



AGENDA

October 15, 2024
1:00pm-2:30pm
Cavalier Cove Room
250 San Simeon Ave.
San Simeon, CA

1. WELCOME & INTRODUCTIONS:

PUBLIC COMMENT(S):

CORRESPONDENCE:

1. Solterra Billing

APPROVAL OF MINUTES:

SLOCBID MONTHLY REPORT: – CHERYL CUMING, CHIEF ADMIN OFFICER

CORE MARKETING REPORT: – STACIE JACOB, SOLTERRA STRATEGIES

REPORTS/UPDATES:

1. ALLIANCE PARTNER'S REPORTS/UPDATES

DISCUSSION ITEMS:

1. Hwy # 1 update
2. San Simeon Pier timeline for repair
3. Holidays and 1st Quarter 2025 Advertising Plans
4. Art Under the Moonlight – Tour Hearst Castle
selected Fridays Saturdays October 4 – November 16, 2024

ACTION ITEMS:

1. Blendfest 2025 – Jamie Guzman
2. Cancellation of Nov. & Dec. Meetings

FUTURE AGENDA ITEMS:

**Next Regular Advisory Board Meeting (Normal Meeting, 3rd Tuesday of the month)
Date & Time: January 21, 2025 @ 1:00pm**

Brown Act Notice: Meetings of the Unincorporated County Tourism Business Improvement District (CBID) Advisory Board and the affiliated Local Fund Area boards are subject to the requirements of the Brown Act. In response to those requirements, this agenda is being posted as a public notice. The Board welcomes public participation in its meetings. The agenda includes time for public comments on general items and for specific issues on the agenda. Speaker are limited to 2 minutes each. State law does not allow the Board to discuss or take action on issues not on the agenda. The order of agenda items is listed for reference and items may be taken in any order deemed appropriated by the Board.

ADA Notice: To receive reasonable accommodation under the Americans with Disabilities Act during the meeting, please notify the administrator at least 48 hours in advance of the meeting.

SAN SIMEON TOURISM ALLIANCE
250 San Simeon Avenue, Suite 3 A, San Simeon, CA 93452
VisitSanSimeonCA.com

Invoice 4376 from Solterra Strategies, Inc.

1 message

Solterra Strategies, Inc. <sjacob@solterrastrategies.com>
To: admin@slocountybid.com, mrh@cavetal.com

Tue, Sep 10, 2024 at 6:35 AM

INVOICE 4376 DETAILS

**Solterra Strategies, Inc.****DUE 09/25/2024****\$16,189.41**[Review and pay](#)

Powered by QuickBooks

Dear Michael,

Here's your invoice for August. You'll see the new co-op advertising expense as approved at the August meeting. Let me know if you have any questions. We appreciate your business.

Regards,

Stacie Jacob
Solterra Strategies, Inc.

Bill to

Tessa Cornejo
County of San Luis Obispo
Administrative Office
Tessa Cornejo
1055 Monterey Street, Room D430
San Luis Obispo, CA 93408

Ship to

Tessa Cornejo
County of San Luis Obispo
Administrative Office
Tessa Cornejo
1055 Monterey Street, Room D430
San Luis Obispo, CA 93408

Terms

Net 15

07/31/2024

MAILCHIMP

\$240.00

08/01/2024

Consulting Fee

\$8,702.25

Consulting Fee - Social Media, Public Relations, Administrative, Advertising and Account Management - August 2024

1 X \$8,702.25

08/01/2024

GOOGLE

\$6.00

08/01/2024

GOOGLE

\$1,520.60

09/08/2024		
Visit SLO CAL Invoice 14641 08-27-24		\$5,600.00
09/09/2024		
Vinvibe Invoice 424 09-02-24		\$75.00
09/10/2024		
08/20/24 Paso to San Simeon roundtrip 68 miles		\$45.56
	Balance due	\$16,189.41

Thank you for your business! If you wish to set up a direct payment of your invoice with your bank Solterra's Wells Fargo routing number is 121042882 along with the account number 1592288227.

Review and pay

Solterra Strategies, Inc.

PO Box 3060 PASO ROBLES, CA 93447 US

sjacob@solterrastrategies.com www.solterrastrategies.com

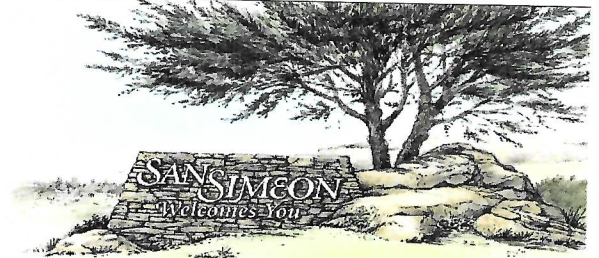
If you receive an email that seems fraudulent, please check with the business owner before paying.



Board of
Directors

Michael Hanchett
Paul Panchal
Miguel Sandoval

Barbara Hanchett
Acting Recording
Secretary



San Simeon Tourism Alliance

August 20, 2024

MEETING MINUTES **DRAFT UNTIL APPROVED**

A board meeting of the San Simeon Tourism Alliance was held on **August 20, 2024**, at the Cavalier Cove Room, 250 San Simeon Avenue, San Simeon, CA 93452.

It was called to order at 1:03PM presided over by the President of the Board, Michael Hanchett

Board Members Present: Miguel Sandoval, Paul Panchal & Michael R Hanchett

Members and Guests Present: Stacie Jacob of Solterra Strategies; Stephanie Vassigh & Patty Wallace /Rixman, President Cambria Scarecrow; Pratik Vyas, Morgan & Motel 6; Albert Barreto III, Coast Riders Inn. Allen Fields of Cambria arrived late.

PUBLIC COMMENT(S)

Albert spoke to the transient problem that is continuing and warned everyone to be on the lookout.

CORRESPONDENCE

1. Michael stated the monthly invoice from Solterra had been received.

MINUTES

A motion to approve the minutes of the previous SSTA meeting of May 21, 2024 was made by Miguel Sandoval and seconded by Paul Panchal. Motion passed.

SLO CBID MONTHLY REPORT

The Local Fund Summary for July 2024 was presented with some discussion that followed. It was next noted the revenues for July were up and looked better.

Assessment collections were reported at 13.94%. The current unencumbered cash balance at the end of July 31, 2024, is approximately \$385K after the offset for this year's Marketing, etc.

SOLTERRA CORE MARKETING MONTHLY REPORT

Stacie Jacob presented the Solterra monthly and 2023-24 reports and noted that the focus was on family travel. She related that their efforts were focused on keeping attention on the road that is

open and the many things there are to do. In addition, Stacie provided a Cycle Central Coast Report covering November 2023-April 2-24 for everyone's review.

ALLIANCE PARTNERS REPORTS/UPDATES

1. Patty Wallace Rixman and Stephanie Vassigh provided an update on the Cambria Scarecrow Festival and were excited to report that the donations for the current year have already reached 75% of the year's goal. They also related that the start for the 2024 Festival may be tweaked a bit as a result of October 1 falling mid-week. This will be determined as they continue to evaluate.

DISCUSSION:

1. Highway 1 opening and discussions relating to the developing situations proceeded. It was the consensus that we would be fortunate to see it open in March or April 2025.
2. Michael Hanchett next reported that the update from Calif State Parks on the opening of the San Simeon pier, was expected to take 8 months for repair and completion.

ACTION ITEMS:

3. The meeting next heard from Stacie Jacob on the marketing opportunity of the HotelBed's promotion that has been developed by SLOCAL. She provided information on a 3 month, \$3,600 option and a 6 month, \$5,600 option. It was further noted that nine (9) properties in San Simeon are active with this receptive in San Simeon now. Discussion ensued about the proposals and that with the opportunity to work with one of the largest inbound receptors we should be involved. It was determined that the six month program costing \$5,600 would be the best choice. It was acknowledged that the expenditure was within current budget and that spending ahead would allow us to meet our marketing needs. On a motion made by Miguel Sandoval and seconded by Paul Panchal it was unanimously agreed the six month, \$5,600 proposal be approved.

FUTURE AGENDA ITEMS:

There being no further business, Meeting adjourned at 1:38 pm.

**Next Meeting Scheduled for September 17, 2024 @ 1pm at the
Cavalier Cove Meeting Room**

Respectfully,

Barbara J Hanchett

LOCAL FUND SUMMARY

October 2024

WEB TRAFFIC*

USERS

90K

5% Y1Y

SESSIONS

104K

4% Y1Y

DESTINATION PAGEVIEWS

RP	1,363	LO	4,174
SS	483	EVIAG	3,870
Cam	806	AB	583
Cay	10,837	OciNi	2,493

Destination Page Views: 24,609 | 8.3% of traffic
Lodging Landing Page Views: 7,095 | 2.4% of traffic
Total Page Views: 297,294

*Thru 9/29/2024

EMAIL & SOCIAL*



Subscribers: 128,341
Adj. Open Rate: 31%
Site Traffic: 1,338



Fans: 119,194
Impressions: 767,718
Engagement: 3,274



Followers: 45,561
Impressions: 137,687
Engagement: 6,222



Views: 14,450
Hours Watched: 275

*Thru 9/29/2024

TOT/ASSESSMENT

August

	2024	2023
SS RP	\$233,146	\$326,823
Cambria	\$519,622	\$519,551
Cayucos	\$256,613	\$254,987
Los Osos	\$41,837	\$31,592
EV AGV	\$174,125	\$134,979
Avila	\$289,446	\$552,921
Oc Nip	\$109,206	\$93,902
CBID	\$1,623,995	\$1,914,754

LFA NEWS & INFO

Lodging Revenue & Contribution

% Share Short Term Rentals Aggregate Revenue



CBID PRESENTATIONS & INFO

We encourage your attendance at CBID Board meetings, the 4th Wednesday (except Nov & Dec), starting at **9am**. Meetings are held at Cambria Pines Lodge.

October 23

December 4 (Combo Nov/Dec meeting)

January 22, 2025

February 26, 2025

TOOLS & PROMOTIONS

Brand Launch & Reports



The new Highway 1 Road Trip Brand has launched. A copy of the [Brand Integration](#) guide is here.

Our fiscal year [media report](#) is available [here](#) and the [marketing report](#) is here.

INDUSTRY INFO

Highway 1 Re-Opening Update

Caltrans is anticipated to announce that Highway 1 will not fully re-open this year. Installation of sensors at Regent's Slide and the evaluation of site conditions resulted in additional work. Coupled with the upcoming winter, the re-opening will likely be next year.

KEY MILESTONES | PARTNER INFO

SLO CAL In-Kind Event Sponsorship

Under this program, Visit SLO CAL leverages its marketing resources to promote regional events. In exchange, the participating event organizers utilize their resources to highlight and promote the SLO CAL region. This mutual exchange aims to boost tourism, increase event attendance and foster a stronger sense of community engagement.

<https://www.slocal.com/partners/in-kind-event-sponsorship/>



Michael R. Hanchett <mrh@cavetal.com>

September numbers are looking good

1 message

Cheryl Cuming <admin@slocountybid.com>

Thu, Oct 10, 2024 at 11:52 AM

To: mrh@cavetal.com, Jill Jackson <Jill.jackson@visitcambriaca.com>, abta@visitavilabeach.com, Danielle Dubow <drd.vlob@gmail.com>

Cc: Cheryl Cuming <admin@slocountybid.com>

Hi all,

Feeling a bit relieved as September was well above last year for the CBID overall. With a very soft August, and a decent July, it looks like the CBID is up 13% Y/Y for our 1st quarter. Yay.

SEPTEMBER	Air BnB	Total
24,043.38	790.57	AB 24,833.95
2,426.01	2,371.39	EV AGV 4,797.40
53,648.28	4,234.98	CAM 57,883.26
17,301.35	4,117.51	CAY 21,418.86
3,299.60	2,088.58	LO 5,388.18
4,214.07	5,803.70	O N 10,017.76
27,891.71	0.00	SS 27,891.71
132,824.39	19,406.72	152,231.11

Profit & Loss for Local Fund - San Simeon

July through August 2024

	Jul 24	Aug 24	TOTAL
Income			14.39%
BID Assessment Collection			
Air B&B Assessments	731.84	91.07	822.91
Local Fund	27,208.30	25,830.54	53,038.84
Total BID Assessment Collection	27,940.14	25,921.61	53,861.75
Carryforward	524,716.43	0.00	524,716.43
Total Income	552,656.57	25,921.61	578,578.18
Gross Profit	552,656.57	25,921.61	578,578.18
Expense			
Administration			
Administrator - General Fund	1,216.62	1,226.41	2,443.03
District Administration Fees	558.80	518.44	1,077.24
Total Administration	1,775.42	1,744.85	3,520.27
Marketing/Advertising			
Media			
SEM	500.00	0.00	500.00
Total Media	500.00	0.00	500.00
Marketing/Advertising - Other	10,488.32	16,189.41	26,677.73
Total Marketing/Advertising	10,988.32	16,189.41	27,177.73
Total Expense	12,763.74	17,934.26	30,698.00
Net Income	539,892.83	7,987.35	547,880.18

San Simeon September Marketing Report: Email/Web

Content Themes

- Fall
- Road Trip
- Family Travel
- Wildlife
- Hearst Castle
- Pet-Friendly



Impressions

1.13K

+1.3%

Top Performing Media



Theme: CA Wine Month, Hearst Ranch Winery Recently-Renovated San Simeon Tasting Room

- 👁️ 2K Accounts Reached
- 🖱️ 505 Impressions
- 👍 233 Accounts Engaged



Theme: Pacific Coast Fall, Cool Weather, Cavalier Oceanfront Resort

- 👁️ 2K Accounts Reached
- 🖱️ 585 Impressions
- 👍 206 Accounts Engaged



Followers

7,586

+31

Reach

4,609

-32%

Impressions

6,913

-27%

Interactions

1,150

-58%

Profile Views

316

-16%



Page Likes

9,843

+3

Reach

167K

+948%

Paid/
Organic

**160K/
7K**

**+160K
/-9K%**

Impressions

177K

+881%

Engaged
Users

709

-33%

San Simeon September Marketing Report: Email/Web



Email Subscribers

13,313

+191



Average Open Rate

28%

+17%



Average Click Rate

0.86%

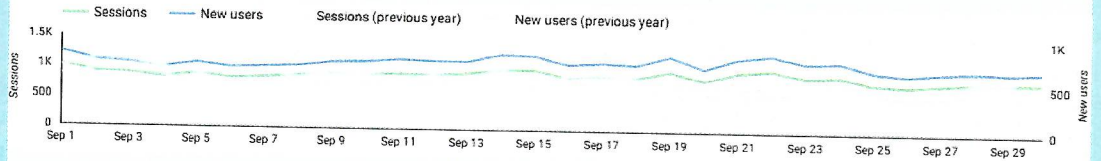
+34%



Unsubscribe Rate

0.28%

-10%



September Sessions

26.8K

FYE Sessions

78.5K

-23%

September Engaged

25.9K

FYE Engaged %

96.0%

+15%

September New Users

21.9K

FYE New Users

62.7K

-23%

September Page Views

42.4K

September Impressions

402.1K

+10%

Email Content



Monthly Overview: CA Wine Month, Fall Haul-Out, Scarecrow Festival

27.3% Opens

1.0% Clicks



Art Under the Moonlight - Hearst Castle Limited Fall Tour Series

29.0% Opens

1.3% Clicks

San Simeon September Marketing Report: Advertising

Yosemite National Park Trips

- Custom Content 2025 - print and [digital article](#)
- Custom Content 2025 - print and digital ad space
- Monthly email leads



The two seals are greeting over the water at the San Simeon Seal Rokey (Photo Courtesy: Hollis & Company Route)

For an action-packed stroll, head to the Boucher Trail at Piedras Blancas. This flat trail will bring you past the most accessible elephant seal colony in the world where docents from Friends of the Elephant Seal will help you learn more about these massive creatures. The seals are visible on the beach year-round, but January, April and October are the peak times to see them.

Keep walking down the 4-mile round-trip trail to see the Piedras Blancas Light Station. Year-round tours of the beautiful lighthouse are available to access the grounds, but advanced reservations are required.



Piedras Blancas Lighthouse near San Simeon (Photo Courtesy: Highway Discoveries)

A Prime Destination on California's Famous Highway 1.

Beaches · Elephant Seals · Whale Watching · Hiking · Hearst Castle



SAN SIMEON
CALIFORNIA

Plan a roadtrip of a lifetime to beautiful San Simeon.
visitsansimeonca.com

RE: Scanned image from Cavalier Inn, Inc.

1 message

Cheryl Cuming <admin@slocountybid.com>

Thu, Oct 10, 2024 at 6:45 PM

To: Stacie Jacob <sjacob@solterrastrategies.com>, "Michael R. Hanchett" <mrh@cavetal.com>

Cc: Julia Meyers <julia@solterrastrategies.com>

Hi all,

Yes, as long as the suggested expenses are currently part of the marketing budget, we are good to go.

Exciting news about VCA campaign.

Agenda looks good to me,
Cheryl

**Cheryl Cuming**

805.547.2243

Highway1RoadTrip.com

From: Stacie Jacob <sjacob@solterrastrategies.com>**Sent:** Thursday, October 10, 2024 4:38 PM**To:** Michael R. Hanchett <mrh@cavetal.com>**Cc:** Cheryl Cuming <admin@slocountybid.com>; Julia Meyers <julia@solterrastrategies.com>**Subject:** Re: Scanned image from Cavalier Inn, Inc.

Michael,

Greetings ... I look forward to seeing you next Tuesday.

A few notes from our end that I wanted to share with you. While these do not need to be agenda specific items as they are part of our marketing contract I wanted to brief you on them and note in case Cheryl advises otherwise.

Holiday Advertising:

November 1 - December 15 - we suggest a 6 week run on Meta with a \$5,000 budget to communicate holidays on the coast. We will promote family travel, wildlife and coastal adventures

Q1 Advertising:

- Meta Advertising / Google Display - we recommend investing up to \$15K (\$5K per month) in February, March, April - this supports Spring Break, Easter and other long weekends for shoulder season support.
- American Bus Association - see attached proposal - diversifying into the B to B marketing realm we wanted to share this opportunity for general brand awareness among this targeted group - it's a 3 month campaign / 13 emails (1 per week) for \$2,950. As we look at the bus traffic coming back when the highway opens this was our thought.

We also received the attached note from Visit SLO CAL - Visit CA will be in the San Simeon / Ragged point area on Oct. 25 to film for the "Up Around the Bend" road trip production. This campaign is slated for a mid-February release so great timing and another hit as part of Q1.

Juia is finalizing our monthly report and will send to you Friday morning.

I look forward to seeing you Tuesday.

Stacie Jacob
Soltterra Strategies
Facebook | Instagram
(805) 286-6874

Your Aspiration Is Our Inspiration

Brooke Hildebrand, Senior Marketing Consultant
bhildebrand@multiview.com | Direct Line : 972-830-2720

CUSTOMIZED PROPOSAL
DEVELOPED FOR:
SAN SIMÉON
CALIFORNIA



WHY MULTIVIEW?

With over **20 years of experience** supporting the B2B industry, Multiview works as an extension of your team to provide the dedicated expertise and tools you need to accelerate your growth and deliver actionable results.

We understand that a sound content marketing strategy doesn't just sell to customers, it **helps solve problems**. Effective content marketing takes time, expertise and resources that may be hard to facilitate in-house. Our team of strategists can develop and implement a holistic content marketing strategy customized to your needs and objectives.

Our content marketing strategists are experts in B2B marketing and work closely with you to ensure that your vision and goals are met at every turn.

Media Plan

Association	Media Type	Inventory	Reach	Start Date	Duration	Price
American Bus Association	Email Newsletter	Ad Zone 13: Box Ad	~10,800 opted in motor coach and tourism professionals	01/02/2025	3 months	\$2,950

INCLUSIONS & NOTES

+ COMPLIMENTARY CREATIVE

On all display campaigns, our complimentary creative team is included throughout the duration of your campaign

+ LIMITED INVENTORY

All campaigns, are booked on a first come, first served basis

+ DRIVE TRAFFIC

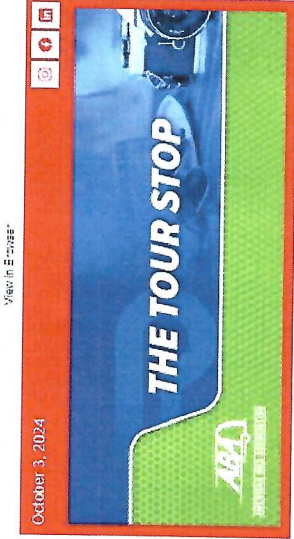
All campaigns will have a direct link to the landing page, URL, of your choice.

RECOMMENDED SOLUTIONS

Association Newsletter

Reach thousands of your target audience directly in their email inbox, building brand awareness & brand affinity for your company.

View Sample



After Helene's Destruction, a Mountain Town Reliant on Fall Tourism Wonders What's Next

In the days after Helene razed much of western North Carolina, some store owners in Boone have a lot of cleanup to do and don't know if they'll see much business at all for the foreseeable future — a cruel problem for a town of about 15,000 people that relies on tourism, especially in the fall. [Read More](#)



Have Authentic Wild West Adventures

Located in northern Wyoming, Cody, Yellowstone's an awe-inspiring destination built for groups. The Best Western Small Town in America is the gateway to Yellowstone National Park and offers a front-row seat to winding rivers, sweeping vistas, roaming wildlife, world-class museums, great restaurants, unique shops, and historic charm. [Learn More](#)

BC Set to Hold First Tourism Corridor That Crosses into the US

British Columbia is known for its gorgeous scenery which brings in tourists from across the globe. So, it's no surprise that the province is set to anchor the first tourism corridor that crosses the border. Destination Canada announced that it is launching four new tourism corridors for 2024. [Read More](#)

NYC is the Best City to Visit in 2024, Says U.S. Tourism Report

New York City is the #1 travel destination in the United States, according to a new tourism report released earlier this month. A report by Pop-Benefits.com, a global retreat booking site, named New York the best city to visit this year based on seven attractions that top the list for tourists. [Read More](#)

Groups Discover Deeper Roots With Indigenous Tourism

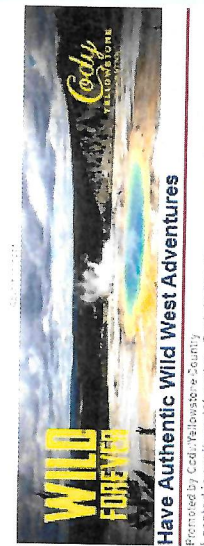
Indigenous tourism is increasing in popularity for both domestic and international travelers. In the [Cultural and Historical Significance of Indigenous Tourism](#), [Read More](#)

Recent Issue



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Groups Discover Deeper Roots With Indigenous Tourism

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Recent Issue



Brooke Hildebrand

Senior Marketing Consultant
Office: 972-830-2720

bhildebrand@multiview.com



Subject: FW: Upcoming Visit California commercial shoot in your area



Cathy Cartier <cathy@slocal.com>
to Cheryl Cuming, sjacob

Wed, Oct 9, 10:11AM (3 days ag

FYI – VCA is going to include Ragged Point and San Simeon in the filming for their new spot “Up Around the Bend.” This is the one that will have a \$12.4m domestic and international media buy behind it and launches in mid-February.

Best,
Cathy



Cathy Cartier | President & CEO

Visit SLO CAL

Cathy@SLOCAL.com

O: 805.541.8000 | C: 805-779-1279

SLOCAL.com

From: Erika DiProffio <ediproffio@visitcalifornia.com>

Date: Monday, October 7, 2024 at 4:15 PM

To: Cathy Cartier <cathy@slocal.com>

Cc: Lynn Carpenter <lcarpenter@visitcalifornia.com>, Christine Jossey <[cjossy@visitcalifornia.com](mailto:cjossey@visitcalifornia.com)>

Subject: Re: Upcoming Visit California commercial shoot in your area

Hi Cathy,

I thought of you the other day when I arrived in San Diego and saw your beautiful digital ads. 😊

I am excited to share we are quickly approaching being in SLOCal for the “Up Around the Bend” road trip production. Since we last spoke, The Shipyard has been hard at work permitting, scouting, and finalizing productic plans. And great news: in addition to Ragged Point, we will be getting some footage in San Simeon.

Barring any weather challenges, the team is scheduled to be in market on **Friday, October 25**. As mentioned on our call we are deploying a small nimble team, allowing us to capture as much footage as possible at each destination in a first-person perspective using drones and Go-Pros. Due to the on-the-go shooting style and road safety concerns, including traffic management and filming with moving cars, the director is limiting the footprint to the few crew required – in case you happen to drive by the area.

Production will wrap on October 25, and post-production will take place through January with launch slated for mic February. We look forward to sharing the footage with you!

Please let us know if you have any questions.

Erika DiProfio

Associate Vice President of Global Brand Advertising

VISIT CALIFORNIA

Main: 916.444.4429 • Direct: 916.233.0261
555 Capitol Mall, Suite 1100 • Sacramento, CA 95814
industry.visitcalifornia.com

From: Christine Jossey <cjossey@visitcalifornia.com>

Date: Monday, August 26, 2024 at 12:58 PM

To: Cathy Cartier <cathy@slocal.com>

Cc: Lynn Carpenter <lcarpenter@visitcalifornia.com>, Erika DiProfio <ediprofio@visitcalifornia.com>

Subject: Re: Upcoming Visit California commercial shoot in your area

Hi Cathy,

We are excited to review the new road trips concept with you and provide an update on our planning. Below are a few time options that work for our team. Please let me know if either work for you and I will send over a calendar invite. Happy to provide additional options if needed.

Friday, August 30

11:30-12 PM

Wednesday, September 4

1-1:30 PM

Best,

Christine Jossey

Brand Marketing Coordinator

VISIT CALIFORNIA

D: 916.444.4429 • C: 916.790.1138
555 Capitol Mall, Suite 1100 • Sacramento, CA 95814
industry.visitcalifornia.com

From: Erika DiProfio <ediprofio@visitcalifornia.com>

Date: Monday, August 26, 2024 at 12:43 PM

To: Cathy Cartier <cathy@slocal.com>

Cc: Lynn Carpenter <lcarpenter@visitcalifornia.com>, Christine Jossey

lcarpenter@visitcalifornia.com

Subject: Re: Upcoming Visit California commercial shoot in your area

This is fantastic news. With the ongoing issues with Highway 1 we are thrilled to have Ragged Point featured in the ad. Please let me know how we can help.

Best,
Cathy



Cathy Cartier | President & CEO

Visit SLO CAL

Cathy@SLOCAL.com

O: 805.541.8000 | C: 702.510.4597

SLOCAL.com

From: Caroline Beteta <Caroline@visitcalifornia.com>

Date: Friday, August 23, 2024 at 11:23 AM

To: Cathy Cartier <cathy@slocal.com>

Cc: Erika DiProfio <ediprofio@visitcalifornia.com>, Lynn Carpenter <lcarpenter@visitcalifornia.com>

Subject: Upcoming Visit California commercial shoot in your area

Hi Cathy,

I'm thrilled to share that Visit California would like to feature people hiking at Ragged Point in our new road trips TV spot. This creative will be the centerpiece of a new global campaign launching in March 2025, fueled by a paid media investment of \$12.4 million. Titled "Playful Journeys," the spot will be tracked to the iconic sound of Credence Clearwater Revival's "[Up Around the Bend](#)."

We expect the shoot to take place in October. As a next step, Visit California Associate Vice President of Global Brand Advertising Erika DiProfio and our agency of record The Shipyard will share concepts and contact locations of interest to coordinate logistics.

Cheers~
Caroline

Caroline Beteta
President & CEO

VISIT CALIFORNIA

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

Local Fund Area Support Guidelines & Application

Updated: April 2017

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

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

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

As a public entity, we must adhere to certain standards as we consider each request. If the LFA board chooses to support your funding application, the CBID Advisory Board will then review each application, and will provide the final approval to support or deny funding requests. Funding requests under \$4,999 will be reviewed by a sub-committee of the CBID Advisory Board consisting of the Chair, Vice-Chair and CAO, and this sub-committee has the authority to approve, deny or bring to the full CBID Advisory board for approval. All funding applications are reviewed and approved at the next available CBID Advisory Board meeting following the LFA board meeting.

Funding applications must be **submitted to LFA board a minimum of 120 days prior** to the event date, and a **minimum of 14 days before the LFA board meeting date.**

Criteria for Application Consideration:

- **Economic Impact:** Your project or event will need to support how it will bring in additional room nights, with a goal of delivering a minimum of 50% of attendees from outside of SLO County
- **Marketing:** Reach outside of SLO County
- **Brand Support:** Visibility of the destination brand with inclusion in marketing and promotional materials
- **Location:** Takes place within an unincorporated CBID region
- **Timing:** Generates interest in the off-season (October through June)
- **Usage of funds:** A percentage of the funds need to be used to support an out-of-area marketing promotion, and funds should not be used to fund overhead or maintenance

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

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

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

If you meet these criteria, please advance to the requirements and application details.

Requirements of Sponsorship:

In order to ensure that your event meets our goal to drive overnight stays, the following objective and criteria are required to ensure that your effort will create exposure for the tourism brand while encouraging increased visitors. The objectives outlined are key to any sponsorship ask:

Objectives

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

Criteria for Event Sponsorship

Visibility of lodging messaging: Accommodations/Places to Stay section on your website and Facebook page, with active links to lodging information on the LFA tourism site.

Inclusion in promotions: Tourism logo needs to be listed as a sponsor / partner on promotional materials including website and social media. Printed materials must also include the logo, and we ask that the tourism brand be publicly recognized as a sponsor at the event (when applicable).

Database acquisition: A mechanism to gather email addresses and zip codes from attendees, with the agreement that these emails will be shared for inclusion in the LFA email database. Zip code data will be used to substantiate out-of-county attendance percentage.

Tickets for promotional purposes: Ticketed events are required to provide 4 tickets to be used by the LFA for promotional purposes.

Program ad: If the event includes a program, ad space is required.

We pledge our marketing support

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

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

Local Area Fund: Application

Event Title: 10th Annual BlendFest on the Coast

Event Dates: February 20 - 23 (emphasis will be placed on events that occur in the off-season October - June)

Amount of funding requested: \$10,000 Overall budget: \$75,200

Organization Information:

Local Area: San Simeon

Submitted by: Jamie Guzman Phone: 805-239-8463 x208 E-mail: jguzman@pasowine.com

Organization receiving funds: Paso Robles Wine Country Alliance (PRWCA)

Mailing Address: P.O. Box 2068, Paso Robles, CA 93447

Contact Person: Jamie Guzman Phone: 805-239-8463 x208

Event description, including website link:

Event Details

Table with 3 columns: Category, Last Year, Current Year (projected). Rows include Total Revenue, Total Expenditures, # Attendees, Percent of out of area Attendees, and # Room Nights*.

Room night calculation: Grant funding \$ 10,000 / \$100 (average ADR) = 100 (number of room nights that must be secured in order for event sponsorship investment to break-even)

*please consider a vacation rental as 1 room/unit

Describe how this event will support overnight stays.

For nearly ten years, BlendFest on the Coast has attracted visitors from outside San Luis Obispo County (74%) to Cambria and San Simeon for a 3-day wine event, with the fourth day (Sunday) encouraging guests to visit Paso Robles Wine Country.

As part of your application submission, please include financials (revenue and expenditures). Funds requested should not be used for overhead or maintenance.

Keep in mind that a percentage of the requested event sponsorship funds need to be attributed to out-of-area marketing. A detailed marketing plan should be part of your application submission.

Note if your organization has received funding in previous years, include the follow-up report as part of your application submission. If funded, a Follow-up Report will need to be submitted 60 days following the conclusion of your event.

Follow-up Report

A final report must be received within 60 days of the conclusion of the event, and will be required if future funding is sought.

Organization: _____

Event: _____

The report must include the following:

Overview: A brief synopsis of the event or project. Please include a statement describing activities/services/programs and how it met the goal to increase overnight stays.

Visitor Data: Include the number of participants overall, and the percentage of out-of-area attendees. Please provide email addresses (Excel format) that will be imported into the existing tourism database.

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

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

Financial Report: A financial statement that details how the funds were expended.

PASO ROBLES

WINE COUNTRY ALLIANCE

10th Annual Paso Wine BlendFest on the Coast February 20 - 23, 2025

The Paso Robles Wine Country Alliance (PRWCA), a 501C6 trade organization representing more than 500 wineries, winegrape growers, hospitality partners, and associated business, partnered with the Cambria Tourism Board, San Simeon Tourism Board, and Highway 1 Discovery Route on BlendFest on the Coast - A PASOWINE Event.

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

Goal: collectively market our region and its diverse offerings, encouraging off-season visitation to Cambria and San Simeon and extending average length of stay.

2024 Recap – *see additional documents and Power Point for full recap*

The 9th year event in 2024 continued a successful trend in attracting guests to the coast for the event:

- 74% of ticket buyers from outside of San Luis Obispo County
- 719 total tickets sold across BlendFest weekend events (822 in 2023, 812 in 2022, 636 in 2020)
- 44 participating wineries
- Pasowine.com homepage, calendar listing, and Event page placement
- Logo and link on event website pages: Homepage, BlendFest pages, and Event calendar
- BlendFest Pasowine.com Traffic from Dec. 1, 2023 - Feb. 25, 2024
 - Pageviews: 14.6K
 - Book Your Room in Cambria and San Simeon – messaging on all eblasts, website, social media
- Press release sent out 12/4/2023 announcing tickets on sale
- Posts on online community calendar boards
- American General Media - Krush 92.5
 - AM radio interviews and coverage on KJUG, KZOZ, Q104.5, KVEC
 - BlendFest :30 profile – 4 weeks out from events
 - BlendFest promotions (live mentions, social media postings, web support with local events listing, home page feature banner)
- Six dedicated Paso Wine e-blasts to 47K+ database
 - All included sponsor logos and 'Stay in Cambria and Simeon' message
- Photography/Videography – Contracted with Acacia Productions to produce event photo gallery and video that can be used to promote BlendFest 2025
- Social Media Promotion
 - Paso Wine Audience: Instagram: 27K Followers | Facebook: 68K Fans
 - Organic posts were complemented by a paid Meta ad, appearing on Facebook and Instagram
 - Paid Meta Ad

- Ran from Feb. 15-23
- 31K reach, 874 clicks

2025 Event Weekend Proposed Schedule

THURSDAY, FEBRUARY 20

Coastal Excursion

Time: Various – 10 - 12pm, 1 - 3pm

Attendance: 20-30 est. /Led by winery representatives

Ticket Prices: \$50

Winemaker Dinner at TBD (Coastal location TBD)

Time: 7 – 9pm

Attendance: 50 est.

Participating Wineries: 3 (TBD)

Ticket Price: \$140 inclusive

FRIDAY, FEBRUARY 23

Blending Seminar & Lunch

Time: 11am – 1pm

Location: Cavalier Resort

Attendance: 45

Ticket Price: \$65

Winemaker Dinner at TBD (Coastal location TBD)

Time: 7 – 9pm

Attendance: 50 est.

Participating Wineries: 3 (TBD)

Ticket Price: \$140 inclusive

SATURDAY, FEBRUARY 24

Grand Tasting – location TBD

Times: VIP / Early Entry 2-5pm

General Admission 3-5pm

Attendance: 480

Ticket Prices: \$59-\$140

SUNDAY, FEBRUARY 25

Explore Paso Robles Wine Country

Encourage guests to visit Paso Robles Wine Country before returning to the Coast to stay one last evening (Sunday night). Perhaps build an incentive for guests to enjoy and stay on Sunday evening.

2025 Marketing Plan

Advertising

\$8,000 of the event budget is dedicated for out-of-area advertising targeting wine enthusiasts 35-64 with HHI \$100K and geo-targeting Central California, Bakersfield, Fresno, The Bay Area, and Los Angeles.

PRWCA Marketing Tools

In addition to paid-for advertising, the PRWCA has robust marketing tools available:

- Pasowine.com – 200K+ monthly visits
- At minimum five dedicated e-blasts to 50K+ database
- Press release x 2
- Social Media promotion
 - Facebook: 68K+ Likes
 - Instagram: 27K+

Cambria Tourism responsibilities:

- \$10,000 sponsorship fee
 - Additional \$10,000 from San Simeon (both will recoup costs with CBID)
- Outreach and promotion of the event thru websites, e-blasts, newsletters, and/or social media
- Help brainstorm unique ideas for excursion tours and activities on Friday and Saturday mornings that will include an element of wine and Coastal influence – nature, art, cooking or exploring.

Paso Robles Wine Country Alliance responsibilities, in addition to the above marketing:

- Coordination and marketing of the entire event weekend
 - Secure alcohol license for the events
 - Secure winery participation
 - Secure Certificate of Liability Waiver from each participating winery
- Partnership and marketing of all events
- BlendFest digital creative - new creative in development
- Secure co-branded wine glasses for Grand Tasting ticket buyers
- Manage all Ticket Sales
 - Payment of all convenience charges, credit card processing, sales tax
- Custom media plan for the event, planned and executed by Storia
- Promotion of offer on Pasowine.com and in dedicated e-blasts
- Press release regarding the event
- Mention on all radio advertising (trade partnership with American General Media)
- Logo on all event e-blasts
- Logo and link on event website pages: Home page, BlendFest pages, and Event calendar
- Post on online calendar boards
- 10 tickets to each Grand Tasting session for promotional or personal use

Paso Robles Wine Country Alliance
BlendFest on the Coast Grand Tasting, Seminar, Excursions
2025 Proposed Budget

Income	<u>2025 Budget</u>
Pouring Fee - (40) \$200	\$8,000.00
Early Bird GA (100) \$59	\$5,900.00
General Admission (200) \$69	\$13,800.00
VIP (200) \$99	\$19,800.00
Seminar (45) \$65	\$2,925.00
OPR Dinner (50) \$155	\$7,750.00
Cav Dinner (50) \$145	\$7,250.00
Excursions (55) \$60	\$3,300.00
Sponsorship/CO-OP	\$20,000.00

Total Income	\$88,725
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Expense

Professional fees	Day labor, set-up, clean-up	\$500.00
Credit Card Processing		\$5,000.00
Entertainment	Band	\$800.00
Equipment Rental		
	Rentals- Seminar	\$750.00
	Excursions	\$500.00
	Grand Tasting	\$6,000.00
	Bathrooms	\$850.00
	Tenting	\$10,000.00
	Shuttles	\$2,000.00
Facility Rental		
	45 x 135	\$6,075.00
Dinners	45 x 135	\$6,075.00
Food (Catering)		
	Grand Tasting Food	\$9,500.00
	Seminar Lunch	\$2,000.00
Wine Glasses		\$3,000.00
Security - Grand Tasting	Miller security	\$2,000.00
Event Signage		\$500.00
Water - Seminar		\$50.00
Décor	Lounges, linens	\$4,000.00
Floral	Table décor	\$700.00
Event Printing		\$500.00
Advertising	Digital, radio, social	\$8,000.00

Notes	Tickets			
	attendees	price		
	100	\$59	Early Bird GA	\$5,900
	200	\$69	GA	\$13,800
	200	\$99	VIP	\$19,800
	45	\$65	Seminar	\$2,925
	50	\$155	OPR Dinner	\$7,750
	50	\$145	Cav Dinner	\$7,250
	55	\$60	Excursion	\$3,300
Total Grand Tasting Attendees:	500		Grand Tasting Sales:	\$39,500
Total Attendees of all events:	700		Total Ticket Sales:	\$60,725

Supplies	
Sales taxes	\$700.00
Taxes & Licenses	\$2,000.00
Staff Lodging	\$150.00
Meals: Staff	\$1,500.00
Travel & Mileage: Staff	\$400.00
Website	\$300.00
Total Expense	\$0.00
	\$73,850
Net	
	\$14,875