CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Agenda
November 10, 2026

Time: 1**:00 p.m. – 2:00 p.m.**

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

		Person	Time
1.	**Call to Order** Introduction and welcome to attendees	Pacheco	3 min
2.	**Consent Agenda Items** Board Meeting Minutes – October 13, 2026 Marketing Committee Meeting Minutes – October 13, 2026 Financial Statements – September 30, 2026	Pacheco	3 min
3.	**Public Comment** Please limit to 3 minutes per speaker		
4.	**Discussion & Action Items** *(each item will allow for Board Discussion, followed by Public Comment)*		
4.1	***Central Coast Classico Event Funding Application*** Central Coast Classico, LLC has submitted a funding application to assist with costs of the 2027 event. The Board will discuss and vote on approval.	Pacheco	10 min
4.2	***BlendFest on the Coast Funding Application*** The Paso Robles Wine Country Alliance has submitted a funding application to assist with costs of the 2027 BlendFest event. The board will discuss and vote on approval.	Pacheco	10 min

5. Information Items/Presentations

5.1	***Prior Event Funding and Current Budget*** The Board will review prior fiscal year fundings and discuss the current fiscal year budget.	Pacheco	10 min
5.2	***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
5.3	***H1TA Reports*** Local Fund Summary – November 2026	Cuming	2 min
5.4	***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
December 8, 2026 – 1:00 p.m. at Cambria Pines Lodge

8.2 Deadline for Agenda Items to be Received by the Managing Assistant
December meeting deadline – November 19, 2026

8.3 Next Highway 1 Tourism Alliance Board Meeting
December 2, 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

October 13, 2026

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

Members Present	**CBID**	**Guests**
George Marschall Georgia Legg Jim Bahringer Karen Cartwright Steve Kniffen	CAO Cheryl Cuming	Dennis Frahman, John Nixon, Shelly Holden, Michael Thomas, Jim Dantona, Summer Bonilla, Gail Lampert-Thomas, Del, Jessica Blanchfield, Archer & Hound; and Jill Jackson, CTB MA.

Absent:
Greg Pacheco (Excused)
Angel Gonzalez (Excused)

2. **Consent Agenda Items**
   Board Meeting Minutes – September 10, 2026
   Financial Statements – August 31, 2026

   Karen Cartwright moved, and Steve Kniffen seconded, to approve the board meeting minutes of September 10, 2026, and August 31, 2026 Financial Statements as presented. Motion carried unanimously.

3. **Public Comment**
   Michael Thomas said he enjoyed attending the CTB meetings but advised the CCSD that the minutes for each meeting were very clear and transparent and sufficient without a report from him. He asked to put Weeding Wednesdays on the Visit Cambria website.

   Jim Dantona explained that there will be a public safety power outage for up to three days in Cambria due to high winds. It will only be in the Lodge Hill and Marine Terrace area so should not affect hotels.

4. **Discussion & Action Items**

   4.1 Cambria Center for the Arts Event Funding Application
   George said that the Cambria Center for the Arts has submitted a funding application to assist with costs of the 2027 Cambria Film Festival event. Dennis Frahmann spoke for the CCAT. He said many of you know me as the founder of the Film Festival. He said that Lilliana could not attend today so he is representing the CCAT. He continued the Plummers have been very aggressive about expanding the festival and finding new directors. This will be year ten of the festival and they are asking for $4,500. They are working on increasing the number of rooms for filmmakers and

persons attending with them. George asked if the $4,500 will go to marketing and Dennis confirmed. Steve said it seems like the appropriate amount to fund. Jill said that $41,000 is left in the Event Budget.

Steve Kniffen moved, and Jim Bahringer seconded, to approve the Cambria Center for the Arts funding application for the 2027 Cambria Film Festival event, in the amount of $4,500, from Event Budget Funds. Motion carried unanimously.

5. Information Items/Presentations

5.1 Marketing Committee Report

Jessica Blanchfield gave the monthly presentation. She shared that organically Visit Cambria Instagram saw 63% almost 64% increase in views which is great. Google ads are performing really well and then Placer, which is our footfall traffic, where we can see visitors in our area. We have all of our lodging properties geofenced, so we can gauge how many people are coming to those properties. We can look at it on a daily basis, a weekly basis, monthly and we can also compare it to year-over-year trends for the last seven years. Lodging visitation data was up 17% year over year. The two videos on the paid ads that are doing really well are Covell's Ranch Tour and Linn's restaurant and to give you a peek into this, we're seeing 27 cents per action on Covell's and 33 cents cost per action for Linn's. The click through rate is performing at a 14.43% rate that means they actually had to interact with it and go to our landing page. Out of those people 50% converted, and a conversion for us means not only did they go to the landing page, but they clicked out to a lodging property. The Cambria pronunciation video done by Miss Consuelo had almost 140,000 views, 1400 shares, 530 saves and we gained 440 followers. She shared a couple samples of the most recent videos that they posted. We have Scarecrow Festival, Oceanpoint Ranch for weddings and then the same thing with Jim's place for weddings. She continued, this is our most recent video that we posted it is an interview with Mike for behind the scenes at the Christmas Market. Great reaction to this, people are loving a behind the scenes view and introduction of the new train. Next, Cozy Cambria is us preparing for the wet season. We want to be prepared for that and so we're trying to create collections of activities in Cambria that are indoors that will bring people to the area specifically for the season. Crafting events or Grandma Hobbies are part of the experiences. She said that the idea is that they are creating experiences for each of the months during our wet season. From there they will create content and then from that content they will distribute it through organic and paid ads. We have Co-op advertising that we're going to be running with Hwy. 1. She said they have a pretty robust budget for the winter months. They are trying to create content that will entice people to come out even though it's raining. They are creating the plan to continue through March. November and December they create trails and it will be on the website, it will be in our ads, and it will also be on our Visit Cambria App. The two trails that we're working on are a soup tasting trail and then a holiday beverage trail. We are curating craft experiences Jessica welcomes ideas on crafting experiences. They have new artwork for the app signs throughout town. She shared that they will also be creating table tents for distribution. She encouraged everyone to participate and recommend any businesses that might be interested in providing experiences.

5.2 H1TA Reports

Local Fund Summary and Resolution – October 2026
Enclosed in Board Packets and reviewed during update.

5.3 H1TA Presentation

CAO Cheryl Cuming reviewed the LFA Summary including the new Bylaws and the Resolution for the 1994 District. She reviewed the new absences policy and the dates for meetings towards completion of the 1994 formation. She shared that although they are referred to as LFA Boards now that will change to LFA Committees. Financial and Budget Committee accounting will be streamlined so all LFAs will have standardized reporting across the District. She displayed a Pie Chart of the current CTB fiscal year budget. The Committee will utilize past fiscal years to establish percentages for each budget category amount. This will also include a reserve account to support larger future projects.

6. **Future Agenda Items/New Business**
   Review Event Budget funds and prior year funding.

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

   Respectfully submitted,

   Jill Jackson
   Managing Assistant

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

Call to Order
The meeting was called to order at 11:38 a.m.

In attendance: Karen Cartwright, Committee Chair; Cheryl Cuming, H1TA; Jessica Blanchfield, Summer Bonilla, Archer & Hound Advertising; Jill Jackson, CTB MA.

Discussion Items

- ***Visit Cambria Marketing Update***
  Jessica shared that organically Visit Cambria Instagram saw a 63% increase in views. Google ads are performing well, and Placer, which is our footfall traffic, where we can see visitors in our area. We have all of our lodging properties geofenced, so we can gauge how many people are coming to those properties. We can look at it on a daily basis, a weekly basis, monthly and we can also compare it to year-over-year trends for the last seven years. Lodging visitation data was up 17% year over year. The two videos that are doing really well are Covell's Ranch Tour and Linn's restaurant and to give you a peek into this, we're seeing 27 cents per action on Covell's and 33 cents cost per action for Linn's. The click through rate is performing at a 14.43% rate that means they actually had to interact with it and go to our landing page. Out of those people 50% converted, and a conversion for us means not only did they go to the landing page, but they clicked out to a lodging property. The Cambria pronunciation video done by Miss Consuelo had almost 140,000 views, 1400 shares, 530 saves and we gained 440 followers. She shared a couple samples of the most recent videos that they posted. We have Scarecrow Festival, Oceanpoint Ranch for weddings and then the same thing with Jim's place for weddings. She continued, this is our most recent video that we posted it is an interview with Mike for behind the scenes at the Christmas Market. Great reaction to this, people are loving a behind the scenes view and introduction of the new train. Next, Cozy Cambria is us preparing for the wet season. We want to be prepared for that and so we're trying to create collections of activities in Cambria that are indoors that will bring people to the area specifically for the season. Crafting events or Grandma Hobbies are part of the experiences. She said that the idea is that they are creating experiences for each of the months during our wet season. From there they will create content and then from that content they will distribute it through organic and paid ads. We have Co-op advertising that we're going to be running with Hwy. 1. She said they have a pretty robust budget for the winter months. They are trying to create content that will entice

people to come out even though it's raining. They are creating the plan to continue through March. November and December they create trails and it will be on the website, it will be in our ads, and it will also be on our Visit Cambria App. The two trails that we're working on are a soup tasting trail and then a holiday beverage trail. We are curating craft experiences Jessica welcomes ideas on crafting experiences. They have new artwork for the app signs throughout town. She shared that they will also be creating table tents for distribution. She encouraged everyone to participate and recommend any businesses that might be interested in providing experiences.

- General Updates
  - *New Cambria businesses or changes*
    Cambria Bound

> ***Highway 1 Marketing Update***
Cheryl gave an update on the 94 transition. It should be completed by November 3.

> ***SLO CAL Marketing Update***
None

Meeting Adjournment
There being no further business, the meeting was adjourned at 12:20 p.m.

Respectfully submitted,

Jill Jackson
Managing Assistant

Cambria Tourism Board Budget

Revenue & Expenses

Fiscal Year Ending June 30, 2027

					July	August	September	Collections Year to Date	YTD Collections with Carry Forward
Revenue									
Carry Forward	$ 100,292.87		***Actual Revenue:***						
Projected General Collections	$ 482,500.00		**General Collections**		$ 61,524.72	$ 57,936.38	56,715.87	$ 176,176.97	
Projected Air BnB Collections	$ 42,250.00		**Air BnB Collections**		$ 2,617.01	$ 4,050.12	4,735.25	$ 11,402.38	
TOTAL Carry Forward + Projected Collections	$ 625,042.87			TOTAL:	$ 64,141.73	$ 61,986.50	$ 61,451.12	$ 187,579.35	$ 287,872.22
Expense Description	***Budget Amount***	***Unbilled Balance***							***YTD Expenses***
Administration									
Administrator - General Fund	$ 45,801.00	$ 34,702.42			$ 3,662.93	$ 3,361.86	$ 4,073.79		$ 11,098.58
District Administration Fees	$ 10,494.00	$ 6,672.42			$ 1,282.83	$ 1,239.73	$ 1,299.02		$ 3,821.58
H1TA Annual Fees	$ 14,724.00	$ 12,666.76			$ 723.86	$ 665.50	$ 667.88		$ 2,057.24
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	$ 93,895.84			$ 9,495.00	$ 9,092.47	$ 6,040.69		$ 24,628.16
Marketing: Archer & Hound									
Visit Cambria - Media & Outreach	$ 230,360.00	$ 171,601.82			$ 21,305.76	$ 18,438.69	$ 19,013.73		$ 58,758.18
Visit Cambria - Content Development	$ 42,000.00	$ 33,000.00			$ 1,650.00	$ 5,700.00	$ 1,650.00		$ 9,000.00
Cycle Central Coast	$ 45,100.00	$ 30,905.03			$ 4,968.49	$ 4,276.27	$ 4,950.21		$ 14,194.97
Hard Costs/Subscriptions/Reports/Mgmt	$ 93,540.00	$ 53,200.05			$ 31,264.00	$ 4,660.95	$ 4,415.00		$ 40,339.95
Contingency Fund	$ 14,000.00	$ 11,501.00			$ 999.00	$ -	$ 1,500.00		$ 2,499.00
MARKETING TOTAL: ARCHER & HOUND	$ 425,000.00	$ 300,207.90			$ 60,187.25	$ 33,075.91	$ 31,528.94		$ 124,792.10
OUTREACH	$ 2,000.00	$ 2,000.00							$ -
EVENTS	$ 50,000.00	$ 36,500.00	$ 4,500.00				$ 9,000.00		$ 13,500.00
EXPENSE TOTAL	$ 595,524.00	$ 432,603.74			$ 69,682.25	$ 42,168.38	$ 46,569.63		$ 162,920.26
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	$ 50,569.63		$ 166,920.26
		Net Monthly Revenue			$ (5,540.52)	$ 19,818.12	$ 10,881.49	***Net Budget Funds***	**$ 120,951.96**

Outstanding Approved Grants

Cambria Tourism Board Budget

Budget Vs. Actual Revenue

Fiscal Year Ending June 30, 2027

	July-2026	August-2026	Sept-2026	Collections YTD
Projected Revenue				
1% Assessment:	$ 67,000.00	$ 43,500.00	54,100.00	$ 482,500.00
Air BnB:	$ 2,300.00	$ 2,000.00	2,700.00	$ 42,250.00
TOTAL:	$ 69,300.00	$ 45,500.00	$ 56,800.00	$ 524,750.00
Actual Revenue				
1% Assessment:	$ 61,524.72	$ 57,936.38	56,715.87	$ 176,176.97
Air BnB:	$ 2,617.01	$ 4,050.12	4,735.25	$ 11,402.38
TOTAL:	$ 64,141.73	$ 61,986.50	$ 61,451.12	**$ 187,579.35**
Difference				
$	$ (5,158.27)	$ 16,486.50	$ 4,651.12	**$ 15,979.35**
%	-8.04%	26.60%	7.57%	**26.12%**

Cambria Tourism Board Marketing Budget

Fiscal Year Ending June 30, 2027

	Total Budget	Unbilled	July	August	September	Total Billed
Visit Cambria - Media & Outreach	**$ 230,360.00**	**$ 171,601.82**	**$ 21,305.76**	**$ 18,438.69**	**$ 19,013.73**	**$ 58,758.18**
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	**$ 4,050.00**	$ 450.00	$ 450.00	$ 450.00	**$ 1,350.00**
Social Media Management (FB,IG,PIN)	$ 43,200.00	**$ 32,400.00**	$ 3,600.00	$ 3,600.00	$ 3,600.00	**$ 10,800.00**
Meta - Evergreen Traffic A	$ 17,315.00	**$ 12,943.53**	$ 1,319.80	$ 1,343.69	$ 1,707.98	**$ 4,371.47**
Meta - Evergreen Traffic B	$ 19,200.00	**$ 14,166.27**	$ 2,041.67	$ 1,536.84	$ 1,455.22	**$ 5,033.73**
Meta - Evergreen Traffic C	$ 10,800.00	**$ 8,174.46**	$ 843.73	$ 923.60	$ 858.21	**$ 2,625.54**
Meta - Evergreen Traffic G	$ 11,850.00	**$ 8,644.66**	$ 917.82	$ 1,092.25	$ 1,195.27	**$ 3,205.34**
Meta - Evergreen Traffic J	$ 10,275.00	**$ 7,246.05**	$ 774.62	$ 1,166.42	$ 1,087.91	**$ 3,028.95**
Meta - Newsletter Campaign	$ 4,800.00	**$ 3,560.95**	$ 428.33	$ 398.86	$ 411.86	**$ 1,239.05**
Meta - Seasonal Weather Trigger Campaign	$ 7,520.00	**$ 2,783.25**	$ 1,630.00	$ 1,537.17	$ 1,569.58	**$ 4,736.75**
Meta - Remarketing Campaign	$ 6,000.00	**$ 6,000.00**				**$ -**
Pinterest - Wedding Campaign	$ 11,900.00	**$ 11,900.00**	$ -			**$ -**
Google Ads	$ 48,000.00	**$ 35,996.90**	$ 3,968.63	$ 4,027.64	$ 4,006.83	**$ 12,003.10**
Google Ads - Wedding	$ 8,000.00	**$ 1,985.66**	$ 1,974.74	$ 2,038.93	$ 2,000.67	**$ 6,014.34**
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	**$ 2,000.09**	$ 2,006.42	$ 323.29	$ 670.20	**$ 2,999.91**
Winter Marketing Campaign	$ 5,000.00	**$ 5,000.00**				**$ -**
Visit Cambria - Content Development	**$ 42,000.00**	**$ 33,000.00**	**$ 1,650.00**	**$ 5,700.00**	**$ 1,650.00**	**$ 9,000.00**
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	**$ 5,400.00**	$ 600.00	$ 600.00	$ 600.00	**$ 1,800.00**
App Itinerary & Tour Development	$ 6,300.00	**$ 4,200.00**		$ 1,050.00	$ 1,050.00	**$ 2,100.00**
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**	**$ 30,905.03**	**$ 4,968.49**	**$ 4,276.27**	**$ 4,950.21**	14,194.97
E-Blast Development	$ 3,600.00	**$ 2,250.00**	$ 450.00	$ 450.00	$ 450.00	**$ 1,350.00**
Social Media Management	$ 24,400.00	**$ 16,300.00**	$ 2,700.00	$ 2,700.00	$ 2,700.00	**$ 8,100.00**
Meta - Traffic & Engagement Campaign	$ 9,600.00	**$ 6,055.03**	$ 1,218.49	$ 1,126.27	$ 1,200.21	**$ 3,544.97**
Blog Development & SEO/GEO	$ 3,000.00	**$ 1,800.00**	$ 600.00		$ 600.00	**$ 1,200.00**
Visiting Influencers Expenses (Video & Photo Asset Gathering)	$ 4,500.00	**$ 4,500.00**				**$ -**
Hard Costs/Subscriptions/Reports/Management	**$ 93,540.00**	**$ 53,200.05**	**$ 31,264.00**	**$ 4,660.95**	**$ 4,415.00**	**$ 40,339.95**
Account and Media Management, Meetings	$ 36,000.00	**$ 27,000.00**	$ 3,000.00	$ 3,000.00	$ 3,000.00	**$ 9,000.00**
Website Hosting - Visit Cambria	$ 3,120.00	**$ 2,340.00**	$ 260.00	$ 260.00	$ 260.00	**$ 780.00**
Website Hosting - Cycle Central Coast	$ 240.00	**$ 180.00**	20.00	20.00	20.00	**$ 60.00**
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	**$ 1,575.00**	$ 155.00	$ 155.00	$ 155.00	**$ 465.00**
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	**$ 4,540.00**	$ 380.00	$ 380.00	$ 380.00	**$ 1,140.00**
Weather Ads / App Subscription	$ 495.00	**$ 396.00**	$ 99.00			**$ 99.00**
Klaviyo Subscription	$ 7,200.00	**$ 5,400.00**	$ 600.00	$ 600.00	$ 600.00	**$ 1,800.00**
Contingency Fund	**$ 14,000.00**	**$ 11,501.00**	**$ 999.00**	**$ -**	**$ 1,500.00**	**$ 2,499.00**
Miscellaneous	$ 14,000.00	**$ 11,501.00**	$ 999.00		$ 1,500.00	**$ 2,499.00**
Total Marketing Services:	$ 425,000.00	**$ 300,207.90**	**$ 60,187.25**	**$ 33,075.91**	**$ 31,528.94**	**$ 124,792.10**

Cambria Tourism Board

Grant Funding Detail

Fiscal Year Ending June 30, 2027

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
	Outreach Funding:			
			$ -	$ -
			$ -	$ -
	Outreach Funding Total Grants:	$ -	$ -	$ -
	Event Funding:			
	Lawn Bowls	$ 4,000.00	$ 4,000.00	$ -
	2027 CAWF	$ 5,000.00	$ 5,000.00	$ -
	2027 Film Festival	$ 4,500.00		$ 4,500.00
				$ -
				$ -
				$ -
				$ -
	Event Funding Total Grants:	$ 13,500.00	$ 9,000.00	$ 4,500.00
	Contingency Funds:			
	Chamber Restoration Project	$ 4,000.00	$ 4,000.00	$ -
				$ -
	Contingency Fund Total Grants and Fees:	$ 4,000.00	$ 4,000.00	$ -
	Grand Total Grants:			
		$ 17,500.00	$ 13,000.00	$ 4,500.00

Highway 1 Tourism Alliance (H1TA)

Local Area Fund: Application

Event Title: BlendFest on the Coast

Event Dates: Feb. 18-21, 2027 **(emphasis will be placed on events that occur in the off-season October – June)**

Amount of funding requested: $6,000 **Overall budget: $67,350**

Organization Information:

Local Area: Cambria

Submitted by: Krista Smith **Phone:** (805) 239-8463 **E-mail:** ksmith@pasowine.com

Organization receiving funds: Paso Robles Wine Country Alliance

Mailing Address: 1314 Spring Street Paso Robles, CA 93446

Contact Person: Krista Smith **Phone:** (805) 239-8463

Event description, including website link:

The Paso Robles Wine Country Alliance (PRWCA), a 501C6 trade organization representing more than 500 wineries, winegrape growers, hospitality partners, and associated business, partners with the Cambria Tourism Board, San Simeon Tourism Board, and Highway 1 Road Trip to present BlendFest on the Coast.

Since inception, the goal of this event is to broaden awareness of Cambria, San Simeon, and nearby Paso Robles Wine Country, encourage off-season visitation to Cambria and San Simeon, and increase the recognition and purchase of Paso Robles wine. This is the only California festival dedicated to wine blends, a trend for which Paso is celebrated.

https://pasowine.com/events/blendfest-on-the-coast/

Event Details

	Last Year	Current Year (2027 projected)
Total Revenue	$8,226.35 net	**$71,075 gross**
Total Expenditures	$63,867.70	**$67,350**
# Attendees	**559**	**495**
Percent of out of area Attendees	**67%**	**70%**
# Room Nights*	**179+**	**180**

Room night calculation: Grant funding $6,000/$200 (average ADR) = 30 (number of room nights that must be secured in order for event sponsorship investment to break-even)

***please consider a vacation rental as 1 room/unit**

Describe how this event will support overnight stays.

For over ten years, BlendFest on the Coast has attracted visitors from outside San Luis Obispo County (67% in 2026) to Cambria and San Simeon for this 3-day wine event, with the fourth day (Sunday) encouraging guests to visit Paso Robles Wine Country. The upscale attendees plan a dedicated trip just for this event, staying in local lodging properties. In 2026, at least 179 room nights were booked by ticketholders. This event is promoted via a dedicated out-of-county media spend, as well as PRWCA owned assets: 5+ eblasts, Pasowine.com (homepage, events page, and dedicated pages: 250k monthly visits), social media (Facebook and Instagram), press release, AGM radio ads, online community calendars, and winery marketing tools. PRWCA digital advertising has been successful in the target metros of LA, Orange County, San Diego, Bay Area, Bakersfield, and Fresno, driving strong return on ad spend for ticket sales and visitation. Upon approval,

the PRWCA's media buying agency, JUICE, will prepare a customized digital ad buy on Meta and Google. The 2026 campaign earned 430,329 impressions.

The BlendFest Sunset Grand Tasting is embarking on a new chapter in 2027, moving from Oceanpoint Ranch to the historic Julia Morgan Warehouse at the Hearst Ranch property in San Simeon. This decision reflects the need to plan for severe winter weather, with El Niño forecasts pointing to an increased likelihood of heavy rainfall and storms during the 2026–27 season. The new venue offers an opportunity to build on BlendFest's success while celebrating the rich culinary and wine culture of the SLO CAL Coast. By bringing together exceptional Paso wines against the backdrop of one of the Central Coast's most iconic properties, BlendFest will continue to create a compelling reason for visitors to explore, dine, and stay all along the famed Highway 1.
As part of your application submission, please include financials (revenue and expenditures). Funds requested should not be used for overhead or maintenance.

2027 Proposed Budget

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.

2027 Draft Marketing Schedule

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.

2026 BlendFest Report

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

KS **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.

KS **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).

KS **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.

KS **Tickets for promotional purposes**: Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes.

KS **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:
KS Completed & signed Application
KS Completed & signed w9
KS Financials
KS Marketing Plan
KS Prior year Follow-Up Report (if local fund monies have been provided in the past)
KS Submitting 120 days prior to event date, and 14 days prior to the LFA board meeting

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by the Paso Robles Wine Country Alliance 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,

Paso Robles, California, on this 27th day of October 2026.

By (Signature): Krista Smith

Print Name: Krista Smith

Title: Marketing and Communications Director

_____

Greg Pacheco, CTB Chair Date

Revised: May 01, 2025

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.

Organization: Paso Robles Wine Country Alliance

Event: BlendFest on the Coast

The report must include the following:

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.

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.

Brand Support: Provide proof of the tourism logo usage in promotional materials, and how the "stay" message was integrated into the overall campaign.

Marketing: Please summarize the results of the marketing efforts by illustrating engagement, click-throughs and web page views.

Paso Robles Wine Country Alliance

BlendFest on the Coast Grand Tasting, Seminar, Excursions

2027 Proposed Budget

		2026 Budget	Notes	Tickets			
Income							
Pouring Fee - (35) $250		$7,000.00		attendees	price		
Early Bird GA (100) $59		$5,900.00		100	$59	Early Bird GA	$
General Admission (150) $69		$10,350.00		150	$69	GA	$1
VIP (100) $99		$9,900.00		100	$99	VIP	$
Seminar (45) $65		$2,925.00		45	$65	Seminar	$
OPR Dinner (50) $155		$7,750.00		50	$155	OPR Dinner	$
Cav Dinner (50) $145		$7,250.00		50	$145	Cav Dinner	$
Sponsorship/CO-OP		**$20,000.00**	Total Grand Tasting Attend	350		Grand Tasting Sale	$2
			Total Attendees of all even	495		**Total Ticket Sales:**	**$4**
Total Income		$71,075					
Expense							
Professional fees	Day labor, set-up, clean-up	$500.00					
Credit Card Processing		$5,000.00					
Entertainment	DJ	$800.00					
Equipment Rental							
	Rentals- Seminar	$750.00					
	Grand Tasting	$7,000.00					
	Bathrooms	$850.00					
	Shuttles	$4,000.00					
Facility Rental							
	Julia Morgan	$5,000.00					
	45 x 143	$6,075.00	OPR Dinner				
Dinners	45 x 135	$6,075.00					
Food (Catering)							
	Grand Tasting Food	$9,500.00					
	Seminar Lunch	$2,000.00					
Wine Glasses		$3,000.00					
Security - Grand Tasting	Miller security	$2,000.00					
Event Signage		$500.00					
Water - Seminar		$50.00					
Floral	Table décor	$700.00					
Event Printing		$500.00					
Advertising	Digital, radio, social	$8,000.00					
Supplies		$700.00					
Sales taxes		$2,000.00					
Taxes & Licenses		$150.00					
Staff Lodging		$1,500.00					
Meals: Staff		$400.00					
Travel & Mileage: Staff		$300.00					
Website		$0.00					
Total Expense		$67,350					
Net		$3,725					

Owned Eblasts and Social

Date	Theme	Eblast	Social	Status	Notes
7-Dec	Announce location change to San Simeon	X	X		
14-Dec	Tickets On Sale	X	X		
21-Dec	Early Bird Pricing	X	X		
Jan. 6	A Couple Days Left for Early Bird		X		
Jan. 8	Last Chance Early Bird Pricing	X	X		
Jan. 12	Winemaker Dinners	X	X		
Jan. 19	Dedicated Email to 2026 Attendees	X			
Jan. 25	Blending Seminar	X	X		
Feb. 1	Book Your Stay - Event Lodging	X	X		
Feb. 8	Sunset Grand Tasting Wineries	X	X		
Feb. 12	Valentine's Day push	X	X		
Feb. 15	BlendFest This Week	X	X		
Feb. 17	Last Minute Tickets		X		
Ongoing	Reshare posts on social		X		
Ongoing	Meta Story coverage		X		

Advertising

Date	Theme	Type	Status	Notes
Dec. 1	Online calendars	Community web calendars		E22
Jan. 4	Visit SLO CAL (VSC) Event Listing	Web		
Jan. 12	AGM Paso Wine Hour	Radio		
Jan. 11-Feb. 20	BlendFest ads through Storia	Google, Meta		
Jan. 29-Feb. 21	Stephens Media Group :30 spot	Radio		
Feb. 2-21	Monterey County Weekly	Web, Social		
Feb. 1	VSC Blog Feature	Blog		
Feb. 1	VSC Social Feature	Social		
Feb. 3	VSC Newsletter Mention	Eblast		
Feb. 9	AGM Paso Wine Hour	Radio		
Feb. 15	VSC Instagram Story Post	Social		

BlendFest 2026
Recap Report



FEBRUARY 19-22, 2026

The Paso Robles Wine Country Alliance (PRWCA), a 501(c)6 trade organization representing more than 500 wineries, winegrape growers, hospitality partners, and associated business, partnered with the Cambria Tourism Board, San Simeon Tourism Board, and Highway 1 Road Trip on BlendFest on the Coast – A Paso Wine Event.

Since inception over 10 years ago, the goal of this event is to broaden awareness of Cambria, San Simeon, and nearby Paso Robles Wine Country, encourage off-season visitation to Cambria and San Simeon, and increase the recognition and purchase of Paso Robles wine. This is the only wine festival dedicated to blends, a trend for which Paso has become known.



2026 EVENT SUMMARY

Based on the success of past years, a similar schedule was maintained for BlendFest 2026, and the weather was beautiful throughout the weekend.

Ticket sales were strong with all events selling out except General Admission for the Sunset Grand Tasting.

The PRWCA increased both organic and paid marketing efforts in 2026 to combat industry declines, including a $7,000 paid advertising spend across a variety of channels.



OVERVIEW OF EVENTS

WINEMAKER DINNERS

Oceanpoint Ranch

- Date: Thursday, Feb. 19
- Time: 6:30-9 p.m.
- Participating Wineries: Lone Madrone, Tablas Creek Vineyard, Thacher Winery, Thibido Winery
- Attendance: 37 (sold-out)
- Ticket Price: $155 inclusive

Cavalier Oceanfront Resort

- Date: Friday, Feb. 20
- Time: 6:30-9 p.m.
- Participating Wineries: Hearst Ranch Winery, J. Lohr Vineyards & Wines, JUSTIN Vineyards & Winery, Robert Hall Winery
- Attendance: 51 (sold-out)
- Ticket Price: $145 inclusive



OVERVIEW OF EVENTS

BLENDING SEMINAR & LUNCH

- Date: Saturday, Feb. 21
- Time: 10:30 a.m.-12:30 p.m.
- Location: Cavalier Oceanfront Resort, San Simeon
- Participating Wineries: he Blending Lab Winery, Alta Colina Winery & Vineyard, Barton Family Wines, Castoro Cellars
- Attendance: 46 (sold-out)
- Ticket Price: $65 inclusive



OVERVIEW OF EVENTS

SUNSET GRAND TASTING

- Date: Saturday, Feb. 21
- Times: VIP Early Entry 2-5 p.m. | General Admission 3-5 p.m.
- Location: Oceanpoint Ranch, Moonstone Beach, Cambria
- Attendance: 425 (GA 221 | VIP 204)
- Ticket Prices: GA $60/$70 | VIP $100
- 40 Participating Wineries: Aaron Wines, Adelaida Vineyards & Winery, Alta Colina Vineyard & Winery, Austin Hope Wines, Barton Family Wines, Bella Luna Estate Winery, Bushong Vintage Company, Cairjn Wine Cellars, Caliza Winery, Castoro Cellars, CRUSH Vineyard, Dark Star Cellars, Derby Wine Estates, Donati Family Vineyard, Écluse Wines, Hearst Ranch Winery- San Simeon, High Camp Wines, J. Lohr Vineyards & Wines, JUSTIN Vineyards & Winery, Kaleidos, Kiler Canyon Vineyard, Le Cuvier Winery, Le Vigne Winery, Lone Madrone, Lopai Cellars, McPrice Myers Wines, MCV Wines, ONX Wines, Opolo Vineyards, Oso Libre Winery, Peachy Canyon Winery, Riboli Family Wines, Robert Hall Winery, Shale Oak Winery, SummerWood Winery, Tablas Creek Vineyard, Thacher Winery, Thibido Winery, Vinyl Vineyards, Zobèto Wines



GRAND TASTING ATTENDEE PROFILE

Geographics

- 67% from outside San Luis Obispo County
- Top Cities
    1. Los Angeles
    2. Paso Robles
    3. San Jose
    4. San Luis Obispo
    5. San Francisco

Demographics

- Gender: 60.28% Female | 39.72% Male
- Buyer Age Rankings
    1. 55-64
    2. 54-45
    3. 35-44
    4. 25-34
    5. 65+

Lodging Plans

- At least 179 rooms booked in Cambria and San Simeon
- At least 40% of ticket holders stayed in Cambria or San Simeon properties



PRWCA MARKETING SUMMARY

Owned Channels

- Pasowine.com homepage, calendar listing, and Event page placement
- Logo and link on event website pages: Homepage, BlendFest pages, and Event calendar
- BlendFest Pasowine.com Traffic from Dec. 1, 2025 - Feb. 22, 2026
  - Page views: 17.8K
  - Book Your Room in Cambria and San Simeon – messaging on all eblasts, website, social media
- 10 dedicated Paso Wine e-blasts to 29K+ database
  - All included sponsor logos and Stay in Cambria and Simeon message

Radio/Podcast

- American General Media - Krush 92.5
  - AM radio interviews and coverage on KJUG, KZOZ, Q104.5, KVEC
  - BlendFest: 30 profile – 4 weeks out from events
  - BlendFest promotions (live mentions, social media postings, web support with local events listing, home page feature banner)
- Stephens Media Group :30 spot (Monterey)
- Mentions on Where Wine Takes You and Up + Adam Podcasts

Social Media

- Over 15 organic posts to Instagram (36K followers) and Facebook (68K fans) plus Stories and reshares on Instagram

PRWCA MARKETING SUMMARY

Paid Advertising

- Paid Meta Ads
  - Ran from Jan. 13-Feb. 22, 2026
  - Increased ad efficiency YOY
    - 430,329 Impressions (233,740 in 2025)
    - 5618 Clicks (2,139 in 2025)

Media

- Press release sent out 12/16/2025 announcing tickets on sale

External Partners

- Visit SLO CAL (VSC) in-kind marketing
  - VSC blog, social, and newsletter features
- Posts on online community calendar boards



PASO ROBLES
WINE COUNTRY ALLIANCE

THANK YOU!

Krista Smith
ksmith@pasowine.com

Jamie Guzman
jguzman@pasowine.com



PINES & SEA CAMBRIA CALIFORNIA

California Highway 1 Road Trip

SAN SIMEON
VisitSanSimeonCA.com

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: Central Coast Classico

Event Dates: March 12-14, 2026

Amount of Funding Requested: $12,000 Overall Budget: **Organization Information**

Local Fund Area: Highway 1 Tourism Alliance–Cambria

Submitted by: Aaron Linn

Phone Number: 805-909-9651

Email Address: aaron@linnsfruitbin.com

Organization Receiving Funds: Central Coast Classico, Inc.

Mailing Address: 6275 Santa Rosa Creek Road

Contact Person: Aaron Linn

Event Description, including website: Our multi-day cycling festival is a popular event for people around the world. Our local outreach and relationships have proven to benefit the event's success. We donate back to local youth charities and sell our area to potentially vast numbers of cycling enthusiasts who are bound to return during the year. Our website is www.centralcoastclassico.com.

Event Details

	Last Year	Current Year (Projected)
Total Revenue	77,325	104,400

Total Expenditures	98,030	125,145
# of Attendees	217	500
% Out of Area Attendees	50	75
# of Room Nights*	434	1000
Describe how event will support overnight stays:	We have created a multi-day experience for our participants. Our festival, concourse and swap meet will draw additional crowds.	

*please consider a vacation rental as 1 room/unit

Room night calculation: Grant funding $12000/$200 (average ADR) = 60 (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:

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
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 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.
Tickets for promotional purposes: Ticketed events are requested to provide 4 tickets to be used by the tourism board for promotional purposes.

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:

Completed & signed Application

Completed & signed W-9

Financials, including income and expenditures

Marketing Plan

Prior Year Follow-Up Report (if local monies have been provided in the past)
Submitting 120 days prior to event date, and 14 business days prior to LFA board meeting

APPLICANT'S STATEMENT I have reviewed the foregoing application submitted by Central Coast Classico 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 23rd day of October, 2026.

By (Signature):

Print Name: Title:
Aaron Linn, founder

11/10/2026
Greg Pacheco, CTB Chair Date

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

CC Classico Prospective '27 Event Budget

Category	Line Item	Amount ($)
GROSS REVENUE		
Registration	500 Total Riders	$67,000
Meals	brunch and pasta dinner	$7400
Sponsorships/Ads		$20,000
Merchandise	Extra merch sales	$5000
Booths		$2000
Raffle/Donations		$3000
Grants	Tourism grants	
Total Revenue		**$104400**
OPERATING EXPENSES		
Insurance	Liability insurance	$1500
Permits		$1500
Event Logistics	Route signage, cones, barricades, toilets	$3,000
Event Equipment	course materials + furniture	$3000
Printing	Banners and Promo materials, guide	$4000
Medals/Awards	plaques	$1500
Announcer	Announcing/PA/Stage	$1700
Registration Service Fees	bikereg 6%	$4020
Timing/Finish Services		$2400
Merchandise	includes rider swag bags	$7500
Food & Bev	ride, post ride, brunch	$12,500
Rentals		$3500
Marketing/Advertising	meta ads, video + M&E	$20,000
Music		$2500
Lodging	influencers + staff	$2800

Design	web, logo, poster, banners, guide	$8,000
Influencers		$5000
Facilities		$3525
Grounds Furnishings		$2500
Sound System		$1000
Medic		$2000
Staff		$20,000
Misc		$5,000
Charities		$6,700
Total Expenses		**$125145**
NET PROFIT	**Total Revenue - Total Expenses**	**-$20745**

Date: October 23rd, 2026
To: Highway 1 Tourism Alliance
Attn: Board Members

2027 Central Coast Classico Cycling Event

Marketing and Promotional Strategy

Our marketing strategy for the upcoming **2027 Central Coast Classico cycling event** will employ a multifaceted approach designed to maximize visibility, increase event awareness, and attract participants from around the world. Our promotional efforts will leverage in-person outreach, social media, traditional media, mobile advertising, community partnerships, sponsors, and the positive reputation established by previous events.

1. Grassroots Marketing and Direct Outreach

We will attend multiple cycling and gravel-riding events throughout California to promote the Central Coast Classico directly to potential participants. Our outreach efforts will include distributing branded posters and postcards, engaging with riders in person, and making promotional materials available at event venues.

Additionally, we will distribute branded postcards to local bike shops, coffee shops, restaurants, sporting goods stores, and cycling club organizations throughout California, expanding our reach within the cycling community.

2. Social Media Marketing

We will utilize Facebook and Instagram to promote the event through consistent, engaging content, with a target of two posts per week. These posts will highlight event details, generate excitement, encourage registration, and maintain ongoing engagement with our target audience.

3. Radio and Television Promotions

We will pursue opportunities for radio and television interviews to increase public awareness of the event. These media appearances will provide a platform to share event highlights, communicate key details, and encourage participation among cycling enthusiasts and the broader community.

4. Mobile Advertising and Brand Visibility

We plan to deploy three to four vehicles throughout the Central Coast and across California, each displaying 24-by-18-inch magnetic logo signs on both the driver's and passenger's side doors. This mobile advertising strategy will increase brand visibility in local communities and major population centers throughout the state.

We will also distribute branded logo stickers for placement on water bottles, laptops, vehicle windows, and other appropriate surfaces, further extending the event's visibility and recognition.

5. Word-of-Mouth Promotion

Our team of approximately 10–12 Classico representatives will actively promote the event through personal interactions and word-of-mouth referrals. Team members will also assist with distributing posters and postcards, helping us expand our reach through their personal networks and connections within the cycling community.

6. LINNS Restaurant and Bike Gallery Partnership

According to LINNS Restaurant's tourism analytics, a significant portion of its visitors reportedly originate from Northern and Southern California, particularly the San Francisco Bay Area and Orange County. Leveraging this established visitor base, the management team at LINNS Restaurant and Bike Gallery has been, and will continue to be, promoting the Central Coast Classico to visitors from these key regions.

This partnership provides a valuable opportunity to introduce the event to tourists who may be interested in participating in a cycling event on California's Central Coast.

7. Sponsor Engagement and Promotion

Our sponsors will play an important role in expanding the event's reach. We anticipate that dozens of sponsors will actively promote the Central Coast Classico through their respective businesses, customer networks, communication channels, and community connections. Their involvement will help strengthen awareness of the event and extend our promotional reach to new audiences.

8. Established Reputation and Recognition From Previous Events

The positive reception of last year's event has helped establish a strong foundation for the 2027 Central Coast Classico. We are already seeing interest from previous registrants and participants who are looking forward to returning. Building on this momentum, we will leverage the event's established reputation, participant experiences, and community support to encourage repeat registrations and attract new riders.

Conclusion

Through this comprehensive, multichannel marketing strategy, we aim to build on the success of previous events, strengthen the Central Coast Classico brand, and expand participation in 2027. By combining grassroots outreach, digital and traditional media, mobile advertising, strategic partnerships, sponsor engagement, and word-of-mouth promotion, we intend to create broad awareness and sustained interest in the event throughout the world.

Form **W-9**
(Rev. March 2024)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

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

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

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

Print or type. See **Specific Instructions** on page 3.

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

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

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

☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☒ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . . P

Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☐ Other (see instructions)

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

Exempt payee code (if any)

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

(Applies to accounts maintained outside the United States.)

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

5 Address (number, street, and apt. or suite no.). See instructions.
6275 Santa Rosa Creek Road

Requester's name and address (optional)

6 City, state, and ZIP code
Cambria Ca 93428

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

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

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

Social security number
[ ][ ][ ] - [ ][ ] - [ ][ ][ ][ ]

or

Employer identification number
41 - 2897019

Part II Certification

Under penalties of perjury, I certify that:

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

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

Sign Here | **Signature of U.S. person** X [signature] | **Date** 12/3/25 10/26/25

General Instructions

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

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

What's New

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

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

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

CENTRAL COAST

CLASSICO

20 26

POST EVENT REPORT

ORGANIZING MISSION / SUMMARY

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

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

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

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

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

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

BUILDING FOUNDATIONS / INFRASTRUCTURE / NETWORK

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

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

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

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

MARKETING / ADVERTISING

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

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

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

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

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

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

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

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

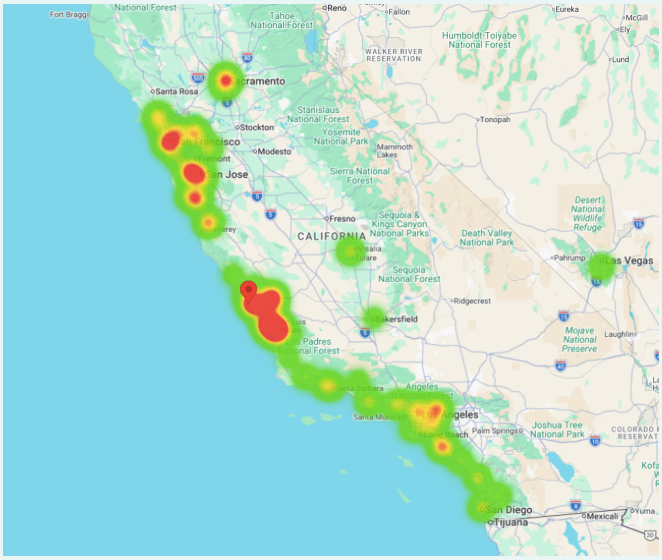
Cycling Influencers: live participation and personal SM posts by Lance Haidet, Sydney Sitton, "NorCal Cycling" Jeff Linder; media shared by Alison Tetrick and Christian Vande Velde

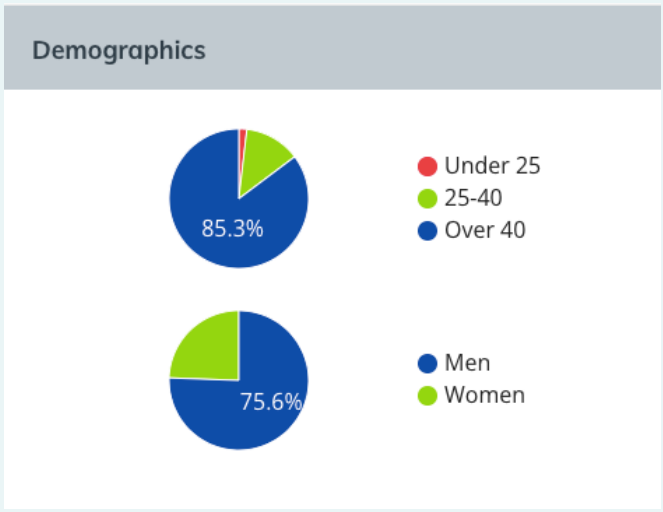
Highlight Video:
https://drive.google.com/file/d/1nmnZ7uon58g78JCTcKRKa9mEKX2-v1Lc/view?usp=sharing

MARKETING / ADVERTISING

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

PARTICIPATION/DEMOGRAPHICS





SPONSORS-CONTRIBUTORS

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



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

Sponsor Deliverables Fulfillment

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

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

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

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

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

REVENUE

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

SPEND

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

CHARITIES/IMPACT

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

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

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

REVIEWS

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

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



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

NEXT YEAR

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

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

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



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

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

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

Cambria Tourism Board

Grant Funding Detail

Fiscal Year Ending June 30, 2027

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
	Outreach Funding:			
			$ -	$ -
			$ -	$ -
	Outreach Funding Total Grants:	$ -	$ -	$ -
	Event Funding:			
	Lawn Bowls	$ 4,000.00	$ 4,000.00	$ -
	2027 CAWF	$ 5,000.00	$ 5,000.00	$ -
	2027 Film Festival	$ 4,500.00		$ 4,500.00
				$ -
				$ -
				$ -
				$ -
	Event Funding Total Grants:	$ 13,500.00	$ 9,000.00	$ 4,500.00
	Contingency Funds:			
	Chamber Restoration Project	$ 4,000.00	$ 4,000.00	$ -
				$ -
	Contingency Fund Total Grants and Fees:	$ 4,000.00	$ 4,000.00	$ -
	Grand Total Grants:			
		$ 17,500.00	$ 13,000.00	$ 4,500.00

Cambria Tourism Board

Grant Funding Detail

Fiscal Year Ending June 30, 2026

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
	Outreach Funding:			
3/10/2026	ECO SLO	$ 1,000.00	$ 1,000.00	$ -
3/10/2026	Beautify Cambria Association	$ 720.00	$ 720.00	$ -
	Outreach Funding Total Grants:	$ 1,720.00	$ 1,720.00	$ -
	Event Funding:			
5/13/2025	Arthritis Foundation	$ 10,000.00	$ 10,000.00	$ -
5/13/2025	Cambria Lawn Bowls	$ 8,000.00	$ 8,000.00	$ -
11/12/2025	BlendFest	$ 10,000.00	$ 10,000.00	$ -
12/9/2025	Cambria Film Festival	$ 4,500.00	$ 4,500.00	$ -
1/13/2026	Classico Bike Event	$ 45,000.00	$ 45,000.00	$ -
3/10/2026	Scarecrow Festival	$ 15,000.00	$ 15,000.00	$ -
3/10/2026	Arthritis Foundation	$ 10,000.00	$ 10,000.00	$ -
	Event Funding Total Grants:	$ 102,500.00	$ 102,500.00	$ -
	Contingency Funds:			
10/14/2025	Fiscalini Ranch Trail head signs	$ 11,700.00	$ 11,700.00	$ -
10/14/2025	CCSD American Legion Renovation	$ 60,000.00	$ 60,000.00	$ -
	Contingency Fund Total Grants and Fees:	$ 71,700.00	$ 71,700.00	$ -
	Grand Total Grants:	$ 175,920.00	$ 175,920.00	$ -

Cambria Tourism Board

Grant Funding Detail

Fiscal Year Ending June 30, 2025

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
	Outreach Committee:			
2/11/2025	TRPR Sponsorship	$ 720.00	$ 720.00	$ -
	Outreach Committee Total Grants:	$ 720.00	$ 720.00	$ -
	Event Committee:			
6/11/2024	Lawn Bowls - Tournaments	$ 10,000.00	$ 10,000.00	$ -
10/8/2024	Chamber Art & Wine Festival	$ 10,000.00	$ 10,000.00	$ -
10/8/2024	BlendFest	$ 10,000.00	$ 10,000.00	$ -
3/11/2025	Scarecrow Festival	$ 15,000.00	$ 15,000.00	$ -
	Event Committee Total Grants:	$ 45,000.00	$ 45,000.00	$ -
	Capital Reserve:			
	Capital Reserve Total Grants:	$ -	$ -	$ -
	Contingency Funds			$ -
	Contingency Total Grants/Fees:	$ -	$ -	$ -
	Grand Total Grants:	$ 45,720.00	$ 45,720.00	$ -

Cambria Tourism Board

Grant Funding Detail

Fiscal Year Ending June 30, 2024

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
	Outreach Committee:			
6/13/2023	Cambria Pickleball Bleacher Project	$ 3,385.00	$ 3,385.00	$ -
3/19/2024	TRPRs	$ 720.00	$ 720.00	$ -
	Outreach Committee Total Grants:	$ 4,105.00	$ 4,105.00	$ -
	Event Committee:			
4/25/2023	Arthritis Foundation	$ 10,000.00	$ 10,000.00	$ -
4/25/2023	Scarecrow Festival	$ 15,000.00	$ 15,000.00	$ -
6/13/2023	American Legion July 4 Picnic	$ 4,500.00	$ 4,500.00	$ -
8/8/2023	Chamber Art & Wine Festival	$ 10,000.00	$ 10,000.00	$ -
10/11/2023	BlendFest	$ 7,500.00	$ 7,500.00	$ -
2/13/2024	Arthritis Foundation	$ 10,000.00	$ 10,000.00	$ -
3/19/2024	Scarecrow Festival 2024	$ 15,000.00	$ 15,000.00	$ -
4/9/2024	Christmas Market Shuttles 2024	$ 61,573.00	$ 61,573.00	$ -
	Event Committee Total Grants:	$ 133,573.00	$ 133,573.00	$ -
	Capital Reserve:			
8/8/2023	Cambria Skatepark	$ 47,500.00	$ 47,500.00	$ -
	Capital Reserve Total Grants:	$ 47,500.00	$ 47,500.00	$ -
	Contingency Funds			
6/23/2023	Cambria Lions Lens Enclosure	$ 25,000.00	$ 25,000.00	$ -
	Contingency Total Grants/Fees:	$ 25,000.00	$ 25,000.00	$ -
	Grand Total Grants:	$ 210,178.00	$ 210,178.00	$ -

Cambria Tourism Board

Grant Funding Detail

Fiscal Year Ended June 30, 2023

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding	
	Outreach Committee:				
4/25/2023	Beautify Assoc TRPR Sponsorship	$ 720.00	$ 720.00	$ -	
	Outreach Committee Total Grants:	$ 720.00	$ 720.00	$ -	
	Event Committee:				
10/11/2022	Blendfest	$ 7,500.00	$ 7,500.00	$ -	Matching
11/8/2022	Eroica California	$ 45,000.00	$ 45,000.00	$ -	Matching
1/26/2023	Lawn Bowls - Rinks	$ 2,500.00	$ 2,500.00	$ -	
1/26/2023	Lawn Bowls - Pairs	$ 2,500.00	$ 2,500.00	$ -	
	Event Committee Total Grants:	$ 57,500.00	$ 57,500.00	$ -	
	Contingency Funds				
2/8/2022	Monarch Butterfly Signage	$ 2,555.63	$ 2,555.63	$ -	
	Contingency Total Grants/Fees:	$ 2,555.63	$ 2,555.63	$ -	
	Grand Total Grants:	$ 60,775.63	$ 60,775.63	$ -	

Cambria Tourism Board
Grant Funding - Tracking & Reconciliation
Fiscal Year Ending June 30, 2022

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding	
	Outreach Committee:				
4/12/2022	Beautify TRPR	$ 720.00	$ 720.00	$ -	
	Outreach Committee Total Grants:	$ 720.00	$ 720.00	$ -	
	Event Committee:				
7/13/2021	BlendFest 2022	$ 7,500.00	$ 7,500.00	$ -	$2,500 Matching ($10,000 total)
7/13/2021	Country Coast Classic	$ 335.00	$ 335.00	$ -	$870 Matching $535 Refunded
9/14/2021	Art & Wine Festival	$ 8,500.00	$ 8,500.00	$ -	
2/8/2022	Lawn Bowls - Teams of 4	$ 2,500.00	$ 2,500.00	$ -	
2/8/2022	Lawns Bowls Pairs	$ 2,500.00	$ 2,500.00	$ -	
4/12/2022	Arthritis Fdtn - CCC Ride	$ 10,000.00	$ 10,000.00	$ -	
5/10/2022	Scarecrow Festival	$ 10,000.00	$ 10,000.00	$ -	$5,000 Matching ($15,000 total)
	Event Committee Total Grants:	$ 41,335.00	$ 41,335.00	$ -	
	Contingency Funds				
2/8/2022	Historic Cambria Sign Repair	$ 2,600.00	$ 2,600.00	$ -	
2/8/2022	Monarch Butterfly Signage	$ 2,600.00	$ -	$ 2,600.00	Moved to FYE 2023
	Contingency Total Grants/Fees:	$ 5,200.00	$ 2,600.00	$ 2,600.00	
	Grand Total Grants:	$ 47,255.00	$ 44,655.00	$ 2,600.00	Moved to FYE 2023

Cambria Tourism Board
Grant Funding - Tracking & Reconciliation
Fiscal Year Ending June 30, 2021

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding	
	Outreach Committee:				
7/1/2020	Chamber Outreach	$ 2,000.00	$ 2,000.00	$ -	
	Outreach Committee Total Grants:	$ 2,000.00	$ 2,000.00	$ -	
	Event Committee:				
2/9/2021	Scarecrow Festival	$ 10,000.00	$ 10,000.00	$ -	$5,000 Matching, $15,000 total
6/8/2021	Arthritis Foundation	$ 5,000.00	$ 5,000.00	$ -	$5,000 Matching, $10,000 total
6/8/2021	Lawn Bowls	$ 2,500.00	$ 2,500.00	$ -	$2,499 Matching, $4,999 total
	Event Committee Total Grants:	$ 17,500.00	$ 17,500.00	$ -	
	Contingency Funds				
7/1/2020	Chamber Outreach	$ 18,000.00	$ 18,000.00	$ -	
11/11/2020	TRPR Enhancement	$ 361.30	$ 361.30		
2/9/2021	TRPR Sponsorship	$ 720.00	$ 720.00	$ -	
	Contingency Total Grants/Fees:	$ 19,081.30	$ 19,081.30	$ -	
	Grand Total Grants:	$ 38,581.30	$ 38,581.30	$ -	

Cambria Tourism Board
Grant Funding - Tracking & Reconciliation Sheet
Fiscal Year Ending June 30, 2020

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding	
	Outreach Committee:				
1/23/2020	Beautify Cambria Association	$ 720.00	$ 720.00	$ -	
	Outreach Committee Total Grants:	$ 720.00	$ 720.00	$ -	
	Event Committee:				
9/10/2019	Cambria Film Festival	$ 2,250.00	$ 2,250.00	$ -	$2,250 Matching, $4,500 total
9/10/2019	Eroica California	$ 30,000.00	$ 30,000.00	$ -	$10,000 Matching, $40,000 total
9/10/2019	Cambria Art & Wine	$ 5,000.00	$ 5,000.00	$ -	
10/8/2019	2020 BlendFest	$ 5,000.00	$ 5,000.00	$ -	$2,500 Matching, $7,500 total
1/23/2020	Cambria Open Singles Tournament	$ -		$ -	Reversed - Cancelled
1/23/2020	Scarecrow Festival	$ 10,000.00	$ 10,000.00	$ -	$5,000 Matching, $15,000 total
	Event Committee Total Grants:	$ 52,250.00	$ 52,250.00	$ -	
	Contingency Funds				
9/10/2019	Cambria Magazine Ad	$ 650.00	$ 650.00	$ -	
10/8/2019	Christmas Market Shuttles	$ 50,000.00	$ 50,000.00	$ -	
				$ -	
	Contingency Total Grants/Fees:	$ 50,650.00	$ 50,650.00	$ -	
	Grand Total Grants:	$ 103,620.00	$ 103,620.00	$ -	

Cambria Tourism Board
Grant Funding - Tracking & Reconciliation Sheet
Fiscal Year Ending June 30, 2019

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
	Outreach Committee:			
3/11/2019	Beautify Cambria Association	$ 720.00	$ 720.00	$ -
	Outreach Committee Total Grants:	$ 720.00	$ 720.00	$ -
	Event Committee:			
6/12/2018	Cambria Film Festival	$ 2,250.00	$ 2,250.00	$ -
9/11/2018	Eroica California	$ 10,000.00	$ 10,000.00	$ -
9/11/2018	Art & Wine Festival 2019	$ 5,000.00	$ 5,000.00	$ -
9/11/2018	CCM Shuttle	$ 14,375.00	$ 14,375.00	$ -
3/11/2019	Scarecrow Festival	$ 10,000.00	$ 10,000.00	$ -
5/14/2019	Arthritis Fdtn CCC Ride	$ 8,375.00	$ 8,375.00	$ -
	Event Committee Total Grants:	$ 50,000.00	$ 50,000.00	$ -
	Contingency Funds			
9/11/2018	Eroica California	$ 5,000.00	$ 5,000.00	$ -
9/11/2018	Cambria Magazine Travel App Ad	$ 650.00	$ 650.00	$ -
1/8/2019	July 4th Fireworks	$ 4,000.00	$ 4,000.00	$ -
	Contingency Total Grants/Fees:	$ 9,650.00	$ 9,650.00	$ -
	Grand Total Grants:	$ 60,370.00	$ 60,370.00	$ -

Cambria Tourism Board
Grant Funding - Tracking & Reconciliation Sheet
Fiscal Year Ending June 30, 2018

Date Approved	Description	Amount Approved	Amount Paid	Amount Outstanding
	Outreach Committee:			
11/8/2016	Loop Map Printing	$ 1,280.44	$ 1,280.44	$ -
11/7/2017	CHS Holiday Lights	$ 900.00	$ 900.00	$ -
1/9/2018	Beautify Cambria	$ 720.00	$ 720.00	$ -
3/27/2018	Chamber Zagster Bike Progrem	$ 10,000.00	$ 10,000.00	$ -
3/27/2018	Sign	$ 1,400.00	$ 1,400.00	$ -
	Outreach Committee Total Grants:	$ 14,300.44	$ 14,300.44	$ -
	Event Committee:			
7/1/2017	CCAT - Cambria Film Festival	$ 2,250.00	$ 2,250.00	$ -
9/19/2017	Cambria Chamber Art & Wine Festival	$ 7,000.00	$ 7,000.00	$ -
9/19/2017	Harvest Festival	$ 1,500.00	$ 1,500.00	$ -
12/12/2017	BlendFest	$ 5,000.00	$ 5,000.00	$ -
3/27/2018	Scarecrow Festival	$ 15,000.00	$ 15,000.00	$ -
	Event Committee Total Grants:	$ 30,750.00	$ 30,750.00	$ -
	Contingency Funds			
9/19/2017	Rural Roadtrippers Co-op	$ 3,750.00	$ 3,750.00	$ -
9/19/2017	Cambria Chamber Magazine Ad	$ 650.00	$ 650.00	$ -
3/27/2018	July 4th	$ 6,000.00	$ 6,000.00	$ -
4/10/2018	Visit SLO Marketing Co-op	$ 5,000.00	$ 5,000.00	$ -
	Contingency Total Grants/Fees:	$ 15,400.00	$ 15,400.00	$ -
	Grand Total Grants:	$ 60,450.44	$ 60,450.44	$ -

Cambria Tourism Board
Grant Funding - Tracking & Reconciliation Sheet
Fiscal Year Ending June 30, 2017

Date Approved		Description	Amount Approved	Amount Paid	Amount Outstanding	
		Outreach Committee:				
4/12/2016		Stewardship Workshop & Promo bags	$ 1,854.53	$ 1,381.97	$ 472.56	FYE 6-30-16
7/12/2016		Beautify Main Street Project	$ 4,950.00	$ 4,950.00	$ -	
10/18/2016		CHS Holiday Lights	$ 2,500.00	$ 2,500.00	$ -	
11/8/2016		Loop Map Printing	$ 2,000.00		$ 2,000.00	
12/13/2016		Beautify TRPR Support	$ 750.00	$ 750.00	$ -	
		Outreach Committee Total Grants:	$ 12,054.53	$ 9,581.97	$ 2,472.56	Outstanding for Loop map completion
		Event Committee:				
12/15/2015		Eroica - Food, Park Promo	$ 914.38		$ 914.38	FYE 6-30-16
9/11/2016		Arthritis Ride	$ 4,999.00	$ 4,999.00	$ -	
9/11/2016		Harvest Festival	$ 4,600.00	$ 4,600.00	$ -	
9/11/2016		Chamber	$ 4,500.00	$ 4,500.00	$ -	
10/18/2016		BlendFest	$ 5,000.00	$ 5,000.00	$ -	
4/14/2017	*	American Legion 4th of July Fireworks	$ 8,500.00	$ 8,500.00	$ -	*Outreach Budget 2017/2018
4/14/2017		Scarecrow Festival 2017	$ 15,000.00	$ 15,000.00	$ -	
4/14/2017		Olallieberry Festival	$ 1,000.00	$ 1,000.00	$ -	
					$ -	
					$ -	
		Event Committee Total Grants:	$ 44,513.38	$ 43,599.00	$ 914.38	(Added to c/o 7-1-17)
		Contingency Funds				
4/12/2016		Cow Parade	$ 3,000.00	$ 3,000.00	$ -	
7/12/2016		Brochure Display Fee	$ 285.00	$ 285.00	$ -	
9/11/2016		Chamber Fee	$ 115.00	$ 115.00	$ -	
9/11/2016		Mini Moo Fee	$ 750.00	$ 750.00	$ -	
10/18/2016		Chamber Ad	$ 650.00	$ 650.00	$ -	
10/18/2016		CHS Holiday Lights	$ 656.00	$ 656.00	$ -	
					$ -	
					$ -	
		Contingency Total Grants/Fees:	$ 5,456.00	$ 5,456.00	$ -	
		Grand Total Grants:	$ 62,023.91	$ 58,636.97	$ 3,386.94	

ARCHER & HOUND

Visit Cambria Marketing Report

October 2026

Website Traffic

Sessions

53,921



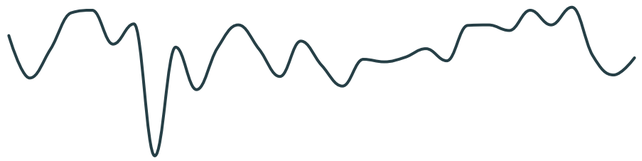
Conversions

1,753



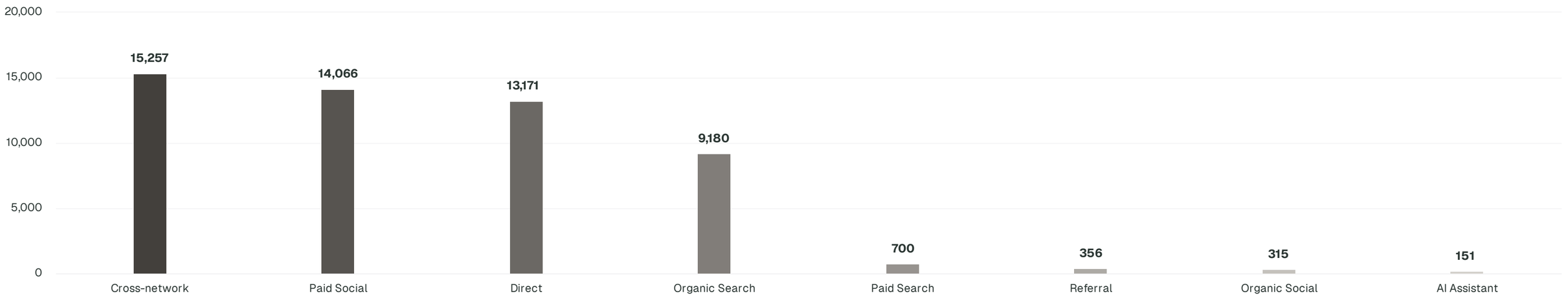
Conversion Rate

2.09%



Session by Channel

53,921



Website Traffic—User Insights

Total Users

47,152



New Users

45,850



User Engagement Duration Per User

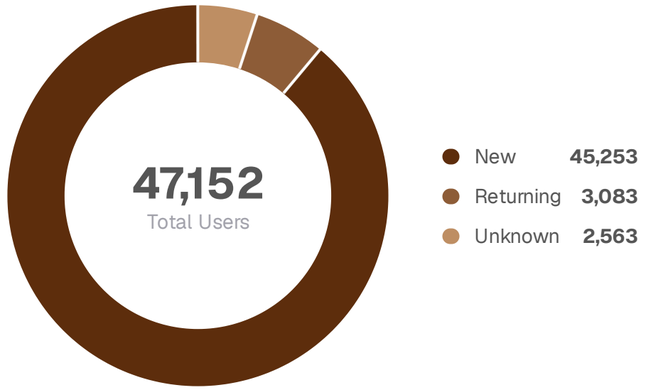
00:00:27



Total Users **47,152**



Total Users



Website Traffic—Page Insights

Views

78,288



Total App Downloads

16,167

Wedding Form Submissions

1

Top 10 Pages

Page	Views ▾	Engagement Rate
/	20,035	42.39%
/event/scarecrow-festival/2026-10-01/	9,517	4.01%
/weddings-in-cambria/	6,393	40.24%
/everything-uniquely-cambria/	5,619	47.93%
/linns-restaurant/	3,163	58.04%
/small-town-big-summer-vibes/	2,775	37.71%
/visitors/	1,782	89.70%
/covell-clydesdale-ranch/	1,690	64.71%
/events/	1,568	90.22%
/lodging/	1,453	94.22%

Organic Social—Facebook

Page Follows

129.8 K

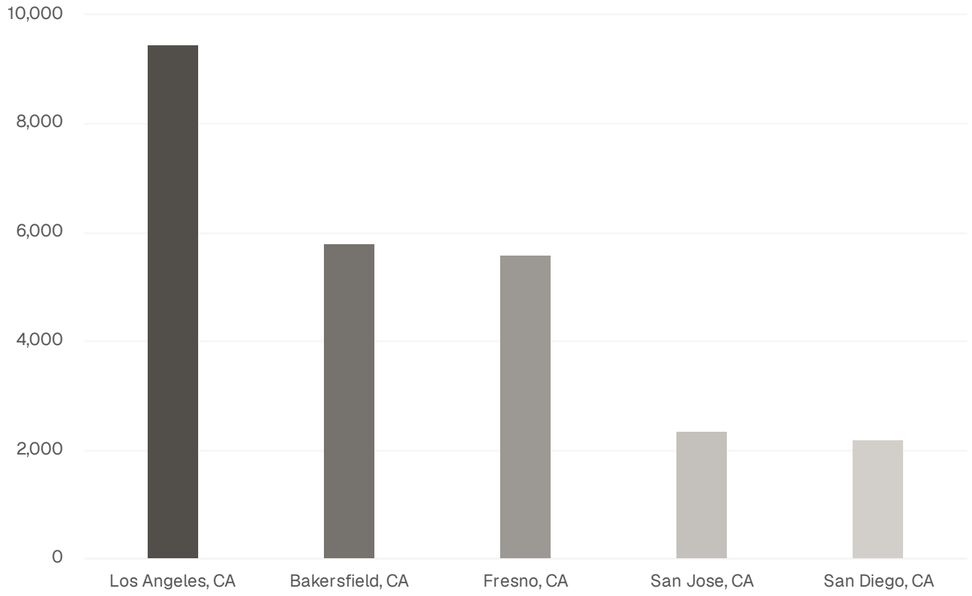


Post Engagement

22,639



Page Follows **53,992**



Top 5 Facebook Posts

Date	Post	Likes ▾	Shares	Clicks
Oct 8, 2026	 Fall looks good on Cambria.🍂 Trav…	406	14	176
Oct 29, 2026	 No movie set required. 🍂 ✨ Cozy r…	331	13	155
Oct 13, 2026	 Is there a reason to visit a beach tow…	262	14	78
Oct 9, 2026	 We found someone who takes beac…	146	11	201
Oct 21, 2026	 Is it too early to start getting excited …	132	12	108

Organic Social—Instagram

Followers

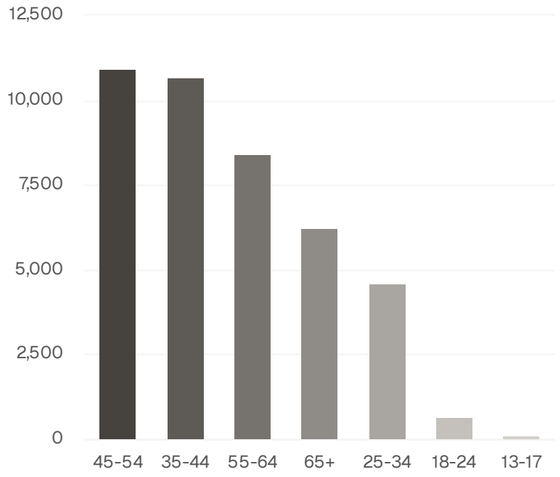
42,709

Post Engagements

3,735

Followers by Age

41,403



Top 5 Instagram Posts

Date	Post	Reach	Likes ▾	Saved
Oct 24, 2026	 Four new reas…	13,402	861	298
Oct 19, 2026	 A little hocus p…	11,809	838	153
Oct 29, 2026	 No movie set requ…	5,353	523	23
Oct 8, 2026	 Fall looks good on…	6,017	489	33
Oct 19, 2026	 A good book a…	4,340	380	30

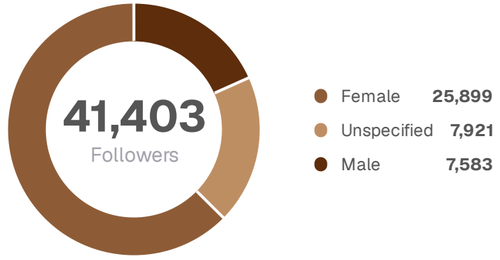
Saves

2,654

Shares

3,403

Followers by Gender



Organic Social—Pinterest

Impressions

2,177

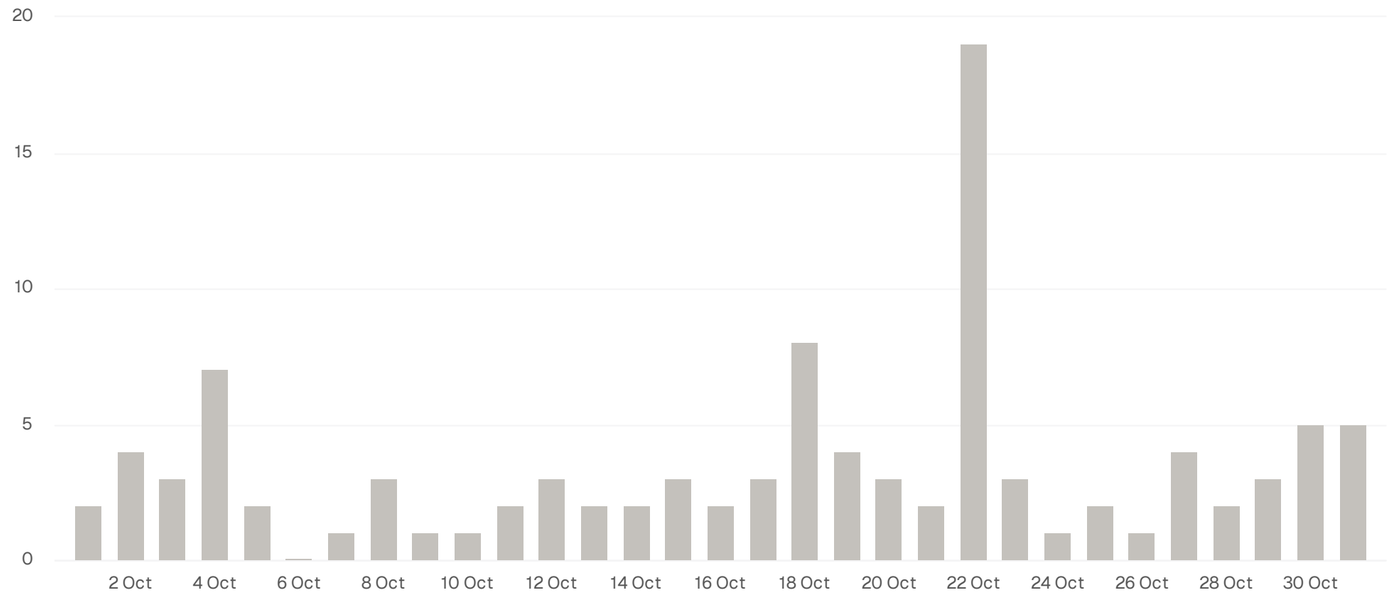
Engagement Rate

4.73%

Outbound Clicks

10

Engagements **103**



Pin Click Rate

3.40%

Pin Clicks

74

Paid Digital Advertising—Meta

Amount Spent

$6,630.71

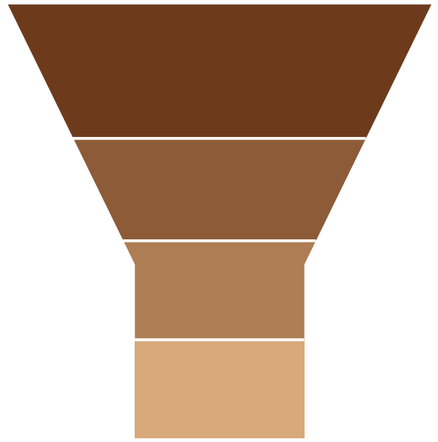
Impressions

432.2 K

Landing Page Views

13,503

Click Funnel



Impressions	432 K
Clicks	20,216
Outbound Clicks	14,379
Landing Page Views	13,503

Campaign Insights

Campaign	Impressions	Landing Page Views	Average CPC	CTR
A&H | L1 | Engage | Traffic A/B/C/G/J | 071726	371,384	9,197	$0.45	3.46%
A&H | L2 | Engage | Partner Retargeting | 09032	37,374	4,304	$0.08	15.81%
A&H | L2 | Lead | Newsletter | 070725	23,423	2	$0.28	6.21%

CTR

4.68%

CPC

$0.33

Paid Digital Advertising—Google

Amount Spent

$5,901.45

CTR

2.80%

Conversions **6,165.17**



Clicks

16,210

Avg CPC

$0.36

Campaign Breakdown

Campaign	Cost	Impressions	Clicks	Avg CPC	Conversions	Conversion Rate
Demand Gen | CTB Vacationers | Prospecting	$2,397.24	446,191	10,816	$0.22	6,076.17	40.02%
Demand Gen | Cambria Weddings | Early Planning	$1,906.76	129,294	4,823	$0.40	1.00	0.02%
Search | Visit Cambria | Brand	$1,597.45	3,899	571	$2.80	88.00	15.41%

ARCHER & HOUND

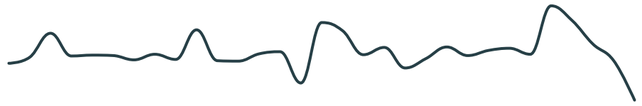
Cycle Central Coast Marketing Report

October 2026

Website Traffic

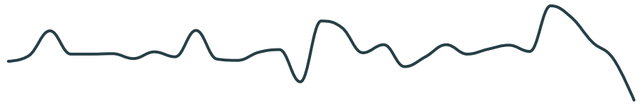
Sessions

5,215



Total Users

5,010

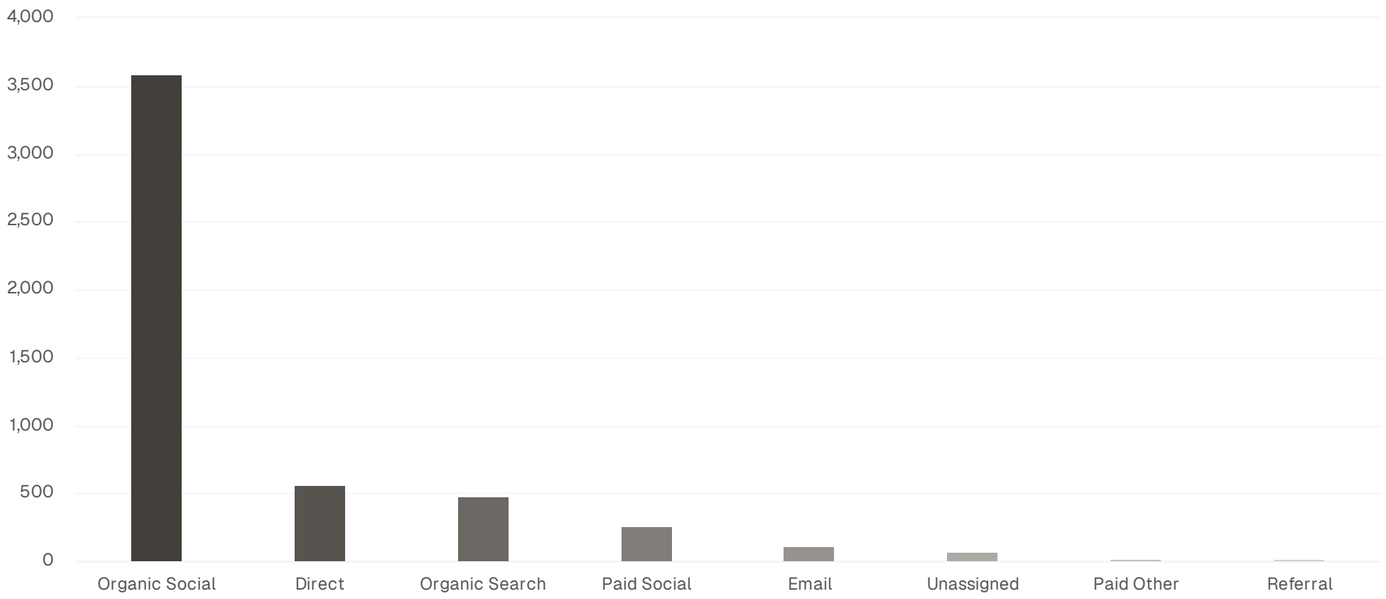


New Users

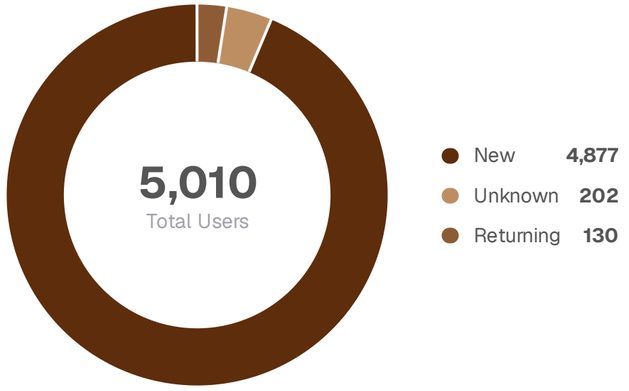
4,877



Total Users **5,010**



Total Users



Website Traffic—Page Insights

Views

6,468



Engagement Rate

27.52%



Average Session Duration

00:01:47

Top 10 Pages

Page	Views ▾	Engagement Rate
/blog/guide-to-ragged-point-for-cyclists/	3,621	15.38%
/routes/	671	56.70%
/blog/roads-to-ride-cycling-central-coast/	298	45.61%
/	285	53.15%
/events/	177	82.05%
/blog/highway-1-cycling/	113	83.64%
/stay/	67	53.13%
/routes/edna-valley-route/	54	76.09%
/routes/beach-to-beach/	52	75.56%
/resources/	51	83.67%

Organic Social—Facebook

Page Follows

34,362



Post Engagement

8,073



Page Follows **14,439**



Top 5 Posts

Date	Post	Likes ▾	Shares	Clicks
Oct 26, 2026	 The bike trip you know you need to ...	149	11	1,311
Oct 16, 2026	 Comfort is overrated. We want to regr...	24	0	20
Oct 18, 2026	 38.1 miles. Some serious climbing... Photos from Cycle Central Coast's	22	0	50
Oct 24, 2026	 Consider this your reminder: it's n...	19	0	15
Oct 15, 2026	 No calls. No emails. Just this. A stret...	19	2	9

Organic Social—Instagram

Followers

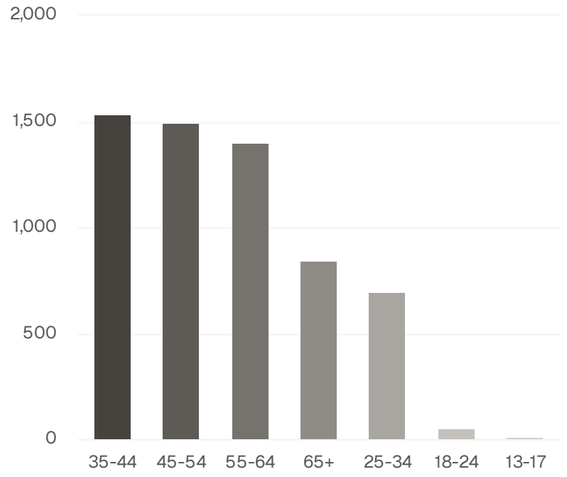
6,086

Post Engagement

237

Followers by Age

5,996



Top 5 Instagram Posts

Post	Date	Reach	Likes ▾	Saved
 The bike trip you k...	Oct 26, 2026	7,438	293	140
 Comfort is overrat...	Oct 16, 2026	1,386	116	5
 38.1 miles. So...	Oct 18, 2026	1,565	72	27
 The climbs. The c...	Oct 22, 2026	832	50	4
 No calls. No email...	Oct 15, 2026	585	49	8

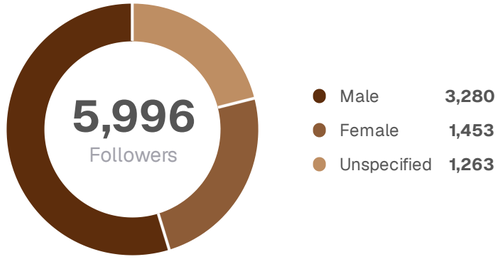
Saves

226

Shares

162

Followers by Gender



Paid Digital Advertising—Meta

Amount Spent

$1,171.13

Impressions

136.1 K

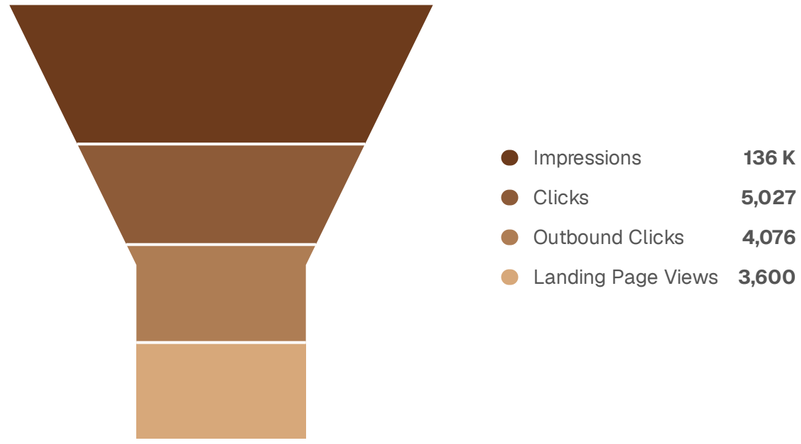
Landing Page Views

3,600

Campaign Insights

Campaign	Impressions	Clicks	Average CPC	CTR
A&H | L1 | Engagement | Quality Traffic | (	42,092	4,483	$0.13	10.65%
A&H | L1 | Engagement | Sponsor Post | C	94,029	544	$1.07	0.58%

Impressions and Clicks



CTR

3.69%

Average CPC

$0.23

Local Fund Summary

NOV/DEC 2026

ORGANIC SEARCH VISIBILITY
1.36M

ORGANIC CLICKS
6.2K

ENGAGEMENT RATE
67%

DESTINATION PAGEVIEWS
16.7K

14.5% of traffic

PAGEVIEWS BY COMMUNITY

Ragged Point	489
San Simeon	278
Cambria	318
Cayucos	1,185
Los Osos	1,093
Edna | AG	559
Avila Beach	331
Oceano | Nipomo	12,399

Email · Social · PR

EMAIL	80K SUBS	3.7K TRAFFIC	
FB	131.2K FANS	304K IMPR	3.3K ENG
IG	55.2K FOLLOW	320K IMPR	13K ENG
YT	151.9K VIEWS	916 HRS	
PR*	6 HITS	173.3M UVPM	20 YTD HITS

*Previous Month

TOT / Assessment

Q1 July-Sept	2026	2025
San Simeon | RP	$820,928	$686,598
Cambria | Harmony	$1,679,323	$1,548,444
Cayucos	$723,191	$633,175
Los Osos | Baywood	$172,360	$181,337
Edna | AG	$389,500	$321,086
Avila Beach	$1,071,380	$915,764
Oceano | Nipomo	$360,000	$275,861
CBID Total	↑ 14%	$5,216,683	$4,562,265

Brand USA Travel Week

SALES LEADS & OPPORTUNITIES

Visit SLO CAL recently attended Brand USA Travel Week U.K. & Europe in Amsterdam. The show brought together travel industry leaders to help drive future visitation to the United States.

Key takeaways from the show:

- Europe is our largest overseas market and makes up about 40% of overseas arrivals to the U.S. but is still about 2M visitors below 2019 levels, so there's upside to staying in front of this audience.
- Scenery and road trips are a big draw. European travelers are more interested in scenery and road trips than travelers globally, which plays right to SLO CAL's strengths along Highway 1.
- Operators want authentic, outdoor experiences. Buyers asked about ranch stays, campgrounds, whale watching and guided tours and experiences. They want product beyond the classic hotel stay.
- Highway 1 is getting attention. The Highway 1 documentary commissioned by Visit California generated a lot of buzz with trade and media in Amsterdam. Tour operators are excited about the Highway having reopened in 2026 and consumers are eager to experience the iconic Highway 1 roadtrip.
- Learn more about SLO CAL's Sales Leads and Opportunities

Governance

1994 FORMATION

- November 3 - BOS Public Meeting; board policy presented
- November 17 - BOS Public Hearing
- June 30, 2027 - 1989 District sunsets
- July 1, 2027 - Begin collection of assessment under 1994 District

Governance

VR LICENSES

In June the County implemented an "Annual Review Fee" of $321 for VR license renewals. This is in addition to the current Business License fee. Funds will be used to investigate unlicensed rentals. For more info, go to the County's STR fee page. For questions, email PI_vacationrentals@co.slo.ca.us

Media Coverage

AAA The Extra Mile — UVPM 943K
"A Road Trip on California's Route 1"

AFAR — UVPM 521K
"Skip the Big City: 6 New Hotels.."

AFAR syndicated to MSN — UVPM 66M

Board Meetings

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

2* DECEMBER

27 JANUARY

*Annual combo Nov-Dec meeting

HIGHWAY 1 Road trip

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