



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
August 11, 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 – July 14, 2026 Financial Statements – FYE June 30, 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 Cambria Chamber Art & Wine Event Funding Application The Cambria Chamber of Commerce has submitted a funding application to assist with costs of the 2027 Cambria Art & Wine Festival. The Board will discuss and vote on approval.	Pacheco	8 min
4.2 Cambria Lawn Bowls Club Event Funding Application The Cambria Lawn Bowls Club has submitted a funding application to assist with tournament costs. The Board will discuss and vote on approval.	Pacheco	8 min

5. Information Items/Presentations

5.1 *Marketing Committee Report*

Blanchfield 15 min

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

5.2 *H1TA Reports*

Cuming 2 min

Local Fund Summary – August 2026
H1TA Roll up Report – FYE June 30, 2026

5.3 *H1TA Presentation*

Cuming 8 min

H1TA CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board. The 94 District Petition will be discussed.

6. Future Agenda Items/New Business

7. Adjournment

8. Informational

8.1 *Next Cambria Tourism Board Meeting*

September 8, 2026 – 1:00 p.m. at Cambria Pines Lodge

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

September meeting deadline – August 19, 2026

8.3 *Next Highway 1 Tourism Alliance Board Meeting*

August 26, 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
July 14, 2026

1. Call to Order

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

Members Present

Greg Pacheco
Karen Cartwright
Georgia Legg
Jim Bahringer
Steve Kniffen
Angel Gonzalez

CBID

Absent:
George Marschall

Guests

Katherine Gillen, Juli Amodei, Renee Linn, Bruce Kuch, Shelly Holden, Ian Cameron, Matthew McElhenie, Christina Galloway, Jessica Blanchfield, Archer & Hound; and Jill Jackson, CTB MA.

Absent:
CAO Cheryl Cuming

2. Consent Agenda Items

Board Meeting Minutes – May 12, 2026
Financial Statements – May 2026 & July 2026

Jim Bahringer moved, and Karen Cartwright seconded, to approve the board meeting minutes of May 12, 2026, and May and July 2026 Financial Statements as presented. Motion carried unanimously.

3. Public Comment

Matthew McElhenie, CCSD Manager, gave an update on the Skatepark bathrooms that the CTB funded. The funding shortage has been covered by the Cambria Community Council and an anonymous donor, and they hope to break ground in six weeks. He thanked the Board for their support.

Ian Cameron introduced himself. He is the new president of the Cambria Lawn Bowls Club. He shared that he also attended the CTB Marketing Committee meeting. He said that the Club is all about marketing and bringing in visitors.

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

4.1 Chamber Beautification & Infrastructure Funding Application

Greg said that the Cambria Chamber of Commerce has submitted a funding application to assist with the costs of repairing their office. The total project is \$92,440, and they have applied for \$46,220. Bill Kuch started the presentation with PowerPoint. He showed photos of the water damage to their office, the broken heating system and the front where they would like to create a more inviting entrance with a new door and removing the sliding glass door. The inner wall needs to be redone to give more

privacy. This will also assist with providing space for community meetings. Katherine Gillen, the Chamber Director, spoke next, and passed out the Cambria Magazine, which is a good fundraiser for the Chamber. She shared that they have 300 members and consider themselves the Central Coast Chamber, not just Cambria. They average 400 visitors monthly. They are not currently open on Saturday and Sunday. She also said that they have prepared a very nice meeting place for the community free of charge. They have already hosted several groups. Renee Linn, Chamber President spoke next, she said they are going to celebrate their fifty-year anniversary in Cambria. Their business has always been a Chamber member. Now that she has time, she is pleased to be able to serve on the Chamber Board. Renee stated that the current team is dynamic. The Chamber is part of the charm, or as Katherine said, the magic of Cambria. The current condition of the building is challenging. In the winter she wears layers to keep warm, and she has seen water pooled around Katherine's desk. Visitors appreciate the personal touch. She said that they are lucky to have the building, but it is in need of repairs. Juli Amodei, Chamber Board Member, shared that the building is becoming unsafe. She referred to the balance sheet, the Chamber has approximately \$53,000 in cash. Being an all volunteer (other than Katherine) organization, it is difficult to have events to fundraise. The items listed for repair are essential. She shared website stats, they have about 29,000 visits in a year. The average time on the site is five minutes. She said that they respectfully ask for the CTB's help and appreciate their time.

Jim Bahringer asked how much the carryover will be. Jill explained we did not know yet without the income for June, but currently the CTB is about \$4,000 short to cover the new fiscal year budget. Greg said that this would have been a good project for the Capital Reserve account that was created, however the remaining amount has been used to meet the 2026-2027 budget needs, and the rest funded other projects this last year. Steve Kniffen confirmed that the CTB did not have the funds to cover the project and stated that he would have additional questions about the plans and costs, if the CTB was able to fund. Jim suggested that the CTB's available funds be re-examined after the first new fiscal year quarter in October to see if more funds are available. He confirmed that the new fiscal year budget included \$2,000 for Outreach, and \$8,219 in Contingency funds. Event funding available is less than half of what was funded last year at \$50,000. Greg confirmed that these funds could be moved if the Board voted to do so. Jim suggested \$4,000 be funded from Contingency funds. Greg confirmed with Bill that \$4,000 could be attributed to part of the project that could be completed and reported back on within the required timeframe. Angel shared that he believes they should charge for the meeting room. He said that it is lost revenue. Georgia agreed.

Jim Bahringer moved, and Angel Gonzalez seconded, to approve funding \$4,000 from Contingency budget funds for the Chamber's renovation project. Motion passed 5 in favor, 1 abstained: Karen Cartwright (Chamber Board member).

5. Information Items/Presentations

5.1 Marketing Committee Report

Jessica Blanchfield gave the monthly presentation to the board, she said she would like to share a few slides. Although we do not have June numbers yet, our stats reflect that Cambria was 27% busier than last June. Jessica shared that they tested out video interviews that were very successful. Covell Ranch got 1,711 shares and over 800 saves. Those numbers are incredible. This is all organic, no money spent. She shared clips of all the interviews: Covell, Linn's and Steve at Seachest. Because of the success they plan to return in August to video more interviews and are already formulating a list. She reminded the board that El Nino is coming and is a concern for December, one of Cambria's busiest months now. The marketing committee is attempting to put together activities that can be enjoyed in the rain. They would like to find a bird watching expert and possibly someone familiar with rockhounding, which is very popular.

5.2 H1TA Reports

Local Fund Summary – July 2026

H1TA Roll up Report – May 2026

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

5.3 Additional Reports

Central Coast Classico Follow-up Report

CCSD Thank You Letter

The reports were provided to the Board in the digital board packet but not discussed at the meeting.

6. Future Agenda Items/New Business

None

7. Adjournment

There being no further business, the meeting was adjourned at 2:15 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant

Cambria Tourism Board Budget

Revenue & Expenses

Fiscal Year Ending June 30, 2026

															Collections	YTD Collections														
			July	August	September	October	November	December	January	February	March	April	May	June	Year to Date	with Carry Forward														
Revenue																														
Carry Forward	\$	238,717.69	Actual Revenue:																											
Projected General Collections	\$	491,906.91	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	\$	35,301.38	\$	41,559.04	\$	44,339.46	\$	507,078.96		
Projected Air BnB Collections	\$	41,850.56	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	\$	9,170.55	\$	5,985.62	\$	4,208.05	\$	49,074.75		
TOTAL Carry Forward + Projected Collections	\$	772,475.16	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	\$	48,547.51	\$	556,153.71	\$	794,871.40
Expense Description			Budget Amount	Unbilled Balance													YTD Expenses													
Administration																														
Administrator - General Fund	\$	37,365.00	\$	(9,018.45)	\$	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	\$	4,202.16	\$	3,746.17	\$	3,188.48	\$	46,383.45
District Administration Fees	\$	10,635.00	\$	(488.06)	\$	1,385.44	\$	909.55	\$	1,136.18	\$	889.21	\$	659.27	\$	959.58	\$	849.93	\$	918.36	\$	604.26	\$	889.44	\$	950.89	\$	970.95	\$	11,123.06
H1TA Annual Fees	\$	14,724.00	\$	736.11	\$	809.17	\$	931.29	\$	341.02	\$	884.02	\$	2,354.84	\$	2,519.37	\$	2,070.40	\$	853.57	\$	644.04	\$	1,011.59	\$	803.50	\$	765.08	\$	13,987.89
Administrator - Local Fund	\$	45,904.56	\$	-	\$	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	\$	3,825.38	\$	3,825.38	\$	3,825.38	\$	45,904.56
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	\$	(8,791.46)	\$	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	\$	9,928.57	\$	9,325.94	\$	8,749.89	\$	119,020.02
Marketing: Archer & Hound																														
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
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
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
Hard Costs/Subscriptions/Reports/Mgmt	\$	94,288.00	\$	(3,947.00)	\$	31,073.00	\$	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
Contingency Fund	\$	42.00	\$	(4,458.00)	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	2,000.00	\$		\$	1,000.00	\$		\$	1,000.00	\$	500.00	\$	4,500.00
MARKETING TOTAL: ARCHER & HOUND	\$	400,000.00	\$	361.47	\$	52,563.64	\$	30,997.68	\$	33,998.07	\$	28,081.82	\$	27,986.73	\$	30,277.62	\$	29,193.36	\$	24,033.51	\$	31,998.30	\$	37,312.60	\$	30,170.07	\$	43,025.13	\$	399,638.53
OUTREACH	\$	2,000.00	\$	280.00													\$	720.00	\$	1,000.00				\$	1,720.00					
EVENTS	\$	118,000.00	\$	15,500.00													\$	18,000.00				\$	49,500.00				\$	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	\$	83,780.41	\$	41,752.82	\$	73,241.17	\$	39,496.01	\$	51,775.02	\$	622,878.55
Capital Reserve	\$	140,000.00	\$	-			\$	11,700.00									\$	60,000.00						\$	71,700.00					
General Contingency Fund	\$	2,246.60	\$	2,246.60																		\$	-			\$	694,578.55			
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	\$	83,780.41	\$	41,752.82	\$	73,241.17	\$	39,496.01	\$	51,775.02	\$	21,299.90
Net Monthly Revenue					\$	(11,321.11)	\$	5,932.91	\$	13,415.90	\$	(4,929.76)	\$	(5,585.14)	\$	(64,125.60)	\$	1,538.48	\$	(37,862.52)	\$	(11,539.90)	\$	(28,769.24)	\$	8,048.65	\$	(3,227.51)	2026-2027 Budget Funds: \$78,993.00	
																				Add'l Budget Funds		\$	21,299.90							

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	\$ 44,339.47	\$ 507,078.97
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	\$ 4,208.05	\$ 49,074.75
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	\$ 48,547.52	\$ 556,153.72
<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	\$ 8,847.52	\$ 22,396.25
%	16.07%	-27.78%	-1.89%	-8.47%	-4.66%	-21.10%	19.91%	2.76%	4.33%	24.22%	20.50%	18.22%	4.03%

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										\$ 1,382.35	\$ 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	\$ 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	\$ 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
<u>Outreach Funding:</u>				
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	\$ -
 <u>Event Funding:</u>				
5/13/2025	Arthritis Foundation	\$ 10,000.00	\$ 10,000.00	\$ -
5/13/2025	Cambria Lawn Bowls	\$ 8,000.00	\$ 8,000.00	\$ -
11/12/2025	BlendFest	\$ 10,000.00	\$ 10,000.00	\$ -
12/9/2025	Cambria Film Festival	\$ 4,500.00	\$ 4,500.00	\$ -
1/13/2026	Classico Bike Event	\$ 45,000.00	\$ 45,000.00	\$ -
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	\$ -
 <u>Contingency Funds:</u>				
10/14/2025	Fiscalini Ranch Trail head signs	\$ 11,700.00	\$ 11,700.00	\$ -
10/14/2025	CCSD American Legion Renovation	\$ 60,000.00	\$ 60,000.00	\$ -
Contingency Fund Total Grants and Fees:		\$ 71,700.00	\$ 71,700.00	\$ -
 Grand Total Grants:				
		<u>\$ 175,920.00</u>	<u>\$ 175,920.00</u>	<u>\$ -</u>



July 20, 2026

To : The Cambria Tourism Board Local Area Fund Application

RE : Cambria Annual Art and Wine Festival, 2027; January 28-31, 2027

Dear Cambria Tourism Board,

Thank you for your consideration of our application for funds to support our Cambria Annual Art and Wine Festival, 2027.

This Festival was created to encourage visitors in the off-season and is now a four-day event held in different "hubs" of activity: the Cambria Vets Hall, Cambria Historical Museum, Cambria Center for the Arts, and The Fog's End Bed and Breakfast.

Attendance at the Cambria Art and Wine Festival has continued to grow year after year. The Thursday wine seminar, limited to seats for an intimate educational and tasting experience, sells out completely and immediately! Our 5- course Kick-Off Dinner, where Central Coast wines are paired with a meal curated by some of Cambria's top chefs, is an evening not to be missed! Who wouldn't want to enjoy a 3 night stay in our beautiful village?

We would like to give you an opportunity to participate in the Cambria Art and Wine Festival as a Platinum sponsor/benefactor of this very popular event. Attached is our application for funds and supporting documents.

If you have any questions or if I can be of any further help, please do not hesitate to contact me.

Thank you for being a part of the Cambria Art and Wine Festival in the past and supporting the Cambria Chamber of Commerce. We hope to continue the relationship this year and focus on the well-being and advancement of a "common thread" partnership for the community of Cambria.

Respectfully Submitted,

Katherine Gillen, Director of Membership and Marketing

Highway 1 Tourism Alliance (H1TA)

Local Area Fund Application - TOURISM EVENTS

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

Event Title: Annual Cambria Art and Wine Festival- 2027

Event Dates: January 28-31, 2027

Amount of Funding Requested: \$10,000.00 Overall Budget: \$52,000.00

Organization Information

Local Fund Area: Cambria, CA

Submitted by: Cambria Chamber of Commerce

Phone Number: 805.927.3624 mobile: 805.903.3475

Email Address: info@cambriachamber.org

Organization Receiving Funds: Cambria Chamber of Commerce

Mailing Address: 767 Main St., Cambria, CA. 93428

Contact Person: Katherine Gillen

Event Description, including
website:

see attached #1

Event Details

	<u>Last Year</u>	<u>Current Year (Projected)</u>
Total Revenue	\$29,150	\$40,000
Total Expenditures	\$21,115	\$17,000
# of Attendees	525	620
% Out of Area Attendees	80%	80%
# of Room Nights* (3)	550	744
Describe how event will support overnight stays:	see attached #2	

*please consider a vacation rental as 1 room/unit

Room night calculation: Grant funding \$^{10,000} / \$200 (average ADR) = 50 (number of room nights that must be secured in order for event sponsorship to break even)

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

Keep in mind that a percentage of the requested event sponsorship funds need to be attributed to out-of-area marketing. A detailed marketing plan should be part of your application submission.

Note if your organization has received funding in previous years, include the follow-up report as part of your application submission. If funded, a Follow-up Report will need to be submitted 60 days following the conclusion of your event.

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

- | | |
|-----------|---|
| <u>KG</u> | Visibility of lodging messaging: Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the local fund tourism site |
| <u>KG</u> | Inclusion in promotions: Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable). |
| <u>KG</u> | Database acquisition: A mechanism must be implemented to gather email addresses from attendees, with the agreement that these emails will be shared for inclusion in the local fund email database. |
| <u>KG</u> | Tickets for promotional purposes: Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes. |
| <u>KG</u> | Program ad: If the event includes a program, ad space is required. |

If you did not initial the sponsorship criteria above, please provide an explanation of why this criterion is unable to be met:

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

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

APPLICANT'S STATEMENT I have reviewed the foregoing application submitted by Cambria 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 20th day of July, 2026.

By (Signature): Katherine Gillen
Print Name: Katherine Gillen Title: Dir, Membership and Marketing

Greg Pacheco, CTB Chair: _____ Date: 8/11/2026

Follow-up Report

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

The report must include the following:

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

#1

Event Description:

Envision this: Stroll through gallery-quality art exhibits where you can meet the makers; savor unlimited pours from top -tiered regional vineyards and each sip tells the story of the local vintner.

So join us for the ultimate 4 days of culture and flavor at the Cambria Art and Wine Festival!

Browse breathtaking works from many jury-selected artists while sipping vintages from local winemakers. Complete with gourmet culinary pairings at the event dinner, live music, and interactive demonstrations, this is the premier celebration of our peaceful season.

#2

Describe how this event will support overnight stays:

Where color meet flavor, and inspiration flows as freely as the wine-- this describes the annual Cambria Art and Wine Festival! This beloved tradition invites out-of-towners and locals alike to spend 4 fun-filled days and 3 glorious nights in a celebration of creativity, culture and community. Cambria is the place to be in late winter, and regulars delight in visiting their local shops. There is a new development in the works as hoteliers are eagerly preparing their Art and Wine Festival stay packages as they compete for sold-out rooms. This is where we also facilitate the use of the portable Visitor Guide kiosks thus enabling the attendees to navigate with the convenience of their cell phones. The portable Visitor Guide kiosks have proven to impress locals and visitors alike! Event statistics show that 80% of the attendees are from out of town and we have tracked that many visitors are even from out of state. Our marketing efforts include our roster of 23 years of attendee information, Constant Contact email members (1,500) and 22 Chamber of Commerce liaisons, forged through mutual respect of each community represented.

As we celebrate the vibrant spirit of creativity of art that brings us all together, we look forward to the event growing year after year. Our Thursday Wine Seminar, with an intimate setting to share wine facts and tastings, has proven to be a sought-after introduction to our event. We plan to introduce a new VIP hour, using 2 strategic locations to encourage traffic "flow" to the southern-most part of Cambria to the most northern part of Moonstone Beach...again, a new strategy for covering all the art and wine areas of the entire village!

We need your assistance as the Cambria Tourism Board for very good reasons: the Cambria Art and Wine Festival is one of the largest events hosted here in Cambria and we want to promote your support as our local Tourism Board. We need your belief in our event, as we are getting close to our 25th anniversary year of the Cambria Art and Wine Festival.

Our promotion of the event has already begun...we are securing vendors, wineries, artists and volunteers to participate in this off-season celebration. Due to the fact that this is a winter event, these loyal attendees seem to help immensely in spreading the word—visitors that wouldn't ordinarily travel during the off season. As a major sponsor, the Cambria Tourism Board will be acknowledged on the official website, social media, our banners throughout town and on our Constant Contact Eblasts. During the wine seminar, the Gala Dinner, and the grand prize raffle on Sunday, the Cambria Tourism Board and other major sponsors will be thanked directly and graciously. We appreciate your consideration and openly ask for your support in 2027!

From the desk of the Cambria Art & Wine Festival Event Director – Reagan Catalan:

To Whom It May Concern on the Cambria Tourism Board,

We are thrilled to be bringing the Art & Wine Festival back to the town of Cambria in 2027 for the 23rd year. This event is a wonderful opportunity for outside guests to enjoy what Cambria has to offer—from delicious wine, thoughtfully curated art, quaint streets, gorgeous views & the small-town vibe that you can't find anywhere else. As a local who has grown up here, you can trust me when I say, that this event is chock-full of opportunity & value. It's an event that is full-scale enough to bring guests from all over, yet it's falls perfectly into our "small town vibe" that makes people fall in love with the town I am so happy to call home. I am always so impressed by what this community is capable of when we put our minds to it!

For this upcoming year, we are planning on altering the landscape of the event. We are incorporating two more tasting locations to our layout. For countless years, we have included the Cambria Historical Museum, Cambria Center for the Arts & the Cambria Vets Hall. This year, we will also be adding the Fog's End—to incorporate more of the East End of town, as well as a Moonstone Beach location which will tie in the furthest North End of town. As always, we will have the trolley running where ticket holders can get from each end of town as smoothly as possible, with stops in between. We will have easy accessibility to purchase tickets which allows visitors who didn't know about the event to purchase tickets on the spot. Our plan this year is to push more heavily on social media platform(s) as well. We will be creating a separate Instagram page just for the event to gain wider knowledge across the internet. This event will be heavily marketed on the radio, internet & newspaper as well. We are also working heavily throughout the county, gaining sponsorships & partnerships we are proud of. We are working diligently with a local digital design artist who is curating a map that will be the guide to each of the ticket holders to maneuverer throughout town. Last but not least, this event is a multi-day event, which means guests have numerous opportunities to participate in various activities. From a wine seminar on Thursday to a raffle on Sunday, most guests are staying 1-3 nights. Which also means that they will be having meals at our restaurants, shopping in our stores & supporting our boutique hotels.

As the director, someone who has participated in this event, as well as someone who scours the internet/social media world for events just like this, please trust me when I say that this entire concept is something a small town like Cambria needs. It brings forth many different walks of life, different demographics & ages, it brings in people from all over the state (& last year we had a handful of out of state guests too!), & it's perfect for locals alike! We are heading into this upcoming year with bigger ideas, more tools in our belt & an overall appreciation of our Cambria community. Like I said—as someone who has grown up here—this event is perfect for our town. As we get closer to our silver anniversary, we are asking for your support more than ever, because this event is only getting bigger & better!

Cheers,

Reagan Kniffen Catalan

Cambria Art & Wine Festival Director

Cambria Chamber of Commerce
Profit & Loss
March 1, 2025 through February 3, 2026

Art & Wine Income Comparison

	2025	2026	DIFFERENCE	
Art and Wine				
Artists Faire	1,000.00	865.00	(135.00)	
Business Participant	1,680.00	1,200.00	(480.00)	
Donation	100.00	50.00	(50.00)	
Program Ads	1,650.00	1,575.00	(75.00)	
Souvenirs (Souvenirs)				
Poster sales (poster sales)	115.00	110.00	(5.00)	
Raffle ticket sales (Raffle tickets)	847.00	1,280.00	433.00	
Souvenirs (Souvenirs) - Other	420.00	90.00	(330.00)	
Sponsor (2025 \$10,000 from CTB)	12,750.00	9,750.00	(3,000.00)	
Tickets				
Designated Driver	275.00	800.00	525.00	
Event at the door	2,610.00	885.00	(1,725.00)	
Event pre sale	4,860.00	12,950.00	8,090.00	
Thursday Event	2,000.00	1,745.00	(255.00)	
VIP Party Package	13,500.00	18,965.00	5,465.00	
Total Tickets	23,245.00	35,345.00	12,100.00	
Total Art and Wine	41,807.00	50,265.00	8,458.00	

Total Expenses	26,022.92	21,115.00	4,907.92
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TOTAL NET PROFIT	15,784.08	29,150.00	13,365.92
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Request for Taxpayer Identification Number and Certification

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

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

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Cambria Chamber of Commerce

2 Business name/disregarded entity name, if different from above

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

☐ Individual/sole proprietor or single-member LLC

☒ C Corporation

☐ S Corporation

☐ Partnership

☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ 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 FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

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

Requester's name and address (optional)

767 Main Street

6 City, state, and ZIP code

Cambria, CA 93428

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

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

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

Social security number

____ - ____ - ____

or

Employer identification number

9 5 - 0 6 0 0 1 0 9

Part II Certification

Under penalties of perjury, I certify that:

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

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

Sign
Here

Signature of
U.S. person ►

Katherine J. Gillean (director) Date ► 5/18/26

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.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

Save
the
Date

2027
cambria
art & wine
festival
January
28th-31st

JOIN US FOR...

Art Exhibits Wine Seminars
Elegant Food Prizes

Contact us for information about being an event sponsor

www.cambriaartwine.org

Find Us on:



In-Town App Signage

General Overview

22" X 28" free-standing sign

Currently budgeted for (15) signs

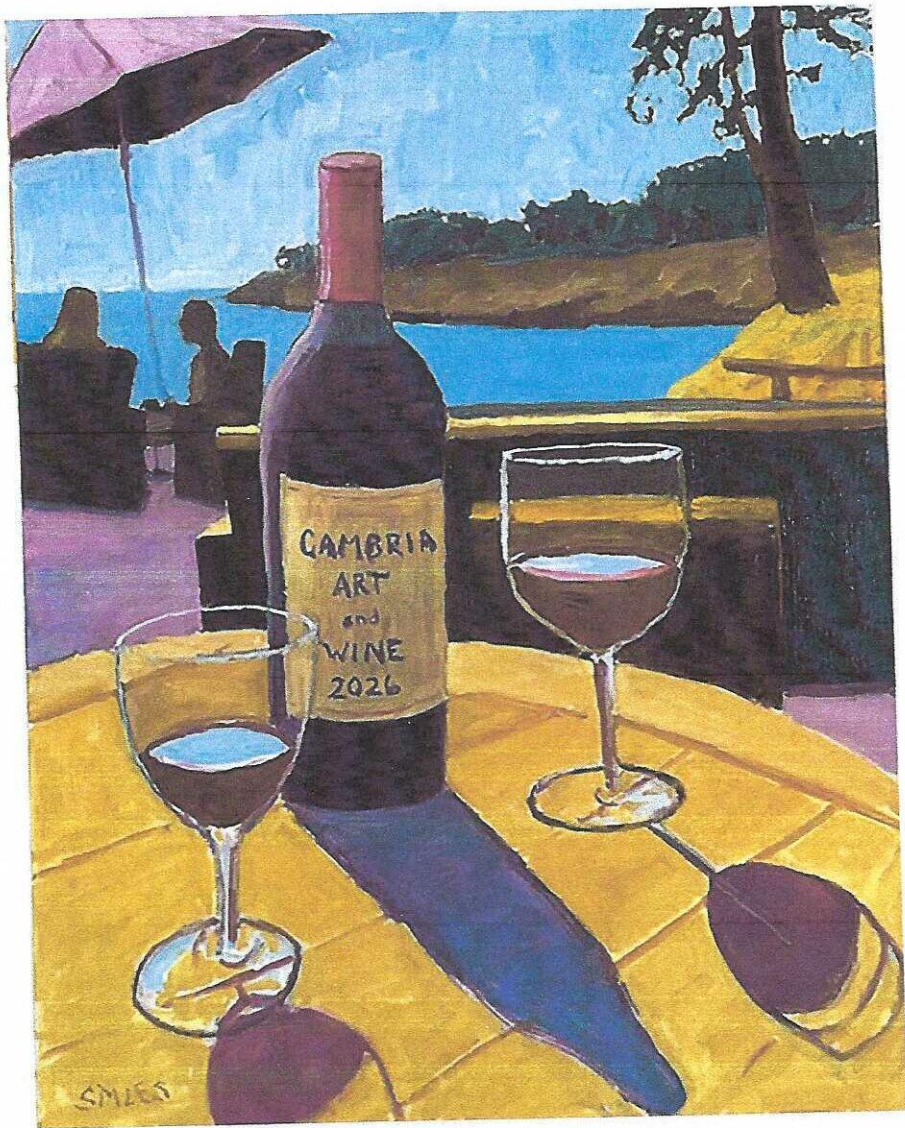
To be distributed to high-visibility partners in town

Creative will be changed out 4 times per year

- App highlight
- QR code for direct download



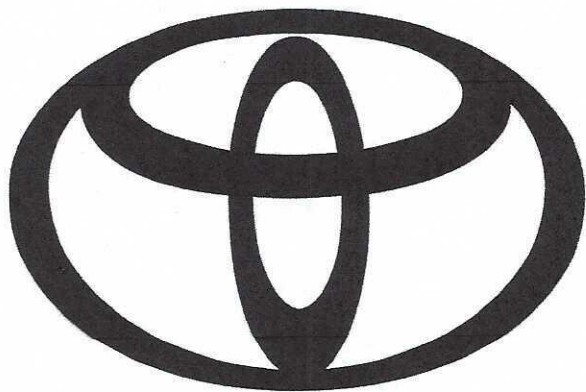
cambria art & wine festival



January 29th - February 1st, 2026

Featured Artist: Cindy Stiles

THIS PROGRAM GIVES YOU ACCESS TO ALL MAIN EVENT VENUES. YOU MUST SHOW IT TO GAIN ACCESS.
To earn raffle tickets, scan QR codes at participating locations listed inside this passport.



TOYOTA

San Luis Obispo

Where community comes first





OBLES



2026 cambria art & wine festival Jan. 29th-Feb. 1st

The Cambria Chamber of Commerce welcomes all of you to
the **2026 Art & Wine Festival**

We are so grateful you are here and we know this will be a special weekend. Thank you to all the businesses, artists and vendors for their participation. We especially want to thank the Cambria Historical Society and the Cambria Center for the Arts for partnering with the Chamber as hosts.

ADDITIONAL THANKS TO OUR PLATINUM SPONSORS

ADELMAN BROADCASTING

CAMBRIA SHORES INN

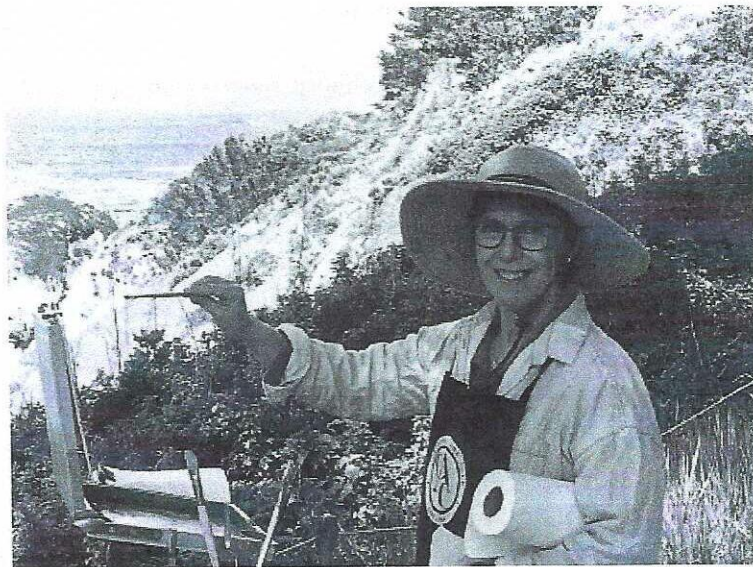
CAMBRIA COLLECTION BY
PACIFICA HOTELS

TOYOTA SAN LUIS OBSIPO

ORG

They will be located
Cambria Historical
1.

Center for the Arts



Featured Artist: **Cindy Stiles**

Cambria artist Cindy Stiles finds daily inspiration in the beauty of Cambria and the California coastline. She has been painting since becoming an empty-nester in 2006 and over the years she has studied hard on her own and with recognized master artists in workshops throughout the United States. Early in her career she was recognized in an exhibit of emerging artists at the Bakersfield Museum of Art and she has had one-person shows at the Bakersfield Art Association, Cambria Center for the Arts and smaller venues.

Cindy admires and draws inspiration from the California Impressionists (today's as well as those from the past). She paints on Wednesdays with the Cambria Irregulars and almost daily in her studio. Her work can be seen at Monarch Gallery in Cambria as well as Cambria Center for the Arts.

Center for the Arts

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

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

Event Title: Cambria Lawn Bowls Tournaments and Group Events

Event Dates: July '26, March '27, June '27 (plus one to be scheduled)

Amount of Funding Requested: \$8,000 Overall Budget: \$18,000 with grant

Organization Information

Local Fund Area: Cambria

Submitted by: Ian Cameron, President, Cambria Lawn Bowls Club

Phone Number: (510) 459-7070

Email Address: ian@gonebowling.us

Organization Receiving Funds: Cambria Lawn Bowls Club

Mailing Address: Joslyn Center, 950 Main St, Cambria, CA 93428

Contact Person: Terrell Devaney, Secretary, Lawn Bowls Club

Event Description, including website: 3 major tournaments +1 TBD: <https://www.swlawnbowls.org/club-info>

Event Details

	<u>Last Year</u>	<u>Current Year (Projected)</u>
Total Revenue	\$8,500	\$9,960
Total Expenditures	\$8,000	\$9,600
# of Attendees	90 (tournaments only)	120 (tournaments only)
% Out of Area Attendees	80-90%	80-90%
# of Room Nights*	150	200
Describe how event will support overnight stays:	Most from outside SLO. 2-3 nights per person; mix of singles, couples, shared rooms and families.	

*please consider a vacation rental as 1 room/unit

Room night calculation: Grant funding \$ 8,000 / \$200 (average ADR) = 40 (number of room nights that must be secured in order for event sponsorship to break even)

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

Keep in mind that a percentage of the requested event sponsorship funds need to be attributed to out-of-area marketing. A detailed marketing plan should be part of your application submission.

Note if your organization has received funding in previous years, include the follow-up report as part of your application submission. If funded, a Follow-up Report will need to be submitted 60 days following the conclusion of your event.

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

<u>Yes</u>	Visibility of lodging messaging: Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the local fund tourism site
<u>Yes</u>	Inclusion in promotions: Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable).
<u>No</u>	Database acquisition: A mechanism must be implemented to gather email addresses from attendees, with the agreement that these emails will be shared for inclusion in the local fund email database.
<u>Yes</u>	Tickets for promotional purposes: Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes.
<u>Yes</u>	Program ad: If the event includes a program, ad space is required.

If you did not initial the sponsorship criteria above, please provide an explanation of why this criterion is unable to be met:

Privacy laws apply; we do not maintain such a database; we're willing to discuss viable options and practices for this in the future.

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

<u>Yes</u>	Completed & signed Application
<u>N/A</u>	Completed & signed W-9 We are a club within the Joslyn Center with no separate W9
<u>Yes</u>	Financials, including income and expenditures
<u>Yes</u>	Marketing Plan Incorporated into the body and exhibits in the attachments
<u>Yes</u>	Prior Year Follow-Up Report (if local monies have been provided in the past) Submitting 120 days prior to event date, and 14 business days prior to LFA board meeting

APPLICANT'S STATEMENT I have reviewed the foregoing application submitted by Cambria Lawn Bowls Club 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 22nd day of July, 2026.

By (Signature):



Print Name: Ian Cameron

Title: President

Greg Pacheco, CTB Chair: _____

Date: 8/11/2026

Follow-up Report

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

The report must include the following:

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

July 22, 2026

Cambria Tourism Board
767 Main Street
Cambria, CA 93428

The Cambria Lawn Bowls Club respectfully requests a grant of \$8,000 to fund marketing and other expenses for events and programs that attract visitors to Cambria in the current fiscal year.

While we recognize this is a meaningful ask in a tight budget year, the rationale is very positive and growth oriented. All our events generate stays by visitors from outside San Luis Obispo County. Our funding request is only about 5% of the revenues generated in Cambria from room nights tied to our events.

The Club has funded significant facility improvements by donations in the past year and was able to install better signage thanks to last year's grant. With that done, we can focus our efforts on sustaining and growing visitation from a variety of events.

The application calls for submitting a Marketing Plan related to the grant request. Our marketing plan specific to tournaments are presented in Exhibit C, which describes how the funds would be used. The target markets and levels of visitation are incorporated into the body of the exhibits, especially Exhibit B and the *Background and Rationale* section of the attachment. We are in the process of drafting a full Marketing Plan for all Club activities and welcome the opportunity to get feedback from the Tourism Board's Marketing Committee on specifics when the draft is complete.

We're very grateful for the Board's past support and for the opportunity to be considered again this cycle. Please let us know if there is any additional information we can provide ahead of the meeting.

Respectfully,

Ian Cameron
President
Cambria Lawn Bowls Club
ian@gonebowling.us
cell: (510) 459-7070

Attachments

Exhibit A: How our request meets application criteria
Exhibit B: Estimate of room nights generated by 3 types of events
Exhibit C: Income and expense summary
Exhibit D: Funding request and intended use of funds
Background and rationale for grant request
Prior Year Follow-Up Report, 2025

Exhibit A
How Our Request Meets Application Criteria

Criteria for Application Consideration	Highlights of Fit with Criteria
Economic Impact: Your project or event will need to support how it will bring in additional room nights, with a goal of delivering a minimum of 50% of attendees from outside of SLO County	We have several years' experience hosting major tournaments that bring visitors to Cambria from all over California as well as the rest of the US, Canada, and other countries; majority (80-90%) are from outside SLO County. New types of events planned also draw primarily from outside the county.
Marketing: Reach outside of SLO County	• Branded uniforms at all major events elsewhere • Solid following on Facebook outside SLO including countries like Australia and UK • Targeting traveling clubs and groups outside SLO • Strong reputation in northern and southern California
Brand Support: Visibility of the destination brand with inclusion in marketing and promotional material	• Live streaming on YouTube with branding visible • Tourism Board brand included in everything we do • Signage also branded – visible on social media
Location: Takes place within an unincorporated region noted above	• Venue located on Main Street in the middle of Cambria
Timing: Generates interest in the off-season (October through June)	• Most major events in are in the off-season • New types of events will happen throughout the year predominantly in the off season
Usage of funds: A percentage of the funds need to be used to support an out-of-area marketing promotion, and funds cannot be used to fund overhead or maintenance	• Request is 100% event and promotion related • Majority of our promotion is to outside markets. • No overhead or maintenance in the request • Funding is to retain high quality brand as well expanding our marketing capabilities for an events program throughout the year. • Marketing assistance helps promote new event types.

Thank you for all the support the Tourism Board has granted to the Cambria Lawn Bowls Club.



Exhibit B

Estimated Room Nights Generated by Events				
Cambria Lawn Bowls Club				
Support for Tourism Board Funding Request				
FY 2026-27				
Rooms nights by type of event	Tournaments	Group Events	Visiting Bowls Clubs	Totals
# of events by type	4	4	3	11
# of attendees per event	32	20	16	-
Total attendees/visitors	128	80	48	256
% taking hotel rooms or AirBnB in Cambria ⁽¹⁾	80%	60%	75%	-
Average persons per room ⁽²⁾	1.5	1.5	1.5	-
Average nights per stay ⁽³⁾	2.2	2.2	2.2	-
Room nights generated per event	56	26	26	-
Total room nights generated	225	106	79	410
Description of types of events each type of event is branded as a combination of fun or competition in bowls with well-planned hospitality and long-lasting memories of the experience and the amazing resources in the Cambria area. Marketing growth at the club is directly contributing significant numbers of stays.	High caliber competitive tournaments attracting people for Northern and Southern California; international competitors expected at 4th potential event	Touring clubs like Morgan Car Club and others; corporate team building events such as already planned for August 21st	Regular visits from bowls clubs mostly from Southern California (e.g. Newport Harbor)	Funding request is under 11.5% of the revenues from room nights generated by events at the Lawn Bowls Club estimated at \$200/night
Footnotes				
⁽¹⁾ % reflects differences in purpose and how far people travel				
⁽²⁾ Some couples or roomies; others singles				
⁽³⁾ Some come Thursday, most Fri + Sat; some till Mon.				

Exhibit C

Income and Expense Summary					
Tournaments Only					
Cambria Lawn Bowls Club					
FY 2026-27					
	A	B = 2xA	C	D	(B+C+D)
	Typical Major Tournament	2 Planned Major Tournaments	North South Challenge	Professional Bowls Qualifier	Total Income and Expense
Income					
No. of Entries	32	64	32	25	121
Entry donation per person	\$ 140	\$ 140			
Total from Entries	\$ 4,480	\$ 8,960	\$ -	\$ -	\$ 8,960
Green use fee as income	\$ -	\$ -	\$ 500	\$ 500	\$ 1,000
Total Income	\$ 4,480	\$ 8,960	\$ 500	\$ 500	\$ 9,960
Expenses					
Winners' Fund	\$ (3,450)	\$ (6,900)			\$ (6,900)
Green Use Fees (deducted as expense)	\$ (500)	\$ (1,000)			\$ (1,000)
Visitor Hospitality	\$ (500)	\$ (1,000)			\$ (1,000)
Swag	\$ (275)	\$ (550)			\$ (550)
Scorecards	\$ (75)	\$ (150)			\$ (150)
Total Expenses	\$ (4,800)	\$ (9,600)	\$ -	\$ -	\$ (9,600)
Net income before add back for green fees	\$ (320)	\$ (640)	\$ 500	\$ 500	\$ 360
Add back green use where entry fees paid	\$ 500	\$ 1,000	\$ -	\$ -	\$ 1,000
Net Income	\$ 180	\$ 360	\$ 500	\$ 500	\$ 1,360
Notes					
We attempt to achieve at least breakeven; aim to generate positive net income					
2 tournaments generate a use fee but still need to marketed (treated as both income and expese when we collect entry fees)					
Marketing costs are programatic v. individual events					
Tourism grant supports our ability to generate visits					
Event income cannot support program marketing on it's own					
Club provides additional hospitality not counted here					
Doesn't reflect hosting fees payable to Joslyn Center					

Additional Notes – Rationale for Grant Funding for Marketing

- Events generate the room nights but don't cover overall marketing of the venue.
- We'll host 2 tournaments of the kind shown above this year, generating aorund \$9,000.
- We'll also host 2 other tournaments that have the same marketing needs but not the income
 - North-South Challenge - best players from Northern and Southern California
 - Professional Bowls Association – qualifiers for world championships
- They all generate room nights.
- Our request for marketing support is for all these events, while only 2 have income.
- The only other soruce of income available is membership dues paid by local members.
- Club membership dues cover operational needs and maintenance – not marketing.

Exhibit D

Funding Request and Intended Use of Funds		
Support for Tourism Board Funding Request		
Cambria Lawn Bowls Club		
FY 2026-27		
Budget category	Amount	Notes and Intended Use of Funds
Visitor Hospitality	\$ 3,200	Covers primarily tournaments - average about \$600 for each major tournament; lower for others types of event; subsidizes contribution already being made by the Club members; critical to the brand reputation of Cambria and the Bowls Club as an event venue; allows us to uphold the reputation that attracts groups to the Club and Cambria; results in use of local vendors.
Targeted pre-and post event promotion	\$ 2,500	Covers all events plus programmatic marketing, outreach and promotion in general. Social media improvements and website development to support events; banners and promotional materials, activities, research and targeting activities; branded outreach to announce and promote Cambria and the venue in California and to regional and international visitors drawn by the high quality of bowls experience in Cambria.
Branded Memorabilia	\$ 1,000	Visitors love this. Averages under \$5 per person for all attendees. These items will continue to include the Visit Cambria logo. We've had great success in the past and visitors regularly ask about what we're doing this year having enjoyed it in the past.
Hosting Fees and Maintenance	\$ 800	Includes minimum hosting fee payable to the to the Joslyn Center for the year; covers charges for the use of Joselyn's indoor event space for dinners etc.; additional facilities service beyond normal operations; ensures quality of the venue.
Other and Miscellaneous	\$ 500	We're still learning. We underestimated some of event-related expenses this past year and need this line item. Includes some subsidy to for materials to promote Cambria at other major venues throughout the year. We're always promoting Cambria and have seen a lot of interest in visiting Cambria as a result.
Total funding request and budget	\$ 8,000	

1. Background and Rationale for Grant Request

This outline supports a funding request from the Cambria Lawn Bowls Club (CLBC) for fiscal year 2026-27. It contains a summary of the rationale for the grant request and explains how important the grant support is to our club now and in the future.

Highlights:

1. We request funding of \$8,000 – flat re: last year while the number of events is increasing.
2. We need the funding to keep our core events going while we add new opportunities.
3. Visitors come from all over California, the rest of the US, Canada and abroad.
4. We estimate generating around 200 room nights from tournaments alone
5. Other types of events add more room nights – not used to justify this request.
6. The request is under 5% of revenues generated by those room nights.
7. The brand reputation we rely on for the club is fully aligned with Tourism Board goals.
8. New types of events are being tested based on success stories this past year.
9. Visitor hospitality subsidies from the grant solidify and preserve our brand on Cambria's behalf.
10. Venue quality is higher from club-funded capital improvements and grant-funded signage.

We value our partnership and our goals align with the Tourism Board. The Tourism Board's mission and CLBC's mission point in the same direction: more overnight visitors, longer stays, and repeat trips to Cambria. As a club, we don't just host a local pastime — we bring visiting bowlers, their families, and traveling companions into Cambria's hotels, inns, and vacation rentals. Every tournament and other types of group events generate a reliable source of "heads in beds" from each event. We plan more events this year in addition to tournaments.

Flat funding request while growing event opportunities and room nights. We at the Cambria Lawn Bowls Club (CLBC) thank you for the Board's continued partnership with us and for the \$8,000 grant awarded to our club last year. We understand the Tourism Board is navigating real budget constraints this cycle this year and appreciate the opportunity to make our case for continued support at the same level as a sound use of limited tourism dollars. Our request is flat relative to last year while we expect to increase the number of events and, therefore more room nights, this year by adding new opportunities.

More events this year = more room nights. An estimate that our events this year will generate of around 350 room nights generated. This includes growing beyond tournaments to group events and more. This estimate is based on our experience, including typical number of attendees by type of event, estimated room nights, and share of out-of-town participants — consistent with the tracking we've provided for past grant periods. Please see Exhibit A in the back of this document for details.

Examples of rentals by people that want to bowl for the season. In addition to room nights we generate, we have examples where people come to Cambria specifically to enjoy the bowls experience in a top-quality playing venue. They often stay 1-3 months at time generating meaningful rental income for local property owners...and they come back and tell others about it.

A success story for adding new group events. Beyond our tournament calendar, CLBC hosted the Morgan Car Club — both the Northern California and Southern California chapters — for a bowling tutorial and game session this year. While the Morgan Car Club already commits to Cambria for its annual event independent of CLBC, we see a new source of visitor revenue from like clubs and are planning a marketing campaign to reach similar clubs in California. This represents added value that supports and reinforces their continued attendance in Cambria, giving their members another reason to extend their stay and return in future years, while adding new groups like them not currently stopping off for a stay in Cambria. The Morgan Car Club organizer has already agreed to provide testimonials that we can share with new prospects.



CLBC also regularly hosts reciprocal intramural contests with Santa Barbara-area lawn bowling clubs. Because of Santa Barbara's proximity to Cambria, these visits are harder to track in formal "heads in beds" terms — some participants may daytrip rather than stay overnight. Even so, we believe it is reasonable to expect these exchanges capture a modest number of overnight stays each year, and we're glad to work with the Board on ways to measure this more precisely going forward.

Self-funded capital improvements and better signage strengthen quality of the venue. CLBC recently invested in significant upgrades to our facility, including an expanded viewing area and a substantially improved entrance — new signage and colorful shade structures (thanks to last year's grant) — make the club a more welcoming, more visible destination for both members and visitors. These improvements directly increase our ability to host larger tournaments and more of them, which is the basis for our funding request this cycle.

We promote Cambria at every opportunity. Our membership is made up of a core of local social bowlers plus an increasing number of people competing at a high level in regional and international events. For example, Jackie Hogan, our immediate past president is regularly involved as a match official and live streaming host at major tournaments and constantly wears the Visit Cambria branded shirts. AS a commentator she has built a YouTube presence at least four times wearing the club shirt. Our top international bower, Loren Dion, takes the Visit Cambria branded towel overseas all the time. The US youth champion, CeCe has worn the short when she went to Ireland. Another member, Chris Dodd, is representing the US in international event in Ireland. The entire US National Team is going to Ireland is equipped with those branded shirts. The Visit Cambria logo is getting around.



Top 4 Teams – 2026 Cambria Pairs Representative Visiting Competitors

2 Teams from Northern + 2 Teams from Southern California



- ✓ Qualified for Scottish International Open (Cambria)
- ✓ Qualified for World Indoor Championships
- Team Manager US National Team (Cambria)
- ✓ Visitors from Outside SLO County
- ✓ Team USA Multiple National Championships
- ✓ Team USA World Champion of Champions
- ✓ US Youth Champion
- ✓ Best New Competitor in World Indoor Championships
- Top Competitor in National Tournaments
- Team USA Multiple National Championships and International Competition (Cambria)

Feedback from Facebook From Anne Nunes

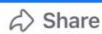
World Champion of Champions, 2024

Pictured above just left of the sign
All our winners! Cambria Open Pairs 2026.



See insights and ads

Boost post



Southwest Bowls Division + 21

Most relevant ▾



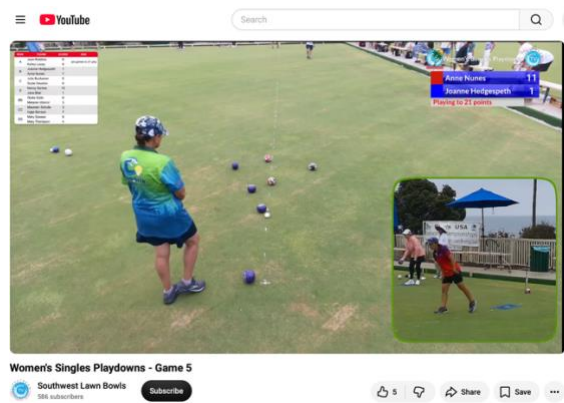
Anne Nunes · 1w

Thank you, [Cambria Lawn Bowls!](#)
Wonderful tournament and hospitality!
As always, the club was welcoming,
supportive and just full of amazing
people! Thanks for a terrific weekend!

Live Streaming on YouTube

[Click here](#)

Cambria's Jackie Hogan acting as tournament official in Southern California featuring Tourism Board branded shirts. Seen by enthusiastic viewers all over the world



Relevant extracts from our FY 25-26 Report

We're adding the items in italics to show continuity of our strategy and activities to promote Cambria.

Our strategy for 2026 builds on success. *Some of the themes of the request in the last 2 years will continue – promoting Cambria to attract visitors, showing well in other parts of the state, the US and abroad, retain the quality of the facilities, and offering programs that will result in hotel nights as people come to Cambria to learn, compete and have fun.*

Tournaments attract visitors: *This has been the basis for our grant requests in recent years and will continue to be so in 2026. We had 3 tournaments in 2025 and visiting groups generating over 300 hotel nights. This includes qualifiers for major international events where visitors came in from Canada, the UK and elsewhere, as well as regional events that are very popular attracting players from all over California. We will have at least 2 major marquee events in 2026 plus we're expanding our coaching and bowls development programs to attract people to come and learn the sport from the best. Cambria is also being declared as a Bowls Development Center (program designed locally in partnership with World Bowls) to take advantage of all the local and regional promotion we've been doing as well as Cambria's reputation as a sports venue.*

Improved visitor experience. *(Last year's) grant also included some items associated with improving and sustaining a high level of visitor experience at the club and its facilities. This is intended to maintain the high-quality experience many of our visitors expect for a world class playing location. This includes keeping the venue as attractive as possible, better tools and equipment, and more modern branding, signage and sportswear to keep the town in front of an appreciative audience.*

Purpose

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

Highlights of 2025

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

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

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



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

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



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

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

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



ARCHER & HOUND

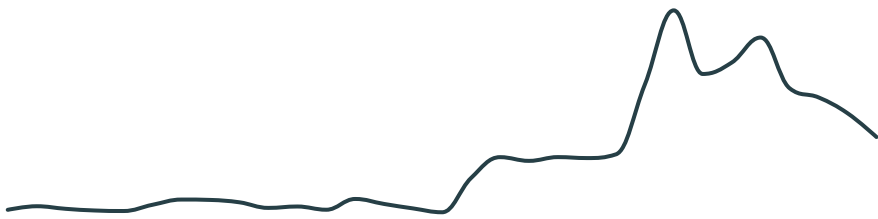
Visit Cambria Marketing Report

July 2026

Website Traffic

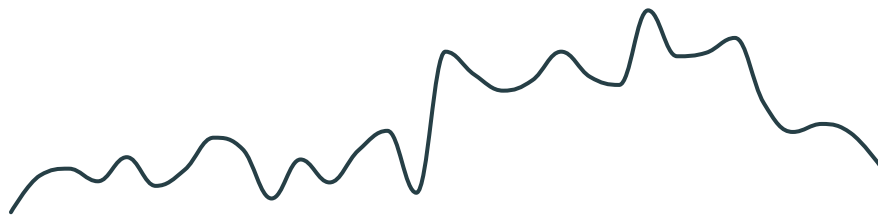
 Sessions

54,806



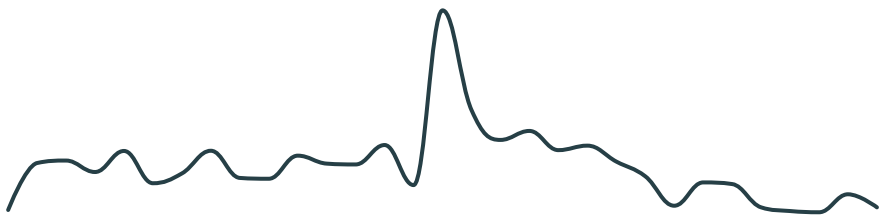
 Conversions

3,162



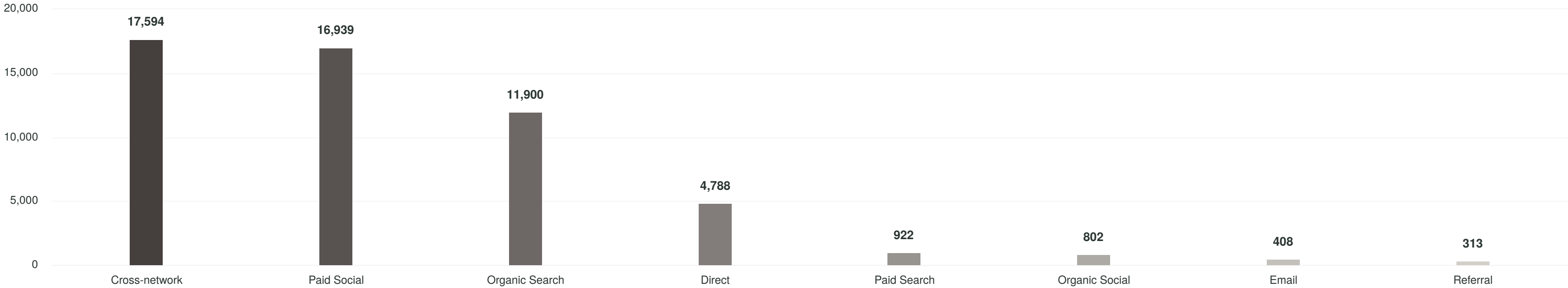
 Conversion Rate

3.52%



 Session by Channel

54,806



Website Traffic—User Insights

 Total Users

47,851



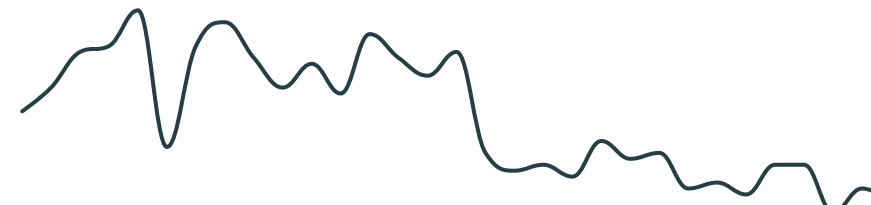
 New Users

46,736



 User Engagement Duration Per User

00:00:36

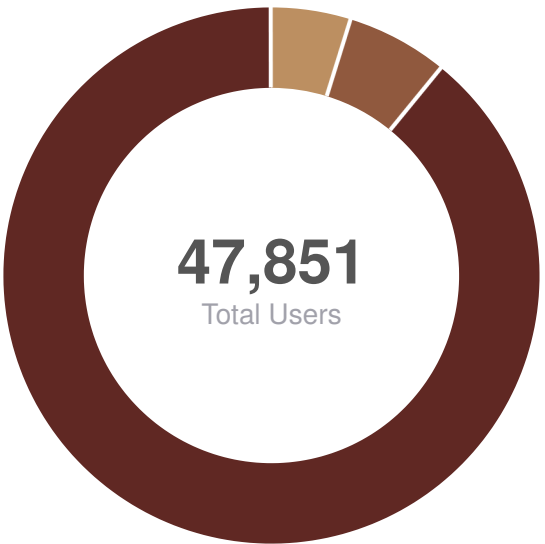


 Total Users

47,851



 Total Users



- New 46,781
- Returning 3,221
- Unknown 2,521

Website Traffic—Page Insights



Views

88,018



Total App Downloads

15,976

Wedding Form Submissions

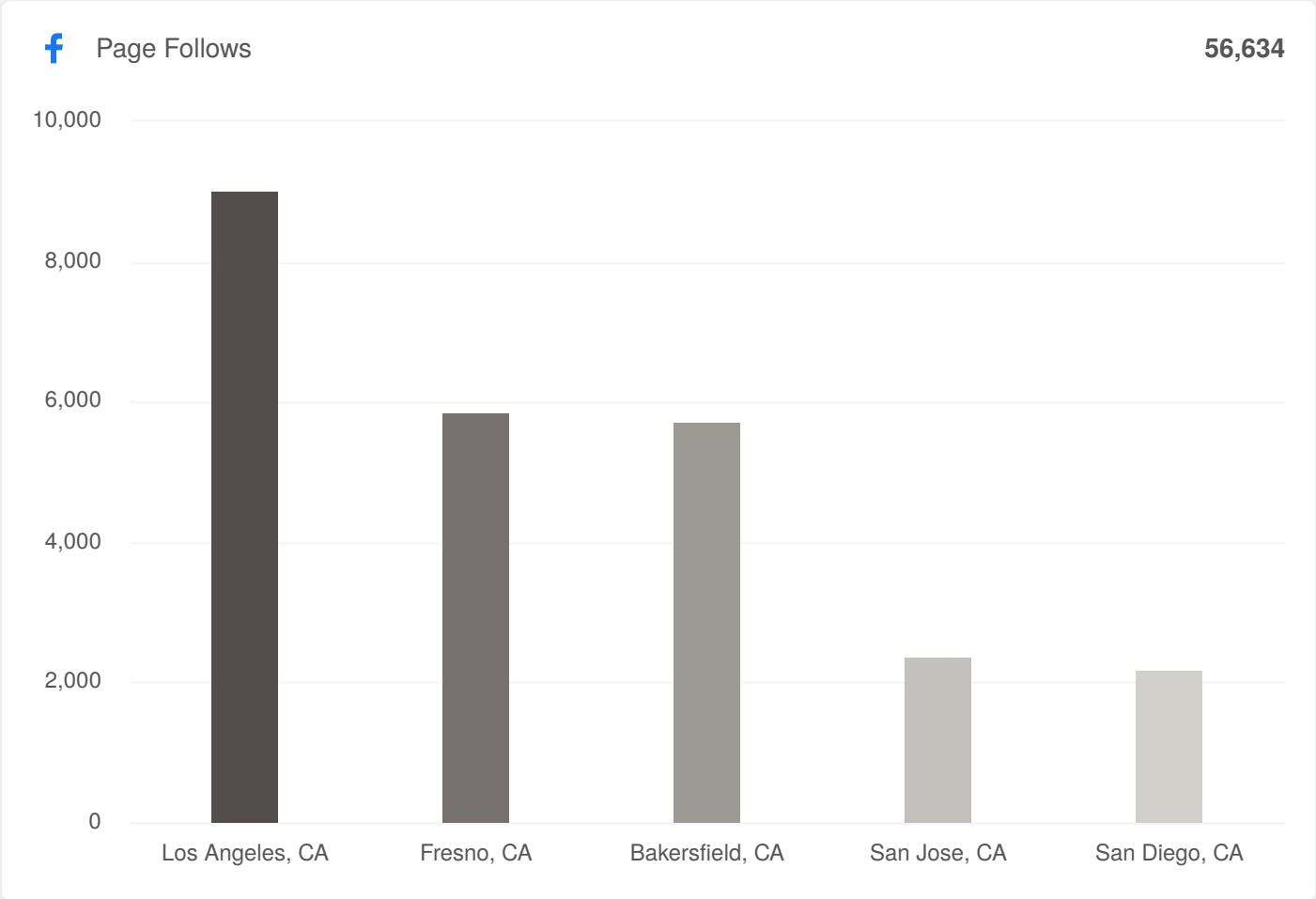
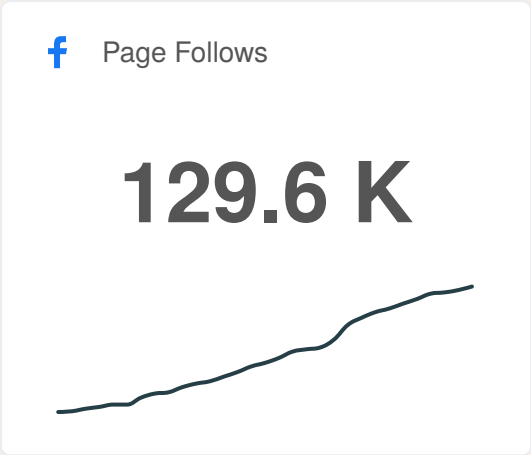
4



Top 10 Pages

PAGE	VIEWS	▼	ENGAGEMENT RATE
/	19,882		39.71%
/weddings-in-cambria/	11,713		39.07%
/5-hidden-gems-to-discover-in-cambria/	7,992		52.57%
/lodging-specials/	3,763		79.75%
/visitors/	3,571		70.28%
/itineraries/decadence-on-deckrelax-on-the-best-patios-in-cambria/	3,208		57.66%
/lodging/	2,653		96.93%
/moonstone-beach/	2,088		74.57%
/events/	1,859		90.43%
/itineraries/reconnect-in-cambria/	1,442		54.22%

Organic Social—Facebook



f

Top 5 Facebook Posts

DATE	POST	LIKES	SHARES	CLICKS
Jul 21, 2026	 People ask us: is it “CAM-bria”...	814	112	5,614
Jul 9, 2026	 Nature therapy, the Cambria w...	709	61	192
Jul 15, 2026	 Get out of the heat and into th...	573	40	197
Jul 7, 2026	 Fresh fish, simple ingredients, ...	501	22	851
Jul 14, 2026	 What started as a dream to sh...	432	53	898

Organic Social—Instagram

 Followers

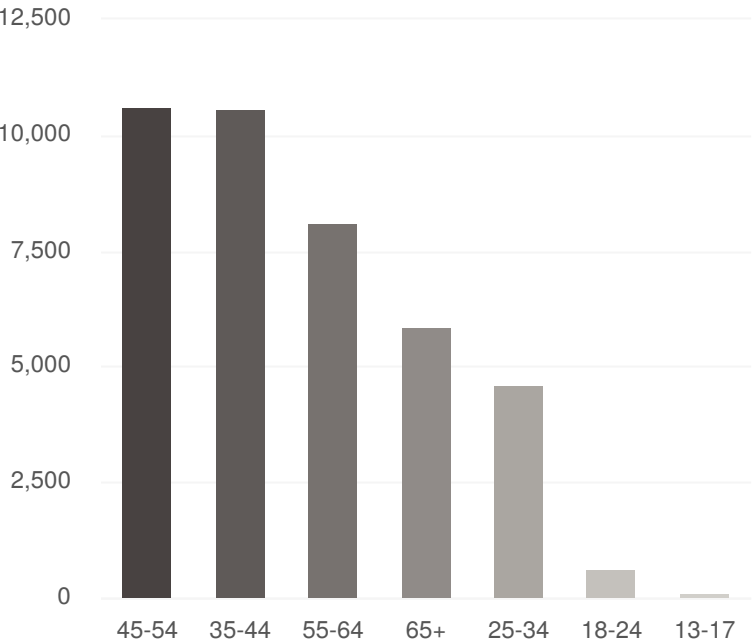
41,557

 Post Engagements

2,255

 Followers by Age

40,308



 Top 5 Instagram Posts

DATE	POST	REACH	LIKES	SAVED
Jul 21, 2026	 People ask us: is ...	47,579	2,675	398
Jul 14, 2026	 What started as a...	7,871	833	117
Jul 7, 2026	 Fresh fish, simple...	6,716	747	35
Jul 9, 2026	 Nature therapy, t...	5,806	638	19
Jul 13, 2026	 We're so grate...	5,886	587	14

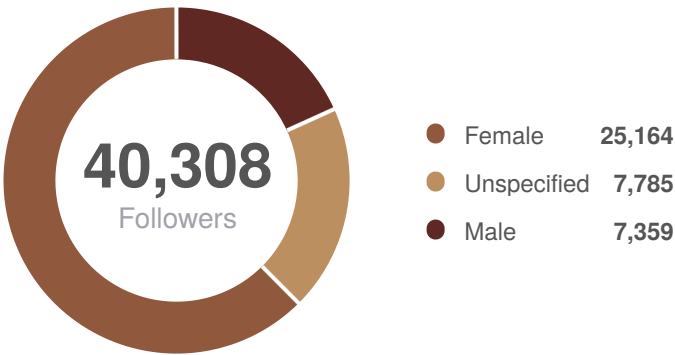
 Saves

810

 Shares

2,079

 Followers by Gender





Organic Social—Pinterest



Impressions

25,813



Engagement Rate

1.24%



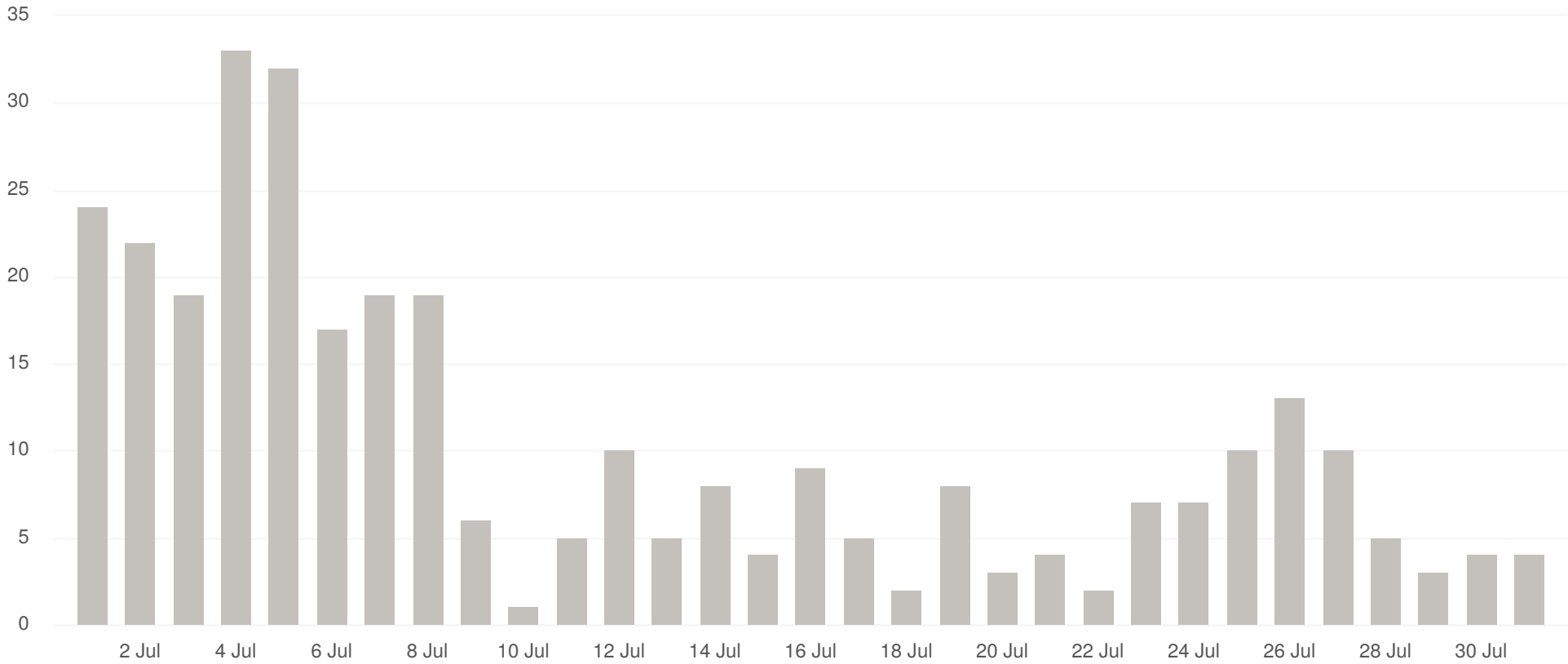
Outbound Clicks

194



Engagements

320



Pin Click Rate

0.94%



Pin Clicks

242

Paid Digital Advertising—Meta

Amount Spent

\$9,962.40

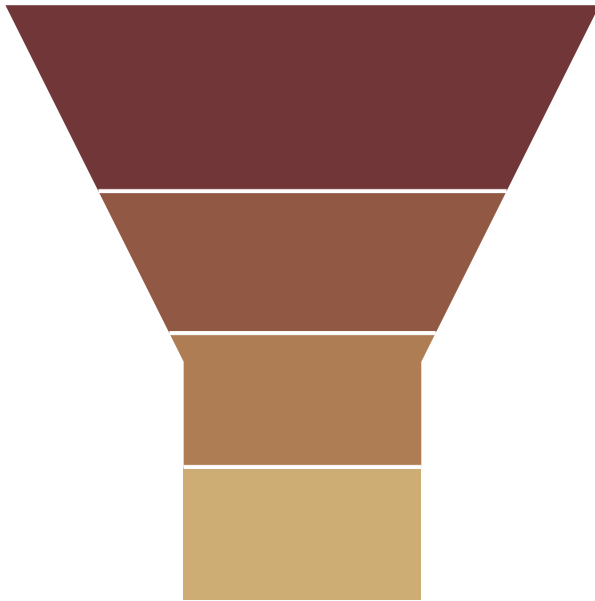
Impressions

761.3 K

Landing Page Views

15,390

Click Funnel



- Impressions 761 K
- Clicks 29,788
- Outbound Clicks 16,706
- Landing Page Views 15,390

Campaign Insights

CAMPAIGN	IMPRESSIONS	LANDING PAGE VIEWS	AVERAGE CPC	CTR
A&H L1 Engage Traffic A/B/C/G/J 071726	506,994	12,945	\$0.25	4.73%
A&H L1 Engagement Summer 2026 0603	131,879	2,228	\$0.67	2.28%
A&H L1 Awareness Weather CV 070725	96,348	214	\$3.78	0.45%
A&H L2 Lead Newsletter 070725	26,086	3	\$0.18	9.00%

CTR

3.91%

CPC

\$0.33

Paid Digital Advertising—Google

 Amount Spent

\$5,943.37

 CTR

4.13%

 Clicks

20,627

 Avg CPC

\$0.29

 Conversions

5,838.31



 Campaign Breakdown

CAMPAIGN	COST	IMPRESSIONS	CLICKS	AVG CPC	CONVERSIONS	CONVERSION RATE
Demand Gen CTB Vacationers Prospecting	\$2,306.67	325,426	11,899	\$0.19	5,684.21	45.90%
Demand Gen Cambria Weddings Early Planning	\$1,974.74	168,282	7,882	\$0.25	31.00	0.39%
Search Visit Cambria Brand	\$1,661.96	5,851	846	\$1.96	123.10	14.55%

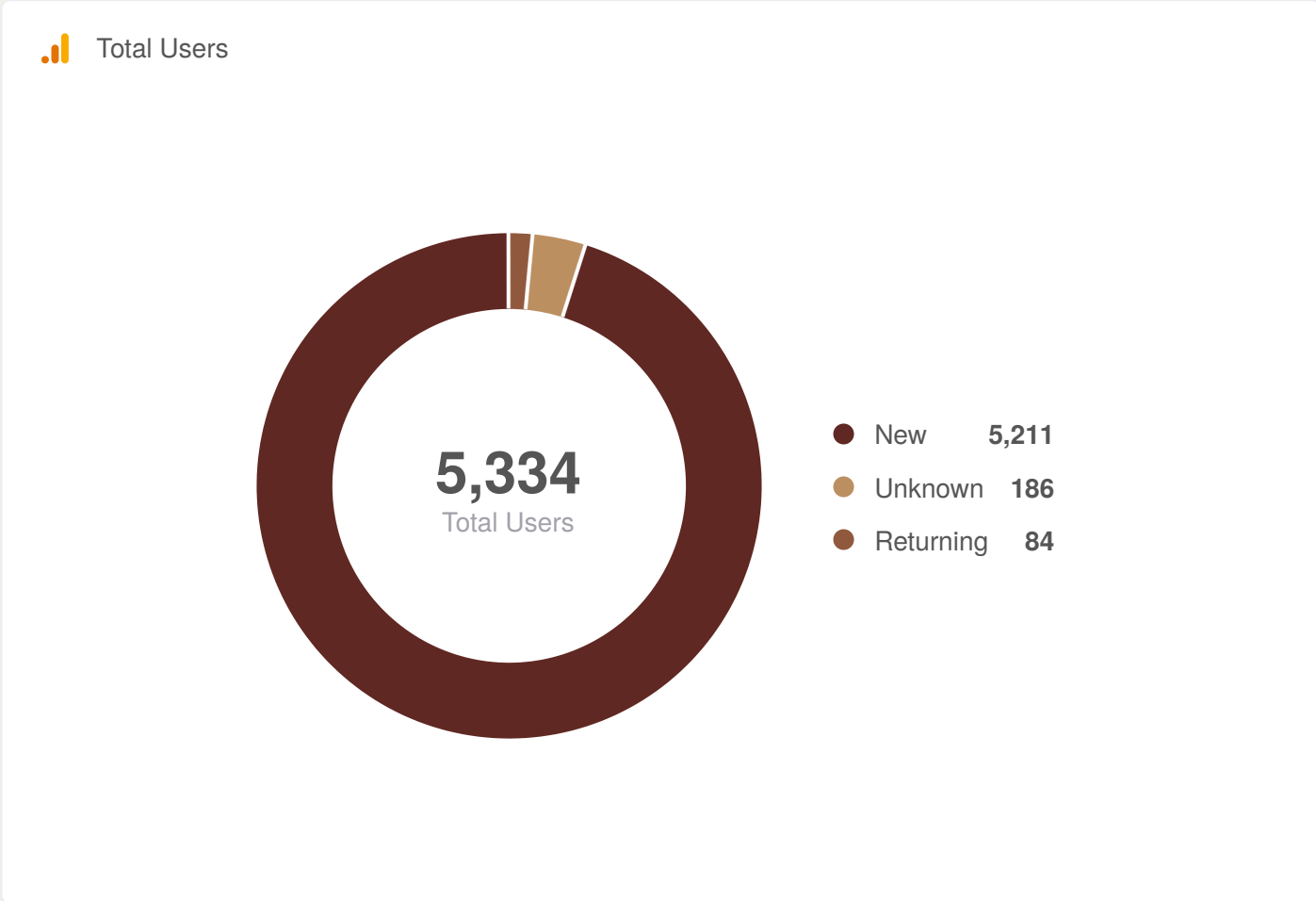
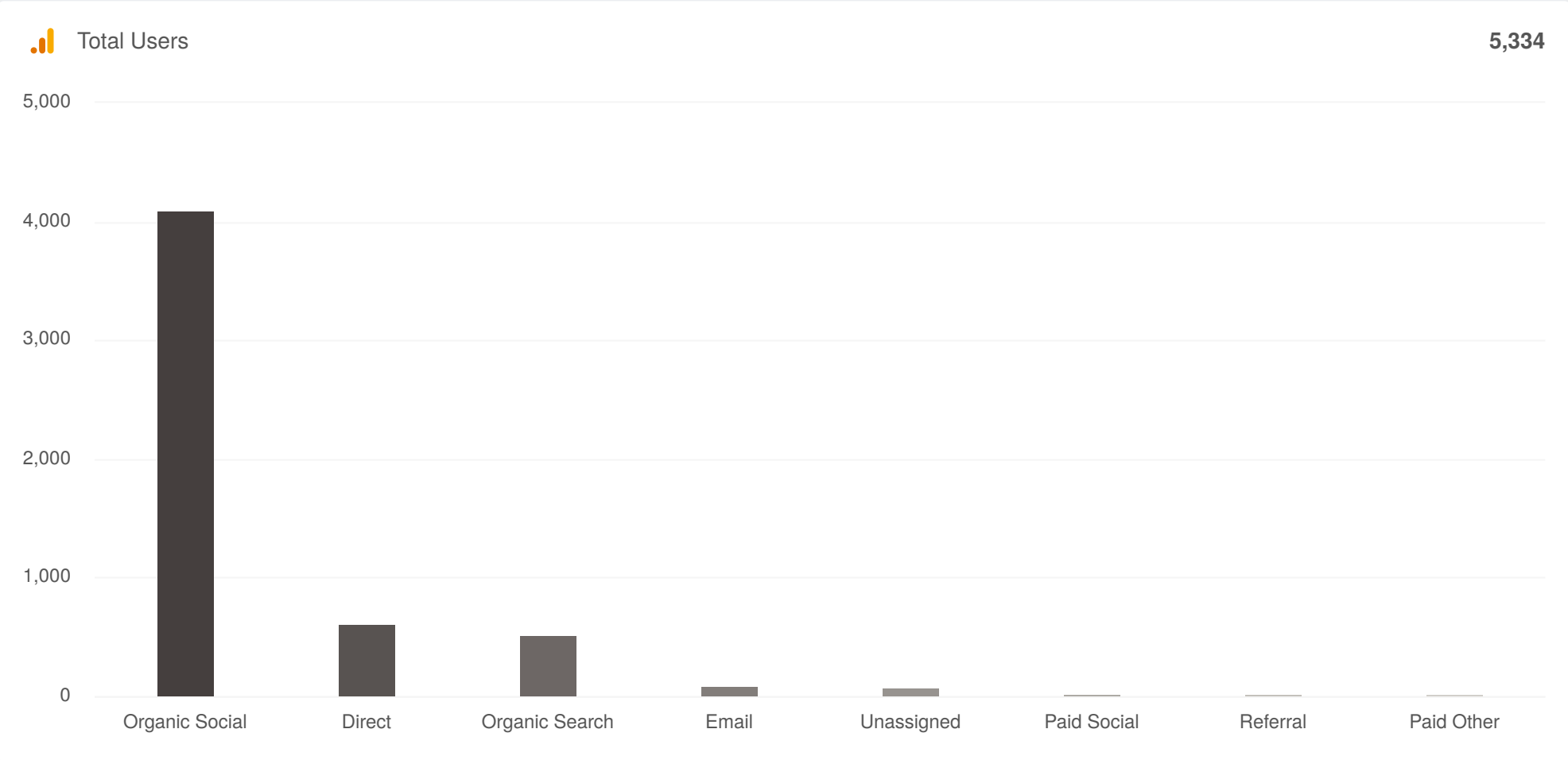
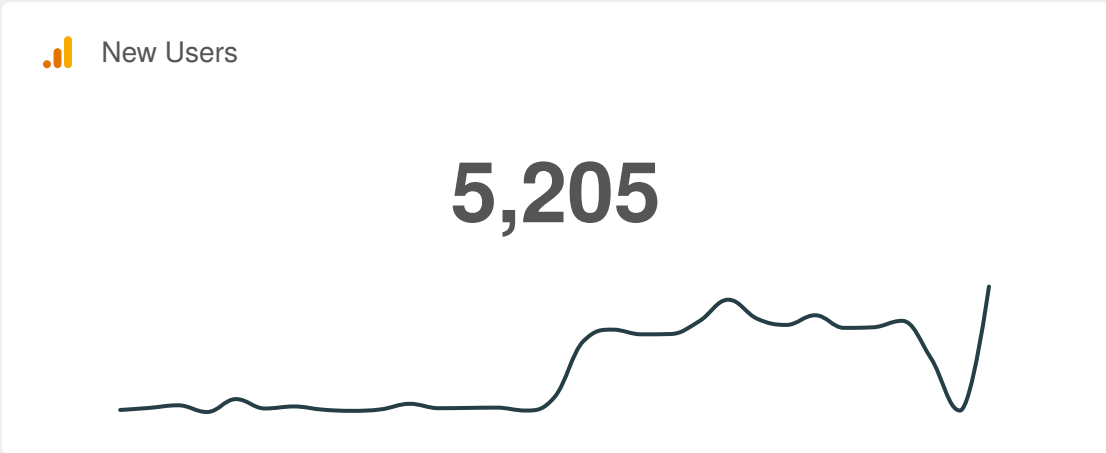


ARCHER & HOUND

Cycle Central Coast Marketing Report

July 2026

Website Traffic



Website Traffic—Page Insights



Views

6,508



Engagement Rate

21.04%



Average Session Duration

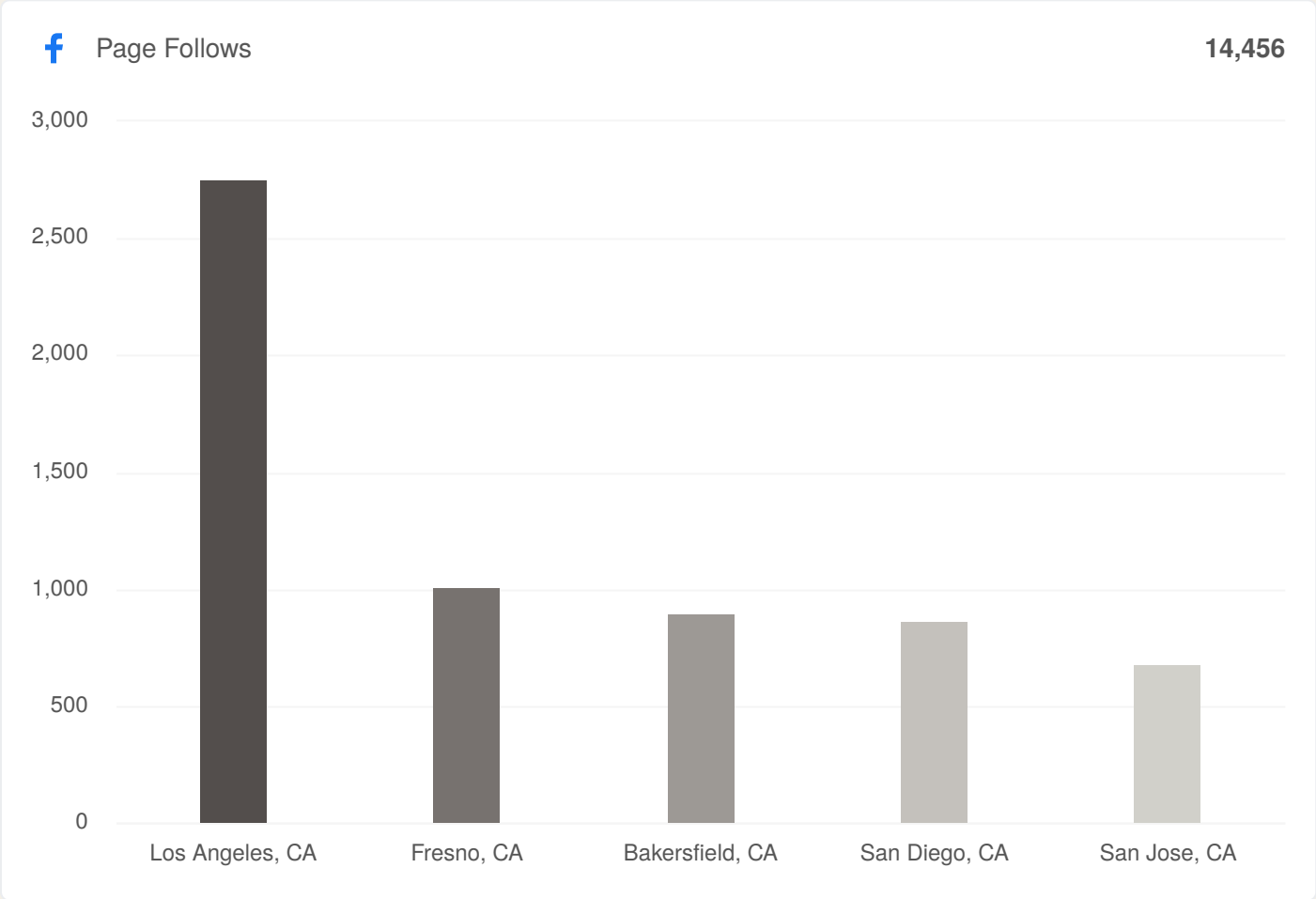
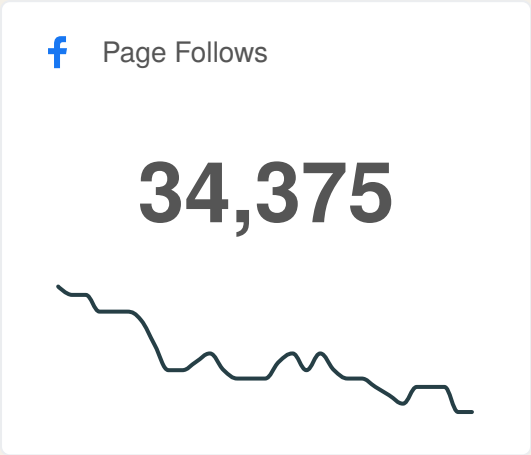
00:01:27



Top 10 Pages

PAGE	VIEWS	ENGAGEMENT RATE
/blog/guide-to-ragged-point-for-cyclists/	4,225	11.40%
/routes/	346	68.09%
/	341	39.19%
/blog/roads-to-ride-in-cambria/	145	42.25%
/blog/highway-1-cycling/	119	73.27%
/events/	82	88.73%
/blog/best-routes-for-a-workout-on-californias-central-coast/	70	63.79%
/stay/	65	71.43%
/resources/	54	67.27%
/blog/cycling-laws-regulations-central-coast-california/	45	43.48%

Organic Social—Facebook



f

Top 5 Posts

DATE	POST	LIKES	SHARES	CLICKS
Jul 24, 2026	 Sure, there are plenty of roads...	33	1	12
Jul 27, 2026	 The miles might blur together ...	22	0	29
Jul 4, 2026	 Here's to the freedom of th...	22	1	32
Jul 22, 2026	 Sometimes all you need is a lit...	21	0	9
Jul 1, 2026	 “Just a quick ride” somehow tu...	18	0	42

Organic Social—Instagram



Followers

5,868



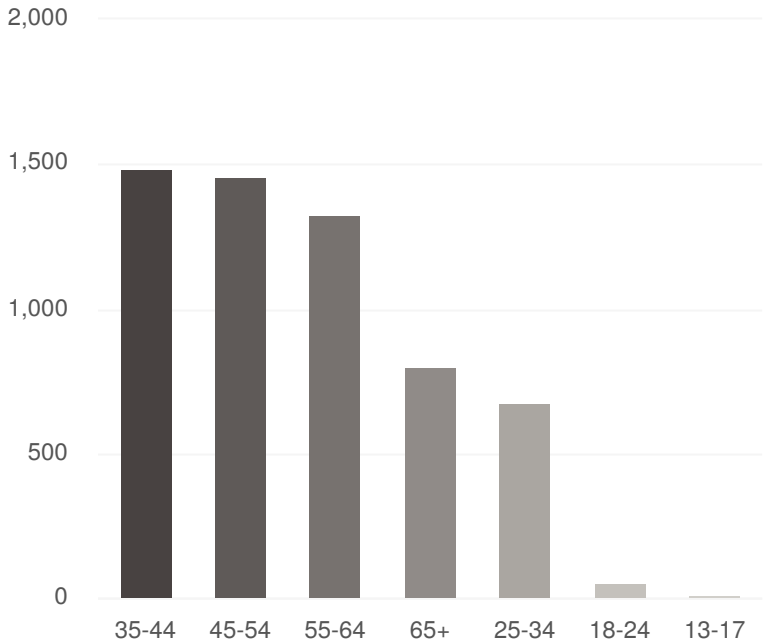
Post Engagement

211



Followers by Age

5,777



Top 5 Instagram Posts

POST	DATE	REACH	LIKES	SAVED
 “Just a quick ride...	Jul 1, 2026	959	68	9
 Sure, there are pl...	Jul 24, 2026	813	64	3
 Some of the b...	Jul 25, 2026	738	50	6
 Sometimes all yo...	Jul 22, 2026	572	43	0
 Sorry, we're supe...	Jul 8, 2026	589	35	1



Saves

48

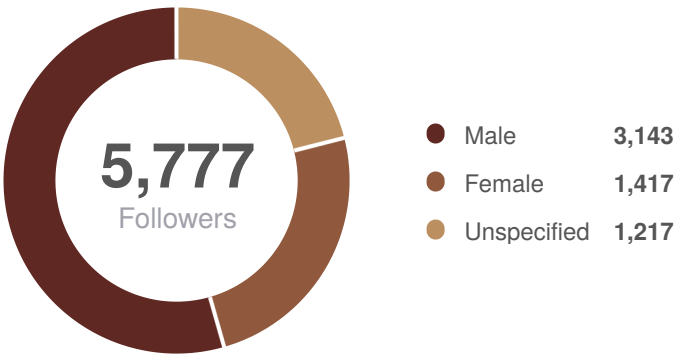


Shares

19



Followers by Gender



Paid Digital Advertising—Meta

Amount Spent

\$1,218.49

Impressions

160.1 K

Landing Page Views

4,019

Campaign Insights

CAMPAIGN	IMPRESSIONS	CLICKS	AVERAGE CPC	CTR
A&H L1 Engagement Quality Traffic	55,698	5,049	\$0.12	9.06%
A&H L1 Engagement Sponsor Post	104,440	828	\$0.72	0.79%

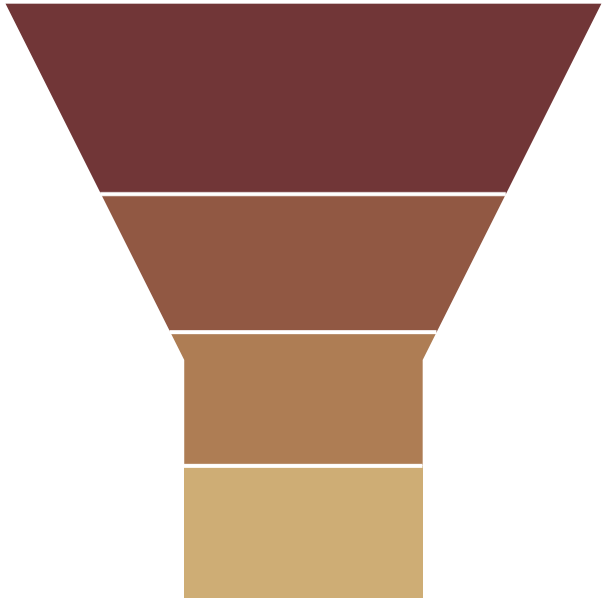
CTR

3.67%

Average CPC

\$0.21

Impressions and Clicks



- Impressions 160 K
- Clicks 5,877
- Outbound Clicks 4,465
- Landing Page Views 4,019

Local Fund Summary

AUG 2026

Website Sessions

1.4M Sessions

1.13M New Users

Email Marketing

2.08M Emails Sent

↑ 6% Open Rate

SEO Organic Reach

27.3M Impressions

Top 10 Avg Position

Paid Media

2.2M Engagements

499K Planning Actions

Public Relations

193 Placements

146 Website Links

Organic Social Media - Facebook

16M Impressions

310K Engagements

Email · Social · PR

EMAIL	78.6K SUBS	2.9K TRAFFIC	
FB	130.5K FANS	330K VIEWS	11.9K ENG
IG	53.5K FOLLOW	218K VIEWS	9.9K ENG
YT	220.9K VIEWS	1.7K HRS	
PR*	4 ARTICLES	180M UVPM	15 YTD ARTICLES

*Previous Month

TOT / Assessment

July - June	25-26	24-25
San Simeon RP	↑ 9% \$1,860,457	\$1,713,738
Cambria	↑ 5% \$5,010,183	\$4,792,717
Cayucos	↑ 11% \$2,036,611	\$1,839,443
Los Osos	↑ 5% \$601,687	\$574,171
Edna AG	↑ 6% \$640,932	\$603,235
Avila Beach	↑ 4% \$2,434,266	\$2,332,309
Oceano Nipomo	↑ 1% \$848,928	\$841,884
Total	↑ 6% \$13,433,063	\$12,697,496

TOT Narrative

FY 2025-2026 SUCCESS

Fiscal year 2025–2026 TOT totaled \$13.4M across the Highway 1 corridor, a 6% increase over the prior year. The strongest gains were in Cayucos (up 11%) and San Simeon (up 9%). Nipomo/Oceano saw the most modest movement (up 1%), coinciding with the partial closure of the Oceano Dunes SVRA south of Arroyo Grande Creek, which restricted off-highway vehicle use from April 14, 2026 until reopening on May 21, 2026. This overall growth extends a long run of resilience — 183% since inception — with January 2026 marking renewed momentum and projections showing H1TA on track to exceed its 2022 historical high of \$14.5M.

Marketing

FY 2025-2026 ROLL UP REPORTING

- Website performance strong - sessions, engaged sessions and new users all finishing above last year
- Paid media delivered more with less, generating 40% more engagements, 23% more planning actions and 24% more deep website visits with 6% less spend
- Content performance was a major bright spot, including significant growth in social engagement, video views and email opens
- Search visibility strengthened, with average organic position improving from 16.5 to 9.77, even as AI Overviews and zero-click behavior affected traffic and CTR
- The program is operating as a more connected marketing system, with PR, social, paid, email, search and the website each contributing to discovery, engagement and trip planning

Media Coverage

Fodor's	UVPM 865K
<i>"The 10 Most Underrated Beaches in California"</i>	
Fodor's syndicated to MSN	UVPM 161M

Board Meetings

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

26
AUGUST

23
SEPTEMBER



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

Local Fund Summary

AUG 2026

Petition Drive - We only have 4 weeks so your LFA support is critical!

- Petition drive launches the first week of August
- Digital petitions and signatures will be accepted and are strongly encouraged
 - Marketing postcards with the QR code are being provided
 - Constituents can visit Highway1RoadTrip.com/petition to sign
 - Printed petitions are also available and can be returned to LFA administrators
- Weekly updates of responses will be provided to LFA admins
- We need the support of over 50% of our lodging constituents, based on weighted contribution
- **Deadline for responses is Friday, September 4th** (before Labor Day weekend!)



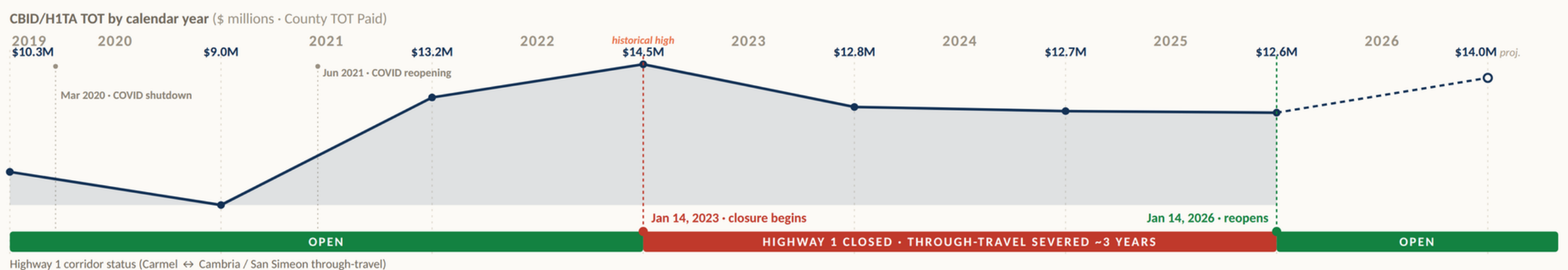
The Road Ahead & Why Every Voice Matters

For more than sixteen years, the lodging owners and communities along the Highway 1 corridor have built something rare together. We want to share where things stand and thank you for the support that has carried this work so far.

A record of resilience

The strength of this partnership shows most clearly in the numbers. Our corridor had reached a transient occupancy tax high of \$10.3 million in 2019. When the pandemic arrived, our board made a deliberate choice — to keep our marketing fully engaged rather than pull back. The results followed: collections grew 32% in 2021 and reached a new high in 2022, some 45% above 2019. Then Highway 1 closed. Even through a three-year closure, our collections never fell back to pre-pandemic levels; our new floor held more than 40% above our 2022 low. As the highway reopened, growth resumed. San Simeon alone is up 25% over the past five months and we are on track to surpass our all-time high of \$14.5 million in TOT collections.

Highway 1 corridor status & CBID/H1TA TOT, 2019–2026



The road to today

In January 2025, the County asked our organization to form a nonprofit and begin transitioning to the 1994 Tourism Management District — the same structure used successfully across California and many of our county DMOs, including SLO CAL — to move administrative responsibility off the County's plate. We answered that call. Over the following eighteen months, we surveyed our assessed lodging properties, held 69 local fund area meetings across eight boards and ten communities, met repeatedly with County staff, and formed a steering committee to draft the Management District Plan. In February 2026, the Board of Supervisors (BOS) voted unanimously to support the 1994 formation, and in May we received another 5-0 BOS vote to renew the current 1989 district. At that same May meeting, the BOS asked to bring back the MDP, having already received approval from County staff, which placed our petition drive on hold. On July 28th we received a 4-0 vote to move forward with the MPD as presented, with agreement to draft a policy document specific to future support of Beautification and Infrastructure projects in our local communities.

Your support has been clear

At every step, you have made your voice heard. Our H1TA board and our LFA communities have made it clear that they value this organization and want to partner in continued success. Your help with a successful petition drive is critical to ensuring our local fund area efforts continue.

Thank you for standing with the Highway 1 Road Trip, and for the partnership that brought us here.



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



MARKETING REPORT

July 1, 2025 – June 30, 2026

WEBSITE TRAFFIC OVERVIEW

Website traffic remained stable at a high level, generating more than 1.4 million sessions and a 94.9% engagement rate. The website continued serving as the central planning resource for travelers across paid, organic, social, email and referral channels.

FY Rollup	1.44M Sessions	1.36M Engaged sessions	94.9% Engagement Rate	1.1M New Users	1.25 Sessions per user
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Channel	Sessions	Engaged Sessions	Engagement Rate	New Users	Sessions per User
Performance Max	515,358	503,446	97.69%	347,282	1.46
Organic Search	261,394	226,749	86.75%	193,053	1.31
Paid Social	221,502	221,203	99.82%	199,372	2.22
Paid Search	158,495	150,445	94.92%	131,666	1.19
Direct	110,504	103,458	93.62%	96,240	1.14
Unassigned	51,346	47,499	92.51%	46,049	1.02
Email	42,565	40,984	96.29%	24,492	1.55
Organic Social	40,290	39,472	97.97%	37,279	1.06
Paid Video	28,759	28,358	98.61%	19,003	1.42
Display	16,585	16,293	98.24%	14,996	1.05
Paid Other	12,168	12,059	99.1%	11,359	1.05
Referral	10,311	9,296	90.16%	7,346	1.32
Organic Video	3,680	3,667	99.65%	3,512	1.04
Paid Shopping	211	211	100%	208	1.00
Organic Shopping	168	168	100%	141	1.09
AI Assistant	125	120	96%	110	1.10
25-26 FY Grand Total	1,437,758	1,365,065	94.94%	1,131,659	1.25
24-25 FY	1,429,466	1,353,158	94.66%	1,121,250	1.24

EMAIL & LEAD GENERATION

WINS

- More than one million email opens
- Open rate improved six percentage points
- Hidden Secrets, Wildflowers and Beaches generated some of the strongest click rates
- Email traffic produced a 96.3% website engagement rate

CHALLENGES

- Unsubscribe rate increased from 0.26% to 0.34%

OPPORTUNITIES

- Behavioral segmentation
- More personalized editorial content
- Clearer audience-retention reporting

FY Rollup	2,094,899 Sent	2,079,336 Delivered	1,022,935 Opens	49.2% Open Rate
78,779* Total Email Subscribers	36,283 Clicks	1.74% Click Rate	6,990 Unsubscribes	21,221 Map Deliveries

*In April, the CBID All audience was cleaned to remove contacts who were unsubscribed or had not engaged within the nine-month sending window. This reduced the active audience by approximately half.



MARKETING REPORT

July 1, 2025 – June 30, 2026



SEO ORGANIC REACH

Organic search visibility remained strong, with average position improving into the top 10. Organic traffic and CTR declined as search engines increasingly answered traveler questions directly through AI Overviews and other zero-click features. Sitewide impression growth should also be viewed in context because one high-volume whale-watching query materially influenced the totals.

Metric	FY25	FY26	Change
Organic sessions	299,083	261,394	-12.6%
Organic new users	225,525	193,053	-14.4%
Average position	16.5	9.77	Improved
Site-level impressions	17.6M	27.3M	See context
Site CTR	1.3%	0.67%	See context

A high-volume whale-watching query inflated impressions while generating few clicks, which lowered overall CTR and distorted the sitewide comparison.

PAID MEDIA

The story is not just volume. It is quality: more key events, deeper site activity and stronger cost efficiency.

YOY COMPARISON: FY26 VS. FY25

Metric	FY25	FY26	Change
Spend	\$496K	\$465K	-6%
Engagements	1.6M	2.2M	+40%
Key events*	405K	499K	+23%
Deep visits	154K	191K	+24%
Cost/key event	\$1.22	\$0.93	-24%
Cost/deep visit	\$3.22	\$2.43	-25%

MORE RESULTS. LESS SPEND.

- 6% lower media investment
- 40% more engagements
- 23% more key events
- 24% lower cost per deep visit
- 7% more new visitors

Key Takeaway: Paid media distributed the strongest Highway 1 content efficiently, producing more engagement and planning activity with less investment.

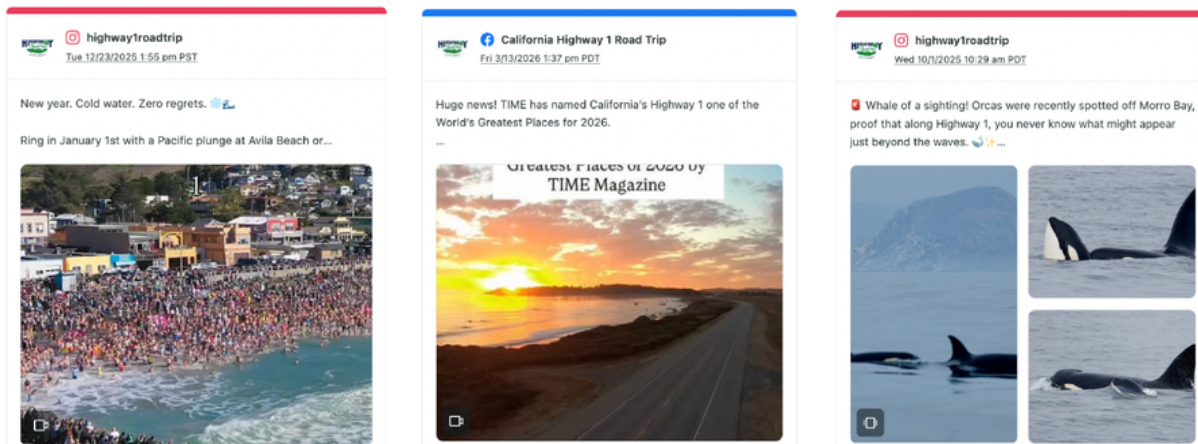
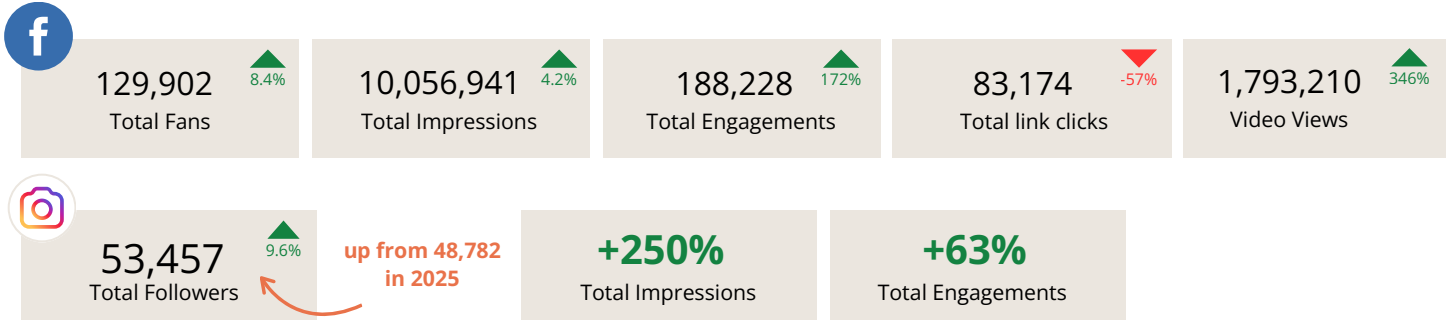
*Key events, referred to here as planning actions, include map requests, itinerary engagement and other high-value website actions.



MARKETING REPORT

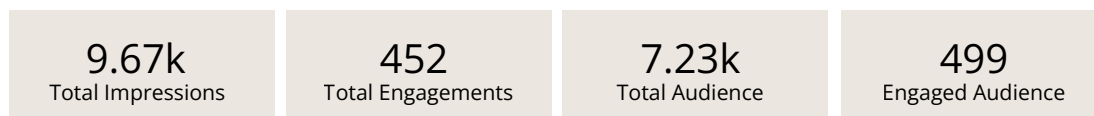
July 1, 2025 – June 30, 2026

ORGANIC SOCIAL + CONTENT PERFORMANCE



Pinterest, YouTube, and TikTok are all secondary organic platforms.

Pinterest: breakout growth from a small baseline



YouTube: views more than tripled



CONTENT STRENGTH

WHAT RESONATED

- Wildlife
- Hidden Secrets
- Beaches
- Seasonal travel
- Video-first storytelling
- Collaborative posts

Social performance improved because the content became more visual, native and experience-led. Audiences increasingly chose to watch and engage with native content rather than leave the platforms through outbound links.



MARKETING REPORT

July 1, 2025 – June 30, 2026



PUBLIC RELATIONS

193 Earned Media Placements	16 Visiting journalists	3 Media Missions	146 Direct Links to Highway 1 Road Trip Website
13 Articles in Target Outlets	7 Additional Placements to Target Outlets	0 FAMS with Visit SLO CAL	6 Stewardship/Sustainability Related Articles
1 Journalist Shares	870 Total Engagement	450 Journalist Reach	1.3B Total UVM

Public relations added third-party credibility and created high-value stories that could be extended across paid, social, email and website channels.



DIGITAL FOUNDATION + WINS / CHALLENGES / OPPORTUNITIES

INTEGRATED CHANNEL ROLES

Channel	Role
Content	Built the destination story
Social	Created community and engagement
PR	Added credibility
Paid	Expanded reach and planning
Search	Captured traveler intent
Website	Supported exploration and planning
Email	Built a direct relationship with travelers

DIGITAL FOUNDATION

- 99.996% uptime
- Website platform modernization
- Mega-menu prototype
- Legacy content and code migration
- Backend cleanup

FY26 WINS

- More efficient paid media
- Major social-video growth
- Email open rate reached 49.2%
- Search rankings moved inside the top 10
- Strong national earned media
- Stable website traffic and engagement
- Major technical redevelopment

CHALLENGES

- Organic traffic declined despite stronger visibility
- Social link clicks declined as native content increased
- Email unsubscribe rate increased
- Reporting definitions differ across vendors

OPPORTUNITIES

- Editorial story approach
- Behavioral email segmentation
- AI discoverability
- Search-led video
- Mega-menu launch
- Shared reporting definitions
- Highway 1 reopening momentum