



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
October 13, 2026

Time: 1:00 p.m. – 1:50 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 – September 10, 2026 Financial Statements – August 31, 2026	Pacheco	1 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 Center for the Arts Event Funding Application The Cambria Center for the Arts has submitted a funding application to assist with costs of the 2027 Cambria Film Festival event. The Board will discuss and vote on approval.	Pacheco	8 min
5. Information Items/Presentations		
5.1 Marketing Committee Report Jessica Blanchfield will give the monthly presentation to the board, including discussion of marketing progress and statistics since the last board meeting.	Blanchfield	12 min

5.2 **H1TA Reports**

Local Fund Summary and Resolution – October 2026

Cuming 2 min

5.3 **H1TA Presentation**

CAO Cheryl Cuming will make a presentation of information, statistics, and upcoming opportunities for the board.

Cuming 10 min

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

7. **Adjournment**

8. **Informational**

8.1 **Next Cambria Tourism Board Meeting**

November 10, 2026 – 1:00 p.m. at Cambria Pines Lodge

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

November meeting deadline – October 21, 2026

8.3 **Next Highway 1 Tourism Alliance Board Meeting**

October 21, 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
September 10, 2026

1. Call to Order

The meeting was called to order by Board Chair Greg Pacheco at 2:10 p.m.

Members Present

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

Guests

Katherine Gillen, Juli Amodei, Bruce Kuch, Renee Linn, Linda Nelson, Shelly Holden, Kylie Williams, Reagen Kniffen, Jim Dantona, Jessica Blanchfield, Summer Spendlove, and Jill Jackson, CTB MA.

Absent: Cheryl Cuming

2. Consent Agenda Items

Board Meeting Minutes – August 11, 2026
Marketing Committee Meeting Minutes – August 11, 2026
Financial Statements – July 31, 2026

Jim Bahringer moved, and Karen Cartwright seconded, to approve the Board Meeting Minutes and the Marketing Committee Meeting Minutes of August 11, 2026, and July 2026 Financial Statements as presented. Motion carried unanimously.

3. Public Comment

Juli Amodei thanked the board for their contribution to the skatepark. She shared that they will break ground this month.

Margo Ternstrom, CCAT Director, expressed her support for the Art & Wine Festival and the importance of the event to her organization.

4. Discussion & Action Items

4.1 Cambria Chamber Art & Wine Event Funding Application

Greg explained that the Chamber was asked to supply additional information on their 2027 Cambria Art & Wine Festival application from last month. Katherine stated that a page was added explaining what funds will be used for and she included financial statements. It is the 16th year of the event, and it is in the shoulder season when events are needed. George questioned why only 25% of funds will be used for marketing, he explained that the board likes to see the majority of funding used for marketing, not overhead. He shared that the CTB has funded the event every year since it started, except last year. He said he does not want it to be insinuated that the CTB does not support the Chamber. Greg pointed out that a large amount was funded to keep the Chamber going during

Covid. The amount was \$20,000. Renee Linn said that was six years ago. Reagan Kniffen shared her plans for the 2027 event. She has volunteered for the last two years. This year she will function as the director for \$5,000, which is included in the funding request. Most of the planned marketing is with local groups. It was explained that marketing needs to focus outside of the area. Jim questioned why the Arthritis Foundation applications are not gone over like this and so many questions asked. Angel Gonzalez said that he would like to see actual numbers this year, to see where people are coming from and how many nights are booked. Juli agreed and said that 805 Tickets should supply them with all of that information. Katherine asked why the board could not have Archer & Hound do the marketing for the event. Jessica explained that they market for all Cambria events for the CTB. Jim motioned to fund \$10,000, Steve seconded. Motion failed: 1 in favor: Jim Bahringer, 5 against, 1 abstained. Jim adjusted his motion to \$5,000.

Jim Bahringer moved, and Steve Kniffen seconded, to approve funding \$5,000 from event budget funds for the 2027 Art & Wine Festival. Motion passed: 4 in favor, 2 against: Greg Pacheco and George Marschall, and 1 abstained: Karen Cartwright (Chamber board member).

5. Information Items/Presentations

5.1 Marketing Committee Report

Jessica Blanchfield shared that the video interviews continue to do very well, organically. She handed out several sheets with information to get the winter campaign, "Cozy Cambria," started. "Talking Points" is for all partners and explains the campaign. Two half sheets with QR codes are to be given out to anyone that may have ideas for experiences. One is for lodging; one is for other businesses in town that may be able to help. Jessica and Summer are going to go door to door to businesses tomorrow to find possible participants.

5.2 H1TA Reports

Local Fund Summary – September 2026

The report was included in the Board Packet but not reviewed at the meeting.

6. Future Agenda Items/New Business

Budget and past funding review.

7. Adjournment

There being no further business, the meeting was adjourned at 3:06 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant

Cambria Tourism Board Budget

Revenue & Expenses

Fiscal Year Ending June 30, 2027

				<u>July</u>	<u>August</u>	<u>September</u>	<u>Collections Year to Date</u>	<u>YTD Collections with Carry Forward</u>
<u>Revenue</u>								
Carry Forward	\$	100,292.87	Actual Revenue:					
Projected General Collections	\$	482,500.00	General Collections	\$ 61,524.72	\$ 57,936.38		\$ 119,461.10	
Projected Air BnB Collections	\$	42,250.00	Air BnB Collections	\$ 2,617.01	\$ 4,050.12		\$ 6,667.13	
TOTAL Carry Forward + Projected Collections	\$	625,042.87	TOTAL:	\$ 64,141.73	\$ 61,986.50	\$ -	\$ 126,128.23	\$ 226,421.10
<u>Expense Description</u>								
	<u>Budget Amount</u>	<u>Unbilled Balance</u>						<u>YTD Expenses</u>
<u>Administration</u>								
Administrator - General Fund	\$	45,801.00	\$	38,776.21	\$	3,662.93	\$ 3,361.86	\$ 7,024.79
District Administration Fees	\$	10,494.00	\$	7,971.44	\$	1,282.83	\$ 1,239.73	\$ 2,522.56
H1TA Annual Fees	\$	14,724.00	\$	13,334.64	\$	723.86	\$ 665.50	\$ 1,389.36
Administrator - Local Fund	\$	45,905.00	\$	38,254.24	\$	3,825.38	\$ 3,825.38	\$ 7,650.76
Reimbursements Expense	\$	1,600.00	\$	1,600.00				\$ -
ADMINISTRATION TOTAL	\$	118,524.00	\$	99,936.53	\$	9,495.00	\$ 9,092.47	\$ 18,587.47
<u>Marketing: Archer & Hound</u>								
Visit Cambria - Media & Outreach	\$	230,360.00	\$	190,615.55	\$	21,305.76	\$ 18,438.69	\$ 39,744.45
Visit Cambria - Content Development	\$	42,000.00	\$	34,650.00	\$	1,650.00	\$ 5,700.00	\$ 7,350.00
Cycle Central Coast	\$	45,100.00	\$	35,855.24	\$	4,968.49	\$ 4,276.27	\$ 9,244.76
Hard Costs/Subscriptions/Reports/Mgmt	\$	93,540.00	\$	57,615.05	\$	31,264.00	\$ 4,660.95	\$ 35,924.95
Contingency Fund	\$	14,000.00	\$	13,001.00	\$	999.00	\$ -	\$ 999.00
MARKETING TOTAL: ARCHER & HOUND	\$	425,000.00	\$	331,736.84	\$	60,187.25	\$ 33,075.91	\$ 93,263.16
OUTREACH	\$	2,000.00	\$	2,000.00				\$ -
EVENTS	\$	50,000.00	\$	41,000.00	\$	9,000.00		\$ 9,000.00
EXPENSE TOTAL	\$	595,524.00	\$	474,673.37	\$	69,682.25	\$ 42,168.38	\$ 120,850.63
General Contingency Fund	\$	29,518.87	\$	25,518.87	\$	4,000.00		\$ 4,000.00
TOTAL EXPENSES, CAP RESERVE & CONTINGENCY	\$	625,042.87			\$	69,682.25	\$ 42,168.38	\$ 124,850.63
Net Monthly Revenue				\$	(5,540.52)	\$ 19,818.12	Net Budget Funds	\$ 101,570.47

Outstanding Approved Grants

Fiscal Year Ending June 30, 2027

[illegible]

Cambria Tourism Board Marketing Budget

Fiscal Year Ending June 30, 2027

	Total Budget	Unbilled	July	August	Total Billed
Visit Cambria - Media & Outreach	\$ 230,360.00	\$ 190,615.55	\$ 21,305.76	\$ 18,438.69	\$ 39,744.45
E-Blast - Development (Quarterly Curated Funnel)	\$ 5,400.00	\$ 4,050.00	\$ 1,350.00		\$ 1,350.00
E-Blast - Development (Monthly Content)	\$ 5,400.00	\$ 4,500.00	\$ 450.00	\$ 450.00	\$ 900.00
Social Media Management (FB,IG,PIN)	\$ 43,200.00	\$ 36,000.00	\$ 3,600.00	\$ 3,600.00	\$ 7,200.00
Meta - Evergreen Traffic A	\$ 17,315.00	\$ 14,651.51	\$ 1,319.80	\$ 1,343.69	\$ 2,663.49
Meta - Evergreen Traffic B	\$ 19,200.00	\$ 15,621.49	\$ 2,041.67	\$ 1,536.84	\$ 3,578.51
Meta - Evergreen Traffic C	\$ 10,800.00	\$ 9,032.67	\$ 843.73	\$ 923.60	\$ 1,767.33
Meta - Evergreen Traffic G	\$ 11,850.00	\$ 9,839.93	\$ 917.82	\$ 1,092.25	\$ 2,010.07
Meta - Evergreen Traffic J	\$ 10,275.00	\$ 8,333.96	\$ 774.62	\$ 1,166.42	\$ 1,941.04
Meta - Newsletter Campaign	\$ 4,800.00	\$ 3,972.81	\$ 428.33	\$ 398.86	\$ 827.19
Meta - Seasonal Weather Trigger Campaign	\$ 7,520.00	\$ 4,352.83	\$ 1,630.00	\$ 1,537.17	\$ 3,167.17
Meta - Remarketing Campaign	\$ 6,000.00	\$ 6,000.00			\$ -
Pinterest - Wedding Campaign	\$ 11,900.00	\$ 11,900.00	\$ -		\$ -
Google Ads	\$ 48,000.00	\$ 40,003.73	\$ 3,968.63	\$ 4,027.64	\$ 7,996.27
Google Ads - Wedding	\$ 8,000.00	\$ 3,986.33	\$ 1,974.74	\$ 2,038.93	\$ 4,013.67
Cambria Insider Quarter page ad	\$ 700.00	\$ 700.00			\$ -
CBID Co-op / SLO CAL Co-op /Music Road Trip	\$ 10,000.00	\$ 10,000.00			\$ -
Summer Marketing Campaign	\$ 5,000.00	\$ 2,670.29	\$ 2,006.42	\$ 323.29	\$ 2,329.71
Winter Marketing Campaign	\$ 5,000.00	\$ 5,000.00			\$ -
Visit Cambria - Content Development	\$ 42,000.00	\$ 34,650.00	\$ 1,650.00	\$ 5,700.00	\$ 7,350.00
Quarterly Landing Page	\$ 4,200.00	\$ 3,150.00	\$ 1,050.00		\$ 1,050.00
Blog Content & SEO	\$ 5,100.00	\$ 4,250.00		\$ 850.00	\$ 850.00
General/Ongoing Websites & App Edits (Visit & CCC)	\$ 7,200.00	\$ 6,000.00	\$ 600.00	\$ 600.00	\$ 1,200.00
App Itinerary & Tour Development	\$ 6,300.00	\$ 5,250.00		\$ 1,050.00	\$ 1,050.00
Ad Production/Creative Development (Visit Cambria)	\$ 10,200.00	\$ 8,500.00		\$ 1,700.00	\$ 1,700.00
Video & Photo Asset Gathering	\$ 9,000.00	\$ 7,500.00		\$ 1,500.00	\$ 1,500.00
Cycle Central Coast	\$ 45,100.00	\$ 35,855.24	\$ 4,968.49	\$ 4,276.27	\$ 9,244.76
E-Blast Development	\$ 3,600.00	\$ 2,700.00	\$ 450.00	\$ 450.00	\$ 900.00
Social Media Management	\$ 24,400.00	\$ 19,000.00	\$ 2,700.00	\$ 2,700.00	\$ 5,400.00
Meta - Traffic & Engagement Campaign	\$ 9,600.00	\$ 7,255.24	\$ 1,218.49	\$ 1,126.27	\$ 2,344.76
Blog Development & SEO/GEO	\$ 3,000.00	\$ 2,400.00	\$ 600.00		\$ 600.00
Visiting Influencers Expenses (Video & Photo Asset Gathering)	\$ 4,500.00	\$ 4,500.00			\$ -
Hard Costs/Subscriptions/Reports/Management	\$ 93,540.00	\$ 57,615.05	\$ 31,264.00	\$ 4,660.95	\$ 35,924.95
Account and Media Management, Meetings	\$ 36,000.00	\$ 30,000.00	\$ 3,000.00	\$ 3,000.00	\$ 6,000.00
Website Hosting - Visit Cambria	\$ 3,120.00	\$ 2,600.00	\$ 260.00	\$ 260.00	\$ 520.00
Website Hosting - Cycle Central Coast	\$ 240.00	\$ 200.00	\$ 20.00	\$ 20.00	\$ 40.00
Accessibility Annual Subscription - VC & CCC Websites	\$ 1,490.00	\$ 1,490.00			\$ -
Wayfinder Sign - Reprinting	\$ 1,800.00	\$ 1,800.00			\$ -
E-Blast Subscription (up to 30,000)	\$ 2,040.00	\$ 1,730.00	\$ 155.00	\$ 155.00	\$ 310.00
CCTC Membership, Website SSL, Domain Renewals, Misc.	\$ 1,225.00	\$ 979.05		\$ 245.95	\$ 245.95
Footfall Software Subscription	\$ 26,250.00	\$ (500.00)	\$ 26,750.00		\$ 26,750.00
App Annual Subscription	\$ 8,000.00	\$ 8,000.00			\$ -
Monthly Reports + Annual Planning Recap Report	\$ 5,680.00	\$ 4,920.00	\$ 380.00	\$ 380.00	\$ 760.00
Weather Ads / App Subscription	\$ 495.00	\$ 396.00	\$ 99.00		\$ 99.00
Klaviyo Subscription	\$ 7,200.00	\$ 6,000.00	\$ 600.00	\$ 600.00	\$ 1,200.00
Contingency Fund	\$ 14,000.00	\$ 13,001.00	\$ 999.00	\$ -	\$ 999.00
Miscellaneous	\$ 14,000.00	\$ 13,001.00	\$ 999.00		\$ 999.00
Total Marketing Services:	\$ 425,000.00	\$ 331,736.84	\$ 60,187.25	\$ 33,075.91	\$ 93,263.16

Cambria Tourism Board

Grant Funding Detail

Fiscal Year Ending June 30, 2027

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
<u>Outreach Funding:</u>				
			\$ -	\$ -
			\$ -	\$ -
	Outreach Funding Total Grants:	\$ -	\$ -	\$ -
<u>Event Funding:</u>				
	Lawn Bowls	\$ 4,000.00		\$ 4,000.00
	2027 CAWF	\$ 5,000.00		\$ 5,000.00
				\$ -
				\$ -
				\$ -
			\$ -	\$ -
			\$ -	\$ -
	Event Funding Total Grants:	\$ 9,000.00	\$ -	\$ 9,000.00
<u>Contingency Funds:</u>				
	Chamber Restoration Project	\$ 4,000.00		\$ 4,000.00
				\$ -
	Contingency Fund Total Grants and Fees:	\$ 4,000.00	\$ -	\$ 4,000.00
Grand Total Grants:				
		\$ 13,000.00	\$ -	\$ 13,000.00



September 29, 2026

Dear Cambria Tourism Board,

The Cambria Film Festival is applying for funding to host its 10th annual film festival, which will be held February 3-7, 2027.

The Cambria Film Festival has grown in the 9 years it has been in existence and has gained a reputation as a “must enter” festival not only because of the quality of the films we accept but also because of the beauty of Cambria. In addition, filmmakers love to screen their films to full theaters and the Cambria Film Festival has been able to provide that to them with the number of filmgoers we attract.

The festival is instrumental in attracting visitors and boosting tourism to our area during what would otherwise be a very quiet time. Because the festival is an international festival, we don’t only attract visitors from out of the area, but from all over the world. We have hosted filmmakers from Spain, Italy, Ukraine, and more. In addition, we also have dedicated volunteers and industry judges from Southern California that make the trip to be at the festival for its duration.

The Cambria Film Festival is a benefit to our community in that it welcomes visitors to enjoy its beauty and charm while dining, shopping, and exploring all the wonderful activities we have to offer.

Thank you for the opportunity to submit this application for funding to help us host another year of film arts while supporting independent film in Cambria.

Sincerely,

Lilliana Montero Plummer
Film Arts Director, Cambria Center for the Arts
Co-Director, Cambria Film Festival



Highway 1 Tourism Alliance (H1TA) - TOURISM EVENTS

Local Fund Area Support Guidelines & Application

Updated: September 2025

We appreciate your interest in partnering with our Local Fund Area (LFA) for support for your organization's event. We are pleased to receive your application for review, and look forward to learning more about your event, and how it will bring tourists to our area, which is our primary mission.

The Local Fund Areas (LFAs) support events and projects that are directly related to an increase in lodging (overnight stays, length of stay and return visits) within these unincorporated regions:

- San Simeon/Ragged Point
- Cambria
- Cayucos
- Los Osos/Baywood/Unincorporated Morro Bay
- Nipomo/Oceano
- Arroyo Grande Unincorporated/San Luis Obispo Unincorporated
- Avila Beach

Because the grants are funded by LFA funds, we must adhere to certain standards as we consider each request. If the LFA board chooses to support your funding application, the Highway 1 Tourism Alliance (H1TA) Board will then review each application, and will provide the final approval to support or deny funding requests. Funding requests under \$4,999 will be reviewed by a sub-committee of the H1TA Board consisting of the Chair and San Luis Obispo County representative. This sub-committee has the authority to approve, deny or bring to the full H1TA Board for approval. All funding applications are reviewed and approved at the next available H1TA Board meeting following the LFA board meeting.

Funding applications **must be submitted to the LFA board a minimum of 120 days prior to the event date** to allow for ample time for out-of-area marketing, and a **minimum of 14 business days before the LFA board meeting date**.

Criteria for Application Consideration

- **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
- **Marketing:** Reach outside of SLO County
- **Brand Support:** Visibility of the destination brand with inclusion in marketing and promotional materials

- **Location:** Takes place within an unincorporated region noted above
- **Timing:** Generates interest in the off-season (October through June)
- **Usage of funds:** A percentage of the funds need to be used to support an out-of-area marketing promotion, and funds can not be used to fund overhead or maintenance

All paperwork should be filled out completely prior to submission and be accompanied by supporting documents. All items below need to be included in order for your submission to be considered complete:

- All questions within the application addressed with thorough, complete answers
- Financials, including all expenses and income related to your event/project
- For events, a marketing plan will need be provided, including media, spend per outlet & audience reached
- Prior event outcomes (post event follow-up report if previous funding has been provided)

Action required by LFA boards: Included with the application submission and supporting documents provided by the requesting organization, the LFA board minutes must clearly outline why the LFA board is approving the funding request and how it directly connects to helping meet the mission for increased overnight stays as a result of the LFAs financial support. The minutes should also specify what measurable data and/or follow-up the board will require from the requesting organization.

Requirements of Sponsorship: In order to ensure that your event meets our goal to drive overnight stays, the following objectives and criteria are required to ensure that your effort will create exposure for the tourism brand while encouraging increased visitors.

Objectives

- Educate and build awareness among the event participants of the benefits of the supporting community as a tourism destination
- Provide an avenue to encourage participants and families to stay in order to generate room nights
- Integrate the local tourism brand into the event messaging

Criteria for Event Sponsorship

- **Visibility of lodging messaging:** Accommodations/Places to Stay section on your website and social media, with active links to lodging information on the LFA tourism site.
- **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).

- **Database acquisition:** A mechanism to gather email addresses and zip codes from attendees, with the agreement that these emails will be shared for inclusion in the LFA email database. Zip code data will be used to substantiate out-of-county attendance percentage.
- **Tickets for promotional purposes:** Ticketed events are required to provide 4 tickets to be used by the LFA for promotional purposes.
- **Program ad:** If the event includes a program, ad space is required.

We pledge our marketing support

The LFA, and the H1TA, will promote your event within our existing marketing assets, including a featured event profile on our website(s) and social media messaging.

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 Film Festival
Event Dates: February 3 - 7, 2027
Amount of Funding Requested: \$4,500.00 Overall Budget: \$55,973.00

Organization Information

Local Fund Area: Cambria
Submitted by: Lilliana Montero
Phone Number: (805) 234-5075
Email Address: lilliana@cambriafilmfestival.com
Organization Receiving Funds: Allied Arts Association of Cambria dba Cambria Center for the Arts
Mailing Address: PO Box 184, Cambria, CA 93428
Contact Person: Lilliana Montero

Event Description, including
website:

Please see attached

Event Details

	<u>Last Year</u>	<u>Current Year (Projected)</u>
Total Revenue	\$69,003.95	\$55,973.00
Total Expenditures	\$44,525.71	\$45,150.00
# of Attendees	300 Unique/1855 Tickets	350 Unique/2000 Tickets
% Out of Area Attendees	15 - 17%	20%
# of Room Nights*	100	100 +
Describe how event will support overnight stays:	The festival is a 5 day event showcasing about 80 independent films that are submitted by filmmakers from around the world. The filmmakers like to attend the festival to represent their films and, in some cases bring members of their families, cast and/or crew. In addition, the festival attracts attendees from out of the area that require lodging from anywhere from 1 to 4 nights. Additionally, the festival will invite VIP(s) to increase interest in attendance, which requires offering lodging to said VIP(s) as an incentive to participate.	

*please consider a vacation rental as 1 room/unit

Room night calculation: Grant funding \$ 4,500.00 / \$200 (average ADR) = 22.5 (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>LM</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>LM</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>LM</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>LM</u> | Tickets for promotional purposes: Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes. |
| <u>LM</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>LM</u> | Completed & signed Application |
| <u>LM</u> | Completed & signed W-9 |
| <u>LM</u> | Financials, including income and expenditures |
| <u>LM</u> | Marketing Plan |
| <u>LM</u> | Prior Year Follow-Up Report (if local monies have been provided in the past) |
| <u>LM</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 Allied Arts Association of Cambria dba Cambria Center for the Arts 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 29th day of September, 2026.

By (Signature): Lilliana Montero

Print Name: Lilliana Montero

Title: CCA Film Arts & Cambria Film Festival Director

Greg Pacheco, CTB Chair: _____

Date: 10/13/2026

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.

CAMBRIA FILM FESTIVAL FACT SHEET AND MARKETING PLAN

Event Description, including website

www.cambriafilmfestival.com

One of the most respected annual film festivals, attracting filmmakers, actors, and film lovers from throughout the globe.

Background

Now entering its tenth year, the Cambria Film Festival showcases feature and short films created by independent filmmakers from throughout the world in an intimate film festival set in our small seaside village. Scheduled for early February, it is designed to encourage attendees to our local area during an often slow period for visitors. Additional information about the Festival can be found at cambriafilmfestival.com.

As part of the Cambria Center for the Arts (with its own long history of successful productions of art, theater and classes), the Festival reaches out to a global audience of filmmakers through the film festival support site FilmFreeway.com—where it has received over 500 submittals for the 2027 Festival to date.

As the Festival has grown, and has garnered a reputation of being a “filmmakers festival” it is increasingly attracting more filmmakers to attend the event and spend multiple days in the community. Often, they bring with them colleagues or family to enjoy the Festival and the environs. In addition, the Festival attracts film lovers to the area to make a weekend of enjoying great film, meeting interesting filmmakers, and enjoying Cambria.

The funds requested will be used to broaden our outreach—in particular for attracting filmmakers from throughout the state and beyond. Funds will be used to leverage our strong web and social media presence and active email databases by advertising outside the region on FilmFreeway and providing incentives to attract more filmmakers and attendees to stay longer at the Festival.

Room Night Estimates

The Festival showcases films in multiple screening areas set up in the Cambria Center for the Arts campus; it also holds screenings and social events in multiple areas of Cambria and San Simeon. Over the course of 5 days of activities, over 80 different showings will take place, along with signature social events each evening.

All filmmakers accepted into the Festival are offered a complimentary two-night stay in the area. Frequently, filmmakers stay longer or bring additional guests. Over the past two years, the Festival has received 40 room nights as value-in-kind donations from sponsors, paid for an additional 20 room nights, and helped filmmakers book an additional 20 to 30 room nights paid directly by the filmmakers or their guests. In addition, we estimate about 10% of our unique 300 - 400 or so purchasers of film passes and tickets are from outside the area, which results in about 50 or more additional room nights booked. In total, we estimate as many as 100 paid room nights are a direct result of the 5-day festival.

As always, the Festival will continue to seek value-in-kind donations with local wineries, restaurants, shops, hotels and media partners to broaden the impact and reach of the Festival.

Marketing Plans

The Festival has developed a successful overall marketing plan to attract filmmakers, and local visiting filmgoers. Key planks include the following activities:

- Significant out-of-area advertising on FilmFreeway website. This reaches an international audience, resulting in a strong base of film submissions—which in turn results in a high-quality selection of films to be screened and attending filmmakers—which in turn attracts more filmgoers.
- High-quality graphics, including movie posters, film programs and save-the-date cards that grab the attention of the potential visitor and presents a professional, high-quality event.
- Broad reach on social media. The Festival relies on its own database of email addresses and social media followers, as well as those for the Cambria Center for the Arts, to build interest in the Festival. This activity continues throughout the year, but builds heavily from December through January, including some paid placements.
- Partnerships with local and non-local radio stations to target specific demographic markets of potential attendees
- Local signage, advertising and media outreach.

Budget Summary

A more detailed budget for the 2027 Festival is attached. In addition to the direct expenses, the Festival (as expected of all Cambria Center for the Arts programs) targets a 20% net operating revenue; this covers the non-profit center's shared costs (including insurance, rent, professional services, common utilities and services.)

All of the proposed grant will be used to underwrite just two costs: out-of-area promotion and filmmaker attendance incentives. These are the two costs directly related to bringing more visitors to stay in the area.

Festival Income: \$55,973

Ticket sales: \$20,823

Sponsorships (excluding grants): \$21,150

Submission fees and other films: \$8,500

Grants: \$4,500

Festival Expenses: \$45,150

Marketing and promotion: \$10,600

Design/Social Media: \$4,000

Out-of-area advertising (Cumulus): \$1,500

Out-of-area promotion (Film Freeway): \$2,000

Printing/signage/banners: \$3,100

Filmmaker attendance incentives: \$6,500

Awards/prizes: \$2,500

Travel subsidies: \$4,000

Receptions and events: \$6,700

Other festival costs: \$22,150

Net Operating Revenue: \$10,823

Allied Arts Association of Cambria

Budget Overview: 2027 Proposed Film Festival Budget

Revenue

10100 10100 TICKET SALES		
10110 10110 INDIVIDUAL		\$2,400.00
10121 10121 All Access Pass		\$10,885.00
10131 10131 Film Buff Pass		\$6,438.00
10132 10132 Six Pack		\$900.00
10140 10140 CLOSING NIGHT		\$200.00
10150 10150 OPENING NIGHT		
Total 10100 10100 TICKET SALES		\$20,823.00
10200 10200 DONATIONS-CASH		\$500.00
10201-donations to pass thru		
10205 - FESTIVAL SPONSOR - CASH		\$0.00
10206 - PROGRAM SPONSOR - CASH		\$5,000.00
10210 - STUDIO SPONSOR - CASH		\$2,500.00
10207 - EXECUTIVE PRODUCER - CASH		\$4,500.00
10220 - DIRECTOR - CASH		\$5,000.00
10240 - SCREENWRITER - CASH		\$300.00
_____ - FRIEND SPONSOR - CASH		\$100.00
Tourism Board Grant		\$4,500.00
10260 10260 PRODUCER		\$3,750.00
Total 10200 10200 DONATIONS-CASH		\$25,650.00
10400 SALES		
10420 10420 Wine and food		
10440 10440 - Submission Fees		\$6,500.00
Total 10400 SALES		\$6,500.00
11001 OTHER FILMS		\$3,000.00
Total 11001 Other Films		\$3,000.00
Total Revenue		\$55,973.00
Gross Profit	\$	\$5,973.00

Expenditures

20110 20110 DESIGN/SOCIAL MEDIA		
20111 20111 FACEBOOK		\$1,000.00
20112 20112 DESIGN		\$3,000.00
Total 20110 20110 DESIGN/SOCIAL MEDIA		\$4,000.00
20120 20120 ADVERTISING		
20122 20122 NEW TIMES		\$1,000.00
Total 20120 20120 ADVERTISING	\$	1,000.00
20140 20140 PRINTING/BANNERS		
20141 20141 BANNERS		\$300.00
201411 201411 PASSES		\$400.00
20142 20142 BROCHURES		\$150.00
20143 20143 LANYARDS		\$200.00
20147 20147 POSTERS		\$400.00
20148 20148 PROGRAMS		\$1,500.00
20149 20149 Rack Cards		\$150.00
Total 20140 20140 PRINTING/BANNERS		\$3,100.00
20200 20200 FESTIVAL COSTS		
20210 20210 FILM RENTAL		\$2,500.00
20213 20213 - Freeway Promotion		\$2,000.00
TOTAL FESTIVAL COSTS		\$4,500.00
20220 20220 VENUE RENTAL		
20222 20222 Other Venues		\$3,000.00
Total 20220 20220 VENUE RENTAL		\$3,000.00
20230 20230 EQUIPMENT RENTAL		
20231 20231 - Vets Hall Upgrades		\$0.00
Total 20230 20230 EQUIPMENT RENTAL		\$0.00
20240 20240 GOVT LICENSES		\$350.00
20270 20270 RECEPTIONS		
20272 20272 Opening Night		\$1,500.00
Filmmaker Night		\$1,500.00
Independent Spirit Night		\$1,500.00
20274 20274 CLOSING GALA		\$2,000.00
RECEPTION		\$0.00
20273 - SUNDAY BRUNCH		\$200.00
Total 20270 20270 RECEPTIONS		\$6,700.00
20276 20276 VIP BAGS		\$500.00
Total 20200 20200 FESTIVAL COSTS		\$7,200.00
20260 20260 - Award Payments		

Allied Arts Association of Cambria

Budget Overview: 2027 Proposed Film Festival Budget

20261 20261 - Award Prizes		\$2,500.00
20263 20263 - Travel Costs		\$4,000.00
Total 20260 20260 - Award Payments		\$6,500.00
20300 20300 FESTIVAL SUPPORT		
20312 20312 TSHIRTS FOR VOLUNTEERS		\$1,000.00
20313 20313 OFFICE SUPPLIES		\$500.00
20320 20320 EVENTIVE & FILMFREEWAY FEES		\$2,500.00
20330 20330 NEW EQUIPMENT		\$2,000.00
LICENSING/MEMBERSHIP		\$850.00
20350 20350 - Drayage/Setup/Temps		\$4,500.00
80100 80100 FILM FESTIVAL CONTINGENCY		\$7,500.00
Total 20300 20300 FESTIVAL SUPPORT		\$18,850.00
210200 210200 other films		\$2,000.00
TOTAL OTHER FILMS		\$2,000.00
7500 PROFESSIONAL SERVICES		\$2,000.00
7521 BANK FEES		\$500.00
Total 7500 PROFESSIONAL SERVICES		\$2,500.00
7700 ADMINISTRATION		
5300.2 5300.2 Branch Co-Funding		\$0.00
Total 7700 ADMINISTRATION		\$0.00
Total Expenditures	\$	45,150.00
Net Operating Revenue		\$10,823.00
Other Revenue		
15000 15000 DONATIONS-IN-KIND		6,000.00
15001 15001 Facilities-Hotel Rooms		12,000.00
15002 15002 GOODS		1,000.00
15003 15003 MEDIA	\$	19,000.00
Total 15000 15000 DONATIONS-IN-KIND	\$	19,000.00
Total Other Revenue		
Other Expenditures		
16000 16000 IN-KIND EXPENSE		6,000.00
16001 16001 - Facilities-Hotel Rooms		12,000.00
16002 16002 GOODS		1,000.00
16003 16003 MEDIA	\$	19,000.00
Total 16000 16000 IN-KIND EXPENSE	\$	19,000.00
Total Other Expenditures	\$	0.00
Net Other Revenue	\$	0.00
Net Revenue	\$	10,823.00



THE 2026 CAMBRIA FILM FESTIVAL TOURISM BOARD REPORT

OVERVIEW

We are delighted to announce that the Cambria Film Festival was, once again, a big hit! With over 300 unique attendees redeeming more than 1,800 tickets across our diverse slate of screenings and events, attendance remained consistently high in all venues. Participant feedback was overwhelmingly positive, specifically highlighting the caliber of our programming and the vibrant, energetic atmosphere that permeated throughout the festival.

Approximately 40% of all paid attendance came from outside the county, which contributed to the goal of increasing overnight stays. Attached as Exhibit "A" is an Excel spreadsheet showing the 2026 Cambria Film Festival Geo Analytics from Eventive, our programming and sales platform, and a Google Analytics Report from our website showing the different geographical areas we attracted.

Our program for the 2026 festival consisted of 97 films, including 8 feature films, each screening twice over the course of 5 days. Attendees enjoyed diverse cinema across four venues: the Cambria Center for the Arts Theatre, the Gallery Theatre, the Otter Theatre, and Moonstone Cellars Members Club Lounge. We also hosted a special reception each night in the Gallery, serving delicious fare from local caterers, the majority of which were also sponsors, such as The Singing Kitchen, Boni's Tacos, and Robin's Restaurant, with wine each night provided by the local wineries that make up the Pacific Coast Wine Trail.

Overall attendance increased by 15% over the prior year. We received 500 film submissions from around the world, the most we've ever received. We reached a total attendance of over 1,750 seats filled, attracted 50 local sponsors, and utilized more than 60 volunteers. Over 200 passes were sold or provided to sponsors, with an attendance rate of more than 89% on each of the five days (see attached Exhibit "B").

This year, we introduced our inaugural Family Film Block, a complimentary community event designed for children of all ages! We saw a fantastic turnout for this event of approximately 100 attendees - primarily young children accompanied by their parents. For some youngsters, not only was it their first time in a movie

theatre, but they also got to experience and learn what a film festival is, including participating in a Q&A session with attending filmmakers! We received excellent feedback from the families that attended, and hope to be able to offer this again in the future. Our other complimentary community program, the Lunch-Time Film Talk series, also did very well, with enthusiastic audience engagement. Overall, it was a standout season for our free community programs.

Overall, we received outstanding feedback from attendees and filmmakers, and we are incredibly grateful for the kind words from this year's filmmakers. Please see attached Exhibit "C" for examples of some of the positive feedback we've received directly via email and on our FilmFreeway platform.

VISITOR DATA

The majority of all attendees were from outside the immediate area. Based on the hard data we were able to collect, the estimated number of associated paid room nights is 101 nights, which includes sponsor-provided nights. However, based on the Attendee Geographical Analysis (see attached Exhibit "A"), we estimate this to be a higher number due to the number of attendees from areas not within a day trip's driving distance. Due to the short time-frame we had to collect the data, we do not have information for all purchases made.

Attendee information, including emails, for each Pass type is attached as Exhibit "D". Also attached are the Excel format files of these reports.

Advance All Access Passes, Film Buff Passes, and Individual Tickets were sold online through our website and locally at the Cambria Center for the Arts starting on November 21, 2025. Passes and individual tickets were also available and sold on-site during the Festival. The average capacity for individual screenings ranged from 60 -80% full, with several sold-out screenings. Overall, 1,854 tickets were issued over the 5 days and 51 events, attracting 307 unique attendees. (See attached Exhibit "E").

We spoke to a number of out-of-town guests who reported that they make this an annual event. One couple from out of state always plans their annual trip to Cambria around the film festival, and several couples from Southern and Northern California, Fresno, and Bakersfield also come annually, exclusively for the festival, and stay for an extended period.

We had some "walk-in" tourists who heard about the festival at their hotel or while out and about in town, and were excited to learn about it. Some of them bought tickets and indicated they plan to come back for the entire festival in the future.

BRAND SUPPORT

Visit Cambria was acknowledged as a Studio Level Sponsor throughout our marketing campaign, including:

- Reference in our press releases
- Logo and link on our website
- Logo in paid advertising
- Logo in the Festival Program and promotional posters
- Logo included in Sponsor pre-show reel
- Social Media promotion

We also included a link to the Visit Cambria booking widget on the main page of our website and provided the same to Cumulus Media to place on the ads they procured for the festival. (See attached Exhibit “F” for samples of key materials).

MARKETING/FINANCES

From our request of \$4,500, we dedicated \$1,640 to support an out-of-area advertising campaign. We contracted with Cumulus Media for a multi-platform advertising experience targeting the area from San Luis Obispo down south to Camarillo (see attached Exhibit “G”).

Attached is the full campaign report along with the DNA matchback list for our Display ads. Please see below for campaign highlights:

Standard Display:

- 62.51k impressions delivered - how many times our ad was served to our target audience
- 46 clicks - number of times that our ad was clicked on
- 0.07% Click-Through-Rate (CTR) - the percentage of times our ad was clicked by our target audience.

Responsive Guaranteed Display:

- 41.30k impressions delivered
- 286 clicks
- 0.69% CTR - we guarantee a 0.6% CTR and hit over that!

YouTube:

- 49.37k impressions delivered
- 13 clicks
- 0.03% CTR
- 96.88% Video Completion rate
 - The 6s video drove the most clicks with 11 clicks and had a 99.33% completion rate!

The balance of the funds supported our print advertising, social media campaigns, as well as filmmaker and VIP travel expenses to attract and encourage attendees. (See attached Exhibit "H").

LOOKING FORWARD

Based on the extremely positive response from attendees and filmmakers, we look forward to hosting the 10th Annual Cambria Film Festival February 3 - 7, 2027. Based on this year's experiences, we plan to continue to utilize the three screening venues at Cambria Center for the Arts, plus the off-site venue at Moonstone Cellars. As we have room to grow the number of film passes we sell to expand the potential audience, we look forward to increasing our out-of-area advertising to promote more tourism travel associated with the film festival. We plan to continue to work with local hotels to determine more effective ways to encourage a collaborative package to offer tourists and track booked hotel nights.

We would like to take this opportunity to thank the Tourism Board for its support of the Cambria Film Festival, and we look forward to continuing to work together as we grow and learn how we can better serve our community.

2026 Cambria Film Festival
Geo Analytics

Postal code	City	Region	Country	Total tickets	Total passes	Total unique customers	Local	Out of County
98227	Bellingham	Washington	United States	0	3	1		1
TOTALS				181	111	127	76	51
Local vs Out of County Percentages								
							76/127 = 60%	51/127 = 40%

EXHIBIT “A”

Postal code	City	Region	Country	Total tickets	Total passes	Total unique customers	Local	Out of County
93401	San Luis Obispo	California	United States	77	26	40	40	
93408	San Luis Obispo	California	United States	13	1	5	5	
93023	Ojai	California	United States	10	2	1		1
P7E	Thunder Bay	Ontario	Canada	7	0	1		1
93402	Los Osos	California	United States	6	5	5	5	
93444	Nipomo	California	United States	6	7	6	6	
90060	Los Angeles	California	United States	4	2	2		2
91017	Monrovia	California	United States	4	0	1		1
93456	Santa Maria	California	United States	4	0	1	1	
93955	Seaside	California	United States	4	0	1		1
95141	San Jose	California	United States	4	1	2		2
95824	Sacramento	California	United States	4	0	1		1
90042	Los Angeles	California	United States	2	0	1		1
91342	Sylmar	California	United States	2	0	1		1
91406	Van Nuys	California	United States	2	0	1		1
91606	North Hollywood	California	United States	2	0	1		1
91790	West Covina	California	United States	2	0	1		1
92008	Carlsbad	California	United States	2	0	1		1
93405	San Luis Obispo	California	United States	2	0	1	1	
93422	Atascadero	California	United States	2	1	2	2	
93423	Atascadero	California	United States	2	2	2	2	
93426	Bradley	California	United States	2	1	2	2	
93442	Morro Bay	California	United States	2	6	5	5	
93550	Palmdale	California	United States	2	0	1		1
93722	Fresno	California	United States	2	0	1		1
94040	Mountain View	California	United States	2	0	1		1
95820	Sacramento	California	United States	2	0	1		1
96022	Cottonwood	California	United States	2	0	1		1
90003	Los Angeles	California	United States	1	0	1		1
92627	Costa Mesa	California	United States	1	0	1		1
93420	Arroyo Grande	California	United States	1	2	2	2	

2026 Cambria Film Festival

Geo Analytics

Postal code	City	Region	Country	Total tickets	Total passes	Total unique customers	Local	Out of County
94601	Oakland	California	United States	1	1	2		2
94607	San Francisco	California	United States	1	0	1		1
94804	Richmond	California	United States	1	0	1		1
6880	Westport	Connecticut	United States	0	2	1		1
60515	Downers Grove	Illinois	United States	0	2	1		1
80111	Denver	Colorado	United States	0	1	1		1
85260	Scottsdale	Arizona	United States	0	1	1		1
90025	Los Angeles	California	United States	0	2	1		1
90232	Culver City	California	United States	0	2	1		1
90720	Los Alamitos	California	United States	0	1	1		1
91361	Westlake Village	California	United States	0	2	1		1
91405	Van Nuys	California	United States	0	2	1		1
92336	Fontana	California	United States	0	1	1		1
92595	Wildomar	California	United States	0	1	1		1
92804	Anaheim	California	United States	0	2	1		1
93065	Simi Valley	California	United States	0	2	1		1
93105	Santa Barbara	California	United States	0	2	1		1
93309	Bakersfield	California	United States	0	4	1		1
93428	Cambria	California	United States	0	3	2	2	
93434	Guadalupe	California	United States	0	1	1	1	
93446	Paso Robles	California	United States	0	1	1	1	
93455	Santa Maria	California	United States	0	2	1	1	
94088	Sunnyvale	California	United States	0	2	1		1
94110	San Francisco	California	United States	0	2	1		1
94404	San Mateo	California	United States	0	1	1		1
95037	Morgan Hill	California	United States	0	2	1		1
95119	San Jose	California	United States	0	2	1		1
95123	San Jose	California	United States	0	2	1		1
95136	San Jose	California	United States	0	2	1		1
95148	San Jose	California	United States	0	2	1		1
98207	Everett	Washington	United States	0	2	1		1

All Users

Add comparison

Custom

Jan 1 - Feb 9, 2026

Reports snapshot

Active users

525

New users

515

Average engagement time per active user

1m 05s

Event count

7K

Top pages/screens

PAGE TITLE AND SCREEN CLASS	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE
Cambria Film Festival	995	416	3,4K	28.4%
Festival Program	338	173	942	24.0%
2026 Schedule	327	164	910	18.7%
Passes	113	67	374	13.3%
2026 Films	106	76	369	20.6%
Shifts by Position	71	16	203	26.7%
2026 Sponsors	39	17	107	19.4%

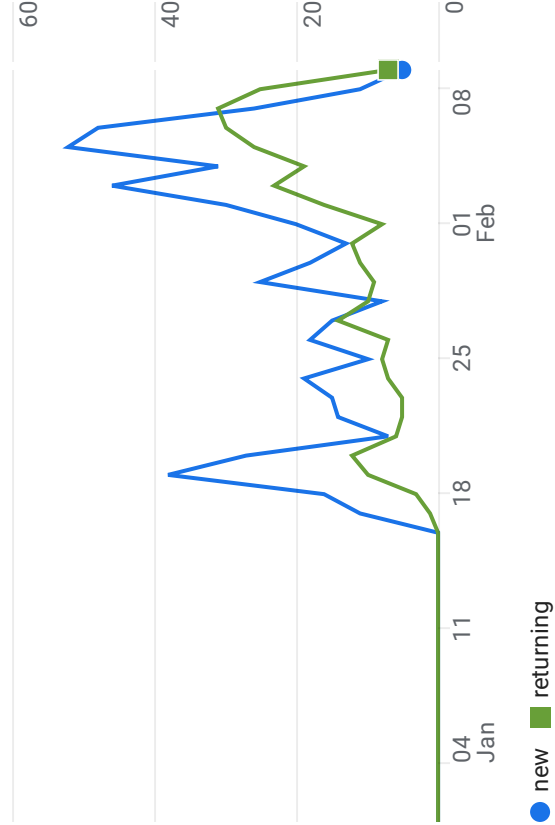
View pages and screens

Active users by First user source / medium	ACTIVE USERS
google / organic	235
(direct) / (none)	178
maverick / email	22
bing / organic	9
slocal.com / referral	9
cambriaarts.org / referral	8
pasoroblesdailynews.com / r...	8

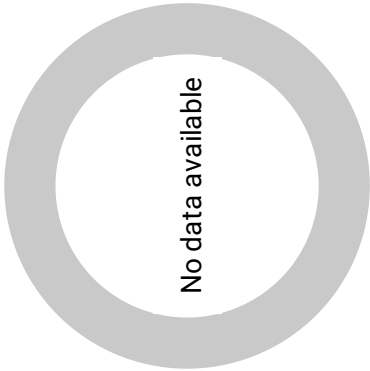
Sessions by Session source / me...

SESSION SOURCE / ...	SESSIONS
google / organic	545
(direct) / (none)	392
maverick / email	28
mail.google.com / ref...	23
app.constantcontact...	22
yahoo / organic	22
bing / organic	16

New vs Returning users



Key events by Platform



Active users by City

CITY	ACTIVE USERS
Los Angeles	108
San Jose	93
Cambria	57
Anaheim	27
San Luis Obispo	25
Morro Bay	24
San Francisco	23

Active users by Audience name

AUDIENCE NAME	ACTIVE USERS
All Users	525

EXHIBIT “B”

Attendance by date (scanned / total)

Date	Passholder	Standalone	No Acct/Rush	Total	Scan %
Wed, Feb 4, 2026	173 / 177	2 / 2	0 / 0	175 / 179	97.77%
Thu, Feb 5, 2026	451 / 451	15 / 19	0 / 0	466 / 470	99.15%
Fri, Feb 6, 2026	475 / 475	51 / 65	6 / 6	532 / 546	97.44%
Sat, Feb 7, 2026	390 / 396	33 / 75	1 / 1	424 / 472	89.83%
Sun, Feb 8, 2026	137 / 139	30 / 48	0 / 0	167 / 187	89.30%
1					

EXHIBIT "C"

"Cambria was an amazing experience through and through! A well run and fun festival with a solid curated selection of films and really great people. For a smaller seaside town, the screenings were packed with true film lovers that made for great Q&A's. Can't say enough good things about this festival! Thanks to everyone in Cambria who made it happen!!!" Brian Knapmiller - Sheepdogs

"Well, I thought I'd experienced the best of the best... until I got to the Cambria Film Festival. From start to finish, 5 stars... or make that 10!!! Lilliana, the FORCE behind it, along with her husband Jeff, and their amazing group of volunteers, are ON IT! Rapid-fire responses to email queries were a welcome change from the oft- delayed or non-existent communication one can often encounter on festival websites. And once at the actual festival, you can't move an inch without finding a volunteer to help guide you to your next film, event, or glass of wine. EXTREMELY generous is an understatement. Not only does the festival offer free wine (many choices from the wonderful local wine region) and yummy bites at all the events, but the swag bags contain bottles of yummy coastal wine and actually edible and usable products provided by the many sponsors. But above all, the enthusiastic audiences are genuinely ecstatic to greet the filmmakers. The community support there is a thing of beauty to behold. Dan Pavlik, our entire cast and crew, and myself, feel very fortunate that our film, "Lox" was selected here. Now we need to hurry up and make another film so we have an excuse to go back! Thank you Lilliana and Jeff and all your wonderful sponsors and volunteers for an unforgettable experience. Now... time to open that bottle of Moonstone Cellars wine, courtesy of winemaker/entrepreneur Todd Clift. Cheers to y'all in Cambria!" Bettina Devin -Lox

"Hi Lilliana and Jeff, Apologies for the delayed note, but I wanted to sincerely thank you for including Monster Slayer in the Cambria Film Festival. I had such a wonderful experience. It was a beautiful weekend and such a thoughtfully organized event. I was blown away by the attendance at the screenings and really appreciated the engaging conversations with audiences and fellow filmmakers. Thank you as well for your hospitality and for giving me the opportunity to share Monster Slayer with your community. I would love the chance to return with another film in the future." Catie Skipp - Monster Slayer

"Miss Daisy and her humans would like to thank you, your family, the sponsors, the volunteers, the filmmakers, the venues, and the attendees for their welcoming spirit and generosity at The Cambria Film Festival. We feel so blessed to have experienced it fully, along with so many acts of kindness from the surrounding businesses that made the whole event so special! To your continued success!" Trisha Simmons - Before I Leave

"Wonderful festival, and the communication and hospitality was top notch. Sadly we could not attend due to a family emergency, but all of my interactions with this festival were fantastic and I plan to submit future projects." Clare O'Connor - Kind Mother_

If you'd like to read reviews from past years, please visit our [FilmFreeway](#) page.

EXHIBIT “D”

All Access Pass Report

person.name	person.email	pass_bucket.name	City/Town		Lodging
			Where You	Live	
Robert Borstelmann	robntere2005@gmail.com	All-Access Pass			
Tracy Priestley	217miles@gmail.com	All-Access Pass			
Susan Gibson	suegnnewyork@yahoo.com	All-Access Pass	Atascadero		No
Mary Maher	calpennhb@aol.com	All-Access Pass			
Mary Maher	calpennhb@aol.com	All-Access Pass			
Josephine Wernecke	josiewern@gmail.com	All-Access Pass			
Josephine Wernecke	josiewern@gmail.com	All-Access Pass			
Wendy Clodfelter	jeveo@aol.com	All-Access Pass			
Wendy Clodfelter	jeveo@aol.com	All-Access Pass			
Kristen Frank	frankk2010@gmail.com	All-Access Pass			
Rebecca Hendricks	rhtrain@aol.com	All-Access Pass			
Michael Thomas	michael1953thomas@gmail.com	All-Access Pass			
Michael Thomas	michael1953thomas@gmail.com	All-Access Pass			
Marylyn Villeneuve	marylynv@gmail.com	All-Access Pass			
Karen Edwards	rangeraleg@aol.com	All-Access Pass			
Karen Edwards	rangeraleg@aol.com	All-Access Pass			
Kathryn & Al Curtice	lifetravelers@yahoo.com	All-Access Pass			
Kathryn & Al Curtice	lifetravelers@yahoo.com	All-Access Pass			
Leslie Manning	fivemutts@hotmail.com	All-Access Pass	Cambria		No
Shelly Vinatieri	shellyv7@gmail.com	All-Access Pass			
Shelly Vinatieri	shellyv7@gmail.com	All-Access Pass			
Janis Crowley	janis_crowley@sbcglobal.net	All-Access Pass			
CHRIS STOREY	chrisrstorey@gmail.com	All-Access Pass			
CHRIS STOREY	chrisrstorey@gmail.com	All-Access Pass			
Rick O'Herron	rickoherron@yahoo.com	All-Access Pass			
David Lubchansky	dlubchansky@hotmail.com	All-Access Pass			
David Lubchansky	dlubchansky@hotmail.com	All-Access Pass			
Cynthia Snell	cynthiasnell9@icloud.com	All-Access Pass	Boulder, CO		No
Jason Lopez	jlo@fastmail.com	All-Access Pass			

All Access Pass Report

person.name	person.email	pass_bucket.name	City/Town		Lodging
			Where You	Live	
Jason Lopez	jlo@fastmail.com	All-Access Pass			
Kristine Fox	kris.fox@outlook.com	All-Access Pass			
Melissa Lehman	melissa@brancie.net	All-Access Pass			
Melissa Lehman	melissa@brancie.net	All-Access Pass			
Joan Rice	joanadriennrice@gmail.com	All-Access Pass			
Joan Rice	joanadriennrice@gmail.com	All-Access Pass			
Jill kingery	jillkorte@yahoo.com	All-Access Pass	Redwood city		Yes
Jill kingery	jillkorte@yahoo.com	All-Access Pass	Redwood city		Yes
Jill kingery	jillkorte@yahoo.com	All-Access Pass	Sunnyvale		Yes
Ron Pippin	ron@shiny.tv	All-Access Pass			
Tom Alexander	tomalexander@a-celectric.com	All-Access Pass			
Tom Alexander	tomalexander@a-celectric.com	All-Access Pass			
Tom Alexander	tomalexander@a-celectric.com	All-Access Pass			
Tom Alexander	tomalexander@a-celectric.com	All-Access Pass			
Dan Kuperberg	kuperneim@att.net	All-Access Pass			
Dan Kuperberg	kuperneim@att.net	All-Access Pass			
Jeni McCormick	jeniclaire@gmail.com	All-Access Pass			
Rita Stout	ritastout70@gmail.com	All-Access Pass	Scottsdale		Yes
Chris Dipego	chris.dipego@gmail.com	All-Access Pass	Solvang		Yes
Chris Dipego	chris.dipego@gmail.com	All-Access Pass	Solvang		Yes
Lynne Singer	lfsingercpa@gmail.com	All-Access Pass	CAMBRIA		No
Ronnie Barry	ronniebarry@msn.com	All-Access Pass	Cambria		No
Ronnie Barry	ronniebarry@msn.com	All-Access Pass	Cambria		No
Claire Luu	janehongluu@gmail.com	All-Access Pass	Wildomar, Cali		Yes
Tom Parker	tparker9324@gmail.com	All-Access Pass	Santa Barbara		Yes
Karen Broumand	kbrmnd@gmail.com	All-Access Pass	Santa Barbara		Yes
Odette Hernandez	hernandezodette4@gmail.com	All-Access Pass	Cambria		No
Rob Koplos	rkoplos@duck.com	All-Access Pass	Ojai		No
Rob Koplos	rkoplos@duck.com	All-Access Pass	Ojai		No
Trina Cruz	trinacruz74@gmail.com	All-Access Pass	Santa Maria		No

2026 Cambria Film Festival
All Access Pass Report

person.name	person.email	pass_bucket.name	City/Town	
			Where You Live	Lodging
Trina Cruz	trinacruz74@gmail.com	All-Access Pass	Santa Maria	No

2026 Cambria Film Festival
Film Buff Pass Attendee Report

person.name	person.email	pass_bucket.name	City/Town Where You Live	Lodging
Robert Borstelmann	robntere2005@gmail.com	Film Buff Pass		
Valorie Hall	valorieghall@yahoo.com	Film Buff Pass		
Valorie Hall	valorieghall@yahoo.com	Film Buff Pass		
Timothy Coughlin	lgvision@comcast.net	Film Buff Pass	Los Gatos	Friends' home
Timothy Coughlin	lgvision@comcast.net	Film Buff Pass	Los Gatos	Friends' house
Sharon Young	mskyyoung@comcast.net	Film Buff Pass		
Sharon Young	mskyyoung@comcast.net	Film Buff Pass		
Debra Hori	debrahori@msn.com	Film Buff Pass	Cambria	No
Mary A Holsinger	mander2660@gmail.com	Film Buff Pass	Cambria	
Jill Spivack	jillspivack@gmail.com	Film Buff Pass		
Jill Spivack	jillspivack@gmail.com	Film Buff Pass		
Gloria Fiscali	glorious.flowers1@gmail.com	Film Buff Pass		
Kathy Anderson	kathyandersonlicsw@hotmail.com	Film Buff Pass		
Kathy Anderson	kathyandersonlicsw@hotmail.com	Film Buff Pass		
Marilyn Kass	marilynrkass@gmail.com	Film Buff Pass		
Marilyn Kass	marilynrkass@gmail.com	Film Buff Pass		
Valerie Eastman	machiko60@yahoo.com	Film Buff Pass		
Valerie Eastman	machiko60@yahoo.com	Film Buff Pass		
Jan Costello	jsgc@casscomm.com	Film Buff Pass	Cambria	No
Sherri L Barnes	fromcharm@gmail.com	Film Buff Pass	Ventura	Cambria Pines Lodge
Sherri L Barnes	fromcharm@gmail.com	Film Buff Pass	Ventura	Cambria Pines Lodge
Linda Finley	lindaфинley580@gmail.com	Film Buff Pass		
Steven Souza	sntsouza@prodigy.net	Film Buff Pass		
Steven Souza	sntsouza@prodigy.net	Film Buff Pass		
Gerry Porter	gporter909@gmail.com	Film Buff Pass		
Gerry Porter	gporter909@gmail.com	Film Buff Pass		
Marni Stanfield	marnistanfield@me.com	Film Buff Pass		
Mark Gross and Angela Gross	angmar34@twc.com	Film Buff Pass		
Mark Gross and Angela Gross	angmar34@twc.com	Film Buff Pass		
Theodore Pettersen	ttpettersen@msn.com	Film Buff Pass		

2026 Cambria Film Festival
Film Buff Pass Attendee Report

person.name	person.email	pass_bucket.name	City/Town Where You Live	Lodging
Theodore Pettersen	ttpettersen@msn.com	Film Buff Pass		
Tammy Prizio	tspencer08@att.net	Film Buff Pass		
Tammy Prizio	tspencer08@att.net	Film Buff Pass		
Evelyn Gonzales	evgon32@icloud.com	Film Buff Pass		
Evelyn Gonzales	evgon32@icloud.com	Film Buff Pass		
JAMES E ELLIS	jeellis@sparks-ellis.com	Film Buff Pass	Paso Robles	Home
JAMES E ELLIS	jeellis@sparks-ellis.com	Film Buff Pass	Paso Robles	Home
Andrew Allison	drew_allison@yahoo.com	Film Buff Pass	Cambria, CA	No
Sheri Kosh	sjkosh@gmail.com	Film Buff Pass	Cambria	My home
Sheri Kosh	sjkosh@gmail.com	Film Buff Pass	Oceanside	My friends home
constance brauer	conbrauer@gmail.com	Film Buff Pass	Cambria	No
Vicki Lymberopoulos	lymbos@gmail.com	Film Buff Pass	Westlake	Yes
Vicki Lymberopoulos	lymbos@gmail.com	Film Buff Pass	Westlake	Yes
Laurie Vallens	lvallens5@gmail.com	Film Buff Pass	Cambria	No
Karrie Hawbaker	karrie.hawbaker@gmail.com	Film Buff Pass	Cambria, CA	NA
Karrie Hawbaker	karrie.hawbaker@gmail.com	Film Buff Pass	Cambria, CA	NA

2026 Cambria Film Festival
Six Film Pack Pass Report

person.name	person.email	pass_bucket.name	City/Town Where You Live	Lodging
Shiva Prakash	shivap@verizon.net	6 Film Pack	Cambria	No
Shiva Prakash	shivap@verizon.net	6 Film Pack	Cambria	No
Shannon Brodigan	sbrodigan@sbcglobal.net	6 Film Pack	Cambria	No
Dayna Marie Crouch	dcrouch_58@yahoo.com	6 Film Pack	Cambria	
Elizabeth Haslam	ehaslam4@gmail.com	6 Film Pack		Yes
Elizabeth Haslam	ehaslam4@gmail.com	6 Film Pack		Yes
Margo Ternstrom	getmargo2@yahoo.com	6 Film Pack	Cambria	No
Lovesse Clopper	lovesse.t@hotmail.com	6 Film Pack	Morro Bay	No
Melanie Ram	melanieram@yahoo.com	6 Film Pack		

EXHIBIT “E”

"2026 Cambria Film Festival" attendee analytics

Filter by date (PDT)

FEB 4, 2026 – FEB 8, 2026

Filter by event type

ALL EVENTS

Scroll down to view attendance [by event](#), [by venue](#), [by tag](#), and [by date](#).

307

UNIQUE ATTENDEES (?)

247

UNIQUE SCANNED ATTENDEES

1,854

TICKETS ISSUED

1,764

TICKETS SCANNED

Attendance by event(scanned / total)

Type to filter...

Event	Venue Name	Passholder	Standalone	No Acct/Rush	Total	Scan %
Awards Night Reception & Awards Night Presentation	Cambria Center for the Arts Theatre	111 / 113	2 / 2	0 / 0	113 / 115	98.26%
Filmmaker Welcome Reception	Cambria Center for the Arts	103 / 103	2 / 3	4 / 4	109 / 110	99.09%
Opening Night Screening - In the Tracks of: Lalo Schifrin with Behind the Score	Cambria Center for the Arts Theatre	93 / 94	2 / 2	0 / 0	95 / 96	98.96%
Opening Night Sponsor Appreciation Reception	Cambria Center for the Arts	80 / 83	0 / 0	0 / 0	80 / 83	96.39%

Event	Venue Name	Passholder	Standard	No Acct/Rush	Total	Scan %
Whisper My Name	Cambria Center for the Arts Theatre	69 / 69	0 / 3	0 / 0	69 / 72	95.83%
Independent Spirit Night Reception	Cambria Center for the Arts	65 / 65	0 / 0	0 / 0	65 / 65	100.00%
Shorts Program - Transformations	Gallery Theatre at CCA	56 / 56	5 / 6	0 / 0	61 / 62	98.39%
Shorts Program - Anger Management	Gallery Theatre at CCA	57 / 57	1 / 2	0 / 0	58 / 59	98.31%
Shorts Program - Cinema Medley	Gallery Theatre at CCA	45 / 45	10 / 11	0 / 0	55 / 56	98.21%
Shorts Program - Rollercoaster of Life	Cambria Center for the Arts Theatre	50 / 52	4 / 5	0 / 0	54 / 57	94.74%
Shorts Program - Complexities of Love	The Otter Theatre at CCA	46 / 46	7 / 9	0 / 0	53 / 55	96.36%
Shorts Program - After Life	Cambria Center for the Arts Theatre	38 / 38	12 / 12	0 / 0	50 / 50	100.00%
Shorts Program - Emerging Filmmaker Showcase	Cambria Center for the Arts Theatre	47 / 47	1 / 1	0 / 0	48 / 48	100.00%
Brother Verses Brother	Cambria Center for the Arts Theatre	45 / 45	1 / 2	0 / 0	46 / 47	97.87%
Seems Like Love	Cambria Center for the Arts Theatre	39 / 39	5 / 5	0 / 0	44 / 44	100.00%
Shorts Program - Emerging Filmmaker Showcase	Moonstone Cellars Club Member Lounge	34 / 34	10 / 10	0 / 0	44 / 44	100.00%

Event	Venue Name	Passholder	Standalone	No Acct/Rush	Total	Scan %
Shorts Program - Anger Management	Cambria Center for the Arts Theatre	38 / 38	6 / 6	0 / 0	44 / 44	100.00%
Shorts Program - Ancestral Bonds	Cambria Center for the Arts Theatre	43 / 43	0 / 0	0 / 0	43 / 43	100.00%
Shorts Program - Complexities of Love	Gallery Theatre at CCA	42 / 42	0 / 0	0 / 0	42 / 42	100.00%
A Second Life	Cambria Center for the Arts Theatre	42 / 42	0 / 0	0 / 0	42 / 42	100.00%
Shorts Program - The Journey of Me	Gallery Theatre at CCA	37 / 37	0 / 2	2 / 2	39 / 41	95.12%
Odd Fish	Gallery Theatre at CCA	24 / 24	14 / 14	0 / 0	38 / 38	100.00%
Burt	Cambria Center for the Arts Theatre	28 / 28	10 / 12	0 / 0	38 / 40	95.00%
Shorts Program - Doc Block: All Works of Life	Gallery Theatre at CCA	35 / 35	2 / 2	0 / 0	37 / 37	100.00%
Odd Fish	Cambria Center for the Arts Theatre	37 / 37	0 / 0	0 / 0	37 / 37	100.00%
12 >>						

DOWNLOAD (.CSV)

Attendance by venue (scanned / total)

Event	Venue Name	Passholder	Standalone	No Acct/Rush	Total	Scan %
Shorts Program - Cinema Medley	Moonstone Cellars Club Member Lounge	29 / 29	3 / 4	0 / 0	32 / 33	96.97%
Shorts Program - After Life	Gallery Theatre at CCA	26 / 26	2 / 2	0 / 0	28 / 28	100.00%
Shorts Program - The Journey of Me	The Otter Theatre at CCA	24 / 24	3 / 3	0 / 0	27 / 27	100.00%
Burt	Gallery Theatre at CCA	23 / 23	3 / 3	0 / 0	26 / 26	100.00%
Shorts Program - Late Nite Cinema	The Otter Theatre at CCA	18 / 20	5 / 5	1 / 1	24 / 26	92.31%
Whisper My Name	The Otter Theatre at CCA	15 / 15	9 / 9	0 / 0	24 / 24	100.00%
Shorts Program - Ancestral Bonds	Moonstone Cellars Club Member Lounge	24 / 24	0 / 0	0 / 0	24 / 24	100.00%
A Second Life	The Otter Theatre at CCA	21 / 21	2 / 4	0 / 0	23 / 25	92.00%
Baby Doe	Cambria Center for the Arts Theatre	23 / 23	0 / 0	0 / 0	23 / 23	100.00%
Shorts Program - Late Nite Cinema, hosted by Filmmaker Jeff Wallace	Cambria Center for the Arts Theatre	18 / 18	3 / 5	0 / 0	21 / 23	91.30%
Shorts Program - Rollercoaster of Life	The Otter Theatre at CCA	18 / 18	2 / 2	0 / 0	20 / 20	100.00%
Seems Like Love	The Otter Theatre at CCA	18 / 18	0 / 0	0 / 0	18 / 18	100.00%
Brother Verses Brother	The Otter Theatre at CCA	16 / 16	1 / 1	0 / 0	17 / 17	100.00%
Shorts Program - Transformations	The Otter Theatre at CCA	16 / 16	0 / 0	0 / 0	16 / 16	100.00%
Shorts Program - Long Form Shorts	Gallery Theatre at CCA	13 / 13	0 / 0	0 / 0	13 / 13	100.00%
In the Tracks of: Lalo Schifrin with Behind the Score		9 / 9	3 / 3	0 / 0	12 / 12	100.00%
Shorts Program - Long Form Shorts	The Otter Theatre at CCA	7 / 7	0 / 0	0 / 0	7 / 7	100.00%

Event	Venue Name	Passholder	Standalone	No Acct/Rush	Total	Scan %
Baby Doe	The Otter Theatre at CCA	3 / 3	1 / 1	0 / 0	4 / 4	100.00%
Shorts Program - Doc Block: All Works of Life	Moonstone Cellars Club Member Lounge	1 / 1	0 / 2	0 / 0	1 / 3	33.33%
Family Films	Cambria Center for the Arts Theatre	0 / 2	0 / 16	0 / 0	0 / 18	0.00%
Family Films	Cambria Center for the Arts Theatre	0 / 0	0 / 38	0 / 0	0 / 38	0.00%
Family Films	Cambria Center for the Arts Theatre	0 / 0	0 / 2	0 / 0	0 / 2	0.00%

EXHIBIT “F”

2026 SPONSORS

FESTIVAL SPONSOR

JIM & ELAINE LEVIN ANDERSON

PROGRAM SPONSOR



PCWT
Pacific Coast
Wine Trail

STUDIO



EXECUTIVE PRODUCER



Cambria Film Festival

Ad · 🌐

...



Enjoy "Cinema by the Sea" with 5 days of independent film, nightly special events, immersive filmmaker experiences, and more! Passes and tickets are going fast - purchase yours now!





VISIT CAMBRIA

Enjoy your stay in Cambria by booking at one of our local hotels.

[Book Now!](#)

OUR MEDIA PARTNERS





FEBRUARY 4-8, 2026



www.visitcambriaca.com

EXHIBIT “G”



Marketing Goals + Strategy



Objectives of Your Marketing Campaign: Increase awareness of **Cambria Film Festival** along the Central Coast

The Approach: A holistic multi-platform advertising experience to engage with the consumers while accurately targeting your key audience, ensuring consistency without exhausting creative.

- **Part 1 – Awareness:** Utilize DNA Display to drive awareness to adults 45-70 with a HHI of \$250k who are movie intenders and wine enthusiasts.
 - Pathway to Success – DNA Display, YouTube
- **Part 2 – Consideration** – Utilize Responsive Guaranteed Display Ads + DNA Email Marketing to target adults 45-70 with a HHI of \$250k who are movie intenders and wine enthusiasts and provide them with a direct link to purchase tickets.
- **Part 3 – Radio:** Utilize 100.7 KHAY, 95.1 KBBY & 103.3 KRUZ for on air interviews and an online contest on each of the stations in exchange for 1 pair of all access tickets per station + logo inclusion in all marketing materials. Station to promote contest on-air, online & via social media channels.

Key Performance Indicators of Success: Increased web traffic + ticket sales

Cumulus Radio Audiences



100.7 KHAY is California Country. As Ventura and Santa Barbara's #1 Country music station, this Heritage Country Station is celebrating 50+ years in the market. **100.7 KHAY engages 75,000 active radio listeners a week!**



95.1 KBBY is Today's Hits and Yesterday's Favorites. This AC format reaches mothers in the market who hold the purchasing power. 95.1 KBBY is a very popular "at work" listening station and **engages 55,000 active radio listeners a week!**



Groovy 106.3 is Ventura County's True Oldies Channel and the 805's home of the Los Angeles Dodgers. Groovy's Oldies format delivering a nostalgic feel-good music and legendary music of the 60s and 70s. Groovy 106.3 **engages 35,000 active radio listeners a week!**



KRUZ 103.3 is California's Central Coast Classic Hits music station. KRUZ 103.3 plays the best Classic Hits and delivers an upscale audience with families. KRUZ **engages 125,000 active radio listeners a week!**



Cumulus
DIGITAL

www.cumulusdigital.com for digital marketing solutions offering a variety of state-of-the-art techniques to reach your ideal audience across multiple platforms. Digital campaigns are each personalized utilizing our local and national teams.



Radio Promotional Support



95.1 KBBY, 100.7 KHAY & 103.3 KRUZ is excited to partner with the 2026 CAMBRIA FILM FESTIVAL! To support the festival all 3 stations will run their own web contest to help increase awareness and ticket sales. Each station promo and mention will serve as an educational opportunity for our listeners to learn about the upcoming film festival. In support of the film festival we will host one contest per station on each of our station websites as well as create a web link directing people from our sites to your website.

Promo Window:

January 26th through January 30th – 3 PAIRS OF ALL ACCESS PASSES (one per station)

Sample Copy: "Want to do something fun and exciting? Spend the weekend in Cambria and enjoy the 9th annual Cambria Film Festival. Log on to khay.com/ 951kbbby.com/ 1033kruz.com and win your way in. Win a pair of ALL ACCESS PASSES to the Cambria Film Festival happening Feb 4-6th."

- **Minimum of 40 Live On-Air Promos per station valued @ \$125 each** **\$ 15,000**
 - **1 (3) minute pre-taped interview per station valued @ \$750 each** **\$ 2,250**
- *ONLINE EXPOSURE**
- **Inclusion in 1 E-blast per station valued @ \$1,000 each** **\$ 3,000**
 - **1 social media post per station valued @ \$1,000 each** **\$ 3,000**
 - **Exposure on 3 station websites with hyperlink** **\$ 3,000**

TOTAL PROMOTIONAL VALUE: \$ 26,250

Cumulus Media to Receive:

- **3 pairs (6 tickets) – All Access Passes – 2026 Cambria Film Festival**
- **Copy points + Artwork for on-air and website.**
- **Station to provide 3 station promos plus the interviews in exchange for the digital buy presented**

Why Cumulus Digital?



Our clients choose us because we **outperform the industry**, we **deliver actual people**, we are **local marketing experts**, and we **can do it all** – big or small.



WE OUTPERFORM
THE INDUSTRY

We consistently produce results that outperform industry metrics by an average of 25%.



WE DELIVER
ACTUAL PEOPLE

We use our database of 300 million consumers to identify and target your best prospects, delivering you not just impressions and clicks, but real customers with names and addresses.



WE ARE
LOCAL DIGITAL
MARKETING EXPERTS

We manage over 4,000 digital campaigns each month for local businesses across the U.S. Our clients' success is driven by our 100+ digital specialists nationwide, supported by our on-the-ground teams who provide invaluable local insights, customization, and support.



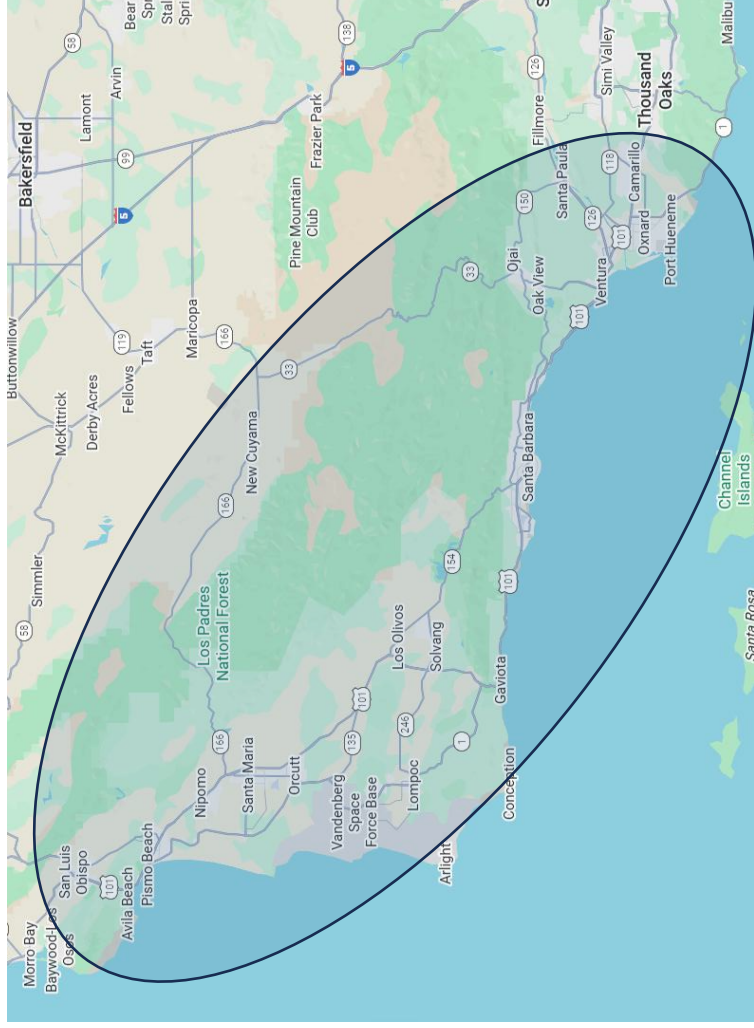
WE CAN DO IT ALL –
BIG OR SMALL

Whether you need support with a single digital tactic or are seeking a full-service digital agency, we cater to your needs.

Targeting – Movie Goers

Who is the target for Cambria Film Festival?

We want to target Adults 45-70 that have a Household income of \$250k+ and are movie intenders. We are targeting from San Luis Obispo down the coast to Camarillo.



Count Results:

18,119

Get Count

Selected Criteria ¹

Interests

Interests ▾

Movie Goers

1

Income & Wealth

Household Income ▾

\$250,000 - \$299,999

\$300,000 - \$399,999

\$400,000 - \$499,999

\$500,000 Plus

4

Geography

ZIP Code ▾

Individual

Age ▾

45 to 70

111

1

Definitive Named Audience (DNA) Digital is a highly targeted marketing strategy that focuses on reaching the right people for your business.

DNA DIGITAL

By combining data from sources like email lists, social media profiles, and purchase history, DNA ensures accuracy and effectiveness in connecting with your intended audience.

Benefits of DNA Digital

- ✓ No more guessing who is seeing your ads.
- ✓ You get a matchback list to compare sales, applicants, etc. (First Name, Last Name)
- ✓ Efficient technology effectively reaches your intended audience.
- ✓ Your message is pushed through tactics- banner ads, emails, Facebook, video and audio ads.



DATA PRECISION
WITH A REAL-TIME DATA
FIREHOSE FROM OVER
35 PROVIDERS

Track results with the matchback, dashboard, analytics and in-store visitor attribution.



Full Customer Matchback
via audience identity export*



Conversion Measurement
via tracking pixel and analytics



In-Store Visitor Attribution
foot traffic measurement



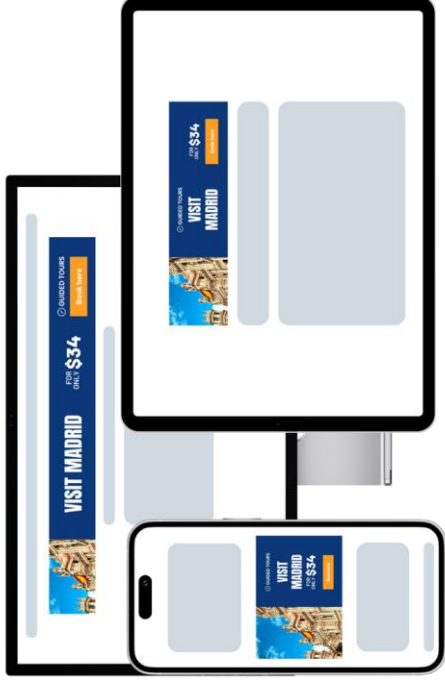
Performance Dashboard
track delivery and engagement

Display

Display digitally targets specific households by serving display or video ads to all the devices in a home - tablets, cell phones, Connected TVs, laptops, and desktops. It's like direct mail, but in a digital form.

Benefits

- ✔ Layering up to 3 audience identifiers, like Age + Gender + HHI, creates precise targeting. This maximizes the likelihood that your ads will impact ideal customers."
- ✔ Utilize your own customer database with up to 1 million home addresses to re-engage previous customers, fostering loyalty and encouraging repeat business.
- ✔ Implement cross-device targeting to serve video or display ads across all devices in a household, amplifying brand visibility and engagement among potential customers.



27%

Studies have shown

Of consumers conduct a search for a business after seeing their Display Ad

Examples of Audience Identifiers

- Household Income
- Homeowner or Renter
- Age/Gender
- Occupation Types
- Parents of teenagers

Responsive Guaranteed Display (RGD)

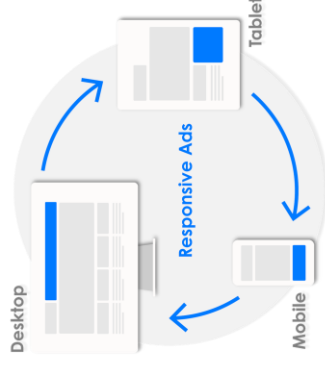
Experience the power of machine learning-driven ads that effortlessly adjust their size and format to fit any website or device your audience uses. We are so confident in RGD effectiveness that we guarantee performance!

- ✓ RGD ads' adaptability to various platforms and devices ensures optimal visibility and engagement.
- ✓ We reach 92%+ global users through access to Google's searches, videos & content.
- ✓ Machine learning optimizes the performance of your ads.

Cumulus Guarantee

.6% Guaranteed* click-through rate
That's almost 7X more website traffic than the national click-through rate average of a .08%.

*Additional Impressions are sole remedy of guarantee miss. Must be active and serving impressions for 21+ consecutive days & a maximum of one creative change per month.



Garage Door Experts
Boost curb appeal with stylish, durable new garage doors

OVERHEAD DOOR

OVERHEAD DOOR

Fast Door Repairs
24/7 emergency service for stuck or broken garage doors

[Learn More](#)

OVERHEAD DOOR

Doors Done Right
Custom Designs, expert installs, always on time

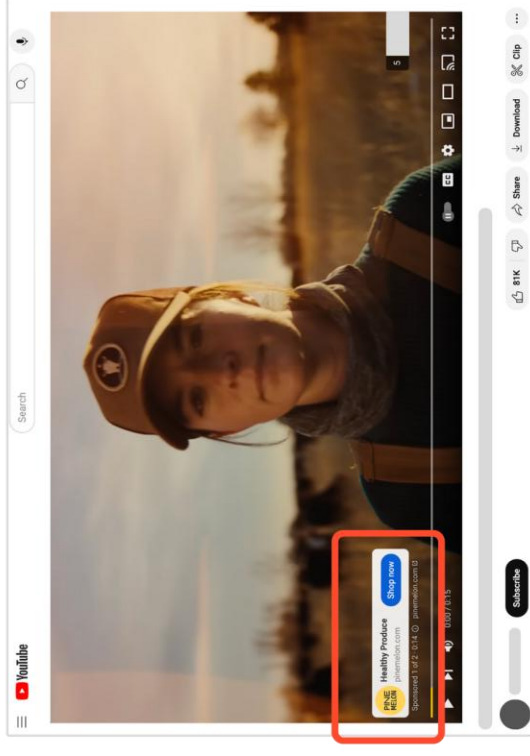
[Close](#) [Learn More](#)

YouTube

These are targeted video promotions that appear before, during, or after content on the platform, allowing brands to engage specific audiences with skippable, non-skippable, and display ad options tailored for effective reach and engagement.

Benefits

- ✓ You can target your ads to specific demographics, interests, and behaviors, ensuring that your message reaches the right people.
- ✓ YouTube is the second-largest search engine behind Google reaching over 250 million users.
- ✓ TrueView ads can help you build brand awareness and reach new customers who may not be familiar with your business.
- ✓ Video content is highly engaging, and can help you capture viewers' attention and encourage them to learn more about your product or service.



62% of Internet users in the U.S. access YouTube every day and spend approximately 48.7 minutes on YouTube each day.

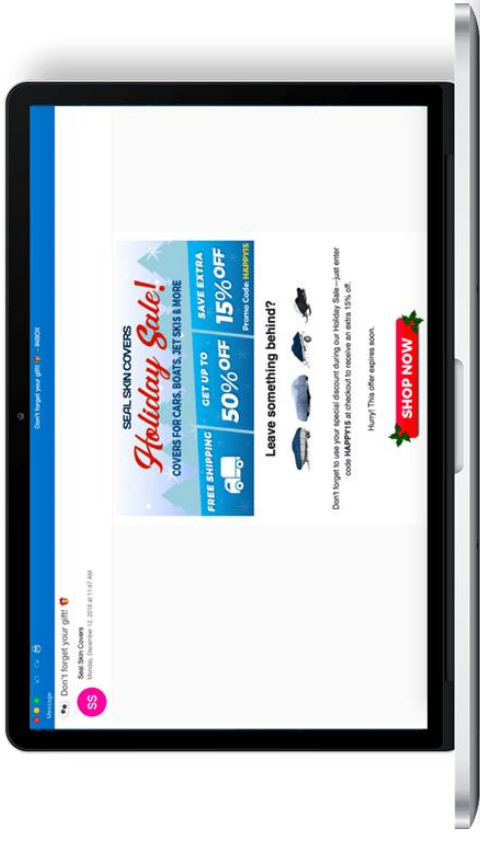
Email Marketing

Email Advertising targets your ideal audience, giving you access to millions of email records and hundreds of data segments.

With access to one of the largest and most extensive databases available, you can tap into over 750 Audience Identifiers and a whopping 150 million email records. This means you have the potential to reach a vast and highly targeted audience for maximum impact.

Benefits of Email Advertising

- ✓ Use data to serve emails to those more likely to be interested in your product or service.
- ✓ There are no print costs or postage fees, making emails more cost-efficient than direct mail.
- ✓ Emails are interactive! Adding multiple click-throughs to different pages or social media accounts, provides various ways for your ideal customer to engage with emails.
- ✓ Emails enable broader reach to connect you with a wider net audience.



Use responsive email design to reach users on different devices.

80.2% of users report viewing emails on a mobile device

[Track and Measure Campaign Success](#)

Get monthly reports on the performance of your emails, allowing you to fine-tune your email content and target specific audiences for better results.

TOTAL CAMPAIGN RECOMMENDATION



Tactic	Goal/Targeting	Good	Better
DNA Display	Increase Awareness Targeting: DNA List of potential customers	62,500 Impressions \$750	62,500 Impressions \$750
YouTube	Awareness Targeting: Recent search behavior related to cinema, movie lovers, indie films, etc.	\$400	\$400
Responsive Guaranteed Display	Increase Awareness, Prompt Engagement Targeting: key zip codes, key interests	37,500 Impressions \$450	37,500 Impressions \$450
Email + Remail	Targeting: DNA List of potential customers Min 40k emails sent + remail to those that viewed	-	40,000 emails \$840
Email Creative	\$300 for Templated Email	-	\$300
Total Impressions	DNA Target – 18,119 People	100,000 Impressions 5x frequency	136,875 Impressions 7x Frequency
Total Spend		\$1,600	\$2,740

Flight Dates – 1/19-2/7

*Client to receive 3 station promo will digital ad buy

*Client to produce digital assets, cost for Cumulus to produce \$350

Client Signature

Date Signed

EXHIBIT “H”

Allied Arts Association of Cambria

2026 Film Festival Statement of Activity Detail

January 1 - March 17, 2026

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Expenditures								
20100 20100 - Film Expenses								
20200 20200 FESTIVAL COSTS								
20110 20110 DESIGN/SOCIAL MEDIA								
20112 20112 DESIGN								
02/26/2026	Bill		Creative Design Graphics	2026 Film Festival	Invoice CD6342	2010 Accounts Payable - Due Artists	210.00	210.00
03/16/2026	Bill		Creative Design Graphics	2026 Film Festival	Balance on Invoice CD6342 -	2010 Accounts Payable - Due Artists	750.00	960.00
Total for 20112 20112 DESIGN							\$960.00	
Total for 20110 20110 DESIGN/SOCIAL MEDIA							\$960.00	
20120 20120 ADVERTISING								
20122 20122 NEW TIMES								
01/28/2026	Bill		Cumulus	2026 Film Festival		2010 Accounts Payable - Due Artists	1,640.00	1,640.00
Total for 20122 20122 NEW TIMES							\$1,640.00	
Total for 20120 20120 ADVERTISING							\$1,640.00	
20140 20140 PRINTING/BANNERS								
20141 20141 BANNERS								
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	93.36	93.36
Total for 20141 20141 BANNERS							\$93.36	
20142 20142 TICKETS								
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	305.28	305.28
Total for 20142 20142 TICKETS							\$305.28	
20147 20147 POSTERS								
01/15/2026	Bill		Cambria Business Center	2026 Film Festival	Misc	2010 Accounts Payable - Due Artists	25.16	25.16
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	288.77	313.93
Total for 20147 20147 POSTERS							\$313.93	
20148 20148 PROGRAMS								
01/20/2026	Bill		Printivity	2026 Film Festival		2010 Accounts Payable - Due Artists	67.33	67.33
01/20/2026	Bill		Printivity	2026 Film Festival		2010 Accounts Payable - Due Artists	954.57	1,021.90
Total for 20148 20148 PROGRAMS							\$1,021.90	
Total for 20140 20140 PRINTING/BANNERS							\$1,734.47	
20210 20210 FILM FESTIVAL RENTAL								
01/28/2026	Bill		Visitfilmsl	2026 Film Festival		2010 Accounts Payable - Due Artists	257.50	257.50
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	895.00	1,152.50
Total for 20210 20210 FILM FESTIVAL RENTAL							\$1,152.50	
20240 20240 GOVT LICENSES								
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	300.00	300.00
Total for 20240 20240 GOVT LICENSES							\$300.00	
20272 20272 -FRIDAY/FILMMAKER RECEPTION/THURSDAY								
01/31/2026	Bill		Lorienne Schwenk	2026 Film Festival	Singing Kitchen catering	2010 Accounts Payable - Due Artists	1,500.00	1,500.00
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	44.34	1,544.34
Total for 20272 20272 -FRIDAY/FILMMAKER RECEPTION/THURSDAY							\$1,544.34	
20274 20274 FILM MAKER NIGHT								
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	460.21	460.21
Total for 20274 20274 FILM MAKER NIGHT							\$460.21	
20277 20277 Miscellaneous Film Expenses								
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	1,054.74	1,054.74
02/16/2026	Bill		Sean Tuck	2026 Film Festival	Costco	2010 Accounts Payable - Due Artists	42.99	1,097.73
Total for 20277 20277 Miscellaneous Film Expenses							\$1,097.73	
Total for 20200 20200 FESTIVAL COSTS							\$8,889.25	
20260 20260 - AWARDS								
20263 20263 - Travel Costs								
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	335.26	335.26
Total for 20263 20263 - Travel Costs							\$335.26	
20276 20276 GIFT BAGS								
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	92.24	92.24
Total for 20276 20276 GIFT BAGS							\$92.24	

Allied Arts Association of Cambria

2026 Film Festival Statement of Activity Detail

January 1 - March 17, 2026

DATE	TRANSACTION TYPE	NUM	NAME	CLASS	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Total for 20260 20260 - AWARDS							\$427.50	
20300 20300 FILM FESTIVAL SUPPORT								
20313 20313 OFFICE SUPPLIES								
01/15/2026	Bill		Michael's	2026 Film Festival	Michael's Misc	2010 Accounts Payable - Due Artists	7.60	7.60
01/20/2026	Bill		AMAZON	2026 Film Festival	Misc	2010 Accounts Payable - Due Artists	21.99	29.59
01/20/2026	Bill		AMAZON	2026 Film Festival	Misc	2010 Accounts Payable - Due Artists	141.55	171.14
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	149.25	320.39
Total for 20313 20313 OFFICE SUPPLIES							\$320.39	
20330 20330 NEW EQUIPMENT								
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	122.00	122.00
Total for 20330 20330 NEW EQUIPMENT							\$122.00	
80100 80100 FILM FESTIVAL CONTINGENCY								
01/07/2026	Deposit		Cracker Barrel	2026 Film Festival		ADMIN - CHECKING	-42.23	-42.23
01/20/2026	Bill		AMAZON	2026 Film Festival	Misc	2010 Accounts Payable - Due Artists	90.54	48.31
01/20/2026	Bill		AMAZON	2026 Film Festival	Misc	2010 Accounts Payable - Due Artists	16.28	64.59
01/21/2026	Bill		AMAZON	2026 Film Festival	Misc	2010 Accounts Payable - Due Artists	53.57	118.16
01/21/2026	Bill		AMAZON	2026 Film Festival	Misc	2010 Accounts Payable - Due Artists	6.42	124.58
01/22/2026	Bill		The Morro Bay Theatre	2026 Film Festival		2010 Accounts Payable - Due Artists	25.00	149.58
02/16/2026	Bill		Lilliana Montero Plummer	2026 Film Festival	Reimburse	2010 Accounts Payable - Due Artists	579.18	728.76
02/26/2026	Bill		Amanda Ovalle Panos	2026 Film Festival	Invoice 44263 - Balloon Arch	2010 Accounts Payable - Due Artists	400.00	1,128.76
Total for 80100 80100 FILM FESTIVAL CONTINGENCY							\$1,128.76	
Total for 20300 20300 FILM FESTIVAL SUPPORT							\$1,571.15	
Total for 20100 20100 - Film Expenses							\$10,887.90	
7500 PROFESSIONAL SERVICES								
7522 7522 CREDIT CARD CHARGES								
01/31/2026	Receipt	9375	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	0.88	0.88
01/31/2026	Receipt	9373	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	3.58	4.46
01/31/2026	Receipt	9372	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	67.70	72.16
01/31/2026	Receipt	9371	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	39.18	111.34
01/31/2026	Receipt	9369	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	0.59	111.93
01/31/2026	Receipt	9368	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	65.07	177.00
02/28/2026	Receipt	9381	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	95.76	272.76
02/28/2026	Receipt	9381	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	17.16	289.92
02/28/2026	Receipt	9381	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	9.94	299.86
02/28/2026	Receipt	9381	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	15.32	315.18
02/28/2026	Receipt	9381	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	2.82	318.00
02/28/2026	Receipt	9381	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	3.40	321.40
02/28/2026	Receipt	9381	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	1.47	322.87
02/28/2026	Receipt	9381	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	9.48	332.35
02/28/2026	Receipt	9381	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	78.43	410.78
02/28/2026	Receipt	9381	Credit Card Sale	2026 Film Festival		ADMIN - CHECKING	19.31	430.09
Total for 7522 7522 CREDIT CARD CHARGES							\$430.09	
Total for 7500 PROFESSIONAL SERVICES							\$430.09	
Total for Expenditures							\$11,317.99	
Net Revenue							\$ -2,352.72	



ARCHER & HOUND

Visit Cambria Marketing Report

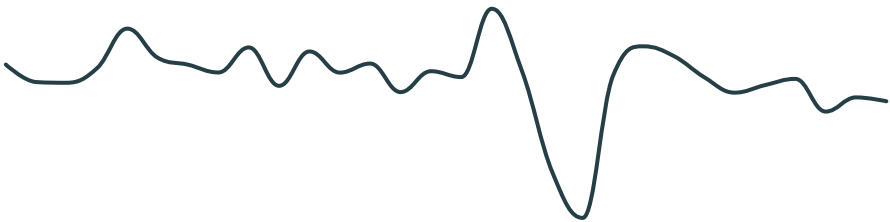
September 2026



Website Traffic

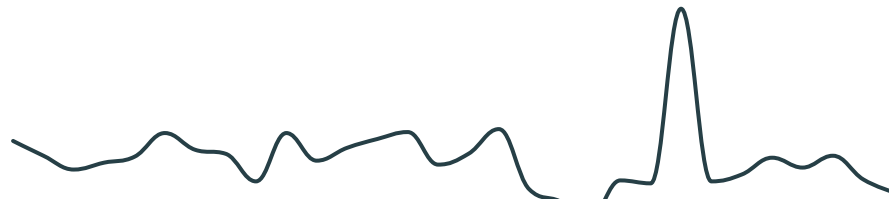
Sessions

48,614



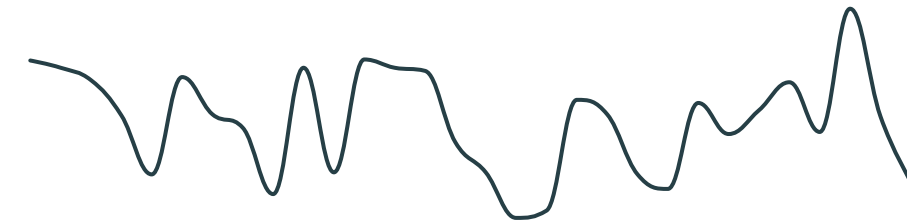
Conversions

2,528



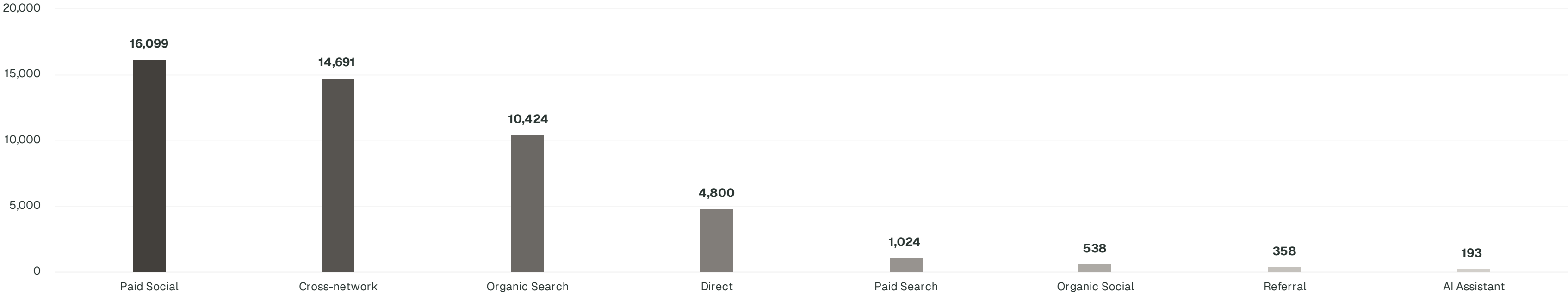
Conversion Rate

3.15%



Session by Channel

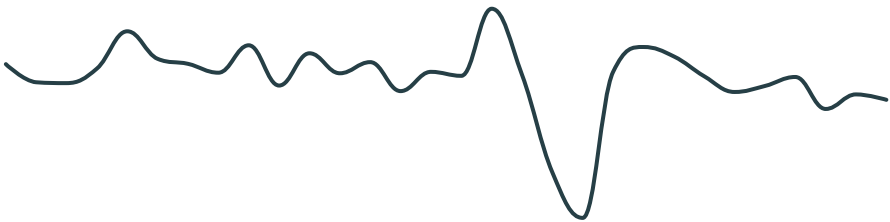
48,614



Website Traffic—User Insights

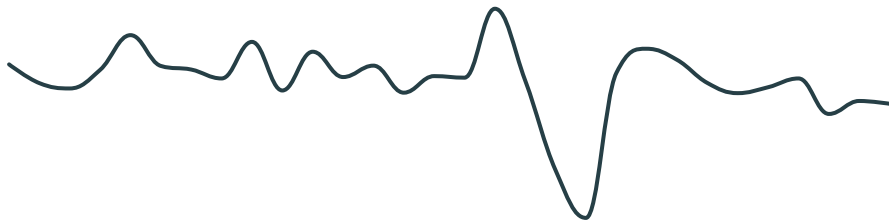
 Total Users

42,231



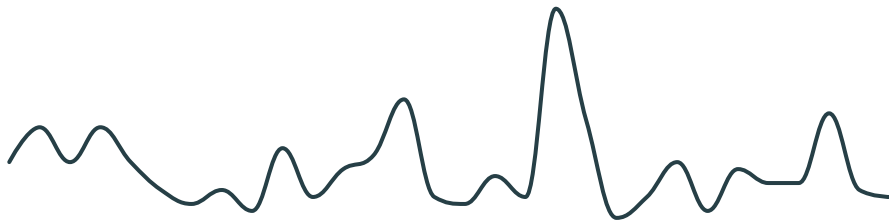
 New Users

40,587



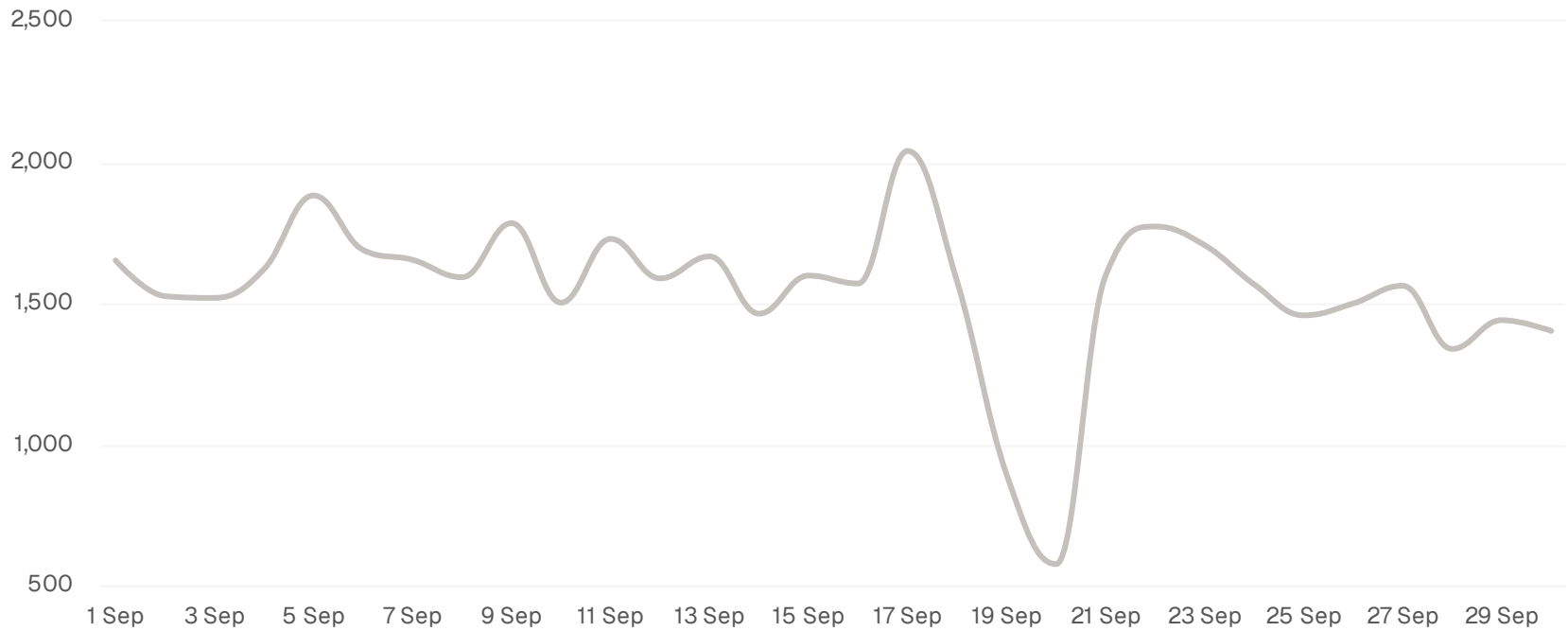
 User Engagement Duration Per User

00:00:34

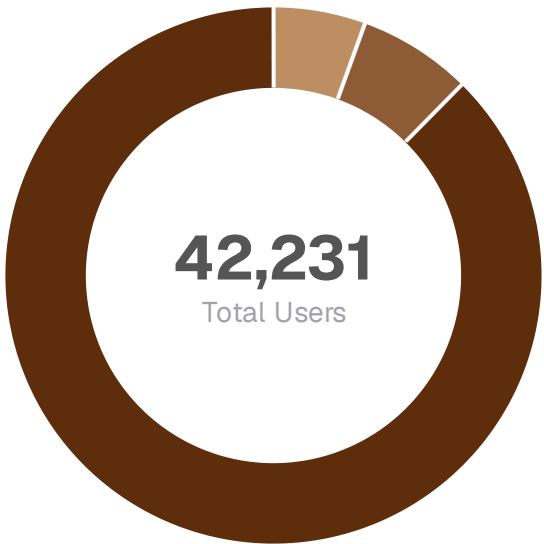


 Total Users

42,231



 Total Users



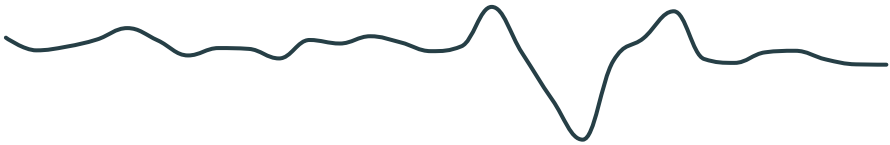
- New 40,554
- Returning 3,175
- Unknown 2,559

Website Traffic—Page Insights



Views

76,948



Total App Downloads

15,996

Wedding Form Submissions

1



Top 10 Pages

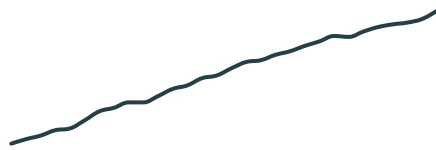
Page	Views	Engagement Rate
/	19,797	44.26%
/weddings-in-cambria/	7,332	41.06%
/5-hidden-gems-to-discover-in-cambria/	5,477	55.35%
/everything-uniquely-cambria/	4,364	46.70%
/visitors/	2,915	68.69%
/lodging-specials/	2,328	86.14%
/linns-restaurant/	2,029	58.62%
/lodging/	1,967	95.11%
/events/	1,880	90.02%
/covell-clydesdale-ranch/	1,397	68.89%

Organic Social—Facebook

f

Page Follows

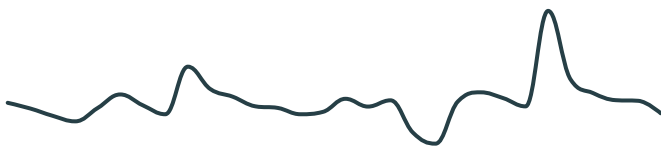
129.8 K



f

Post Engagement

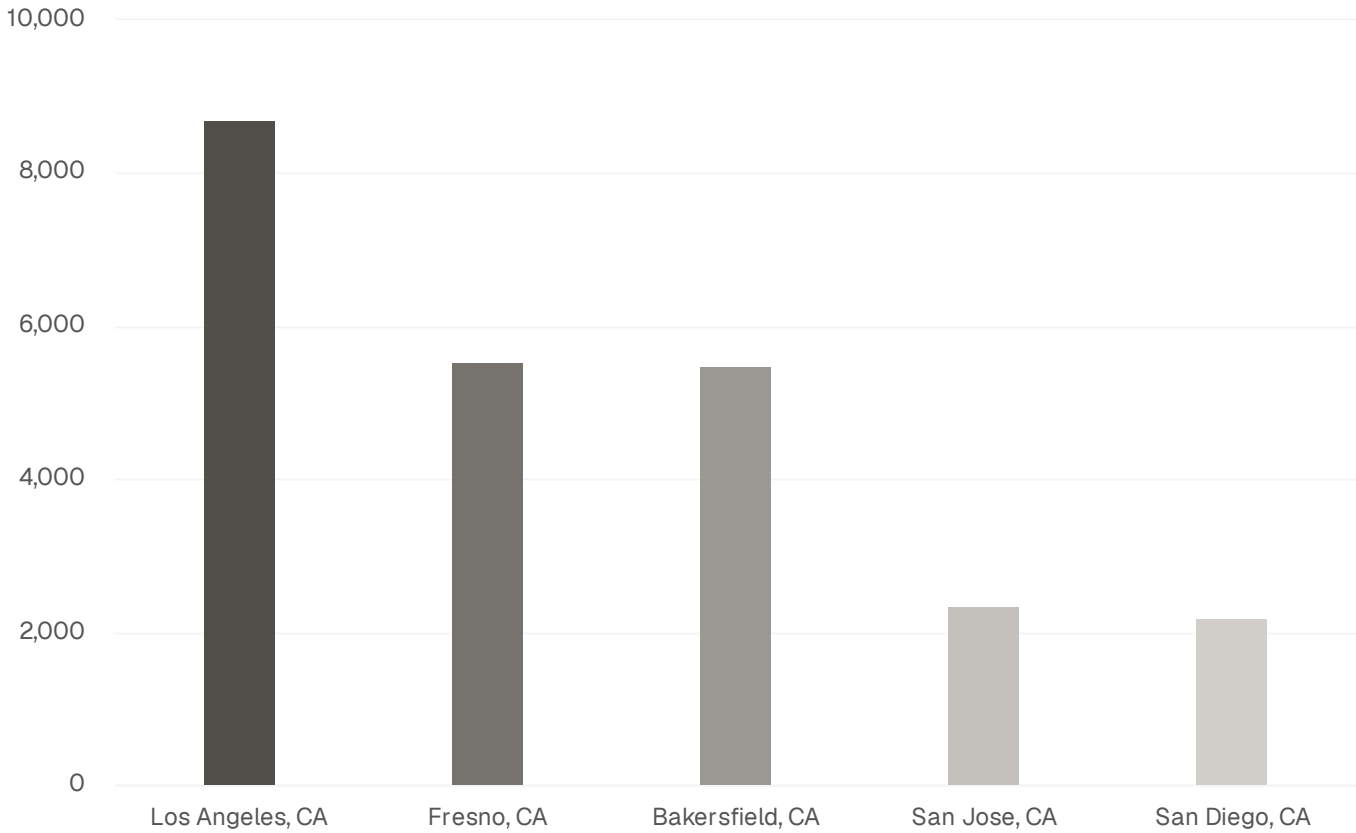
32,100



f

Page Follows

53,853



f

Top 5 Facebook Posts

Date	Post	Likes	Shares	Clicks
Sep 1, 2026	 Picture crisp coastal mornings, color...	681	30	158
Sep 28, 2026	 Wishing you this kind of stress and t...	324	15	188
Sep 25, 2026	 Working 9 to 5? Not this Dolly. ... Photos from Visit Cambria's post	320	23	2,595
Sep 21, 2026	 Can you blame us, though? 🌊 ✨ S...	205	14	62
Sep 17, 2026	 Imagine saying “I do” surrounded by ...	182	20	188

Organic Social—Instagram

Followers

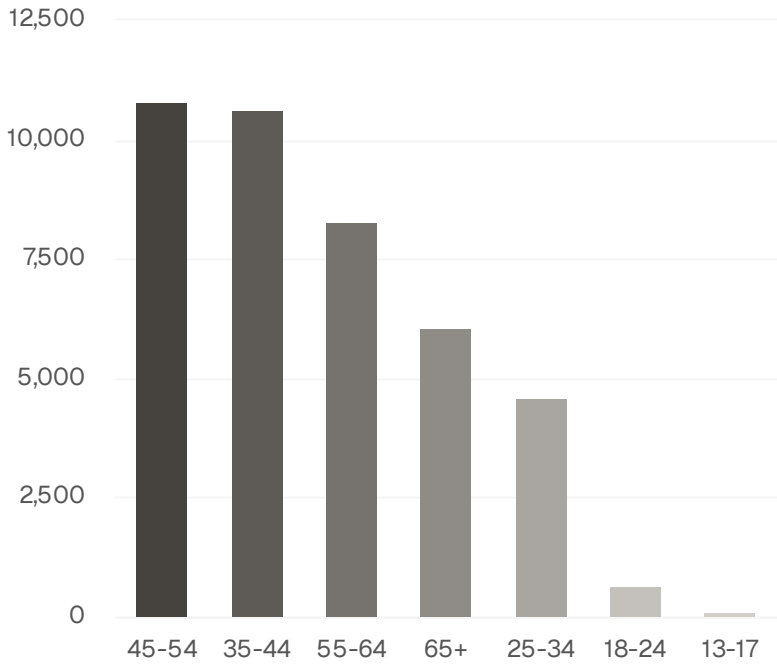
42,320

Post Engagements

3,614

Followers by Age

40,981



Top 5 Instagram Posts

Date	Post	Reach	Likes	Saved
Sep 1, 2026	 Picture crisp coas...	12,616	1,261	100
Sep 25, 2026	 Working 9 to 5...	9,999	671	14
Sep 9, 2026	 What are your favorite places to eat in Cambria? We asked, and ...	9,927	574	132
Sep 6, 2026	 Cambria's Best Hiking Spots Consider this y...	5,638	464	59
Sep 18, 2026	 Ever wonder what...	6,024	441	23

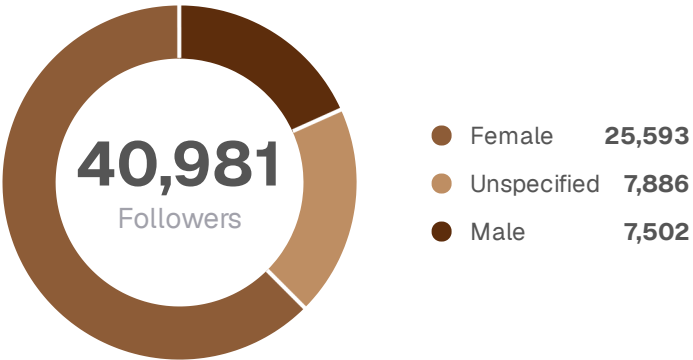
Saves

1,722

Shares

2,166

Followers by Gender



Organic Social—Pinterest

 Impressions

2,172

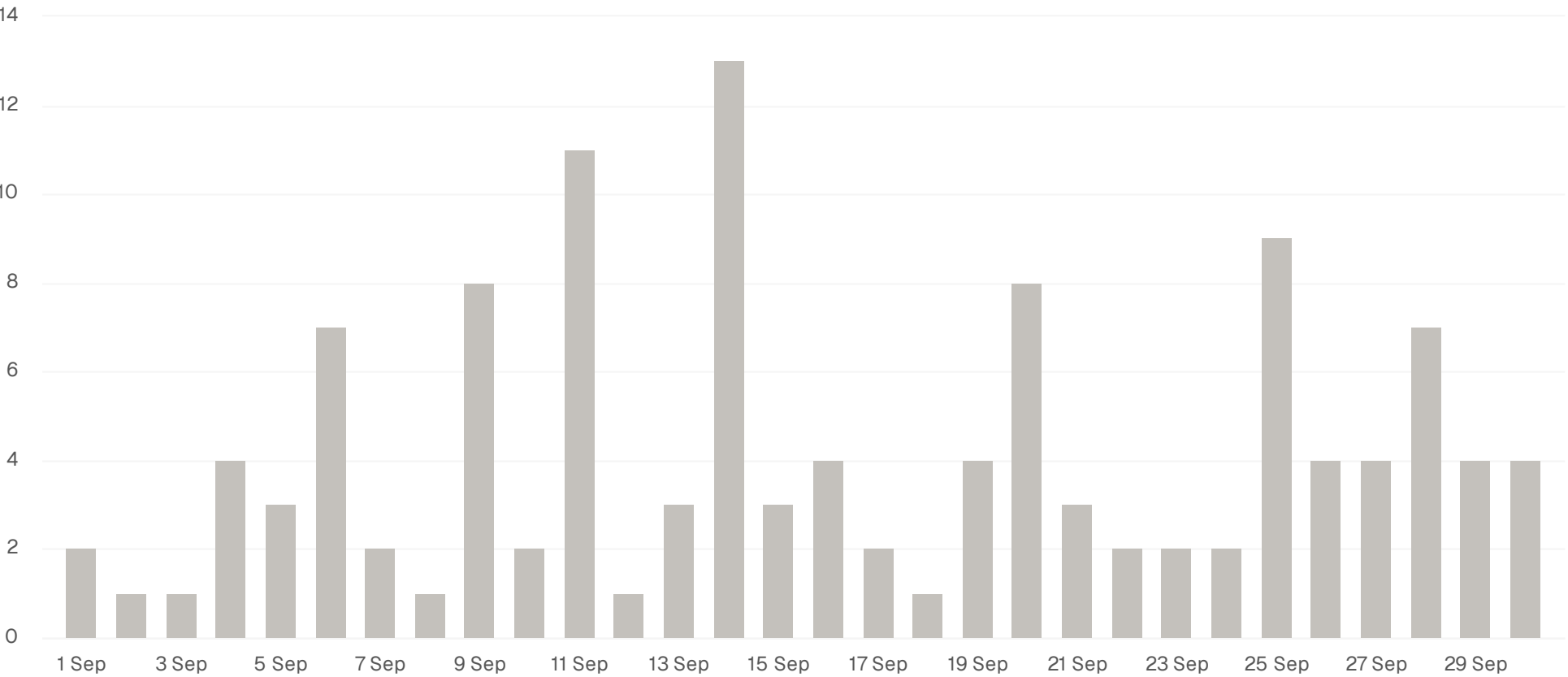
 Engagement Rate

5.62%

 Outbound Clicks

12

 Engagements 122



 Pin Click Rate

4.01%

 Pin Clicks

87

Paid Digital Advertising—Meta

Amount Spent

\$9,400.07

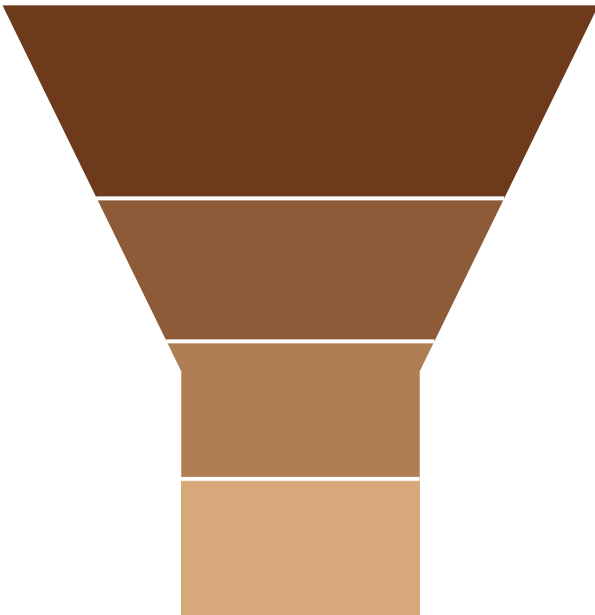
Impressions

850.5 K

Landing Page Views

15,668

Click Funnel



- Impressions 850 K
- Clicks 24,601
- Outbound Clicks 16,569
- Landing Page Views 15,668

Campaign Insights

Campaign	Impressions	Landing Page Views	Average CPC	CTR
A&H L1 Engage Traffic A/B/C/G/J 071726	433,199	11,404	\$0.38	3.80%
A&H L1 Awareness Weather CV 070725	320,767	552	\$1.67	0.29%
A&H L1 Engagement Summer 2026 060321	40,549	859	\$0.62	2.69%
A&H L2 Lead Newsletter 070725	24,656	4	\$0.21	7.92%

CTR

2.89%

CPC

\$0.38

Paid Digital Advertising—Google

 Amount Spent

\$6,007.50

 CTR

3%

 Clicks

16,873

 Avg CPC

\$0.36

 Conversions

5,855.29



 Campaign Breakdown

Campaign	Cost	Impressions	Clicks	Avg CPC	Conversions	Conversion Rate
Demand Gen CTB Vacationers Prospecting	\$2,407.00	432,582	10,969	\$0.22	5,671.73	48.02%
Demand Gen Cambria Weddings Early Planning	\$2,000.67	123,264	5,028	\$0.40	10.00	0.20%
Search Visit Cambria Brand	\$1,599.82	5,826	876	\$1.83	173.56	19.81%



ARCHER & HOUND

Cycle Central Coast Marketing Report

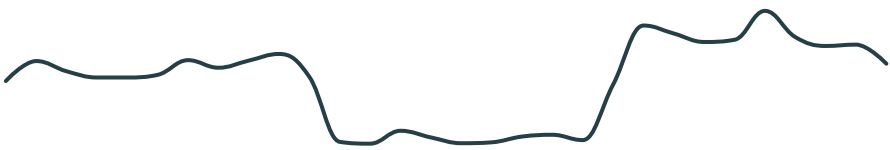
September 2026



Website Traffic

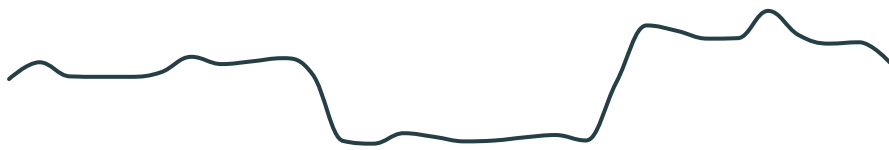
Sessions

5,501



Total Users

5,102



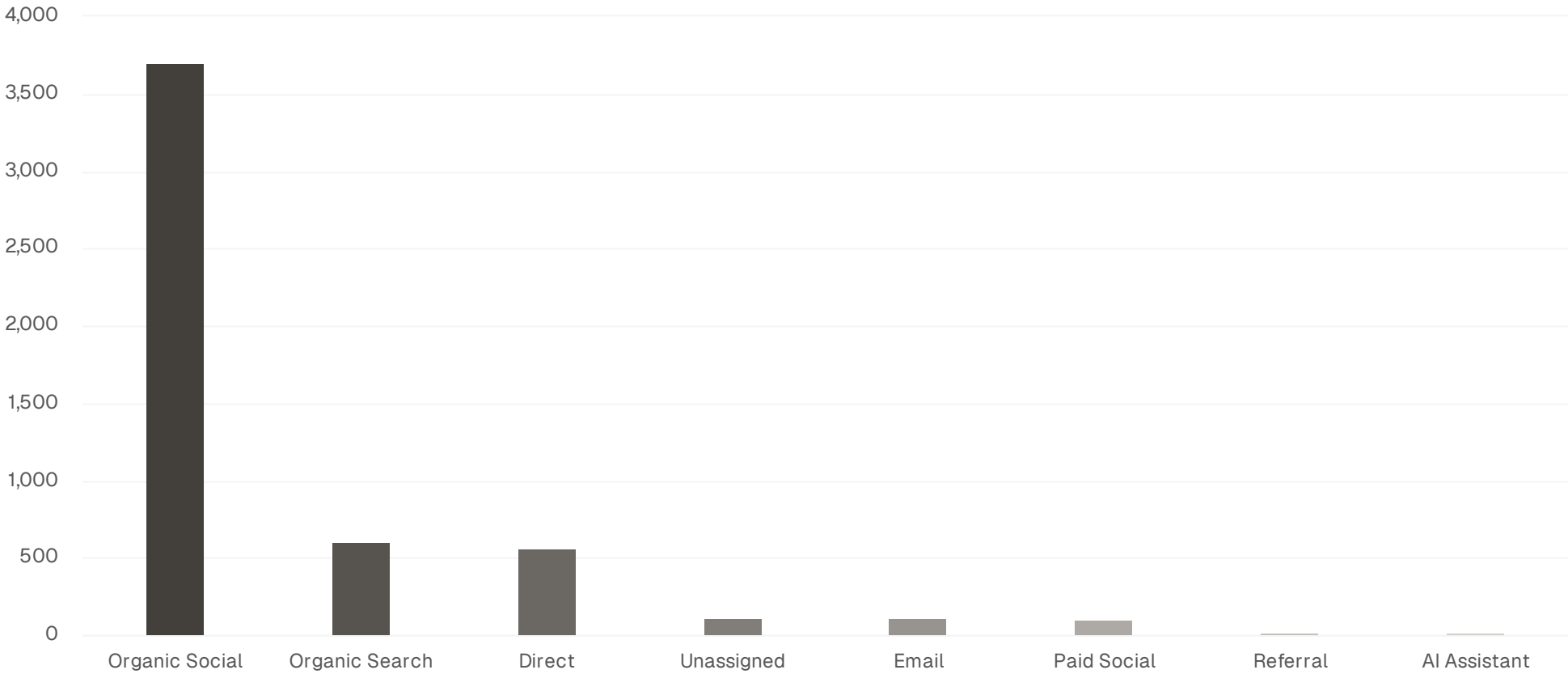
New Users

4,927

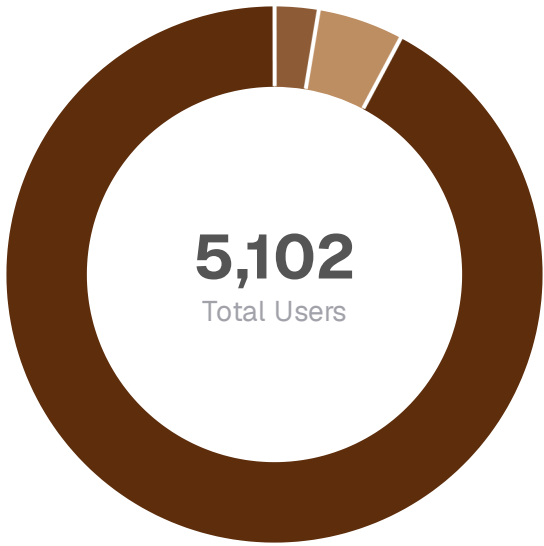


Total Users

5,102



Total Users



New 4,934
Unknown 277
Returning 141

5,102
Total Users

Website Traffic—Page Insights



Views

6,516



Engagement Rate

24.40%



Average Session Duration

00:01:45



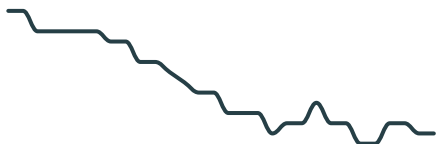
Top 10 Pages

Page	Views	Engagement Rate
/blog/guide-to-ragged-point-for-cyclists/	3,877	13.49%
/routes/	344	63.27%
/	344	46.18%
/events/	263	80.85%
/blog/highway-1-cycling/	114	70.00%
/event/lighthouse-century-2026/	109	90.72%
/blog/guide-to-training-for-road-cycling-on-the-central-coast/	93	29.55%
/event/california-coast-classic-2026/	91	75.56%
/blog/fall-for-cycling-why-autumn-is-the-best-season-to-ride-the-central-coast/	58	69.05%
/resources/	56	70.59%

Organic Social—Facebook

f Page Follows

34,289



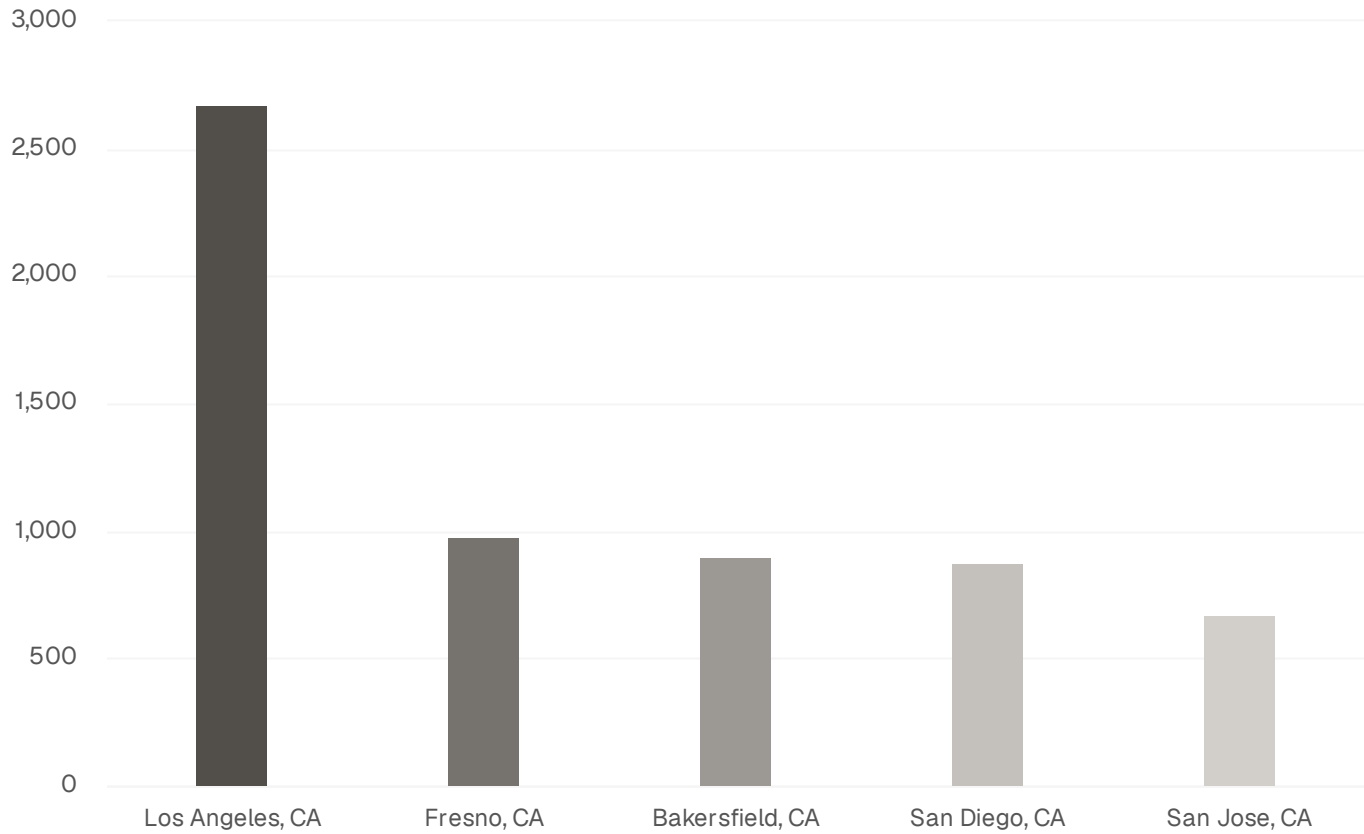
f Post Engagement

4,807



f Page Follows

14,187



f Top 5 Posts

Date	Post	Likes	Shares	Clicks
Sep 22, 2026	 Consider this your sign to make it a f...	32	0	16
Sep 11, 2026	 The perfect Saturday doesn't require ...	20	0	15
Sep 7, 2026	 Happy Labor Day from the Centr...	13	1	15
Sep 15, 2026	 Texting is cool and all, but hear us o...	12	0	5
Sep 21, 2026	 There is no Plan B.	10	0	7

Organic Social—Instagram

 Followers

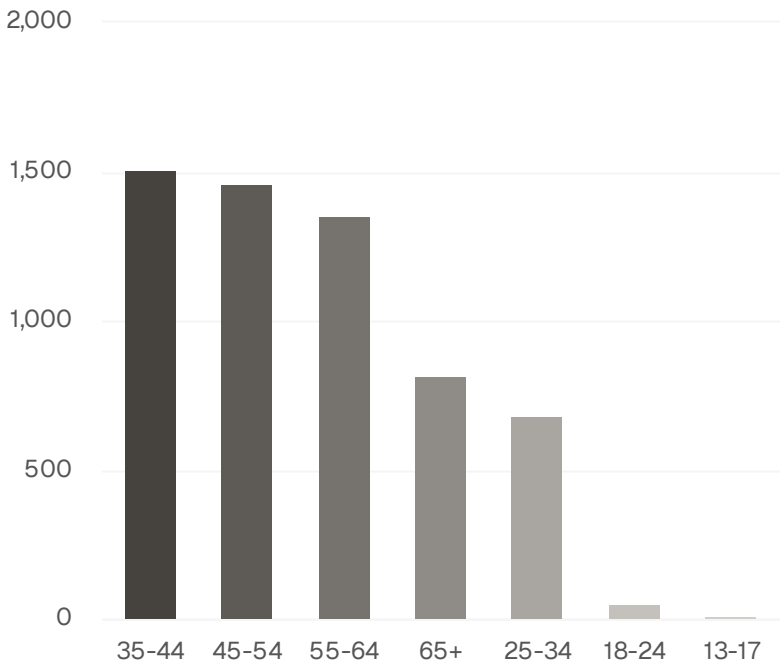
5,952

 Post Engagement

218

 Followers by Age

5,846



 Top 5 Instagram Posts

Post	Date	Reach	Likes	Saved
 The perfect Satur...	Sep 11, 2026	2,693	146	5
 Funny how it's not...	Sep 17, 2026	1,628	71	6
 Some days cal...	Sep 3, 2026	596	32	15
 Bringing your ...	Sep 30, 2026	444	25	14
 Good news: the e...	Sep 28, 2026	495	25	1

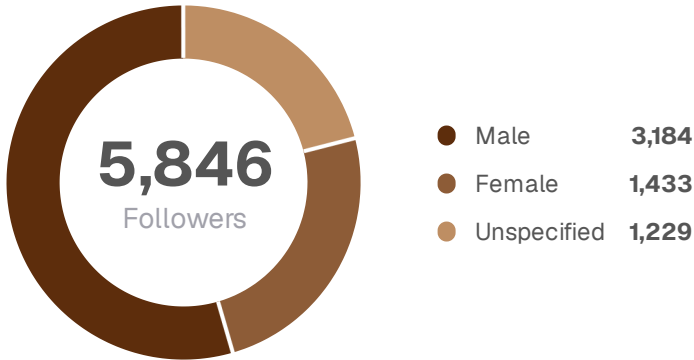
 Saves

81

 Shares

126

 Followers by Gender



Paid Digital Advertising—Meta

Amount Spent

\$1,200.21

Impressions

143.0 K

Landing Page Views

3,783

Campaign Insights

Campaign	Impressions	Clicks	Average CPC	CTR
A&H L1 Engagement Quality Traffic C	43,152	4,340	\$0.14	10.06%
A&H L1 Engagement Sponsor Post C	99,835	567	\$1.06	0.57%

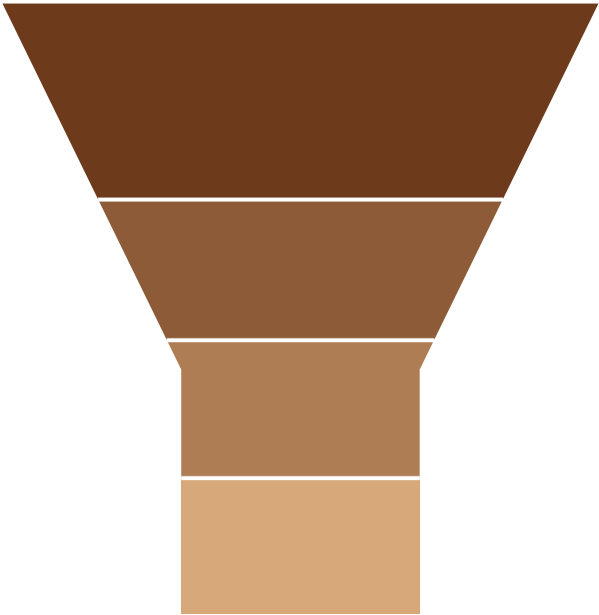
CTR

3.43%

Average CPC

\$0.24

Impressions and Clicks



- Impressions 143 K
- Clicks 4,907
- Outbound Clicks 4,143
- Landing Page Views 3,783

Local Fund Summary

OCT 2026

ORGANIC SEARCH VISIBILITY

2.28M

ORGANIC CLICKS

6.8K

ENGAGEMENT RATE

51%

DESTINATION PAGEVIEWS

17.5K

16% of traffic

PAGEVIEWS BY COMMUNITY

Ragged Point	472
San Simeon	305
Cambria	373
Cayucos	1,523
Los Osos	1,343
Edna AG	801
Avila Beach	394
Oceano Nipomo	12,816

Email · Social · PR

EMAIL	79.3K SUBS	3.3K TRAFFIC
FB	6K ENG	
IG	2K ENG	
YT	163.2K VIEWS	
PR*	3 HITS	59.4M UVPM
		14 YTD HITS

*Previous Month

TOT / Assessment

August	2026	2025
San Simeon RP	\$328,505	\$226,093
Cambria Harmony	\$550,178	\$414,878
Cayucos	\$263,637	\$202,443
Los Osos Baywood	\$70,663	\$50,845
Edna AG	\$125,665	\$106,933
Avila Beach	\$343,851	\$332,936
Oceano Nipomo	\$103,622	\$90,166
CBID Total	↑ 25% \$1,786,123	\$1,424,293

LFA Bylaws

POLICY FOR ABSENCES

A reminder for LFA Bylaws regarding absences:

- Unexcused: if a member is absent without the consent of the SLOCTBID or LFA Advisory board from three (3) meetings, whether regular or special, within six (6) consecutive calendar months, such absence shall result in the termination of the membership of the absent member.
- An absence shall be excused if, prior to the meeting from which said member will be absent, said member notifies the Chair of his/her intent to be absent and the reasons therefore, provided, however, that a member shall be entitled to only two (2) excused absences within twelve (12) consecutive calendar months.
- At each meeting, after the roll has been called, the Chair shall report to the SLOCTBID or LFA Advisory Board the name of any member who has so notified him/her of his/her intent to be absent and the reason for such absence.

Governance

1994 FORMATION

- Petition Results: est. 69% TOT weighted; 82% of hotels/motels supported; 143 total petitions
- October 3 - Notice of Public Meeting/Hearing mailed by County
- October 1-20 - **LFA meetings to review draft board policy**
- October - Steering Committee to finalize board policy
- October 21 - H1TA Board to finalize board policy
- November 3 - BOS Public Meeting; board policy presented
- November 17 - BOS Public Hearing

Media Coverage

Food & Wine

UVPM 8.28M

"These Ancient California Vineyards Make Some of American's Most Interesting Wines Today"

Board Meetings

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

21*
OCTOBER

2**
DECEMBER

*Date change

**Annual combo Nov-Dec meeting



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

RESOLUTION OF THE BOARD OF DIRECTORS OF HIGHWAY 1 TOURISM ALLIANCE ADOPTING A DISTRICT-WIDE REPORTING AND TRANSPARENCY POLICY

WHEREAS, in converting the San Luis Obispo County Tourism Business Improvement District (SLOCTBID), formed pursuant to the Parking and Business Improvement Area Law of 1989 (Streets and Highways Code §36500 et seq.), to the Highway 1 Tourism Marketing District (H1TMD) under the Property and Business Improvement District Law of 1994 (Streets and Highways Code §36600 et seq.), the Highway 1 Tourism Alliance (H1TA) seeks to carry forward its longstanding commitment to fiscal integrity, transparency, and accountability in the stewardship of assessment funds; and

WHEREAS, pursuant to the Management District Plan (MDP), H1TA serves as the H1TMD's Owners' Association, charged with managing funds and implementing programs in accordance with the MDP, with 50% of assessment funds collected allocated to District-wide tourism promotion and the remaining 50% allocated to tourism promotion within the Local Fund Area (LFA) in which the assessment revenue is collected; and

WHEREAS, all assessment funds must be expended on programs and activities that promote tourism and benefit the assessed lodging businesses, consistent with the MDP; and

WHEREAS, H1TA shall establish a committee for each LFA (LFA Committee), charged with the governance of its respective LFA, that determines how LFA funds are spent, within the designated programs in the MDP, subject to final approval by the H1TA Board; and

WHEREAS, the Board desires to outline uniform reporting and transparency requirements applicable to the H1TA Board and the LFA Committees, to ensure consistent, standardized reporting across the district.

NOW, THEREFORE, BE IT RESOLVED, that the Board hereby adopts this District-Wide Reporting and Transparency Policy:

PART 1 — ONGOING PRACTICES. The H1TA Board and the LFA Committees shall continue to carry out the following practices implemented in the operation of the SLOCTBID:

1. Open Meetings and Public Records.

- 1.1. As the Owners' Association, H1TA and the LFA Committees conduct their meetings in accordance with the Ralph M. Brown Act and make records relating to the activities of the district available in accordance with the California Public Records Act.
- 1.2. The H1TA Board and the LFA Committees hold regular public meetings, ranging from a quarterly to monthly basis, at which district decisions, financials, and program outcomes are openly reviewed, and members of the public are encouraged to attend.
- 1.3. H1TA maintains a public website that provide access to agendas, minutes, bylaws, board rosters, marketing plans, and program results.

2. District Fiscal Integrity.

- 2.1. H1TA has its financial statements audited annually by an independent certified public accountant licensed by the State of California and approved in advance by the County, and provides the completed audit to the County.
- 2.2. H1TA provides regular financial reports to the County, including Board-approved monthly financial reports, an annual budget and report, and a year-end accounting of district assessment revenues and expenditures.

3. Non-Profit Corporation Fiscal Integrity.

- 3.1. H1TA files an annual IRS Form 990 and makes its tax returns available to the public.
- 3.2. H1TA maintains Conflict of Interest, Whistleblower, and Records Retention policies, consistent with governance best practices for tax-exempt organizations.

PART 2 — ADDITIONAL COMMITMENTS. Beyond the existing practices set forth in Part 1, the H1TA Board and LFA Committees commit to the following additional measures to further strengthen district collaboration and standardize reporting and transparency:

4. Board of Supervisors Collaboration.

- 4.1. H1TA staff shall offer quarterly update meetings with members of the Board of Supervisors to review district activities, financials, and program outcomes.

5. LFA Budget and Reporting Standards.

- 5.1. To ensure consistency across all LFA budgets, each LFA Committee shall organize its annual LFA budget into the following categories: Marketing; Events; Beautification & Infrastructure (B&I); Long-Term Capital Projects Fund (Reserve); Contingency; and Administration.
- 5.2. Each LFA Committee shall set a B&I baseline percentage based on its historical B&I expenditure as a share of its total LFA budget, and shall state that year's B&I allocation as a percentage of the total LFA budget with written justification for any variance from the baseline.
- 5.3. Each LFA Committee shall report the grant applications received and the approval status of each, identify potential B&I project targets, and outline a strategy for increasing awareness of the grant program.
- 5.4. Each LFA Committee shall submit its budget, B&I baseline and any variance justification, and grant program report to the H1TA Board for approval and inclusion in the annual report submitted to the Board of Supervisors.

ADOPTED by the Board of Directors on [DATE].

[PRINTED NAME OF THE CHAIR]

CERTIFICATION

I, [Name], the Secretary of Highway 1 Tourism Alliance, hereby certify that the foregoing is a true and correct copy of a resolution duly adopted by the Board of Directors at a meeting held on [date], at which a quorum was present and voting.

[Name]
Secretary
Highway 1 Tourism Alliance