



Unincorporated San Luis Obispo County Tourism Business Improvement District (CBID)

YEAR END REPORT for 2020

Submitted May 3, 2021



TABLE OF CONTENTS

| | |
|--|-----------|
| Synopsis of 2020 | 3 |
| Where We Were and Looking Ahead | 3 |
| TOT Tracking & BID Assessment Growth | 4 |
| Marketing Plan 2020 2021 - The Phoenix Plan | 5 |
| Executive Summary | 5 |
| Marketing Progress: Mid-Year Report (represents data for July - Dec 2020) | 15 |
| Stewardship Traveler for Good Program | 19 |
| Marketing Strategy 2019 - 2022 | 23 |
| Strategic Direction 2017 18 - 2022 23 | 24 |
| Organizational Chart | 25 |
| Local Fund Recap | 26 |
| Local Fund Area (LFA) Financials 2020 2021 (as of March 2021) | 28 |
| General Fund Budget 2020 2021 (as of March 2021) | 29 |
| Balance Sheet 2020 2021 (as of March 2021) | 30 |
| Reconciliation Report 2020 2021 (as of March 2021) | 31 |
| 2021 2022 Projected Budget | 32 |

Following the review and approval by the Board of Supervisors, this report is available on
<https://highway1discoveryroute.com/member/>

Compiled by
Cheryl Cuming, CAO
Unincorporated County Tourism BID (CBID)
admin@SLOcountyBID.com
805.547.2243

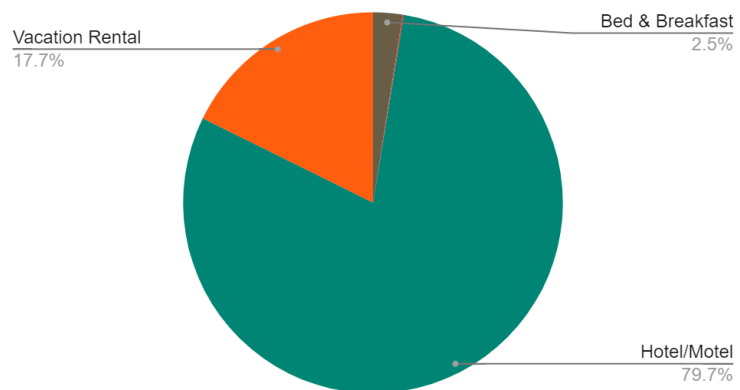
Synopsis of 2020

Where We Were and Looking Ahead

When the pandemic hit in spring of 2020, every travel marketer was left shell-shocked. Destination marketers were left grappling with how best to navigate and adapt amidst a constantly changing landscape.

The pandemic greatly affected budgets and resources, which forced most teams to do more with less. The majority were forced to shift strategies, cut budgets dramatically, and scale back efforts. The CBID board took a different approach, utilizing carry over funds saved for just such a challenge, and launched the aptly-named Phoenix plan in June to raise awareness of our county's wide open spaces to position the area for success once travel completely reopened.

TOT by Lodging Type



The results were powerful. In the first six months of the fiscal year, the website had as many qualified visits as the entire twelve months prior as people were actively searching for inspiration and planning for future travel. In the last year, website users were up 90 percent, 23 pieces of new content have been added to the site, a lead generation effort has been launched to improve email engagements, and the average search position for the website is up 22 percent with a majority of the authority pages in the top five positions on the first page of Google. The paid media campaign (September-December 2020), with a message focused on wide open spaces, achieved 32 percent more clicks with 35 percent less cost, equaling a cost per engagement five times lower than the year before. At a time when people were hesitating to travel, our efforts to inspire and engage them set us up for future success as road trips and rejuvenation travel are slated to be a focus for 2021.

Total Lodging Businesses **1,328**
Vacation Rental **1,137** | Home Stay **85** | Hotel/Motel **64** | B&B **42**

TOT Tracking & BID Assessment Growth

| | <u>TOT Totals*</u> | <u>BID Assessment Collections</u> |
|------------------------|------------------------------|--|
| | Source: County Tax Collector | Source: County Reconciliation Reports |
| 2009 2010 | \$5,452,645 | \$1,208,756 |
| 2010 2011 | \$5,733,837 | \$1,270,149 |
| 2011 2012 | \$6,364,986 | \$1,377,971 |
| 2012 2013 | \$6,794,324 | \$1,460,965 |
| 2013 2014 | \$7,439,334 | \$1,648,058 |
| 2014 2015 | \$8,117,718 | \$1,798,886 |
| 2015 2016 | \$8,529,754 | \$1,860,859 |
| 2016 2017 | \$8,568,487 | \$1,920,749 |
| 2017 2018 | \$8,450,318 | \$1,866,268 |
| 2018 2019 | \$9,089,314 | \$2,187,618 |
| 2019 2020 | \$7,539,423 | \$1,510,873 |
| Y/Y Growth | -17.1% | -30.9% |
| Pre-COVID Growth | +66.7% | +80.1% |
| Growth since inception | +38.3% | +25% |

*County TOT totals are updated in arrears. Data provided reflects most recent reports received from the County.

CBID Collected 2009-2020: \$19,990,689.47

As you can surmise from the data above, pre- and post- COVID are strong and we anticipate that 2021 | 2022 will trend similar to 2019; we anticipate a strong summer as pent-up demand for travel has many Californians traveling within the state.

As we forge ahead, we will remain aggressive and focused, while continuing to be flexible given ongoing uncertainty. There are four strategies reinforced in 2020 that were key to our success:

- **Keep Following the Data:** No matter the anecdotes, data is always the foundation of our marketing. This becomes even more critical during times of adversity and uncertainty. We focused our efforts on the channels and messages that have proven to engage. It helped us make more informed decisions and kept us top of mind with consumers for future travel consideration.
- **Continue to Embrace Digital Platforms:** We were able to plan our efforts in a way to pause without penalty in order to remain agile and adjust given the changing landscape. We placed an importance on authentically connecting with visitors, sharing inspirational photography and other assets, regardless of the channel or format.
- **Leading Better Together:** Starting last spring the CBID increased engagement with all 10 unincorporated areas, also known as the Local Fund Areas (LFAs), to continue to collaborate, share information and provide support. These strategic relationships have grown and the integration has proven to be an effective way to strengthen the efforts of all of our partner communities.
- **Continue to Engage and Inspire Travelers:** The good news is that while travel may have stopped for a time, dreaming of travel remained strong and consumer intent was demonstrated clearly through their online footprint. Since last April, the percentage of people dreaming about their next trip has increased, even as the percentage of active travel shoppers decreased. Our consistency in messaging allowed us to stay in front of consumers for future consideration.

As we continue through this recovery phase and see demand increase, we anticipate we will have created a leg up over other destinations who sat out and lost share of voice during this volatile, yet very important period.

Marketing Plan 2020 | 2021 - The Phoenix Plan

Executive Summary

In mid-March, 2020 travel to the Central Coast changed dramatically as the nation saw a halt in international flights and was asked to shelter in place as a measure to stop the spread of the COVID-19 virus. April, typically a busy Spring break time, was quiet as people

heeded the request to stay home. Some hotels in the area closed, while others saw single digit occupancies.

During this time, the H1DR paid media and email marketing effort was paused. We focused on engaging organic traffic – stayed active on social media and focused the message on inspirational travel. We also stayed active on search engine marketing as a way to provide answers to the large contingent of people seeking online content.

Once the coast is clear, we want to be ready to start up the tourism engine and capitalize on current trends to ensure a speedy recovery. This plan utilizes the partners, budgets, and learning from our previous efforts, but pivots toward a strong retargeting effort, some new targets, and a messaging focus on our stretch of Highway 1 - chalk full of wide open spaces, no crowds, and peaceful places to come and breathe deep.

All current consumer research, as well as historical data, show a recovery in phases with domestic travel and leisure leading the way. The biggest question is when. Then we have to ask ourselves who will travel first? Which assets of our brand will be the most desirable? And what will go away?

We expect recovery to happen in phases as follows:

1. Domestic Drive (Key California markets)
2. Short Haul Air
3. International
4. Group/Meetings

Based on historical downturns, San Luis Obispo County typically recovers faster than California or the United States as a whole because the bulk of the business is the California drive market - which will be strengthened as those CA residents planning longer-haul summer vacations will instead decide to travel closer to home.

It will be important to watch trends to see which market segments will and will not be willing to travel right away, as well as which segments could help rebuild our business. Younger travelers are expected to be the first to travel because they aren't as afraid of the virus as older travelers. And affluency is expected to be important. Only those who haven't been dramatically impacted by the economic downturn resulting from this pandemic will feel the freedom to be able to afford to travel.

As we activate on the most important opportunities, we also need to readjust our thinking and focus on the top two or three key metrics to gauge success – most prominent will be our retargeting metrics which will be compared to new target metrics as we look to re-engage visitors.

*We must move beyond ‘recovering’ from the crisis
and towards ‘thriving’ in the long run.*

Research

Miles Media - Travel Sentiment Study

- 84% of travelers have changed their plans
 - 53% have cancelled completely
 - 43% have reduced their plans in some way
- Factors impacting plans are overwhelmingly due to the SIP recommendation
 - 67% blamed COVID-19
 - 25% are concerned about the economy
- 65% say they plan to travel in the next six months and the majority are focused on a destination they can drive to
- The majority of travel content being consumed was online video

TripAdvisor Research – Site Visitors

- 59% say more likely to take a road trip post COVID
- 71% spent time IN THE LAST WEEK planning and researching potential trips
- 55% have spent FIVE HOURS in the last week planning their future trip
- People are looking for inspirational images and content and planning for that future trip – and wanting to get back to normal

Adara Data – Recent Travel Searches

- There is an increase in searches, especially for family travel beginning six weeks out through September 1. However, they noted that it is premature to make meaningful and specific predictions given what's happening is unprecedented and unpredictable.
- "Gating Events" must occur first which includes a reduction in rate of infection, and the removal of shelter in place orders and travel restrictions.

Messaging

Wide Open Spaces, uncrowded, serenity, expansive, uninterrupted trails.



Landing Page

We have created a new [Wide Open Spaces landing page](#) as the center of our “Phoenix Plan”. Not only will we have the Uncrowded Wide-Open spaces content, we will have new content focused on the Solo Traveler, a Preserves/Sanctuaries/Estuaries page, a Coastal Hikes page, a State Parks along Highway 1 page, and Cycling content for each LFA.

Media Recommendations

We have reprioritized and will be activating our most important tactics. Key to our program is the utilization of retargeting to re-engage those who have shown past interest in our area. Learning will help inevitably inform future efforts, creating a bridge/framework for our 2020 | 2021 plan. Reporting and metrics will be key to continuous improvement.

LA Times

- Update overall targeting to reflect audiences that may have interest in elements/events/activities most relevant to Wide Open Spaces, including people who are interested in:
 - Preserves/Sanctuaries/Estuaries
 - Coastal Hikes/hiking guide
 - State Parks along H1
 - Cycling
 - Overall wellness
- Retargeting:
 - Site retargeting for those who spend 1+ minutes on the H1DR website.

- Dynamic Map Retargeting – video and display retargeting those that have visited specific LFAs/activities on our map.
- Email retargeting – retargeting those who have opened past LA Times emails.
- Search Retargeting – targets an audience based on the previous searches they conduct on other websites across the Web. Unlike site retargeting, search retargeting is designed to find new customers which have likely never been to a marketer's website before.
- Emails/Newsletters:
 - Retarget to those who have previously opened an email.
 - Expand new email to Wide Open Spaces targets.
 - Expand new emails to intenders showing heavy search or travel habits in the last 6 months (travel 3x in 6 months).
- Facebook Ads:
 - New creative with updated targeting
- New Testing to include Facebook Video (focused on wide open spaces), You Tube, and Pinterest

SF Gate

- Email Digest:
 - Create an email execution that includes all of the H1DR program elements to date with a focus on wide open spaces. This will include not only the stories that we have created to date, but also include links to the influencer content as well as the quiz.
- Email List Retargeting:
 - Use the lists that we have currently reached with the new digest execution. In addition, we will add an additional 150k emails to the new target audience.
- Media Retargeting:
 - Add a retargeting campaign reaching readers that have interacted with the site. We can also use this information to create a look-a-like audience to extend the reader pool.
- Additional Story/Listicle:
 - Wide Open Spaces activities

TripAdvisor

- Multi-Click and Destination Ads
- Targeting/Retargeting:
 - Continue to Focus on Road tripping and our GEOs

- Target folks who are in the planning phase for Central Coast and/or those who are lower funnel in the shopping/booking phase.
- Retarget those searching Central Coast destinations across TripAdvisor site, TripAdvisor network, and audience extension (off platform). We can leverage this also on social media.
- Utilize Connect (TA Facebook social).
- Email Co-op

Yosemite

- National Park newsletter feature
- Facebook posts are scheduled for May, June, July and August

Search Engine Marketing

- Increased impression shares in Google Search for keywords that have a proven record of delivering engaged sessions on the website. There has been an increase in cost per click and cost per conversion during this SIP period, but we've increased impression share by 15-25% for most of those top keywords and we've added some similar-to-high-converting keywords to help drive more qualified traffic, particularly to the LFA pages/sites.
 - Highest converting keywords include:
 - "highway 1 trip planner," "beaches near pismo," "attractions along highway 1," "central coast ca," "things to do in cayucos," "things to do in cambria," "big sur," "big sur what to do," "weekend getaways near me," "avila beach resort" etc.
- Expanded SEM Retargeting:
 - Retargeting those who spent 1+ Minute on the CBID Website
 - Increase CPC's to capture more "in Market" users. We've been using "In-Market Audiences" who Google has identified as 'in-the-Search-market' for certain things. We've boosted bids for activities searches because they've been converting.
 - High Travel Intenders focused on Wide Open Spaces keywords. Google Keyword Planners shows search volume with words like "state parks," "hiking guide," and "wellness resorts."

Email

Our email program was paused in early March, and will be reinstated starting in mid-April to reach the aspirational traveler within our 80,000 person database. We will not only

incorporate CrowdRiff galleries, we will also embed video to improve engagement and click-through rates. Furthermore, we will increase our send rate to every other week and the messaging will pivot to reinforce the wide open spaces creative concepts with subjects/content like:

- The Wide-Open Spaces We All Love on Highway 1
- Explore 100 Miles of Uncrowded Freedom on Highway 1 (Driving Optional)
- Find Your Distance Where Wildlife Abounds
- Tunes and Digs to Inspire Your Summer Road Trip
- Traverse Miles of Uninterrupted Trails Along Highway 1
- Your Guide to Expansive Beaches Along Highway 1

Social

Since many travelers will seek to avoid air travel in the weeks and months ahead, we will focus on road trippers and drive markets, providing travelers with the inspiration and information they need to embark on a road trip. Focusing on these audiences in drive markets, we will shift our social media messaging to focus on Road Trip verbiage and easy drive accessibility. We will continue to promote solo travel, wide open spaces, wellness activities, and preserves/sanctuaries, as visitors are initially going to want to stay away from large group gatherings and crowded attractions.

Help travelers find calm and let them know we're thinking of them with virtual looks at beautiful scenes within the H1DR destination:

- #Highway1Dreaming – use this new tag to promote a social campaign around future travel – stemming from this article: [Travelers Tell Us The First Place They Want To Go, Once Travel Is Safe Again](#). Ask all LFAs to use this hashtag to promote similar messaging about experiences along H1DR.
- Most engaged posts become ads on LAT - As we track our most engaged posts and videos on social, we will work with LAT to quickly turn those into ads to engage our digital audiences.
- Seek out and emphasize solo travelers - Instagrammers love to post wide shots of themselves, alone, amid a beautiful setting. Amplifying these sorts of images will help convey that H1DR features plenty of elbow room and all sorts of majestic scenery. We can use the H1DR video clips and images sourced from CrowdRiff to do so.
- Get off the grid - Highlight remote, small towns great for avoiding crowds, recharging, and finding solitude. Additionally, focus on opportunities to eat and shop locally, supporting small businesses.

- Was your event or special occasion canceled because of coronavirus? Visitors might have had to cancel a birthday/anniversary/honeymoon/celebration trip due to coronavirus, so, we will also message about them being able to re-book and “celebrate now.”
- Virtual Travel Guide - Buckle up and follow this spectacular coast-hugging drive for a life-changing adventure. Design your itinerary for spontaneous pull-overs, spectacular sunsets and lots of family fun - discover why California’s Highway 1 is the ultimate road trip destination.
- Utilize Pinterest more - Utilize this channel during the recovery period with content related to road trips, solo travel, wellness etc.

Video

We are shooting more video and photography and also editing video with existing and new footage – including the creation of a Wide Open Spaces video, Preserves/Sanctuaries, and a digital Travel Guide of each of our 10 destinations. Video will focus on experiences from a variety of perspectives, including a bi-plane, from a drone, showing people hiking from a distance, etc. We will also create more video shorts for use on social as well as curate additional video and photos for LFA usage.

Content/SEO

We will continue to develop authority pages based on SEO guidelines that will rank for top keywords, including a solo travel authority page, golf, biking and more.

Collateral

Recommending we distribute the remainder of our maps through Certified Folder and then take a hiatus from printing the map so these funds can be used for additional LFA imperatives and SLO CAL co-ops.

Collaboration with LFAs and Visit SLO CAL

Weekly calls and ongoing communications with our LFAs and SLO CAL is key. Taking our lead, the LFAs have re-forecasted current and new fiscal year budgets to ensure decreased revenues and expenses are in line. LFA imperatives will be an important aspect as we look to grow our SEM program, grow our photo and video assets, participate in Google 2.0 coop with SLO CAL and consider a retargeting program with LAT.

Stewardship Travel for Good

The Travel for Good message will be more important than ever as travelers look to make a deeper connection with themselves and their surroundings. The Coastal Discovery trail will be launched in June and many of the activities will work well with the Wide-Open Spaces concept. Here are some activities that can be done with safe social distancing practices and all have the focus of exploring the great outdoors:

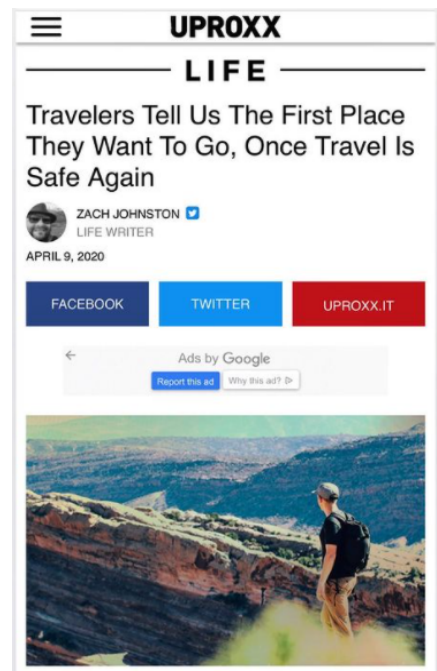
- Cayucos Land Conservancy Nature Walk
- Kayak Back in Time to Port San Luis Lighthouse
- El Moro Elfin Forest Nature Walks
- Fiscalini Ranch Preserve Nature Walks
- Sea Otter Spotting
- Seaweed Foraging Tour
- Cambria Self-Guided Walking Tour
- Spot Marine Life along the Whale Trail

Public Relations

Pre-recovery PR efforts have focused on “Where do I want to go when it’s okay to travel again?” Here’s an example below:

Amelia Mularz (@ameliamularz) — CALIFORNIA’S HIGHWAY 1

As much as I love the square mile of terrain, I’ve been covering during quarantine walks in my L.A. neighborhood (I seriously know each succulent by name now), I’m craving real nature. I’m also feeling guilty because it’s only now that most hiking trails and beaches are closed in Southern California (due to coronavirus) that I realize I haven’t been taking advantage of them in the first place. That’s why the moment we get the green light to travel, I’m heading on a Highway 1 adventure. Bidding farewell to my newfound, water-wise friends (see ya, Pablo, the Packard Street Cactus), I’m beelining straight to Nipomo to live out my lifelong dream of visiting a luffa farm. Did you know luffa sponges grow on vines? Then, I’ll head to Cambria, where there’s a new hotel called Oceanpoint Ranch right on Moonstone Beach. I’m embarrassed to say, I’ve never been to Hearst Castle, so I’ll swing by there, too.

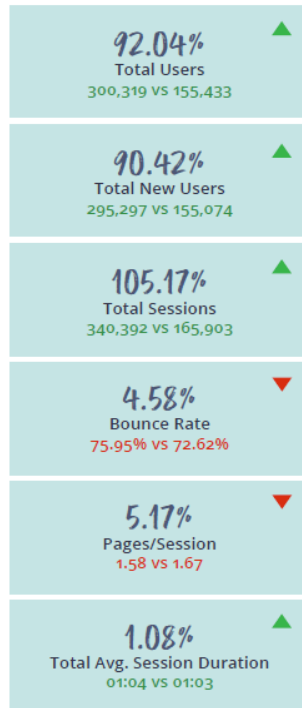


As we look to the recovery, many are now predicting that 2020 could become the year of the car. With that in mind, our stretch of Highway 1 is uniquely positioned to deliver viable offerings around experiences visitors will be craving as they gradually re-engage and travel. Initially, re-emergence public relations efforts will be focused on the Los Angeles, San Francisco/Bay Area and the Central Valley drive markets while slowly extending the perimeter as travel comfort level expands in the minds of the consumers.

Pitch themes will focus on the quintessential road trip with emphasis on wide open spaces, wellness, nature and wildlife, and outdoor activities. Key to the narrative will be positioning the unique attributes of our stretch of Highway 1 under the umbrella of mindful sanctuaries, road chill along the coast, and coastal discovery trail activities. As we look to summer/fall, we have key long-lead travel stories in the pipeline, such as Travel + Leisure, Los Angeles Times and AAA Encompass. Combined with ongoing focus on short-leads to help support the recovery plan, we're positioned to activate as soon as the timing is right.

Marketing Progress: Mid-Year Report (represents data for July - Dec 2020)

WEBSITE ANALYTICS



| Default Channel Grouping | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
|--------------------------|---------|-----------|----------|-------------|-----------------|-----------------------|
| Paid Search | 62,063 | 61,966 | 71,002 | 66.02% | 1.99 | 0:01:34 |
| Organic Search | 60,257 | 59,208 | 68,848 | 73.65% | 1.63 | 0:01:27 |
| Display | 7,053 | 6,192 | 7,984 | 78.72% | 1.52 | 0:00:51 |
| Social | 13,502 | 12,584 | 14,960 | 82.75% | 1.45 | 0:00:30 |
| Direct | 28,376 | 28,418 | 32,033 | 76.56% | 1.57 | 0:01:09 |
| Email | 13,291 | 12,904 | 15,886 | 74.29% | 1.74 | 0:01:30 |
| Referral | 13,670 | 13,418 | 17,104 | 85.24% | 1.45 | 0:00:54 |
| Other | 102,104 | 100,607 | 112,565 | 81.16% | 1.32 | 0:00:32 |

ORGANIC SEARCH VISIBILITY



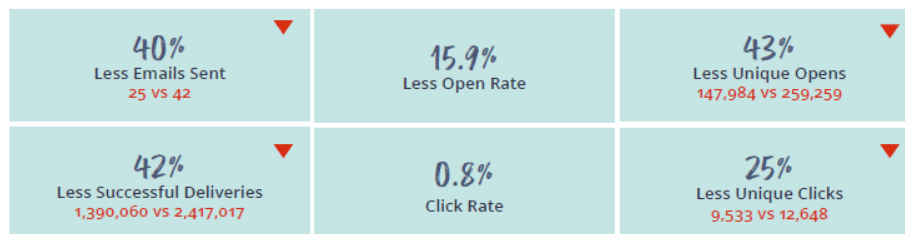
SEARCH QUERY RESULTS



ORGANIC SEARCH HIGHLIGHTS

- July 1 – December 31, 2020 experienced 60,257 users compared to 18,785, Y/Y
Users were up 220%, Y/Y
- Visibility in web searches have now surpassed SLOCAL according to SEM Rush
Traffic is still won by SLOCAL with San Luis Obispo search terms
- Major authority pages are now in the top 5 or even the authoritative reference from Google

EBLASTS



The reason for the decreases in email is due to not sending as frequently.

PAID MEDIA

\$121,126.01 spent to date through end of December for the Fall Program.

| Month | Impressions | Clicks | CTR | Spent | CPC | CPM | CPE |
|----------------------|-------------|---------|-------|--------------|--------|---------|--------|
| Fall 2019 (Sept-Dec) | 18,240,970 | 156,448 | 0.86% | \$188,599.30 | \$1.21 | \$10.34 | \$2.86 |
| Fall 2020 (Sept-Dec) | 27,938,006 | 207,171 | 0.74% | \$121,126.01 | \$0.58 | \$4.34 | \$0.64 |

32%
More Clicks

35%
Less Budget Spent

More than
2x
Lower CPC

More than
2x
Lower CPM

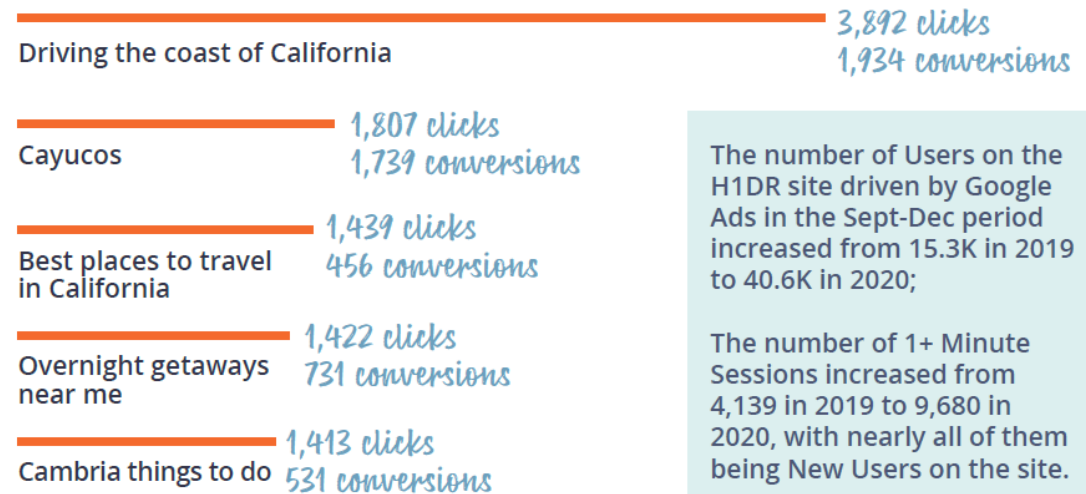
4.5x
Lower CPE

We achieved 32% more clicks using 35% less budget, 2x lower CPCs and 2x lower CPMs. The Cost per Engagement is 5X lower than this same period last year. We attribute much of this to the power and efficiency of Social and Native.

SEM

| | |
|--------------------------|----------------------------|
| 3,039,328 Impressions | \$57,380.67 Spend Total |
| 112,680 Clicks | \$0.51 CPC |
| 3.71% CTR | \$18.88 CPM |

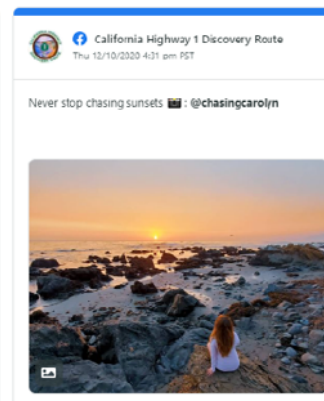
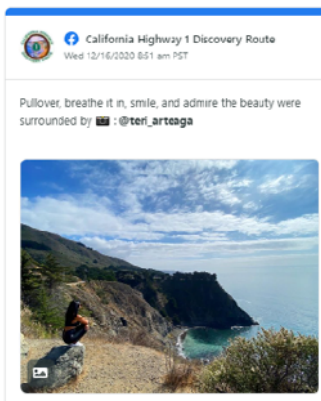
TOP 5 DRIVING KEYWORDS FOR MAIN SEARCH RANKED BY # OF CLICKS



SOCIAL



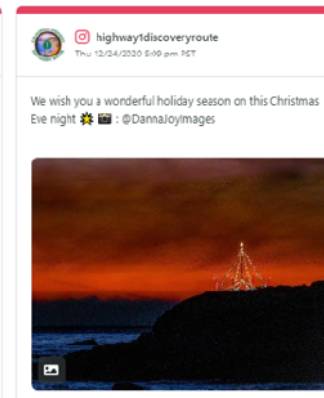
| | |
|-------------------|--------|
| 590,333 | +3,670 |
| Total Fans | |
| 84 | |
| Total Posts | |
| 7,136,604 | +34.1% |
| Total Impressions | |
| 242,801 | +57.9% |
| Total Engagement | |
| 96,989 | +54.7% |
| Total Link Clicks | |



| |
|-------------------------|
| 76,423 |
| Total Views |
| 708.8 |
| Total Watchtime (Hours) |
| Wide Open Spaces |
| Top Video |



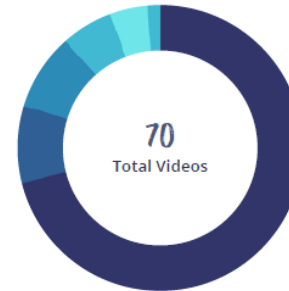
| | |
|------------------------------------|--------|
| 166,392 | +5,243 |
| Total Followers | |
| 75 | |
| Total Posts | |
| 2,113,811 | -6.7% |
| Total Impressions | |
| 35,838 | +7% |
| Total Engagement | |
| #CentralCoast | |
| Top Hashtag by Engagement (19,621) | |



PHOTOGRAPHY/VIDEO ASSETS



500+
Photos Added to FLICKR



| | |
|--|--|
| 49 videos Shopping & Dining by LFA | 4 videos Scenic drives |
| 6 videos Farm fresh along Highway 1 | 3 videos Sea Life & Tidepools |
| 6 videos Golf Courses | 1 video Season of Coastal Discovery |

PUBLIC RELATIONS

46
Articles to Date

23
on Top 50 List

21
Visiting Journalists

2
Media Missions

FAMS with SLO CAL

PUBLICATIONS THAT WE WERE INCLUDED IN

- Organic Authority
["Reorg Your Holidays with These Festive and Safe Events in California \(and Your Local Area Too\)"](#)
- 7x7.com
["Long Weekend on the Central Coast: Foraging, Wine Tasting, Wildlife + Small-Town Inns"](#)
- Budget Travel
["10 Social Distancing Day Trips from Los Angeles"](#)
- Berkeley Hills Living (Print page 22)
["Weekend Beach Drive, Cambria"](#)
- TravelScope.net
["Resort, Hotels 'N' Dining"](#)
- Moon Guide Book
["Pacific Coast Highway Road Trip" and "Southern California Road Trips"](#)
- News Break
["Cambria: Chumash, Cinnabar, on the California Coast"](#)

CONTENT CURATION

23
Pieces of Content Published

- [Shopping Highway 1](#)
- [Farm To Table](#)
- [Dining on Highway 1](#)
- [Highway 1 Scenic Drives - Where to Stop](#)
- [Surfing on Highway 1](#)
- [Season of Coastal Discovery](#)
- [Monterey Bay National Marine Sanctuary](#)



Stewardship Traveler for Good Program

The Highway 1 Discovery Route's *Stewardship Travel for Good* Program (STFG) was successfully launched in 2013. It continues to maintain promoting over 40 activities with 36 community partners (28 local non-profits, 8 businesses). The program is a key differentiating strategy that provides a unique platform to attract and retain visitors, and at the same time benefits our natural surroundings, historic assets, economy, and local communities.

The program inspires visitors and residents alike to deepen their SLO County experiences, learn more about their surroundings, and to help care for the region's natural and cultural heritage. The *Stewardship Travel for Good* brand increases awareness while positioning the Highway 1 Discovery Route as a leader in sustainable tourism. Current and growing travel trends in hands-on eco-tourism, sustainable, green, volunteer, and geo-tourism provide additional support for the pursuit of this marketing strategy:

- Booking.com's Sustainability Travel Report found 72% of travelers believe that people need to act now and make sustainable travel choices to save the planet for future generations.
- 66% of people globally believe it is no longer enough for a company/brand to simply give money to a good cause; they need to integrate causes into their day-to-day business.
- National Geographic's 2020 Travel Trends says it's less about where you are traveling and more about how you can travel better:
 - "We asked more than a dozen industry experts what travel will look like in 2020, and the overwhelming consensus is that this year—more than ever before— travelers will prioritize their journeys' impacts: on the planet, on destinations and local communities, and on themselves," Jessica Flint, National Geographic's 2020 Travel Trends.



We are excited to continue marketing and integrate the Wildlife Viewing Tips, The History & Heritage Trail and the *NEW* Coastal Discovery Trail. These have proven to be great tools that have been shared with visitors through our 500 lodging properties as well as online.

Program Benefits

STFG attracts and engages an emerging, high profile visitor, alongside locals, who will help care for the region.

- The Stewardship Travel for Good marketing strategy continues to position CBID on the breaking wave of evolving travel trends to attract visitors and the media
- Continues to be an effective differentiation strategy from Monterey and Santa Barbara
- The menu of hands-on and contribution opportunities helps differentiate the Highway 1 Discovery Route brand and unincorporated SLO County from other popular travel destination choices
- Delivers cost-effective media attention and high value content for all social media and online tactics
- Builds off-season and extended stay opportunities throughout the 10 regions
- Effectively provides one path towards long-term, countywide economic and resource sustainability
- Continue to evolve the stewardship messaging to honor and attract the values of our visitor. The post COVID STFG messaging has a strong focus on activities that can be done solo or with family while still having the ability to help conserve and protect our region

Examples of High Value Stewardship Travel Activities

The activities ensure opportunities for learning, authentic connection, natural and cultural heritage, and public participation in clean-ups and restoration activities such as: dive, beach, stream, lake, trail, meadow, campground, and parks. STFG provides the visitor information on how and where to financially contribute to “make a difference” in the area that the visitor just enjoyed and connected with; it allows them to have fun while doing something good!



Activity examples include:

- Central Coast State Parks Mind walks offers lectures on topics of interest that include cultural, history, natural history, and current issues; during COVID they continued to offer virtual experiences for learning

- Montaña de Oro State Park Trail Restoration Days draws over 150 enthusiastic participants annually
- Avila Beach and Cambria's Stewardship Clean-up Kit and Appreciation Tote
- Weed Eradication and Native Plant Restoration at Fiscalini Ranch Preserve

2020-2021 Top Focus

- Market & integrate the new Highway 1 Discovery Route Coastal Discovery Trail and Coastal Hiking map
- Create Stewardship Travel for Good Itineraries that are customized and newsworthy that fit into the overall CBID approach
- Continue to look for different ways to "repackage" and leverage all our STFG research and inventory to date
- Continue to assist and work with Bid Bunch contractors to understand better and leverage the STFG strategic/communication approach to connect with visitors/media with a heavy emphasis on using STFG for PR outreach
- Focus on creating a higher SEO impact by integrating STFG messaging within our website.
 - During & Post COVID-19 Stewardship Travel for Good Key messaging: Seasoned travelers know there's more to great travel than sightseeing! Follow the "good" along 100 miles of California's central coast by exploring the award-winning Highway 1 Discovery Route's "[Stewardship Travel for Good](#)" menu of over 40 special attractions, voluntourism, and caring activities at world class beaches, bays, parks, and wildlife preserves. Experience wide-open spaces and social distancing at its best!

Enjoy the self-guided educational walk and views on the secluded [El Moro Elfin Forest](#) trails bordering Morro Bay National Estuary, visit six exciting [Whale Trail](#) locations (with expansive and sensational views), pitch-in during California Coastal Cleanup Month on miles of beaches or pick up your free cleanup kit & tote bag anytime in downtown [historic Cambria](#). Take your whole family on a fun and private [Seaweed Foraging Tour](#) to learn and experience delicious sustainable harvesting techniques while exploring the tide pools. Immerse yourself in the 6-week long [Season of Coastal Discovery](#). All your actions (including leave-no-trace relaxing beach time) together with your park and historic site fees - help preserve and protect the places you love. Thank you for being a Stewardship Traveler! Discovery and sustainable travel starts here <https://highway1discoveryroute.com/stewardship-travel/>

- Continue to evolve the successful **Season of Coastal Discovery (also known as Coastal Discovery Celebration)** as an off-season 6 week-long promotion that provides more connection, learning, meaningful experiences, and caring while on vacation.
- Continue to promote successful messaging/content/approaches such as the Wildlife Viewing Tips, History & Heritage Trail, the Coastal Discovery Trail, and The Whale Trail.

Program Focus Areas and Updates Developed for 2020-21

The CBID has identified and refined the Stewardship Traveler for Good strategic marketing approach into 3 prioritized and distinct times of year, focusing on “shoulder seasons”:

- Season of Coastal Discovery (Coastal Discovery Celebration) – January/February
- Continue to market the Coastal Discovery Trail, History & Heritage & Wildlife Viewing Tips component
- California Coastal Clean Up – September

2020-21 program focus/goals included:

- Maintain the ongoing stability of STFG activities and assets
- Continue to maintain strong STFG marketing and PR efforts
- Continue to deepen and integrate STFG in all 10 regions
- Create more in-county awareness, education and promotion of STFG
- Manage and support our strategic marketing partners effectively

Marketing Strategy 2019 - 2022

| Value Proposition | Marketing Imperatives | | |
|---|---|--|--|
| <p>The Best of Highway 1 is found in our ten communities, strung along a majestic, SLO CAL stretch of the iconic Pacific Coast Highway. We offer affordable abundance through a variety of high-value experiences:</p> <ul style="list-style-type: none"> • unique and uncrowded beaches • sightseeing and wildlife • family-friendly outdoor experiences • great weather • a safe and comfortable place • a casual, relaxed vibe | Evolve Marketing Leadership with LFAs (15% of total budget) | Pursue Excellence and Efficiency of Owned Media (35% of total budget) | Increase Consideration to Visit Highway 1 and our Ten Communities and Assets (50% of total budget) |
| | Marketing Initiatives | | |
| | <ul style="list-style-type: none"> • Provide Marketing Bridge Opportunities to LFAs (12% of total) <ul style="list-style-type: none"> • Collaborate with LFAs to align strategies with CBID's marketing plan • Provide access to coattail marketing opportunities • Prioritize LFA focus on planning over consideration in our marketing funnel • Support LFAs through educational and technical assistance opportunities (3% of total) <ul style="list-style-type: none"> • Demonstrate the value of re-targeting visitors who are considering a visit to move them to the planning stage of our funnel • Communicate marketing best practices • Educate LFAs on overall regional direction to identify and leverage funnel position • Reduce duplication of efforts to increase efficiencies and budget impact | <ul style="list-style-type: none"> • Refine and leverage the CBID database (3.5% of total) <ul style="list-style-type: none"> • Increase accuracy and efficacy of email database system • Use database to target interested visitors and drive visitation to CBID communities • Align on Web Strategy for "Best of Highway 1" (28% of total): <ul style="list-style-type: none"> • Strategy A: Proof-of-concept site that effectively guides interested visitors to the region and its communities and assets <ul style="list-style-type: none"> • Robust mobile experience • Engaging web content and interface • Strategy B: Integrate "Best of Highway 1" into Visit SLO CAL site <ul style="list-style-type: none"> • Digital strategy pushes interest to Visit SLO CAL site where "Best of Highway 1" is treated as an asset • Budget % moves to "Develop effective and targeted content for our personas" • Develop and execute social strategies to drive consideration (3.5% of total) | <ul style="list-style-type: none"> • Partner with Visit SLO CAL to Drive Awareness (15% of total) <ul style="list-style-type: none"> • Solidify relationship with Visit SLO CAL to ensure activity at the awareness level • Gain alignment with Visit SLO CAL on CBID's position in the funnel to effectively leverage funds and efforts • Pursue partnerships that drive awareness to our unincorporated communities (5% of total) <ul style="list-style-type: none"> • Strengthen partnerships with CA organizations responsible or influential in the marketing of the region • Develop effective and targeted content for our personas (30% of total) <ul style="list-style-type: none"> • Create content that leverages regional brands • Ensure content position is effective, given CBID's position in the marketing funnel • Increase overall awareness of CBID communities as they relate to their location on Highway 1 • Focus on asset awareness to drive visitation • Communicate the value proposition of the destination and its offerings • Pursue earned media strategies • Leverage owned media • Leverage paid digital advertising • Leverage social media |

CBID Target Market Personas

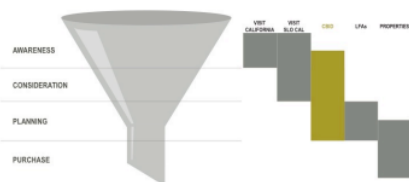
The Soul Seeker:

The Soul Seeker looks for new experiences in places off the beaten path. Attracted to small town charm and natural beauty, they appreciate the more rustic and noble things in life and hit the road to find it. Finishing off the day with a sunset, a bottle of wine and good conversation in quiet places fills their soul and encourages them to keep exploring.

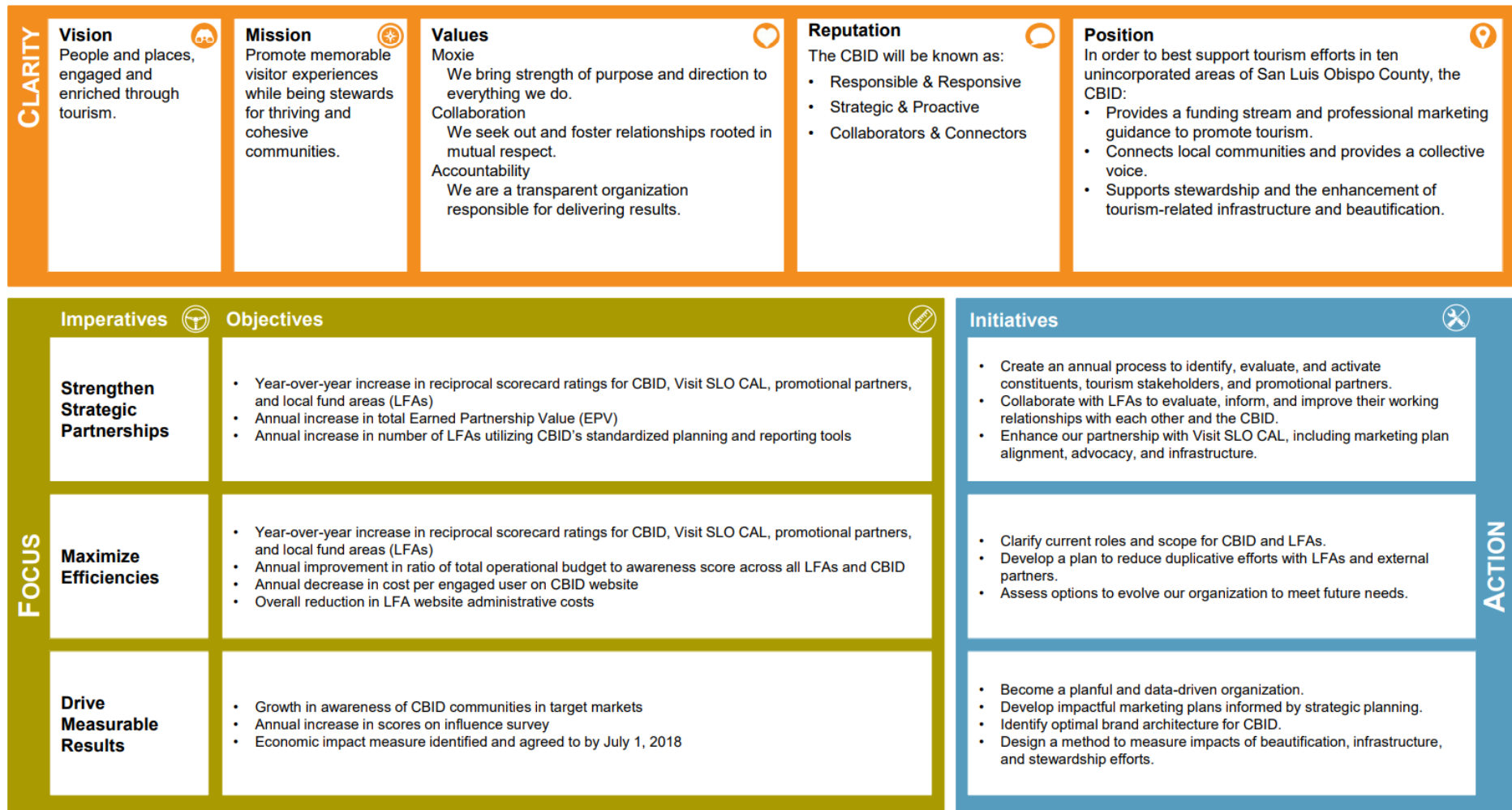
Life Stages:

- **The Freewheeler:** The Freewheeler couple can travel without constraints related to family or job—maybe they are freelance programmer millennials or recent empty nesters hitting the road. They have disposable income but need to find value to make the adventure last. Their adventures are more about serotonin than adrenaline. Fine wine, good dining, and outdoor recreation fill their vacation days.
- **Mama Soul Seeker:** Their family is number one, and their time off work is limited, but adventure awaits. Because of their commitments, they need to pack more adventure into a shorter time. They're focused on value, but affordability is key. Educational and historical assets are a draw, as are uncrowded beaches and casual dining. She uses social media to get inspiration for trips, and proudly shares images of her family enjoying their adventures.

Marketing Funnel Position

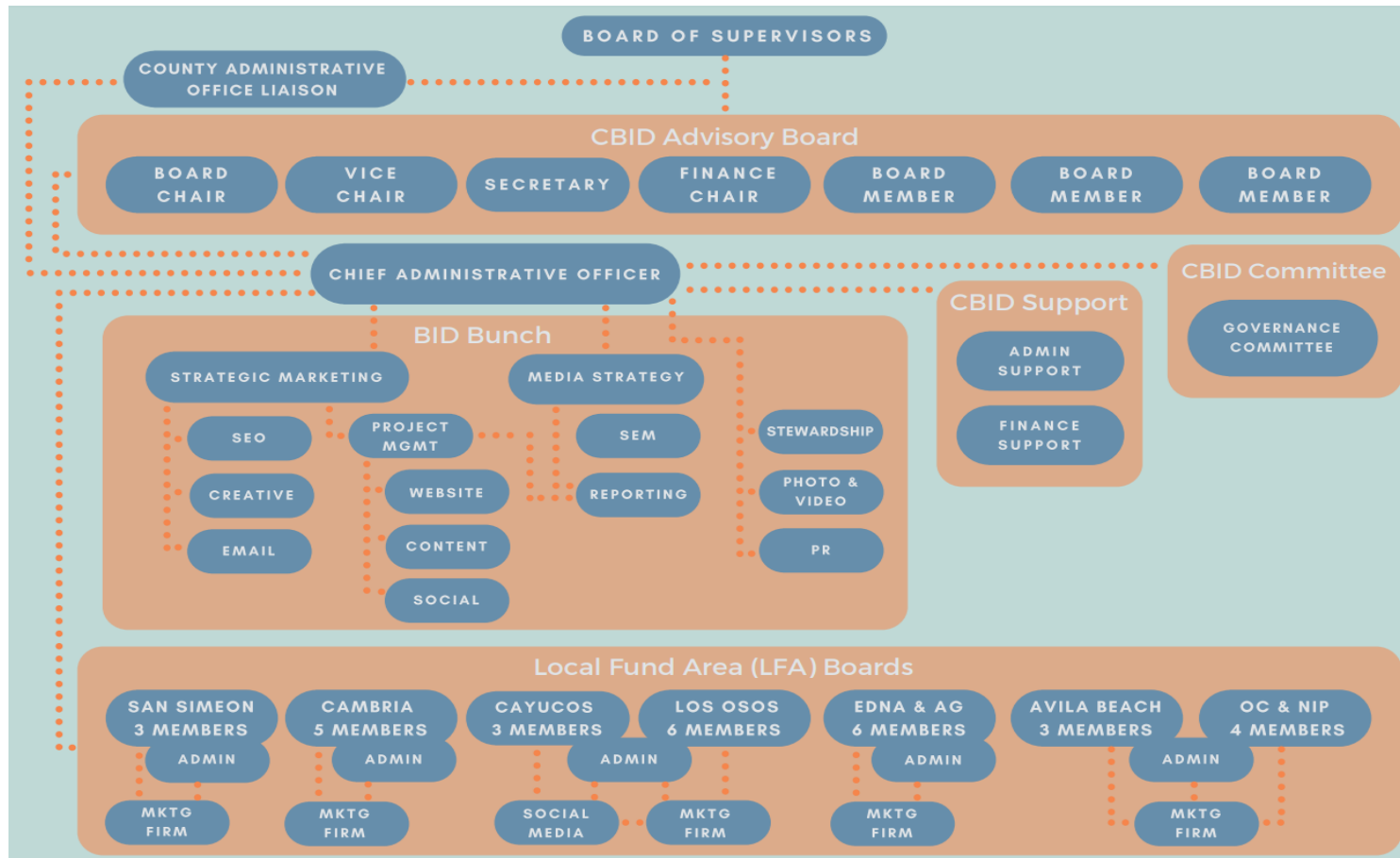


Strategic Direction 2017 | 18 - 2022 | 23



Organizational Chart

The CBID is comprised of a 7-member board of lodging owners from throughout the unincorporated area. The CAO reports to the Advisory Board and manages strategic direction with the 17-member BID Bunch contracted marketing team as well as the 2-member contracted support team. In addition there are seven (7) local fund area (LFA) boards with a total of 28 volunteer board members. These LFA boards utilize 4 contracted administrators plus 5 marketing firms.



Local Fund Recap

The ordinance allows for 1% of the 2% BID Assessment to be attributed directly to the Local Fund Area (LFA) that generated the funding.

2020 Total LFA Application Funding: \$834,938

2020 LFA Application Total: 22

Total funding since inception: \$8,255,191

Total projects since inception: 554

Avila Beach – Avila Beach Tourism Alliance (ABTA)

Board Meeting: 2nd Wednesday of each month

Board Composition: 3-member board

Admin: Stephanie Rowe

Marketing Partner: TJA Advertising [VisitAvilaBeach.com](https://www.visitavilabeach.com)

Tactics: Website, digital ads, social media, quarterly newsletter

Annual Collections: \$169,935*

2020 Projects: 2 | \$163,900

Total Projects: 86



Cambria - Cambria Tourism Board (CTB)

Board Meeting: 2nd Tuesday of each month

Board Composition: 5-member board; 3 committees (marketing, events/outreach & governance)

Admin: Jill Jackson

Marketing Partner: Archer & Hound [VisitCambriaCA.com](https://www.visitcambria.com)

Tactics: Website, digital ads, social media, blogs, monthly newsletter, PR, booking engine, APP, CycleCentralCoast

Annual Collections: \$384,417*

2020 Projects: 5 | \$297,720

Total Projects: 171



Cayucos – Visitor Alliance of Cayucos (VAC)

Board Meeting: 1st Monday of each month

Board Composition: 3-member board

Admin: Danielle Dubow

Marketing Partner: Danna Coy (social media) and Wildcat Marketing

Tactics: Photography, social media, newsletter and paid social ads

Annual Collections: \$128,946*

2020 Projects: 6 | \$75,019

Total Projects: 76



Los Osos | Baywood Park | Unincorp. Morro Bay – Visit Los Osos Baywood (VLOB)

Board Meeting: 4th Tuesday of each month

Board Composition: 6-member board; 2 committees (mktg and STP)

Admin: Danielle Dubow

Marketing Partner: Wildcat Marketing

Tactics: Website, digital ads, social media, quarterly newsletter

Annual Collections: \$29,794*

2020 Projects: 2 | \$24,000

Total Projects: 45



Oceano | Nipomo – Visit Oceano Nipomo (ONTB)

Board Meeting: Every other month

Board Composition: 4-member board

Admin: Stephanie Rowe

Marketing Partner: TJA Advertising VisitOceanoNipomo.com

Tactics: Digital ads, social media, quarterly newsletter

Annual Collections: \$45,355*

2020 Projects: 1 | \$32,400

Total Projects: 40



Unincorporated San Luis Obispo & Arroyo Grande – SLO Wine Lodging (EV/AGV)

Board Meeting: Every other month

Board Composition: 6-member board with 1 committee (mktg)

Admin: Landy Fike

Marketing Partner: Big Red Marketing

Tactics: Digital ads (FB), social media, quarterly newsletter

Annual Collections: 27,576*

2020 Projects: 2 | \$24,000

Total Projects: 37



San Simeon | Ragged Point – San Simeon Tourism Alliance (SSTA)

Board Meeting: 3rd Tuesday of each month

Board Composition: 3-member board

Admin: Mike Hanchett; support staff through Chamber office

Marketing Partner: Solterra Strategies VisitSanSimeonCA.com

Tactics: Website, digital ads, social media, blogs, monthly newsletter, PR

Annual Collections: \$184,159*

2020 Projects: 4 | \$217,899

Total Projects: 120



*Annual Collections are from the 2019|2020 fiscal year and reflect 1% of the 2% BID assessment collection.

Local Fund Area (LFA) Financials 2020 | 2021 (as of March 2021)

| | Avila Beach (Local Fund) | Cambria (Local Fund) | Cayucos (Local Fund) | San Simeon (Local Fund) | Los Osos (Local Fund) | Nipomo/Oceano (Local Fund) | AG/SLO (Local Fund) | TOTAL Local Fund |
|------------------------------|-----------------------------|-------------------------|-------------------------|----------------------------|--------------------------|-------------------------------|------------------------|---------------------|
| | 20.11% | 37.86% | 14.53% | 13.79% | 2.86% | 6.24% | 4.60% | 100.00% |
| Income | | | | | | | | |
| BID Assessment Collection | | | | | | | | |
| Air B&B Assessments | 15,747.77 | 38,777.77 | 26,613.90 | 1,268.33 | 7,023.22 | 19,782.29 | 20,473.87 | 129,687.15 |
| Local Fund | 163,298.03 | 298,297.59 | 102,755.19 | 121,545.72 | 18,481.30 | 35,735.30 | 20,513.80 | 760,626.93 |
| Total BID Assess Collection | 179,045.80 | 337,075.36 | 129,369.09 | 122,814.05 | 25,504.52 | 55,517.59 | 40,987.67 | 890,314.08 |
| Carryforward | 152,425.58 | 76,228.64 | 350,451.67 | 495,079.20 | 16,754.19 | 54,147.58 | 10,524.91 | 1,155,611.77 |
| Total Income | 331,471.38 | 413,304.00 | 479,820.76 | 617,893.25 | 42,258.71 | 109,665.17 | 51,512.58 | 2,045,925.85 |
| Gross Profit | 331,471.38 | 413,304.00 | 479,820.76 | 617,893.25 | 42,258.71 | 109,665.17 | 51,512.58 | 2,045,925.85 |
| Expense | | | | | | | | |
| Administration | | | | | | | | |
| Administrator - General Fund | 11,069.01 | 20,979.11 | 7,922.16 | 7,308.71 | 1,568.12 | 3,367.34 | 2,458.99 | 54,673.44 |
| Administrator - Local Fund | 12,705.01 | 31,500.00 | 2,075.00 | 0.00 | 4,479.85 | 5,310.00 | 692.48 | 56,762.34 |
| District Administration Fees | 3,580.92 | 6,741.49 | 2,587.40 | 2,456.26 | 510.10 | 1,110.34 | 819.76 | 17,806.27 |
| Mileage | 0.00 | 80.50 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 80.50 |
| Supplies | 1,359.16 | 161.05 | 0.00 | 0.00 | 0.00 | 595.17 | 0.00 | 2,115.38 |
| Telecommunications | 180.00 | 270.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 450.00 |
| Total Administration | 28,894.10 | 59,732.15 | 12,584.56 | 9,764.97 | 6,558.07 | 10,382.85 | 3,971.23 | 131,887.93 |
| Beautification | 0.00 | 0.00 | 4,563.18 | 0.00 | 0.00 | 0.00 | 0.00 | 4,563.18 |
| Marketing/Advertising | | | | | | | | |
| Creative Development | 0.00 | 21,510.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 21,510.00 |
| Owned Media | | | | | | | | |
| Mailchimp | 2,250.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,250.00 |
| Social Media | 0.00 | 0.00 | 28,500.00 | 0.00 | 0.00 | 0.00 | 0.00 | 28,500.00 |
| Website | 0.00 | 13,815.32 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 13,815.32 |
| Total Owned Media | 2,250.00 | 13,815.32 | 28,500.00 | 0.00 | 0.00 | 0.00 | 0.00 | 44,565.32 |
| Public Relations | | | | | | | | |
| Media Recep/Visiting Jour | 0.00 | 3,730.17 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,730.17 |
| Public Relations - Other | 0.00 | 8,200.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 8,200.00 |
| Total Public Relations | 0.00 | 11,930.17 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 11,930.17 |
| Mktg/Advertising - Other | 12,050.28 | 0.00 | 7,238.08 | 127,083.57 | 16,103.27 | 0.00 | 16,002.16 | 178,477.36 |
| Total Marketing/Advertising | 14,300.28 | 47,255.49 | 35,738.08 | 127,083.57 | 16,103.27 | 0.00 | 16,002.16 | 256,482.85 |
| Memberships/Sponsorships | | | | | | | | |
| Sponsorships / Events | 5,900.00 | 20,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 25,900.00 |
| Total Membership/Sponsorship | 5,900.00 | 20,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 25,900.00 |
| Project Management | 0.00 | 22,800.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 22,800.00 |
| Social Media | | | | | | | | |
| Facebook, Blogging, etc. | 34,130.00 | 61,351.56 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 95,481.56 |
| Monthly E-Newsletter | 200.00 | 6,460.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 6,660.00 |
| Total Social Media | 34,330.00 | 67,811.56 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 102,141.56 |
| Tourism Infrastructure | 0.00 | 1,081.30 | 950.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,031.30 |
| Web Development | | | | | | | | |
| Content Management | 16,200.00 | 0.00 | 0.00 | 0.00 | 0.00 | 22,495.85 | 0.00 | 38,695.85 |
| Total Web Development | 16,200.00 | 0.00 | 0.00 | 0.00 | 0.00 | 22,495.85 | 0.00 | 38,695.85 |
| Contingency | | | | | | | | |
| Certified Folder | 0.00 | 1,197.75 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,197.75 |
| Total Contingency | 0.00 | 1,197.75 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,197.75 |
| Total Expense | 99,624.38 | 219,878.25 | 53,835.82 | 136,848.54 | 22,661.34 | 32,878.70 | 19,973.39 | 585,700.42 |
| Net Income | 231,847.00 | 193,425.75 | 425,984.94 | 481,044.71 | 19,597.37 | 76,786.47 | 31,539.19 | 1,460,225.43 |

General Fund Budget 2020 | 2021 (as of March 2021)

| | Jul '20 - Jun 21 | Budget | \$ Over Budget | % of Budget |
|---|---------------------|---------------------|--------------------|------------------|
| Income | | | | |
| BID Assessment Collection | | | | |
| Air B&B Assessments | 129,687.03 | 95,667.24 | 34,019.79 | 135.6% |
| General Fund | 760,627.31 | 861,005.16 | -100,377.85 | 88.3% |
| Total BID Assessment Collection | 890,314.34 | 956,672.40 | -66,358.06 | 93.1% |
| Carryforward | 358,666.12 | 358,666.12 | 0.00 | 100.0% |
| Total Income | 1,248,980.46 | 1,315,338.52 | -66,358.06 | 95.0% |
| Gross Profit | 1,248,980.46 | 1,315,338.52 | -66,358.06 | 95.0% |
| Expense | | | | |
| Administration | | | | |
| Administration - Fin. Support | 6,912.50 | 10,800.00 | -3,887.50 | 64.0% |
| Administrator - General Fund | 49,983.32 | 66,000.00 | -16,016.68 | 75.7% |
| District Administration Fees | 17,806.30 | 19,133.45 | -1,327.15 | 93.1% |
| Office Rent | 2,920.05 | 3,893.40 | -973.35 | 75.0% |
| Supplies | 591.18 | | | |
| Telecommunications | 1,178.84 | 1,570.00 | -391.16 | 75.1% |
| Total Administration | 79,392.19 | 101,396.85 | -22,004.66 | 78.3% |
| Co-op-SLO CAL, Visit CA & CCTC | 4,950.00 | 6,000.00 | -1,050.00 | 82.5% |
| Marketing/Advertising | | | | |
| Content Curation | | | | |
| Content/Copy/Blogs | 17,037.00 | 30,000.00 | -12,963.00 | 56.8% |
| Photography | 58,025.98 | 84,000.00 | -25,974.02 | 69.1% |
| Total Content Curation | 75,062.98 | 114,000.00 | -38,937.02 | 65.8% |
| Creative Development | 10,800.00 | 14,400.00 | -3,600.00 | 75.0% |
| Implementation Support | 18,000.00 | 24,000.00 | -6,000.00 | 75.0% |
| LFA | | | | |
| Development/Strategy | 13,500.00 | 18,000.00 | -4,500.00 | 75.0% |
| Other and LFA Tools | 51,085.20 | 90,500.00 | -39,414.80 | 56.4% |
| Total LFA | 64,585.20 | 108,500.00 | -43,914.80 | 59.5% |
| Media | | | | |
| Additional Spring Media | 0.00 | 22,575.00 | -22,575.00 | 0.0% |
| Recovery Plan | 384,863.75 | 460,000.00 | -75,136.25 | 83.7% |
| SEM | 31,950.00 | 43,000.00 | -11,050.00 | 74.3% |
| Strategy | 56,000.00 | 71,000.00 | -15,000.00 | 78.9% |
| Total Media | 472,813.75 | 596,575.00 | -123,761.25 | 79.3% |
| Owned Media | | | | |
| Database | 13,500.00 | 18,000.00 | -4,500.00 | 75.0% |
| Mailchimp | 3,504.40 | 5,988.00 | -2,483.60 | 58.5% |
| SEO | 28,953.00 | 38,604.00 | -9,651.00 | 75.0% |
| Social Media | 25,651.99 | 34,450.00 | -8,798.01 | 74.5% |
| Website | 26,145.50 | 41,600.00 | -15,454.50 | 62.8% |
| Total Owned Media | 97,754.89 | 138,642.00 | -40,887.11 | 70.5% |
| Public Relations | | | | |
| Manager | 36,491.35 | 48,000.00 | -11,508.65 | 76.0% |
| PR Coordination | 18,749.97 | 25,000.00 | -6,250.03 | 75.0% |
| Media Recep / Visiting Jour | 8,757.07 | 30,000.00 | -21,242.93 | 29.2% |
| Total Public Relations | 63,998.39 | 103,000.00 | -39,001.61 | 62.1% |
| Total Marketing/Advertising | 803,015.21 | 1,099,117.00 | -296,101.79 | 73.1% |
| Stewardship/Sustainability | | | | |
| CDC Promo | 0.00 | 12,000.00 | -12,000.00 | 0.0% |
| STP Management | 18,749.97 | 25,000.00 | -6,250.03 | 75.0% |
| Total Stewardship/Sustainability | 18,749.97 | 37,000.00 | -18,250.03 | 50.7% |
| Strategy & Research | | | | |
| Project Management | 27,000.00 | 43,500.00 | -16,500.00 | 62.1% |
| Total Strategy & Research | 27,000.00 | 43,500.00 | -16,500.00 | 62.1% |
| Web Development | | | | |
| Content Management | 15,270.68 | 20,000.00 | -4,729.32 | 76.4% |
| Total Web Development | 15,270.68 | 20,000.00 | -4,729.32 | 76.4% |
| Contingency | | | | |
| Scarecrow Matching Funds | 0.00 | 5,000.00 | -5,000.00 | 0.0% |
| Spartan Sponsorship | 0.00 | 5,000.00 | -5,000.00 | 0.0% |
| VR Photos | 0.00 | 6,000.00 | -6,000.00 | 0.0% |
| Total Contingency | 0.00 | 16,000.00 | -16,000.00 | 0.0% |
| Total Expense | 948,378.05 | 1,323,013.85 | -374,635.80 | 71.7% |
| Net Income | 300,602.41 | -7,675.33 | 308,277.74 | -3,916.5% |

Balance Sheet 2020 | 2021 (as of March 2021)

| | Jul 31, 20 | Aug 31, 20 | Sep 30, 20 | Oct 31, 20 | Nov 30, 20 | Dec 31, 20 | Jan 31, 21 | Feb 28, 21 | Mar 31, 21 |
|---------------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| ASSETS | | | | | | | | | |
| Current Assets | | | | | | | | | |
| Checking/Savings | | | | | | | | | |
| CBID Checking Account | 192,559.71 | 180,086.83 | 198,101.74 | 171,932.61 | 207,080.62 | 247,335.12 | 143,542.54 | 126,639.60 | 106,357.43 |
| Local Fund Checking Accounts | | | | | | | | | |
| Avila Beach | 238,737.68 | 264,535.99 | 278,572.37 | 288,350.49 | 299,044.56 | 298,703.72 | 304,927.53 | 305,496.25 | 312,680.07 |
| Cambria | 215,836.81 | 229,109.01 | 263,763.42 | 265,137.48 | 296,645.58 | 318,497.31 | 321,980.01 | 336,012.53 | 354,988.05 |
| Cayucos | 377,935.76 | 392,686.69 | 412,470.20 | 419,218.99 | 434,510.84 | 440,715.08 | 444,960.62 | 450,877.03 | 459,908.24 |
| San Simeon | 569,423.14 | 580,330.08 | 581,452.79 | 584,501.75 | 584,144.53 | 584,879.52 | 572,566.36 | 569,348.46 | 563,553.44 |
| Los Osos/Morro Bay | 24,294.88 | 24,251.69 | 27,782.05 | 25,910.08 | 30,422.83 | 32,282.99 | 31,786.53 | 31,130.10 | 31,638.72 |
| Nipomo/Oceano | 72,269.21 | 78,542.66 | 86,621.76 | 93,618.06 | 98,528.96 | 101,380.17 | 102,517.33 | 98,869.57 | 98,323.79 |
| AG/SLO/SM | 28,356.30 | 36,610.08 | 40,256.39 | 43,191.69 | 41,979.31 | 42,595.48 | 45,048.91 | 45,166.27 | 42,187.14 |
| Total Local Fund Checking Accounts | 1,526,853.78 | 1,606,066.20 | 1,690,918.98 | 1,719,928.54 | 1,785,276.61 | 1,819,054.27 | 1,823,787.29 | 1,836,900.21 | 1,863,279.45 |
| Checking | -1,763.23 | -30,510.07 | -46,454.36 | -1,306.81 | -11,787.97 | -2,543.44 | -3,722.44 | -9,277.69 | -15,152.29 |
| Total Checking/Savings | 1,717,650.26 | 1,755,642.96 | 1,842,566.36 | 1,890,554.34 | 1,980,569.26 | 2,063,845.95 | 1,963,607.39 | 1,954,262.12 | 1,954,484.59 |
| Accounts Receivable | | | | | | | | | |
| Accounts Receivable | 1,763.23 | 30,510.07 | 46,454.35 | 1,306.80 | 11,787.96 | 2,543.43 | 3,722.43 | 9,277.68 | 15,152.27 |
| Total Accounts Receivable | 1,763.23 | 30,510.07 | 46,454.35 | 1,306.80 | 11,787.96 | 2,543.43 | 3,722.43 | 9,277.68 | 15,152.27 |
| Total Current Assets | 1,719,413.49 | 1,786,153.03 | 1,889,020.71 | 1,891,861.14 | 1,992,357.22 | 2,066,389.38 | 1,967,329.82 | 1,963,539.80 | 1,969,636.86 |
| TOTAL ASSETS | 1,719,413.49 | 1,786,153.03 | 1,889,020.71 | 1,891,861.14 | 1,992,357.22 | 2,066,389.38 | 1,967,329.82 | 1,963,539.80 | 1,969,636.86 |
| LIABILITIES & EQUITY | | | | | | | | | |
| Liabilities | | | | | | | | | |
| Current Liabilities | | | | | | | | | |
| Accounts Payable | | | | | | | | | |
| Accounts Payable | 101,574.80 | 75,122.27 | 81,337.90 | 90,570.25 | 99,068.79 | 200,109.30 | 129,042.76 | 134,962.48 | 73,335.16 |
| Total Accounts Payable | 101,574.80 | 75,122.27 | 81,337.90 | 90,570.25 | 99,068.79 | 200,109.30 | 129,042.76 | 134,962.48 | 73,335.16 |
| Total Current Liabilities | 101,574.80 | 75,122.27 | 81,337.90 | 90,570.25 | 99,068.79 | 200,109.30 | 129,042.76 | 134,962.48 | 73,335.16 |
| Total Liabilities | 101,574.80 | 75,122.27 | 81,337.90 | 90,570.25 | 99,068.79 | 200,109.30 | 129,042.76 | 134,962.48 | 73,335.16 |
| Equity | | | | | | | | | |
| CBID Unrestricted Net Assets | 339,466.09 | 339,466.09 | 339,466.09 | 339,466.09 | 339,466.09 | 339,466.09 | 339,466.09 | 339,466.09 | 339,466.09 |
| Local Unrestricted Net Assets | -203,992.23 | -203,992.23 | -203,992.23 | -203,992.23 | -203,992.23 | -203,992.23 | -203,992.23 | -203,992.23 | -203,992.23 |
| Net Income | 1,482,364.83 | 1,575,556.90 | 1,672,208.95 | 1,665,817.03 | 1,757,814.57 | 1,730,806.22 | 1,702,813.20 | 1,693,103.46 | 1,760,827.84 |
| Total Equity | 1,617,838.69 | 1,711,030.76 | 1,807,682.81 | 1,801,290.89 | 1,893,288.43 | 1,866,280.08 | 1,838,287.06 | 1,828,577.32 | 1,896,301.70 |
| TOTAL LIABILITIES & EQUITY | 1,719,413.49 | 1,786,153.03 | 1,889,020.71 | 1,891,861.14 | 1,992,357.22 | 2,066,389.38 | 1,967,329.82 | 1,963,539.80 | 1,969,636.86 |

Reconciliation Report 2020 | 2021 (as of March 2021)

JAMES W. HAMILTON, CPA

SAN LUIS OBISPO COUNTY AUDITOR- CONTROLLER- TREASURER - TAX COLLECTOR - PUBLIC ADMINISTRATOR

MONTHLY SLOCTBID RECONCILIATION

FISCAL YEAR 2020-21

Reconciliation Period Ending: February 28, 2021

PREPARED BY :

Jackson Luepke

APPROVED BY :

DATE 3/4/2021

DATE :

SLOCTBID-Undistributed

Account 3100500003-2601852 Balance :

1,954,262.13

Adj for December 2020 Activity Deposited in January 2021

9,277.68

Subtotal:

1,963,539.81

Prior FY Undistributed

(1,639,427.04)

Prior Periods Undistributed

2601852 (327,902.79)

Current Period Distributed

139,935.41

Adjusted SAP Balance

136,145.39

HdL TOT/BID System

Summary Deposit Report

136,145.39

-\$249.02 due to adjustment from amended return. DP 7-213864

Difference

\$ (0.00)

| | | |
|--|--------|--|
| | | |
| | | |
| | Total: | |

HdL TOT/BID System

| Area Report | Total BID | 2% Admin Fee | Dist to Vendor | Dist to TC | Interest Pd | Undistributed |
|---------------|---------------------|------------------|---------------------|------------------|-------------|-------------------|
| Jul 2020 | 190,415.53 | 3,808.31 | 108,731.40 | 1,697.68 | | 79,986.45 |
| Aug 2020 | 273,804.67 | 5,476.09 | 203,256.82 | 3,808.31 | | 66,739.54 |
| Sep 2020 | 269,065.02 | 5,381.30 | 160,721.24 | 5,476.09 | | 102,867.69 |
| Oct 2020 | 200,940.49 | 4,018.81 | 192,718.76 | 5,381.30 | | 2,840.43 |
| Nov 2020 | 248,013.47 | 4,960.27 | 143,498.58 | 4,018.81 | | 100,496.08 |
| Dec 2020 | 173,525.47 | 3,470.51 | 94,533.04 | 4,960.27 | | 74,032.16 |
| Jan 2021 | 111,382.21 | 2,227.64 | 206,971.26 | 3,470.51 | | (99,059.56) |
| Feb 2021 | 136,145.39 | 2,722.91 | 137,707.77 | 2,227.64 | | (3,790.02) |
| Mar 2021 | | 0.00 | | | | 0.00 |
| Apr 2021 | | 0.00 | | | | 0.00 |
| May 2021 | | 0.00 | | | | 0.00 |
| Jun 2021 | | 0.00 | | | | 0.00 |
| Totals | 1,603,292.25 | 32,065.84 | 1,248,138.87 | 31,040.61 | | 324,112.77 |

Diff SAP Bal less Undist

\$ -

2021 | 2022 Projected Budget

Net income and projected carryforward to 2021 | 2022

Scenario 1

- Remaining expenses were derived by using the average expenses incurred over the last 9 months and applying that to the remainder of the year, 3 months (April – June)

| | |
|--|-------------|
| Net income as of 03/31/21 | \$300,602 |
| Remaining expenses based on avg. burn rate | (\$255,056) |
| Projected income per budget | \$255,056 |
| Estimated net income at 06/30/21* | \$239,532 |

Scenario 2

- Remaining expenses were projected using anticipated invoices through 06/2021

| | |
|---|-------------|
| Net income as of 03/31/21 | \$300,602 |
| Remaining expenses based on projected actuals | (\$327,000) |
| Projected income per budget | \$255,056 |
| Estimated net income at 06/30/21* | \$228,658 |

Scenario 3

- Remaining expenses taken directly from what remains in the budget as of 04/ 2021

| | |
|------------------------------------|-------------|
| Net income as of 03/31/21 | \$300,602 |
| Remaining expenses based on budget | (\$374,061) |
| Projected income per budget | \$255,056 |
| Estimated net income at 06/30/21* | \$181,598 |

*Estimated carryforward for 2021 | 2022

The difference between Scenario 1 and 3 is \$57,934. The following uses Scenario 2 as we have projected each expense line-item based on the current situation.

The \$327,000 in projected expenses through year end yields a remaining balance of \$28,226. With \$6,000 currently in contingency we will end the year \$34,226 under budget.

All scenarios anticipate budgeted revenue in April, May and June (based on 2019 actuals) totaling \$255,056. If the actual amounts collected exceed this amount, then the amount to be carried forward and available for spending in 2021 | 2022 will be more than \$181,597. This in theory will be the Net Income as of June 30, 2021 and become part of the carryforward into 2021 | 2022.

Assuming the carryforward is around \$200,000 and the revenue in 2021 | 2022 is similar to that of 2019 at \$1,111,727, plus the remaining contingency at year-end of \$34,225, we will have \$1,345,952 of budgeted revenue to spend.

Estimated 2021 | 2022 Draft Budget

| Category | Budget |
|--|-------------|
| LFA Imperative and SLO CAL partnership | \$94,000 |
| Media | \$574,000 |
| Content Curation | \$132,360 |
| Strategy and Research | \$43,500 |
| Earned Media | \$113,000 |
| Owned Media | \$142,992 |
| Creative Development | \$14,400 |
| Collateral/Brochure | \$0 |
| Support and Stewardship | \$113,000 |
| | \$1,227,252 |
| | |
| Administration Expenses | \$108,500 |
| Grand Total Projected Expenses for CBID | \$1,335,752 |
| | |
| Projected Assessment Collections: Jan - Dec 2019 actuals | \$1,111,727 |
| | \$1,111,727 |
| | |
| Projected Carryforward | \$200,000 |
| Unspent expenses and remaining contingency | \$34,225 |
| | |
| Total Projected Income for CBID | \$1,345,952 |