

Local Fund Summary

JULY 2026

ORGANIC SEARCH VISIBILITY
3.81M
 ↑ 10.4%

ORGANIC CLICKS
12K
 ↓ 49%

ENGAGEMENT RATE
80%
 ↓ 14.2%

DESTINATION PAGEVIEWS
15.8K
 4.8% of traffic

PAGEVIEWS BY COMMUNITY

Ragged Point	1,446
San Simeon	891
Cambria	1,168
Cayucos	4,098
Los Osos	2,499
Edna AG	1,872
Avila Beach	896
Oceano Nipomo	2,978

Email · Social · PR

EMAIL	80.4K SUBS	2.7K TRAFFIC	
FB	129.8K FANS	287K IMPR	12.9K ENG
IG	53.5K FOLLOW	398K IMPR	8.7K ENG
YT	203.4K VIEWS	1.5K HRS	
PR*	4 ART	56.1M UVPM	11 YTD ART

*Previous Month

TOT / Assessment

May	2026	2025
San Simeon RP	\$141,718	\$127,428
Cambria Harmony	\$428,066	\$336,801
Cayucos	\$160,508	\$138,266
Los Osos Baywood	\$44,961	\$35,682
Edna AG	\$33,460	\$28,426
Avila Beach	\$198,939	\$157,496
Oceano Nipomo	\$94,222	\$68,678
CBID Total	\$1,101,875	\$892,777

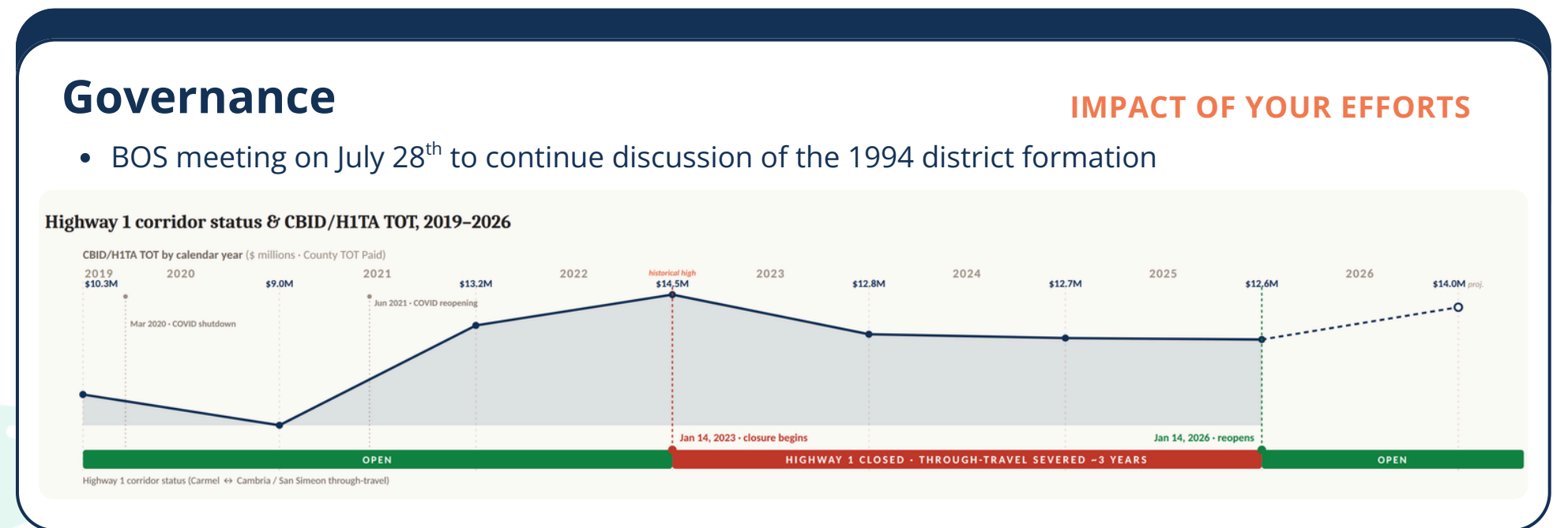
LFA Funding

Beautification & Infrastructure Projects

- AVILA BEACH: Leatherback Bronze Turtle Sculpture & Signage
- CAMBRIA: Trash & Recycle Planter Receptacles, Creeks to Coast Clean Up
- CAYUCOS: Summer Beach Clean Ups
- OCEANO | NIPOMO: Migrant Mother Plaque at Dana Adobe

RECENT PROJECTS APPROVED

- Events: AVILA BEACH Farmers Market, Pale Kai Outrigger Exposition
- LOS OSOS: Butterfly Ball, Oktoberfest
- SAN SIMEON: Scarecrow Festival
- CAMBRIA, CAYUCOS, SAN SIMEON: Central Coast Classico



We are here to help: admin@SLOcountyBID.com
 Member Portal: Highway1RoadTrip.com/member

Media Coverage

World Cup	
LA Times	UVPM 18.2M
LA Magazine	UVPM 14.9M
Highway 1 Reopening	
Good Morning America	UVPM 1.7M
Travel + Leisure	UVPM 9.8M

Board Meetings

4th Wed (exc. Nov & Dec), 2pm · Cambria Pines Lodge

29*
JULY

26
AUGUST

*Schedule change