

LOCAL FUND SUMMARY

May 2026

WEB TRAFFIC

USERS

92K

↓ 30% Y|Y

SESSIONS

119K

↓ 19% Y|Y

DESTINATION PAGEVIEWS

| | | | |
|--------------|-------|-----------------|--------|
| Ragged Point | 1,113 | Los Osos | 3,062 |
| San Simeon | 801 | Edna AG | 5,454 |
| Cambria | 870 | Avila Beach | 726 |
| Cayucos | 4,322 | Oceano Nipomo | 21,615 |

Destination Page Views: 37,963 | 10.3% of traffic
Lodging Page Views: 13,696 | 3.7% of traffic
Total Page Views: 369,093

EMAIL, SOCIAL, PR

- Subscribers: 77,603
Site Traffic: 3,896
- Fans: 128,083
Impressions: 738,903
Engagement: 11,183
- Followers: 52,968
Impressions: 365,235
Engagement: 11,488
- Views: 129,766
Hours Watched: 811
- Articles: 2*
*previous month

[NY Times article](#)

TOT/ASSESSMENT

January - March

| | 2026 | 2025 |
|-----------------|-------------|-------------|
| San Simeon RP | \$340,486 | \$269,071 |
| Cambria | \$1,067,679 | \$967,813 |
| Cayucos | \$373,852 | \$365,786 |
| Los Osos | \$116,916 | \$119,438 |
| Edna AG | \$69,021 | \$81,177 |
| Avila Beach | \$406,258 | \$394,484 |
| Oceano Nipomo | \$161,179 | \$164,683 |
| CBID | \$2,535,390 | \$2,362,452 |

Highway 1 reopening impact: San Simeon was up 37.88% for January and 26.54% for the quarter. Cambria was up 10.32% for the quarter. H1TA as a whole was up 7.32% for the quarter.

GOVERNANCE

District Conversion

As part of the conversion to the 1994 District, H1TA needs to secure signed petitions from lodging business owners representing 50%+ of the total proposed assessments.

This will include "wet" signatures from in-person visits, mailings and board meetings. Electronic signatures will be acquired via emails and QR codes.

Weeks 1-2 (early May)

- Finalize packets and master list
- Assign outreach responsibility & distribute toolkits

Weeks 3-5 (May)

- Launch outreach with high % properties prioritized
- Send intro email about process and mail packets

Weeks 5-7 (late May - mid June)

- Follow up outreach, including LFA meetings & social

Week 8 (mid/late June)

- Final outreach efforts
- Collect and verify petitions to confirm threshold met

KEY MILESTONES

Year End Report

The Year End Report for 2025 has been completed and submitted to the County. In it you'll find a detailed review of last year's initiatives, including our stakeholder survey, the transition from CBID to Highway 1 Tourism Alliance, and our marketing results. It also includes financial reports, and a detailed recap of our LFA funding programs. The full report is available on the [member website](#).

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.

May 27, 2026

June 24, 2026

COMMUNITY

Code of Civility

The H1TA Board has adopted the San Luis Obispo County Code of Civility. The purpose of the Code is to promote civil discourse, ensure productive meetings, and protect the integrity of local government decision making.

A copy of the Code is available on the [member website](#).

CONTRACT RENEWALS

Upcoming Deadlines

Reminder that all LFA admin and marketing contracts need to be approved **before the H1TA board meeting on May 27**. If contract approvals are done in June, there may be a delay in the July 1 effective date.



Code of Civility

Highway 1 Tourism Alliance has adopted the San Luis Obispo County Code of Civility:

San Luis Obispo County, along with its seven cities, adopted a regional Code of Civility in June 2018, pledging to foster respectful public discourse and professional conduct in local government. The code emphasizes five key principles: listening first, respecting different opinions, being courteous, disagreeing constructively, and debating policies rather than attacking individuals.

Key Aspects of the SLO County Code of Civility

- **Purpose:** To promote civil discourse, ensure productive meetings, and protect the integrity of local government decision-making.

- **Core Principles:**
 - **Listen First:** Focus on understanding, not just fault-finding
 - **Respect Differences:** Allow space for varied perspectives
 - **Be Courteous:** Maintain professional, respectful behavior in person and online
 - **Constructive Disagreement:** Propose solutions rather than just criticizing
 - **Policy Over Personal:** Debate issues, not people