other	2,526.83
	<hr/>
Total Equipment	1,503.83
	<hr/>
Total Other Assets	1,503.83
	<hr/>
TOTAL ASSETS	<u><u>54,692.77</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	287.40
Sales Tax	-1.00
	<hr/>
Total Other Current Liabilities	286.40
	<hr/>
Total Current Liabilities	286.40
	<hr/>
Total Liabilities	286.40

Balance Sheet

As of April 15, 2026

	<u>Apr 15, 26</u>
Equity	
Opening Bal Equity	50,643.48
Retained Earnings (Retained Earnings)	20,695.93
Net Income	<u>-16,933.04</u>
Total Equity	<u>54,406.37</u>
TOTAL LIABILITIES & EQUITY	<u><u>54,692.77</u></u>

04/15/26

Profit & Loss

Cash Basis

January 1 through April 15, 2026

	<u>Jan 1 - Apr 15, 26</u>
Ordinary Income/Expense	
Income	
Donations	2,500.00
Dues	
New Member	2,925.00
Renewals	7,475.00
	<hr/>
Total Dues	10,400.00
Event Income	
Appreciation Dinner income	
Raffle	135.00
Appreciation Dinner inco...	5,271.00
	<hr/>
Total Appreciation Dinner i...	5,406.00
Art and Wine	
Artist's Faire	195.00
Business Participant	525.00
Donation	25.00
Program Ads	1,325.00
Souvenirs (Souvenirs)	
Poster sales (poster sa...	60.00
Raffle ticket sales (Raff...	1,160.00
	<hr/>
Total Souvenirs (Souveni...	1,220.00
Sponsor	2,000.00
Tickets	
Designated Driver	800.00
Event at the door	885.00
Event pre sale	9,680.00
Thursday Event	435.00
VIP Party Package	2,800.00
	<hr/>
Total Tickets	14,600.00
	<hr/>
Total Art and Wine	19,890.00
	<hr/>
Total Event Income	25,296.00

04/15/26

Profit & Loss

Cash Basis

January 1 through April 15, 2026

	<u>Jan 1 - Apr 15, 26</u>
Gift shop	
Tote Bags	20.00
Gift shop - Other	120.00
	<hr/>
Total Gift shop	140.00
Marketing Contribution	110.00
Signs	600.00
Web Site Advertising	395.00
	<hr/>
Total Income	39,441.00
	<hr/>
Gross Profit	39,441.00
Expense	
Computer & Internet	541.50
Credit card fees	
SQUARE FEES	278.19
Credit card fees - Other	22.68
	<hr/>
Total Credit card fees	300.87
Dues & Subscriptions	159.90
Exp. for Events	
Appreciation Dinner Expense	4,789.46
Art & Wine	
Advertising	1,681.00
Art show supplies	180.00
Artist commission	300.00
Banners	151.67
Chairman %	500.00
Facility	1,632.00
Ice for event	34.84
License	750.00
Marketing	266.97
Misc.	406.94
Online Tickets	4,384.55
Party	1,103.60
Posters	75.00
Printing	105.22
Programs	2,555.43
Security Services	720.00
Servers-Food,Water	12.08
SQUARE fees	540.89

04/15/26

Profit & Loss

Cash Basis

January 1 through April 15, 2026

	<u>Jan 1 - Apr 15, 26</u>
Sunday Event	56.73
Volunteer lunch	64.22
	<u>15,521.14</u>
Total Art & Wine	
Total Exp. for Events	20,310.60
Fees and Registration	50.00
Insurance	
Liability Insurance	957.00
	<u>957.00</u>
Total Insurance	
Internet	212.67
Marketing	258.00
Meeting Expense	46.47
Office Cleaning	400.00
Office Equipment	63.28
Office Supplies	400.25
Payroll Expenses	
Gross	17,420.00
Holiday	210.00
Taxes	1,776.17
Workers Comp	525.96
Payroll Expenses - Other	3,847.91
	<u>23,780.04</u>
Total Payroll Expenses	
Postage and Delivery	55.58
Printing and Reproduction	75.22
Professional Fees	
Accounting	1,395.00
	<u>1,395.00</u>
Total Professional Fees	
Property maintenance	
Capital Improvements	3,630.00
Property maintenance - Other	55.00
	<u>3,685.00</u>
Total Property maintenance	
Sales tax (Gift Shop)	21.00

04/15/26

Profit & Loss

Cash Basis

January 1 through April 15, 2026

	<u>Jan 1 - Apr 15, 26</u>
Taxes	
Property	<u>527.35</u>
Total Taxes	527.35
Telephone	544.81
Utilities	
Electric	691.06
Gas	139.06
Trash	150.57
Water	<u>182.87</u>
Total Utilities	1,163.56
Web Site Update	370.00
Website Maintenance	703.97
Welcome Sign Expense	300.00
Workshop (Business Worksh...	<u>51.97</u>
Total Expense	<u>56,374.04</u>
Net Ordinary Income	<u>-16,933.04</u>
Net Income	<u><u>-16,933.04</u></u>



ARCHER & HOUND

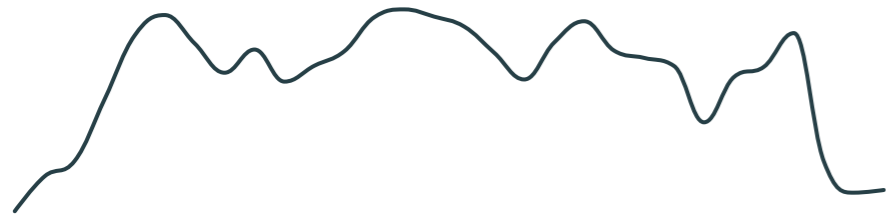
Visit Cambria Marketing Report

June 2026

Website Traffic

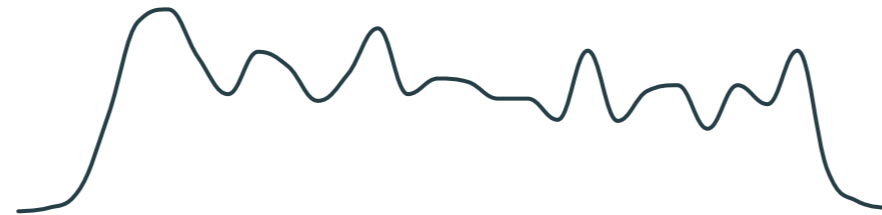
Sessions

36,166



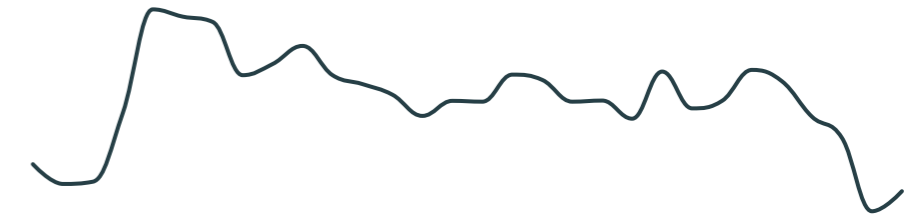
Conversions

4,196



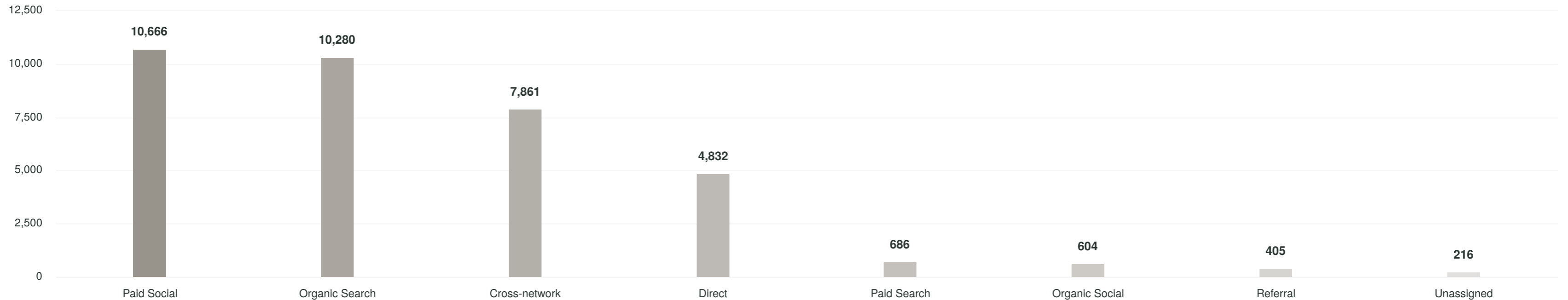
Conversion Rate

7.15%

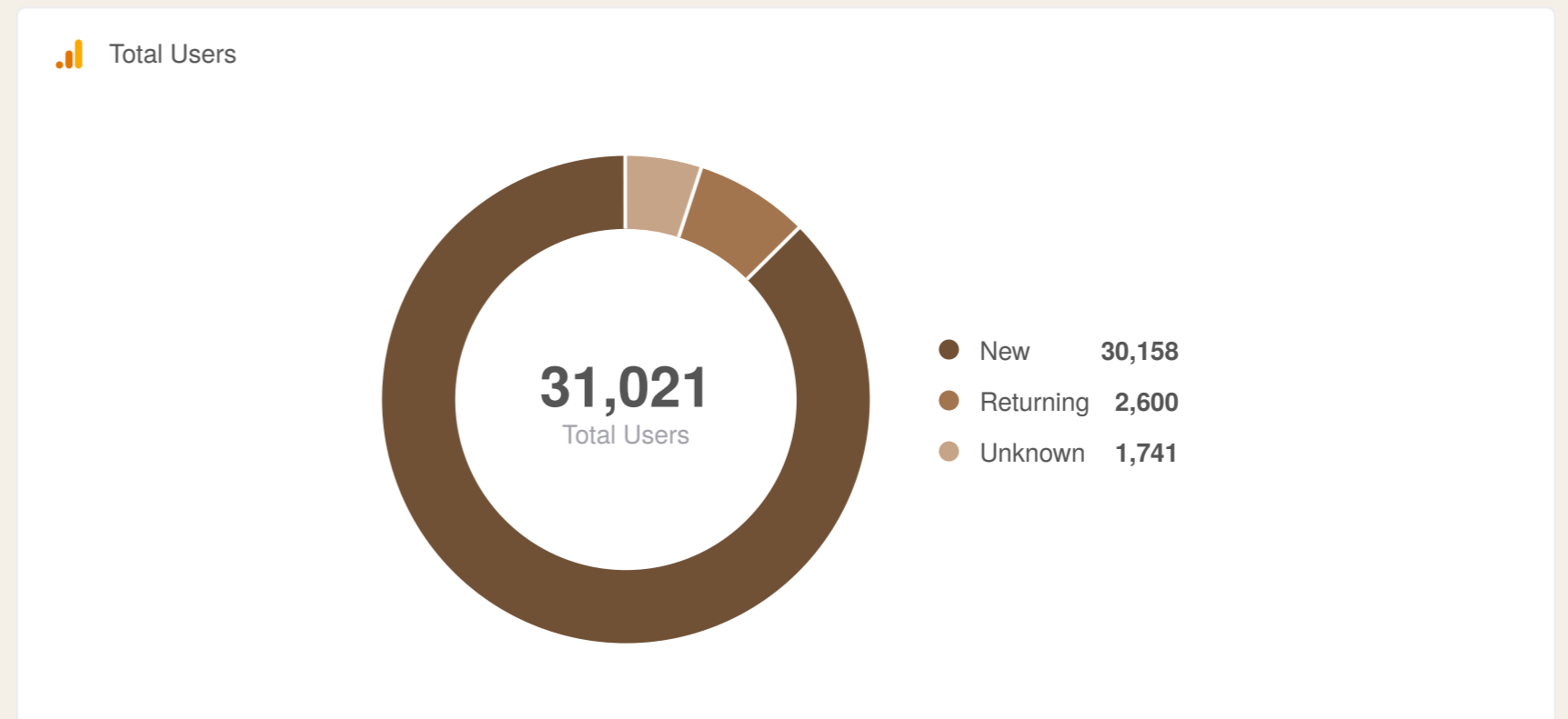
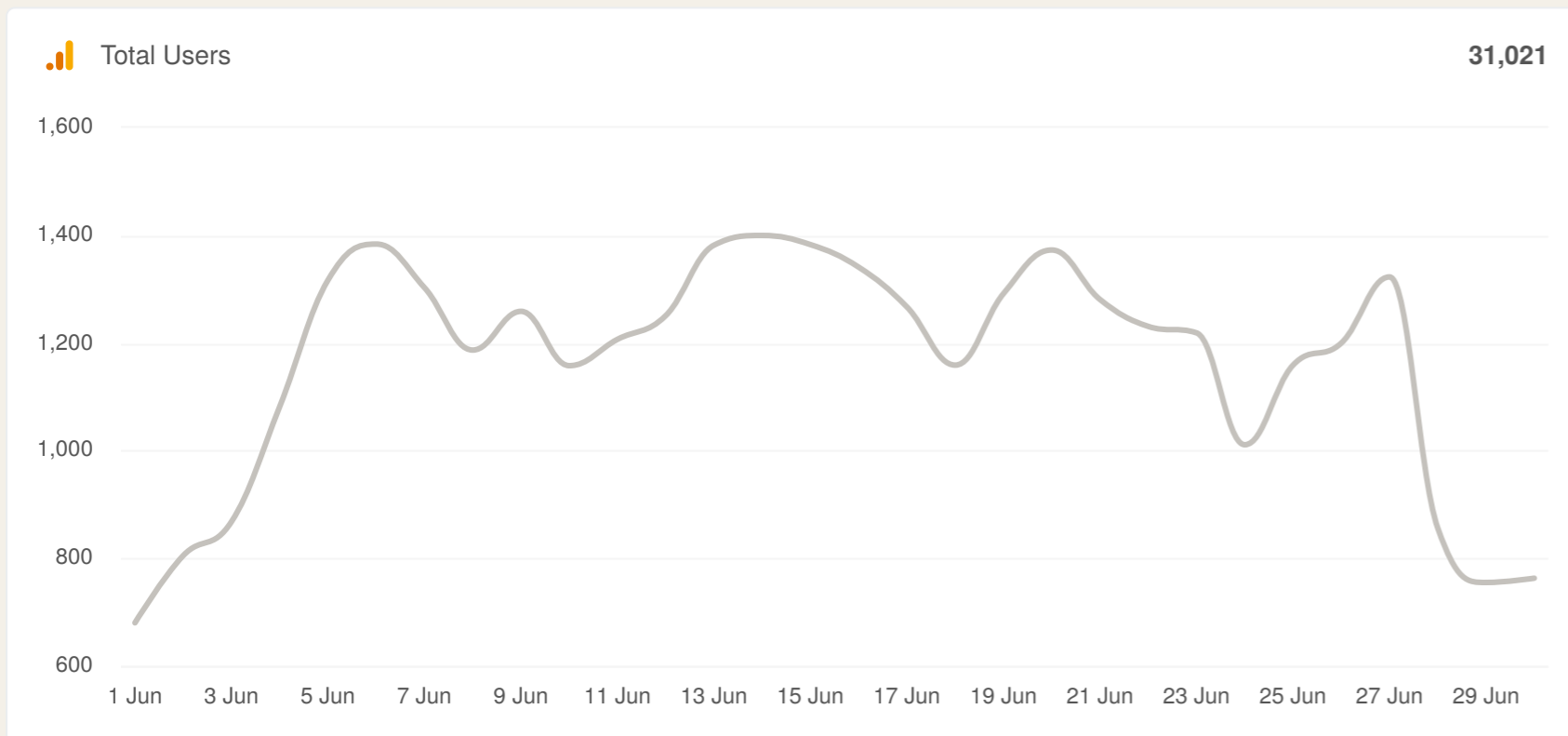
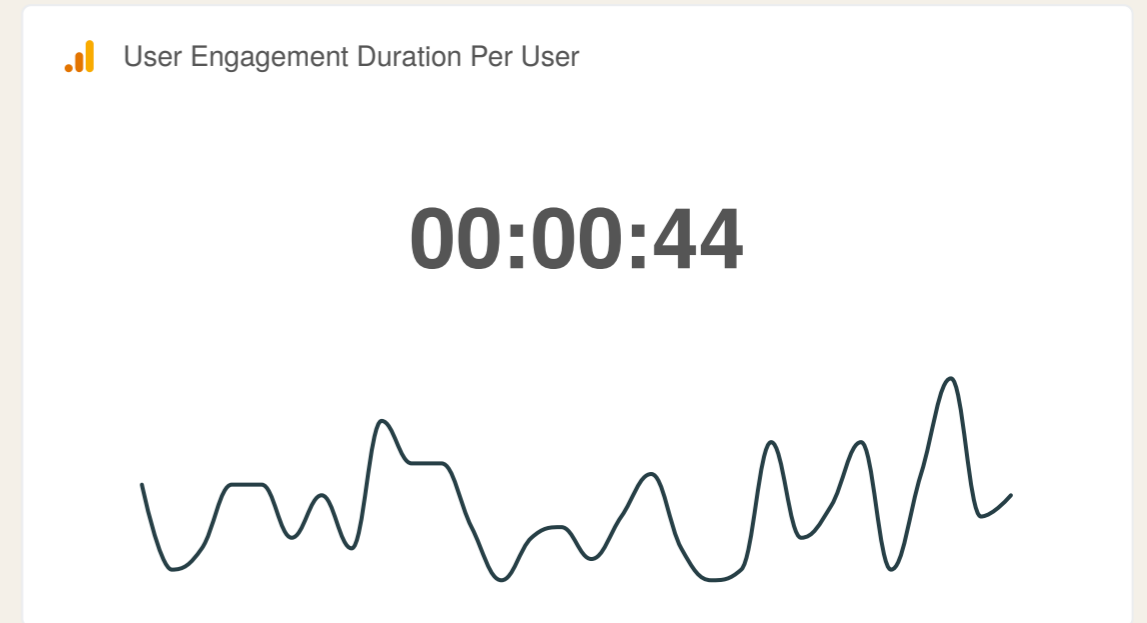
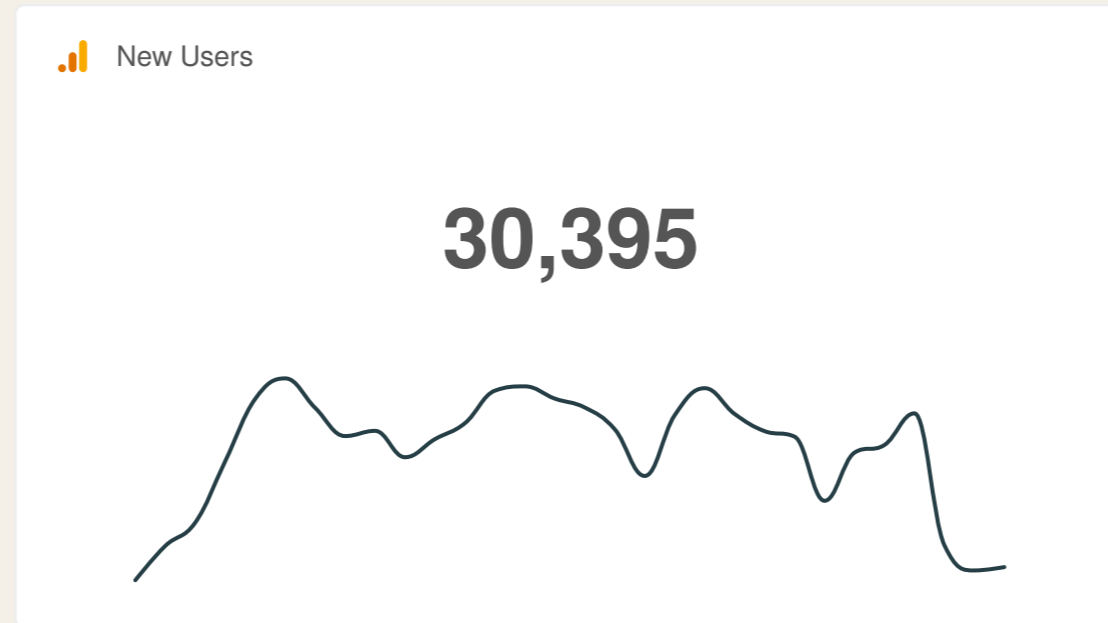
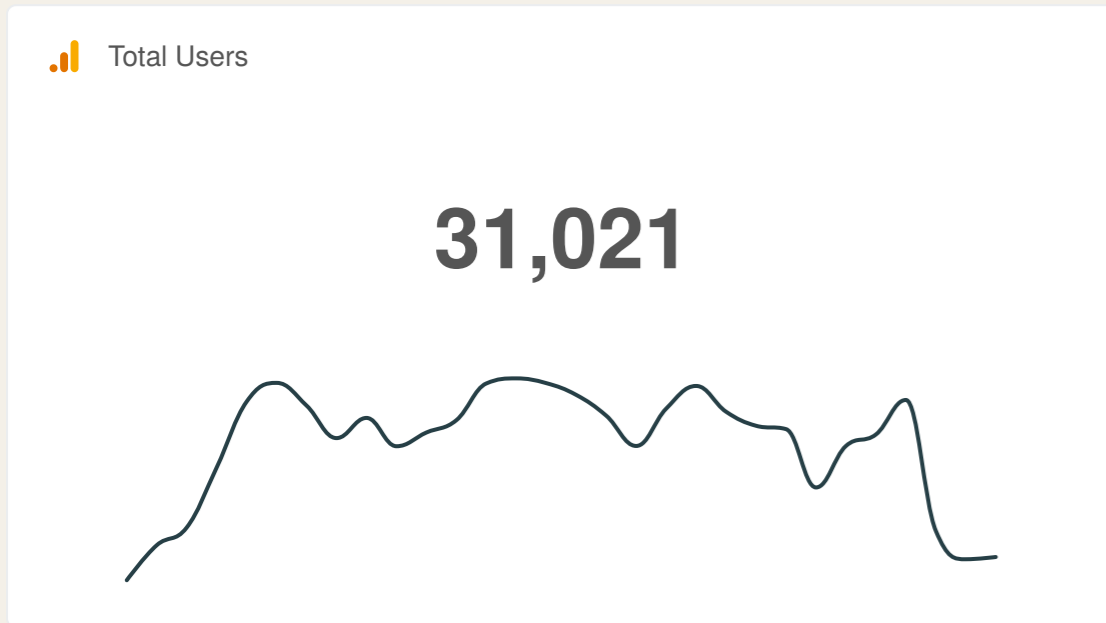


Session by Channel

36,166



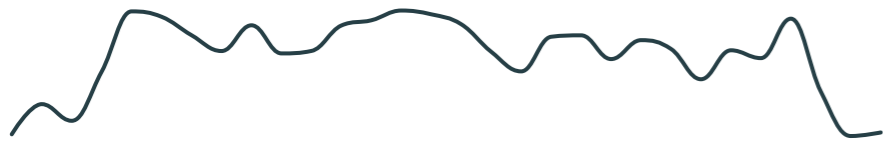
Website Traffic—User Insights



Website Traffic—Page Insights

Views

66,650



Total App Downloads

15,968

Wedding Form Submissions

1

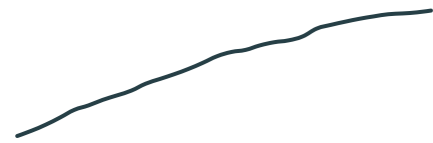
Top 10 Pages

PAGE	VIEWS	ENGAGEMENT RATE
/	8,835	50.74%
/weddings-in-cambria/	8,503	40.35%
/lodging-specials/	7,972	72.90%
/lodging/	5,071	86.95%
/visitors/	2,300	78.52%
/moonstone-beach/	1,858	74.08%
/events/	1,641	91.52%
/itineraries/decadence-on-deckrelax-on-the-best-patios-in-cambria/	1,627	38.85%
/5-hidden-gems-to-discover-in-cambria/	1,014	25.82%
/explore/activities/	946	91.33%

Organic Social—Facebook

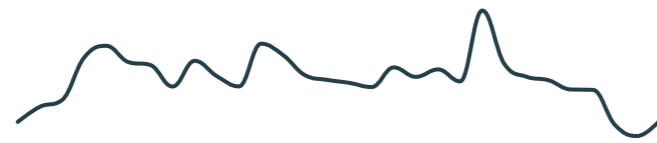
f Page Follows

129.2 K



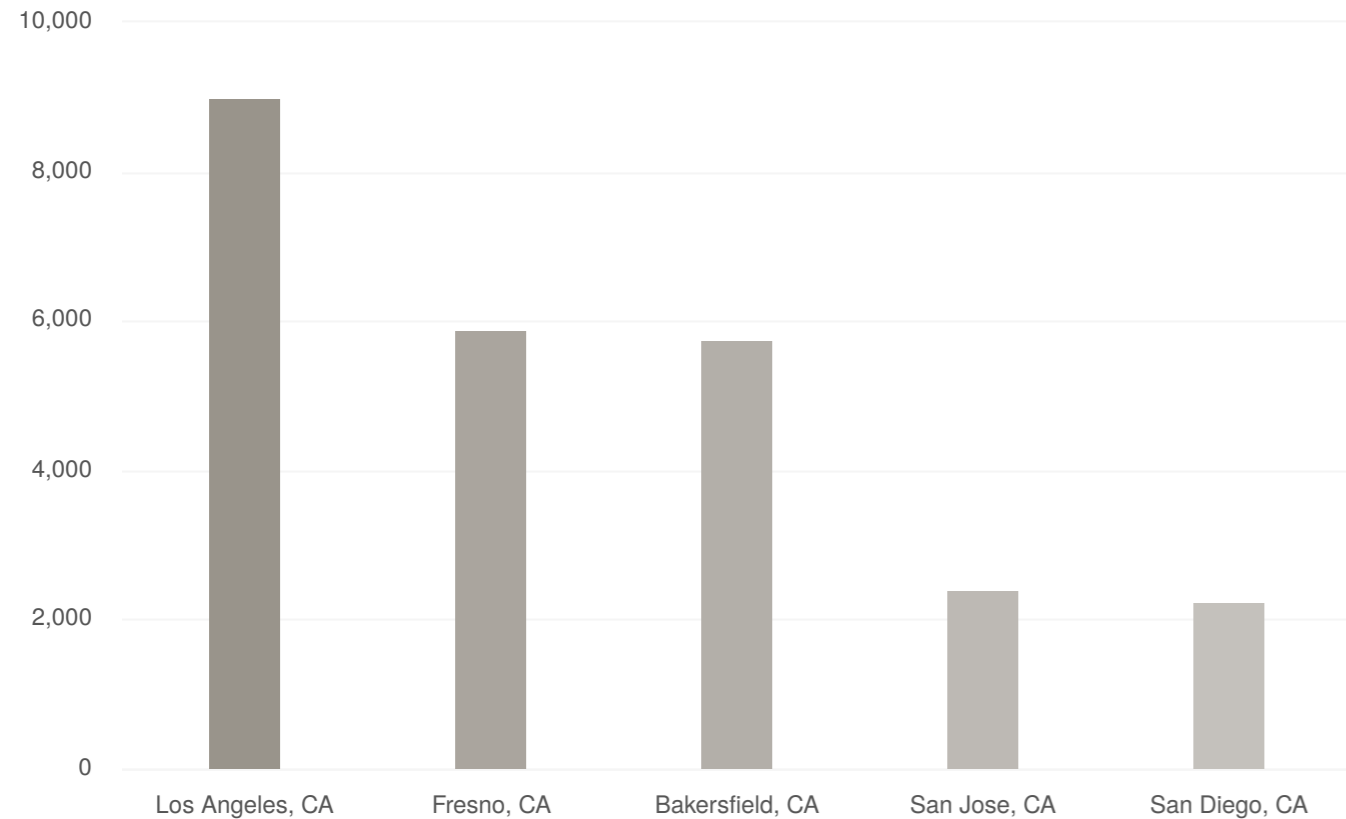
f Post Engagement

39,462



f Page Follows

54,607



f Top 5 Facebook Posts

DATE	POST	LIKES	SHARES	CLICKS
Jun 22, 2026	For Steve, The Sea Chest has...	843	38	1,489
Jun 4, 2026	Fresh-picked flavors, coastal a...	797	71	975
Jun 18, 2026	Ocean air, rolling hills, towerin...	549	35	430
Jun 12, 2026	If you know, you know... We a...	518	29	1,020
Jun 9, 2026	How many people can say the...	454	43	660

Organic Social—Instagram

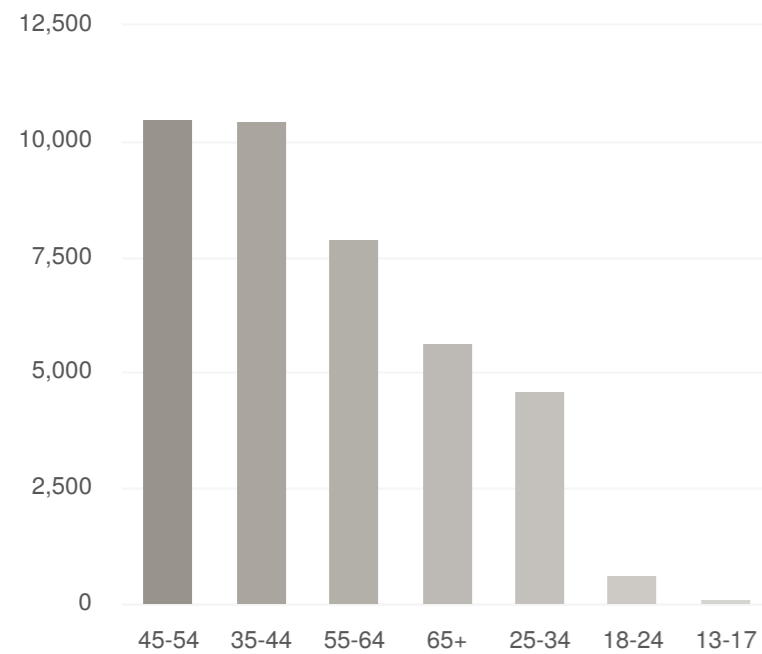
 Followers






40,896

 Post Engagements

1,753


 Followers by Age

39,677

 Top 5 Instagram Posts

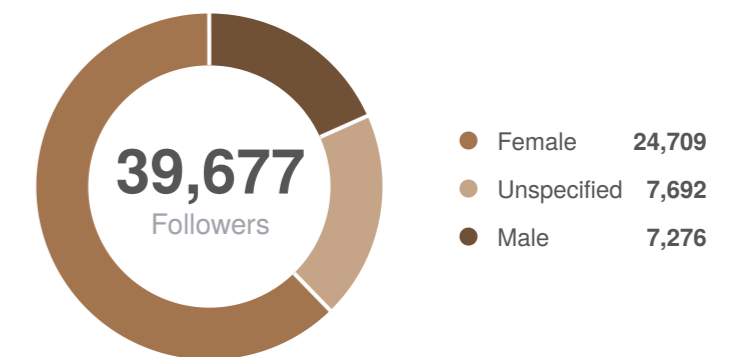
DATE	POST	REACH	LIKES	SAVED
Jun 9, 2026	 How many peopl...	69,268	6,083	813
Jun 22, 2026	 For Steve, The S...	12,458	1,147	72
Jun 12, 2026	 If you know, you ...	11,299	998	61
Jun 4, 2026	 Fresh-picked flav...	8,783	859	59
Jun 18, 2026	 Ocean air, rolling ...	5,654	572	22

 Saves

1,215

 Shares

2,682

 Followers by Gender


Organic Social—Pinterest

Impressions

73,708

Engagement Rate

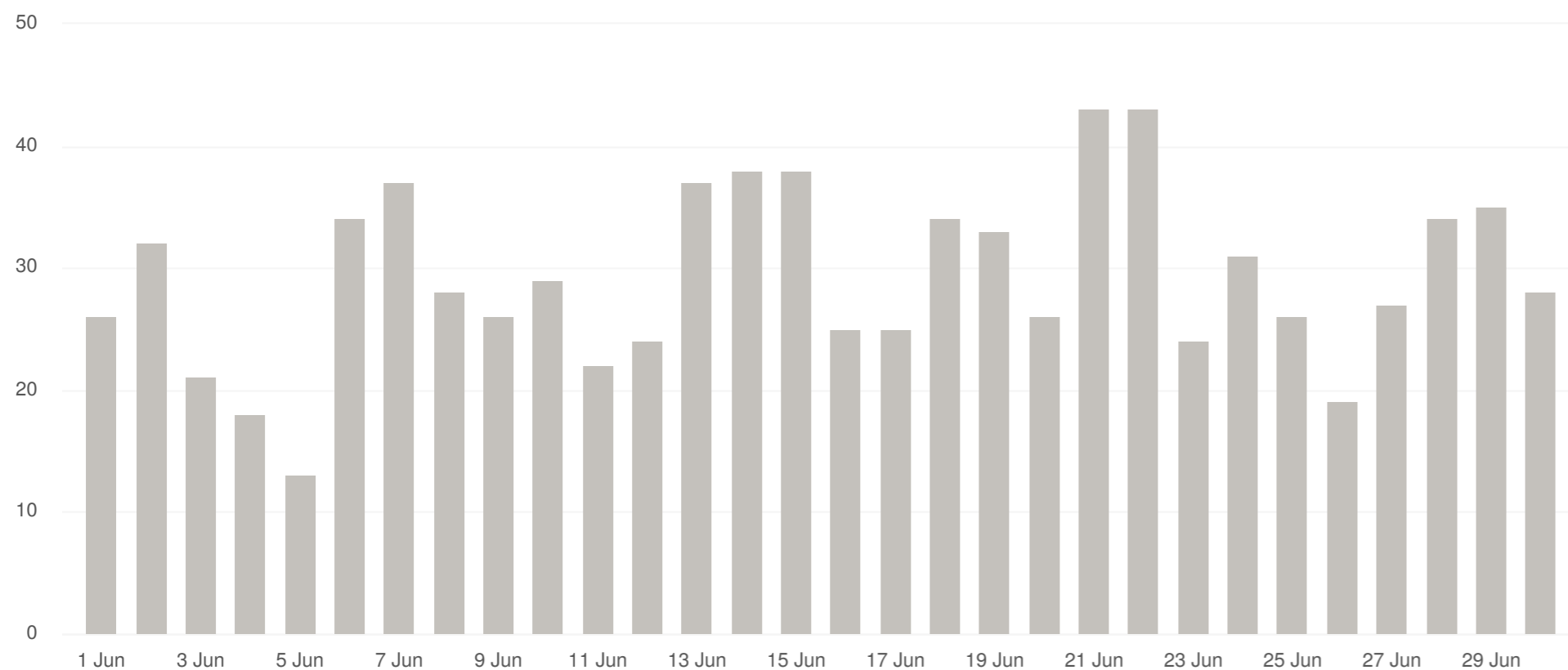
1.19%

Outbound Clicks

675

Engagements

876



Pin Click Rate

1.04%

Pin Clicks

770

Paid Digital Advertising—Meta

Amount Spent

\$12,038.93

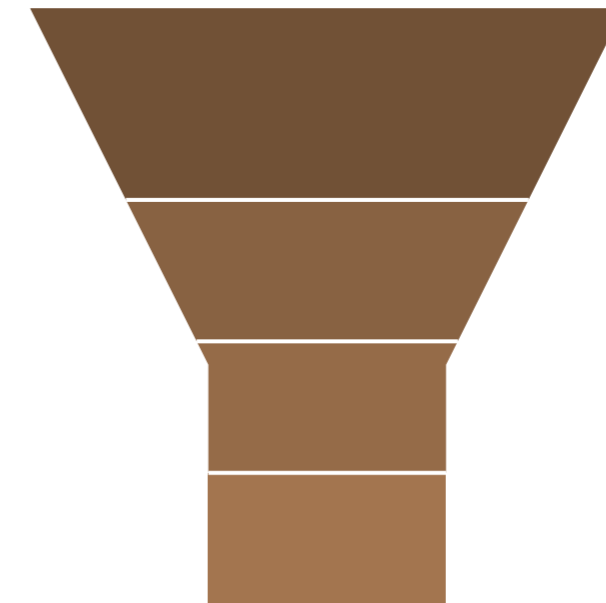
Impressions

923.4 K

Landing Page Views

10,807

Click Funnel



- Impressions **923 K**
- Clicks **24,518**
- Outbound Clicks **12,070**
- Landing Page Views **10,807**

Campaign Insights

CAMPAIGN	IMPRESSIONS	LANDING PAGE VIEWS	AVERAGE CPC	CTR
A&H L1 Engagement Summer 2026 0603	407,913	6,304	\$0.85	2.15%
A&H L1 Engage Traffic A/B/G 062625	159,313	2,218	\$0.38	2.47%
A&H L1 Awareness Weather CV 070725	148,351	230	\$2.06	0.26%
A&H L1 Engage Organic Boost 070725	102,892	1	\$0.10	5.62%
A&H L1 Engage Traffic J 062625	43,069	1,008	\$0.39	3.80%
A&H L2 Engagement Booking 110725	39,329	1,045	\$0.29	5.70%
A&H L2 Lead Newsletter 070725	22,543	1	\$0.21	7.73%

CTR

2.66%

CPC

\$0.49

Paid Digital Advertising—Pinterest

Amount Spent

\$1,674.80

Pin Clicks

618

Impressions

70,856

CPC

\$2.71

CTR

0.87%

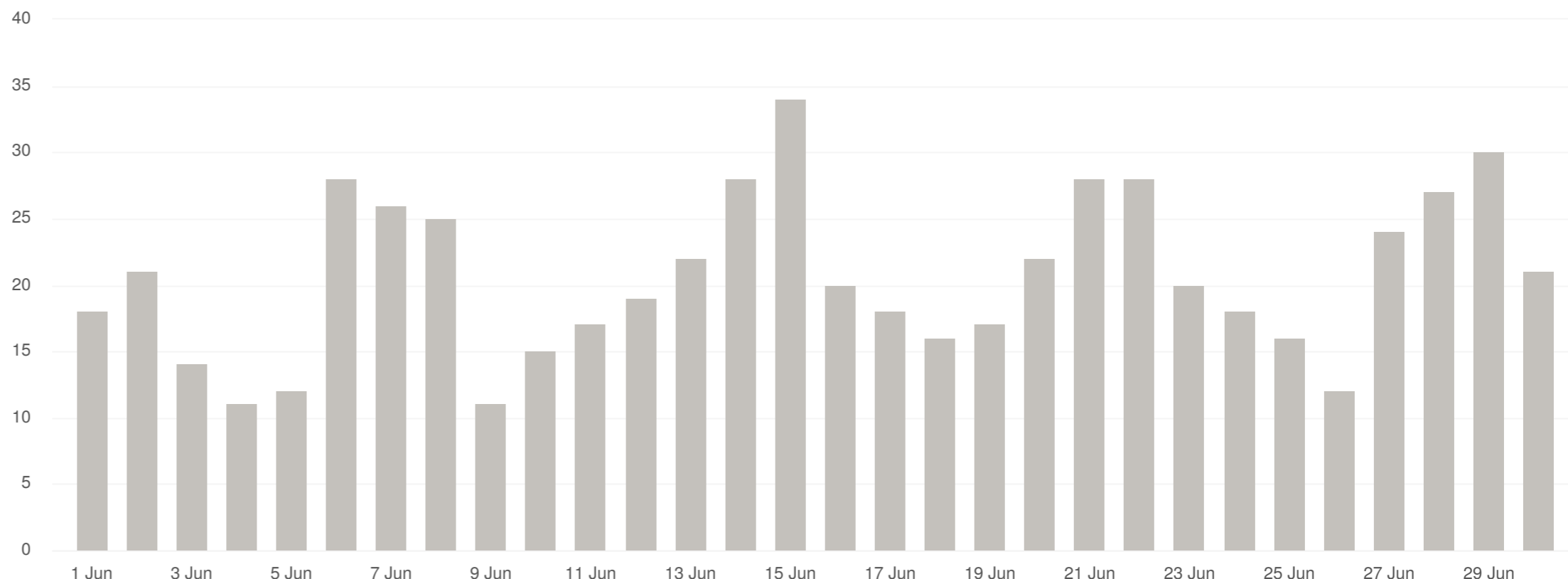
Total Conversions (Lead)

2



Pin Clicks

618



Paid Digital Advertising—Google

Amount Spent

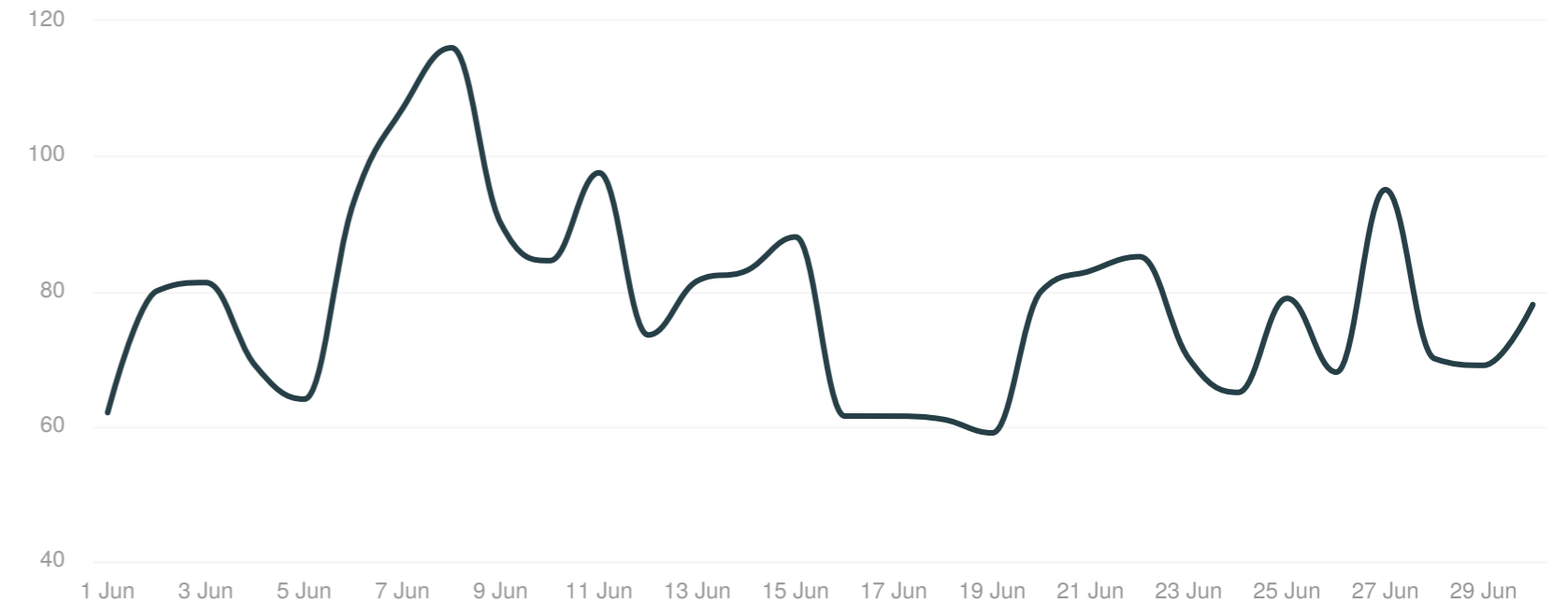
\$3,001.09

CTR

4.01%

Conversions

2,355.29



Clicks

9,407

Avg CPC

\$0.32

Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen Cambria Weddings Early Planning	\$1,431.08	134,669	4,928	\$0.29	22.00	0.45%
Demand Gen CTB Vacationers Prospecting	\$785.02	95,722	3,878	\$0.20	2,255.04	56.38%
Search Visit Cambria Brand	\$784.99	3,980	601	\$1.31	78.25	13.02%

Local Fund Summary

JULY 2026

ORGANIC SEARCH VISIBILITY
3.81M
 ↑ 10.4%

ORGANIC CLICKS
12K
 ↓ 49%

ENGAGEMENT RATE
80%
 ↓ 14.2%

DESTINATION PAGEVIEWS
15.8K
 4.8% of traffic

PAGEVIEWS BY COMMUNITY

Ragged Point	1,446
San Simeon	891
Cambria	1,168
Cayucos	4,098
Los Osos	2,499
Edna AG	1,872
Avila Beach	896
Oceano Nipomo	2,978

Email · Social · PR

EMAIL	80.4K SUBS	2.7K TRAFFIC	
FB	129.8K FANS	287K IMPR	12.9K ENG
IG	53.5K FOLLOW	398K IMPR	8.7K ENG
YT	203.4K VIEWS	1.5K HRS	
PR*	4 ART	56.1M UVPM	11 YTD ART

*Previous Month

TOT / Assessment

May	2026	2025
San Simeon RP	\$141,718	\$127,428
Cambria Harmony	\$428,066	\$336,801
Cayucos	\$160,508	\$138,266
Los Osos Baywood	\$44,961	\$35,682
Edna AG	\$33,460	\$28,426
Avila Beach	\$198,939	\$157,496
Oceano Nipomo	\$94,222	\$68,678
CBID Total	\$1,101,875	\$892,777

LFA Funding

Beautification & Infrastructure Projects

AVILA BEACH
Leatherback Bronze Turtle Sculpture & Signage

CAMBRIA
Trash & Recycle Planter Receptacles
Creeks to Coast Clean Up

CAYUCOS
Summer Beach Clean Ups

OCEANO | NIPOMO
Migrant Mother Plaque at Dana Adobe

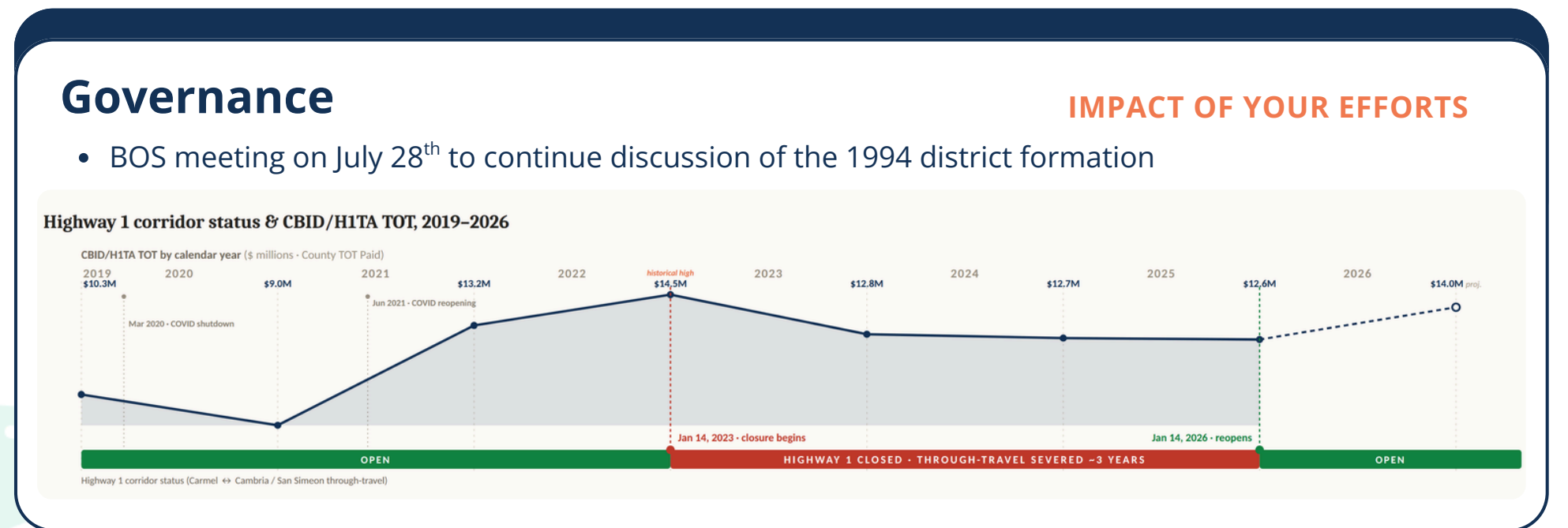
RECENT PROJECTS APPROVED

Events
AVILA BEACH
Farmers Market
Pale Kai Outrigger Exposition

LOS OSOS
Butterfly Ball
Oktoberfest

SAN SIMEON
Scarecrow Festival

CAMBRIA, CAYUCOS, SAN SIMEON
Central Coast Classico



HIGHWAY 1 Road trip

We are here to help: admin@SLOcountyBID.com
 Member Portal: Highway1RoadTrip.com/member

Media Coverage

World Cup	
LA Times	UVPM 18.2M
LA Magazine	UVPM 14.9M
Highway 1 Reopening	
Good Morning America	UVPM 1.7M
Travel + Leisure	UVPM 9.8M

Board Meetings

4th Wed (exc. Nov & Dec), 2pm · Cambria Pines Lodge

29*
JULY

26
AUGUST

*Schedule change



MARKETING REPORT

May 1 – May 31, 2026

WEBSITE ENGAGEMENT OVERVIEW

May showed a more complete performance story: visibility is up, engagement quality is strong, destination interest is growing, and paid media is becoming more efficient. At the same time, sessions and clicks are shifting as traveler discovery behavior changes through AI search and zero-click results.

May 2026	97.2% ▲ +1% Engagement Rate	116.9K ▼ -16.0% Engaged sessions	120.3K ▼ -16.8% Sessions	81.8K ▼ -26.7% New Users	1.3 ▲ 11.5% Sessions per user
FY Rollup (July '25 - May '26)	95.2% -0% Engagement Rate	1.3M ▲ 2.2% Engaged sessions	1.3M ▲ 2.2% Sessions	1.1M ▲ 3.0% New Users	1.3 ▲ 0.7% Sessions per user

Channel	Sessions	Engaged Sessions	Engagement Rate	New Users	Sessions per User
Performance Max	53,032	51,781	97.64%	28,933	1.55
Organic Search	18,071	17,226	95.32%	13,136	1.30
Direct	14,754	14,492	98.22%	13,587	1.08
Paid Search	10,086	9,759	96.76%	8,107	1.20
Paid Media	5,397	5,138	95.2%	5,112	1.00
Paid Social	4,954	4,927	99.45%	4,147	1.10
Email	4,193	4,092	97.59%	2,525	1.39
Organic Social	3,323	3,297	99.22%	2,929	1.09
Display	2,817	2,802	99.47%	2,752	1.02
Grand Total	120,298	116,908	97.18%	81,792	1.35

EBLASTS & LEAD GENERATION

Subject	Sent	Delivered	Opened	Open Rate	Clicks	CTR	Clicks/ Unique Open	Unsubscribe Rate
Road Trip Energy	78,070	77,715	38,530	50%	1,276	1.64%	3%	0.33%
Small Towns Worth the Stop	78,209	78,089	41,657	53%	1,301	1.67%	3%	0.23%

Database total =
79,563 total contacts

Email Subscribers
78,139

May 2026 added approximately **1,400 subscribers** to
CBID - ALL Audience



MARKETING REPORT

May 1 – May 31, 2026

SEO ORGANIC SUMMARY

Organic visibility continued to grow in May as Highway 1 Road Trip content maintained strong positioning across Google Search and AI-driven discovery experiences. While organic clicks declined year-over-year, this reflects broader search behavior shifts where users increasingly receive answers directly within Google AI Overviews and zero-click results.

Organic Visibility +22.0% YoY	4.0M
Organic Clicks from Search -46.0% YoY	13.1K
Average Google Position Improved YoY	9.0

TOP SEARCH INTERESTS FOR MAY

Things To Do content is the strongest organic content story. Things To Do page impressions reached 3.3M, up 61.6% YoY, showing that original, experience-driven content is still being rewarded in search and likely benefiting from Google's preference for authoritative, useful content.

Whale Watching	Scenic Drives & Road Trip Planning	Things To Do & Outdoor Exploration	Highway 1 Road Conditions	Coastal Town Discovery
<p>Whale watching continued to drive significant organic visibility and remains one of H1RT's strongest discovery topics across Google Search.</p> <p>*Best Places for Whale Watching California</p>	<p>Scenic drive and itinerary-style content continued to perform well, showing that travelers are actively using H1RT for trip-planning inspiration.</p> <p>*Highway 1 Scenic Drives: Where to Stop</p>	<p>Things To Do content was the strongest SEO story in May, with page impressions up 61.6% year-over-year.</p> <p>*Things To Do on Highway 1 / Outdoor Activity Guides</p>	<p>Road closure and road condition content remained one of the top organic click drivers, reinforcing H1RT as a trusted resource for real-time travel planning.</p> <p>*Highway 1 Road Closures & Real-Time Updates</p>	<p>Destination pageviews increased 37% year-over-year, showing continued interest in local communities including Oceano/Nipomo, Cayucos, Los Osos, Edna Valley, Ragged Point, Cambria, San Simeon and Avila Beach.</p> <p>*Destination & Coastal Town Guides</p>

*top content

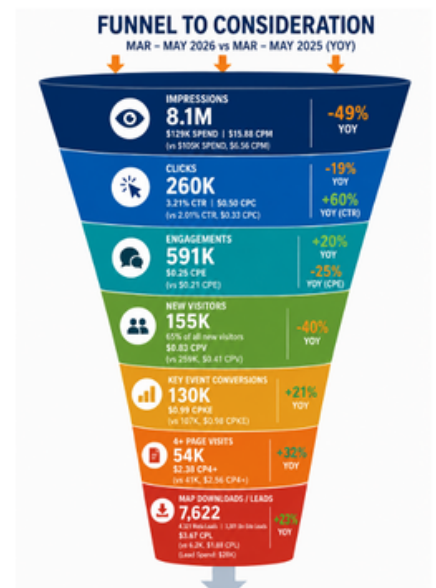
Travelers are actively searching for coastal experiences, road trip planning, outdoor activities and real-time Highway 1 travel information. H1RT content continues to rank prominently and be surfaced within AI-driven search experiences, strengthening destination authority even as clicks are increasingly absorbed by zero-click and AI-generated search results.

PAID MEDIA

Higher Quality Engagement Despite Reduced Scale - Spend YOY +18% @\$128k

This was an intentional shift toward higher-intent audiences and conversion-focused delivery, not a decline in campaign effectiveness.

- Higher Intent Travelers** CTR increased **+60% YoY** despite significantly fewer impressions (49%). Stronger click intent and audience targeting.
- Better Conversion Efficiency** Engagements +25% YoY while maintaining strong \$.025 CPE.
- More Valuable Traffic** Key Event Conversions increased +35% while CPKE improved 32%.
- Deeper Engagement Quality** 4+ Page Visits up 32% YoY with cost/ deep visit continuing significant downward trend.
- Lower-Funnel Impact** Map Downloads +20% YoY maintaining a flat \$2.10 CPL despite higher CPMs. Mailchimp doubled vs last year volume.





MARKETING REPORT

May 1 – May 31, 2026



ORGANIC SOCIAL UPDATE

MAY HIGHLIGHTS

192,308 video views	
53,373 followers	
172,707 video views	
8,200 impressions	
308 likes	

+405

Created using new LFA-uploaded assets from the Collectors, which performed well across organic social.



	129,262 ^{1%} Total Fans	649,131 ^{-12%} Total Impressions	15,934 ^{42%} Total Engagements	5,048 ^{150%} Total link clicks	192,308 ^{175%} Video Views (Not to completion)	68,656 ^{101%} Video Views (100%)	891 ^{868%} Shares
	53,373 ^{1%} Total Followers	600,040 ^{64%} Total Impressions	8,219 ^{-28%} Total Engagements	5 Number of Stories	866 Average Story Views	1,072 Shares	

Pinterest and YouTube are all secondary organic platforms.

	9.16k ^{111%} Total Impressions	466 ^{13%} Total Engagements	6.9k ^{106%} Total Audience	331 ^{15%} Engaged Audience		61,500 ^{26%} Watchtime in Minutes	172,707 ^{33%} Video Views
--	--	---	--	--	--	---	---------------------------------------

PUBLIC RELATIONS:

PR and organic social continued to extend H1RT visibility beyond paid media, supporting destination awareness, direct links, and local-area storytelling.

184 Articles to date	15 Visiting journalists	4 Media Missions	146 Direct Links to Highway 1 Road Trip Website
12 Articles in Target Outlets	5 Additional Placements to Target Outlets	0 FAMS with Visit SLO CAL	5 Stewardship/Sustainability Related Articles
1 Journalist Shares	869 Total Engagement	450 Journalist Reach	663.15M Total UVM

High-level takeaways:

- May showed a more complete performance story than sessions alone. While overall website sessions and new users were softer year-over-year, engagement quality remained strong with a 97.2% engagement rate and 116.9K engaged sessions.
- Organic visibility continued to grow, with 4.0M search impressions, up 22% year-over-year. Organic clicks declined, reflecting broader shifts in search behavior as Google AI Overviews and zero-click results change how travelers engage with search results.
- Destination and experience-based content continued to perform well. Things To Do page impressions increased 61.6% year-over-year, and destination pageviews increased 37%, showing continued traveler interest in local communities, outdoor activities, road trip planning and real-time Highway 1 travel information.
- Paid media continued to shift from scale to quality. While impressions were lower, CTR, engagements, key events, deeper site visits and map downloads all improved, showing stronger traveler intent and more efficient campaign delivery.
- Email, organic social and PR continued to support the broader visibility ecosystem, with strong email open rates, continued audience growth, social video engagement and 184 PR articles to date generating 663.15M total UVM.



POST EVENT REPORT

ORGANIZING MISSION / SUMMARY

The Central Coast Classico debuted on the weekend of April 24th to 26th this year with a limited three month runway. The target of the organization involved both proof of concept as well as an emphasis on rider/participant experience. As we said from our first organizing meeting, we were in the Impression Creation business this year. In total, we had just over 250 total registered participants.

Events in this cycling festival centered around the Lion's Club Pinedorado Grounds in the center of Cambria.

Friday evening was our packet pickup party followed by an early evening shakedown ride, so those that drove from afar could liven up their legs for the big day ahead, and have enough time for a visit to a local restaurant. Saturday morning the assembled participants launched themselves into one of three ride options: The Jade Course going north past the Piedras Blancas Lighthouse to a turn around, or one of the two flights (vintage and modern classes) of The Limestone Route, heading south through Cayucos and into the interior hills and wine country, looping back via Santa Rosa Creek Road. With our emphasis on creating lasting impressions, we had aid stations featuring local restaurant's foods, as well as musicians playing live in surprising locations along the courses.

All riders returned to a post ride party featuring live music, bbq and food truck featuring local food and drink, and a vendor fair.

Saturday night was an appreciation dinner for VIPs and sponsors at The Fog's End with more music, catered by the Linn's and several local wineries.

Sunday morning welcomed our Bike Brunch back at the Pinedorado Grounds coupled with a vintage bicycle concourse that featured rare and beautiful bikes, a raffle, and an audience award for best in show. The concourse was a delightful surprise that we will lean into to grow this brand.

BUILDING FOUNDATIONS / INFRASTRUCTURE / NETWORK

We built up an array of physical assets that are needed to host such an event. Some were purchased, some were acquired/donated, and some were leant into the effort via sponsorship value-in-kind deals. This multi-pronged approach was necessary given the short timeline, and we are well positioned for growth in the years to come from a capacity point of view.

One of the keys to success is a capable and willing volunteer army. We were blessed to have so many helpers raise their hand to volunteer, and then simply exceed themselves with premium efforts. This among other bellwethers gives us great optimism to be able to grow this event, and making sure our volunteers continue to be happy is a primary job of this organization. Our efforts will continue to include curating an enjoyable and rewarding volunteer experience.

We created an event guide for the weekend, organizing the useful information for our visitors while integrating advertisements from local businesses. These were distributed both at our event grounds, in rider's swag bags, and also at local sponsor's locales and hotel check in desks. This was one more instance where the local business community really rallied to show support for this fledgling event. This stands as a solid event integration both from a profitability perspective, and also a way to connect to the larger local business community, providing them multiple channels and levels to play a part in this event.

We reached out early to other bicycle event leadership, and ended up creating some valuable strategic relationships. Those relationships quickly developed into mutual aid offerings, with both sides volunteering time, effort and insights into each other's respective events. This proved the value of yet another facet of the cycling community, as each is aligned with the other's event success. And for us, it helped plug the gap in certain expertises as a first year event.



MARKETING / ADVERTISING

As a first year event, a primary job was simply getting the word out, and connecting with the cycling community that constitute our participants.

Archer & Hound Advertising: Participation by Archer & Hound accelerated our launch with logo and poster design, website ideation and build, SEO, email blast and post contributions via Cycle Central Coast, assistance on some merchandise procurement.

Ad Channels: We committed to a series of Meta ads, distributed between Facebook and Instagram. Having honed some of the finer points on tuning those ads, we experienced a real bump in exposure that translated campaign by campaign to increased registration numbers. This will be a prime strategy going forward.

Collabs: We utilized the reach of our partners, leading collabs on Instagram with our available partners. In the run up to the event, we performed those collabs with each board of tourism/visitor board, with Linn's, Wally's Bicycle Works, Cycle Central Coast, and with our contracted cycling influencers. We also got the American NBC announcer, Christian Vande Velde, of the Tour de France to share our story.

Spend: Between promo printing, promotional merchandise, all advertising, branding and design work, we spent a total of \$59,686. The heavy investment in these categories prepares the event to ride it's own momentum into coming years.

Reach: Meta ad data tells us that we had a real reach into the markets we targeted. We had a total ad reach of 187,504 concentrated on a group built around bicycle appreciation and participation.

Radio: We had a long form interview on KVEC, featuring questions and answers from our event founder, Aaron Linn.

Print: We printed and distributed over 1000 promotional postcards for the event. We also circulated fine art posters of our event. (see Ground Game).

Cycling Influencers: live participation and personal SM posts by Lance Haidet, Sydney Sitton, "NorCal Cycling" Jeff Linder; media shared by Alison Tetrick and Christian Vande Velde

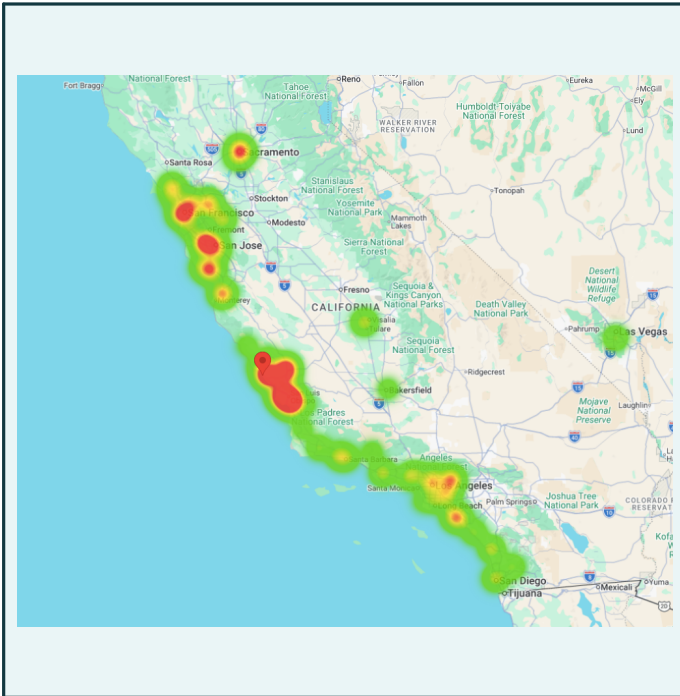
Highlight Video:
<https://drive.google.com/file/d/1nmnZ7uon58g78JCTcKRKa9mEKX2-v1Lc/view?usp=sharing>



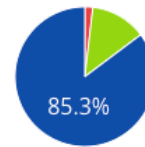
MARKETING / ADVERTISING

Ground game: Every willing sponsor became a potential touchpoint to connect to potential participants. Many are cycling and lifestyle companies that are natural agents of influence. We also tapped allies in many California markets to place posters and promo cards in larger bike shops (San Diego, Los Angeles, Thousand Oaks, Santa Barbara, Bay Area, Tahoe/Truckee). And we hosted a series of hydration/aid stations on popular riding routes and trailheads to spread the word organically. We also hit all the popular Central Coast weekly group rides to promote the Classico.

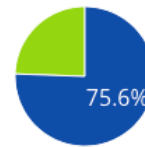
PARTICIPATION/DEMOGRAPHICS



Demographics



- Under 25
- 25-40
- Over 40



- Men
- Women

SPONSORS-CONTRIBUTORS

These efforts live and die based on the power of community. For a first year event, we are overwhelmed with the aid and support provided by our sponsors:



Cambria Tourism Board
Cayucos Visitor Alliance
San Simeon Tourism
Cambria Pines Lodge
Linn's Restaurant
Harvey's Honey Huts
SLOCAL Roots
Mechanic's Bank
Etto Pasta
Red Tail Bikes
K-Man Cyclery
Wally's Bicycle Works
SLO Roast Coffee
True Earth Market
Lezyne
Voler
Dilécta Winery
Fluid
Fog's End
Colony Mash
Moonstone Landing
Red Moose Cookie Company

Sponsor Deliverables Fulfillment

We successfully delivered all agreed-upon assets, ensuring their brands were front-and-center throughout the lifecycle of the event:

Start/Finish and Festival Banner: Corporate logos of our presenting sponsors were integrated into our large start/finish banners, and all sponsors had banner representation at the festival grounds and festival stage.

Digital Integration: Sponsors had representation and appearances in our pre and post event social media posts.

Event Guide Placement: Individual advertisements were included in sponsor packages.

We're deeply appreciative of so many sponsors believing in this event, and look forward to developing these relationships further and driving even greater ROI for them.

REVENUE

Event revenue was generated in the categories of ride registrations, brunch, merchandise sales beyond the rider swag bag inclusions, and event guide ad sales. The total of above categories is \$17,825.

SPEND

<i>Permits & Insurance</i>	\$856
<i>Event Logistics</i>	\$4,500
<i>Event Equipment</i>	\$1050.41
<i>Printing</i>	\$4657.62
<i>Medals/Awards</i>	\$468
<i>Announcer/PA</i>	\$1500
<i>Registration Service Fees</i>	\$916.8
<i>Merchandise</i>	\$11,114.90
<i>Food & Bev</i>	3309.42
<i>Marketing/Advertising</i>	9,534.90
<i>Music</i>	1,580
<i>Lodging</i>	5,382.08
<i>Design</i>	16,195
<i>Branding</i>	18,183.99
<i>Staff</i>	\$15,000
<i>Sanitation</i>	2,500
<i>Staff Reimbursement</i>	1,281.30
Total Expenses	98030.42



CHARITIES/IMPACT

The Central Coast Classico partnered with two unique local charities. The Cambria Bike Kitchen has a mission to lower the hurdles to enable youth to discover the values of riding a bike. This includes organized ride opportunities as well as access to affordable/free bikes and equipment.

The Central Coast Athletics Foundation is a SLO County non-profit focused on empowering young athletes and ensuring access to running sports and events on the Central Coast. Their efforts include over ten race events per year, and include a USATF youth track club.

We wrote checks to each of these organizations totaling 20% of all non-sponsor revenue.

REVIEWS

"My wife and I had a really great time at the event. Your volunteers were awesome and hope to see you again next year and many more afterwards." -Randy Shen

"Everyone I know that made it to the 2026 event gave very positive feedback. Myself and a lot of other cyclists couldn't make it this year on relatively short notice, and would like to know when the 2027 event will take place. I've got a big group that wants to ride down from the Bay Area along the coast and would like to reserve a house to stay at." -Mark Guglielmana - Portland, Oregon



"Thank you for all the hard work you put into Classico! Your efforts were felt in the West Village at Home Arts." -Dan & Michael, Home Arts (Not a sponsor)

NEXT YEAR

Proper runway and a less competitive calendar spot will add wind to the sails of this event. A note we heard again and again post-event was that a rider was aware of the Central Coast Classico, but heard about it too late to commit to coming. Advance notice with longer advertising window plus a less crowded date on the California ride calendar will cure this, and more of those impressions we already created will be converted into riders and visitors.

We have built assets, staff and infrastructure to accommodate that growth, and we plan for a next event with over 500 participants. This will also necessitate county permits for the public road based rides.

We have clear goals to grow both the female and the youth demographics. This will be accomplished with programmatic additions, targeted marketing, and with direct outreach.



Art Inclusion - Keeping early 19th century keys, but evolving from Italian theme adopted from previous event. We are in discussions now to grow the festival to include more physical art, including both a sponsored permanent art installation as well as a companion 'art of the bike' show that will showcase the vibrant local art community. This theme anchors the uniqueness of the event, and highlights a key feature of the local culture and flavor.

As we grow our logistical prowess, we will offer multiple days of programmed and supported rides. We will grow the entertainment side to include a larger, more inclusive dinner celebration. And we aim to program and enfold an art show/fair focused on the bicycle. The general orientation is to continue to fulfill the promise of the "festival" side of this event.

In all, the foundation is built; the brand has gained awareness and traction; reviews are strongly positive. These point to a future where the Classico becomes an established event brand in the state, and we grow it intelligently to be an integrated and positive community and economic contributor.

CAMBRIA COMMUNITY SERVICES DISTRICT

DIRECTORS:

HARRY FARMER, President
KAREN DEAN, Vice President
TOM GRAY, Director
DEBRA SCOTT, Director
MICHAEL THOMAS, Director



OFFICERS:

MATTHEW MCELHENIE, General Manager
TIMOTHY J. CARMEL, District Counsel

Physical address: 2150 Main Street, #1-A, Cambria, CA 93428
Mailing address: P.O. Box 65 • Cambria, CA 93428
Telephone (805) 927-6223

June 11, 2026

Highway 1 Tourism Alliance, Inc.
Cambria Local Advisory Board

Subject: Letter of Support for Recent Renovations to the Cambria Veterans' Memorial Hall

To Whom It May Concern,

Dear Members of the Highway 1 Tourism Alliance and the Cambria Local Advisory Board,

On behalf of the Cambria Community Services District (CCSD), I am pleased to express our strong support and appreciation for the recent renovations completed at the Cambria Veterans' Memorial Hall.

The Veterans' Memorial Hall is a vital community asset that serves not only as a gathering place for local organizations and events, but also as a meaningful tribute to those who have served our country. The recent improvements enhance both the functionality and aesthetic quality of the facility, ensuring it remains a welcoming, safe, and accessible space for residents and visitors alike. These upgrades contribute significantly to Cambria's ability to host community events, cultural programming, and tourism-related activities. By investing in this important facility, you have helped strengthen the connection between our local heritage and the broader visitor experience along the Highway 1 corridor.

We also want to acknowledge and thank both the Highway 1 Tourism Alliance, Inc., and the Cambria Local Advisory Board for your continued commitment to supporting projects that benefit the Cambria community. Your efforts play an important role in sustaining local infrastructure, promoting tourism, and enhancing the quality of life for those who live, work, and visit here.

The CCSD appreciates your partnership and looks forward to continued collaboration on initiatives that support and improve our community.

Sincerely,

DocuSigned by:

Harry Farmer

501317857EA241B...

Harry Farmer

Board President

Cambria Community Services District



FOR IMMEDIATE RELEASE

Media Contact:
media@visitcambria.com
559.454.9400 x216

Cambria Tourism Board Investment Helps Complete Renovations at Cambria Veterans' Memorial Hall

CAMBRIA, Calif. (Jun 29, 2026) – The Cambria Tourism Board (CTB) is proud to celebrate the successful completion of renovations to the Cambria Veterans' Memorial Hall, a cherished community landmark that serves both residents and visitors throughout the year.

The Cambria Tourism Board contributed **\$60,000** to the Veterans Hall Renovation Grant, supporting improvements that enhance the facility's functionality, accessibility, and long-term value as a community gathering space.

The Cambria Veterans' Memorial Hall has long served as a venue for community meetings, celebrations, cultural events, and visitor-related programming. The recent renovations ensure the historic facility can continue welcoming guests while honoring the service and sacrifice of local veterans.

The Cambria Community Services District (CCSD) recently recognized the Highway 1 Tourism Alliance and the Local Advisory Board (Cambria Tourism Board) for their partnership in completing the project. In a formal letter of appreciation, Harry Farmer, Board President of the CCSD, noted that the renovations "enhance both the functionality and aesthetic quality of the facility, ensuring it remains a welcoming, safe, and accessible space for residents and visitors alike." The District also recognized that the improvements strengthen Cambria's ability to host community events, cultural programming, and tourism-related activities while connecting the town's rich heritage with the visitor experience.

As the destination marketing organization for Cambria, the Cambria Tourism Board is committed to investing tourism-generated funding into projects that enhance visitor experiences while providing lasting benefits for the community. Improvements to community assets, such as the Veterans' Memorial Hall, help preserve the character and authenticity that make Cambria a unique destination along the Central Coast.

The Cambria Tourism Board extends its appreciation to the Cambria Community Services District, the Highway 1 Tourism Alliance, the Cambria Local Advisory Board, project partners, contractors, and everyone whose collaboration made the renovation possible.

###