

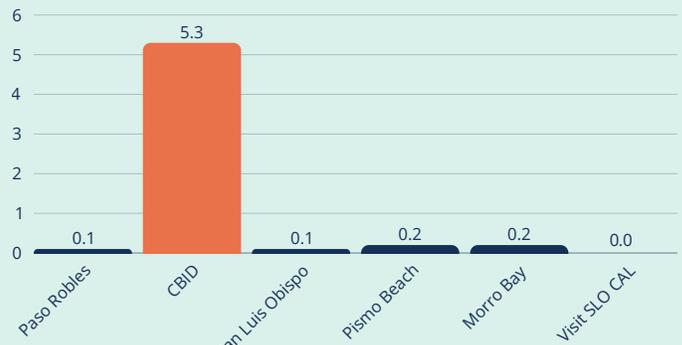
CBID & H1TA Proven Results

Key Performance Facts

CBID **TOT has grown 183% since inception.** Since 2018, Paso Robles and San Luis Obispo have both had significant increases in room count, with several new hotels in each market. During that same period, the CBID has added only one 9-room property. Accounting for this difference, the **CBID is leading the group in TOT growth trajectory, sustaining TOT growth without significant accommodations growth.**

Key takeaway: CBID has delivered the **strongest lodging tax growth in the region, without relying on new hotel development. Our marketing model drives demand and not just supply.**

Ratio of TOT Growth Rate to Hotel Room Count Growth 2018-2026 (Projected)



Source: Whereabout Destination Strategies WHEREABOUT

The annual renewal of the district has had a **protest rate of less than 1%** for 9 consecutive years (2016 – 2025). In 2025, there were 1,488 total constituents, which includes 1,406 Vacation Rentals. Of these, the County reports that 55% are “Zero Rents”.

The contribution by lodging type is **85.75% hotel/motel/B&B** and 14.25% vacation rental/VR management company (2018–2025). In 2018, the County began reporting Airbnb as a separate category.

Public transparency is a focus, with **69 annual public meetings across 8 boards**, which include 35 local business representatives (lodging and non-lodging) serving as board members. According to Civitas Advisors, H1TA has **more stakeholder oversight than any other district in California.**

The district invests 90% to marketing. With **administrative costs of only 8%, the CBID is well below the 12.5% average of DMOs**, according to Civitas.

The Stewardship Travel for Good program, launched in 2010, has been on the cutting edge of sustainable travel trends and was **awarded the Visit California Poppy Award for Commitment to Community.**

The outreach efforts with our tourism partners (family-owned restaurants, attractions, small retailers, local wineries, venues, nonprofits, etc.) have **impacted over 250 local organizations.**

H1TA, in concert with local fund areas, engages with **24 independent contractors.**

Local Fund Areas (LFAs) have funded **705 programs and projects totaling \$14.25M.** Of those, 309 or 44%, have been applications for Local Events or Beautification & Infrastructure projects. To-date, LFAs have funded **221 local events totaling \$1,748,819 and 88 Beautification & Infrastructure (B&I) projects totaling \$582,346.**

Our 10 communities & 7 Local Fund Area boards, where the roots within each of these communities run deep:

	Funds into Community	Total Projects	Events	B&I
San Simeon Ragged Point	\$2,047,462	128	49	15
Cambria	\$6,245,010	213	94	33
Cayucos	\$1,453,047	97	29	13
Los Osos Baywood	\$452,320	63	10	7
Edna Valley AG Valley	\$438,820	51	0	0
Avila Beach	\$3,011,331	104	33	9
Oceano Nipomo	\$609,935	49	6	11

CBID & H1TA IMPACT

Nonprofits that benefitted from LFA funding

Central Coast Aquarium | SLO International Film Festival | Avila Beach Community Foundation | Apple Festival Chardonnay Symposium | The Whale Trail | Friends of Avila Beach Pier | ECOSLO | Cambria Chamber Cambria CSD | Scarecrow Festival | YMCA | Cambria Historical Society | American Legion | Cambria Lions Club Piedras Blancas Visitor Center | Friends of the Elephant Seal | Sunrise Rotary | Cambria Land Conservancy Arthritis Foundation | Beautify Cambria | San Simeon Chamber | Paso Robles Wine Country Alliance Allied Arts Association of Cambria | Friends of the Fiscalini Ranch Preserve | Joslyn Adult Recreation Center of Cambria Central Coast Classico | Cambria Vet's Hall | Cayucos Chamber | Cayucos Rotary | Cayucos Vet's Hall SLO Chamber | Celebrate Los Osos | Options Family of Services | Festival Mozaic | Los Osos Chamber Xerces Society | Central Coast State Parks Association | Nipomo Chamber | Clark Center for the Performing Arts Vitality Advisory Council of Oceano | Dana Adobe Nipomo Amigos | SLO County Arts Council

A snapshot of local businesses and organizations that have been impacted

927 Beer Company | 101 Wine Tours | AJ Spurs | Amazing Grazing | Amgen | Ancient Peaks Winery | Arroyo Grande Meat Co. Avila Beach Paddlesports | Avila Beach Crab Fisherman | Avila Golf Resort | Avila Market | Avila Valley Barn Avila Whale Watching Tours | Back Bay Cafe | Back Bay Pottery | Baileyana Winery | Bayside Cafe | Beerwood | Beso Cocina Biplane Rides of Oceano | Big Big SLO | Birchwood Nipomo | Blue Moon Over Avila | Bolt About | Borradori Garage Branch Street Deli & Pizza | Bridge by the Sea | Brookshire Farms | Brown Butter Cookie Co. | Brydge Restaurant | Bubblyfest Cafe Andreini | Cafe Della Via | Cambria Christmas Market | Cambria Coffee Roasting Company | Cambria Electric Bike Co. Cambria Mimosas | Cambria Nursery | Camp Ocean Pines | Cavalli Estates Lavender Farm & Horse Ranch Cayucos Candy Corner | Cayucos Coffee | Celia's Garden Cafe | Center of Effort | Central Coast Kayaks & Electric Bikes Central Coast Outdoors | Central Coast Oyster Festival | Central Coast Trail Rides | Chamisal Vineyards Claiborne & Churchill Winery | Coastal Discovery Center | Covell's Clydesdales | CowParade | Cuesta Track Club Custom House Restaurant | Cutruzzola Vineyards | Cycle Central Coast | Delfina Coffee Roasters | Duckie's Chowder House El Chorlito Restaurant | Ember | EroicaCA | Fable Soap Company | Farmstead Ed | Fin's Bar & Grill | Gardens of Avila Good Clean Fun | Gopher Glen | Great American Melodrama | Guadalupe-Nipomo Dunes Center | Harford Seafood Company Harmony Cellars | Harmony Glassworks | Hazards | Hearst Ranch Winery | Hidden Kitchen | High Street Deli Holloway's Christmas Tree Farm | Honey Girl Cafe | Hula Hut | Humdinger Brewery | Indigo Moon | Jocko's Steakhouse Kelsey Wine | Kraken Coffee Co. | Kuma Cafe | Kynsi Winery | La Lomita Ranch | Laetitia Vineyards & Winery | Linn's Fruit Bin Linn's Restaurant | Luffa Farm | Lunada Garden Bistro | Madeline's on Moonstone | Madeline's Restaurant | Main Street Grill Malene Wines | Manta Rey Restaurant | Marley Family Seaweeds | Martin's | Mason Bar & Kitchen | Maven Leather Mersea's Seafood | Mirazur Restaurant | Mission Pizza | Montello Olive Oil | Monterey Bay National Marine Sanctuary Moonstone Beach Bar & Grill | Moonstone Cellars | Morro Bay Harbor Festival | Morro Bay Whale Watching | Mr. Rick's Mulligans | Nardonne's Baywood | Nautical Bean | Nipomo Pumpkin Patch | Ocean Grill | Oceano Train Depot | Old Edna Old Juan's Cantina | Pacific Dunes Riding Ranch | Pale Kai Outrigger Exposition | Peacock Cellars | Peloton Cellars Pie in the Sky Pizza | Piedra Creek Winery | Pier Street Deli | Pierfront Wine & Brew | Pinedorado Grounds Ragged Point Coffee Shop & Bakery | Robin's | Rod & Hammer | Rooster Creek Tavern | Port San Luis Harbor District San Simeon Beach Bar & Grill | Saucelito Canyon Vineyard | Schooners | Sea Chest Oyster Bar | Sea for Yourself Kayak Outfitters Sea Horse Ranch | Sea Otter Savvy | Sea Shanty | Sebastian's General Store | Sextant Wines | Shaka Shak Shave Ice Share SLO | Sidecar Tours | Sidewalk Cafe | Sinor-LaVallee | SLO County Airport | SLO Botanical Garden | SLO Creek Farms SLO Stills | SLO Ultra at Wild Cherry Canyon | SLO Coast Wine Collective | Spartan Races | Stepladder Creamery Stolo Family Vineyards | Sun Buggy Fun Rentals | Sycamore Mineral Springs | Sylvester's Burgers | Talley Vineyards Thai Lotus | The Clubhouse Grill | The Love Story Project | The Old Alehouse | The Salty Tiger at the Pacific | The Sow's Ear The Spoon Trade | The Spot Cambria | Tiber Canyon Olive Oil | Tolosa Winery | Tula Yoga | Turtle & Tortoise Rescue Wally's Bike Rentals | Wayward Bakery | Wildheart Coastal Adventures | Wolff Vineyards | Woods Humane Society | Woodstone

Local Fund Area & CBID/H1TA Board Members

San Simeon: Miguel Sandoval, San Simeon Lodge | Paul Panchal, Sea Breeze Inn & Silver Surf Motel
Michael Hanchett, Cavalier Inn & Sands by the Sea

Cambria: Greg Pacheco, Cambria Inns Collection | Karen Cartwright, Cambria Shores Inn | Jim Behringer, Fog's End Bed & Breakfast
Angel Gonzalez, Oceanpoint Ranch | Georgia Legg, Little Sur Inn | Stephen Kniffen, Sea Chest Oyster Bar | George Marshall, Sea Otter Inn

Cayucos: Toni LeGras, Beachside Rentals | Carol Kramer, Sea Shanty | Taylor Brindley, Vacation Rental Owner
Richard Shannon, On the Beach B&B

Los Osos: Curtis Armstrong, Baywood Inn | Jamie Wallace, Cal Poly | Pandora Nash-Karner, Vacation Rental Owner

Edna/AG Valley: Leigh Woolpert, Biddle Ranch Vineyard House | Karen Reed, La Lomita Ranch | Jena Wilson, Greengate Ranch & Vineyard
Alicia Cocks, The White Barn Edna Valley | Sarah Hames, Flying Caballos Ranch | Lizzy Thompson, Claiborne & Churchill Guesthouse

Avila Beach: Dean Hutton, Sycamore Mineral Springs Resort | Ken Kelly, Coastal Vacation Rentals | Mindy Hunter, Avila Village Inn

Oceano/Nipomo: Linda Austin, Oceano West | Mauri Tamborra, Vacation Rental Owner | Roger Jacobs, State Parks Oceano Dunes District

CBID & H1TA: Mike Hanchett, Cavalier Inn & Sands by the Sea | Aaron Graves, Rigdon House | Laila Kollmann, Shoreline Inn
Gary Setting, Sea Pines Golf Resort | Bram Winter, Cambria Pines Lodge | Melissa Kurry, Seelyon Beach Rentals