

Highway 1 Tourism Alliance - Constituent Comments from Survey

Below is an abbreviated synopsis covering the general themes that were addressed within the comments section of the survey:

When they know about efforts of H1TA they appreciate them, however, a lot of constituents don't understand the efforts or don't know how to measure the impact:

- 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 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.
- More frequent communication with local associations on how the CBID works and how they can collaborate with their local area funds would be helpful.
- 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 know that marketing is doing really well but I haven't seen of the programs that give back to the county.
- Haven't noticed any impact due to a lack of information and awareness.
- I'm not aware of any benefit provided by your services.
- Don't know anything about any "beautification" projects" or other sponsored projects.
- Have only owned our property for a year so do not have enough knowledge to the impact.
- Just haven't really heard much of your organization, through a fault of my own.

Beautification and infrastructure are important to constituents:

- Bob Jones bike trail and Avila ridge trail are important to the business.
- Cayucos Pier and Vet's Hall are both landmarks and have historical significance.
- 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.
- Love to see support for beautification and for stewardship - these help attract visitors as well as build community goodwill



- 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.
- Return the Infrastructure Grant -- again it's the biggest bang the county can get for their bucks!!!!
- 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.

Highway 1 being closed was impactful:

- Biggest impact to our San Simeon community is Highway 1 closure, which vastly outranks all your efforts
- Promotion for the north coast has really helped us succeed with the closure

Events are important to constituents:

- The resources would be more effective if they were put directly towards hosting more events.
- Community organizing events such as Scarecrow Festival etc. are great for visitors and locals.
- 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.

Some don't wish to promote tourism:

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

Advocacy comments overwhelmingly focused on reducing restrictions and enforcing illegal rentals:

- 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.
- Allow us to obtain our places' licenses efficiently and legally. The 250SF rule is a joke.
- 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.
- I just want that money used to enforce illegal rentals. They hurt my business more than a bike event helps.
- Housing is a crisis, we can't employ anyone because there's nowhere to live because of all the illegal rentals.
 - 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.



- The beach at Grover Beach and Oceano are significantly underdeveloped and under utilized. The roads to this beach attract 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.

Very few naysayers:

- 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.
- Cut the tax rate!
- Yes, I would like you to stop spending my money and not showing any real benefit.

Are there other initiatives you would like to see from the CBID:

- A well-organized calendar
- 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
- 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.
- Handicap access to the beach
- Restroom facilities at beaches
- Would like to see more support for our local chamber.
- Better maintenance of Moonstone Beach Boardwalk and more tree trimming and care.
- Clean up of abandoned boats at Cuesta Inlet
- Ocean sports related events and marketing, like long distance downwind paddleboard & hydrofoil racing from San Simeon two Morro Bay or perhaps Pismo Beach
- Unique signage.
- A more thematic Christmas experience on Main St. that highlights both hoteliers and shops in that specific area.
- A suggestion had been perhaps some kind of scholarship or training program to attract additional new talent to the area, and as an additional way of investing back into the community.
- Additional open space, beach and trail improvements (benches, shade, rest rooms etc.)
- An effort to pressure PG&E to underground their wires in these areas.
- Assistance and awareness with coastal access at Oceano Dunes.