



SCARECROW FESTIVAL  
\$238,991 COMBINED FROM  
SAN SIMEON, CAMBRIA + CBID



BLENDFEST ON THE COAST  
\$190,000 FROM CAMBRIA, SAN SIMEON + CBID



SEA GLASS FESTIVAL  
\$63,798 FROM CAYUCOS + CBID

# HIGHWAY 1 Road trip



CHRISTMAS MARKET SHUTTLE  
\$66,375 FROM CAMBRIA



EROICA VINTAGE BIKE RIDE \$216,121 COMBINED  
FROM CAYUCOS, CAMBRIA, SAN SIMEON + CBID



COWPARADE \$37,500 FROM  
LOS OSOS, CAYUCOS, OCEANO,  
SAN SIMEON + CAMBRIA

# EVENTS

## matter



PALE KAI OUTRIGGER EXPOSITION  
\$16,500 IN AVILA BEACH



COASTAL DISCOVERY FAIR  
\$9,157 IN SAN SIMEON



4<sup>TH</sup> OF JULY CELEBRATIONS \$80,100  
IN CAYUCOS, CAMBRIA + SAN SIMEON

# Sampling of Community Events

218 Local Events distributed more than \$1,700,000

## Avila Beach

SLO Wine Harvest on the Coast - 9 years	\$118,750
Giro Della Costa Central Cycling*	\$32,500
Amgen Tour of California - 2 years	\$55,000
SLO International Film Festival - 2 years	\$7,500
Chardonnay Symposium* - 2 years	\$40,000
SLO Ultra at Wild Cherry Canyon - 3 years	\$37,500
Avila Apple Festival* - 2 years	\$6,930
RaceSLO GranFondo - 3 years	\$67,500
BubblyFest	\$9,000
Pale Kai Outrigger Exposition - 3 years	\$16,500
C10 SLO Down Truck Show	\$25,000
Cuesta College City to the Sea Marathon	\$5,000

## Cambria

Scarecrow Festival* - 15 years	\$159,458
American Legion 4 <sup>th</sup> of July Celebration - 7 years	\$47,500
Holiday in the Pines - 5 years	\$18,315
Harvest Festival - 4 years	\$15,910
Art & Wine Festival - 9 years	\$46,700
BlendFest on the Coast* - 10 years	\$80,000
Amgen Tour of California	\$30,000
Holiday Tree Lighting	\$1,986
Eroica CA Vintage Bike Ride* - 4 years	\$87,499
Arthritis Foundation Coast Classic Bike Tour* - 9 years	\$93,374
CowParade	\$14,000
Cambria Sesquicentennial Celebration	\$5,000
Cambria Film Festival* - 4 years	\$15,750
Olallieberry Festival*	\$2,000
Cambria Christmas Market Shuttle - 2 years	\$66,375
Lawn Bowling Tournament* - 5 years	\$30,500

## Cayucos

Sea Glass Festival* - 10 years	\$55,998
Pacific Coast Wine Trail Passport Weekend	\$2,500
Eroica CA Vintage Bike Ride* - 8 years	\$86,122
Beach Concert Series - 2 years	\$23,000
CowParade	\$2,500
4 <sup>th</sup> of July Celebration	\$8,500
Cayucos 150 <sup>th</sup> Birthday Celebration	\$21,000

## Los Osos & Baywood

Central Coast Oyster Festival	\$2,750
Morro Bay Harbor Festival	\$500
CowParade	\$7,000
Butterfly Ball Gala	\$5,500
Open Studios Art Tour	\$1,000
Oktoberfest Celebration	\$2,500

## Oceano & Nipomo

Stone Soup Ethnic Music Festival	\$500
Oktoberfest Celebration	\$5,300
CowParade	\$7,000

## San Simeon

Coastal Discovery Center Fair Day - 4 years	\$9,157
American Legion 4 <sup>th</sup> of July Celebration - 6 years	\$24,100
Scarecrow Festival* - 13 years	\$59,533
BlendFest on the Coast* - 10 years	\$90,000
CowParade	\$7,000
Cambria Film Festival - 3 years	\$4,500
Eroica CA Bike Ride* - 2 years	\$20,000
Art & Wine Festival - 2 years	\$5,000

\*These events received CBID/H1TA Matching Funds for at least one year