

LFA Imperative funding by community

San Simeon (\$12,000)

Social: \$4,000 (\$500/month Nov – June)

SEM: \$4,000 (\$500/month Nov – June)

CBID Matching: \$5,000 - \$6,000

Note: SSTA board approved \$12,000 so need to confirm with Stacie is she wants to add Sept and Oct at \$500 for each totaling \$10,000

Avila Beach (\$15,500)

Social: \$8,500 (\$500 and \$1,000 based on mock plan)

SEM: \$5,500 (wants to add August so \$500/month Aug – June)

Email: \$1,500 (slated for March)

CBID Matching: \$8,500

Note: John mentioned concern with service coming from SF Gate so switching stories budget to Bay Area News Group

Los Osos (\$7,500)

Social: \$3,000 (\$500/month; want to move May monies to November so will run Nov – April)

SEM: \$3,000 (\$500/month; want to move May monies to November so will run Nov – April)

Email: \$1,500 (month not yet confirmed)

CBID Matching: \$3,000

Cambria (\$19,000)

Social: \$8,000 (\$2,000 per month Jan – April)

SEM: \$8,000 (\$2,000 per month Jan – April)

Email: \$3,000 (2 planned in Jan and March based on outcome of test)

CBID Matching: \$8,000

EV AGV (\$15,000)

Social: \$4,000 (\$500/month; want to move June monies to October so will run Oct - May)

SEM: \$4,500 (\$500/month; want to remove June so will run Sept – May)

SF Gate: \$5,000 (slated in October)

Email: \$1,500 (month not yet confirmed)

CBID Matching: \$4,000

Cayucos (\$11,000)

Social: \$4,000 (want to move June monies to October so will run Oct - May)

SEM: \$4,000 (want to move June monies to October so will run Oct - May)

Email: \$3,000 (planning for 2 at \$1,500 each; no months specified)

CBID Matching: \$4,000

Oceano Nipomo (\$8,000)

Social: \$4,000 (\$500/month Nov – June)

SEM: \$4,000 (\$500/month Nov – June)

CBID Matching: \$4,000

LFA monies: \$88,000

CBID Matching budget: \$40,000 (\$37,500 shown above)

Total: \$128,000