



Just Coast

Unincorporated San Luis Obispo County Tourism
Business Improvement District (CBID)
Highway 1 Tourism Alliance (H1TA)

YEAR END REPORT for 2025

Submitted April 2026



*Ragged Point San Simeon Cambria Cayucos Los Osos Baywood
Avila Beach Edna Valley Arroyo Grande Valley Oceano Nipomo*



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Following the review and approval by the Board of Supervisors, this report is available on <https://highway1roadtrip.com/member-information/>

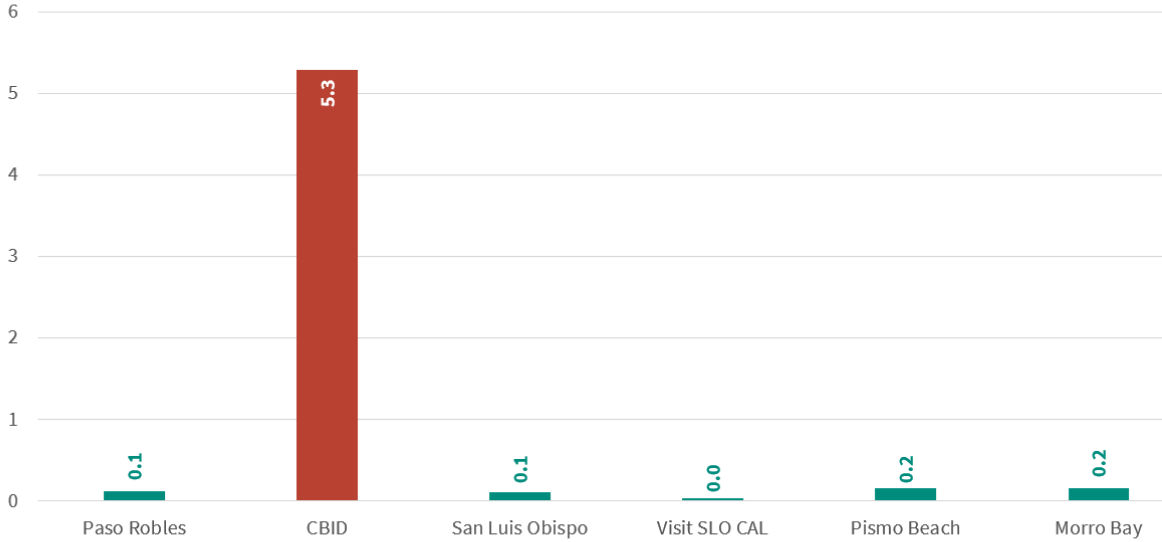
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Synopsis

The 2025 year was one defined by persistence, adaptation, and measurable progress in the face of ongoing challenges. The prolonged closure of Highway 1 continued to suppress visitor traffic to northern communities, and a broader softening in California travel demand, driven by inflationary pressures and a shift toward international travel among higher-income consumers, created headwinds across the region.

Paso Robles and San Luis Obispo have both had significant increases in room count over the last eight years, with several new hotels opening in each market, while the CBID has only added one 9-room property. Accounting for this difference, the CBID is leading the county in the efficiency of its growth trajectory, maintaining TOT growth without significant accommodations growth.

RATIO OF TOT GROWTH RATE TO HOTEL ROOM COUNT GROWTH: 2018-2026 (PROJECTED)*



*TOT totals for Pismo Beach and Paso Robles are adjusted to account for the increase in TOT rates in those two destinations; FY26 numbers are projected for all locales based on available data as of 2/4/2026



Against that backdrop, Highway 1 Road Trip delivered results that demonstrate both the value of sustained, strategic marketing investment, demonstrating a record-breaking TOT growth over the last few years. The organization crossed a significant milestone: for the third consecutive year, it surpassed 1 million in performance metrics across every major marketing discipline. The nearly 800-page website attracted more than 1.4 million potential visitors, with engagement metrics climbing year-over-year. The email database exceeded 149,000 subscribers. And paid media performance reached its most efficient level in six years,

delivering more reach, more high-intent actions, and stronger full-funnel results on a flat or declining budget.

Perhaps most significantly, fiscal year 2024–2025 marked the successful start of a major organizational evolution. The formation of the Highway 1 Tourism Alliance (H1TA) as a 501(c)(6) nonprofit corporation represents a structural transformation designed to streamline operations, improve fiscal transparency, and position the organization to carry out its mission with greater agility for years to come.

The year also brought renewed energy around the anticipated reopening of Highway 1 in early 2026. The organization had been building collaborative campaigns with Visit SLO CAL, Visit Monterey, and Visit California, ready to deploy unified messaging the moment the road reopened.

Why Tourism Matters

Tourism is not a luxury sector, it is a foundational economic engine for the communities along our stretch of Highway 1. According to Visit SLO CAL’s countywide research, tourism puts 22,830 residents to work every day across the county, contributes \$60.1 million in transient occupancy tax revenue, and comprises 10.66% of countywide GDP. Without the revenue generated by visitors, each SLO County household would need to pay an additional \$1,914 in taxes annually to maintain the same level of public services. The CBID and H1TA exist to protect and grow that economic foundation and its track record demonstrates that the investment works.



Looking Ahead to 2025–2026

Traveler optimism remains strong, with 90% of California consumers reporting they have at least one leisure trip planned in the next 12 months. The upcoming 2026 FIFA World Cup in Los Angeles and the 2028 Olympics each create strategic opportunities to position Highway 1 as an essential detour for travelers already heading north or south in California. The organization is actively pursuing partnerships with Visit California's Playful Journeys campaign and regional DMOs to capitalize on these moments.

The reopening of Highway 1 will be the defining event of 2026...and Highway 1 Road Trip will be ready.

Organizational Transition: From CBID to Highway 1 Tourism Alliance

One of the most consequential developments of FY 2024–2025 was the successful formation of Highway 1 Tourism Alliance (H1TA) as a 501(c)(6) nonprofit corporation. This has been a collaborative process involving the CBID Board, San Luis Obispo County Supervisors and staff, and Civitas Advisors that began in earnest in 2024.

Before describing the transition itself, it is worth stepping back to appreciate the scale of what this organization manages. H1TA operates across 10 communities, working with its Board of Directors plus 7 local fund area boards with 35 volunteer board members drawn from the lodging and hospitality community. The organization engages 33 independent contractors to carry out its regional and local programs. It holds 69 annual public meetings across 8 boards; and according to Civitas Advisors, H1TA has more stakeholder oversight than any other district of its kind in California. Administrative costs are held to 9% of total expenditures, well below the 12.5% DMO average reported by Civitas, with 90% of assessment funds directed to marketing programs that directly benefit lodging businesses and the communities they serve.



That foundation, built over 16 years, is what the new nonprofit structure is designed to protect and strengthen.

Why the Transition Was Made

The CBID has operated effectively since 2009 under the county's administrative umbrella. Over that period it has grown substantially in scale, complexity, and public profile — and the organization's track record speaks for itself. CBID TOT has grown 183% since inception. Since 2018, while markets like Paso Robles and San Luis Obispo added significant new hotel inventory, the CBID added just one 9-room property. Yet when adjusted for that difference in room count growth, the CBID leads all comparable markets in TOT growth trajectory: a ratio of 5.3 compared to 0.1 to 0.2 for every other market measured, including Visit SLO CAL overall. That is what a demand-driven marketing model produces.

The annual renewal of the district has reflected consistent support from its members: the protest rate has been less than 1% for nine consecutive years, from 2016 through 2025. As the organization has matured, it became clear that a dedicated nonprofit structure would better serve the lodging businesses, local communities, and public stakeholders it represents. A 501(c)(6) designation, the standard structure for destination marketing organizations nationwide, provides greater operational flexibility, cleaner separation of the marketing function from county administration, and a 1994 tourism law governance model purpose-built for the work of tourism promotion.

The transition also reflects an important principle: that assessment funds collected from lodging businesses should be managed by an organization whose sole mission is the promotion of tourism in the unincorporated areas of San Luis Obispo County. H1TA fulfills that mission while maintaining the accountability and transparency that stakeholders expect.

How the Transition Was Completed

The process of forming H1TA involved several distinct and interdependent steps. These included incorporating the entity with the California Secretary of State, filing for federal tax-exempt status, drafting new corporation bylaws and governance documents, and finalizing a formal agreement between San Luis Obispo County and H1TA to transfer the receipt of assessment funds and authorize H1TA to carry out programs for both the regional effort and the seven local fund areas. The target for completing this transition was May 2025, and the organization met that goal.

What Stays the Same

It is important for members and stakeholders to understand that the formation of H1TA is a structural change, not a programmatic one. The brand, the team, the marketing plan, the local fund area structure, and the mission all remain the same. Highway 1 Road Trip — Just Coast —

continues as the consumer-facing identity. The BID Bunch contracted team, the seven local fund area boards, and the CAO structure are unchanged.

The local fund areas continue to be the mechanism through which assessment revenue flows back directly into the communities that generated it. To date, LFAs have funded 705 programs and projects totaling \$14.25 million — 221 local events totaling \$1,748,819 and 88 beautification and infrastructure projects totaling \$582,346. Outreach efforts through tourism partners have touched more than 250 local organizations, from family-owned restaurants and small retailers to nonprofits, wineries, and community foundations.



What has changed is the legal entity through which the work is carried out — and that change makes the organization stronger, more transparent, and better positioned to serve its members for the next 15 years.

Stakeholder Survey

Origin

The San Luis Obispo County Board of Supervisors held a hearing in June 2025 to consider the renewal of the 1989 district of the San Luis Obispo County Tourism Business Improvement District (CBID) assessment for fiscal year 2025-2026.

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 represented 8.148% of the assessed entities (based on weighted contribution), and came from 4 hotel/motels, 1 bed & breakfast, and 15 vacation rentals. Although it was found that a majority protest did not exist, and thus the district would be renewed, the Board of Supervisors initiated the survey process and outcomes which are summarized below.

Member Priorities and Perceived Value

From August through November 2025, Highway 1 Tourism Alliance conducted a comprehensive survey of all lodging businesses within the CBID boundaries. This was the first professionally administered, independent survey of its kind for the district. The survey was directed by the San Luis Obispo County Board of Supervisors as part of the FY 2025–2026 1989 tourism law renewal process, with the explicit goals of identifying current member

priorities, evaluating the perceived value of the CBID, and gathering input on how funds should be allocated going forward.

How the Survey Was Conducted

Whereabout was engaged as an independent third-party contractor to administer the survey and analyze results. Supporting contractors managed constituent outreach, helped align county license records to responses, and contributed analytical context. Printed surveys were mailed to 1,451 validated addresses in mid-October 2025, with follow-up postcards sent in early November. Outreach was also conducted via email, telephone, in-person contact, and direct social media messaging. A Spanish-language version of the survey was developed and distributed. The survey closed on November 19, 2025.

Of the 1,489 properties in the database, 235 unique license numbers were included in the final analysis after applying validation filters, comprising 5 bed & breakfasts, 45 hotels and motels, and 185 vacation rentals, which represents 90% of the hotel/motel/B&B constituents and 24% of the active vacation rental constituents.

Strong Engagement Across All Property Types

Response rates were notably high, particularly among hotels and motels. Active vacation rental responses represented approximately 24% of the active VR pool, consistent with target response rates in tourism industry surveys. Engagement was distributed across all seven local fund areas, providing a regionally representative picture of member sentiment.

Perhaps most encouraging: 75% of all respondents expressed interest in learning more about H1TA and potentially becoming more involved. Of those, 38% said yes outright, and another 37% said maybe.

What Members Told Us

Tourism marketing is the top priority. Across all property types and all local fund areas, respondents were consistent: tourism marketing and promotion is the primary function they want the organization to perform. At the regional CBID level, marketing scored 3.62 out of 4.00 as a priority, which was the clear leader. When asked about future allocation of funds, marketing and promotion again led decisively at 3.41 out of 4.00, followed by events and festivals (2.59), beautification (2.20), and stewardship (1.81).

Members recognize positive impact, especially those who are most engaged. Impact ratings for regional marketing and promotion averaged 3.93 out of 5.00, with beautification at 3.85 and stewardship at 3.41. At the local fund area level, tourism marketing scored 4.01 out of 5.00 — the highest of any category measured. Notably, among respondents who rated themselves as

highly involved with the organization, impact scores averaged an exceptional 4.61 out of 5.00, suggesting that familiarity with the work directly drives recognition of its value.

Understanding of the organization varies. 55% of active properties indicated strong understanding of how regional CBID funds are used, while 32% expressed low understanding. For local fund area funds, 51% expressed strong understanding versus 30% with low understanding. Open-ended responses revealed that some members conflate the BID assessment with other taxes, or hold expectations about services that fall outside the organization's purview. This finding is informing a proactive communications strategy for the year ahead.

Protesters' views are not as divergent as might be expected. Among respondents who had submitted protests or letters regarding the BID renewal, impact scores averaged 3.50, virtually identical to the respondent average of 3.51. This alignment suggests that concerns about the assessment are not primarily driven by a belief that the programs lack value.

What Comes Next

Survey findings are directly shaping H1TA's communications strategy for FY 2025–2026 and beyond. Key initiatives include a bi-annual Impact Dashboard for constituents, a stakeholder forum, enhanced LFA-level reporting, a "Welcome to H1TA" onboarding resource for new members, and a postcard program designed to grow the member email database and improve ongoing engagement. The overarching communication commitment: clearer language, greater financial transparency, and more consistent reporting of results in terms that connect directly to the businesses the assessment serves.

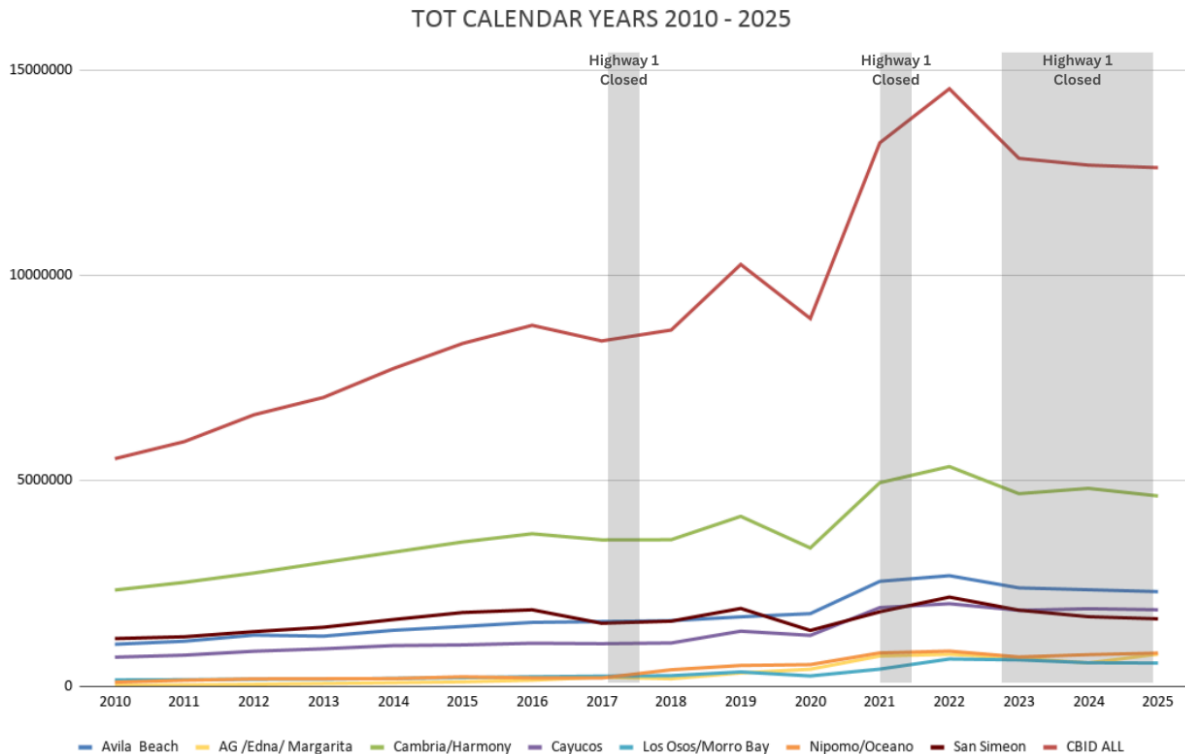
Highway 1 Closure: Context, Impact, and the Road Ahead

The closure of a 6.8-mile stretch of Highway 1 near Big Sur, which began with Paul's Slide on January 14, 2023, continued to be the most significant external factor affecting tourism in our region throughout FY 2024–2025. A full reopening in early 2026, ahead of schedule, sets a positive tone for the upcoming year.

The Economic Reality

In September 2025, Visit California commissioned Beacon Economics to quantify the full economic impact of the closure and the results underscore what businesses and communities along the northern corridor have been experiencing firsthand. The study found that the closure reduced regional economic activity by approximately \$151 million in 2023 and \$161 million in

2024, with losses continuing to accumulate at roughly \$13–14 million per month. Total economic damage since January 2023 has now reached an estimated \$438 million.



San Simeon experienced the steepest proportional losses with an estimated 42% decline in visitor spending relative to baseline expectations. It effectively became a dead-end destination once through-traffic was cut off. Cambria saw a 12% decline over the same period. Local and county governments across the region lost more than \$27 million in tax revenue over the two-year period, with roughly half of that shortfall coming from reduced transient occupancy tax collections.

These are not abstract numbers. They represent hotel operators who reduced room rates simply to maintain occupancy, restaurants that consolidated services to survive, and workers who absorbed wage cuts and reduced hours. The closure has been the third major economic shock to this corridor in less than a decade, following the 2017 Mud Creek Slide and the COVID-19 pandemic, and businesses have had fewer reserves to absorb each successive disruption.

Advocacy Efforts

Highway 1 Road Trip, in coordination with Visit SLO CAL and Visit California, has been actively engaged in advocacy to accelerate the reopening timeline and improve communication with

affected communities. Following a collaborative meeting with State Senator Mike Laird, the following priorities were identified and are being actively pursued:

- **Unified Messaging:** Normalize and promote the Highway 1 experience during the closure period, ensuring potential visitors understand what is accessible and what makes the southern corridor worth visiting now.
- **Caltrans Communication:** Advocate for more transparent and timely public messaging about closure status and restoration progress.
- **Signage Improvements:** Push for updated Highway 1 guide signs that include additional communities such as San Simeon and Ragged Point to better direct existing traffic.
- **Workforce Urgency:** Advocate for consistent on-site work schedules and emphasize the need for urgency in completing repairs at Regent's Slide.
- **Governor's Office Engagement:** Raise awareness of the closure's economic toll at the highest levels of state government.

Preparing for Reopening

With an eye toward the anticipated reopening, Highway 1 Road Trip was building the campaign infrastructure needed to respond quickly and loudly when the road opened. In collaboration with Visit California, Visit SLO CAL, Visit Monterey, San Simeon, Hearst Castle, Cambria, and Morro Bay, the team developed coordinated programs and messaging that were deployed the moment conditions allowed. The Highway 1 Road Conditions page, which became one of the most trafficked pages on the website during the closure, served as a key communications hub for the reopening announcement.

The closure was hard. But the demand was there, the story was ready, and the organization was prepared to move.

Marketing Milestones

For the third consecutive year, Highway 1 Road Trip surpassed 1 million in performance metrics across every major marketing discipline — a benchmark that demonstrates the durability and reach of the organization's integrated approach.

FY 2024–2025 Key Results at a Glance

1.39M Website Sessions +31% YoY	149K+ Email Subscribers <i>Largest DMO database in county</i>	15.2M SEO Organic Impressions +9.6% YoY	64M Paid Media Impressions <i>1.3M clicks</i>
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<p>31M Social Media Impressions <i>Instagram + Facebook</i></p>	<p>65 PR Articles Published <i>Total UVM: 1.22B</i></p>	<p>92% Map Downloads <i>Intent to visit</i></p>	<p>\$0.88 Cost Per Conversion <i>Lowest in 6 years</i></p>
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Website Performance

The website continued its trajectory of growth, recording more than 1.39 million sessions. This was up 31% year-over-year, with 1.15 million unique users, representing a 34% increase. Engagement rate climbed to 95.4%, and engaged sessions grew 16.7%, reflecting not just more visitors but visitors who are spending meaningful time with the content.

Organic search remains the dominant traffic driver, powered by an SEO strategy that has built one of the most content-rich destination websites in the region. Google impressions reached 15.9 million in the first half of FY 2024–2025 alone, nearly doubling from the prior year. The site's authority pages continue to rank on page one for the topics that matter most to potential visitors. Notably, the Highway 1 Road Conditions page became one of the top-trafficked pages on the site, demonstrating the team's ability to respond to real-world conditions with content that serves travelers and supports the region's business community simultaneously.

An important emerging story is the site's performance in Generative Engine Optimization (GEO). As AI-driven discovery tools like ChatGPT increasingly surface travel content, the site's depth, structured hierarchy, and expanded FAQ content are positioning Highway 1 Road Trip as a trusted source that AI tools cite and surface. This is an area the team will continue to build on as search behavior evolves.

Paid Media

Paid media has become an efficiency engine, delivering its strongest calendar-year efficiency results to date. Paid media drove more qualified traffic, deeper engagement, and increased planning actions at highly efficient costs. Total spend of approximately \$450,000 generated 70 million impressions, 1.8 million engagements, over 1 million clicks, and 435,000 key event conversions. This reflects 25% growth in key events year-over-year, driven by improved audience quality and full-funnel optimization.



Performance throughout the year reinforced a quality-over-quantity strategy, with stronger on-site behavior and planning actions, despite more selective reach. Campaigns delivered approximately 900K new visitors and 160K+ deep engagement visits (4+ pages), while maintaining efficient costs across key performance indicators, including \$0.25 cost per engagement (CPE), \$0.40 cost per click (CPC), and \$0.49 cost per view (CPV).

The channel mix continued to evolve in meaningful ways. CTV, YouTube, and Spotify delivered the majority of top-funnel engagement at the lowest cost, while Google (Search, Demand Gen, PMax) and Meta drove high-volume, high-quality site traffic and strong on-site engagement. Programmatic and retargeting channels delivered the strongest conversion efficiency, accounting for the majority of lower-funnel key events. Native partnerships, including with LA Times and Hearst Media, contributed to deeper engagement and longer time on site when paired with retargeting and search.

First-party database growth remained a key success metric, with over 25,000 map downloads and emails annually at efficient cost per lead (CPL) of \$0.97–\$2.02. This reflects both strong audience intent and the effectiveness of the media strategy in capturing in-market travelers.

YouTube Brand Lift Study

A YouTube Brand Lift Study conducted during the fiscal year produced the organization's first statistically valid brand lift result: A +2.15% Ad Recall Lift among viewers of the new Just Coast beaches creative, with 17,400 lifted users at a \$0.52 cost-per-lifted-user. The study confirmed several important strategic insights: the 35–44 age group showed the highest lift at +12.86%, the :30 vertical mobile format was the top performer for both reach and statistically valid lift, and long-form video is most effective for retargeting audiences already familiar with the brand. These results will directly shape the video strategy for FY 2025–2026.

Email Marketing

The email database exceeded 149,000 subscribers, the largest of any destination marketing organization in San Luis Obispo County. It continues to be one of the most direct and cost-effective channels in the program. Segmenting communications to engaged and new subscribers lifted open rates to approximately 50%, a strong performance by industry standards. A four-month re-engagement program targeting inactive subscribers was launched to reactivate lapsed contacts and improve overall deliverability, setting the program up for stronger reach in the year ahead.

Organic Social Media

Combined across Instagram and Facebook, the social program generated 7.4 million impressions, 147K engagements, and 13K shares from a combined audience of 416K followers. Organic social media saw particularly strong growth in video views and engagement,

which were up 49% and 48% respectively year-over-year. This is consistent with the broader shift toward video-first content consumption. The team continued to build the user-generated content library through CrowdRiff, and TikTok content repurposed from Instagram Reels began extending reach to younger demographics.

Public Relations

Public relations continued to earn national and top-tier coverage. Over the course of the fiscal year, 65 articles were published with a combined total unique visitor reach of 1.22 billion. The Highway 1 reopening generated a breakout PR moment at the International Media Marketplace (IMM), where the team held 23 meetings with top-tier editors and secured connections with major travel publications. Coverage highlights included placements in *Travel+Leisure*, *National Geographic*,



Forbes, *The Points Guy*, *AFAR*, *Sunset*, *U.S. News & World Report*, and others. Each placement puts the Highway 1 Road Trip brand in front of millions of qualified potential visitors.

Partnership Spotlight: H1RT & Visit SLO CAL

One of the more compelling stories of FY 2024–2025 is the growing clarity around how Highway 1 Road Trip and Visit SLO CAL function as complementary and mutually reinforcing forces in driving regional tourism demand.

A side-by-side comparison of the two programs illustrates the strategic alignment clearly: SLO CAL invested \$3.3 million to generate 1.4 million clicks and 2.1 million sessions. Highway 1 Road Trip invested \$485,000 and generated 1.1 million clicks and 1.4 million sessions. The numbers reflect different scales and different roles, and that distinction matters.

HOW H1RT & VISIT SLO CAL Work Together

Aligned Strategy • Different Roles • Shared Wins

• SLO CAL's Role (Macro Demand Generator)

- **Large-scale visibility:** National storytelling, big-reach media, brand halo.
- **Broad geographic pull:** Casts a wide net to spark initial inspiration.
- **Heavy upper-funnel strength:** Awareness, video, editorial partnerships.
- **"Rising tide" effect:** Their large footprint lifts demand for the entire county.



• H1RT's Role (Micro Intent Accelerator)

- **Precision audience focus:** 35+ high-income travelers in key DMAs.
- **Hyper-relevant creative:** Wildlife, wine, coastal access, Hidden Secrets.
- **Mid- + lower-funnel advantage:** Drives deep planning behaviors and conversions.
- **Efficiency engine:** More engaged sessions per dollar due to targeted channel mix (le PMax, CTV, Spotify, Meta, Native, email).
- Drive Trip Planning, Map downloads, Lodging views.

Key Perspective & Takeaway

- SLO CAL invested \$3.3M to generate 1.4M clicks / 2.1M sessions.
- H1RT invested \$485K and still generated 1.1M clicks / 1.4M sessions.
- **Both are essential:** SLO CAL drives awareness; H1RT converts awareness into planning.
- The combined effect is stronger than either alone, a **full-funnel lift**.
Together: Scale + Efficiency = Stronger Regional Demand



SLO CAL operates as a macro demand generator with large-scale national storytelling, broad upper-funnel awareness campaigns, and editorial partnerships that cast a wide net and build initial inspiration. Highway 1 Road Trip operates as a precision intent accelerator, targeting high-income travelers in specific DMAs with hyper-relevant creative, driving deep mid- and lower-funnel planning behaviors, and converting awareness into bookings. The combined effect is a full-funnel lift that neither organization could achieve as efficiently on its own.

This partnership model has practical implications for how the Board and county stakeholders should evaluate the program: Highway 1 Road Trip is not duplicating what SLO CAL does — it is completing it. The audiences it reaches, the depth of engagement it achieves, and the efficiency it delivers are specific to the stretch of Highway 1 in San Luis Obispo County in ways that a county-wide organization cannot replicate.

Marketing Plan 2024 | 2025

The 2024 | 2025 marketing plan was built on three foundational commitments: continuing to refine and deploy the Just Coast brand across all channels; investing in the infrastructure - data, technology, and creative - needed to sustain long-term performance; and maintaining a steady, credible presence for Highway 1 communities even in the face of the ongoing closure.

The plan delivered on each of those commitments. The Just Coast brand is now fully integrated across all marketing touchpoints and the consumer research confirms it is resonating. A database survey found that 92% of those who downloaded a map indicated it encouraged

them to take a road trip on Highway 1, and 82% said it helped them plan their travel. These are not passive impressions, they are intent signals from real potential visitors.

Key Objectives & Strategies

Highway 1 Road Trip operates against three organizational objectives outlined in the 2023–2027 Strategic Plan:

- Objective 1: Accelerate Strategic Partnerships
- Objective 2: Expand Education and Community Connection
- Objective 3: Drive Measurable Results

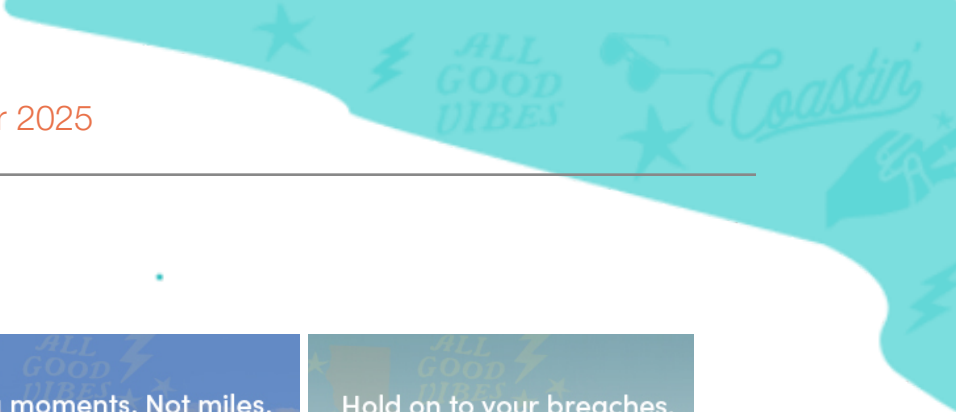
Supporting strategies include deepening integration with Visit SLO CAL and regional DMOs, expanding LFA imperative programs, growing the first-party data asset, leveraging the Just Coast brand to improve shoulder and off-season visitation, and continuing to invest in high-value digital content that performs well in both traditional search and AI-driven discovery.

Brand Integration: Just Coast

The Just Coast brand, launched in FY 2023–2024, matured into full creative deployment this year. Comprehensive brand guidelines were established, a brand film was produced by Sunshine & Bourbon, and campaign assets were built across three seasonal themes: wildlife (January/February), beaches and wildflowers (March–May), and small towns/big experiences (August–November). The brand voice is now consistently applied across email, social, website copy, and paid media creative.



The brand's core positioning that Highway 1 is not a place to drive through, but a place to stop, continues to resonate with the high-income, experience-seeking travelers who represent the district's best audience. The brandifesto that anchors the creative direction remains a powerful tool for ensuring that every piece of content, regardless of channel, sounds and feels like the same place.



Sample Creative

Outrun the sunset

Just Coast

HIGHWAY
Road trip

Map Your Way Here

Log moments. Not miles.

Just Coast

HIGHWAY
Road trip

Map Your Way Here

Hold on to your breaches.

Just Coast

HIGHWAY
Road trip

Explore More

*The scene is set.
The story just
needs you.*

HIGHWAY
Road trip
JUST COAST

DOWNLOAD OUR MAP

*Unlock the secret
to being here*

HIGHWAY
Road trip
JUST COAST

DOWNLOAD OUR MAP

*Go to a place
that's all yours*

HIGHWAY
Road trip
JUST COAST

DOWNLOAD OUR MAP

Technology and AI

The organization continues to integrate artificial intelligence into its paid media programs in ways that are generating measurable efficiencies. Google's Performance Max (PMax) campaigns, which rely on machine learning to optimize targeting and bidding in real time, have become one of the strongest drivers of high-quality sessions in the paid media portfolio. Programmatic media buying continues to benefit from AI-driven audience modeling, and the growing first-party database is enabling increasingly precise lookalike targeting without reliance on third-party cookies.

On the organic side, the team is actively building for the AI-search era. Generative Engine Optimization, which is the practice of structuring content so that tools like ChatGPT, Gemini, and Perplexity surface it in AI-generated responses, is now a formal part of the content strategy. Early evidence suggests it is working: traffic from generative search engines is growing as the site publishes more AI-friendly, structured content.

LFA Imperative Programs

Since 2020, the CBID has offered local fund areas access to co-op media programs that leverage the scale and relationships of the regional program to achieve results that individual LFAs could not access independently. In FY 2024–2025, LFAs had the opportunity to participate in programs through Google (SEM and Performance Max), Meta, Hearst/SFGate, the Los Angeles Times, and Amazon CTV. Each opportunity was selected based on demonstrated performance and strategic fit.

The results confirmed the value of the co-op model: volume drove down cost-per-click across all LFA participants, and some click-through rates reached as high as 6.32%. SFGate email programs showed particular strength in engagement metrics, including time on site, pages viewed, and overall stickiness. The program will continue to expand in FY 2025–2026, with the addition of SFGate lead ads and Los Angeles Times Handshake ads offering new conversion-focused options for participating communities.

Measuring Success

The organization continues to refine its approach to connecting marketing activity to real-world visitation. While TOT collections provide a reliable trailing indicator of visitor behavior, more direct measurement remains an ongoing priority. The YouTube Brand Lift Study completed this year represents the important step of providing statistically validated evidence that the creative is building awareness in the target audience. Future initiatives will include continued Brand Lift testing, database surveys, and exploration of geotracking partnerships that can better attribute marketing activity to overnight visitation.

Stewardship Travel for Good Program

Now in its fourteenth year, the award-winning Stewardship Travel for Good (STFG) program remains one of the most distinctive and durable elements of the Highway 1 Road Trip brand — and one of the features that most clearly differentiates the district from other coastal destinations.

FY 2024–2025 Key Initiatives

- **Launch of “Back to Nature” Tours & Experiences:** A curated collection of guided and self-guided wildlife and nature adventures was promoted through a dedicated landing page, connecting visitors more deeply with the natural environment of the Central Coast.
- **Targeted PR Integration:** Stewardship Travel for Good messaging was integrated directly into press trips, media pitches, and published content.
- **Seasonal Campaigns:** The off-season Wildlife & Stewardship focus (January/February), Coastal Cleanup Day, and Earth Day campaigns continued to position the region as a destination that cares and attracts visitors who align with those values.
- **Content Integration:** Travel for Good themes were woven into newsletters, social media content, and authority pages throughout the year. The Travel for Good landing page was consolidated and restructured for improved user experience and stronger SEO performance.
- **Partnership Alignment:** The STFG strategy continued its alignment with Visit SLO CAL's broader Sustainability Tourism Strategy and the new Just Coast brand voice.
- **LFA & BID Bunch Support:** Guidance and best practices were provided to local fund area administrators, marketing teams, and BID Bunch contractors to help integrate stewardship messaging at the community level.



Sustainable travel is no longer a niche interest. It is a growing expectation among the travelers Highway 1 Road Trip most wants to attract. By embedding these values authentically into the brand, the program positions the district well for continued relevance as traveler preferences continue to evolve.

Local Fund Recap

The CBID's two-percent assessment structure reserves one percent for reinvestment directly into the Local Fund Area (LFA) that generated the revenue. This model ensures that lodging businesses in each community see a direct return on their assessment contributions and the results over 15 years are substantial.

<p>Total Project Funding Since Inception</p> <p>\$14,118,925</p>	<p>Projects Sponsored Since Inception</p> <p>700</p>
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The seven local fund areas are Avila Beach, Cambria, Cayucos, Los Osos | Baywood, Oceano | Nipomo, Edna Valley | AG Valley, and San Simeon | Ragged Point. Each operates with their own board, administrator, and marketing team. In FY 2024–2025, LFAs received funding applications totaling \$975,897 across 34 projects.

Avila Beach – Avila Beach Tourism Alliance (ABTA)

Board: 7-member board, 3 seats filled | Admin: Stephanie Rowe | Marketing Partner: TJA Advertising

Tactics: Website, ads, social, influencers, quarterly newsletter, LFA imperatives

2025 Collections: \$210,619 | 2025 Projects: 8 | \$317,605 | Total Projects: 104 | \$3,011,331

Cambria – Cambria Tourism Board (CTB)

Board: 7-member board, all seats filled; marketing committee | Admin: Jill Jackson | Marketing Partner: Archer & Hound

Tactics: Website, ads, social, blogs, newsletter, PR, CycleCentralCoast, LFA imperatives

2025 Collections: \$406,412 | 2025 Projects: 9 | \$562,925 | Total Projects: 211 | \$6,195,510

Cayucos – Visitor Alliance of Cayucos (VAC)

Board: 7-member board, 4 seats filled | Admin: Danielle Carpenter | Marketing Partner: Danna Coy and Shadetree Marketing

Tactics: Paid ads, photography, social, newsletter, LFA imperatives

2025 Collections: \$164,960 | 2025 Projects: 6 | \$142,419 | Total Projects: 96 | \$1,450,547

Los Osos|Baywood Park – Visit Los Osos Baywood (VLOB)

Board: 7-member board, 3 seats filled | Admin: Danielle Carpenter | Marketing Partner: Shadetree Marketing

Tactics: Ads, social, quarterly newsletter, LFA imperatives

2025 Collections: \$49,981 | 2025 Projects: 5 | \$48,588 | Total Projects: 63 | \$452,320

Oceano|Nipomo – Visit Oceano Nipomo (ONTB)

Board: 7-member board, 3 seats filled | Admin: Danielle Carpenter | Marketing Partner: TJA Advertising

Tactics: Ads, social, quarterly newsletter, LFA imperatives

2025 Collections: \$72,015 | 2025 Projects: 6 | \$91,062 | Total Projects: 48 | \$597,935

Unincorporated SLO & Arroyo Grande – SLO Wine Lodging (EV/AGV)

Board: 7-member board, all seats filled | Admin: Danielle Carpenter | Marketing Partner: Shadetree Marketing

Tactics: Ads, social, quarterly newsletter, LFA imperatives

2025 Collections: \$60,266 | 2025 Projects: 3 | \$65,470 | Total Projects: 51 | \$438,820

San Simeon|Ragged Point – San Simeon Tourism Alliance (SSTA)

Board: 7-member board, 3 seats filled | Admin: Support staff through Chamber office | Marketing Partner: Solterra Strategies

Tactics: Website, ads, social, blogs, monthly newsletter, PR, LFA imperatives

2025 Collections: \$147,160 | 2025 Projects: 4 | \$297,572 | Total Projects: 127 | \$2,042,462

Beautification & Infrastructure Funding

Total Beautification & Infrastructure Funding Since Inception \$579,846	B&I Projects Sponsored Since Inception 87
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The CBID and its seven LFA boards continue to invest in the physical fabric of the communities they serve. The investments are not just through marketing, but through direct support for the beautification and infrastructure projects that make these places worth visiting.

These investments range from interpretive signage for large conservation initiatives like The Whale Trail and the Western Monarch Trail, to the restoration of community landmarks like the Cayucos Veterans Hall and the Piedras Blancas Fresnel Lens. They include gateway signs that welcome visitors, webcams that help travelers check conditions before they go, and beautification efforts that ensure main streets look their best when guests arrive.

These are not glamorous line items, but they matter. A clean, well-signed, welcoming community reinforces the visitor experience in ways that no advertisement can replicate. The LFA boards that manage these funds do so with the genuine care of people who live in these places and want them to thrive.

A complete project-by-project breakdown is available in Appendix A of this report. Selected highlights include:

- Cayucos Veterans Hall Restoration — \$60,000
- Cayucos 1st Street Beach Access Replacement Project — \$25,000
- Avila Beach Pier Renovations - \$15,000
- Oceano Train Depot Educational Signage - \$9,238
- Cambria Skate Park Public Bathrooms — \$47,500
- Lions Foundation Piedras Blancas Fresnel Lens Enclosure — \$25,000
- Dana Adobe Rail Trail and Signage - \$10,000
- Cambria Historical Society Walking Tour Plaques — \$20,000
- Nipomo “Welcome to Olde Towne” Sign — \$9,300
- Multiple Whale Trail and Western Monarch Trail interpretive signs across all communities

Local Area Event Funding

<p>Total Event Funding Since Inception</p> <p>\$1,694,319</p>	<p>Events Sponsored Since Inception</p> <p>218</p>
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Events are among the most effective tools available to destination marketing organizations. They give visitors a reason to come on a specific date, they generate local economic activity, and they build the community pride that makes a place feel alive and welcoming.

Since the program began, the CBID and its seven LFA boards have sponsored nearly 200 local events with total contributions exceeding \$1.5 million. These events generate funds for local nonprofit organizations including Chambers of Commerce, Lions Clubs, Paso Wine, the SLO Coast Wine Collective, and the Arthritis Foundation, and they draw visitors and locals alike into shared experiences that strengthen community bonds.

A more comprehensive list of events is available in Appendix B of this report. Selected highlights include:

- Pale Kai Outrigger Exposition, 3 years — \$16,500
- Scarecrow Festival, 15 years — \$218,991
- Cambria Film Festival, 4 years — \$15,750
- Cayucos 4th of July Celebration — \$8,500
- BlendFest on the Coast, 10 years — \$170,000
- Butterfly Ball Gala — \$5,500
- Eroica CA Vintage Bike Ride, 4 years — \$193,621

TOT Tracking & BID Assessment Growth

The Transient Occupancy Tax (TOT) and BID Assessment collections below reflect the long-term growth in the economic contribution of tourism to the unincorporated areas of San Luis Obispo County. Despite the three-year closure of Highway 1, the program has achieved significant growth in TOT collections since its inception in FY 2009–2010, peaking at 183%.

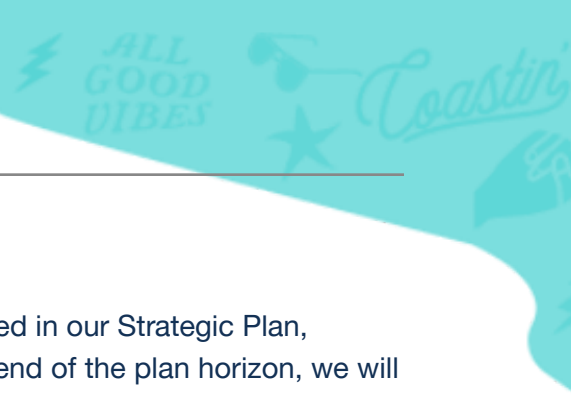
Year	TOT Totals*	BID Assessment Collections
2009 2010	\$4,571,112	\$1,014,441
2010 2011	\$5,830,816	\$1,293,732
2011 2012	\$6,148,596	\$1,368,015
2012 2013	\$6,689,126	\$1,482,526
2013 2014	\$7,449,652	\$1,649,655
2014 2015	\$8,113,417	\$1,797,402
2015 2016	\$8,395,992	\$1,860,859
2016 2017	\$8,688,186	\$1,920,704
2017 2018	\$8,413,644	\$1,974,909
2018 2019	\$9,493,576	\$2,187,602
2019 2020	\$8,559,968	\$1,940,363
2020 2021	\$11,673,827	\$2,462,320
2021 2022	\$14,178,355	\$3,073,675
2022 2023**	\$14,906,812	\$2,977,069
2023 2024**	\$12,905,669	\$2,827,640
2024 2025**	\$12,697,496	\$2,487,538
Total Collected	\$148,716,244	\$32,318,450
Y/Y Growth	-1.6%	-12%
Growth since inception	+178%	+145%

* County TOT totals are updated in arrears upon receipt from the County Tax Collector.

**January 2023-December 2025: Highway 1 closed

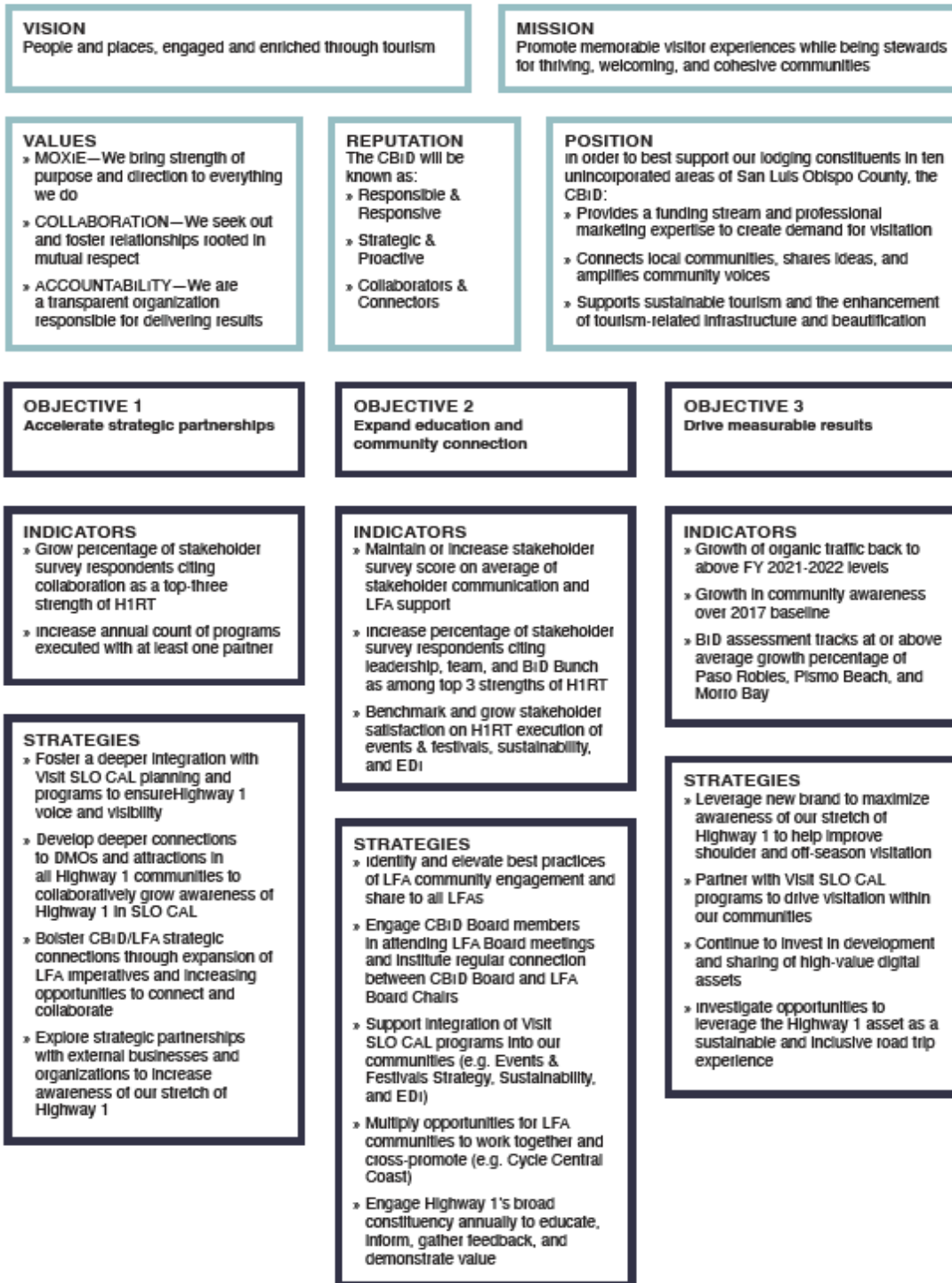
As of the submission date of this report, Highway 1 was reopened and the economic response was immediate. Collections across the organization increased 7.32% year-over-year for the period January to March 2026.

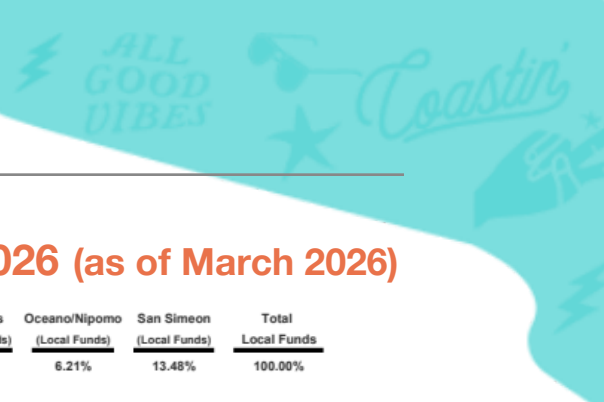
San Simeon, which had the steepest losses during the closure, posted a 26.54% increase for the quarter, with January alone up 37.88%. Cambria reported a 10.32% quarterly gain. The trajectory heading into the spring and summer seasons is encouraging. The demand was always there. The road just needed to open.



Strategic Plan 2023–2027

We continue to track against the milestones and priorities outlined in our Strategic Plan, ensuring progress across key focus areas. As we approach the end of the plan horizon, we will evolve and refresh our strategic direction in fiscal year 2027.





Local Fund Area (LFA) Financials 2025 | 2026 (as of March 2026)

	Avila Beach (Local Funds)	Cambria (Local Funds)	Cayucos (Local Funds)	EVIAG Valley (Local Funds)	Los Osos (Local Funds)	Oceano/Nipomo (Local Funds)	San Simeon (Local Funds)	Total Local Funds
Ordinary Income/Expense	18.47%	37.68%	15.03%	4.83%	4.30%	6.21%	13.48%	100.00%
Income								
Assessment Collections								
Air B&B Assessments	11,847.66	29,710.53	42,661.52	25,749.97	13,367.38	39,699.06	5,451.76	168,487.88
Assessment Revenue	191,804.86	385,879.08	123,123.60	27,546.10	34,083.18	28,746.67	143,192.29	934,375.78
Total Assessment Collections	203,652.52	415,589.61	165,785.12	53,296.07	47,450.56	68,445.73	148,644.05	1,102,863.66
Total Income	203,652.52	415,589.61	165,785.12	53,296.07	47,450.56	68,445.73	148,644.05	1,102,863.66
Gross Profit	203,652.52	415,589.61	165,785.12	53,296.07	47,450.56	68,445.73	148,644.05	1,102,863.66
Expense								
Administration Costs								
Shared Admin Expenses								
County Administration Fees	4,073.05	8,311.78	3,315.72	1,065.93	949.00	1,368.91	2,972.88	22,057.27
Insurance Expense								
Liability	145.22	290.50	118.52	36.42	31.08	45.50	107.10	774.34
Total Insurance Expense	145.22	290.50	118.52	36.42	31.08	45.50	107.10	774.34
Meals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mileage	211.76	450.74	187.36	48.40	51.96	71.98	161.85	1,184.05
Office Rent	72.50	154.16	60.48	17.55	17.34	24.86	53.08	399.97
Professional Services								
Accounting	1,250.90	2,618.98	1,046.31	298.76	292.54	418.95	923.81	6,850.25
Administration	16,661.62	35,246.64	13,975.14	3,981.57	4,016.35	5,726.18	12,372.84	91,980.34
Legal	1,799.68	3,625.83	1,448.60	445.86	410.16	596.73	1,313.15	9,640.01
Tax	1,815.26	4,147.43	1,527.13	356.58	450.08	609.10	1,446.92	10,352.50
Total Professional Services	21,527.46	45,638.88	17,997.18	5,082.77	5,169.13	7,350.96	16,056.72	118,823.10
Telecommunications	54.56	120.08	46.28	12.74	14.44	19.92	42.22	310.24
Total Shared Admin Expenses	26,084.55	54,966.14	21,725.54	6,263.81	6,232.95	8,882.13	19,393.85	143,548.97
Total Administration Costs	26,084.55	54,966.14	21,725.54	6,263.81	6,232.95	8,882.13	19,393.85	143,548.97
LFA Admin Expenses								
Professional Services								
Administration	19,137.60	36,049.48	4,519.23	3,236.89	3,999.63	4,707.29	0.00	71,650.12
Total Professional Services	19,137.60	36,049.48	4,519.23	3,236.89	3,999.63	4,707.29	0.00	71,650.12
Total LFA Admin Expenses	19,137.60	36,049.48	4,519.23	3,236.89	3,999.63	4,707.29	0.00	71,650.12
Marketing / Advertising								
Content Curation								
Content/Copy/Blogs	0.00	34,225.00	0.00	0.00	0.00	0.00	0.00	34,225.00
Total Content Curation	0.00	34,225.00	0.00	0.00	0.00	0.00	0.00	34,225.00
Media								
Paid Media	0.00	0.00	14,000.00	0.00	0.00	0.00	0.00	14,000.00
SEM	7,500.00	2,000.00	8,000.00	9,000.00	6,000.00	7,000.00	9,750.00	49,250.00
Total Media	7,500.00	2,000.00	22,000.00	9,000.00	6,000.00	7,000.00	9,750.00	63,250.00
Owned Media								
Web Dev/Content	2,000.00	0.00	0.00	0.00	0.00	7,575.08	0.00	9,575.08
Mailchimp	300.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00
Social Media	131,886.68	0.00	41,580.00	0.00	0.00	50,796.35	0.00	224,263.03
Website	0.00	43,212.99	0.00	0.00	0.00	0.00	0.00	43,212.99
Total Owned Media	134,186.68	43,212.99	41,580.00	0.00	0.00	58,371.43	0.00	277,351.10
Marketing / Advertising - Other	0.00	0.00	39,593.24	42,983.72	26,993.26	0.00	147,421.33	256,991.55
Total Marketing / Advertising	141,686.68	79,437.99	103,173.24	51,983.72	32,993.26	65,371.43	157,171.33	631,817.65
Social Media								
Facebook, Blogging, etc.	5,473.88	153,694.43	0.00	0.00	0.00	0.00	0.00	159,168.31
Total Social Media	5,473.88	153,694.43	0.00	0.00	0.00	0.00	0.00	159,168.31
Strategy and Research								
Project Management	0.00	24,000.00	0.00	0.00	0.00	0.00	0.00	24,000.00
Total Strategy and Research	0.00	24,000.00	0.00	0.00	0.00	0.00	0.00	24,000.00
Tourism Infrastructure	13,500.00	149,200.00	33,884.20	2,500.00	5,500.00	12,000.00	33,000.00	249,584.20
Total Expense	205,882.71	497,348.04	163,302.21	63,984.42	48,725.84	90,960.85	209,565.18	1,279,769.25
Net Ordinary Income	-2,230.19	-81,758.43	2,482.91	-10,688.35	-1,275.28	-22,515.12	-60,921.13	-176,905.59
Net Income	-2,230.19	-81,758.43	2,482.91	-10,688.35	-1,275.28	-22,515.12	-60,921.13	-176,905.59
Accumulated Net Assets as of June 30, 2025	313,605.76	238,717.69	682,979.01	77,989.21	16,916.24	113,411.65	469,960.52	1,913,580.08
Accumulated Net Assets as of current	311,375.57	156,959.26	685,461.92	67,300.86	15,640.96	90,896.53	409,039.39	1,736,674.49



General Fund Budget 2025 | 2026 (as of March 2026)

	July 2025 - March 2026			
	Jul '25 - Mar 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
BID Assessment Collection				
Air B&B Assessments	168,487.71	0.00	168,487.71	100.0%
General Fund	934,376.06	1,122,919.74	-188,543.68	83.21%
Total BID Assessment Collection	1,102,863.77	1,122,919.74	-20,055.97	98.21%
Total Income	1,102,863.77	1,122,919.74	-20,055.97	98.21%
Gross Profit	1,102,863.77	1,122,919.74	-20,055.97	98.21%
Expense				
Administration Costs				
CBID Admin Expenses				
Professional Services				
Accounting	8,750.00	8,550.00	200.00	102.34%
Administration	1,375.39	0.00	1,375.39	100.0%
Total Professional Services	10,125.39	8,550.00	1,575.39	118.43%
Total CBID Admin Expenses	10,125.39	8,550.00	1,575.39	118.43%
Shared Admin Expenses				
District Administration Fees	22,057.30	22,458.40	-401.10	98.21%
Insurance Expense				
D&O	0.00	354.74	-354.74	0.0%
Liability	774.41	976.50	-202.09	79.31%
Workman's Comp	0.00	215.65	-215.65	0.0%
Total Insurance Expense	774.41	1,546.89	-772.48	50.06%
Mileage	1,184.06	0.00		
Office Rent	400.00	450.00	-50.00	88.89%
Professional Services				
Accounting	6,850.25	4,725.00	2,125.25	144.98%
Administration	91,980.36	99,103.12	-7,122.76	92.81%
Legal	9,640.00	10,875.01	-1,235.01	88.64%
Tax	10,352.50	12,250.00	-1,897.50	84.51%
Total Professional Services	118,823.11	126,953.13	-8,130.02	93.6%
Telecommunications	310.32	675.00	-364.68	45.97%
Total Shared Admin Expenses	143,549.20	152,083.42	-8,534.22	94.39%
Total Administration Costs	153,674.59	160,633.42	-6,958.83	95.67%
Marketing / Advertising				
Content Curation				
Additional Content	13,770.00	13,770.00	0.00	100.0%
Content/Copy/Blogs	14,400.00	14,400.00	0.00	100.0%
Photography	600.00	0.00		
Visual Assets & Management	36,000.00	36,000.00	0.00	100.0%
Total Content Curation	64,770.00	64,170.00	600.00	100.94%
Creative Development	23,910.00	22,500.00	1,410.00	106.27%
LFA				
Development/Strategy	18,000.00	18,000.00	0.00	100.0%
LFA Matching Funds	25,750.00	31,000.00	-5,250.00	83.07%
Other and LFA Tools	30,000.00	30,000.00	0.00	100.0%
SLO CAL Partnership	5,500.00	5,000.00	500.00	110.0%
Total LFA	79,250.00	84,000.00	-4,750.00	94.35%

Media				
Paid Media	317,237.75	366,500.00	-49,262.25	86.56%
SEM	35,550.00	36,000.00	-450.00	98.75%
Strategy	65,000.00	61,349.99	3,650.01	105.95%
Total Media	417,787.75	463,849.99	-46,062.24	90.07%
Owned Media				
Web Dev/Content	36,378.37	36,000.00	378.37	101.05%
Email	35,075.00	34,799.99	275.01	100.79%
Mailchimp	11,042.00	12,000.01	-958.01	92.02%
SEO	31,500.00	31,500.00	0.00	100.00%
Social Media	25,650.00	27,000.00	-1,350.00	95.0%
Website	36,000.00	36,000.00	0.00	100.0%
Total Owned Media	175,645.37	177,300.00	-1,654.63	99.07%
Public Relations				
Manager	36,000.00	36,000.00	0.00	100.0%
Media Recep / Visiting Jour	49,720.85	41,250.01	8,470.84	120.54%
PR Coordination	26,250.03	26,249.99	0.04	100.0%
Total Public Relations	111,970.88	103,500.00	8,470.88	108.18%
Total Marketing / Advertising	873,334.00	915,319.99	-41,985.99	95.41%
Stewardship/Sustainability				
STP Management	18,749.97	18,750.01	-0.04	100.0%
Total Stewardship/Sustainability	18,749.97	18,750.01	-0.04	100.0%
Strategy and Research				
Project Management	29,097.10	32,999.99	-3,902.89	88.17%
Total Strategy and Research	29,097.10	32,999.99	-3,902.89	88.17%
Total Expense	1,074,855.66	1,127,703.41	-52,847.75	95.31%
Net Ordinary Income	28,008.11	-4,783.67	32,791.78	-585.49%
Other Income/Expense				
Other Income				
Carryforward	0.00	371,826.34	-371,826.34	0.0%
Total Other Income	0.00	371,826.34	-371,826.34	0.0%
Other Expense				
1994 Formation	57,299.26	60,099.26	-2,800.00	95.34%
Momentum Strategies	15,000.00	15,000.00	0.00	100.0%
Survey	34,218.19	18,470.00	15,748.19	185.26%
Contingency	0.00	225,737.34	-225,737.34	0.0%
Total Other Expense	106,517.45	319,306.60	-212,789.15	33.36%
Net Other Income	-106,517.45	52,519.74	-159,037.19	-202.81%
Net Income	-78,509.34	47,736.07	-126,245.41	-164.47%
Accumulated Net Assets as of June 30, 2025	507,300.20			
Accumulated Net Assets as of current	428,790.86			

Balance Sheet 2025 | 2026 (as of March 2026)

	Jul 31, 25	Aug 31, 25	Sep 30, 25	Oct 31, 25	Nov 30, 25	Dec 31, 25	Jan 31, 26	Feb 28, 26	Mar 31, 26
ASSETS									
Current Assets									
Checking/Savings									
Mechanics Bank #4780	2,372,054	2,420,092	2,497,850	2,548,120	2,507,411	2,314,048	2,289,661	2,154,517	2,091,460
Total Checking/Savings	2,372,054	2,420,092	2,497,850	2,548,120	2,507,411	2,314,048	2,289,661	2,154,517	2,091,460
Accounts Receivable									
Accounts Receivable	368,740	298,258	308,295	226,850	171,213	232,423	192,939	186,588	176,306
Total Accounts Receivable	368,740	298,258	308,295	226,850	171,213	232,423	192,939	186,588	176,306
Other Current Assets									
Prepaid Expenses	0	0	500	500	500	500	500	500	500
Total Other Current Assets	0	0	500	500	500	500	500	500	500
Total Current Assets	2,740,794	2,718,350	2,806,645	2,775,470	2,679,124	2,546,971	2,483,100	2,341,605	2,268,266
TOTAL ASSETS	2,740,794	2,718,350	2,806,645	2,775,470	2,679,124	2,546,971	2,483,100	2,341,605	2,268,266
LIABILITIES & EQUITY									
Liabilities									
Current Liabilities									
Accounts Payable									
Accounts Payable									
H1TA	109,147	106,224	89,553	132,795	80,325	123,373	128,805	156,203	77,377
Avila Beach	41,403	2,121	19,061	10,225	1,623	27,353	3,121	1,638	1,605
Cambria	56,389	3,825	3,985	43,846	31,897	3,942	4,123	3,825	4,548
Cayucos	10,095	9,142	9,628	23,143	24,522	9,314	9,150	8,537	10,161
EV / AG Valley	6,447	3,949	11,520	3,949	3,947	4,958	5,454	3,555	4,942
Los Osos	3,497	4,002	2,992	4,080	2,992	3,927	2,994	4,017	2,992
Oceano / Nipomo	15,935	0	3,774	35,649	1,246	215	0	0	1,175
San Simeon	14,265	0	0	16,750	20,033	16,392	17,683	0	0
Total Accounts Payable	257,177	129,264	140,512	270,438	166,584	189,475	171,330	177,776	102,801
Total Accounts Payable	257,177	129,264	140,512	270,438	166,584	189,475	171,330	177,776	102,801
Total Current Liabilities	257,177	129,264	140,512	270,438	166,584	189,475	171,330	177,776	102,801
Total Liabilities	257,177	129,264	140,512	270,438	166,584	189,475	171,330	177,776	102,801
Equity									
H1TA Unrestricted Net Assets	507,300	507,300	507,300	507,300	507,300	507,300	507,300	507,300	507,300
Local Unrestricted Net Assets									
Avila Beach	313,606	313,606	313,606	313,606	313,606	313,606	313,606	313,606	313,606
Cambria	238,718	238,718	238,718	238,718	238,718	238,718	238,718	238,718	238,718
Cayucos	682,979	682,979	682,979	682,979	682,979	682,979	682,979	682,979	682,979
EV / AG Valley	77,989	77,989	77,989	77,989	77,989	77,989	77,989	77,989	77,989
Los Osos	16,916	16,916	16,916	16,916	16,916	16,916	16,916	16,916	16,916
Oceano / Nipomo	113,412	113,412	113,412	113,412	113,412	113,412	113,412	113,412	113,412
San Simeon	469,961	469,961	469,961	469,961	469,961	469,961	469,961	469,961	469,961
Total Local Unrestricted Net Assets	1,913,580	1,913,580	1,913,580	1,913,580	1,913,580	1,913,580	1,913,580	1,913,580	1,913,580
Net Income	62,737	168,206	245,252	84,152	91,659	-63,384	-109,111	-257,051	-255,415
Total Equity	2,483,617	2,589,086	2,666,132	2,505,032	2,512,539	2,357,496	2,311,769	2,163,829	2,165,465
TOTAL LIABILITIES & EQUITY	2,740,794	2,718,350	2,806,645	2,775,470	2,679,124	2,546,971	2,483,100	2,341,605	2,268,266

2026 | 2027 Projected Budget (as of April 2026)

The FY 2026–2027 projected budget reflects the organization's transition to the Highway 1 Tourism Alliance structure while maintaining the same commitment to investing the majority of assessment funds directly into marketing programs that benefit lodging businesses and communities across the district. As in prior years, approximately 90% of assessment funds are directed to marketing, with administration held to approximately 9% of total expenditures.

Projected Expenses — FY 2026 2027	Budget
LFA Imperative and Strategic Partnerships	\$59,000
Strategy, Planning, BID Bunch Management, Reporting	\$56,000
Media	\$614,800
Content Curation and Management	\$73,560
Earned Media	\$138,700
Owned Media	\$227,340
Other - CMO, Stewardship Travel, Creative	170,672
Total Projected Marketing Expenses	\$1,340,072
Administration Expenses	\$132,130
Grand Total Projected Expenses for H1TA / CBID	\$1,472,202
Projected Income	
Projected Assessment	\$1,438,625
Additional Carryforward Needed to Cover Expenses	\$(33,577)
Grand Total Projected Income (with portion of carryforward)	\$1,472,202
25 26 Collection Projections	\$1,438,625
Anticipated Carryforward into new FY 26 27	\$507,300
Total Marketing + Carryforward + Contingency + Reserves	\$1,945,925



Appendix A - Beautification & Infrastructure Funding

Avila Beach

Earth Day & Marine Clean Up	Central Coast Aquarium	\$250
Bird Sanctuary Signage	Avila Community Foundation	\$353
Clean Up Tote Bags	Stewardship Travel for Good	\$11,820
Whale Trail Interpretive Signage	WhaleTrail.org, SLO County and Harbor District	\$3,075
Pole Banners	Oceano Airport	\$600
Western Monarch Trail Interpretive Signage	Central Coast State Parks Association	\$2,556
Pier Renovations	Friends of Avila Beach Pier	\$15,000
Creeks to Coast Clean Up	ECOSLO	\$1,000

Cambria

Monument Signage	Cambria Chamber of Commerce	\$8,500
Historical Walking Tour Plaques	Cambria Historical Society	\$20,000
Main Street Planter Beautification	Beautify Cambria	\$13,950
Web Cam/Weather Station	Beautify Cambria	\$7,880
Stewardship Beautification Kits & Training	Stewardship Travel for Good	\$16,000
Whale Trail Interpretive Signage	NOAA MBNMS and State Parks	\$3,569
Trash/Recycle/Planter Sponsorships	Beautify Cambria	\$10,677
North Gate Signage & Historic Sign Restoration	Cambria Chamber of Commerce	\$4,850
Zagster Bike Sharing program	Cambria Chamber of Commerce	\$10,000
Western Monarch Trail Interpretive Signage	Central Coast State Parks Association	\$2,556
Piedras Blancas Fresnel Lens Enclosure	Cambria Lions Club	\$25,000
Pickleball Bleachers	Joslyn Adult Recreation Center of Cambria	\$3,384
Skatepark Public Bathrooms	Cambria CSD	\$47,500
Fiscalini Ranch Trail Heads Signage	Friends of Fiscalini Ranch Preserve	\$11,700
Vet's Hall Renovations	Cambria CSD	\$60,000

Cayucos

Volleyball Courts & Fire Rings	SLO County Parks	\$2,800
Beach Playground Equipment	Cayucos Safety Committee	\$5,000
Keep Cayucos Clean July 4th Clean Up	Cayucos Rotary	\$9,813
Whale Trail Interpretive Signage	WhaleTrail.org and SLO County	\$4,300
1st Street Beach Access Replacement Project	SLO County	\$25,000
Whale Tail Benches	Rotary Club of Cayucos and SLO County	\$3,750
Vet's Hall & Cayucos Landing Restoration	SLO County Parks	\$60,000
Summer Beach Cleanups	ECOSLO	\$2,500

Los Osos & Baywood

Bear Sign Restoration	Celebrate Los Osos	\$2,350
Whale Trail Interpretive Signage	WhaleTrail.org and Central Coast State Parks Assn	\$3,075
Web Cam/Weather Station	Offshore Theater	\$360
Stewardship Clean Up Kits	Stewardship Travel for Good	\$3,000
Red Barn Restoration & Beautification	Celebrate Los Osos	\$2,648
Western Monarch Trail Interpretive Signage	Central Coast State Parks Association	\$2,556
Mural Project	Celebrate Los Osos	\$2,500

Oceano & Nipomo

Whale Trail Interpretive Signage	WhaleTrail.org and and CA State Parks	\$3,500
Stewardship Clean Up Kits	Stewardship Travel for Good	\$650
Oceano Directional & Monument Signage	Vitality Advisory Council of Oceano	\$12,350
Western Monarch Trail Interpretive Signage	Central Coast State Parks Association	\$2,556
Demonstration Mission Orchard	Dana Adobe Nipomo Amigos	\$4,900
Welcome to Olde Towne Nipomo sign	S. County Visitor Svcs & Olde Towne Nipomo Assn	\$9,300
Oceano Train Depot Educational Signage	Vitality Advisory Council of Oceano	\$9,238
Mural Project	Vitality Advisory Council of Oceano	\$2,000
Rail Trail and Signage	Dana Adobe Nipomo Amigos	\$10,000

San Simeon

Visitor Center Kiosk Information Board	San Simeon Chamber	\$11,000
Web Cam Streaming	Friends of the Elephant Seal	\$6,000
Decorative Street Lighting	San Simeon Chamber	\$4,000
Gateway & Monument Signage	San Simeon Chamber	\$56,749
Directional Highway Signage for Elephant Seal Viewing	Friends of the Elephant Seal	\$1,947
Beach Combing Bags & Clean Up Kits with Wildlife Tips	Friends of the Elephant Seal	\$1,500
Gateway/Highway 1 Sign Planting & Beautification	San Simeon Chamber	\$1,250
Western Monarch Trail Interpretive Signage	Central Coast State Parks Association	\$2,556
Piedras Blancas Fresnel Lens Enclosure	Cambria Lions Club	\$25,000
Whale Trail Interpretive Signage	NOAA MBNMS and State Parks	\$3,596

In concert with the County BIG Program (FY 2015-2019), 38 additional projects were funded in 11 unincorporated communities, totaling \$390,000

Appendix B - Event Funding

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 th 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 th of July Celebration	\$8,500
Cayucos 150 th 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 th 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