

LOCAL FUND SUMMARY

March 2026

WEB TRAFFIC

USERS

108K

↓ 12% Y|Y

SESSIONS

132K

↓ 10% Y|Y

DESTINATION PAGEVIEWS

Ragged Point	1,132	Los Osos	3,430
San Simeon	612	Edna AG	5,690
Cambria	716	Avila Beach	488
Cayucos	3,958	Oceano Nipomo	16,424

Destination Page Views: 32,450 | 8.9% of traffic
 Lodging Page Views: 13,786 | 3.8% of traffic
 Total Page Views: 364,100

EMAIL, SOCIAL, PR

- Subscribers: 152,789
Site Traffic: 5,840
- Fans: 126,018
Impressions: 1,448,484
Engagement: 19,576
- Followers: 50,850
Impressions: 223,954
Engagement: 8,686
- Views: 67,767
Hours Watched: 337.3
- Articles: 3*

*previous month

GOVERNANCE

BOS Update from 2/10 Item No. 14

- The **board voted unanimously (5-0) to approve transitioning the CBID to the 1994 governance structure**, reflecting consensus that the updated framework better serves the district's needs and modernizes administration.
- Supervisors praised the survey process itself as a model for stakeholder engagement, with **Chair Paulding specifically highlighting that "more communication is always better"** as a key takeaway and objective going forward.
- Supervisor Gibson credited the CBID's marketing work for softening the economic blow of the three-year Highway 1 closure**, noting that unlike a similar closure 30 years ago which was "absolutely crushing," businesses today are faring comparatively better — a result he attributed directly to the district's efforts.
- Supervisor Ortiz-Legg framed the transition as a positive shift in ownership and accountability**, suggesting the new structure allows H1TA to take the lead on decisions since they best understand their constituents — with tourism being one of the county's top two industries.

The meeting can be [viewed online here](#).
 Jump to 2:53:15 for Item No. 14.

LFA IMPACTS

LFA Resources

The following resources are available on the Member page of the website:

- [Marketing Successes through December 2025](#)
- [Fact Sheet with Businesses Impacted](#)
- [B&I Funding and Impact](#)
- [Events Funding and Impact](#)
- [Post-Survey Communications Plan](#)
- [Open-Ended Survey Responses](#)

TOT/ASSESSMENT

January

	2026	2025
San Simeon RP	\$143,330	\$103,952
Cambria Harmony	\$391,826	\$304,104
Cayucos	\$132,994	\$136,058
Los Osos MB	\$27,886	\$42,273
Edna AG	\$29,156	\$23,295
Avila Beach	\$139,055	\$131,426
Oceano Nipomo	\$49,036	\$43,958
CBID	\$913,284	\$785,066

KEY MILESTONES

Renewal & Conversion Timeline

- March: Draft Management District Plan (MDP)
- April: '89 District renewal notice mail; year-end report due
- April - June: Collect signed petitions from lodging owners**
- May: Public meeting to renew '89 district; renew H1TA contract
- 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

H1TA PRESENTATIONS & INFO

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

March 25, 2026

April 22, 2026

May 27, 2026

