



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

## YEAR END REPORT for 2022

Submitted May 1, 2023



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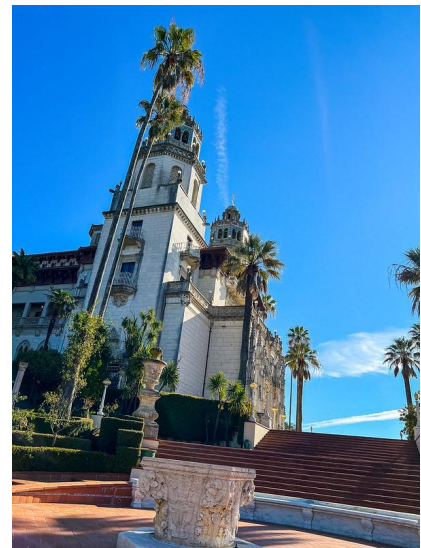
Following the review and approval by the Board of Supervisors, this report is available on <https://highway1roadtrip.com/member-information/>

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## Synopsis of 2022

As travel continued its return, consumers were looking for new, authentic, and memorable experiences that enable self-fulfillment. Post COVID, travelers were looking for an opportunity to be surrounded by nature, immersed in a region's authentic culture. In the last year, Highway 1 has responded to this demand by marketing elevated nature-based offerings, including a focus on hidden secrets, wildlife, and beaches.

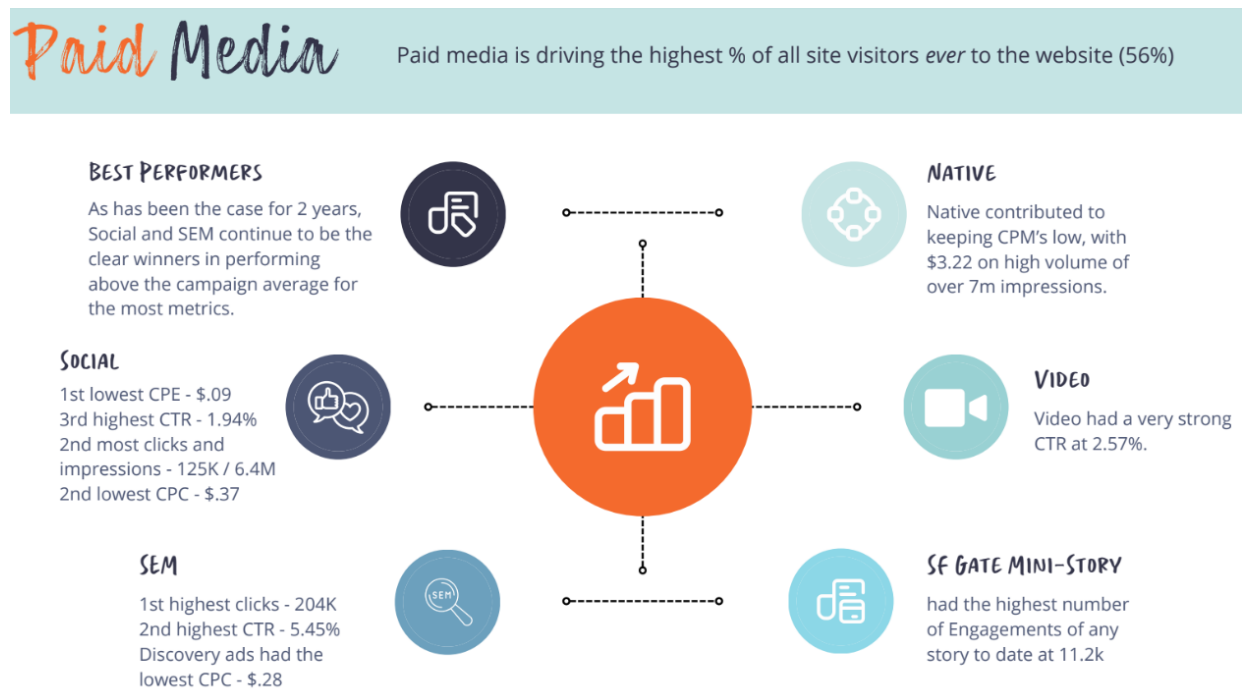
Mid-year we pivoted the brand from Highway 1 Discovery Route to Highway 1 Road Trip to be more in line with how Visit SLO CAL was describing the experience. It also helps us to own the overarching awareness of the iconic road trip – meaning there's no better way to experience Highway 1 than our stretch in San Luis Obispo County. Our Highway 1 Road Trip offers a bit of everything — from Hearst Castle, with its inspiring collections and iconic architecture, to miles of picture-perfect beaches, small town main streets lined with cafes, and world class wineries to enjoy. Highway 1 in SLO CAL has everything. And visitors with a keen interest in sustainability, conservation, and responsible tourism can experience our diverse ecosystem of protected wildlife and marine life which includes whales, elephant seals, and Monarch butterflies – to name a few.



Not being able to travel reminded us all how important it is — for connecting with friends and family, for relaxing, for exploring new places and cultures. As travel reopened, people were eager to make up for lost time. Though many resumed some regular travel, the desire to travel continued to increase. In early 2023, Expedia research reported that nearly half (46%) of people say travel is more important to them now than it was pre-pandemic. And they're putting their money where their mouth is: while 31% say their travel budget will be the same as it was last year, 43% are upping their budget for the coming year. The amount people travel is also increasing: 79% say they plan to take a leisure trip in the next year, up from 76% just a few months prior, with the average person saying they plan to take two leisure trips. Tourism Economics is predicting a four percent increase in countywide hotel revenue for 2023, mainly driven by a return in international travel.

## Continued Focus on Results

In 2022/23, marketing results were strong as we continued to deploy, refine, and test. The team created 24 new authority pages on the website which helps the website visibility for specific search behavior. We improved metrics on our three main key performance indicators, engagement, time on site, and map downloads. Growth in video with partners such as Facebook Video, CTV and display video exploded our engagements and drove CPE (cost per engagement) down. Paid media contributed the highest percentage of all site visitors ever to the website. And search engine marketing, paid social media and email worked the hardest to drive the highest CTR (click thru rate) and 1+ minute users, with SEM and Social driving the bulk of Map downloads/emails sign-ups.



The database grew by more than 30,000 contacts over the past year to over 100,000 by offering potential visitors various maps to help them plan their stay. Both open rate and click thru rate have continued to rise, indicative of higher quality audience cultivation coupled with weeding out the older lists that were no longer active. Continuing with these types of programs will prove valuable as first party data becomes a stronger part of the overall strategy.

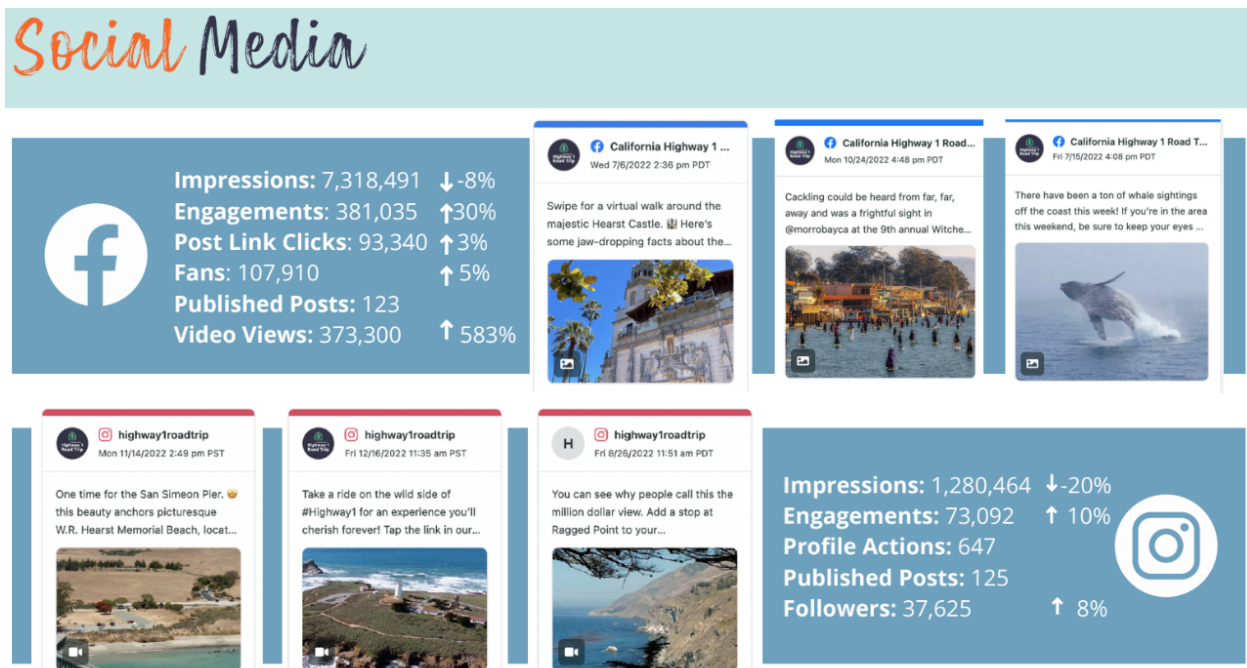
Efforts continue to drive more visitors, more efficiently. During the first half of the year, 31% more users visited the website compared to the same period two years ago at a decreasing cost per new visitor which is now \$1.14. Meanwhile, more than 50 percent of all



new paid media visitors converted to 1+ Minute users which is the highest conversion to date and map downloads were just \$1.28 cost per lead.

Optimizations in our paid search program drove over 200,000 clicks at just 49 cents per click. The average session duration of this traffic was almost identical to 2021 at 1 minute 18 seconds, which is strong when 80% of this traffic is coming in via mobile devices. The desirability of central coast destinations makes it possible to bid on specific Keywords (e.g. "things to do in slo") and much more general ones (e.g. "scenic road trip") and have success with both approaches. As we focus even more on actions taken online, we'll be able to leverage the website and video content to bring in an even more-qualified set of audiences over time.

Our engagement on organic social media continues to expand, with Facebook engagements up more than 30 percent over prior year and video views up nearly 60 percent over prior year as we shifted our focus on video to a first-person perspective. Instagram and Pinterest also both show increases in impressions, total audience, and total engagements year over year.



We hosted ten key journalists the first half of the fiscal year and attended two media missions. Travel writers showed high interest in our area and named many of our communities and beaches to top 10 lists for best places to travel, publishing more than 30 articles about our area.

The organization continues to seek opportunities to collaborate with Visit SLO CAL and has also developed numerous cooperative programs with the local fund areas to expand their unique messages, including co-funding opportunities in search engine marketing, paid social, and content, along with providing thousands of video and photographic assets.

As we look to 2023-24, we will launch with an updated strategic plan and continue to improve existing programs and look for new opportunities. We look forward to continued and smart growth in visitation for Highway 1 communities in the coming year.

## Tourism Economics - Economic Assumptions



### MILD RECESSION

Anticipating a mild recession in 2023 driven by elevated prices and weaker corporate earnings that are expected to cause a retrenchment in consumer spending, business investment and hiring.



### OCCUPANCY

Projecting .2% increase in overall occupancy to 67.6% and \$4 increase in RevPAR to \$137.



### VISITOR GROWTH

Increase in visitor growth is expected to be primarily international.



### VISITOR SPENDING

Visitor spending anticipated to grow 4.5%.

*Economic assumptions are based on Oxford Economics' October US Outlook (released October 13, 2022)*

## TOT Tracking & BID Assessment Growth

|                        | <b><u>TOT Totals*</u></b>    | <b><u>BID Assessment Collections</u></b> |
|------------------------|------------------------------|--|
|                        | 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                              |
| 2020   2021            | \$10,127,945                 | \$1,589,826                              |
| 2021   2022            | \$14,178,299                 | \$1,536,838                              |
| Y/Y Growth             | +40%                         | -3.3%                                    |
| Growth since inception | +160%                        | 27.1%                                    |

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

CBID Collected 2009-2022: \$21,237,816

## Marketing Plan 2022 | 2023

### Executive Summary

As the new fiscal year approaches, the focus on refining the successful programs of the past continues, along with testing and developing new ideas that could become cornerstones for the future. The Unincorporated SLO County TBID marketing strategy, developed for implementation in 2019-2022 has driven our programs and success and will be revisited in the fall of 2022 to create a road map for the future. Research from Visit SLO CAL and other travel trends continue to provide guidance. Changes in the digital world, from the Consumer Privacy Act to augmented reality, provide both challenges and opportunities. As a result, the board decided to pivot the visitor-facing brand from Highway 1 Discovery Route to Highway 1 Road Trip. This new direction will provide more opportunities to integrate our ten communities as a united experience for visitors.

### 2022 Year End Synopsis - Experience is Everything

While restrictions have limited travelers over the past two years, data has shown that many have learned to live with COVID and continued creating experiences through travel. Restrictions have only encouraged committed travelers to adapt by taking domestic trips and seeking rural escapes.

Recent research also points to an optimism and a resilience in committed travelers who are more than ready to get back to seeing the world and creating memorable experiences. Building on this momentum, the year ahead, and the future of the travel industry, has the potential to build back better than ever and we've already seen signs of that growth in San Luis Obispo County.

### Highway 1 Continues to Build Success

Website users in 2022 increased by 61 percent to more than 700,000 individual users. Contributing to this increase were:

- 70 new pages of new content added to the website
- More than 8,000 photos and 240 videos
- 81 articles published in top travel outlets
- Organic social media users and sessions were up over 50 percent
- Paid media drove an increase in average session duration by 18 percent and 1+ minute sessions were up 77 percent on the same investment

- The map lead generation effort continues to drive email sign ups and the engaged database is now over 80,000

## Overall Travel Trends

**Major Pent-up Demand for Travel in 22-23:** While there remains uncertainty, most experts are still expecting big things for travel in the year ahead. Following are some key trends that will impact how (and where) Americans travel in the year ahead.

**Travelers Will Be More Willing to Splurge:** After putting things on hold for so long, travelers will be willing to spring for extras to make those milestone birthdays or bucket-list adventures feel special. A AAA study shows that people are spending more money, staying longer, booking nicer rooms, and really treating themselves to extras.

**Travelers Will Keep Heading Outside:** A lot of travelers who headed to state and national parks during the pandemic found that getting out into nature makes for a memorable trip. And it's a trend that shows no signs of slowing down.

**Family and Friends Will Be Preferred Travel Companions:** Family vacations, multigenerational trips, and small group travel will be popular ways to see the world. Families will also turn to travel as a way to reconnect. Multigenerational travel and skip-gen vacations were a growing trend even before the pandemic, and that's expected to continue in the years ahead.

**U.S. Road Trips Still A Go:** The huge demand for leisure is set to continue, but rising gas prices may influence road trippers — and if ongoing, they could potentially dampen the overall record pace of U.S. travel recovery. A survey of more than 1,000 U.S.-based travelers conducted by AAA in March, 2022, found 52% plan to take a vacation this summer. Of those travelers, over half (58%) said they would consider changing their plans if gas prices got "high enough."

**Travelers care about sustainably:** 87% of travelers care about visiting locations that care about themselves. From hoping to reduce their own environmental impact to having a locally relevant experience, travelers are increasingly wanting to feel good about the footprint they've left behind.



## Visit SLO CAL EDI/Visitor Research Overview

In late 2021, Visit SLO Cal commissioned two pieces of research, one focused on overall visitor trends, and one focused on the area's diversity and inclusivity. Below are some highlights and an overview of the visitor profiles:

- SLO CAL's current competitive position is driven by lower familiarity and awareness of its assets compared to the comp set.
- There are no major negatives associated with the destination and no barriers to visitation.
- Visitors and potential visitors share a similar image of the area; it is just stronger among visitors.
- The challenge simply is that SLO CAL has strong competitors, which generally are more established with the audience. Increased marketing and education will address this challenge.
- Key attributes that are important for motivating travel are also highly rated by consumers. These include relaxing, authentic, a good value for the money, and welcoming.
- Messaging could be strengthened by communicating that the destination is a fun place that is friendly and accepting.
- SLO CAL is known as a place with wide open spaces – an attribute that was more important during the pandemic but remains so today.
- SLO CAL's current image is more relaxed, small town and natural.
- While it is highly rated for its scenic beauty, the competitive destinations all offer scenic beauty. And while it is important to reinforce the scenery – having that type of beauty is the price of entry to even be considered - it is not enough to differentiate SLO CAL.
- Lake Tahoe has the most similar image - relaxed, small town and beauty. However, there is opportunity to gain ground as Tahoe is currently receiving attention for crowds and traffic.

- The activities that motivated the most trips to SLO CAL are:
  - Visited a beach
  - Drove a scenic highway
  - Dined in an independent restaurant
  - Went to a winery/brewery/distillery
  - Visited a park or nature area

The research further identified some current and potential target audiences:

**Outdoor Families:** The largest percentage of current visitors, Outdoor Families travel to bond and recharge. The most motivating activity for this group is the beach, and they enjoy outdoor pursuits. These upscale families have children at home and established careers. With an average age of 45.6, they are the second-youngest segment, and are active and participate in a wide variety of activities. Outdoor Families are frequent visitors to SLO CAL. With an average of 5.2 trips in the past 5 years, these visitors are likely taking an annual trip to SLO CAL. Larger travel parties and longer stays make this group the highest overall spending segment, with average trip expenditures of \$1,284.

**Beach and Wine Couples:** Beach and Wine Couples make up a quarter of overall visitors. They want to spend time together and escape from everyday stresses. Both the beach and wineries/wine country are strong motivators for choosing their destination. They are upscale, educated couples who come for a short trip – 3.2 nights. They participate in a variety of activities on their trip. In addition to a visit to the beach and wine tasting are scenic drives, park and nature areas, independent restaurants, and historic landmarks. Many of the trips are part of a larger trip that includes areas like Santa Barbara, Monterey and Carmel. They are most likely to stay overnight in San Luis Obispo, Cambria, or Pismo Beach.



**Explorers:** Explorers make up just 14 percent of current visitors. They are motivated by unique experiences and are more interested in connecting with the destination and less about connecting with each other. This segment is mostly male (71%) and has the highest LGBTQ+ representation (10%). They are well educated and less likely to have children at home. They have the highest representation of Asian travelers (20%) and are the highest earning segment even though they are not the oldest. Their party size and length of stay

are similar to the high-spending Outdoor Families, but they are the second-lowest spenders, a dynamic that is driven by frugal spending on accommodations and meals. The beach is a top activity for this group, but less so than the other segments, and they are the most likely to engage in nightlife and entertainment.

**YOLOs (You Only Live Once):** Also contributing to 14 percent of current visitors, YOLO's are motivated by excitement, thrills and living life to the fullest. They are the youngest segment with an average age of 43. They are highly educated and high earners, but they have the lowest household income of the segments – a function of their age. They have diverse interests and are willing to try a wide variety of activities. YOLOs are motivated by the beach, driving the scenic highway, nature, historic sites/landmarks, and wineries. They are the most likely to camp at the beach, visit an art gallery or museum, and watch a space launch. They are also the second highest overall spenders, despite a relatively small party size. Their spending is concentrated on meals, shopping and entertainment rather than lodging.

**KEY EDI Research Takeaway:** Feeling welcomed is more important to these travelers than being in a diverse place.

## Looking to the Next Year

As we look ahead to 2023-24, we will remain aggressive and focused on our key marketing imperatives, utilizing key learning from 2022:

### Marketing Imperatives & Initiatives

- Evolve Marketing Leadership with LFAs
  - Provide marketing bridge opportunities
  - Support LFAs through educational and technical assistance opportunities
- Pursue Excellence and Efficiency of Owned Media
  - Refine and leverage the CBID database
  - Align on web strategy
  - Develop and execute social strategies
- Increase Consideration to Visit Highway 1 and our Ten Communities and Assets
  - Partner with Visit SLO Cal to drive awareness

- Pursue partnerships that drive awareness to our unincorporated communities
- Develop effective and targeted content

## Content Development



## Marketing Strategies and Tactics Overview

### LFA Programs

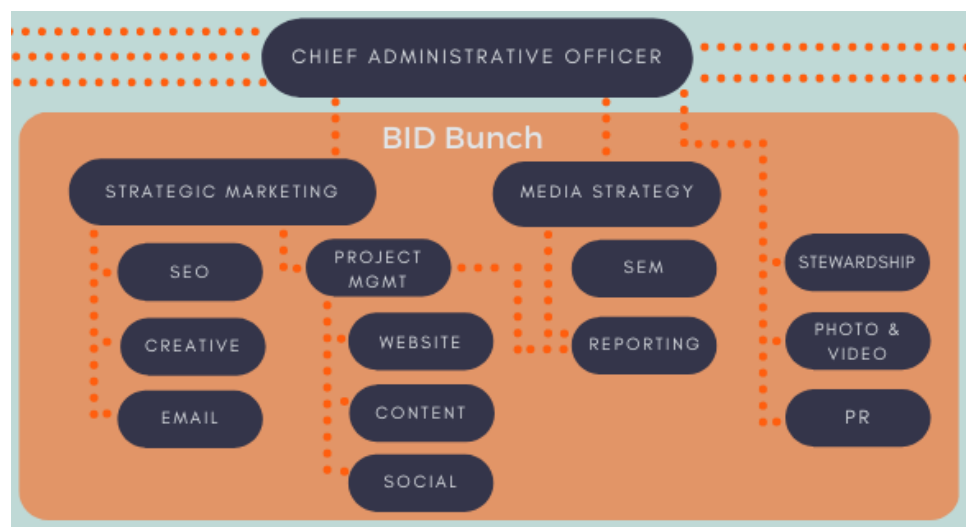
Continue to grow LFA Imperative Programs designed to provide access to coattail marketing opportunities and focus on developing visitor planning tools to drive consideration at the lower end of the marketing funnel:

- Develop additional local content pages on Highway 1 website for each of the LFAs
- Provide funding for individual LFA paid search efforts and Google Discovery ads
- Increase paid media co-funding opportunities at varying tiers for the LFAs, including expanding both Google Search impressions and Discovery Ads; continue to provide matching funds for an LFA Paid Media campaigns; and negotiate special pricing for paid media opportunities and content creation and distribution.
- Support asset curation through CrowdRiff UGC platform

- Produce area photos and videos for use by the LFAs
- Compile campaign tool kits for each of the LFAs to use in efforts to support the overall messaging
- Investigate creation of a cooperative social influencer program
- Consider ways to integrate lodging carousels throughout the social media programs
- Support public relations activities and LFA awards, i.e., best beaches in California, throughout paid and social campaigns
- Coordinate All-Agency calls to collaborate and share information

## Align and Integrate Marketing Tactics

Integration between marketing tactics breaks through the clutter. We continue to test and refine our efforts while maintaining our focus on the channels and messages that have proven to engage. Highlights of ongoing programs include:



## Public Relations

Public relations efforts continue with a focus on key travel publications with messaging focused on content visitors want. The media landscape continues to shift with an elevated emphasis on online content and individual media press trips are back in full force. Editorial themes trending that align with our destination attributes include:

- Travel with Impact: People will be more conscious about how they travel and are looking for ways to give back while on vacation
- Sustainability will continue to be a key trend and drive media visits



- Wellness - people are looking beyond the typical wellness offerings to destinations that offer true wellness activities
- Nature and rural escapes
- "Slow" travel and immersive experiences
- Culinary with farm-influenced experiences will be key to creative pitches designed to highlight a variety of coastal experiences
- Road trip-themed coverage is anticipated to be strong
- The reopening of Hearst Castle will also be a key theme
- Continue to support placements in the Top 50 publications with a focus on the following:

|                 |                       |                 |
|-----------------|-----------------------|-----------------|
| Departures      | Eating Well           | Food & Wine     |
| Hemispheres     | Martha Stewart Living | Matador Network |
| Men's Journal   | Nat Geo Traveler      | New York Times  |
| Organic Spa     | Phoenix Magazine      | Pop Sugar       |
| Purewow         | SB Independent        | Town & Country  |
| Uproxx          | Wall Street Journal   | Westways        |
| Wine Enthusiast | 7x7                   |                 |

## Public Relations Efforts

**33** Articles to Date

**12** Top Outlets

## Paid Media

Over the past year, paid media drove an increase in average session duration by 18 percent and 1+ minute sessions were up 77 percent on the same investment. In addition, paid media generated thousands of map downloads. For the next fiscal year, we will focus on three main key performance indicators:

1. Drive improved efficiencies of 1 minute + users
2. Focus on growing and measuring Cost per New Name (CPNN) for our lead generation campaigns designed to increase our database with engaged users
3. Continue optimizing campaigns to overall engagements such as video views, shares, and comments

In the new fiscal year we plan to continue and expand the tactics that contributed most to this, utilizing top digital channels including search engine marketing and paid social media, while exploring and testing other new tools and tactics, including Amazon video and display, connected TV, Foursquare, TikTok, and other opportunities where California travel content aligns. The detailed media plan will be presented in June, 2022 and included within this report upon approval.

## Social Media

Organic social was up 54 percent over prior year as emphasis was placed on utilizing user generated content to communicate authentic experiences and drive engagement. An ever-changing environment, social media continues to provide us with opportunities:

- Develop and post more short form vertical videos. Videos are being favored in the algorithms across platforms. Facebook recently rolled out reels as well, and can use content across TikTok, Facebook, and Instagram.
- Integrate with paid media. Continue to study ad spending on other platforms such as YouTube, and Pinterest.
- Watching Augmented Reality and how we can integrate it into our social mix as it continues to develop.
- Hosting Influencers who are on brand and have a large following. Also working with micro-influencers for specific niches.
- Continue to utilize CrowdRiff and UGC to build trust and engage with followers.
- Message Inclusivity reiterating that Highway 1 welcomes everyone.

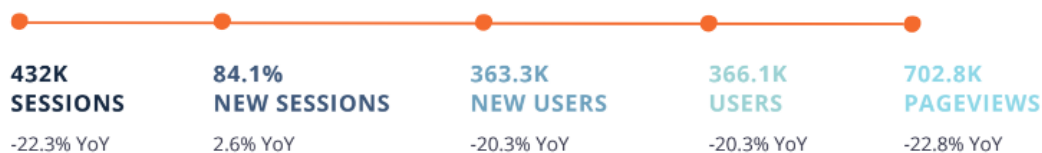
## Email

Our 80,000+ email database is more engaged than ever before, yet work continues to secure ongoing interest. In 22-23 we will focus on:

- Developing new email templates with a stronger call to action to improve the clicks to take people to the website
- Create new email content attached to landing pages such as:
  - Wildlife Checklist for visitors (like a scavenger hunt)
  - Little-Known History of the Central Coast (a list of fun historical facts)
  - Road Trip Top Stops Checklist
- Consider a tool like [Mapbox](#) to build interactive maps
- Investigate guided audio tours of the Central Coast

## Website Performance

- H1RT continues to **recover from the URL change**. Domain authority was granted to H1DR for almost 10 years. The H1RT brand change occurred and we are still building authority for the domain.
- H1RT engagement metrics are **improving**. Traffic from paid advertising channels will always decrease engagement numbers and this is normal behavior with the exception of Paid Search.
- Overall, the website continues to **perform** and is meeting the strategic objectives outlined by the BID bunch.



## Search Engine Optimization

Efforts continue in the next fiscal year to improve the quality of the website to drive engagement and provide information travelers are searching:

- Overall improvement/updates to the Dining and Lodging pages
- Development of new templates and link building, including a backlink strategy for new content around other Highway 1 communities
- Identifying a better approach for how to market non-Highway 1 activities on the site

- Investigate some small redesign/navigation changes on the destination pages, including incorporating more pictures and video
- Work on updating existing pages with fresh and interesting content
- Refresh Hearst Castle content
- Explore additional content related to Highway 1 Road Trips

## Content & Asset Curation

Content and asset curation continues to play a large role in the ongoing success of all of our programs – from email to social to creative assets used by paid media. Content includes website pages enhanced for search, blogs that are posted on both the CBID and Visit SLO CAL's website, and photography/video that is broadly shared and helps support LFA efforts. In the last fiscal year alone, more than 8,500 photos and 240 videos were created. Creation of these assets will continue in 23-24.

## Stewardship Travel for Good

Stewardship/Travel for Good continues to align with our county's wide open spaces, outdoor activities, and efforts to preserve and protect our area and connects us with one of the biggest travel trends – People and Places that Care. Travel for Good efforts for the next year include:

- Develop content focused on back to nature itineraries
- Communicate “caring” for the traveler and the destination they visit
- Focus and connect visitors to our non profit partners and encourage hands on learning and volunteer opportunities
- Develop and communicate individual LFA itineraries
- Continue to integrate the Coastal Discovery Trail, Wildlife Viewing & Stewardship Travel Tips, History & Heritage Trail, and Secret Beaches in overarching campaigns
- Research and create a “Back to Nature” tour

## Measuring Success

Closely tied to the overall strategic direction, we have focused on being a planful and data-driven organization. There is a continuous improvement culture in place which focuses on measuring results, testing new ideas, and optimizing each program for maximum efficiency. This strategic direction and marketing strategy, first implemented in 2019, creates a road map for the future.

## Strategic Plan 2023-2027

### VISION

People and places, engaged and enriched through tourism

### MISSION

Promote memorable visitor experiences while being stewards for thriving, welcoming, and cohesive communities

### VALUES

- » **MOxie**—We bring strength of purpose and direction to everything we do
- » **COLLABORATION**—We seek out and foster relationships rooted in mutual respect
- » **ACCOUNTABILITY**—We are a transparent organization responsible for delivering results

### REPUTATION

- The CBID will be known as:
- » Responsible & Responsive
  - » Strategic & Proactive
  - » Collaborators & Connectors

### POSITION

- In order to best support our lodging constituents in ten unincorporated areas of San Luis Obispo County, the CBID:
- » Provides a funding stream and professional marketing expertise to create demand for visitation
  - » Connects local communities, shares ideas, and amplifies community voices
  - » Supports sustainable tourism and the enhancement of tourism-related infrastructure and beautification

### OBJECTIVE 1

Accelerate strategic partnerships

### OBJECTIVE 2

Expand education and community connection

### OBJECTIVE 3

Drive measurable results

### INDICATORS

- » Grow percentage of stakeholder survey respondents citing collaboration as a top-three strength of H1RT
- » Increase annual count of programs executed with at least one partner

### INDICATORS

- » Maintain or increase stakeholder survey score on average of stakeholder communication and LFA support
- » Increase percentage of stakeholder survey respondents citing leadership, team, and BID Bunch as among top 3 strengths of H1RT
- » Benchmark and grow stakeholder satisfaction on H1RT execution of events & festivals, sustainability, and EDI

### INDICATORS

- » Growth of organic traffic back to above FY 2021-2022 levels
- » Growth in community awareness over 2017 baseline
- » BID assessment tracks at or above average growth percentage of Paso Robles, Pismo Beach, and Morro Bay

### STRATEGIES

- » Foster a deeper integration with Visit SLO CAL planning and programs to ensure Highway 1 voice and visibility
- » Develop deeper connections to DMOs and attractions in all Highway 1 communities to collaboratively grow awareness of Highway 1 in SLO CAL
- » Bolster CBID/LFA strategic connections through expansion of LFA imperatives and increasing opportunities to connect and collaborate
- » Explore strategic partnerships with external businesses and organizations to increase awareness of our stretch of Highway 1

### STRATEGIES

- » Identify and elevate best practices of LFA community engagement and share to all LFAs
- » Engage CBID Board members in attending LFA Board meetings and institute regular connection between CBID Board and LFA Board Chairs
- » Support integration of Visit SLO CAL programs into our communities (e.g. Events & Festivals Strategy, Sustainability, and EDI)
- » Multiply opportunities for LFA communities to work together and cross-promote (e.g. Cycle Central Coast)
- » Engage Highway 1's broad constituency annually to educate, inform, gather feedback, and demonstrate value

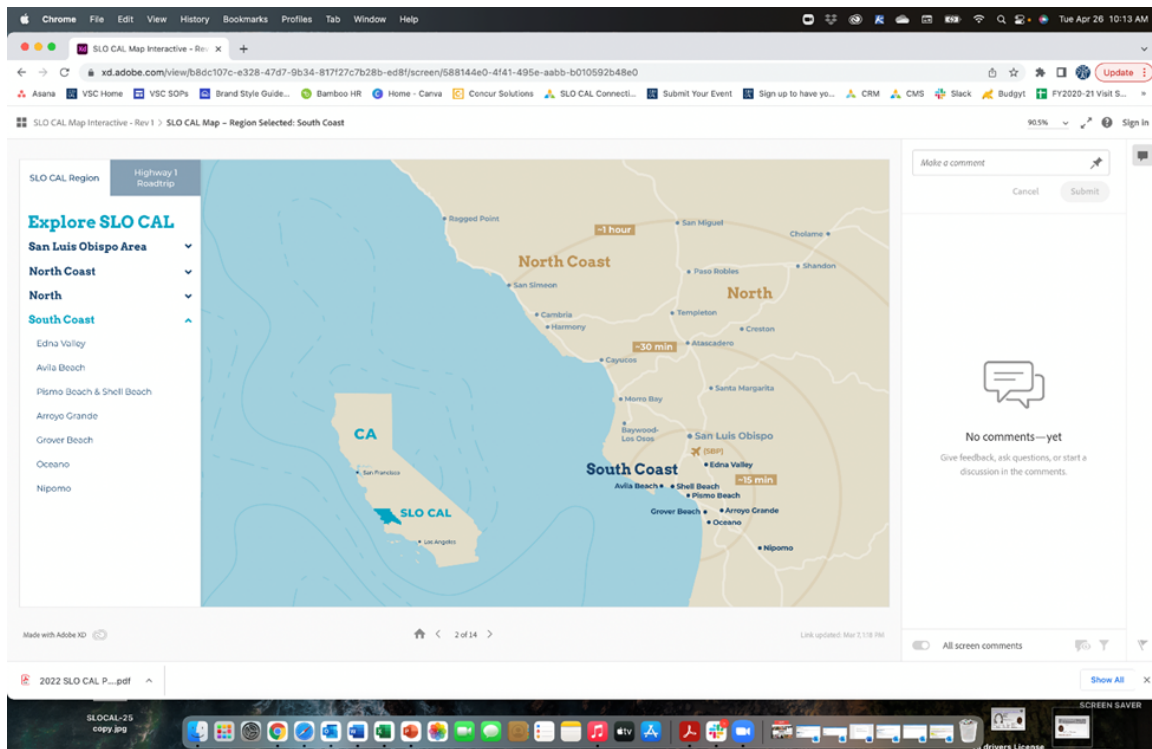
### STRATEGIES

- » Leverage new brand to maximize awareness of our stretch of Highway 1 to help improve shoulder and off-season visitation
- » Partner with Visit SLO CAL programs to drive visitation within our communities
- » Continue to invest in development and sharing of high-value digital assets
- » Investigate opportunities to leverage the Highway 1 asset as a sustainable and inclusive road trip experience



## Visit SLO CAL Partnership

Visit SLO CAL is continuing work toward a “House of Brands” strategy and linking the communities of SLO CAL utilizing a mapping strategy to show time and distance with the message that you can do it all in SLO CAL – meaning you can spend your morning at the beach, go wine tasting in the afternoon, and be somewhere else for dinner.



Specifically related to our areas, Visit SLO Cal refers to each community as a place to visit, but refers to Highway 1 as a thing to do. In addition, Trip Advisor ranks Highway 1 as the #1 thing to do in our county.

## Pivoting Our Brand To Highway 1 Road Trip

Highway 1 Discovery Route has been the visitor facing name of our website since 2016. The Discovery Route was a way to tie the communities together. Over time, however, the reference has moved toward Highway 1 in SLO Cal, or just Highway 1 in most of our content and in public relations efforts.



Highway 1 Road Trip as a thing to do evokes a journey and is a stronger and easier to remember moniker for our area. With 4,000 to 10,000 searches in Google each month,

Highway 1 Road Trip.com offers us a new avenue to attract even more travelers. And with uncomplicated migration and porting of analytics, the board decided to venture in this direction for the future.

Additionally, it opens an array of new opportunities including a strategic partnership with the Land Rover car dealership in Los Angeles. The plan is to have 3-4 influencers take a road trip in a Land Rover visiting the Hidden Gems of Highway 1. They will create and share several videos to use on both paid and social channels. The partnership includes Highway 1 being featured in the dealer's paid, social and email. Many other road trip opportunities will also be explored, including the ongoing efforts of Visit California who is also promoting road trips: Endless sunshine, incredible outdoor experiences—discover why California is the ultimate road trip destination.

As the new fiscal year approaches, we continue to focus on refining the successful programs of the past, along with testing and developing new ideas to create a road map for future success.

## **Stewardship Traveler for Good Program**

Highway 1 Road Trip'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.

For 2022-23 the strategy speaks effectively to trust and authenticity in marketing along with the trending visitor values of caring for the self (deep relaxation and experiential travel), the destinations they visit (expansive environments and small-town culture), connecting and bonding to each other well through caring experiences (romantic, family) connecting and learning from "expert" locals (educational and stewardship tours and experiences with donation options that help serve the visitor's values of wanting to contribute to preservation).



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 Highway 1 Road Trip as a leader in tourism sustainability.

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:

- 2022 Booking.com's Sustainability Travel Report found:
  - 81% of global travelers confirm that sustainable travel is important to them, with 50% saying that recent news about climate change has influenced them to make more sustainable travel choices.
  - 50% of travelers say they want to leave the places they visit better than when they arrived, with 33% revealing that they chose to travel outside of peak season to avoid overcrowding.
  - 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 2022 Travel Trends says:
  - Being a green traveler today is no longer limited to one-off gestures but, rather, it's a state of mind. An ongoing attitude to conscious adventure, it now influences all aspects of our travel, from what we pack and how we reach our destination to where we stay and the activities we take part in.

We are excited to continue to market and integrate the Wildlife Viewing & Stewardship Travel Tips, The History & Heritage Trail, the Coastal Discovery Trail, and the NEW Itineraries Campaign (Earth Day, Coastal Clean-Up & Regional Itineraries). These have proved to be great tools that have been shared digitally with visitors through our 500 lodging properties and partners.

### **2022-2023 Program Highlights**

- Responded well to Visit SLO Cal request as they unrolled their Sustainable Travel Program.
- STFG was featured at the World Travel & Tourism Council Destination Spotlight series. <https://wttc.org/initiatives/destination-spotlight/slo-cal>

## 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 Road Trip's 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.
- Continues 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.
- Supports dozens of local non-profits in SLO County.

## 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

- 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
- Marley Family Seaweed offers educational Seaweed Foraging Tours in Cayucos



## 2022-2023 Top Focus

- Continue to market & integrate the Hwy 1 Road Trips' Coastal Discovery Trail, Wildlife Viewing & Stewardship Travel Tips, & The History & Heritage Trail.
- Create comprehensive Stewardship Travel for Good Itineraries that are customized and newsworthy for each individual region that fit into the overall CBID approach for 2022-2023.
- Create customized, STFG focused, inclusive itineraries for STFG dedicated focus areas, Annual Coastal Clean-Up & Earth Day Celebration.
- 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.
- Continue to evolve the successful Season of Coastal Discovery as an off-season 6 week-long event that provides more connection, learning, meaningful experiences, and caring while on vacation.
  - Launch and promote the Travel for Good Regional Itineraries during the 2023 Season of Coastal Discovery.
- Continue to promote successful messaging/content/approaches such as Wildlife Viewing and Stewardship Travel Tips, Guide to Stewardship Travel for Good Activities, History and Heritage Trail, Coastal Discovery Trail, and The Whale Trail.
- 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 Road Trip's "[Stewardship Travel for Good](#)" menu of over 50 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!

## Program Focus Areas and Updates Developed for 2022-23

The CBID has identified and refined the Stewardship Traveler for Good strategic marketing approach into 4 prioritized and distinct times of year, focusing on "shoulder seasons":

- Season of Coastal Discovery (Coastal Discovery Celebration) – January/February
- California Coastal Clean Up – September
- Earth Day - April
- Continue to market our existing STFG materials; Stewardship Travel for Good Itineraries, the Coastal Discovery Trail, History & Heritage & Wildlife Viewing & Stewardship Travel Tips

### 2022-23 Program Focus/Goals

- 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

## Looking Ahead to 2023

Travel demand has bounced back, and in many areas, exceeds pre-pandemic levels. However, market shifts, tech advancements and changing attitudes are changing the landscape. Following are three top tourism predictions for the future, gleaned from various travel industry sources: Each of them offers opportunities for our county.

### **Bleisure travel will continue to rise.**

While Millennials have already taken over a large portion of the workforce, Gen Z has begun infiltrating and their numbers will only continue to grow. With the shift in demographics, [business leisure travel](#) is on the rise. Even before the pandemic, [90% of Millennials](#) tacked on entertainment activities to their business trips. Now, employees are

taking advantage of flexible corporate travel policies and utilizing their resources, like self-service apps and programs, to optimize their stay.

### **Sustainability will influence travel decisions.**

Recently, green initiatives have become a hot topic. It's reported that [seven in ten consumers](#) have actually avoided certain tourism spots because they were skeptical of their sustainable practices. This includes climate, environment and even culture. Travelers [in 2024](#) are expected to closely consider climate warnings when it comes to their travel choices as well as the impact their travel may have on native cultures.

### **Travelers will prefer unique, authentic experiences.**

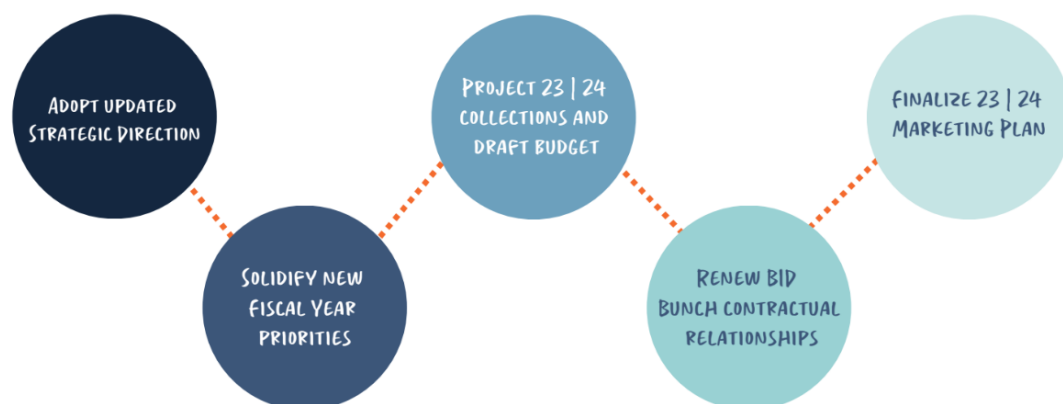
[Experiential tourism](#) is hot right now. Travelers want once-in-a-lifetime adventures. They want to get on the same level as the locals. That's why many travelers prefer non-traditional accommodations, so they can explore their destination with a different lens. In fact, [74% of millennial business travelers](#) opted for vacation rentals versus hotels.

## **Initiatives for 23-24**

### **Implementation of Updated Strategic Plan**

With an updated plan finalized in March, the team is energizing to take things to the next level with new initiatives including everything from richer storytelling through refreshed branding and partner marketing, to an even stronger collaboration with Visit SLO Cal, building on shared objectives. The mission is to provide memorable visitors experiences while being stewards for thriving, welcoming, and cohesive communities.

## **What's Next?**



### **Improved Storytelling - Highway 1 Road Trip at Your Own Pace**

There exists an opportunity to enhance our message to the visitor, showing the incredible variety of unique experiences that can be discovered, with attractions and activities that appeal to every type of visitor, with a nod to sustainability at every turn.

A Highway 1 Road Trip offers a bit of everything — from Hearst Castle, with its inspiring collections and iconic architecture, to miles of picture-perfect beaches, small town main streets lined with cafes, and world class wineries to enjoy. Highway 1 in SLO CAL has everything.

It's important we offer travelers enriching experiences that foster and enable life-long memories and show them the real side of the place they are visiting, to help them immerse themselves fully into the local culture. Long-term, this is a positive thing for our destinations to focus on. And it translates to the Bleisure traveler as well, with our myriad of vacation rentals in close proximity to desired experiences.

### **Sustainability & Wellness go hand-in-hand**

With anxiety about the global economy, climate change, political uncertainty, and persistent health and safety concerns top of mind, wellness and sustainability have become intertwined as primary travel motivators.

As people have resumed traveling, their first priority has often been to reunite with friends and family. Today, many want to prioritize relaxation, wellness, and new experiences. To cope with the world around us, self-care is now non-negotiable. The motivations for travel may vary by individual, but the trend is clear: people value travel more than ever before and will continue to make time and save money for it. Travel allows us to invest in our mental and physical well-being and go on new adventures. Since the start of the pandemic, all of the following have become more important reasons to travel:

- Change of scenery
- Physical and/or mental health benefits
- Making up for lost time with friends and family
- Having new experiences
- Getting out of my comfort zone



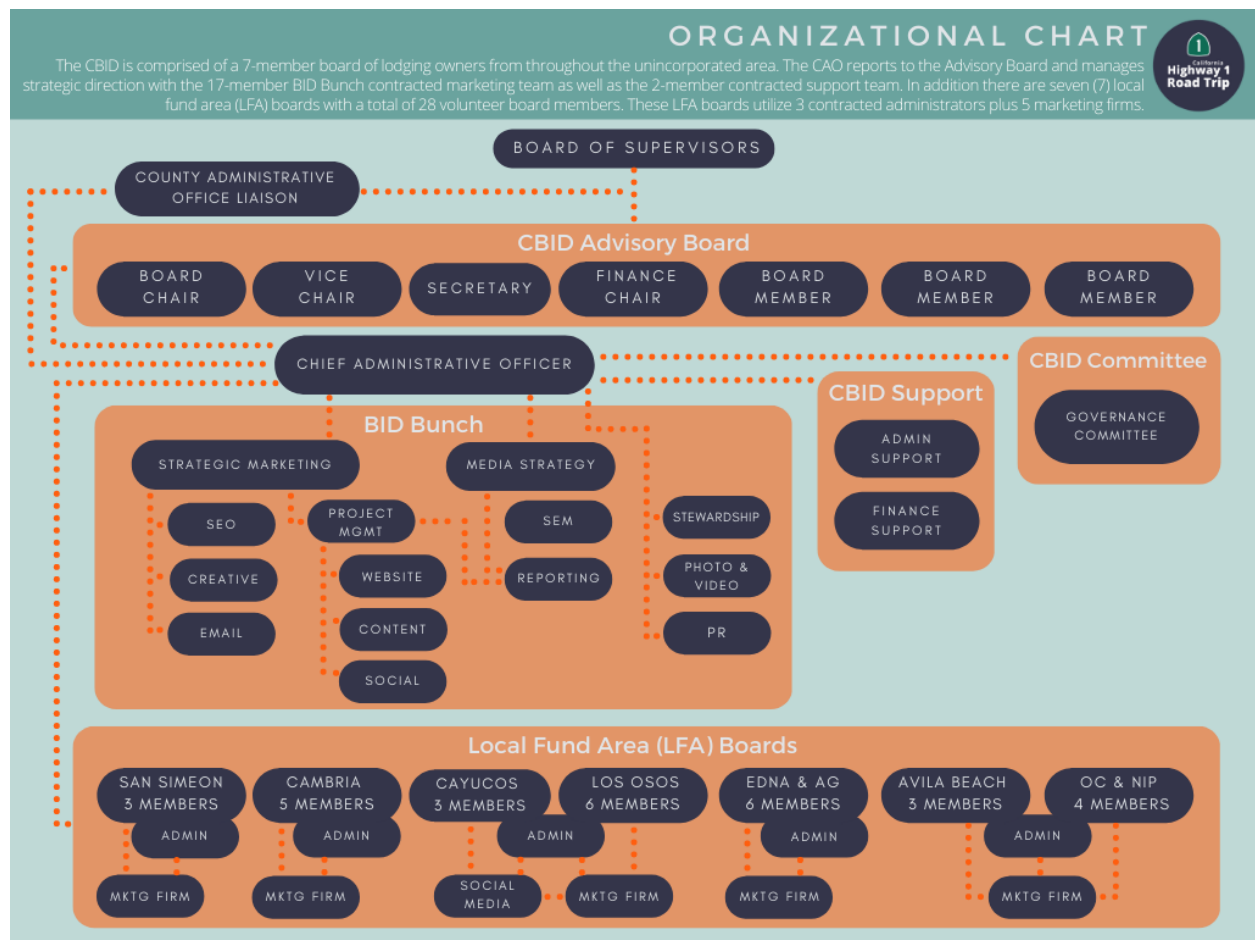
Visitors with a keen interest in sustainability, conservation, and responsible tourism can experience our diverse ecosystem of protected wildlife and marine life which includes whales, elephant seals, and Monarch butterflies – to name a few. Our organization was trendsetting in this regard, with a focus on stewardship and travel for good being a core program for more than ten years. As we move forward, we will be working to further integrate sustainability into everything we do, including collaborating with Visit SLO CAL as they develop their Sustainable SLO initiatives.

### **Utilizing Advances in Technology**

As the tech landscape continues to change, we will be looking to understand the implications of GA4, AI (artificial intelligence), and other data analysis to expand and understand our efforts. Google has said that, “GA4 offers marketers the flexibility and agility to gain more insights, better activate their data and make an even greater impact on their organizations’ business goals—all in a way that protects user privacy.” We have already implemented it to gather data, and it may change our specific key performance indicators a bit. With every change, comes learning and opportunity. There is not only opportunity with GA4, but we are already utilizing AI to make our reporting more efficient, identify lookalike audiences, suggest program refinements, and more.

## 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 3 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.

\*Annual Collections are from the 2022 | 2023 fiscal year and reflect 1% of the 2% BID assessment collection.

2022 Total LFA Application Funding: \$1,021,890 | 2022 LFA Application Total: 36  
Total funding since inception: \$10,424,122 | Total projects since inception: 618

### Avila Beach – Avila Beach Tourism Alliance (ABTA)

Board Meeting: 2<sup>nd</sup> Wednesday of each month

Board Composition: 3-member board

Admin: Stephanie Rowe

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

Tactics: Website, ads, social, quarterly newsletter

Annual Collections: \$295,873\*

2022 Projects: 4 | \$91,314

Total Projects: 89 | \$2,207,762



### Cambria - Cambria Tourism Board (CTB)

Board Meeting: 2<sup>nd</sup> 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.VisitCambriaCA.com)

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

Annual Collections: \$573,020\*

2022 Projects: 12 | \$178,193

Total Projects: 191 | \$4,477,898



### Cayucos – Visitor Alliance of Cayucos (VAC)

Board Meeting: 2nd Monday every other month

Board Composition: 4-member board

Admin: Danielle Dubow

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

Tactics: Photography, social, newsletter and paid social ads

Annual Collections: \$215,929\*

2022 Projects: 5 | \$174,990

Total Projects: 79 | \$1,120,161



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

Board Meeting: 4<sup>th</sup> Tuesday of each month

Board Composition: 3-member board with 1 committee (mktg)

Admin: Danielle Dubow

Marketing Partner: Shadetree Marketing

Tactics: Website, ads, social, quarterly newsletter

Annual Collections: \$64,012\*

2022 Projects: 5 | \$50,596

Total Projects: 50 | \$290,803



**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](https://www.visitoceanonipomo.com)

Tactics: Ads, social, quarterly newsletter

Annual Collections: \$87,789\*

2022 Projects: 3 | \$8,406

Total Projects: 44 | \$341,635



**Unincorporated SLO & Arroyo Grande – SLO Wine Lodging (EV/AGV)**

Board Meeting: Every other month

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

Admin: Danielle Dubow

Marketing Partner: Big Red Marketing

Tactics: Ads (FB), social, quarterly newsletter

Annual Collections: 78,441\*

2022 Projects: 2 | \$34,260

Total Projects: 40 | \$236,520



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

Board Meeting: 3<sup>rd</sup> Tuesday of each month

Board Composition: 3-member board

Admin: Support staff through Chamber office

Marketing Partner: Solterra Strategies [VisitSanSimeonCA.com](https://www.visitansimeonca.com)

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

Annual Collections: \$220,880\*

2022 Projects: 5 | \$484,131

Total Projects: 116 | \$1,690,344











## Local Fund Area (LFA) Imperative Program

Several years ago, the CBID board identified that opportunities existed to further collaborate with the Local Funds Areas to reduce duplicative efforts, and to also utilize the partnership to increase our share of voice. Over the years, many impactful opportunities have been executed, and the program continues to evolve.

In the past year, we've focused on leveraged opportunities with multiple leading media and platforms to present co-op opportunities to our LFAs. The co-op sought to provide CBID tested opportunities in these media to achieve measurable results for varying strategies and key performance indicators, including engagement, traffic driving, and various conversions, (i.e., map downloads or email sign ups).

We offered the opportunity to work with a range of leading digital media publishers such as Hearst/SFGate, Facebook/Instagram, Google Ads and Amazon, while capitalizing on the awareness that CBID's consideration campaign also generates in these markets. Selections are based on CBID tried and true implementations. All LFAs participated in the programs and have all indicated a high interest in continuing.

### HIGHWAY 1 ROAD TRIP LFA IMPERATIVE OPTIONS LFA IMPERATIVE OPTIONS WHERE?

|                        |  |                       |    |   |                                        |   |
|------------------------|---|--|---|---|---|--|
|                        | Google ads: SEM   | Google ads: Discovery  | Facebook  | Hearst/SFGate Stories   | Hearst/SFGate Email   | Amazon CTV   |
| Key 2022/23 Highlight  | Increased SOV and conversions for all LFA's. Drove additional Map downloads         | Increased SOV for all LFA's. Increased time spent on LFA pages plus form submits. Volume drove down CPCs | \$22k in Matched funds Drove 8.3 million impressions, 152k clicks and avg 12k engagements across most LFAs, with over 100k to Avila and over 1million to Cambria, Avg CTR 1.83% and as high as 5.2% (Edna Valley) | Stories drove millions of impressions, thousand of clicks and average 6+ minutes per story time spent for IFA's that used them. | Retargeting emails using CBID retargeting buckets are being made available to LFA's. Using A CBID test budget to prove out. | Email list targeting reflected best back end result including 16 map downloads. Now Testing Lookalikes and A.I. Results reporting.   |
| Ad Units               | SEM text ads targeting Keywords, Phrases. Dave will manage                          | Text + Image. Dave will manage.  | Text + Image, Video, Multiple images (Carousel). <a href="#">Click here for more information.</a> Work with LATimes directly.   | Custom stories, Links, photos. Work with Hearst directly. <a href="#">Click here for more detail</a>                            | HTML Text + Photos. Dedicated email to 50K opt-in subscribers (zip code targeted, behavior, demo, HHJ). Direct with Hearst  | streaming TV (i.e. CTV)<br>• Dimensions: 1920x1080<br>• Duration: 15 or 30 seconds<br>• 30 sec. Format: MP4<br>• bitrate: 4,000 kbps (8,000 kbps recommended)<br>• Video Frame Rate: 23.976 (recommended), 24.25, or 29.97 (recommended) |
| Matching               | No  | No   | 100%  | No  | No  | No   |
| Strategy Recommended   | Increase your current Share of Voice (SOV)  | Increased SOV, Traffic, Revenue, CRM lead Gen  | Traffic, Engagement, video Views, CRM, Look-a-likes   | Engagement (Guaranteed), High Time on Site, Quality Users   | High Time on Site, Quality Users. Not good for Map  | Awareness  |
| Timing Recommendation  | Sept - June   | Sept - June  | Sept - June   | Sept - June Plan 1 month ahead  | One Email available each Month. First come first serve  | Sept - June  |
| Additional Information | Minimum \$500   | Minimum \$500  | Minimum \$500 + Matched   | Minimum \$3,500 <a href="#">Click here for more detail</a>  | Minimum \$1,500 for 50k. Re-broadcast to all opens following week add \$500   | Minimum \$5k a month   |

In addition to paid media programs, we have also continued to publish robust local content pages on Highway 1 Road Trip website for each of the LFAs, including developing campaign tool kits for each of the LFAs to use in efforts to support the overall messaging. They have also been provided thousands of photo and video assets to utilize in their campaigns. and have been informed of overall campaign results on monthly calls.

**Almost \$250,000 is invested annually by the CBID to support collaborative, value-driven LFA programs.**

## Local Fund Area (LFA) Financials 2022 | 2022 (as of March 2023)

|                                 | Avila Beach<br>(Local Fund) | Cambria<br>(Local Fund) | Cayucos<br>(Local Fund) | San Simeon<br>(Local Fund) | Los Osos/MB<br>(Local Fund) | Nipomo/Oceano<br>(Local Fund) | AG/SLO/SM<br>(Local Fund) | Total<br>Local Fund |
|---------------------------------|-----------------------------|-------------------------|-------------------------|----------------------------|-----------------------------|-------------------------------|---------------------------|---------------------|
|                                 | 18.02%                      | 37.43%                  | 13.53%                  | 15.77%                     | 4.27%                       | 5.59%                         | 5.39%                     | 100.00%             |
| Income                          |                             |                         |                         |                            |                             |                               |                           |                     |
| BID Assessment Collection       |                             |                         |                         |                            |                             |                               |                           |                     |
| Air B&B Assessments             | 15,406                      | 30,789                  | 30,612                  | 1,642                      | 19,020                      | 20,725                        | 30,892                    | 149,087             |
| Local Fund                      | 198,677                     | 413,818                 | 130,102                 | 185,692                    | 31,641                      | 45,665                        | 33,073                    | 1,038,668           |
| Total BID Assessment Collection | 214,084                     | 444,606                 | 160,715                 | 187,334                    | 50,662                      | 66,390                        | 63,965                    | 1,187,754           |
| Carryforward                    | 298,590                     | 361,466                 | 556,340                 | 535,564                    | 39,228                      | 104,683                       | 63,698                    | 1,959,568           |
| Total Income                    | 512,673                     | 806,072                 | 717,054                 | 722,898                    | 89,890                      | 171,073                       | 127,663                   | 3,147,323           |
| Gross Profit                    | 512,673                     | 806,072                 | 717,054                 | 722,898                    | 89,890                      | 171,073                       | 127,663                   | 3,147,323           |
| Expense                         |                             |                         |                         |                            |                             |                               |                           |                     |
| Administration                  |                             |                         |                         |                            |                             |                               |                           |                     |
| Administrator - General Fund    | 10,082                      | 22,803                  | 8,340                   | 9,446                      | 2,778                       | 3,335                         | 3,041                     | 59,825              |
| Administrator - Local Fund      | 17,248                      | 32,445                  | 3,541                   | 0                          | 1,953                       | 5,851                         | 2,866                     | 63,904              |
| District Administration Fees    | 4,282                       | 8,892                   | 3,214                   | 3,747                      | 1,013                       | 1,328                         | 1,279                     | 23,756              |
| Meals                           | 0                           | 501                     | 0                       | 0                          | 0                           | 0                             | 0                         | 501                 |
| Mileage                         | 0                           | 64                      | 0                       | 0                          | 0                           | 1                             | 0                         | 66                  |
| Supplies                        | 1,556                       | 439                     | 0                       | 0                          | 0                           | 0                             | 0                         | 1,995               |
| Telecommunications              | 180                         | 270                     | 0                       | 0                          | 0                           | 0                             | 0                         | 450                 |
| Total Administration            | 33,348                      | 65,415                  | 15,095                  | 13,193                     | 5,745                       | 10,515                        | 7,186                     | 150,497             |
| Marketing/Advertising           |                             |                         |                         |                            |                             |                               |                           |                     |
| Creative Development            | 0                           | 35,494                  | 0                       | 0                          | 0                           | 0                             | 0                         | 35,494              |
| Media                           |                             |                         |                         |                            |                             |                               |                           |                     |
| SEM                             | 6,500                       | 10,000                  | 2,500                   | 3,500                      | 2,000                       | 3,000                         | 5,000                     | 32,500              |
| Total Media                     | 6,500                       | 10,000                  | 2,500                   | 3,500                      | 2,000                       | 3,000                         | 5,000                     | 32,500              |
| Owned Media                     |                             |                         |                         |                            |                             |                               |                           |                     |
| Mailchimp                       | 2,400                       | 0                       | 0                       | 0                          | 0                           | 250                           | 0                         | 2,650               |
| Social Media                    | 0                           | 0                       | 34,650                  | 0                          | 0                           | 0                             | 0                         | 34,650              |
| Website                         | 0                           | 29,563                  | 0                       | 0                          | 0                           | 0                             | 0                         | 29,563              |
| Total Owned Media               | 2,400                       | 29,563                  | 34,650                  | 0                          | 0                           | 250                           | 0                         | 66,863              |
| Marketing/Adv - Other           | 0                           | 0                       | 22,659                  | 102,372                    | 29,557                      | 0                             | 19,912                    | 174,500             |
| Total Marketing/Advertising     | 8,900                       | 75,057                  | 59,809                  | 105,872                    | 31,557                      | 3,250                         | 24,912                    | 309,357             |
| Memberships/Sponsorships        |                             |                         |                         |                            |                             |                               |                           |                     |
| Sponsorships / Events           | 26,000                      | 7,500                   | 0                       | 7,500                      | 2,500                       | 0                             | 4,200                     | 47,700              |
| Total Member/Sponsorships       | 26,000                      | 7,500                   | 0                       | 7,500                      | 2,500                       | 0                             | 4,200                     | 47,700              |
| Project Management              | 0                           | 27,000                  | 0                       | 0                          | 0                           | 0                             | 0                         | 27,000              |
| Social Media                    |                             |                         |                         |                            |                             |                               |                           |                     |
| Facebook, Blogging, etc.        | 73,043                      | 121,146                 | 0                       | 0                          | 0                           | 20,358                        | 0                         | 214,546             |
| Monthly E-Newsletter            | 0                           | 8,100                   | 0                       | 0                          | 0                           | 0                             | 0                         | 8,100               |
| Total Social Media              | 73,043                      | 129,246                 | 0                       | 0                          | 0                           | 20,358                        | 0                         | 222,646             |
| Tourism Infrastructure          | 2,556                       | 2,556                   | 0                       | 2,556                      | 2,556                       | 706                           | 0                         | 10,928              |
| Web Development                 |                             |                         |                         |                            |                             |                               |                           |                     |
| Content Management              | 16,200                      | 0                       | 0                       | 0                          | 0                           | 11,970                        | 0                         | 28,170              |
| Total Web Development           | 16,200                      | 0                       | 0                       | 0                          | 0                           | 11,970                        | 0                         | 28,170              |
| Total Expense                   | 160,046                     | 306,774                 | 74,904                  | 129,121                    | 42,357                      | 46,799                        | 36,298                    | 796,298             |
| Net Income                      | 352,627                     | 499,298                 | 642,150                 | 593,777                    | 47,533                      | 124,275                       | 91,365                    | 2,351,024           |

## General Fund Budget 2022 | 2023 (as of March 2023)

|                                  | Jul '22 - Jun 23 |           |                |             |
|----------------------------------|------------------|-----------|----------------|-------------|
|                                  | Jul '22 - Jun 23 | Budget    | \$ Over Budget | % of Budget |
| <b>Income</b>                    |                  |           |                |             |
| BID Assessment Collection        |                  |           |                |             |
| Air B&B Assessments              | 149,087          | 0         | 149,087        | 100.0%      |
| General Fund                     | 1,038,668        | 1,228,405 | -189,737       | 84.55%      |
| Total BID Assessment Collection  | 1,187,755        | 1,228,405 | -40,650        | 96.69%      |
| Carryforward                     | 532,448          | 532,448   | 0              | 100.0%      |
| Total Income                     | 1,720,202        | 1,760,852 | -40,650        | 97.69%      |
| <b>Gross Profit</b>              | 1,720,202        | 1,760,852 | -40,650        | 97.69%      |
| <b>Expense</b>                   |                  |           |                |             |
| Administration                   |                  |           |                |             |
| Administration - Fin. Support    | 7,330            | 10,800    | -3,470         | 67.87%      |
| Administrator - General Fund     | 54,401           | 88,169    | -33,768        | 61.7%       |
| District Administration Fees     | 23,756           | 24,568    | -812           | 96.69%      |
| Supplies                         | 2,024            |           |                |             |
| Office Rent                      | 649              | 3,893     | -3,245         | 16.67%      |
| Telecommunications               | 1,324            | 1,570     | -246           | 84.34%      |
| Total Administration             | 89,484           | 129,000   | -39,516        | 69.37%      |
| Co-op-SLO CAL, Visit CA & CCTC   | 0                | 0         | 0              | 0.0%        |
| Marketing/Advertising            |                  |           |                |             |
| Collateral / Brochure            | 0                | 52,500    | -52,500        | 0.0%        |
| Content Curation                 |                  |           |                |             |
| Additional Content               | 13,860           | 18,360    | -4,500         | 75.49%      |
| Content/Copy/Blogs               | 10,350           | 30,000    | -19,650        | 34.5%       |
| Photography                      | 56,572           | 84,000    | -27,428        | 67.35%      |
| Total Content Curation           | 80,782           | 132,360   | -51,578        | 61.03%      |
| Creative Development             | 10,800           | 14,400    | -3,600         | 75.0%       |
| Implementation Support           | 24,500           | 30,000    | -5,500         | 81.67%      |
| LFA                              |                  |           |                |             |
| CTV Planning/Buying              | 3,600            | 8,550     | -4,950         | 42.11%      |
| LFA Matching Funds               | 2,500            | 50,000    | -47,500        | 5.0%        |
| Development/Strategy             | 13,500           | 18,000    | -4,500         | 75.0%       |
| Other and LFA Tools              | 38,008           | 63,400    | -25,392        | 59.95%      |
| Total LFA                        | 57,608           | 139,950   | -82,342        | 41.16%      |
| Media                            |                  |           |                |             |
| Paid Media                       | 370,879          | 460,000   | -89,121        | 80.63%      |
| SEM                              | 29,300           | 43,000    | -13,700        | 68.14%      |
| Strategy                         | 50,450           | 71,000    | -20,550        | 71.06%      |
| Total Media                      | 450,629          | 574,000   | -123,371       | 78.51%      |
| Owned Media                      |                  |           |                |             |
| Database                         | 13,500           | 18,000    | -4,500         | 75.0%       |
| Mailchimp                        | 6,318            | 7,000     | -682           | 90.26%      |
| SEO                              | 31,500           | 42,000    | -10,500        | 75.0%       |
| Social Media                     | 25,650           | 35,340    | -9,690         | 72.58%      |
| Website                          | 30,156           | 59,100    | -28,944        | 51.03%      |
| Total Owned Media                | 107,124          | 161,440   | -54,316        | 66.36%      |
| Public Relations                 |                  |           |                |             |
| Influencer                       | 0                | 23,000    | -23,000        | 0.0%        |
| Manager                          | 40,977           | 48,000    | -7,023         | 85.37%      |
| PR Coordination                  | 26,250           | 35,000    | -8,750         | 75.0%       |
| Media Recep / Visiting Jour      | 36,071           | 48,136    | -12,065        | 74.94%      |
| Total Public Relations           | 103,298          | 154,136   | -50,838        | 67.02%      |
| Total Marketing/Advertising      | 834,742          | 1,258,786 | -424,044       | 66.31%      |
| Stewardship/Sustainability       |                  |           |                |             |
| CDC Promo                        | 9,137            | 9,660     | -523           | 94.58%      |
| STP Management                   | 18,750           | 25,000    | -6,250         | 75.0%       |
| Total Stewardship/Sustainability | 27,887           | 34,660    | -6,773         | 80.46%      |
| Strategy & Research              |                  |           |                |             |
| Project Management               | 27,000           | 43,500    | -16,500        | 62.07%      |
| Strategic Plan                   |                  |           |                |             |
| Total Strategy & Research        | 27,000           | 43,500    | -16,500        | 62.07%      |
| Web Development                  |                  |           |                |             |
| Content Management               | 36,619           | 48,000    | -11,381        | 76.29%      |
| Total Web Development            | 36,619           | 48,000    | -11,381        | 76.29%      |
| Contingency                      |                  |           |                |             |
| Event Matching Funds             | 5,000            | 0         | 5,000          | 100.0%      |
| Contingency- Other               | 0                | 246,906   | -246,906       | 0.0%        |
| Total contingency                | 0                | 246,906   | -246,906       | 0.0%        |
| Total Expense                    | 1,020,731        | 1,760,852 | -740,122       | 57.97%      |
| <b>Net Income</b>                | 699,471          | 0         | 699,471        | 100.0%      |

## Balance Sheet 2022| 2023 (as of March 2023)

|                                       | Jul 31, 22          | Aug 31, 22          | Sep 30, 22          | Oct 31, 22          | Nov 30, 22          | Dec 31, 22          | Jan 31, 23          | Feb 28, 23          | Mar 31, 23          |
|---------------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| <b>ASSETS</b>                         |                     |                     |                     |                     |                     |                     |                     |                     |                     |
| Current Assets                        |                     |                     |                     |                     |                     |                     |                     |                     |                     |
| Checking/Savings                      |                     |                     |                     |                     |                     |                     |                     |                     |                     |
| CBID Checking Account                 | 279,699.72          | 399,179.01          | 429,335.35          | 474,112.61          | 440,486.14          | 378,370.92          | 382,441.76          | 386,137.50          | 294,570.81          |
| Local Fund Checking Accounts          |                     |                     |                     |                     |                     |                     |                     |                     |                     |
| Avila Beach                           | 427,637.83          | 481,385.87          | 497,818.02          | 496,204.58          | 478,510.15          | 476,649.47          | 478,573.10          | 478,053.59          | 478,043.78          |
| Cambria                               | 643,769.31          | 697,466.10          | 713,061.20          | 728,506.12          | 746,110.59          | 755,295.13          | 787,185.48          | 786,943.51          | 789,729.70          |
| Cayucos                               | 603,529.08          | 625,634.48          | 638,959.25          | 653,476.88          | 668,906.23          | 674,459.78          | 676,695.92          | 683,994.41          | 688,234.04          |
| San Simeon                            | 649,707.71          | 672,135.37          | 685,699.12          | 696,746.13          | 716,687.69          | 708,599.86          | 710,388.51          | 714,491.44          | 707,612.44          |
| Los Osos/Morro Bay                    | 57,202.63           | 55,690.22           | 60,757.48           | 62,726.39           | 61,418.88           | 61,843.25           | 63,192.01           | 63,545.41           | 66,332.56           |
| Nipomo/Oceano                         | 148,515.88          | 157,469.84          | 163,593.04          | 165,900.69          | 165,298.29          | 169,319.53          | 165,607.36          | 166,847.48          | 164,706.99          |
| AG/SLO/SM                             | 99,312.74           | 109,606.39          | 116,905.08          | 116,517.85          | 111,046.37          | 112,010.53          | 112,825.38          | 117,279.74          | 114,663.48          |
| Total Local Fund Checking Accounts    | 2,629,675.18        | 2,799,388.27        | 2,876,793.19        | 2,920,078.64        | 2,947,978.20        | 2,958,177.55        | 2,994,467.76        | 3,011,155.58        | 3,009,322.99        |
| Checking                              | -26,743.77          | -11,323.94          | -2,451.47           | -5,211.19           | -9,064.28           | -7,732.04           | -2,683.67           | -2,476.43           | -1,435.46           |
| Total Checking/Savings                | 2,882,631.13        | 3,187,243.34        | 3,303,677.07        | 3,388,980.06        | 3,379,400.06        | 3,328,816.43        | 3,374,225.85        | 3,394,816.65        | 3,302,458.34        |
| Accounts Receivable                   |                     |                     |                     |                     |                     |                     |                     |                     |                     |
| Accounts Receivable                   | 28,593.75           | 13,173.92           | 4,301.45            | 7,061.17            | 10,914.26           | 9,582.02            | 4,533.65            | 4,326.41            | 3,285.44            |
| Total Accounts Receivable             | 28,593.75           | 13,173.92           | 4,301.45            | 7,061.17            | 10,914.26           | 9,582.02            | 4,533.65            | 4,326.41            | 3,285.44            |
| Total Current Assets                  | 2,911,224.88        | 3,200,417.26        | 3,307,978.52        | 3,396,041.23        | 3,390,314.32        | 3,338,398.45        | 3,378,759.50        | 3,399,143.06        | 3,305,743.78        |
| <b>TOTAL ASSETS</b>                   | <b>2,911,224.88</b> | <b>3,200,417.26</b> | <b>3,307,978.52</b> | <b>3,396,041.23</b> | <b>3,390,314.32</b> | <b>3,338,398.45</b> | <b>3,378,759.50</b> | <b>3,399,143.06</b> | <b>3,305,743.78</b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                     |                     |                     |                     |                     |                     |                     |                     |                     |
| Liabilities                           |                     |                     |                     |                     |                     |                     |                     |                     |                     |
| Current Liabilities                   |                     |                     |                     |                     |                     |                     |                     |                     |                     |
| Accounts Payable                      |                     |                     |                     |                     |                     |                     |                     |                     |                     |
| Accounts Payable                      | 112,111.51          | 115,488.78          | 157,546.12          | 217,606.67          | 119,013.26          | 137,301.02          | 110,856.95          | 110,570.79          | 121,201.43          |
| Total Accounts Payable                | 112,111.51          | 115,488.78          | 157,546.12          | 217,606.67          | 119,013.26          | 137,301.02          | 110,856.95          | 110,570.79          | 121,201.43          |
| Total Current Liabilities             | 112,111.51          | 115,488.78          | 157,546.12          | 217,606.67          | 119,013.26          | 137,301.02          | 110,856.95          | 110,570.79          | 121,201.43          |
| Total Liabilities                     | 112,111.51          | 115,488.78          | 157,546.12          | 217,606.67          | 119,013.26          | 137,301.02          | 110,856.95          | 110,570.79          | 121,201.43          |
| 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                            | 2,663,639.51        | 2,949,454.62        | 3,014,958.54        | 3,042,960.70        | 3,135,827.20        | 3,065,623.57        | 3,132,428.69        | 3,153,098.41        | 3,049,068.49        |
| Total Equity                          | 2,799,113.37        | 3,084,928.48        | 3,150,432.40        | 3,178,434.56        | 3,271,301.06        | 3,201,097.43        | 3,267,902.55        | 3,288,572.27        | 3,184,542.35        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>2,911,224.88</b> | <b>3,200,417.26</b> | <b>3,307,978.52</b> | <b>3,396,041.23</b> | <b>3,390,314.32</b> | <b>3,338,398.45</b> | <b>3,378,759.50</b> | <b>3,399,143.06</b> | <b>3,305,743.78</b> |

## Reconciliation Report 2022 | 2023 (as of March 2023)

JAMES W. HAMILTON, CPA  
SAN LUIS OBISPO COUNTY AUDITOR- CONTROLLER- TREASURER - TAX COLLECTOR - PUBLIC ADMINISTRATOR

**MONTHLY SLOCTBID RECONCILIATION**  
**FISCAL YEAR 2022-23**  
**Reconciliation Period Ending: March 31, 2023**

PREPARED BY :  
Raul Pereyra

APPROVED BY :  
Jackson Luopko

DATE 4/3/2023

DATE : 4/12/2023

|   |                      |
|---|----------------------|
| <b>SLOCTBID-Undistributed</b>                       |                      |
| Account 3100500003-2601852 Balance :                | 3,304,955.76         |
| Adj for March 2023 Activity deposited in April 2023 | 3,285.44             |
| Misc Adj*   | (4,190.83)           |
| <b>Subtotal:</b>                                    | <b>3,304,050.37</b>  |
| Prior FY Undistributed                              | (2,714,466.76)       |
| Prior Periods Undistributed                         | 2601852 (682,982.89) |
| Current Period Distributed                          | 251,449.77           |

Adjusted SAP Balance **158,050.49**

**HdL TOT/BID System**  
**Summary Deposit Report**

**158,050.49**

|  |            |
|--|------------|
| *Rev Doc for 1901307663                | (1,850.00) |
| *Deposit of unspent CBID Grant Cayucos | (2,340.83) |

Difference \$ -

|        |            |
|--------|------------|
| Total: | (4,190.83) |
|--------|------------|

**HdL TOT/BID System**

| Area Report   | Total BID           | 2% Admin Fee     | Dist to Vendo       | Dist to TC       | Interest Pd | Undistributed     |
|---------------|---------------------|------------------|---------------------|------------------|-------------|-------------------|
| Jul 2022      | 329,555.56          | 6,591.11         | 134,490.86          | 0.00             |             | 195,064.70        |
| Aug 2022      | 487,021.14          | 9,740.42         | 191,237.65          | 6,591.11         |             | 289,192.38        |
| Sep 2022      | 281,223.49          | 5,624.47         | 173,662.22          | 0.00             |             | 107,561.27        |
| Oct 2022      | 263,395.62          | 5,267.91         | 159,968.02          | 15,364.89        |             | 88,062.71         |
| Nov 2022      | 287,546.75          | 5,750.94         | 288,005.75          | 5,267.91         |             | (5,726.91)        |
| Dec 2022      | 209,781.87          | 4,195.64         | 255,946.80          | 5,750.94         |             | (51,915.87)       |
| Jan 2023      | 214,404.67          | 4,288.09         | 169,847.98          | 4,195.64         |             | 40,361.05         |
| Feb 2023      | 144,598.90          | 2,891.98         | 119,927.25          | 4,288.09         |             | 20,383.56         |
| Mar 2023      | 158,050.49          | 3,161.01         | 248,557.79          | 2,891.98         |             | (93,399.28)       |
| Apr 2023      |                     | 0.00             |                     |                  |             | 0.00              |
| May 2023      |                     | 0.00             |                     |                  |             | 0.00              |
| Jun 2023      |                     | 0.00             |                     |                  |             | 0.00              |
| <b>Totals</b> | <b>2,375,578.49</b> | <b>47,511.57</b> | <b>1,741,644.32</b> | <b>44,350.56</b> |             | <b>589,583.61</b> |

Diff SAP Bal less Undist \$ -

## 2022 | 2023 Projected Budget (as of April 2023)

| <b>Projected Expenses</b>                                | <b>Budget</b>      |
|--|--------------------|
| <b>LFA Imperative and Strategic partnerships</b>         | <b>\$103,515</b>   |
| Partnership strategy, SLO CAL & LFA programs, co-op      | \$44,000           |
| H1RT Brand Development                                   | \$35,000           |
| CrowdRiff  | \$24,515           |
| <b>Strategy, Planning, BID Bunch mngmnt, reporting</b>   | <b>\$54,500</b>    |
| <b>Media</b>   | <b>\$713,100</b>   |
| Paid media   | \$510,000          |
| SEM  | \$81,300           |
| Strategy, Planning, buying, media-pass thru fees         | \$81,800           |
| LFA matching funds program                               | \$40,000           |
| <b>Content Curation and management</b>                   | <b>\$153,060</b>   |
| <b>Earned Media</b>                                      | <b>\$138,000</b>   |
| Public relations and coordination                        | \$83,000           |
| Visiting journalist and media reception expenses         | \$55,000           |
| <b>Owned Media</b>                                       | <b>\$199,600</b>   |
| Social media   | \$40,000           |
| Website  | \$48,000           |
| SEO and link building strategy, including Ahrefs         | \$63,600           |
| Email program and Mailchimp expenses                     | \$48,000           |
| <b>Collateral/Brochure</b>                               | <b>\$0</b>         |
| <b>Other Expenses</b>                                    | <b>\$61,000</b>    |
| Stewardship Travel for Good Program Management           | \$25,000           |
| Creative Development                                     | \$21,000           |
| Miscellaneous Projects                                   | \$15,000           |
| Total Expenses   | \$1,443,775        |
| Administration Expenses                                  | \$184,400          |
| <b>Grand Total Projected Expenses for CBID</b>           | <b>\$1,628,175</b> |
| <b>Projected Income</b>                                  |                    |
| Projected assessment                                     | \$1,500,000        |
| Projected Carryforward                                   | \$500,000          |
| Total projected revenue + carryforward                   | <b>\$2,000,000</b> |
| 22   23 Budget   | \$1,628,175        |
| Carryforward Balance                                     | \$146,825          |
| Contingency  | \$100,000          |
| Reserves   | \$125,000          |
| <b>Total Marketing + Carryforward + Contg + Reserves</b> | <b>\$2,000,000</b> |