

LOCAL FUND SUMMARY

April 2026

WEB TRAFFIC

USERS

91K

↓ 22% Y|Y

SESSIONS

117K

↓ 15% Y|Y

DESTINATION PAGEVIEWS

Ragged Point	1,533	Los Osos	3,526
San Simeon	858	Edna AG	8,467
Cambria	1,053	Avila Beach	812
Cayucos	5,070	Oceano Nipomo	12,669

Destination Page Views: 33,988 | 9.8% of traffic
Lodging Page Views: 15,927 | 4.6% of traffic
Total Page Views: 348,000

EMAIL, SOCIAL, PR

✉	Subscribers: 154,092
	Site Traffic: 3,178
fb	Fans: 127,016
	Impressions: 866,830
	Engagement: 32,452
ig	Followers: 51,637
	Impressions: 605,718
	Engagement: 11,409
yt	Views: 38,182
	Hours Watched: 174.4
📢	Articles: 1*
	*previous month

LFA FUNDING

Projects Approved by LFAs

Avila Beach: C10 SLO Down Truck Show

Cambria: Arthritis Foundation Coast Classic Bike Ride, ECO SLO Creeks to Coast Cleanup, Trash/Recycle Planter Receptacles, Scarecrow Festival

Oceano/Nipomo: Migrant Mother plaque at Dana Adobe, Stay & Shop Local banners for America's 250th birthday celebration

H1TA NEWS

Spread the Word

Time Magazine has included Highway 1 in its "World's Greatest Places of 2026"!

This coverage was a direct result of outreach by the H1TA PR team of Kirstin and Katie.

UVM: 13,173,356 | Print: 1,032,687



GOVERNANCE

2026-2027 Fiscal Year

- FY 2026 2027 Marketing Plan and budget timing for LFAs
 - Admin and marketing contract renewals at April or May meetings (must be completed in order to be approved at the 5/27 H1TA meeting)
 - Draft FY budget
 - H1TA looking to budget flat to last year
 - All LFA budgets will go before the H1TA board at the 6/24 meeting
 - LFA Marketing plans presented in April and May
 - Recommend YTD results summary be provided for contract renewal
 - Final FY Marketing roll-up reports in July and August meetings once FY is ended
 - LFA contract SOWs will go before H1TA board on 4/22 and 5/27 May
 - SOWs must be approved and submitted via the LFA admin by 3rd Tuesday of the month to get into the H1TA board packet
 - H1TA will work with each contractor on their annual agreement and needed documents for completion by June 30, 2026

H1TA PRESENTATIONS & INFO

Upcoming Schedule

We encourage your attendance at H1TA Board meetings, the 4th Wednesday (except Nov & Dec), starting at 2pm. Meetings are held at Cambria Pines Lodge.

April 22, 2026

May 27, 2026

June 24, 2026

TOT/ASSESSMENT

February

	2026	2025
San Simeon RP	\$71,054	\$81,715
Cambria Harmony	\$403,066	\$400,983
Cayucos	\$85,750	\$136,325
Los Osos MB	\$43,540	\$39,662
Edna AG	\$20,978	\$22,725
Avila Beach	\$124,308	\$141,201
Oceano Nipomo	\$61,540	\$63,639
CBID	\$810,236	\$886,250

1994 District Conversion

KEY MILESTONES

Renewal & Conversion Timeline

- April: '89 District renewal notice mail
- May: Public meeting to renew '89 district; renew H1TA contract; complete 2025 Year End Report
- **May - June: Collect signed petitions from lodging owners**
- June: Submit petitions supporting '94 District
- July: '89 District renewed; BOS Resolution of Intention to form '94 District; mail notice of public hearing
- August: BOS Public Meeting
- September: BOS Public Hearing
- October: '94 District formation established; dissolution of '89 District

Elevator Speech for “Why 1994?”

We're converting our tourism district to the 1994 law to provide stability, efficiency, and long-term impact. Under the current 1989 structure, we have to renew the district every year through the San Luis Obispo County Board of Supervisors - and while that's been successful, it creates uncertainty, limits multi-year planning, and adds unnecessary administrative work.

By transitioning to the Property and Business Improvement District Law of 1994, we can secure a multi-year term that allows us to plan smarter, invest more strategically, and align with how tourism actually operates. It also reduces administrative burden, increases transparency through a clear management plan, and keeps all the programs and local input that are already delivering results.

In short, this change lets us focus less on process and more on driving measurable economic benefit for our local businesses and communities.

Abbreviated Elevator Speech for “Why 1994?”

We're converting to the Property and Business Improvement District Law of 1994 to create long-term stability, eliminate annual renewals with the San Luis Obispo County Board of Supervisors, and reduce administrative burden. This allows us to focus more on strategic, multi-year investments that deliver stronger results for our lodging constituents, and in turn our local businesses and communities.