



# HIGHWAY 1 ROAD TRIP/CBID

Stakeholder Satisfaction Survey 2025

# BACKGROUND

## Background

The San Luis Obispo County Board of Supervisors held a hearing to consider the renewal of the San Luis Obispo County Tourism Business Improvement District (CBID) assessment for fiscal year 2025-2026. The CBID is a business improvement district formed in 2009 to promote tourism and support marketing and stewardship activities within the district, which mainly includes coastal and some inland unincorporated areas of the county. The hearing reviewed public testimony, protest levels, and the 2024 year-end report alongside the 2025-2026 draft budget, with a focus on the CBID's marketing efforts, financial status, and future strategic initiatives.

The protests received represented 8.148% of the assessed entities (based on weighted contribution), and came from 4 hotel/motels, 1 bed & breakfast, and 15 vacation rentals.

The Board's motion (right) initiated the process (pages 3-4) that resulted in this report.

## County Board of Supervisors Motion

“The Board receives public testimony and protests regarding the renewal of the San Luis Obispo County Tourism Business Improvement District; and upon conclusion of the hearing, finds a majority protest does not exist; continues to levy assessments; declares the CBID renewed; and receives and files the 2024 Year End Report and the 2025-26 Draft Budget of the San Luis Obispo County Tourism Improvement District. Furthermore, the Board directs CBID to conduct a survey of all lodging businesses (“members”) located within the CBID boundaries, that CBID funds be used to fund the survey. The goal of the survey is to identify current member priorities, evaluate the perceived value of the CBID, gather input on how CBID funds should be allocated moving forward. The survey shall be professionally conducted by an outside entity, with independent, third-party results. Furthermore, the Board directs staff to continue efforts to pursue full cost recovery for services provided by the Administrative Office related to the CBID.”

# METHODOLOGY & TIMELINE

## Survey Creation and Distribution

- Whereabout was contracted as an independent third-party contractor to administer the survey and analyze its results, in partnership from other independent contractors (Momentum Strategies, CR Consulting, and Civitas) who managed outreach to promote the survey, assisted with aligning County license records to responses, and provided information and context for this report.
- Master constituent spreadsheet provided by Tessa Cornejo, County Liaison, on September 16, 2025
  - File titled “Active BID Accounts with prop type”
  - Included 1,488 properties in the database; 1 was added based on a response received
  - 1 was Airbnb
- County staff approved cover letter, survey questions, and outreach plan
- A Spanish-language version of the online survey was developed and shared, but did not receive any responses
- Printed surveys with cover letter and return envelope were mailed on/about October 17 to 1,451 validated addresses in the database.
  - For hotels/motels/B&Bs where property address and owner address differed, mailings were sent to both addresses.
  - Name was included where provided. Follow up postcards were mailed on/about November 6 to 1,451 validated addresses in the database.
  - For hotels/motels/B&Bs where property address and owner address differed, mailings were sent to both addresses.
  - Name was included where provided.
- One-on-one outreach was conducted via email, telephone, in person and direct messaging on social media to encourage response.
- Responses were tracked by address with summary reports being sent out weekly to LFA administrators. Updates were sent multiple times per week as the closing date approached.
- A request was made that the County provide the weighted contribution so survey results can be analyzed using this data point (as summarized in the approved Outreach Plan). That information has not yet been provided.

# METHODOLOGY & TIMELINE

## Survey Analysis

- The survey was closed at end of day on November 19, 2025.
- 16 mailed surveys were received and were shared directly with Whereabout and entered by hand into the data set. One mailed response arrived after survey close, but was postmarked before the deadline, so was included. Three others were postmarked after the closing date and were not included.
- Addresses provided by respondents were used to identify license numbers, and in some cases license numbers were provided by respondents that were not on the County list—these appeared to be valid license numbers and may be newer licenses.
- Each license number was treated as a unique respondent. In some cases respondents hold or represent multiple licensed properties, and in those cases each license number was assigned a duplicate response.
- Some properties submitted duplicate responses, and we prioritized them as follows:
  - If one duplicate was incomplete, or less complete, the more complete response was included.
  - If multiple complete responses were received from one license number, the first one submitted was included.
  - If both paper and electronic responses were received for a license number, the electronic response was included.
- Responses that did not provide enough information to identify a valid license number were not included in the analysis.
- Responses with no entries beyond the demographic data were not included in the analysis.
- Responses that listed incorrect property types, or where the County license was not aligned to the correct property type, were corrected in the analysis data set.
- Open-ended responses were not edited or corrected
- Once the above filters were applied, 235 unique license numbers were included in the analysis, broken down as follows:
  - 5 Bed & Breakfast
  - 45 Hotel/Motel
  - 185 Vacation Rentals
- Of the Vacation Rental responses, 17 self-identified as inactive properties. These were not included in the general analysis but were given a separate analysis.
- The response data was analyzed through four “lenses”:
  - All active properties
  - Active properties by property type
  - Active properties by Local Fund Area
  - All inactive properties
- Two additional analyses are included at the end of the report: licensees who submitted protests, and highly engaged respondents

# WHEREABOUT OBSERVATIONS

## Engagement

- Overall, we found engagement with the survey to be quite high, with respondents representing the full breadth of Local Tourism Board areas
- We had an extremely high response rate of 90% from hotels/motels (45 from a set that, when corrected for misclassifications, has a total of 50)
- We included 175 licensed vacation rentals in our analysis, 158 of which self-identified as active—of the 1,406 licensed vacation rentals in the CBID areas, 747 are listed by the County as zero-rents, leaving 659 active VRs. Therefore, these 158 active properties represent a 24% response rate for active VRs—a typical target response rate in our tourism industry surveys.
- Among the vacation rental responses, 93 were from individual owner/operators (not vacation rental management companies)
- 75% of all respondents expressed an interest in learning more and perhaps being more involved: 38% said yes, and 37% said maybe

## Respondent Understanding

- 55% of active properties expressed a strong understanding of how CBID regional funds are used, while only 32% expressed low understanding.
- Similarly, 51% of active properties expressed a strong understanding of how Local Tourism Board funds are used, while only 30% expressed low understanding.
- However, in some cases, open-ended responses demonstrate a lack of understanding of the limits of the CBID's purview, and request things that are in the domain of County government or other entities. Likewise, many comments indicate the perception that the assessment is a tax on business owners and/or conflate the assessment with Transient Occupancy Tax.

# WHEREABOUT OBSERVATIONS

## Respondent Priorities

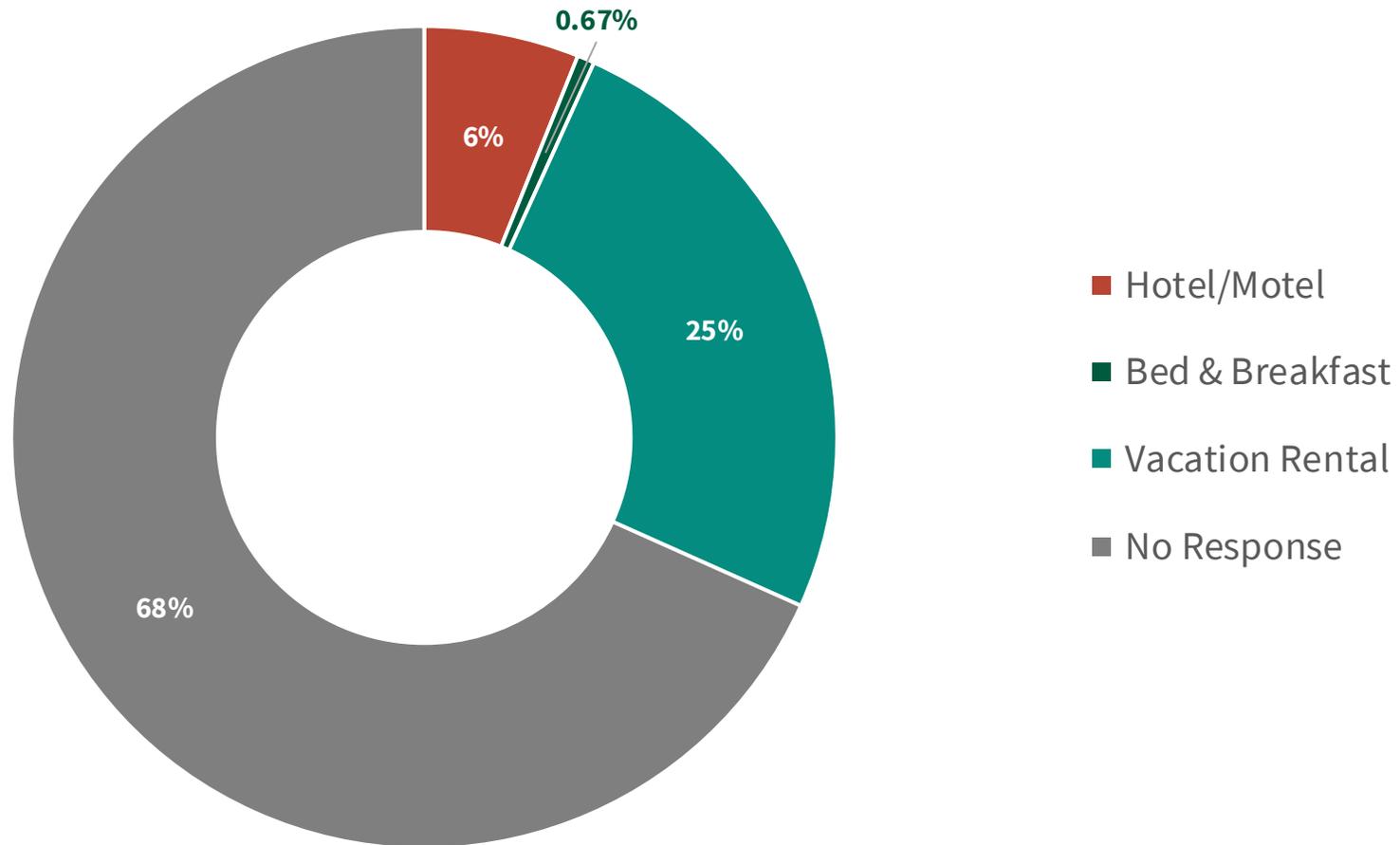
- Respondents expressed a clear priority for tourism marketing as the primary focus of the organization to support their business, both at the CBID regional level (3.62/4.00) and at the Local Tourism Board level (2.43/3.00)
- Events/festivals and beautification initiatives were closely ranked both at the CBID regional level and at the Local Tourism Board level, while stewardship initiatives were ranked least important at the CBID regional level.
- When asked about future prioritization of CBID funds, tourism marketing and promotion was the clear leader (3.41/4.00), followed by events/festivals (2.59/4.00), beautification (2.20/4.00), and stewardship (1.81/4.00).
- While some minor variation occurs in prioritization between property types and between Local Tourism Board areas, we don't see any significant differences that warrant highlighting.

## Perception of Positive Impacts

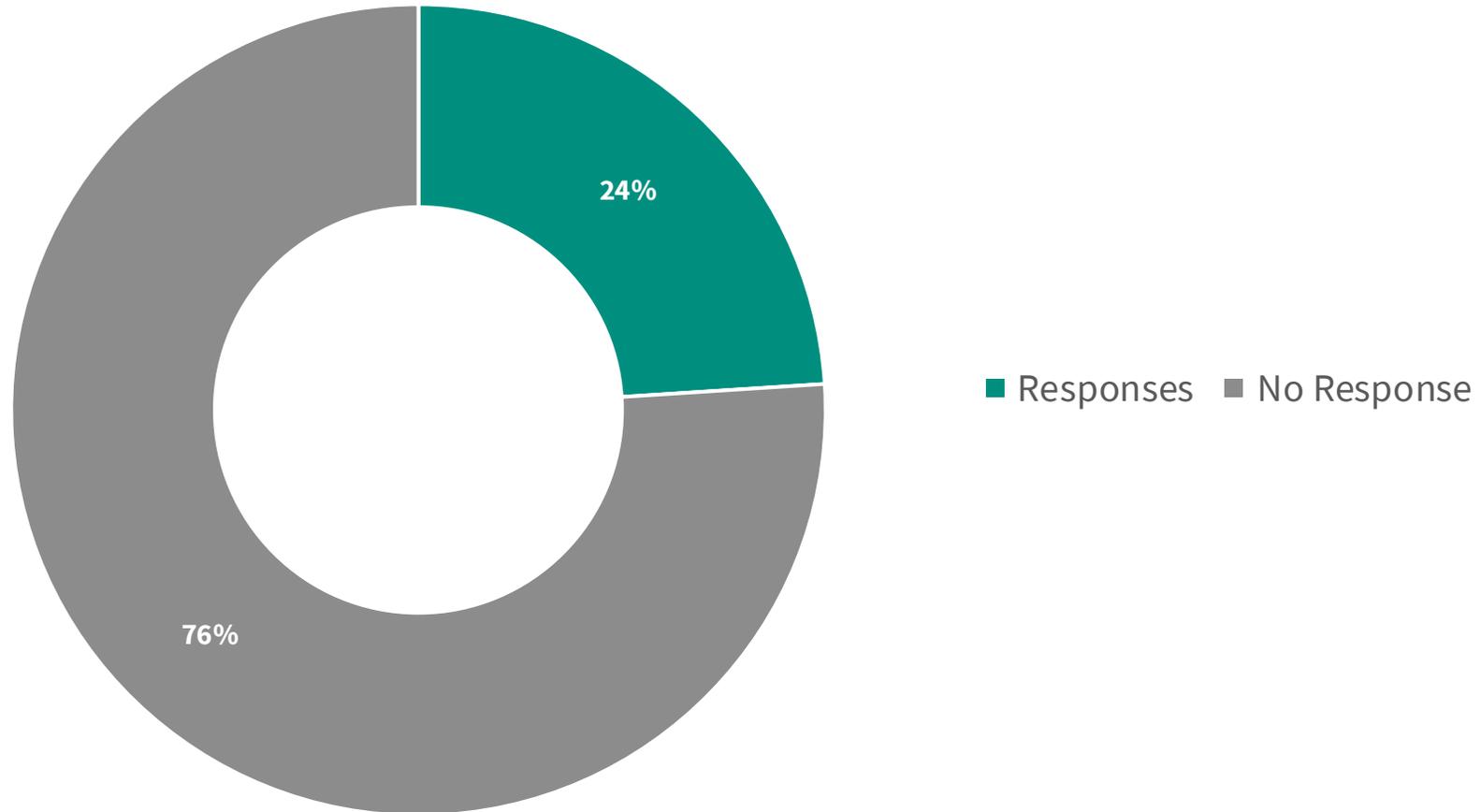
- Ratings of the impact of each set of initiatives averaged slightly above the mid-point: at the CBID regional level marketing and promotion was 3.93/5.00, beautification was 3.85/5.00, stewardship was 3.41/5.00, and events/festivals was 2.85/5.00.
- Impact ratings for the Local Tourism Board level: tourism marketing/promotion 4.01/5.00, beautification 3.48/5.00, and events/festivals 3.93/5.00.
- Interestingly, impacts were scored significantly higher by inactive vacation rental properties, both at the CBID level (average 3.98/5.00) and at the Local Tourism Board level (average 3.86/5.00).
- Notably, among those who submitted protests or letters regarding the BID, impact scores (avg. 3.50) were consistent with respondents at large (avg. 3.51).
- Among respondents who scored themselves a 4 or 5 on their involvement, impact scores were exceptionally high (avg. 4.61), implying that those who know more about the organization and its work recognize greater positive impact.



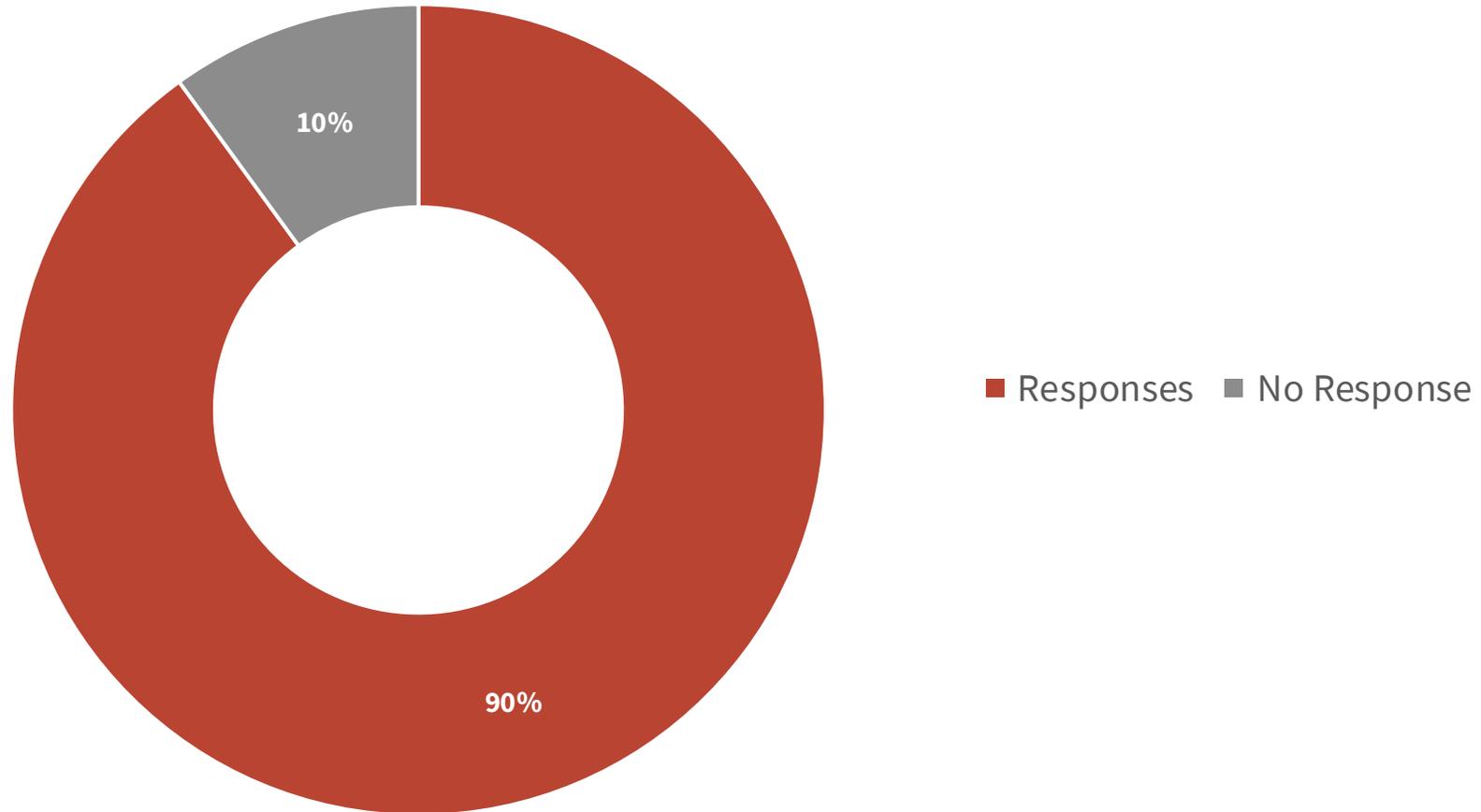
# SURVEY RESPONSE RATE, EXCLUDING ZERO-RENT PROPERTIES



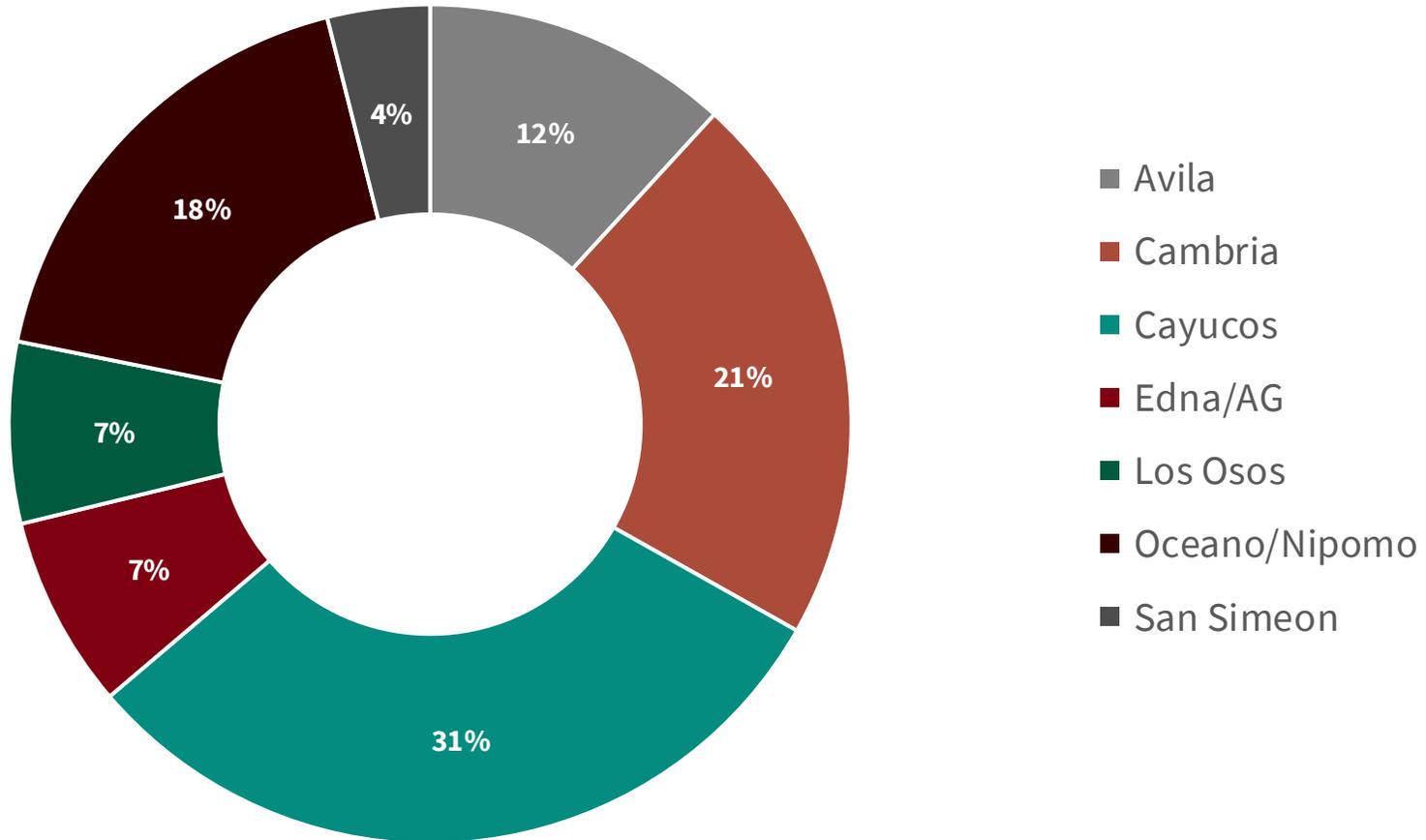
# VACATION RENTAL RESPONSE RATE, EXCLUDING ZERO-RENT



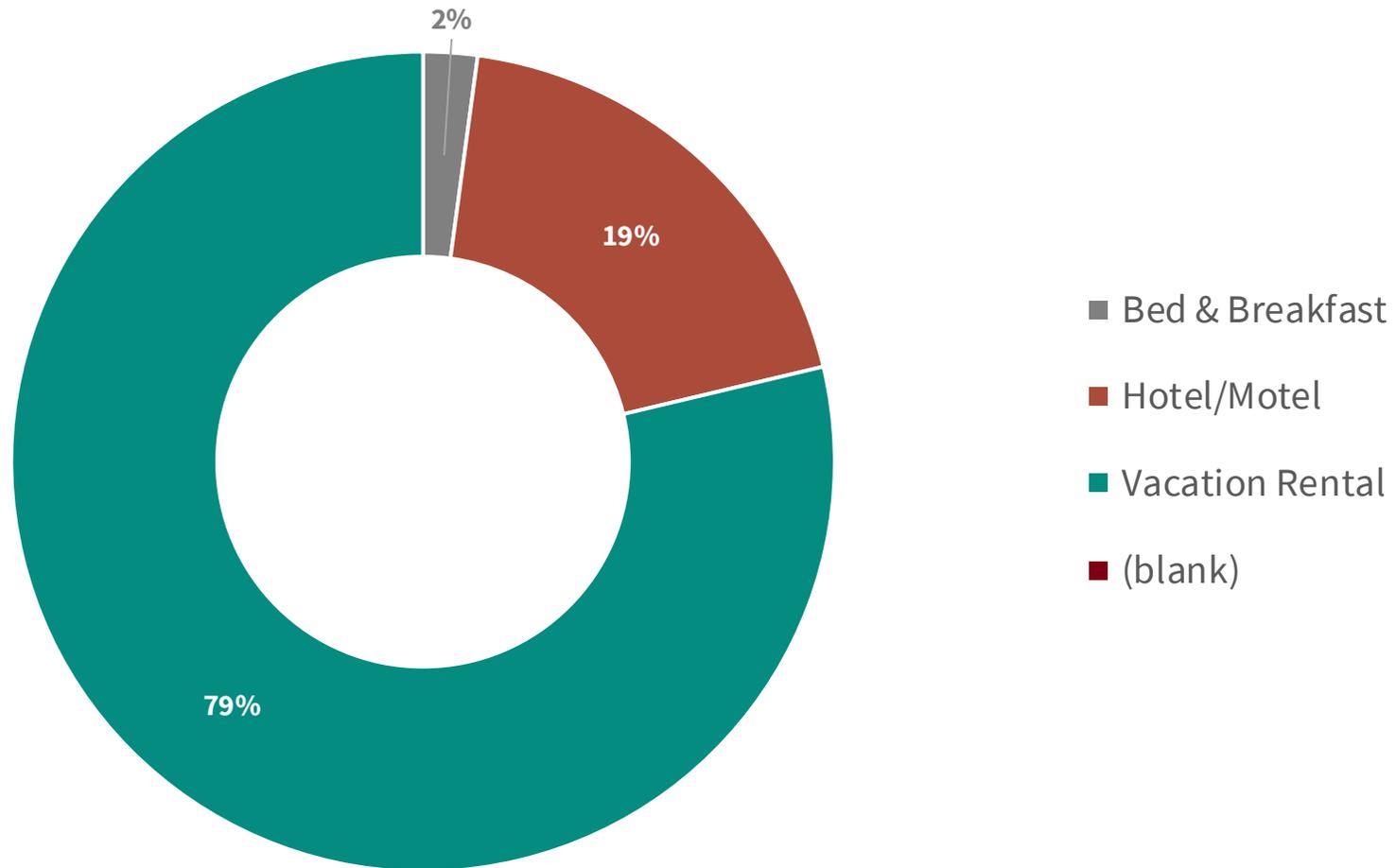
# HOTEL/MOTEL RESPONSE RATE



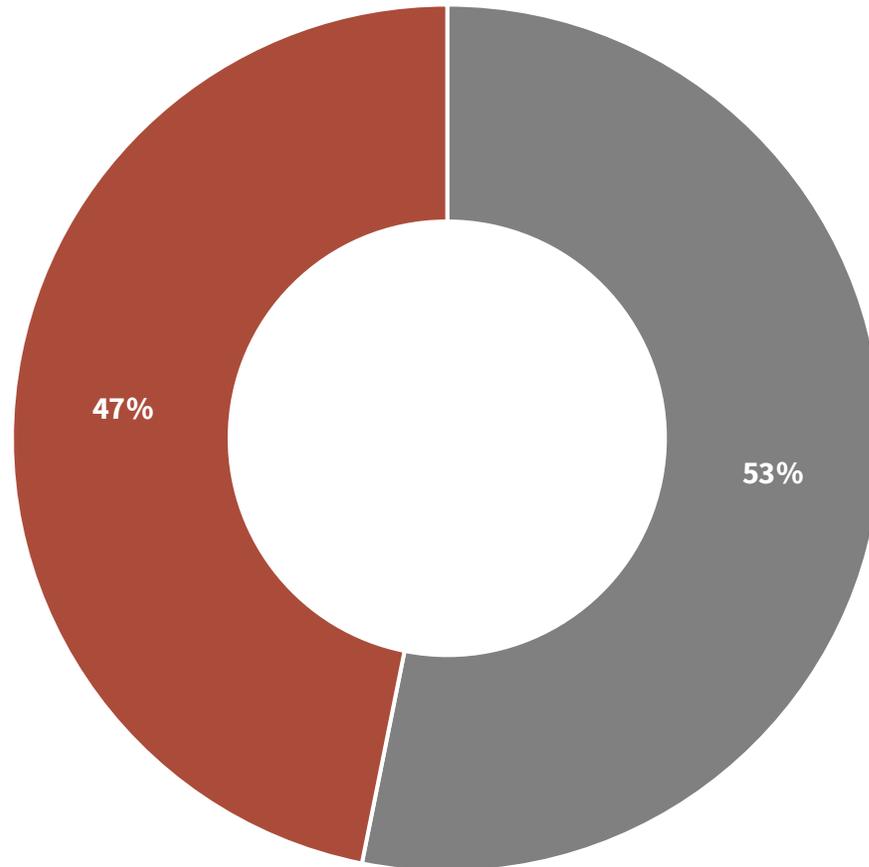
# ALL RESPONDENTS, BY LOCAL FUND AREA



# ALL RESPONDENTS, BY PROPERTY TYPE

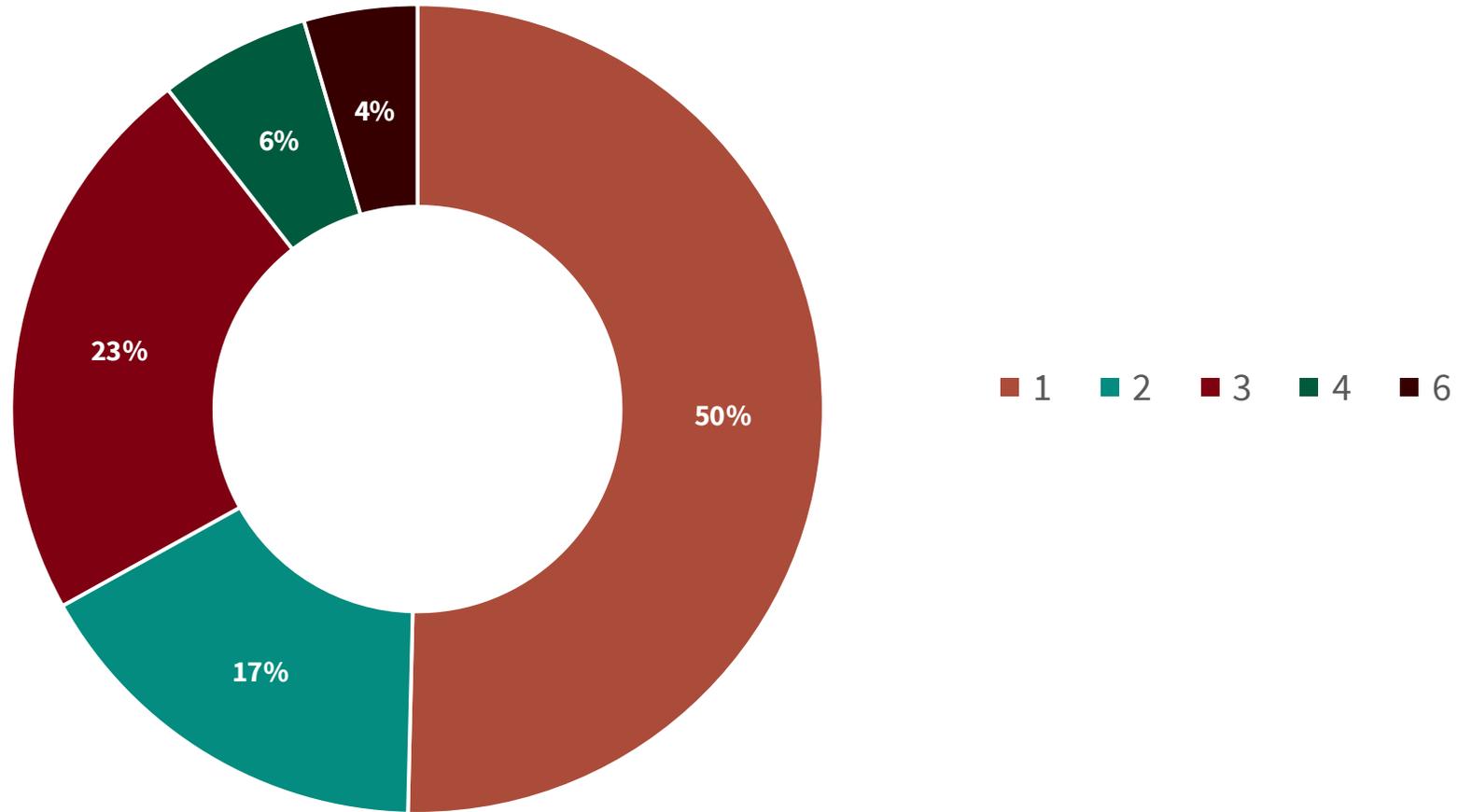


# VACATION RENTAL OWNERS VS. MANAGEMENT COMPANIES

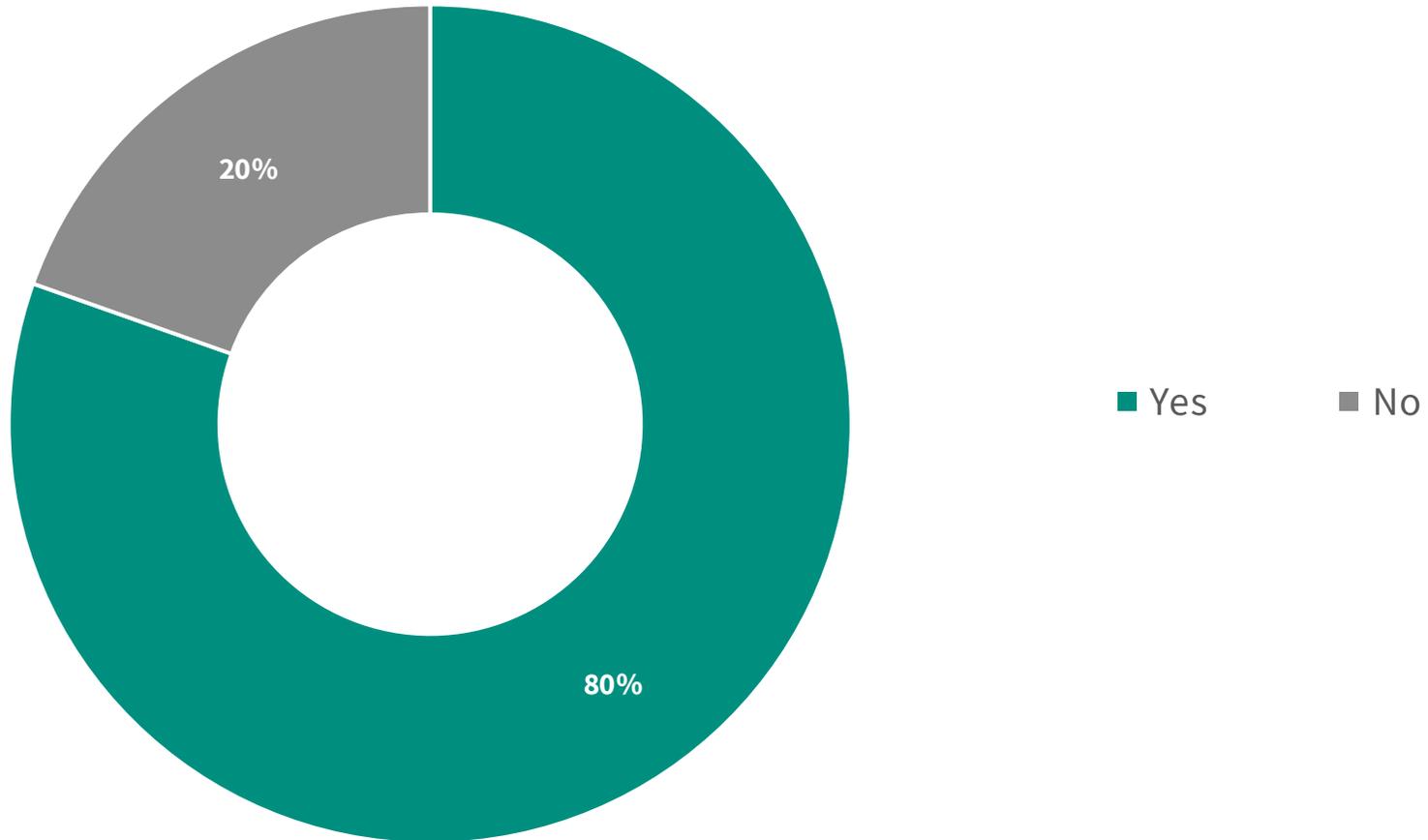


- Individual vacation rental owner with one or more active properties
- Vacation rental property manager who manages multiple properties on behalf of owners

# VR OWNER/OPERATOR (NOT MANAGEMENT COMPANIES): COUNT OF RENTALS

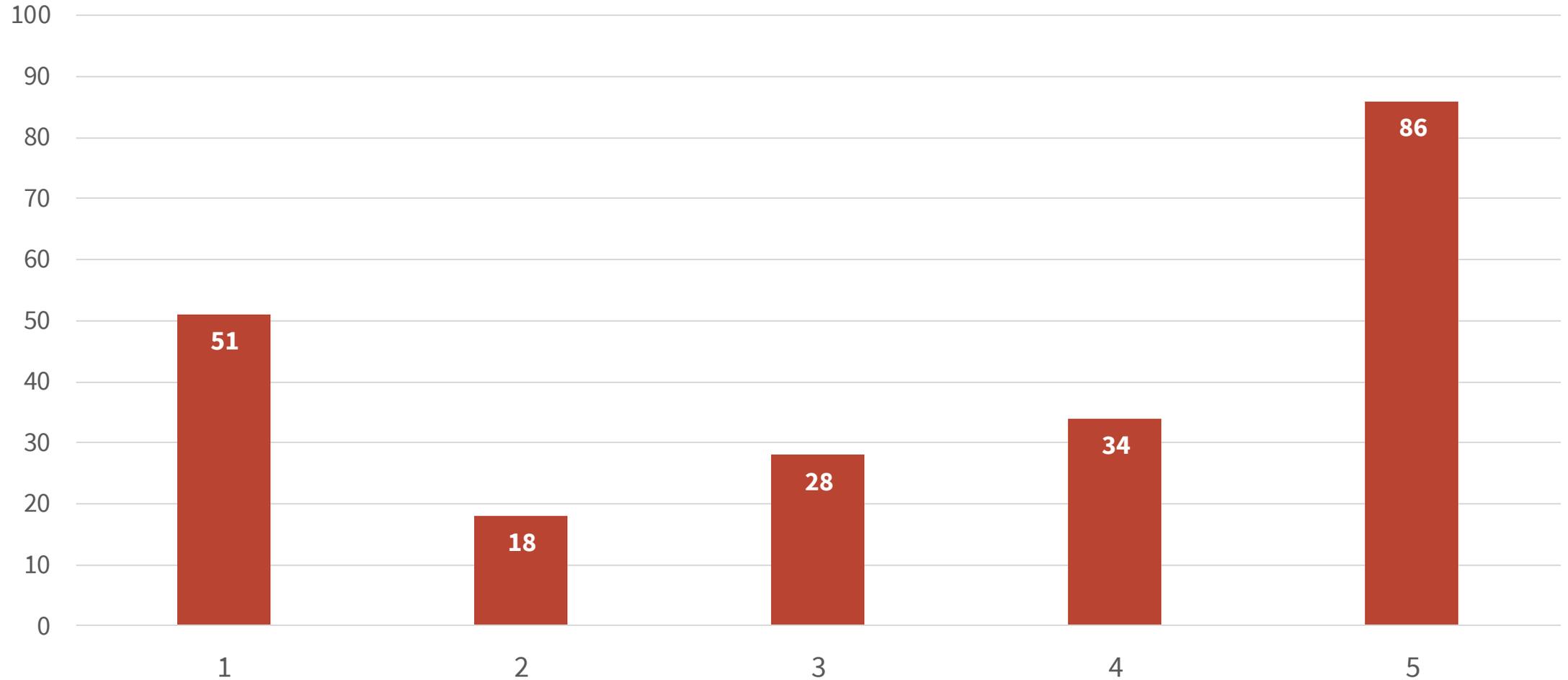


# VR OWNER/OPERATOR—ACTIVE RENTAL (YES) VS. INACTIVE (NO)

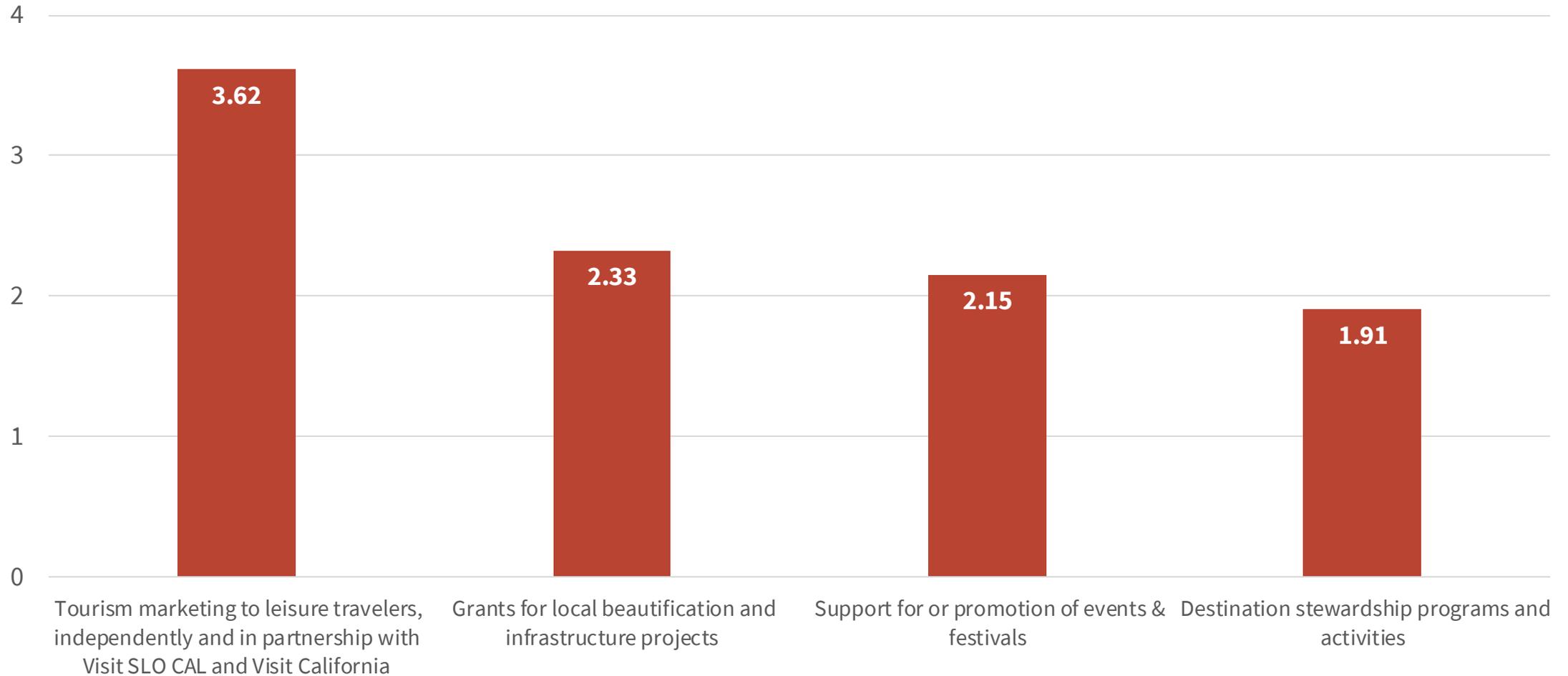




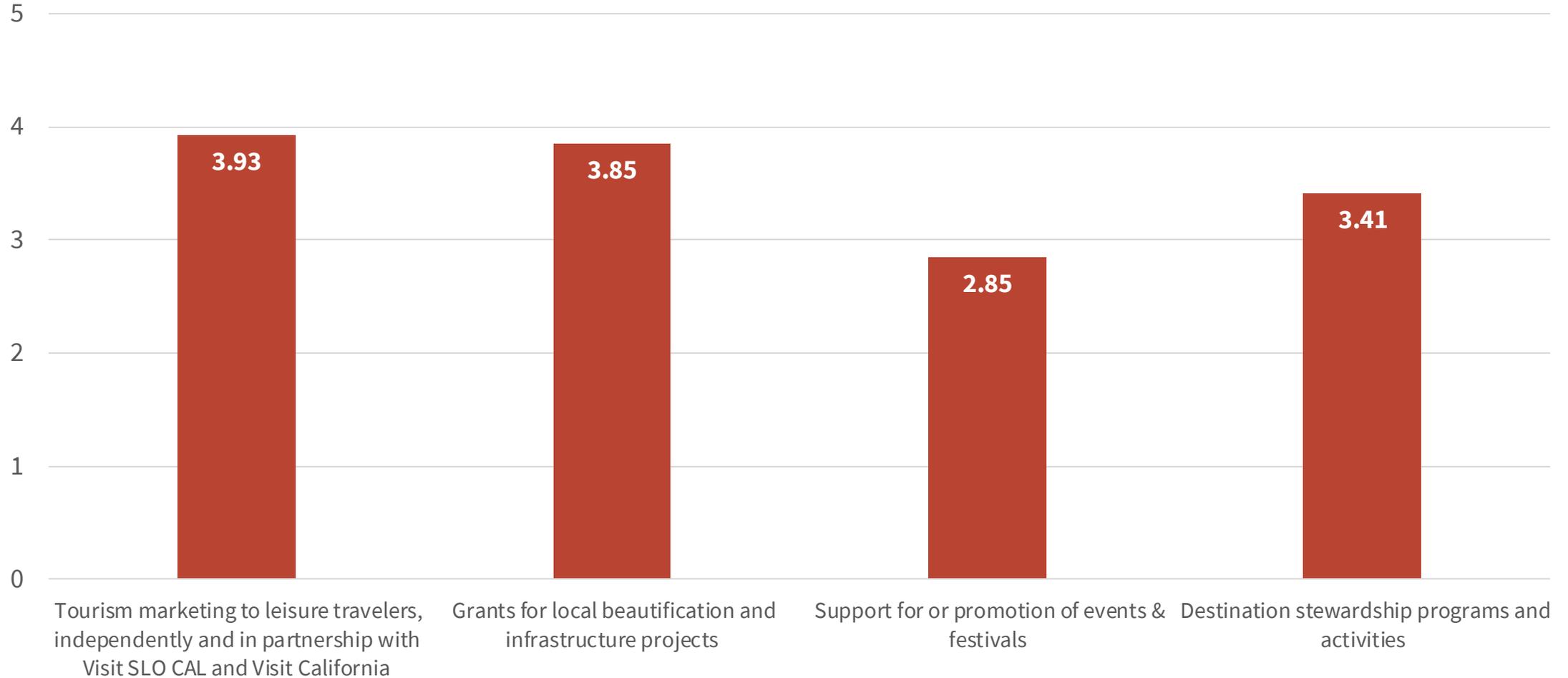
# HOW WOULD YOU RATE YOUR CURRENT UNDERSTANDING OF HOW CBID REGIONAL FUNDS ARE USED? (5=HIGH UNDERSTANDING)



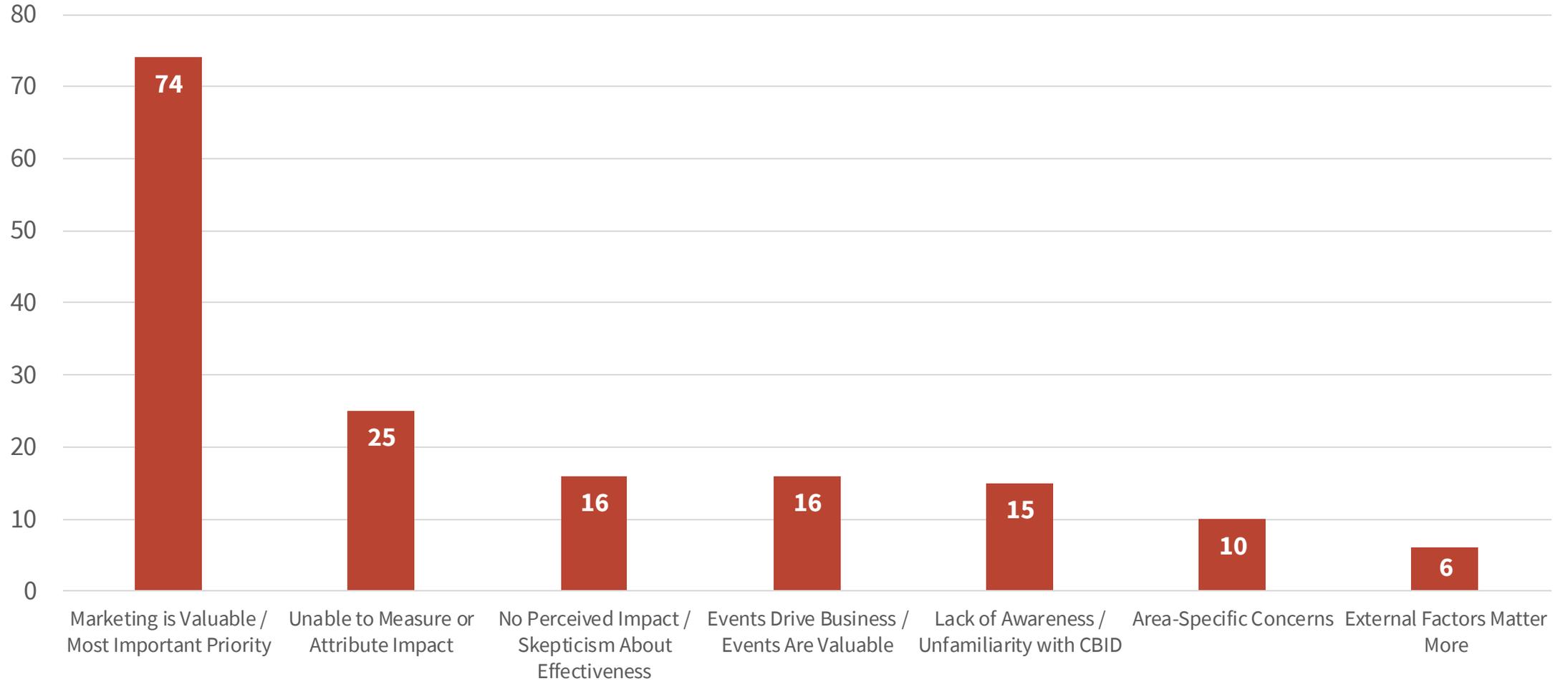
# RANK THE FOLLOWING CBID REGIONAL MARKETING SERVICES AND INITIATIVES IN ORDER OF IMPORTANCE FOR YOUR BUSINESS:



# RATE THE POSITIVE IMPACT YOU'VE SEEN FOR YOUR BUSINESS OR COMMUNITY FROM THE CBID: (5=HIGH IMPACT)



# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO QUESTIONS ABOUT THE CBID:



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## **CATEGORY 1: Marketing is Valuable / Most Important Priority**

**COUNT: 74 responses**

Advertising of our wedding venue on the highway1roadtrip website had a positive impact for us.

CBID's regional marketing campaigns—especially following the road closure—have played a crucial role in retaining tourists who might have otherwise been deterred due to a lack of information and awareness about alternative options available in the area. (2)

I feel that it is of upmost importance to keep the message at top of mind for travelers that we are gem that needs new travelers to discover us.

I know that marketing is doing really well but I haven't seen of the programs that give back to the county. (2)

I know the board has been working hard on marketing and strategic placement to elevate the area's amenities and recreational offerings. (3)

Marketing efforts are unanimously agreed to be the most important, and the most beneficial due to the direct and tangible results that we can see, for example in traffic to our booking websites coming from CBID efforts. Stewardship is seen as important and beneficial on its own, our owners want guests to care of the area while they're here, but there are less tangible connections to bookings at the business level although we certainly hear a lot of positive feedback anecdotally. (33)

Marketing is number one for us and I do see we have gotten results from marketing. Events is #2 as they do help bring people to town. Beautification and infrastructure funding is starting to be abused and requests are out of line.

Marketing is of utmost import, however, I think community beautification and creation of events that locals can also enjoy would benefit both residents and the tourism industry as a whole (2)

Since the inception of the CBID, my business has grown substantially and I attribute this largely to the work of the organization. Our local businesses and communities have benefited as well.

The CBID has been instrumental in attracting more visitors and encouraging longer stays. Since its inception, we have observed a consistent increase in visitor numbers.

The CBID has done an incredible job with marketing. They have sizable photo and video libraries - which they share with their constituents; the number of articles found on mainstream media social media pages as well as printed publications is significant; and they have a large social media following and newsletter database. The CBID and SLOCAL have complemented one another quite well and have shown efforts to work together to avoid duplicative efforts. The marketing is important to continue to bring visitors - new and return - to the area in order to support not only lodging businesses, but restaurants, retailers, and other businesses that benefit from tourism to the region. The CBID's providing of funds to the local areas for beautification and infrastructure projects is impressive and has made funds available to organizations that do not have other funding sources for these types of projects. Additionally, the CBID has provided matching funds in some instances. (3)

# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO QUESTIONS ABOUT THE CBID:

The CBID's marketing efforts are evident from the increase in business that we have seen over the years as well as the area's mentions from major media outlets, not only in print but social media as well. The CBID offers funding for events and beautification projects that aren't always available from the County or other local organizations. They have created an entirely new source of funding for local events, which increases tourism that benefits local businesses; and also to local groups to help improve and restore items in their communities. The CBID's Stewardship program is literally award winning and has brought a new facet to tourism that visitors had not experienced before. (15)

THE CURRENT MARKETING WORKS WELL, I HAVE A SUBSTANTIAL INTEREST IN RENTING MY PROPERTY

The priority should always be driving traffic to the website and our locations; therefore, the marketing element should remain the most important element of the CBID. All other elements should work together with the marketing efforts.

The ranking is the right order for our business We enjoy the marketing benefits - we are not so much involved with the grants or festivals (3)

Tourism and destination, marketing is of the highest priority. Heads in beds helps owners and operators to prosper. Thereafter, stewarding the region by creating additional amenities and assets helps add value to the travelers experience. (2)

Tourism and Marketing of Activities, Events, and associated high quality destination and directional signage are so appreciated by the CBID- They do a great job of lending exposure to the many small properties among the unincorporated areas.

Promotion for the north coast has really helped us succeed with the closure

## **CATEGORY 2: Unable to Measure or Attribute Impact COUNT: 25 responses**

I don't have a way to measure how those initiatives have impacted my business (2)

I think the outreach efforts are wonderful; however, when we ask guests how they heard about Cayucos, no one has ever mentioned highway1roadtrips.com. Because of that, it's difficult to measure how effective that particular marketing channel is in driving actual bookings.

I would really like to see the actual detail of the \$ you are spending. The % in your pie chart are worthless for analysis. This is a Marketing presentation about a Marketing Presentation. What are the \$ you are spending and what are the REAL benefits. Clicks and email addresses are NOT benefits, unless you are in Marketing!

It is hard to directly attribute increase in our rentals to the Hwy 1 project but our rentals continue to do very well for the most part and we feel it is important to have a BID that brings people to the area. (14)

# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO QUESTIONS ABOUT THE CBID:

It's hard to tell. I don't usually get to speak with clients. I do notice when events have been promoted I see more rentals.

No way to measure the impact

Not sure which TBID is most effective. I'm in unincorporated SLO so all the T bids probably help.

Our Inn has seen a slight incline in occupancy due to marketing efforts, but cannot relay a marked improvement.

Overall effect on tourist numbers is positive. Regional festival marketing doesn't seem to do much for Cambria as far as I can see.

Seem like good programs I'm just not sure how to assess the direct impact. TBH, I didn't know nothing about this organization until this survey.

We have no measuring statistics

## **CATEGORY 3: Lack of Awareness / Unfamiliarity with CBID**

### **COUNT: 16 responses**

Don't know anything about any "beautification" projects" or other sponsored projects. Have witnessed Scarecrow event, but nothing else

Have only owned our property for a year so do not have enough knowledge to the impact.

I am unaware of all of this.

I have been on property only 18 days so I do not want to answer without having the needed background at the property to answer accurately.

I have owned the house for less than a year so don't have a historical perspective from which to answer this

I'm not informed

Just haven't really heard much of your organization, through fault of my own. (2)

Just started vacation rental

Most of the above is not readily apparent

New to me.

Not involved

Seem like good programs I'm just not sure how to assess the direct impact. TBH, I didn't know nothing about this organization until this survey.

This is the first I heard of this organization.

We are fairly new property owners and are not familiar with the work of CBID

We do not have a lot of interaction so I am not sure how much of a benefit we are receiving

# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO QUESTIONS ABOUT THE CBID:

## **CATEGORY 4: Events Drive Business / Events Are Valuable** **COUNT: 16 responses**

City to Sea Marathon

Community organizing events such as Scarecrow Festival etc. are great for visitors and locals

Grants supporting local projects are the biggest bang the county can get for their bucks! Local projects originate from locals who know what is specifically needed in their community and what will be attractive to visitors and locals.

I have seen tourism increases in conjunction with local events and regularly suggest to guests to visit some of the destinations that have been beautified

I run a Airbnb in my home (12 years) & hwy 1 & festivals have always been the biggest draw.

I think the type of tourists visiting my home are much different than the ones staying in hotels. Events are just a bonus, but not a destination event.

In recent years we have not heard much feedback directly regarding these initiatives but Savor the Central Coast was popular along with the Sea Glass festival when it existed.

It's hard to tell. I don't usually get to speak with clients. I do notice when events have been promoted I see more rentals.

Special events drive rentals of our unit. Special marketing supports this as well.

Marketing is number one for us and I do see we have gotten results from marketing. Events is #2 as they do help bring people to town. Beautification and infrastructure funding is starting to be abused and requests are out of line.

there have not been a lot of events since covid

There have not been many events in our area to support (5)

## **CATEGORY 5: No Perceived Impact / Skepticism About Effectiveness** **COUNT: 15 responses**

CBID has been great with organizing events and supporting beautification projects. However when it comes to marketing the current online Landscape where Google, Expedia, Booking.com and their subsidiary dominate search engines, meaning that current marketing efforts while appreciated are not nearly as effective. This is simply because these local marketing sites are not the primary place where consumers would typically look to reserve a room online. Ultimately, these resources would rather be more effective if they were put directly towards hosting more events weather they be car Shows, sea-glass festivals, antique shows, cycling tours and other events.

Have seen no evidence of increased vacation home rentals due to CBID.

Haven't noticed any impact.

Haven't seen any feedback/evidence as to the impact the TOT monies are having on either the tourism business or the community impact.

# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO QUESTIONS ABOUT THE CBID:

I advertise my property on Airbnb and Vrbo. I frankly think the money spent by SLOCBID on marketing has had no impact on my business.

I do not wish to be taxed for these services that benefit tourism. I'd rather our community stay small and undiscovered.

It just appears there needs to be more since we are not seeing the benefits.

I'm not aware of any benefit provided by your services.

None of those projects have increased our occupancy levels

Sometimes it feels as if Cambria does not get a lot of the infrastructure dollars that this area needs, ie the medians, the vets hall building; it comes directly from CTB.

This organization needs a serious overhaul and audit. Much of their activity is kept secret or hidden. Funds are mismanaged or not spent. Participation is limited to "friends". Upper management needs to change. County needs to stop thinking of this group as a cash cow.

Very little difference in occupancy rates before and after CBID marketing programs (2)

We have not seen any increase in the rental of our home since 2009. We were booked pretty solidly then and we still are. I don't know the impact on tourism from the other options because I haven't seen an increase in our rental and don't own another business.

While I assume it exists, I see very little evidence of these activities.

## **CATEGORY 6: Area-Specific Concerns**

**COUNT: 10 responses**

Beacuse of the 9 year closure of the vets hall (Cayucos Landing) and the on and off closure of Hwy 1 (Big Sur) are events have been limited

Cayucos Pier and Vet's Hall are both land marks and have historical significance

Have not seen anything promoting Oceano. Why is Oceano lumped in with Nipomo, they are very different. There are no beaches in Oceano (2)

I don't see anyone ever renting our property for any of these particular reasons. They just want to get away and go to the beach. Yet the taxation and marketing costs just continue to add more financial constraint upon persons visiting Cambria. Nobody seems to understand the best way to increase tourism numbers is to reduce the restrictions on the number of rentals per month. Our rental property could be so much more productive for the tax base of SLO County. If you just allowed us to rent it more often than four times per month. We could have a shorter duration of weekly applied rental dates and that would add significantly to County revenue. Not only from the rental of our property and the taxes, but items and goods purchased during to visit. (2)

None of these relate to oceano

Oceano needs to be cleaned up to bring in vacationers.

# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO QUESTIONS ABOUT THE CBID:

Our Oceano/Nipomo board has sponsored signage that promotes the communities of Oceano and Nipomo which has benefitted tourism which improves our local economy.

Sometimes it feels as if Cambria does not get a lot of the infrastructure dollars that this area needs, ie the medians, the vets hall building; it comes directly from CTB.

## **CATEGORY 7: External Factors Matter More** **COUNT: 6 responses**

AHS is primarily a campground and relaxing day spa. Bob Jones bike train and Avila ridge trail are important to the business.

Biggest impact to our San simeon community is Highway 1 closure, which vastly outranks all your efforts

Business is up for the short term rentals solely because of the demand with access for VRBO and Airbnb and some regional short term rental companies

Guests arrive with knowledge about the monarch butterflies and whales and thus look forward to seeing them in their habitat.

I run a Airbnb in my home (12 years) & hwy 1 & festivals have always been the biggest draw.

Most of our visitors are in the warmer months and mention wineries, beaches and Hearst Castle

# ARE THERE OTHER INITIATIVES YOU WOULD LIKE TO SEE FROM THE CBID REGIONAL MARKETING PROGRAMS THAT AREN'T LISTED ABOVE?

- A well-organized calendar to refer to
- A wine-related element is missing
- Advocacy to inform the Public and the community about the Benefits of the CBID and of reason tourism and all lodging options are a benefit to the county
- Bike Trail /walking path on Highway one from Cambria to San Simeon. More biking paths in the town of Cambria.
- clean and beautify street landscaping
- Continue to keep up the good work and the CBID position in the Marketing Matrix of organization among the Central Coast with high focus on the unincorporated areas and Highway One travel. If I had to suggest anything and with my background in golf and travel, I would like to suggest working with the golf properties much like wineries to market our golf course properties as an activity and reason to visit the region. Our neighbor to the north (Monterey) has built quite a region and destination with long term golf tourism and the Central Coast has a lot to offer. - That said- the CBID is doing a great job, but I am always looking for ways to improve things that benefit my hospitality clientele.
- Continued effort to bring events and recreational activities to our area that attract tourists.
- Cut the tax rate!
- Dog parade;)
- Garner more interest for hoteliers in Cambria off the beaten path. The town's current main focus is on the Cambria Pines Lodge and properties on Moonstone Beach.
- handicap access to the beach
- Have seen no evidence of providing support for home owners to be able to rent out homes to tourists in any public Board (County or City) presentation.
- Have them approach the county directly. If they're not going to allow more than 200 ft between rental properties in Cambria, then at least allow the existing properties to rent as freely as they need, with no further 4- per month restrictions
- Hotels need to be separate from "mom and pop" vacation rentals. In funding and management.
- I am supportive of the initiatives that are in place
- I dislike the idea of my hard earned money going to sfgate articles and such. I just want that money used to enforce illegal rentals. They hurt my business more than a bike event helps. My visitors are here for at least a week or so. The event visitors leave immediately, and generally don't care if it's in AZ WA or Cayucos it's whatever to them.
- I would like small property owners to be able to opt out of your tourism fees and programs.

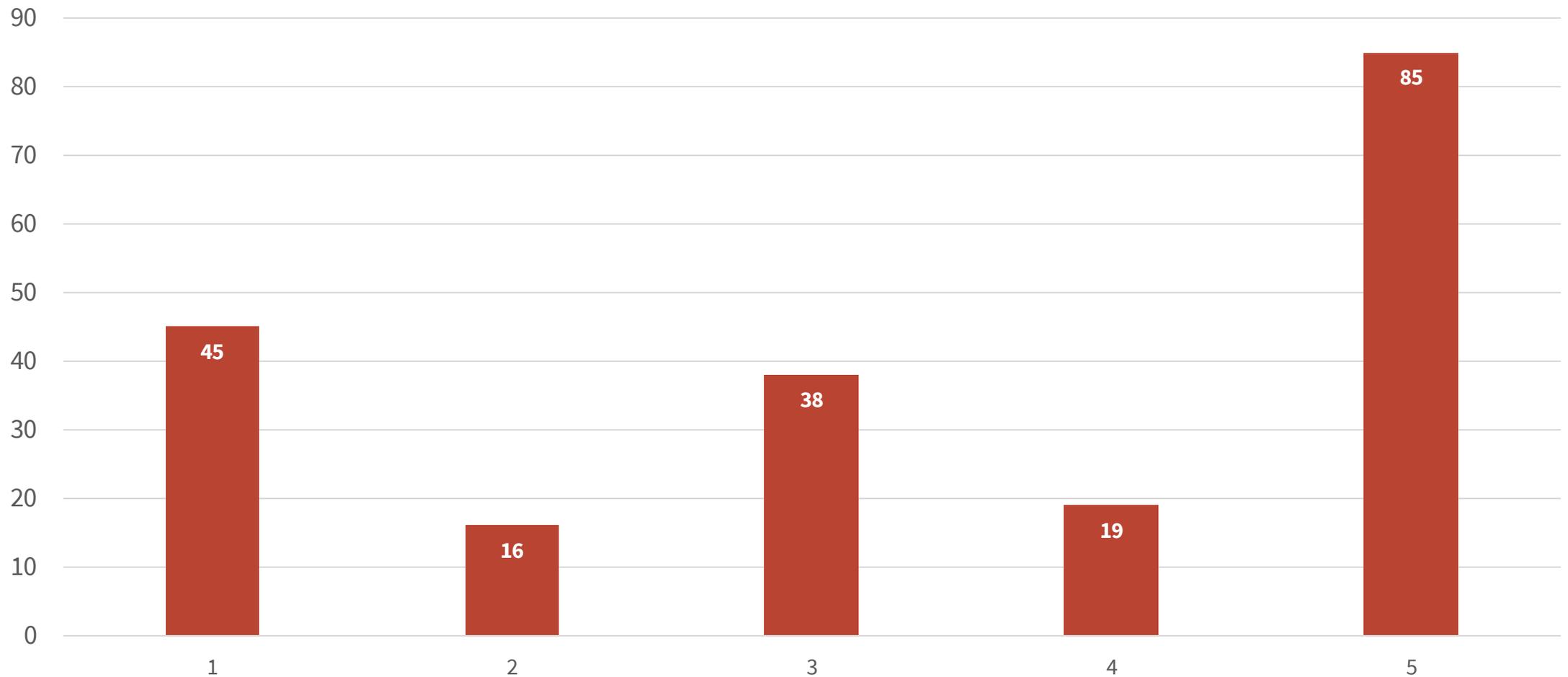
# ARE THERE OTHER INITIATIVES YOU WOULD LIKE TO SEE FROM THE CBID REGIONAL MARKETING PROGRAMS THAT AREN'T LISTED ABOVE?

- I'd like to see individual properties highlighted. I feel like my money to TBID is wasted because I'm alone in my area.
- Increase marketing efforts that focus on the off-roading recreation activities available at the Oceano Dunes. Increase event creation initiatives that push Farmer's Markets and other events to Pier Ave.
- It would be great to see increased marketing collaboration with international agencies, with a stronger focus on attracting foreign travelers.
- Lower taxes & bike path
- More Highway 1 grand reopening marketing.
- More information about alternative routes to include Nacimiento-Ferguson road, Nacimiento to Chimney Rock-Adallaida-Vinyard. More info on Ragged Point, Lucia, Gorda, etc.
- More national initiatives.
- more positive Public Relations to educate the community on the real benefits for locals, due to the Local Area TOT funds from Short Term Rentals, Hotels, and BnBs
- More strategic marketing efforts at these cities: San Francisco, San Ramon, San Jose, San Jose, Walnut Creek, Berkeley and Lafayette.
- My clientele is almost entire Californians so I'd like to see more marketing encouraging Californians to visit the central coast.
- No additional initiatives. I believe the CBID is exactly where it needs to be.
- No I think they are doing a great job.
- No, for at the least the folks that have rentals in and around the 227 highway, GET IT WIDENED to alleviate the vack ups
- No, I'd like the tax to reduced. It's not fair that we owners who license our rentals are paying the high transient tax that all the online rental owners are not paying.
- NO, LOOKS LIKE YOU COVER IT.
- One area I'd love to see improved is community education. Many nearby areas are eliminating short-term rentals, and I believe it's important that not only the travel industry—but also local residents—understand what the CBID does and where its funding comes from (bed taxes). When the community is better informed, they're more likely to appreciate the positive impact that STRs have on our local economy and help support us in addressing the ongoing challenges and misconceptions raised by policymakers.
- One of our owners suggested perhaps there could be a single website where people can book all legally operating lodging in the County, we're not sure how feasible something like that would ever be but we said we would pass that idea along.
- Partnership with local non profits like ECOSLO and ECHO

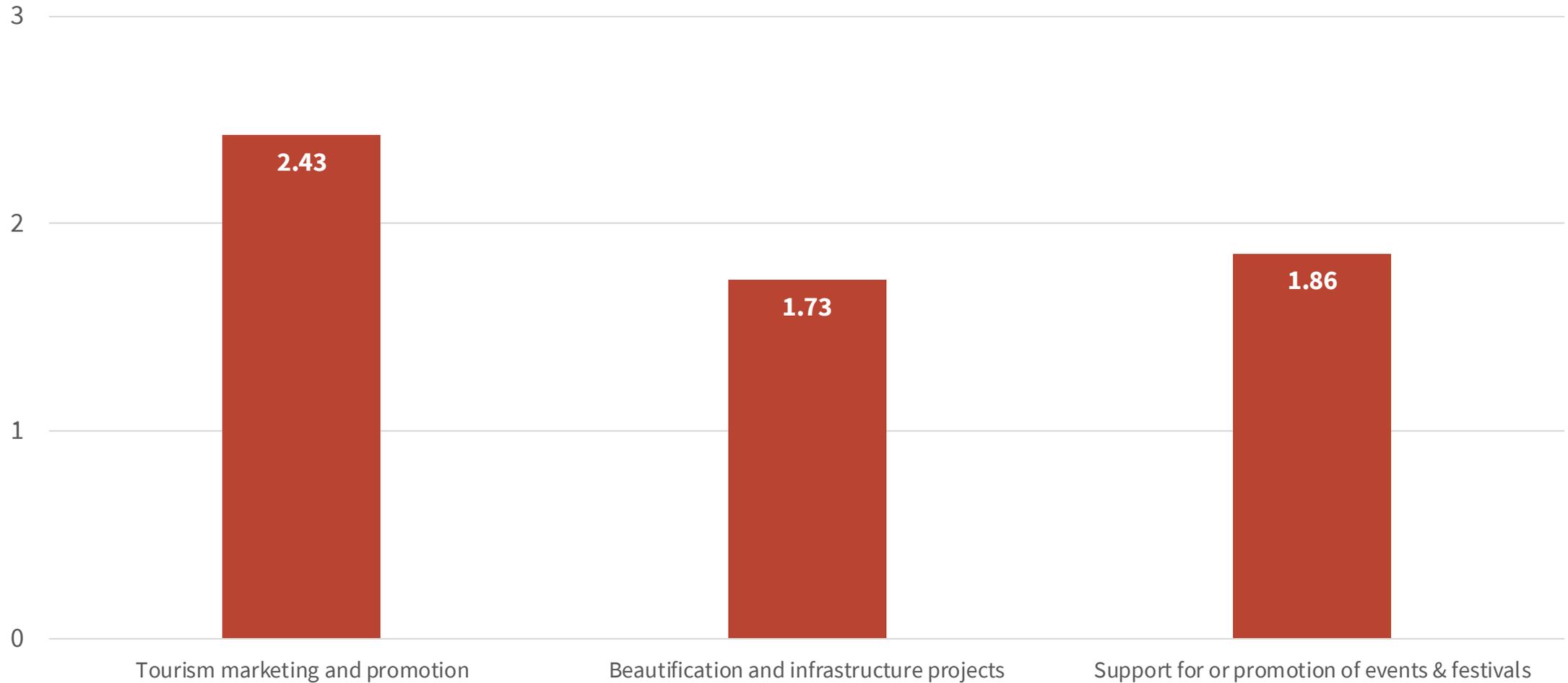
# ARE THERE OTHER INITIATIVES YOU WOULD LIKE TO SEE FROM THE CBID REGIONAL MARKETING PROGRAMS THAT AREN'T LISTED ABOVE?

- Promote Oceano activities, such as Oceano Dunes State Vehicular Recreation Area, Pismo Butterfly Grove, Great American Melodrama, Oceano Vacation Rentals (there are more vacation rental rooms than hotel rooms available in Oceano).
- Promotion of local art events, bigger music events, and our performing arts centers in Arroyo Grande and San Luis Obispo.
- Raking of the seaweed from the beaches to create a more inviting setting for visitors and locals to enjoy the water's edge..
- Regional incentive programs for capturing new travelers and thus creating new loyal followers.
- Return the Infrastructure Grant -- again it's the biggest bang the county can get for their bucks!!!!
- San Luis Obispo wild life information.
- See Canyon Road is used by an increasing number of automobiles and bicycles, yet is one of the worst maintained. It needs major improvements. Many people won't risk driving it.
- Seems to be miimal outlook on Cambria history and locations
- SLO only allows 4 rentals of VRBO properties per month. That limits our income and money for improvements. Hotels have no limits
- support with bringing larger citywides to Avila Beach
- The beach at Grover Beach and Oceano are significantly underdeveloped and under utilized. The roads to this beach attracts a lot of aggressive driving with loud, 4WD vehicles. The driving/parking on the beach and the Off-highway vehicles restricts its practical use to a small population. This will continue to keep many people away. If this can change, I hope CBID helps to redevelop.
- The programs and initiatives in place are very helpful. For instance the marketing programs on Facebook and other social media have an impact I love the festival and event sponsorships. Clean up projects. Signage to attractions is helpful
- Yes, I would like you to stop spending my money and not showing any real benefit.
- You should work with the local chamber for suggestions throughout the year.

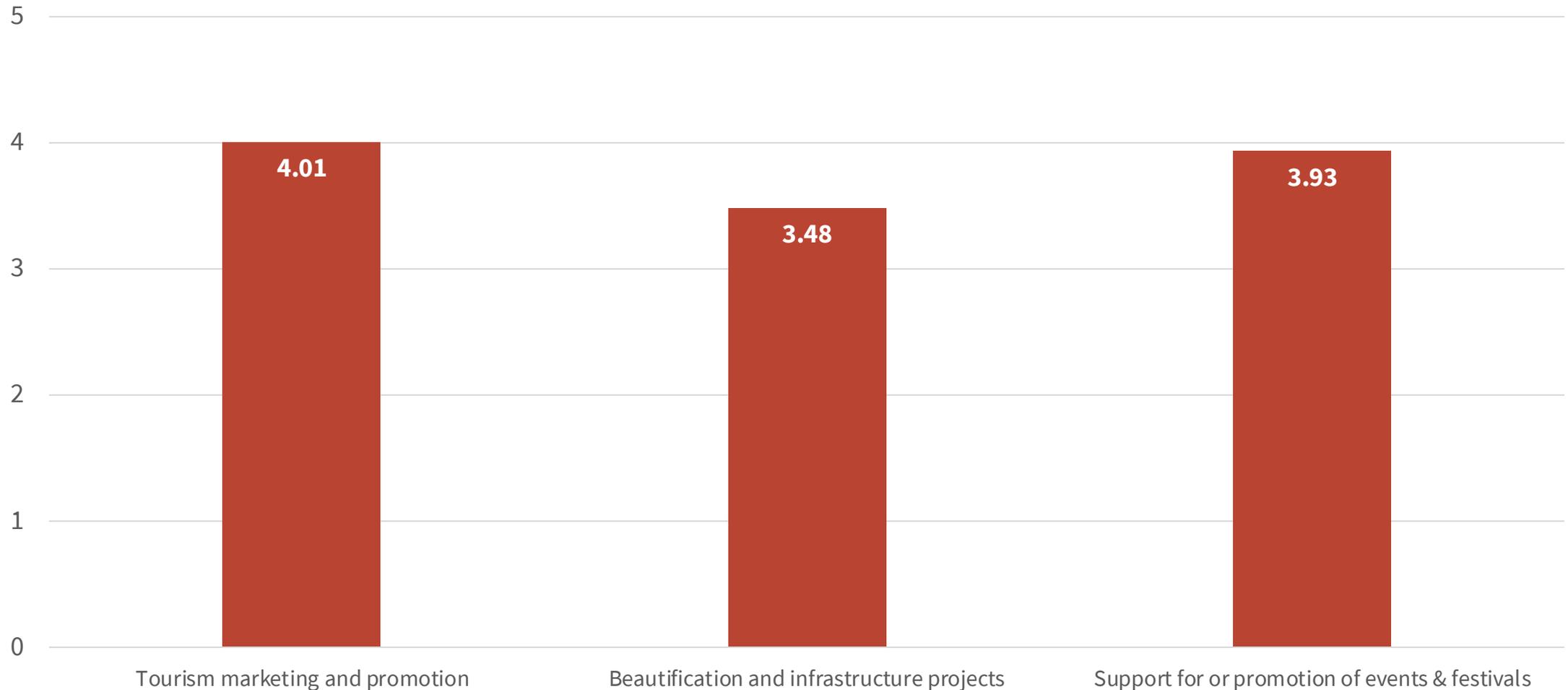
# HOW WOULD YOU RATE YOUR CURRENT UNDERSTANDING OF HOW YOUR LOCAL TOURISM BOARD FUNDS ARE USED? (5=HIGH UNDERSTANDING)



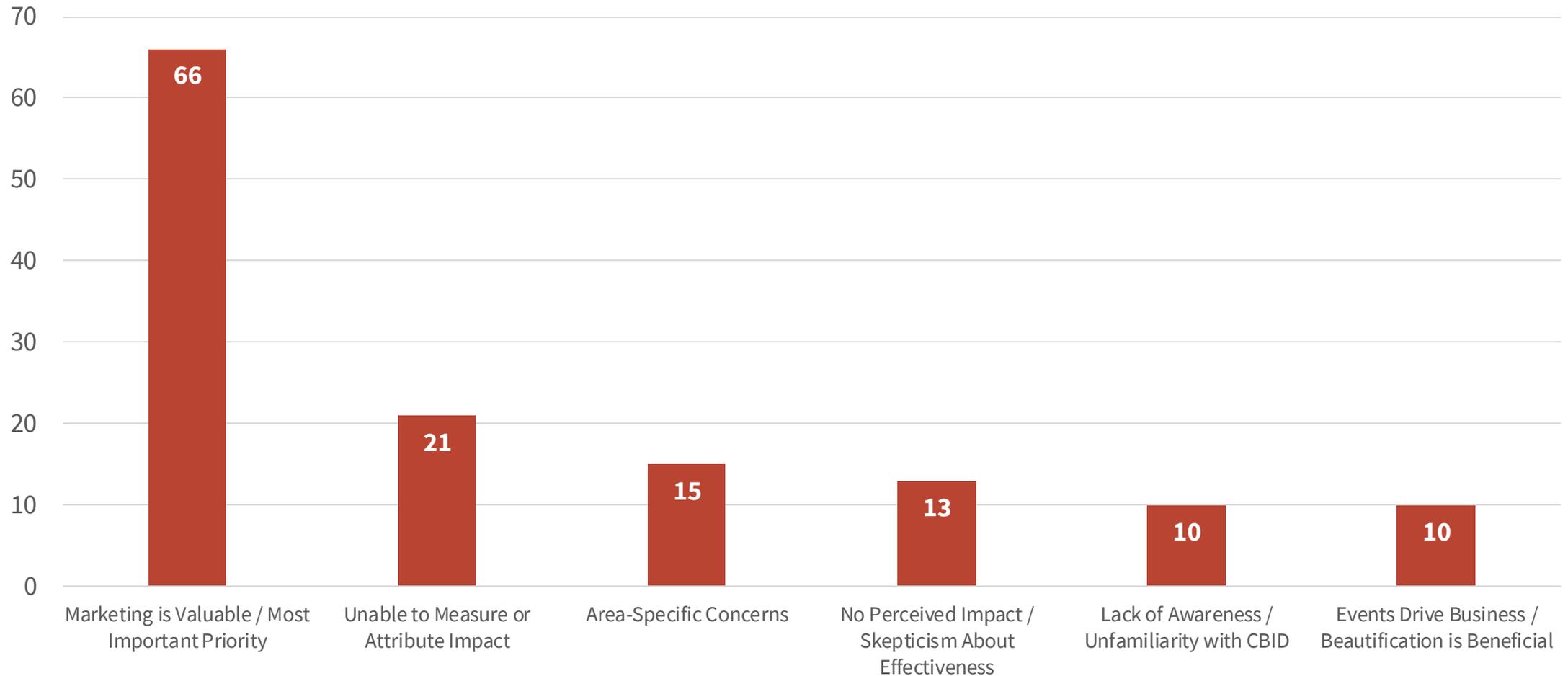
# PLEASE RANK THE FOLLOWING LOCAL TOURISM BOARD SERVICES AND INITIATIVES IN ORDER OF IMPORTANCE FOR YOUR BUSINESS:



# RATE THE POSITIVE IMPACT YOU'VE SEEN FOR YOUR BUSINESS OR COMMUNITY FROM YOUR LOCAL TOURISM BOARD (5=HIGH IMPACT)



# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO LOCAL TOURISM BOARD QUESTIONS:



# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO LOCAL TOURISM BOARD QUESTIONS:

## **CATEGORY 1: Marketing is Valuable / Most Important Priority** **COUNT: 66 responses**

As was the case with the overall CBID the marketing efforts are both direct and tangible, and events for the most part do see increased bookings. Beautification is seen as a really great way for the lodging industry to invest back into the communities to make them even more enjoyable for locals and visitors alike. (33)

Cayucos' social media is managed very well, it's engaging and consistently shows up on my feed. The beautification projects and support for local events are wonderful, and we know the Local Tourism Board helps fund many of these initiatives. However, this isn't always clear to the broader community. It would be great to see social media posts occasionally highlight or credit the Tourism Board and help educate the public about where those funds come from and how they benefit our town.

Consistent and creative marketing has been critical for the local CBIDs success. Supporting local infrastructure projects are a great way to attract the media. The market is looking for UNIQUE AND AUTHENTIC and the CBIDs can tell the potential market why SLO County is the place to visit as opposed to Santa Barbara or Monterey counties.

I do believe the local boards marketing company does a great job and we are seeing results year over year since the CBID started.

I have seen first hand much of local work done to support local tourism.

Marketing is important to our business We are not involved with the other two, but are supportive and believe they have a positive impact on the businesses and community (3)

Need individuals wanting to visit area even if for weddings

Need to keep the central coast visible and on peoples minds

Now that Highway 1 will reopen we need to promote heavily to connect LA & SF along with SB and Monterey.

The CayucosCA social media pages are extremely popular and have created a great resource to not only visitors, but also locals and business owners. It is wildly successful in its marketing endeavors. The Visitor Alliance of Cayucos has done great things for Cayucos in terms of sponsorships of events and the funding of beautification and infrastructure projects that other local community organizations have not had the funds to do. Small communities such as Cayucos do not have sizable budgets, so the funding assistance from the Visitor Alliance of Cayucos for has been significant. (15)

The local tourism board does an amazing job promoting San Simeon as well as helping fund some of the events that bring more visitors to San Simeon.

The local tourism board has been a huge help to my hotels. They keep us in the loop about upcoming events and have launched some great initiatives to boost the local economy. Their efforts to promote our small community and keep us updated on local issues really make a difference (2)

# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO LOCAL TOURISM BOARD QUESTIONS:

The Visitor Alliance of Cayucos' social media page is incredibly popular with locals and visitors. It highlights businesses in the community, promotes local events, shares useful information about local community organizations and acts as an overall resource center for all things Cayucos. The Cayucos Sea Glass Festival has become an incredibly popular Cayucos event that was only made possible with support of the Visitor Alliance of Cayucos. While other funding sources and sponsorships were provided, the majority of the support for the event came from the Visitor Alliance of Cayucos. Sponsorship of beautification and infrastructure projects - such as the Vet's Hall, Whale Tail Benches, and the Visitor's Center - is appreciated by the community and enjoyed by its visitors. Small town organizations and businesses don't always have plentiful funding to put into these types of improvements, so the Visitor Alliance of Cayucos' contributions are well received. (3)

Using the funds generated to do marketing that many of the small properties would not be able to do, and/or partner with the CBID on is tremendously beneficial to the continued success of the hospitality properties especially in the smaller areas.

## **CATEGORY 2: Unable to Measure or Attribute Impact** **COUNT: 21 responses**

I don't visit many non-Cayucos events. My property manager doesn't track what/where promotions drove Guests to rent.

I'm not sure how to assess the impact.

The beautification efforts for the community, especially on Main St., have created more interest in our property. We can't definitively state that event promotion or tourism marketing has created an uptick in reservations.

We have no report for measurables.

We seem to have folks visiting during seasonal festivals but I have no way of knowing how infrastructure investment or internet marketing affect my business

When guests make reservations, there is no data to collect in our system.

Again, it is hard to directly attribute the above efforts to increased tourism but we definitely do see upticks in occupancy during events and we can attribute our general increases in occupancy to the promotion of this region. (15)

## **CATEGORY 3: Area-Specific Concerns** **COUNT: 15 responses**

Cayucos has become more visitor friendly and visitor inviting with the investments from the local tourism board.

Don't care about the Cambria Skate park. We do not compete in the annual bike rides (too old). Really, don't want a draw from San Francisco or LA. They just bring our community down.

Have not seen any benefits to Oceano vacation rentals (2)

# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO LOCAL TOURISM BOARD QUESTIONS:

I am a board member for the Oceano/Nipomo tourism board. We have concentrated on projects that enhance the local community and put forward what is available in our area.

I have been involved with the Vets Hall restoration in Cayucos and live in Cambria so I am very well aware of how the scarecrow festival increases activity in Cambria and San Simeon

I'm in SLO but not in wine. Looks like your list of local fund areas doesn't include anyone in slo area not associated with wine.

Most important would be beautification of street landscaping within our community.

None have promoted oceano

Oceano is almost never mentioned in marketing efforts. Unless people are already familiar with Oceano, very few new tourists are being educated on the Oceano area.

Parking is a struggle through out Avila. Having alternate transportation in bike trails and bus systems are helpful.

Speaking of Oceano specifically, it is not a lack of awareness. It is a lack of relaxing activities to do, except for sitting in a car on the beach (which is not something that most people enjoy).

The pier was exploitation of a town. It looks great, but nobody's using it. It used to be part of our community. We are sore about that.

We receive tourists that flock the beaches and there are no restroom facilities for them. They spend all day on the beach and leave human waste, dog waste, trash and burn fires on the beach that they do not clean up.

Would like to see more support for our local chamber.

## **CATEGORY 4: No Perceived Impact / Skepticism About Effectiveness** **COUNT: 13 responses**

14% admin seems ridiculous.

Again, we only see people coming in to get a few days of relaxation at the beach. All of this other stuff is what marketing agencies use, but in reality, how do you know people are using these items to choose coming to the Central Coast? Ours is a game of balancing the number of days allowed to rent versus the four per month maximum. This is really just a game. Let's be more like other tourist counties and make Cambria accessible to everybody more often. I'd sure go for it. (2)

Again: This organization needs a serious overhaul and audit. Much of their activity is kept secret or hidden. Funds are mismanaged or not spent. Just trying to find out how much cash they have in reserve. Rarely reported in meeting minutes. Meetings are rare and often cancelled. Participation is limited to "friends". I know this personally. My request for a position on the board was contingent on having their State Parks friend be admitted first. Blackmail. The Oceano Board is all pro-OHV, pro-Airport.

# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO LOCAL TOURISM BOARD QUESTIONS:

I see NO positive impact from the funds you are spending on these programs.

I would say that the beautification aspect, although enjoyable, needs to find other ways of funding. The paid marketing efforts should be enhanced.

I'm a vacation rental person and don't live up there full time (yet) so the beautification portion is great, it's not something that the tourist would seek out. Unless there was a promotional event at these locations.

I've never heard a guest talk about beautification. However they do talk about & come for festivals, event & what they've read about traveling through California(SF to LA etc).

Just not sure that these initiatives really help us home owners with rental properties. We get most of our rentals from, 1: weddings, 2: graduations, 3: folks that lived here and want to come back and 4: family reunions

Little to no difference to occupancy before and after CBID marketing investments (2)

Sadly, we are not seeing any inquiries coming from any of these efforts.

Spending funds for marketing while it may drive visitors to sights does not translate to bookings. As a local hotel operator I know that my 99% of my bookings come from either my website, Google, Expedia, Booking.com and their subsidiaries. While I appreciate the effort for marketing it does not seem to be an effective use of resources.

## **CATEGORY 5: Lack of Awareness / Unfamiliarity with CBID**

**COUNT: 10 responses**

All impactful examples given - did not know their source of funding

Have only owned our place for a year so not enough data yet.

I am not aware of significant efforts in these areas

I have owned my house for less than a year so don't have much experience with this

Just haven't followed these initiatives. (2)

Little experience

Plans for beautification and festivals, etc. are currently in progress. (3)

## **CATEGORY 6: Events Drive Business / Beautification is Beneficial**

**COUNT: 10 responses**

Beautification and infrastructure does benefit community as well as help increase visitation and drive ADR. (2)

Beauty is why this place is so special Welcome signage

Festival marketing has definitely helped. Skateboard restrooms aren't much of a draw.

# PLEASE PROVIDE SOME CONTEXT TO YOUR ANSWERS TO THE PREVIOUS TWO LOCAL TOURISM BOARD QUESTIONS:

I see most of my traffic when I've seen promotion of events.

Marketing is good but the organization of events and beautification is most important

There have not been a lot of events to support since Covid (5)

The vets hall has been closed for 9 years and is just now reopening for bookings. This should have a positive effect on our business in the coming years, but the closure has hurt our business the last 9 years.

We could use more events to bring guests, but it seems the Events have declined since Covid happened

# ARE THERE OTHER INITIATIVES YOU WOULD LIKE TO SEE FROM YOUR LOCAL TOURISM BOARD THAT AREN'T LISTED ABOVE?

- Advocacy for all Lodging types
- Advocacy to the local communities to build trust and educate them on the benefits of having a local Area Fund where they can apply to make improvements locally that benefit Guests and the community
- Allow us to obtain our places' licenses efficiently and legally. The 250SF rule is a joke.
- As vacation rental managers, we feel that there could be more promotion of this form of lodging.
- Better maintenance of Moonstone Beach Boardwalk and more tree trimming and care
- Bike/Walking path from Cambria to San Simeon. Also more paths in Cambria.
- Cambria is too restrictive in allowing home owners to rent out their properties to vacationers. Would like to see much more support from tourism board.
- Clean up of abandoned boats at Cuesta Inlet
- Culture Food. Housing. Housing is a crisis, we can't employ anyone because there's nowhere to live because of all the illegal rentals.
- Get more locals involved!
- Having the local tourism boards is vital to having marketing be as closely beneficial to the area they each represent. I do not believe there are other initiatives needed, as it would reduce effective marketing strategies in place currently.
- I really think the local Boards are doing an outstanding job of promotion and marketing and covering public outreach to benefit visitors and businesses.
- I would like to see an accounting of the REAL affects of these programs. Increased occupancy numbers, increased rental rates, etc.
- I'm not sure if it aligns with your goals and objectives, but I am very concerned about the high number of illegal short-term rentals. Many are not licensed or are paying the Bed Taxes. I have received information from the San Luis Obispo City that there are at least 30% not conforming, and the same in the county, when talking to them. This not only hurts the short-term renter as unfair competition, but also the motels and hotels, and your organization, because the money for the Bed Tax is not coming in from these scofflaws I have on three occasions expressed this to the County Tourism Business Improvement District for the last three years at the begining of their meetings, yet nothing has been done except hiring an organization who is working on it, but hardly making a dent in the number of noncomforming operations not licensed or paying the Bed Tax.
- Increase the number of mentions Oceano receives in current marketing efforts.

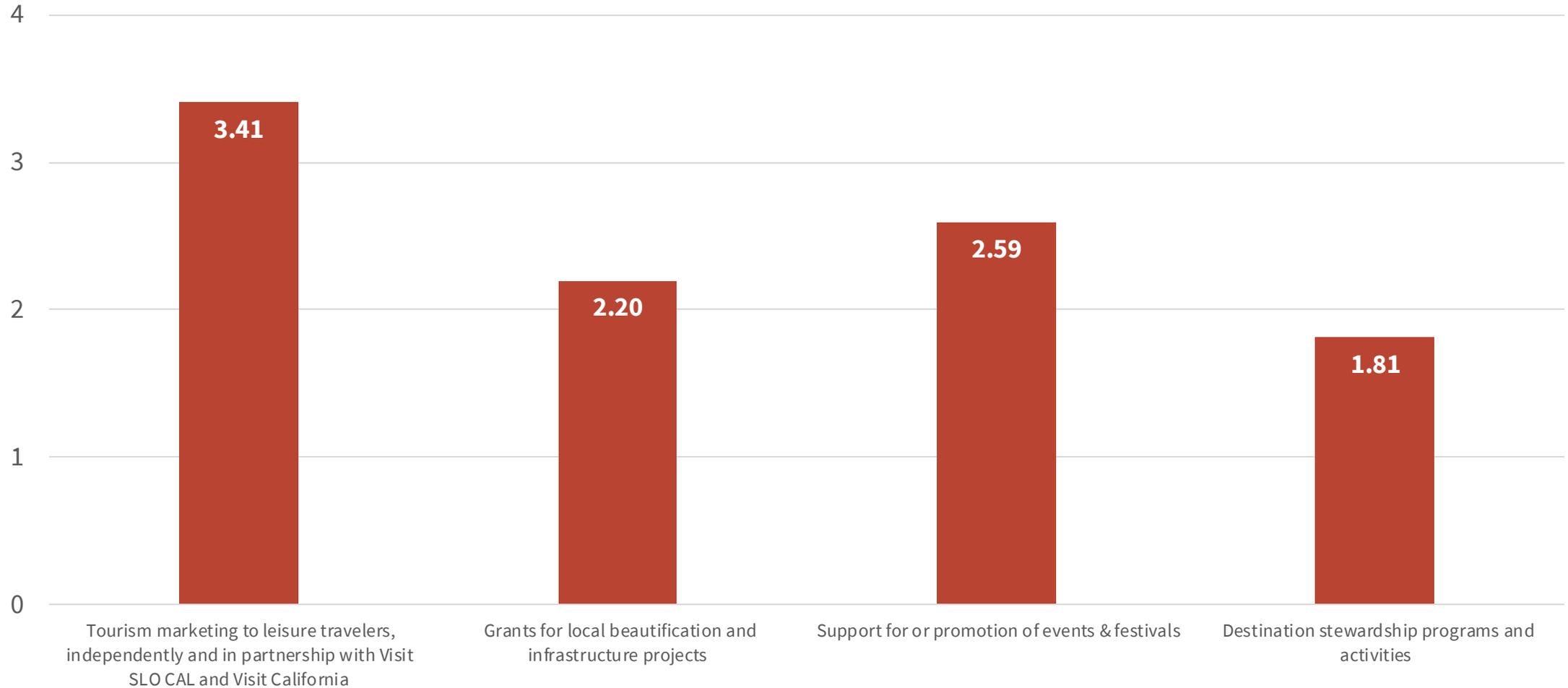
# ARE THERE OTHER INITIATIVES YOU WOULD LIKE TO SEE FROM YOUR LOCAL TOURISM BOARD THAT AREN'T LISTED ABOVE?

- It would be great to see more beautification and infrastructure projects around key tourist spots to help us stay competitive with other destinations.
- lower taxes bike path
- More beautification projects for open space areas, beaches/parks.
- More efforts to highlight properties on Main St. in Cambria since the focus is primarily on the Cambria Pines Lodge and Moonstone Beach properties.
- More funding to the local CBIDs to be able to respond to projects of opportunity and support ongoing projects with more outreach.
- More Reel creation on social
- Most of my visitors are from the la and Bay Area's so marketing to these people is important to me.
- No. I would just like to be excluded from these fees as they do not help with my home.
- No. They're doing an excellent job as is.
- None. We feel that the current head-tax is demonstrably unfair to weekly rentals. We do not have the "stroke" in dollars or the reach to contact people compared to the corporate hotels! This is a wrong to assess a tax on those who can least afford a tax. We don't run a "corporate institution"; we run a "Ma & Pa family house with minimum receipts! Frankly, we can't pay our taxes, much less our utilities!!! WE DO NOT WANT TO BE PART OF THIS!
- Ocean sports related events and marketing, like long distance downwind paddleboard & hydrofoil racing from San Simeon two Morro Bay or perhaps Pismo Beach
- Paid parking at the Rock in Morro Bay
- Please push the regulatory boards to drop the 4-day maximum per month number of rentals
- Public disclosure of funds on a regular basis. Frequent turnover of board members & sincere efforts to recruit new members. Strong emphasis on infrastructure. Mandatory turnover of advertising agencies and sub-contractors. For years it's all about who knows how to play the game of getting funding. Independent regular reviews of the board, funding and projects. Do the projects really benefit the community that the funds came from. Are funds just sitting in the bank? Bar any board members that do not have a vacation rental or work in the industry - such as State Parks (known for cheap low cost camping - a direct competitor to vacation rentals). Increase efforts to inform the people that pay the taxes. Don't bury the local information on the H1DR website. Enforce length of serving on the board (Linda Austin has been there for YEARS!)
- raking the seaweed on the beach to create a more welcoming access to the seaside..
- Some positive initiatives for Oceano...anything!
- Support the elimination of vehicles on the beach. Drivers on the beach are loud, and aggressive as they want to show non-drivers that they own the beach.

# ARE THERE OTHER INITIATIVES YOU WOULD LIKE TO SEE FROM YOUR LOCAL TOURISM BOARD THAT AREN'T LISTED ABOVE?

- There should be a calendar available to visitors so they can schedule their stay accordingly
- Unique signage.
- We absolutely need billboard signage off the 101 freeway that promotes Avila Beach instead of only Pismo. After 11+ years owning our B&B Experience, we are still hearing from guests that they had no idea Avila Beach existed. Equally important, our airport does nothing to encourage more economic/tourist travel to get to us. People on business trips all over the Central Coast would fall in love with Avila's charm plus easy access to all parts of the county. Direct flights from colder weather destinations (Denver, Dallas, Seattle... Even Las Vegas are examples) could be capitalized on. It appears SLO gets the lion's share of the direct marketing and we are just unwanted stepchildren because we're unincorporated. Except for a few months in summer, we have more & cheaper parking plus vacation rentals are NEVER promoted in the reels or any social media. Vacation rentals are blamed for all kinds of ills, but Avila does not have the funds to exist without VRs, as we pay more taxes, more water & power bills and get more people to local restaurants & shops than any other sector. The very fact that vacation rentals have to keep up their properties raises the curb appeal and value for everyone. Small businesses should be supported, instead the tourism agencies seem to be just another way for big businesses to advertise.
- We are supportive of the current initiatives

# HOW WOULD YOU PRIORITIZE THE OVERALL USE OF CBID FUNDS MOVING FORWARD?



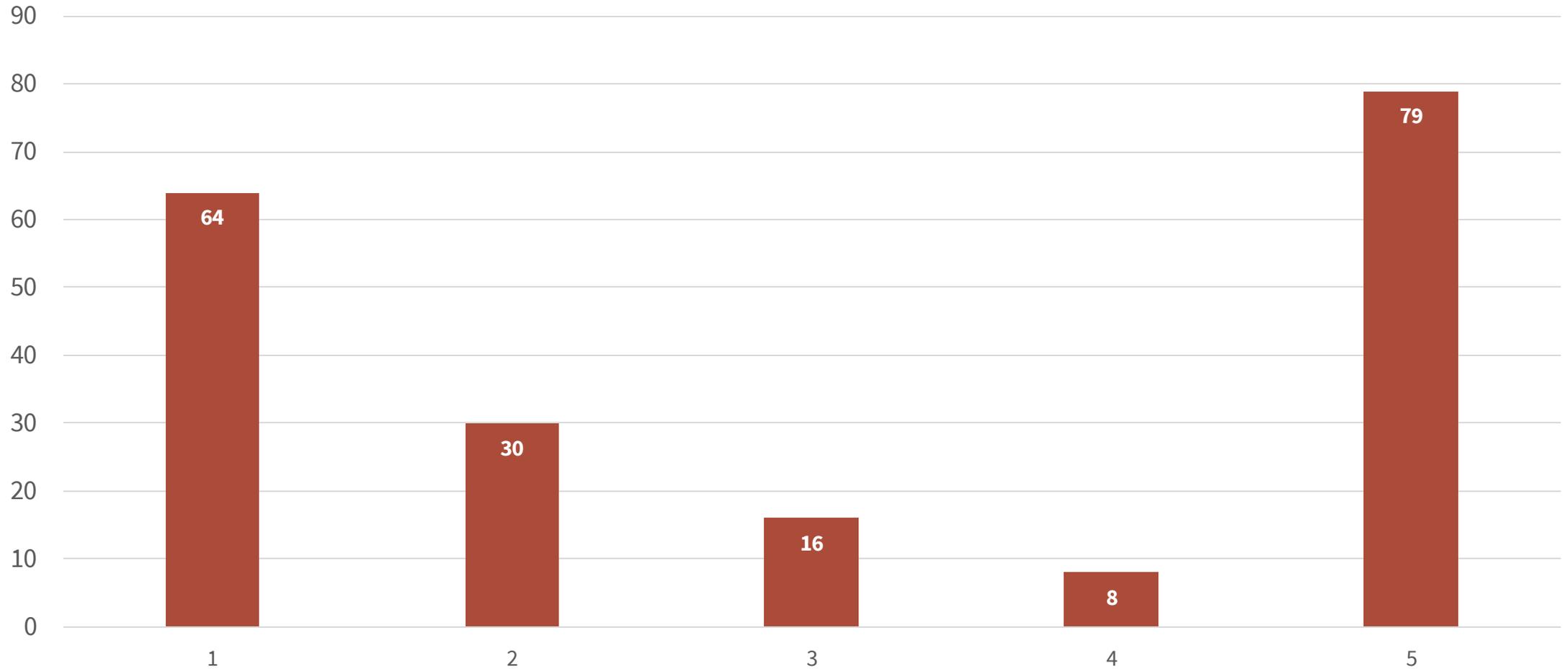
# DO YOU HAVE ANY OTHER COMMENTS, IDEAS, FEEDBACK, OR QUESTIONS?

- As I have said, I recently took over management duties at my property 3 weeks ago, so after I have had some time to get acclimated, I would open to discussing further involvement.
- Attending town hall meetings—such as the Cayucos Citizens' Advisory Council—and providing a brief summary report would be a great way to educate the public about how funds are being allocated. Additionally, offering an annual presentation to local organizations like the Cayucos Rotary or Lions Club could further increase community awareness and engagement.
- Buy a billboard off the 101 ASAP and work with SLO airport to get more flights and promotion to Avila Beach!
- CBID and Highway 1 road trip are doing an excellent job! They add tremendous value to our community.
- Happy to see my TOT being put to good use.
- I am already a member of a local CBID Board.
- I have been extremely disgusted with the lack of transparency and accountability along with failure to involve people that actually work hard and pay this tax. This organization needs a big overhaul! I have talked with various County Supervisors & staff about this issue. Hopefully some changes will be made.
- I own and manage only one vacation rental home.
- I prefer to not raise the TOT taxes any higher than they are. I believe every dollar removed from the travelers pocket is one less dollar they get to spend while traveling.
- I think the CBID is vital to the business communities in our unincorporated coastal towns.
- I will become more aware of your promotions and advertising for our visitors.
- I would like to be involved with the Oceano Nipomo Tourism Board. I was once on the Pismo Beach Hospitality Association Board.
- I'm not a fan of this survey since I didn't know anything about this organization, and if it weren't for the list of board members on the back of the letter, I would have tossed it. I'm already suspicious of full-time residents turning me in for an unknown violation because they don't like that I rent my properties out to tourists. Locals hate tourists, maybe focus on being local-friendly. Reward them for being friendly to the tourist, rather than scoffing at them.
- lower taxes bike path
- None that I have already provided. Not happy with this funding. It sucks, too many fees for the weekly renters, too many regulations like the "California Coastal Commission" to deal with!!!! These guys are A, number 1 -holes!!! Will never support this effort unless you provide a reduction fee in overall support. Then maybe we will support. Otherwise, we hate your shake down!

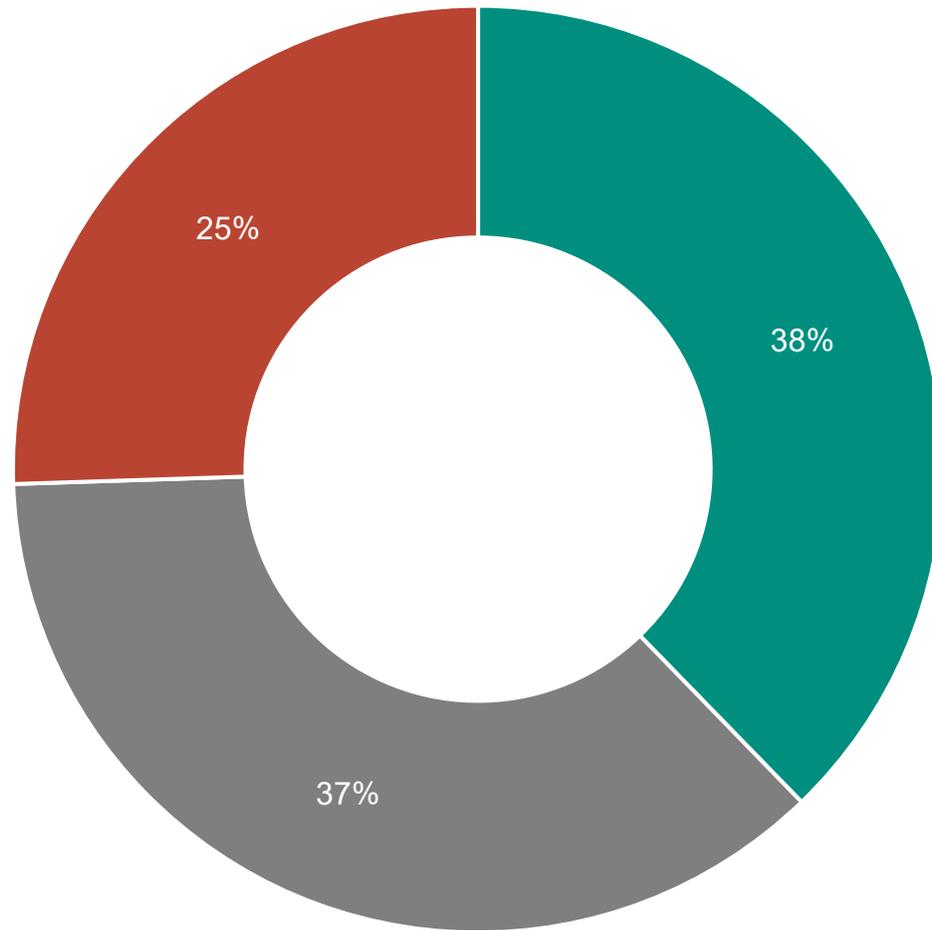
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- Our business and the individual owners have all felt the direct and growing impact of the CBID's efforts, we truly believe that we would not be as successful as we have been, especially the last 5 years, without it.
- Part of the charm and appeal in these areas is the sense that these areas are not overrun with tourists, so encouraging guests to consider the area a “home away from home” for longer stays is better than the unappreciative weekender
- Please publish the numbers tracking your performance to your stated goals of increasing the occupancy and room nights across all lodging types (motel, hotels, bed and breakfast, vacation rentals. Stop using a Marketing presentation to justify your marketing expense.
- rake the beaches of the buildup of seaweed...
- Residents of Cambria tend to hate tourism. It's a very odd world. You either want tourists who bring money to your town, or you don't. Most of the people living in Cambria full-time seem to not want anyone to come to town. But those of us who have rental properties should not be punished for a closed-minded mentality. What can you do to reduce this obstacle? How can you get the regulators to lighten up on the restrictions and somehow tell the residents in Cambria to realize that they live in a tourist town?
- Taxed too much already!
- The CBID and local CTB do a wonderful job overall. I admire the efforts and appreciate the impact of all the organizations.
- The CBID has been very responsible and effective in giving the unincorporated areas a very good marketing program that provide a high quality position within the marketing being conducted by the other destination marketing organizations on the central coast including the efforts of some cities. Keep it going !!!
- We understand the need for this survey, but quite honestly, no one from our company participates in any of the CBID boards so other than getting the Hwy 1 emails, we are not very aware of the various programs and efforts of the CBID. Perhaps a quarterly email to the lodging properties that contribute to the CBID sharing all the various projects would help us be more engaged.
- would like to see e.g. a quarterly newsletter providing updates on the impact the TOT is having

# TO WHAT DEGREE HAVE YOU BEEN INVOLVED IN GIVING INPUT ON CBID AND/OR LOCAL TOURISM BOARD OPERATIONS AND PRIORITIES? (5=HIGH)



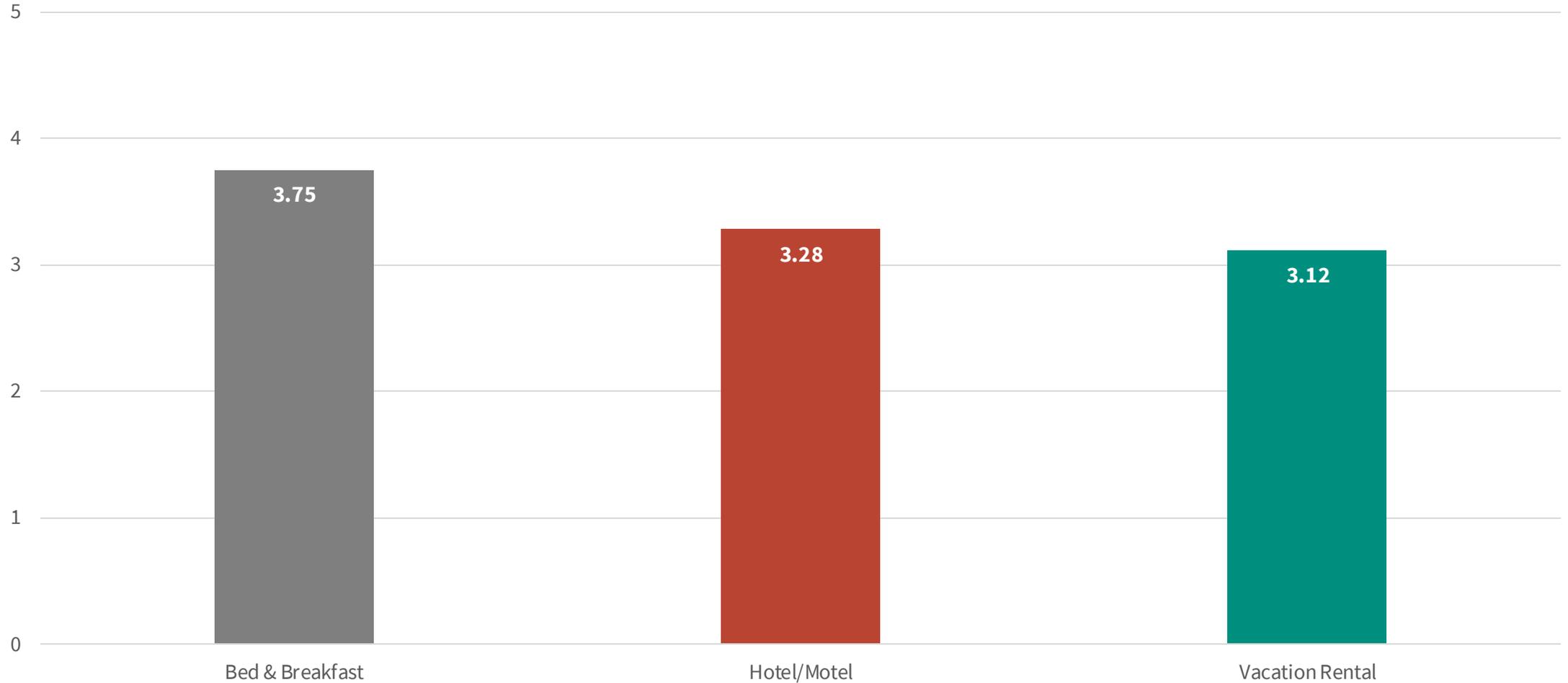
# WOULD YOU LIKE TO BE INVOLVED IN FUTURE CBID AND LOCAL TOURISM BOARD PLANNING OR ENGAGEMENT EFFORTS?



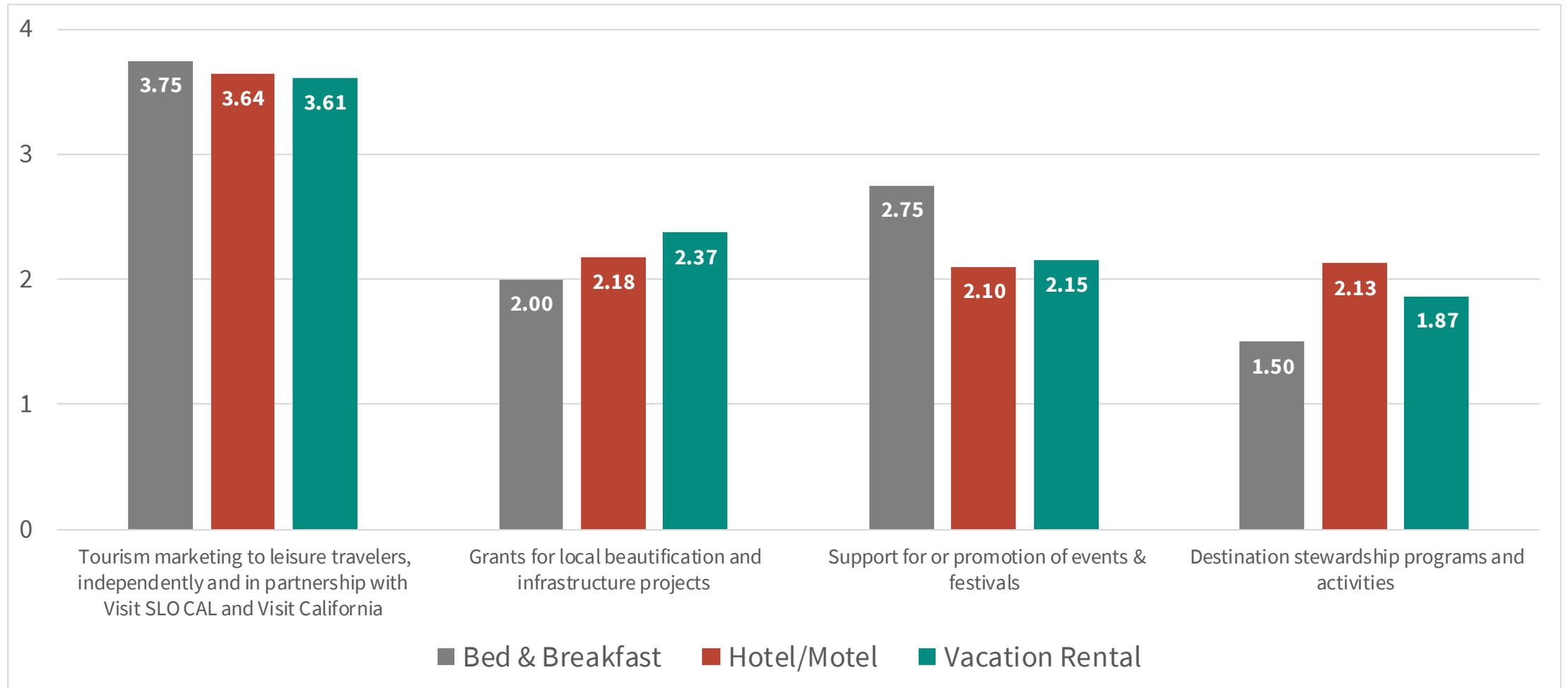
- Yes—please contact me about how I can be involved
- Maybe—keep me in the loop
- No—I'd prefer not to

# RESPONSES BY PROPERTY TYPE

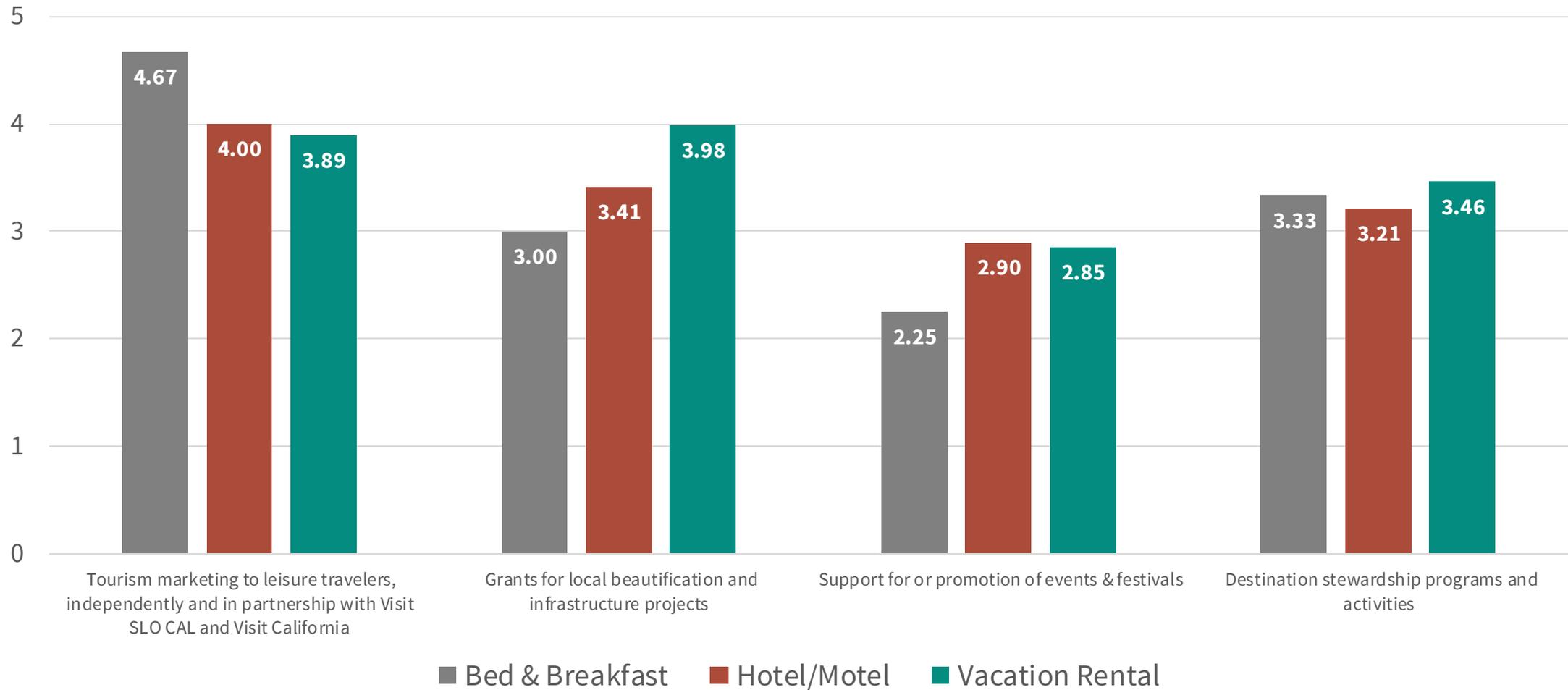
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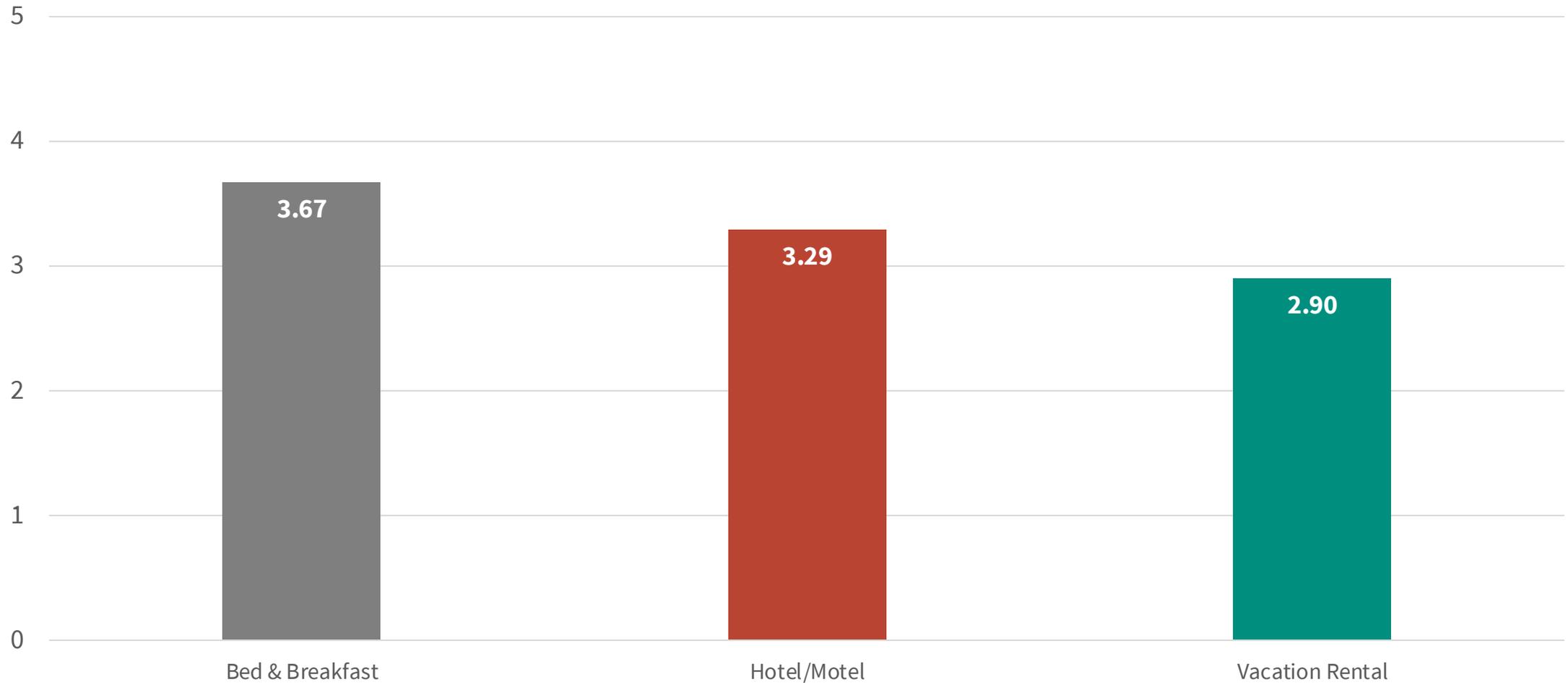
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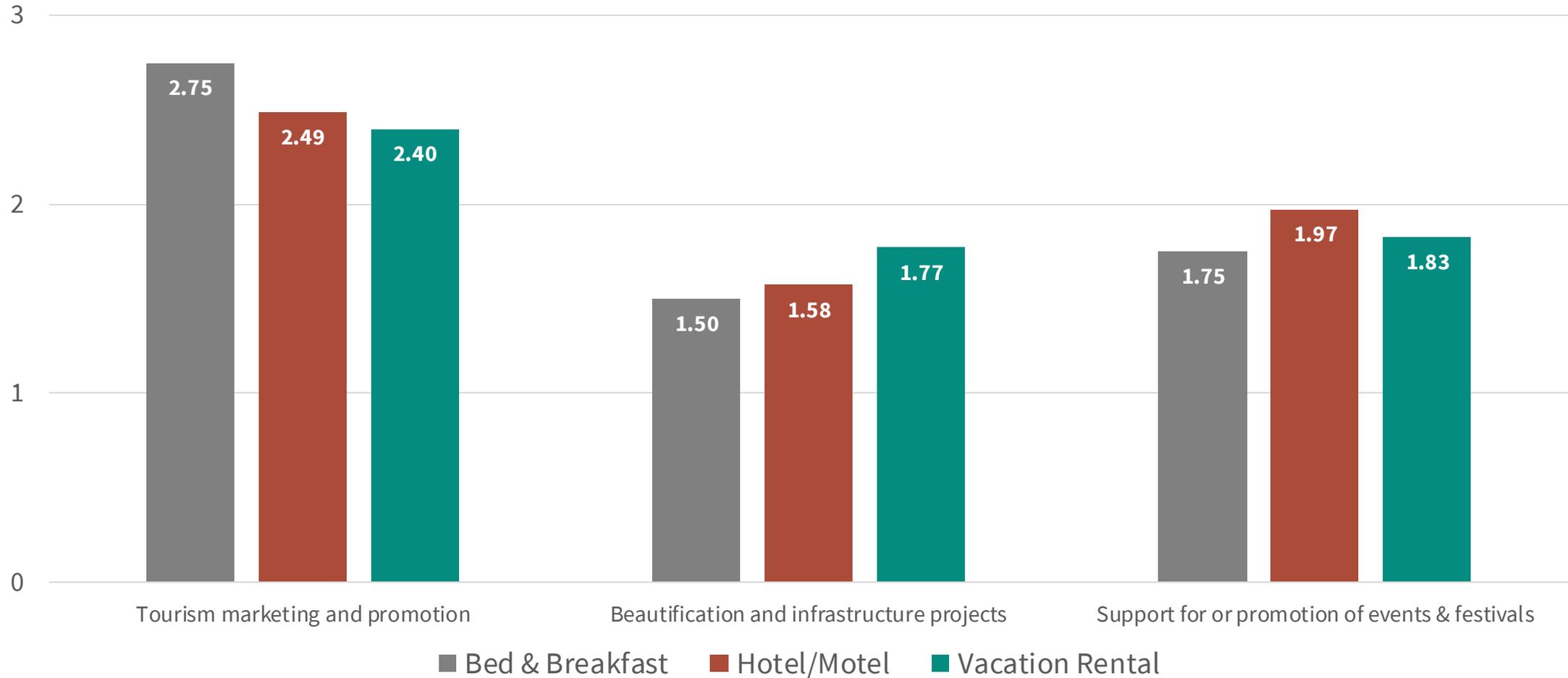
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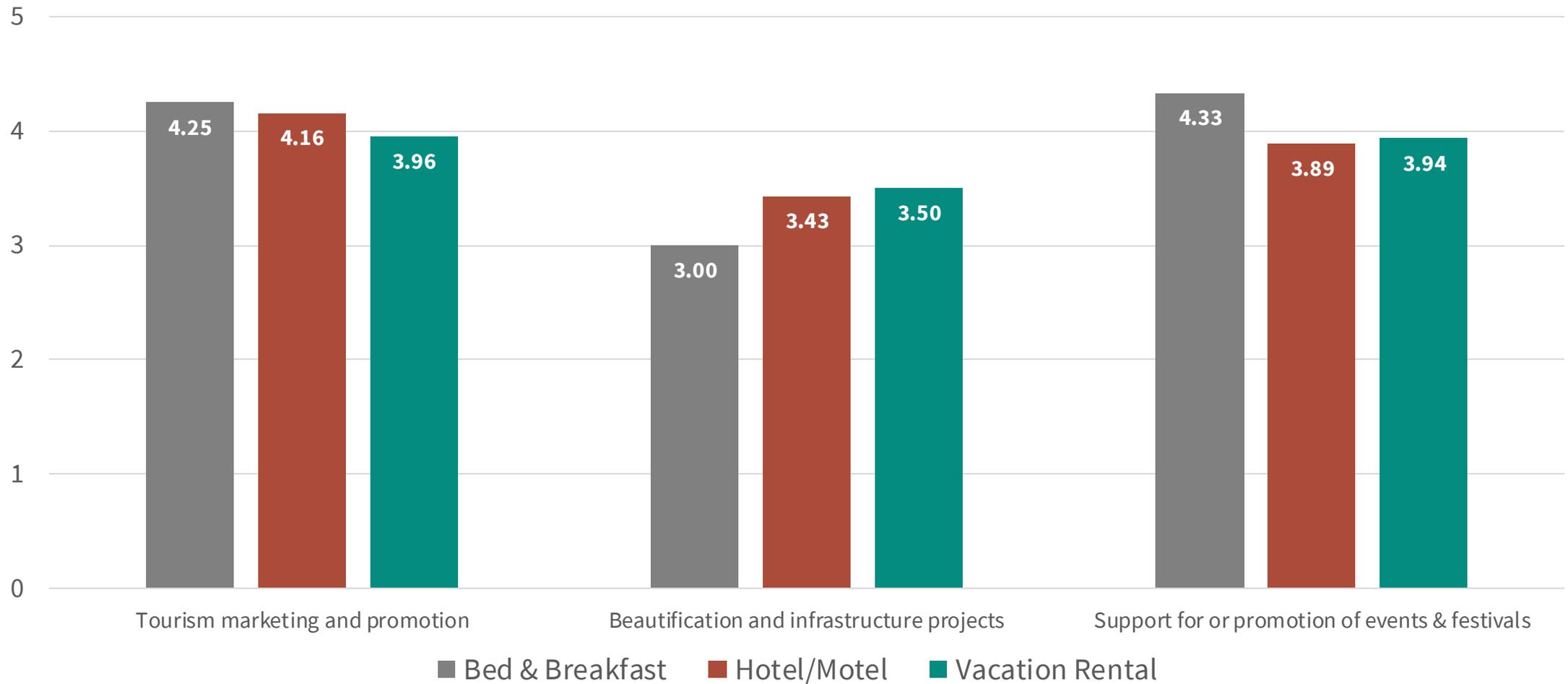
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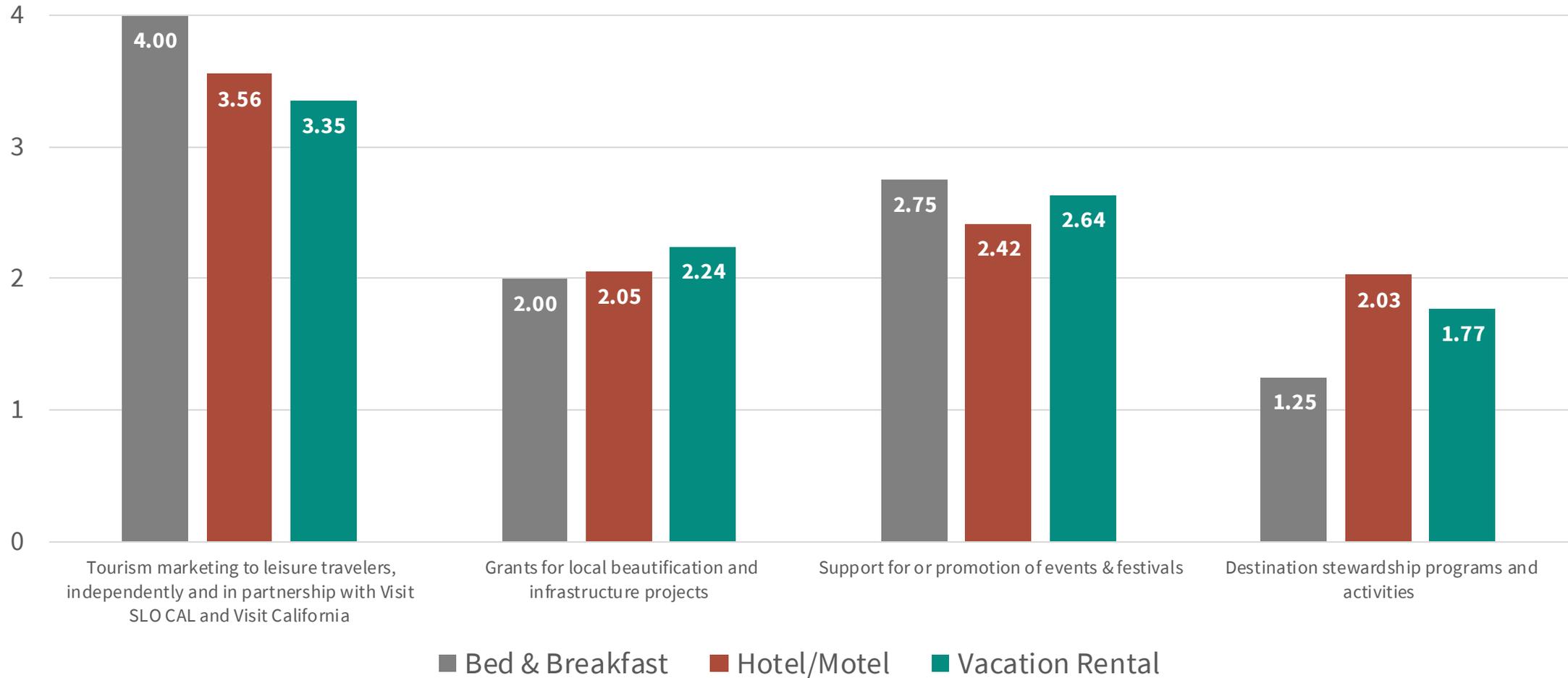
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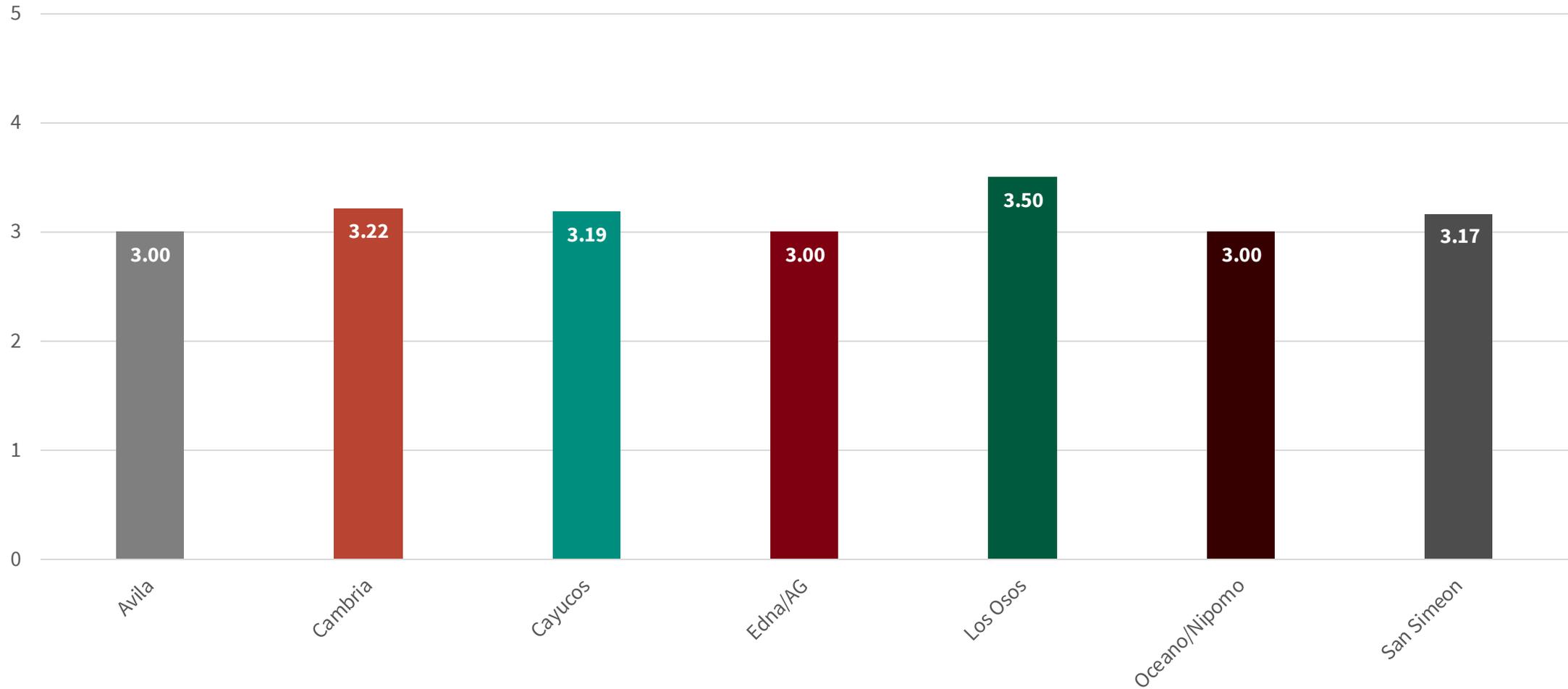


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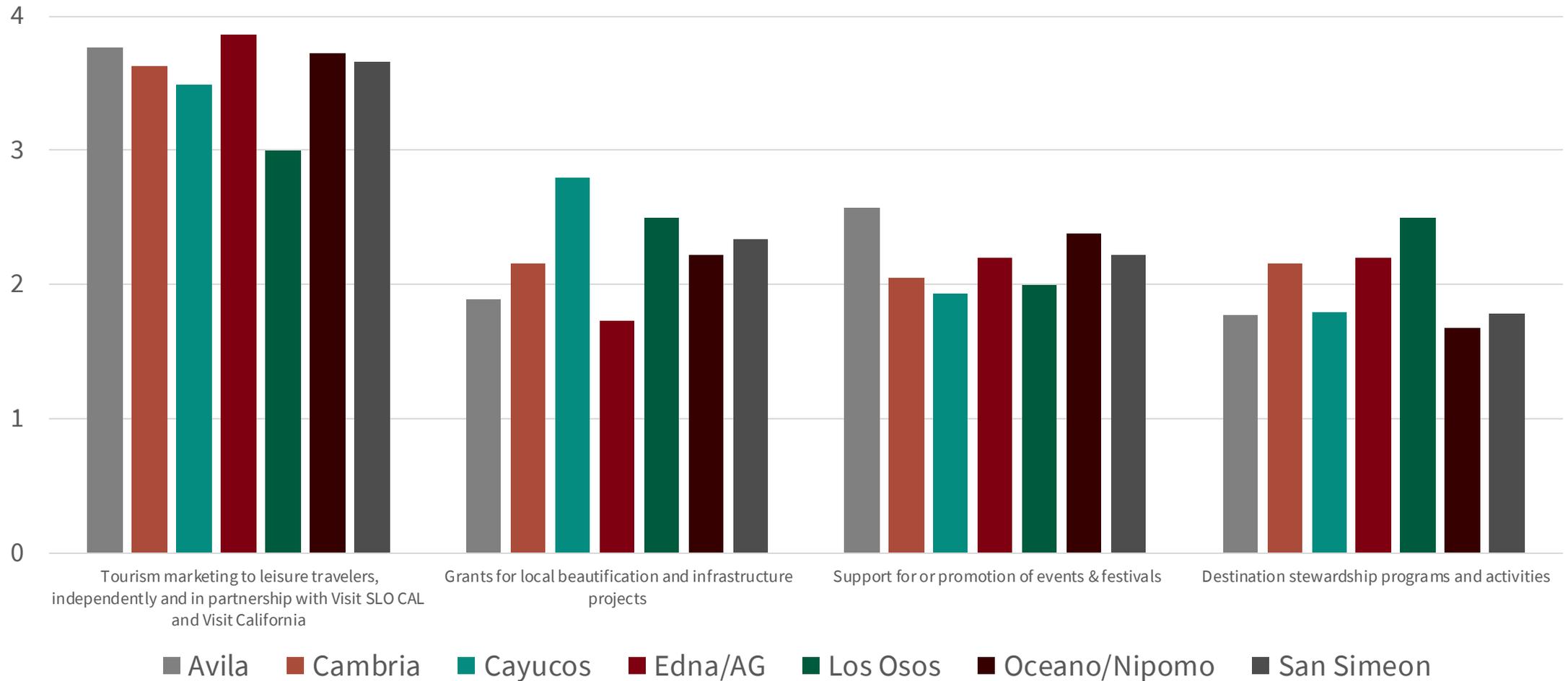


# RESPONSES BY LOCAL FUND AREA

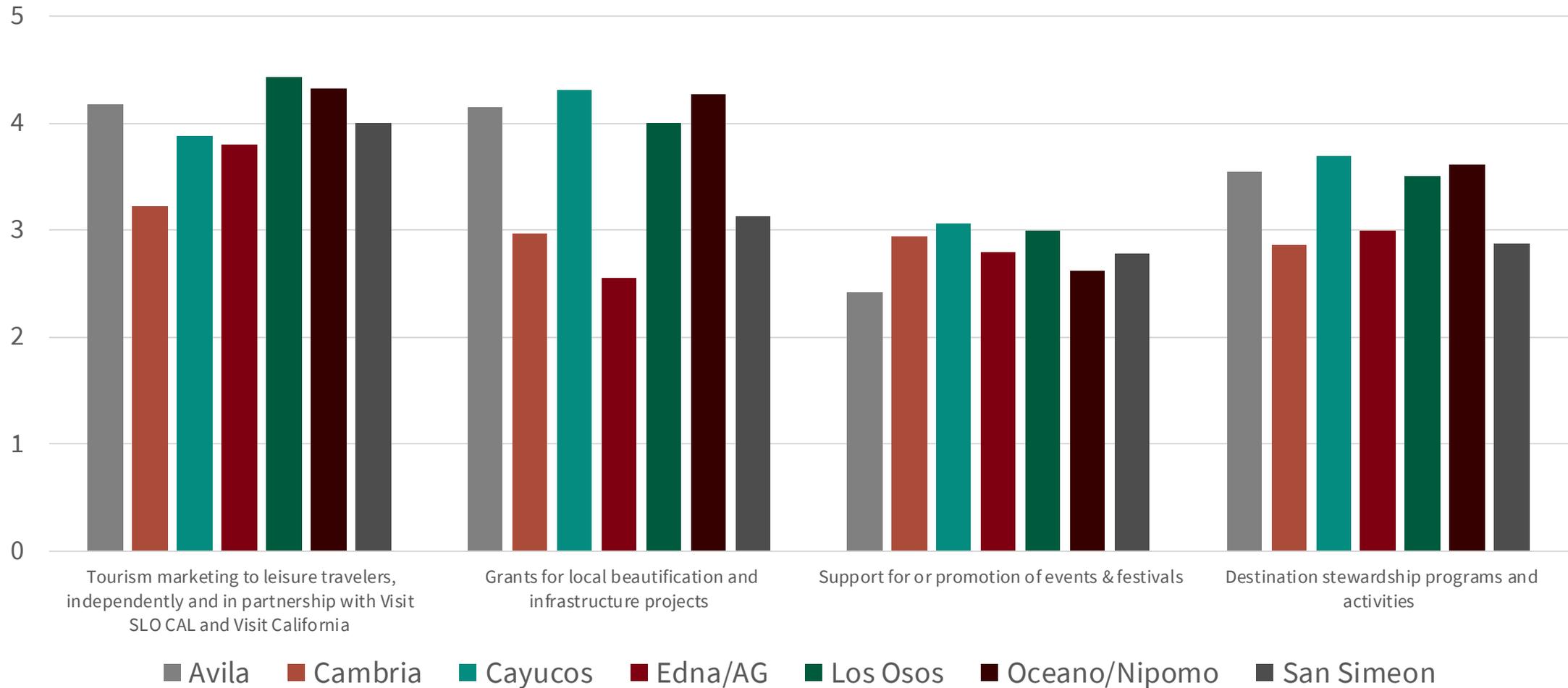
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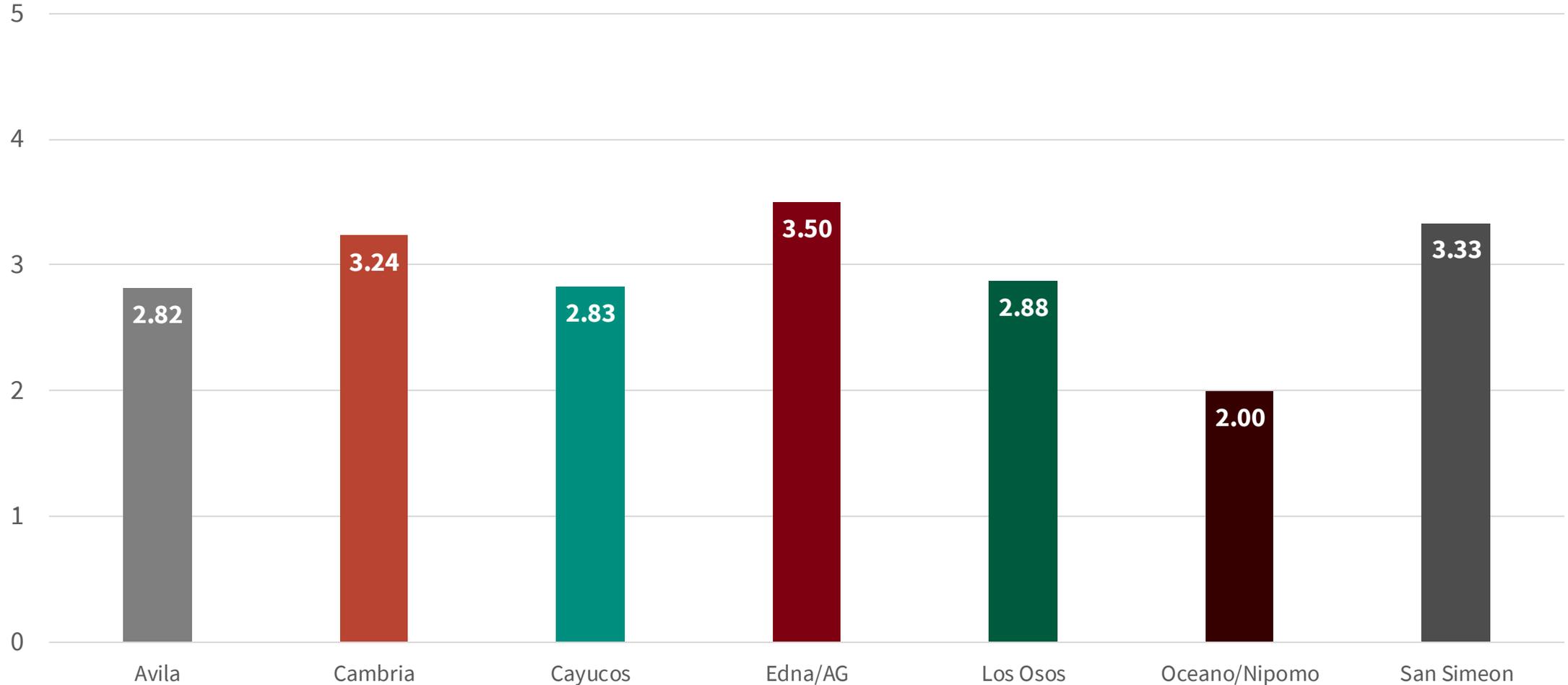
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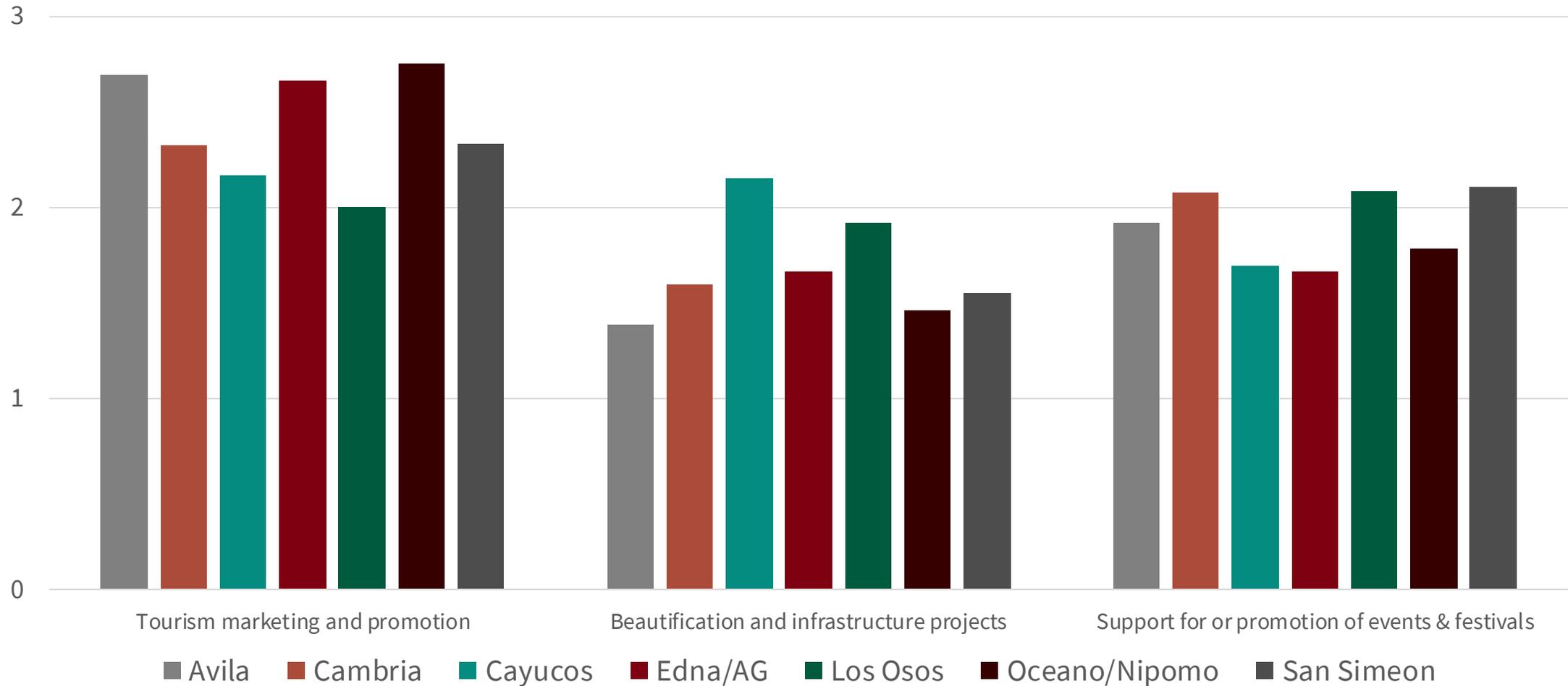
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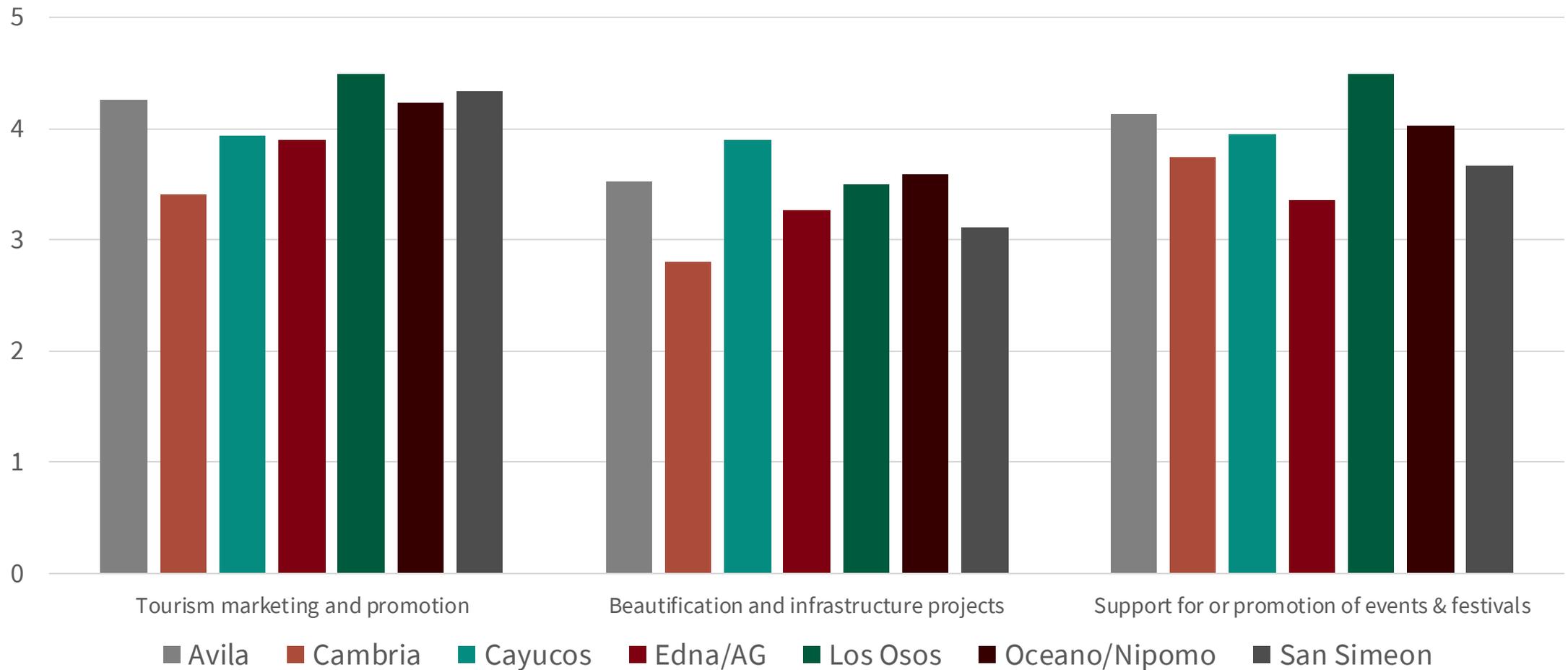
# HOW WOULD YOU RATE YOUR CURRENT UNDERSTANDING OF HOW YOUR LOCAL TOURISM BOARD FUNDS ARE USED? (5=HIGH UNDERSTANDING)



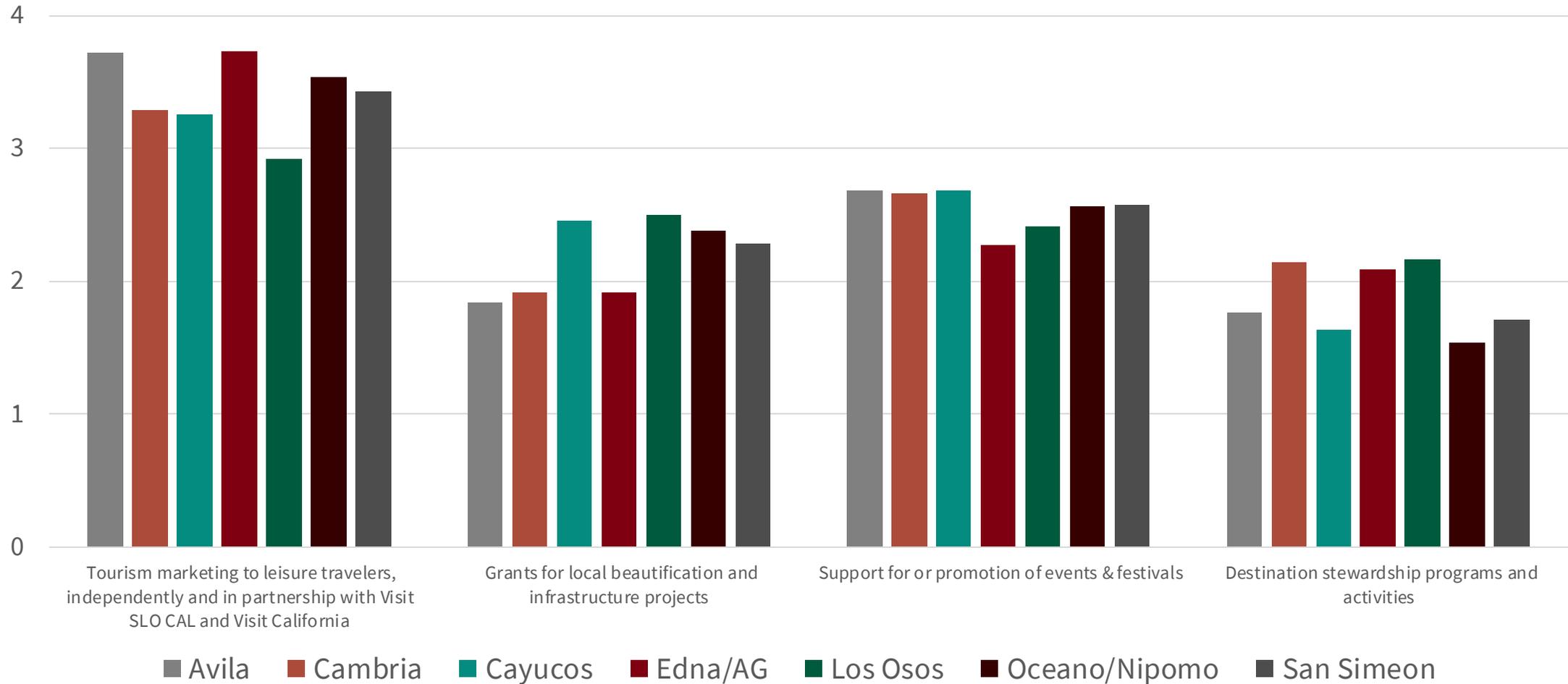
# PLEASE RANK THE FOLLOWING LOCAL TOURISM BOARD SERVICES AND INITIATIVES IN ORDER OF IMPORTANCE FOR YOUR BUSINESS:



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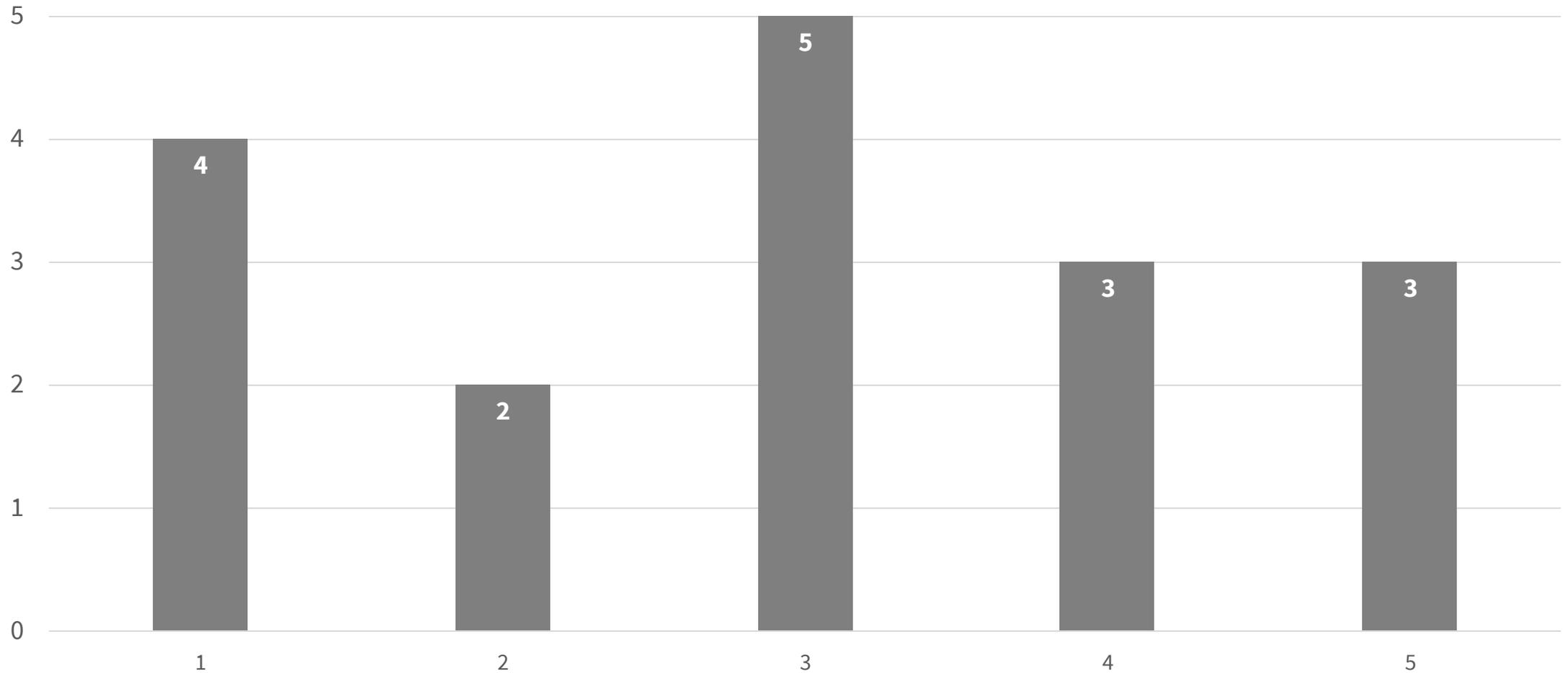


# HOW WOULD YOU PRIORITIZE THE OVERALL USE OF CBID FUNDS MOVING FORWARD?

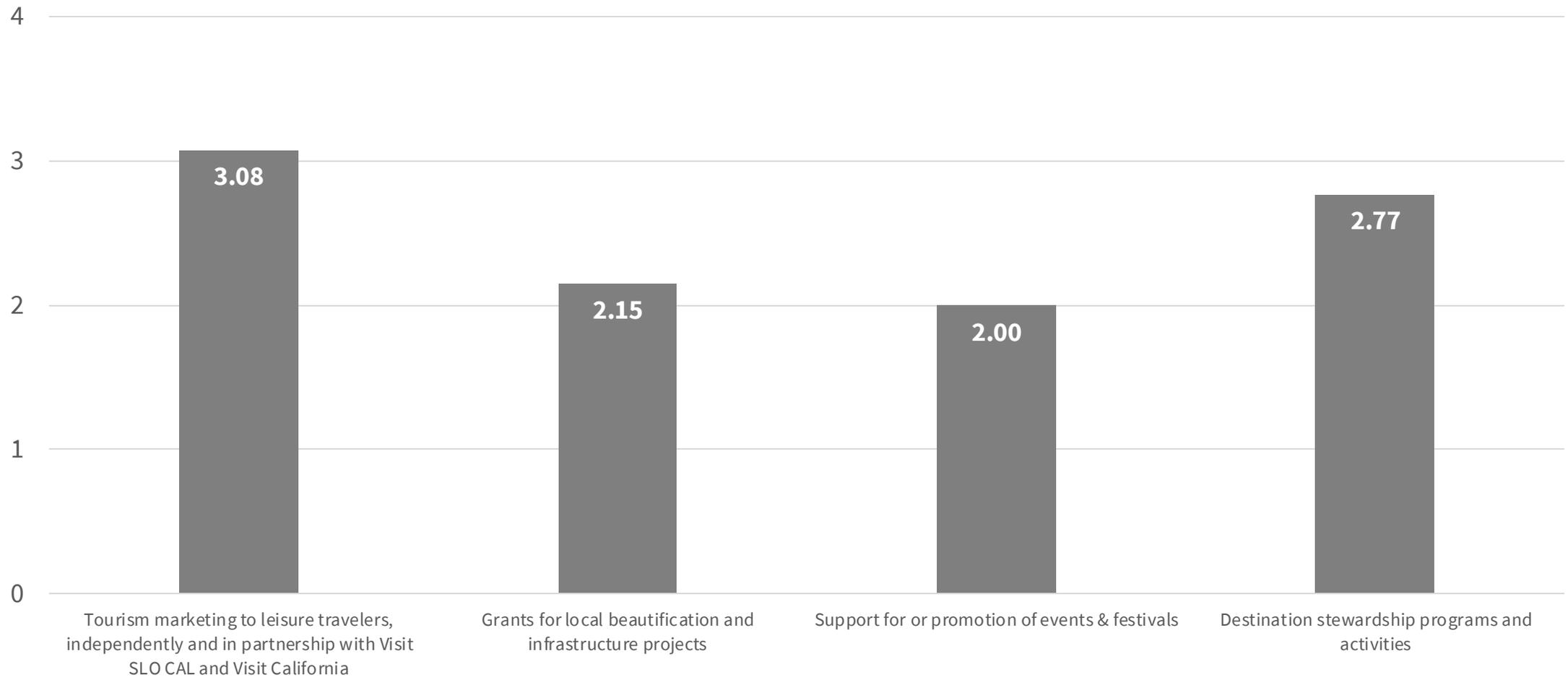




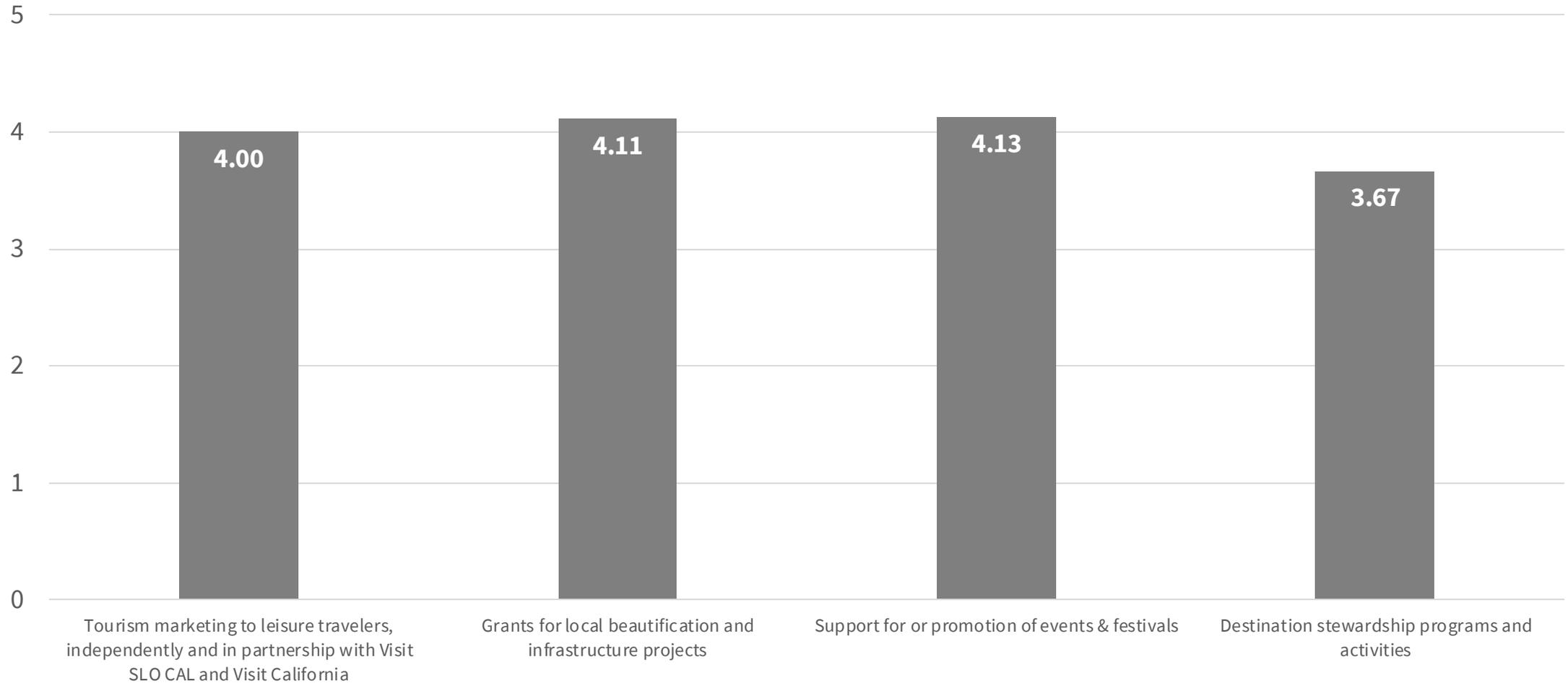
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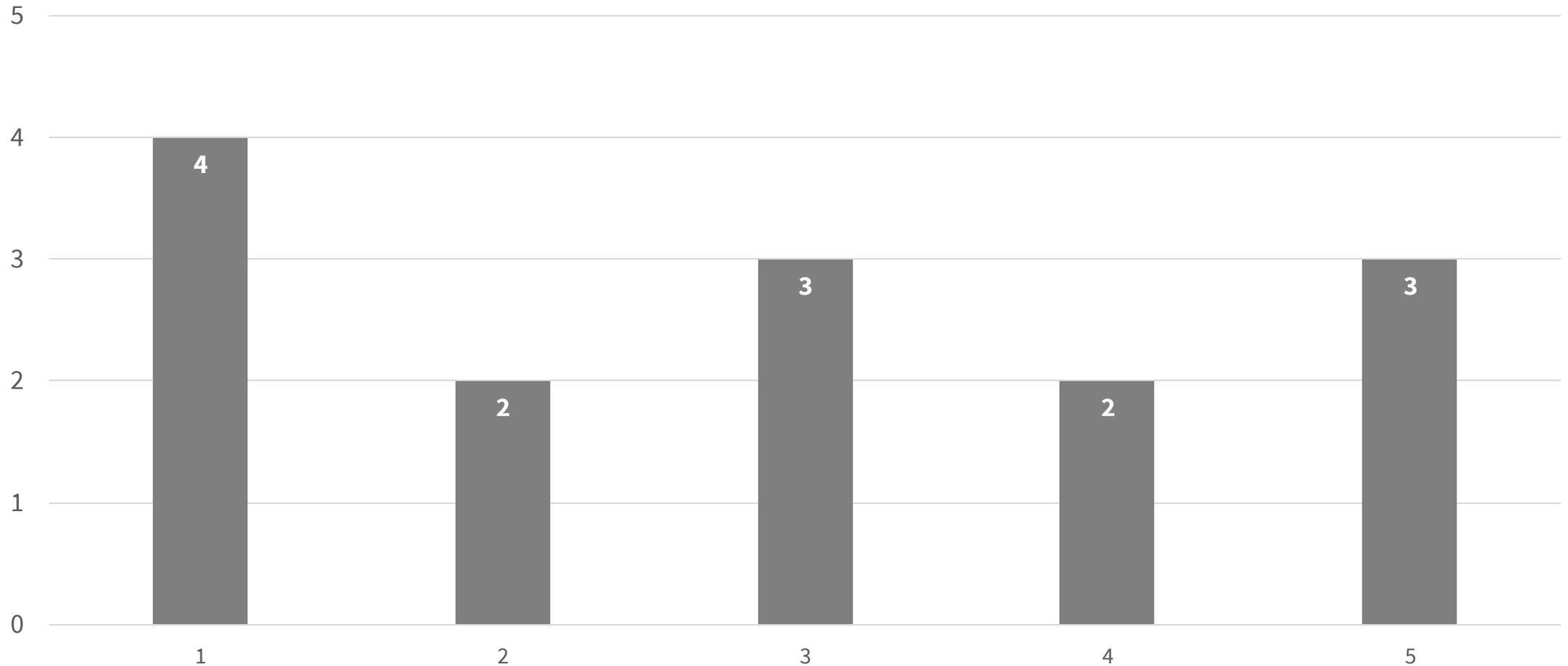
# RANK THE FOLLOWING CBID REGIONAL MARKETING SERVICES AND INITIATIVES IN ORDER OF IMPORTANCE FOR YOUR BUSINESS:



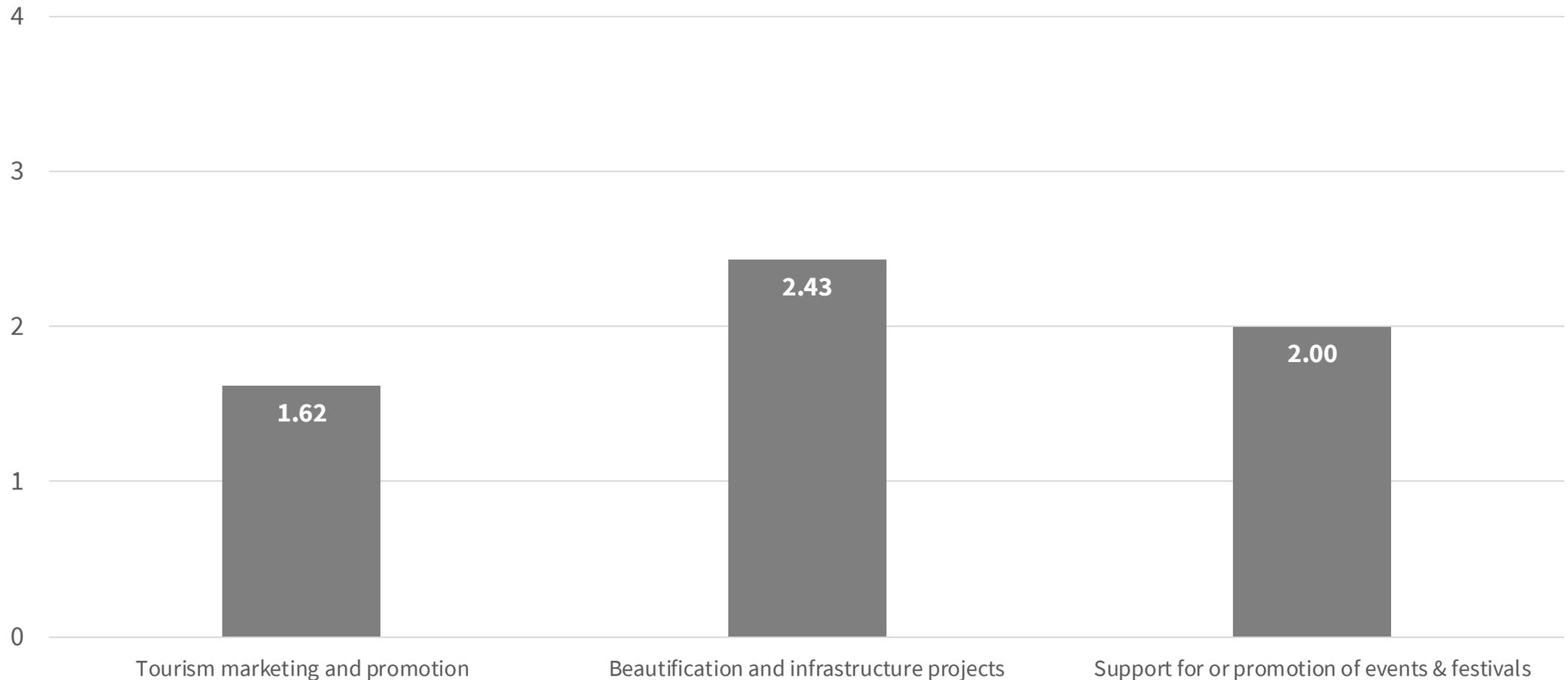
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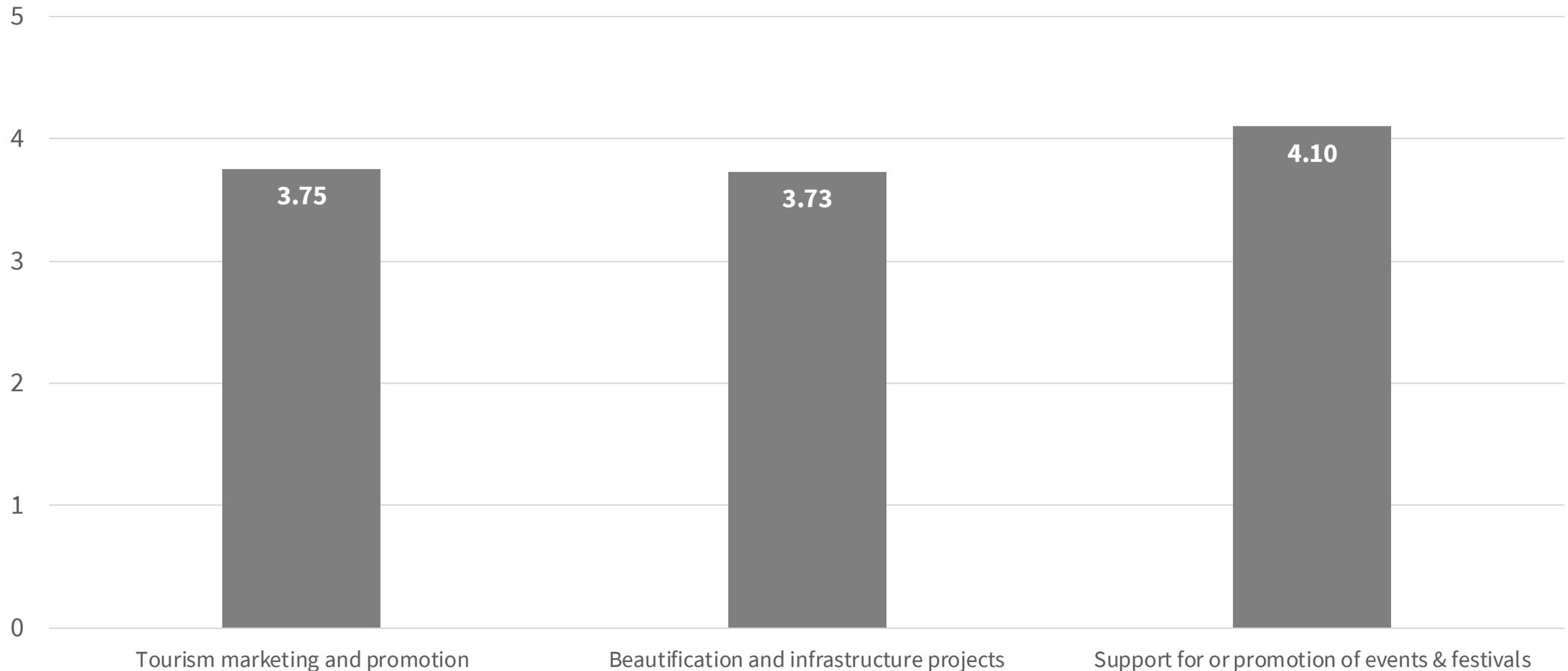
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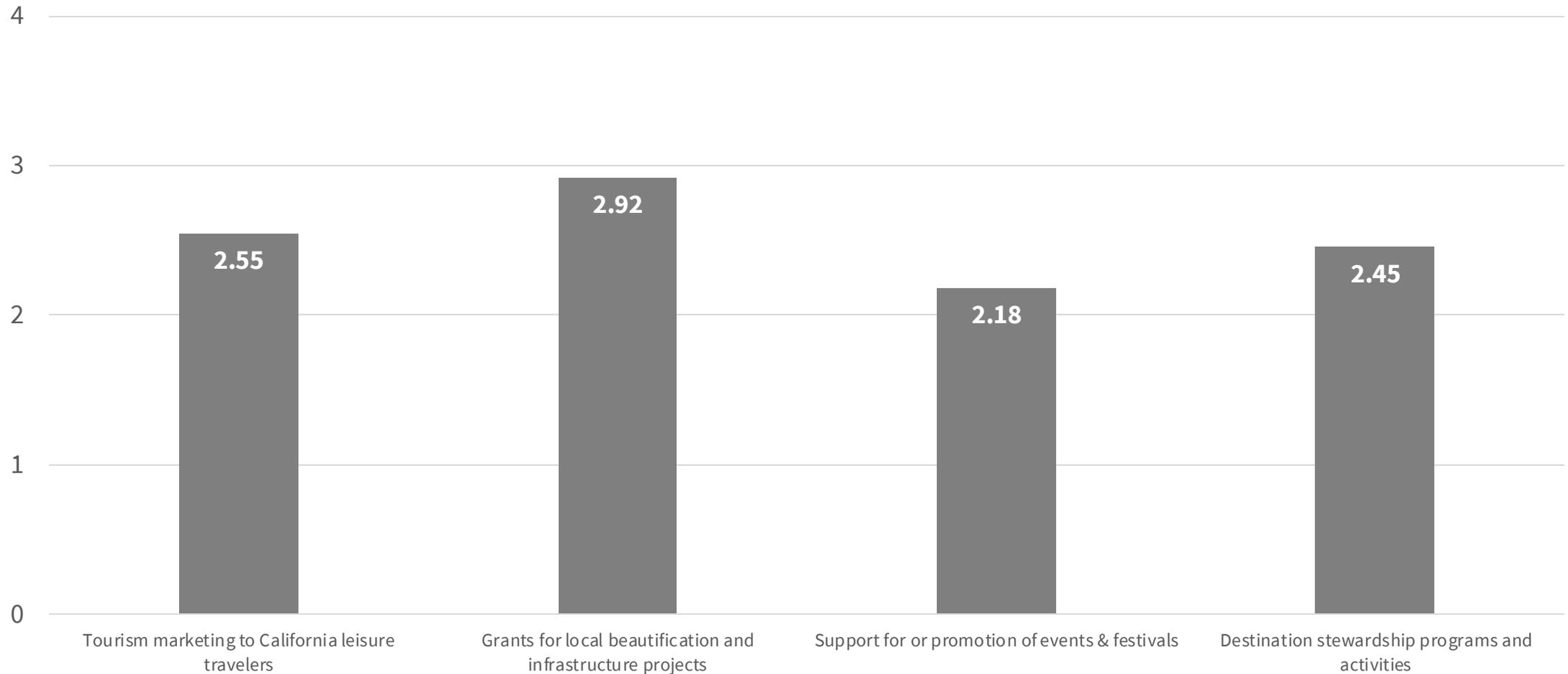
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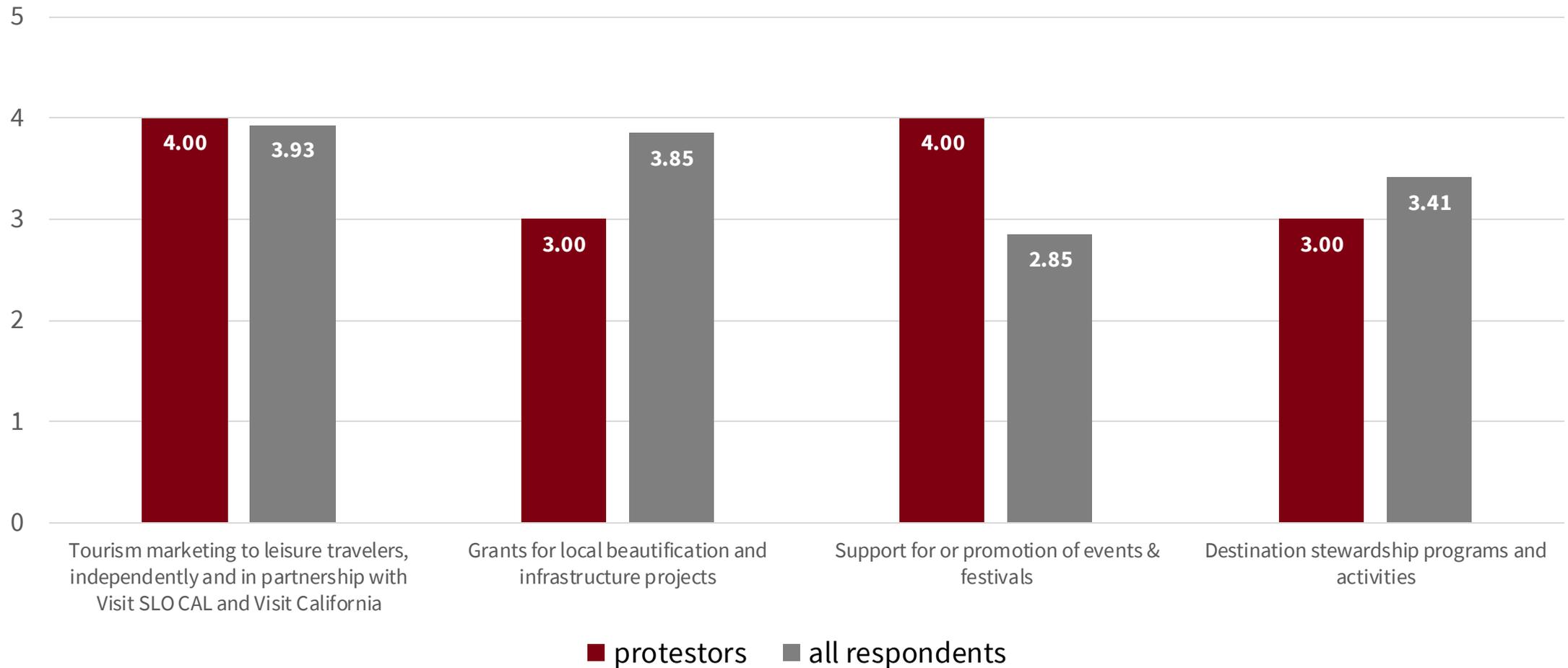


# ALL OPEN-ENDED RESPONSES FROM INACTIVE VACATION RENTALS

- Again, since I don't currently rent my VR, I can only judge by what I see in the communities.
- Cayucos downtown...more events
- Encourage diverse visitors, demonstrate that we are a welcoming community.
- I am happy with the Vets Hall restoration and the amazing events hosted throughout Cayucos.
- I own this home and maybe someday will rent it
- I'm pretty busy just taking care of my property.
- If some effort was allocated to enforcing illegal beach rentals, more funds could be collected from people who rent out their place and don't pay TOT at all.
- In general, I would like to see more promotion of vacation rentals as a good lodging alternative
- Just want Cayucos to stay cute, small, and safe
- Love to see support for beautification and for stewardship - these help attract visitors as well as build community goodwill
- more frequent communication with local assns on how the CBID works and how they can collaborate with their local area funds
- Not enough saturation to even to be seen.
- Our property was an active beach rental until July 2025 (now owner occupied). Th marketing was effective as we had solid bookings throughout the peak rental seasons and even a good rental record in the off season.
- Promote our region to attract diverse visitors, as a welcoming destination for all.
- Since I don't currently rent my vacation rental, I can only recognize the value through the general increase I see in tourism in my town and the other communities
- Since our renters are mainly the same each year, they come for our cabin, not local events
- the LFAs are important for the above services and initiatives
- We are fairly new property owners and are not familiar with the work of CBID
- We don't need marketing to bring in new renters because most are return customers
- would like more interaction with local association such as Chambers, Lions, Lioness, Rotary, etc.



# PROTEST + LETTER-WRITING PROPERTIES: RATE THE POSITIVE IMPACT YOU'VE SEEN FOR YOUR BUSINESS OR COMMUNITY FROM THE CBID:



# HIGHLY ENGAGED RESPONDENTS: RATE THE POSITIVE IMPACT YOU'VE SEEN FOR YOUR BUSINESS OR COMMUNITY FROM THE CBID:

