



**Conejo Valley Tourism Improvement District
Board of Directors Meeting**

Tuesday, March 18, 2025 at 12:00pm
Sheraton Agoura Hills
30100 Agoura Road, Agoura Hills

Meeting Agenda

1. Call to Order – Chair Daniel Yancey
2. Roll Call
3. **Action Item:** Approval of the Agenda for the March 18, 2025 Meeting
4. **Action Item:** Approval of the Minutes from the February 18, 2025 Meeting
5. Public Comments
6. Discussion Item: President/CEO Report
7. Discussion Item: Marketing Maven Report
8. Discussion Item: 85Sixty Report
9. Announcements – CVTID Team Members
10. Adjourn

NOTICES

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting.. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Josh Gray at (805)370-0035 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the CVTID. The Agenda provides a general description and staff recommendations; however, the CVTID may take action other than what is recommended.

DOCUMENTATION:

Copies of staff reports or other written documentation, relating to each item of business described in this Agenda, are posted to the Chamber's website at Conejo.com and are on file and available for public inspection, during normal business hours, in the office of Greater Conejo Valley Chamber of Commerce at 600 Hampshire Road, Suite 200, Thousand Oaks, CA 91361.

I declare under penalty of perjury that I posted this Agenda of the CVTID on the front door of the Greater Conejo Valley Chamber of Commerce, 600 Hampshire Road, Suite 200, Thousand Oaks, CA 91361, not less than 72 hours prior to the meeting pursuant to Government Code Section 54954.2 on _____ at _____ By: _____ Josh Gray, Director of Operations, CVTID



Conejo Valley Tourism Improvement District

Tuesday, February 18, 2025 at 12:00pm
Courtyard Thousand Oaks Ventura County

Meeting Minutes

1. Call to Order – Chair Daniel Yancey

- i. Chair Yancey called the meeting to order at 12:10pm.

2. Roll Call

- i. Board Members Present: Chair Daniel Yancey (Palm Garden Hotel), Wendy Beemer and Patty Garner (Courtyard by Marriott Agoura Hills, TownePlace Suites by Marriot Agoura Hills), Natalie John (Thousand Oaks Inn Best Western), Tony Conte and Jessica Szitas (Courtyard by Marriott Thousand Oaks, TownePlace Suites by Marriot Thousand Oaks), Ashley Montgomery (Hampton Inn Thousand Oaks), and David McGovern (Hyatt Regency Westlake).
- ii. Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Cicily Kind (CVTID), Eric Hunzeker (85Sixty), Marie (85Sixty), Toni Palese (85Sixty), Brittnee Kiner (85Sixty), Marie Zanderson (85Sixty), and Shayne Wells (Marketing Maven).
- iii. A quorum was established.

3. Action Item: Approval of the Agenda for the February 18, 2025 Meeting

- i. Motion to approve the agenda by Tony Conte and seconded by Ashley Montgomery.
- ii. The approval of the agenda passed 6-0-2 with Wendy Beemer abstaining.

4. Action Item: Approval of the Minutes from the November 12, 2024 Meeting

- i. Motion to approve the minutes from November 12 by Tony Conte and seconded by Ashley Montgomery.
- ii. The approval of November 12th minutes passed 6-0-2 with Wendy Beemer abstaining.

5. Public Comments

- i. Nellie Cusworth of CRPD promoted the museums in the region as attractions including the Stagecoach Inn Speaker Series on National Parks and the Chumash Museum.

6. Action Item: Approval of Q4 2024 Financials and 2024 Year End Report



- i. Danielle Borja and Eric Hunzeker presented the Q4 2024 Financials and 2024 Year End Report. Danielle noted the expected loses are due to Conejo Cash and other Board approved expenses in 2024.
- ii. Motion to approve the Q4 2024 Financials and 2024 Year End Report by David McGovern and seconded by Ashley Montgomery.
- iii. The approval of Q4 2024 Financials and 2024 Year End Report passed 6-0-2 with Wendy Beemer abstaining.

7. Discussion Item: President/CEO Report – Danielle Borja

- i. Danielle Borja presented the President/CEO Report. Danielle thanked the hotels for all the work through the early part of the year in reference to the Los Angeles Fires in January. She also noted the recent Ladyface Film Festival and the \$10K sponsorship from CVTID – The first annual festival went exceptionally well and was a powerful event to experience. Danielle also noted the upcoming Great Race on 4/5 and CVTID being the Hotel Sponsor. She also noted upcoming outreach in regards to the new website on hotel pages and information. CVTID future meetings are looking at a pair of guest speakers with Ventura County Football Club and Visit CA on new efforts following the regional fires in LA. Cicily Kind attended Go West Summit in Palm Springs with the majority of appointments with tour operators. She also attended the LA Bridal Show, met with an estimated 100+ brides; 31 entered our "Engagement Moon" giveaway. Outlook Forum and Sports ETA Symposium coming up soon. Josh Gray referenced Visit CA's recent statistics following the fires and the outlook at hospitality in the region.

8. Discussion Item: Marketing Maven Report

- i. Shayne presented the Marketing Maven Report.

9. Discussion Item: 85Sixty Report

- i. Brittnee presented the 85Sixty Report.

10. Community Partner Presentation: Interface Children & Family Services

- i. Erik Sternad from Interface Children & Family Services presented to the Board.



- ii. Natalie noted that Best Western had Interface guests and it was an excellent, respectful experience.

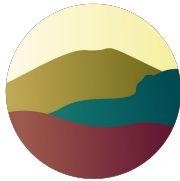
11. Announcements – CVTID Membership Announcements

- i. Wendy Beemer asked if the recent fires has changed circumstances for any hotel properties. Natalie John noted they've pushed their branding transition further back in the year and their renovation. Tony Conte noted their renovation is paused until Q4 2025 and added that room spaces have been taken by evacuees and first responders. Natalie John shouted out the hotels for their work with first responders and evacuees. Daniel Yancey also shouted out the Chamber for hosting dinners and working with the hotels during recent disasters.

12. Adjourn

- i. The meeting was adjourned at 1:14pm.

VISIT
**Conejo
Valley**



***February 2025
Monthly Report***

Board Presentation: March 18, 2025



STR
Report



STR Report - February 2025

METRIC	Feb 2025 Occupancy	Feb 2024 Occupancy	% Change	Feb 2025 ADR	Feb 2024 ADR	% Change	Feb 2025 RevPAR	Feb 2024 RevPAR	% Change
Conejo Valley	74%	61%	18%	\$165	\$146	11%	\$123	\$89	28%
Ventura County West	66%	62%	6%	\$144	\$141	2%	\$96	\$87	9%
Santa Clarita / Simi Valley	73%	71%	3%	\$142	\$135	6%	\$105	\$95	10%

Overview Y/Y:

- Conejo had the highest Y/Y increases across the board for all metrics in February 2025.
- Conejo also had the highest reported Occupancy, ADR and RevPAR in February, significantly above the other regions.
- February 1 (Saturday) showed the highest RevPar in February – this was just one day for the first week in February.

DATES	Days	RevPAR
2/1	1	\$137.73
2/2 - 2/8	7	\$127.22
2/9 - 2/15	7	\$123.86
2/16 - 2/22	7	\$107.03
2/23 - 2/28	6	\$131.92

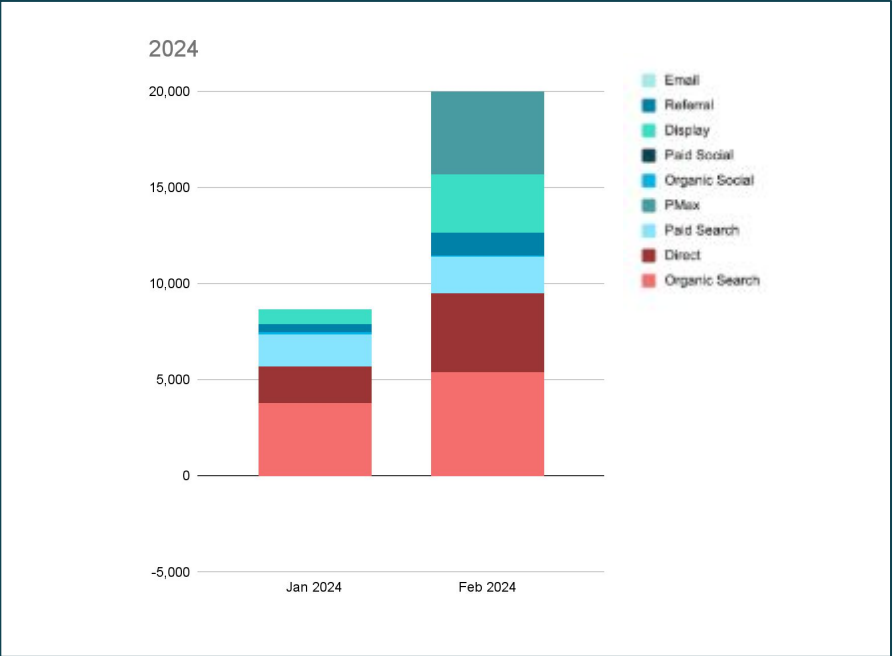
January Marketing



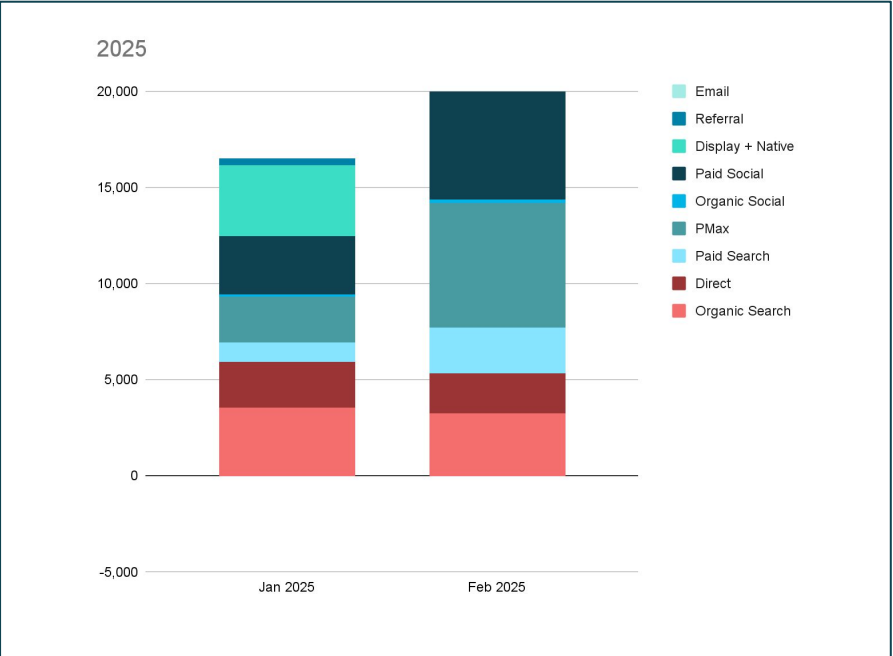
2024 vs 2025 Website Sessions by Channel Traffic

- February experienced a 13% increase Y/Y traffic to the website.

Jan - Feb 2024 | Total Sessions: 29,701



Jan - Feb 2025 | Total Sessions 2025: 39,589



Website Activity & Spend



WEBSITE SESSIONS this month

23,064

M/M: **73.40%**

TOTAL SPEND this month

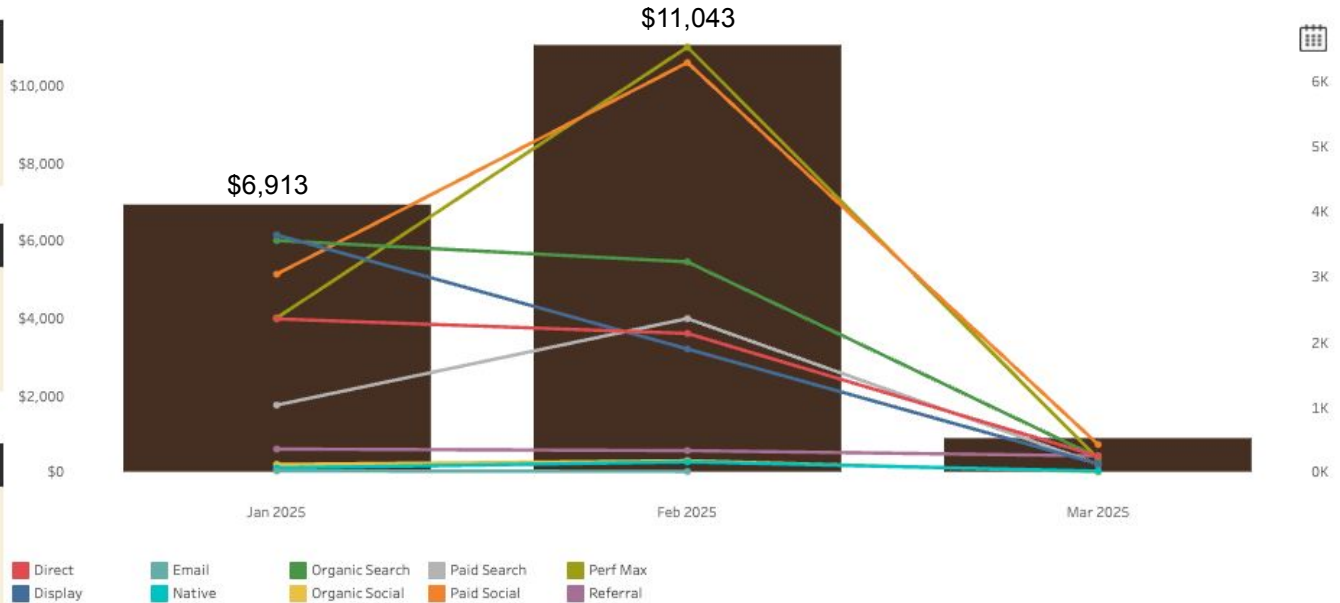
\$11,043

M/M: **203.7%**

TOTAL CLICK CONVERSIONS this month

1,813

M/M: **143.4%**



- Paid media was reactivated on January 28 following the pause due to the Los Angeles fires. February's media spend aligned with the planned budget.

Activity Overview

Website	Website Sessions	Avg Session Duration	Pages Per Visit
Feb 2024	20,433	:21	1.4
Feb 2025	23,064	:20	1.4
Y/Y Diff	+10%	- :1	0

Channel	Feb Sessions 2024	Feb Sessions 2025	% Change
Paid Social	11	6,278	+56,972%
PMax	5,165	6,514	+26%
Organic Search	5,189	3,224	-38%
Direct	4,043	2,127	-47%
Display	1,157	1,889	+63%
Paid Search	1,844	2,355	+28%
Referral	1,154	331	-71%
Organic Social	73	176	+141%
Native	1,789	158	-91%
Email	8	12	+50%
Y/Y Diff	20,433	23,064	+13%

February Overview Y/Y

- Paid media resumed on January 28 after the Los Angeles fires, leading to a brief re-learning phase for some channels. While efficiency dipped slightly, spend stabilized, and performance recovered by month-end.

February Activity

- Blog published Feb 10
- Email sent Feb 13

Content / Messaging

- Focus: **Feb** – Celebrate romance with blogs spotlighting intimate and luxurious places and experiences that make Conejo Valley the perfect destination for Valentine's Day retreats.

Website Updates

- Blogs:
 - Valentine's Day in Conejo Valley
- Business Listing Updates:
 - Added The Cookie Cafe
 - Added Tavern 101
 - Added "may be impacted by wildfires" on relevant web-pages
 - Removed Calabasas location from Sole Soups
 - Removed Social Monk Asian Kitchen
 - Removed Jinky's Cafe
 - Removed Ladyface Brewery
 - Removed Juice Ranch
 - Removed Ma Dukes

The screenshot shows the 'Insider Tips' section of the Conejo Valley website. At the top, there is a navigation bar with the Conejo Valley logo, menu items (EXPLORE, STAY, TRAVEL TIPS, NEWS), and social media icons. The main heading is 'Insider Tips'. Below this, there is an article titled 'VALENTINE'S DAY IN CONEJO VALLEY' published on February 10, 2025, by Conejo Valley. The article features a photograph of a couple sitting on a white sofa in a restaurant, holding drinks. Below the photo is a short paragraph of text. Further down, there is another photograph of a resort building with a pool and lounge area. Below this is a sub-heading 'ROMANTIC STAYS' followed by another paragraph of text. At the bottom of the visible section, there is a photograph of a bar interior.

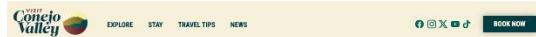
VALENTINE'S DAY IN CONEJO VALLEY
Posted February 10, 2025 by Conejo Valley

Conejo Valley is the ideal setting for a romantic getaway, with comfortable stays and plenty of memorable experiences to have the perfect Valentine's Day. Whether you're looking for a peaceful retreat or a bit of adventure, the cities of Thousand Oaks and Agoura Hills have something for everyone.

ROMANTIC STAYS

The Palm Garden Hotel in Thousand Oaks offers newly renovated rooms, a lush courtyard, and fire pits with lounge seating. At the [Starline Agoura Hills](#), couples can unwind in contemporary comfort, take advantage of the heated outdoor pool and spa, and enjoy easy access to both hiking trails and wine country. For those planning an elevated stay, [Sage Hill Resort Agoura Hills](#) provides spacious stays and one-bedroom suites with fully equipped kitchens, ideal for couples who want to relax and enjoy their nights in cooking together.

Website Updates - Events



Mizel Estate Wines – Wine Tasting in the Vineyard



MIZEL ESTATE WINES – WINE TASTING IN THE VINEYARD

February 21, 2024 - 11:00am - 12:00pm [Book Event](#)

Mizel Estate Wines invites you to their private estate for an afternoon wine tasting in their breathtaking vineyard.

Your wine journey begins with a guided tour of Mizel's vines, where their luxury wines originate.

Mix and mingle with other wine enthusiasts on our stunning outdoor terrace. Indulge in a flight of luscious, velvety red wines that dazzle the palate with lingering flavors of fruit and spice.

Join Mizel Estate Wines in a celebration of wine and the beauty that surrounds them!

They offer two reserved seatings for wine tastings. The first seating begins at 1:00pm, the second seating begins at 2:30pm.

Admission/Ticket Information:

Tickets: General Admission – \$39 per person.

Reservations: Call [855-795-2586](tel:855-795-2586) or email info@mizelstate.com to reserve your spot. **Please RSVP 8 days prior to the event** and specify which seating you prefer (1:00pm or 2:30pm). Advanced pre-paid reservations are required.

Age Requirements: Ages 21 and over only.

Mizel Estate Entry Requirements: Advanced pre-paid reservation and a valid government issued I.D. are required to enter Mizel Estate Wines, located at 1050 W. Potrero Road, Thousand Oaks, CA 91361.

- MOORPARK COLLEGE SPRING SPECTACULAR 2025** - February 22, 2025
- THE GRADUATES: THE SOUND OF SIMON & GARFUNKEL** - February 22, 2025
- SHEN YUN** - February 22, 2025
- VENTURA COUNTY FÚTBOL CLUB VS HOUSTON** - February 22, 2025
- SAVOR – SANTANA TRIBUTE BAND** - February 22, 2025
- SPRING BREATH-MAKING WORKSHOP ON THE FARM** - February 22, 2025
- ILLUMINATE: THE TOUR** - February 22, 2025
- NIKKI GLASSER: ALIVE AND UNWELL TOUR** - February 22, 2025
- ULTIMATE ELVIS TRIBUTE** - February 22, 2025
- THE ARBA CONCERT EXPERIENCE** - February 22, 2025
- THE SMITHERENS WITH GUEST ROBIN WILSON** - February 22, 2025
- NEW WEST SYMPHONY: BOHEMIAN Rhapsody & CARMEN** - February 22, 2025
- NATURE MADE GREAT RACE: HALF MARATHON, 5K, 10K, 15K, 18K, 21K** - February 22, 2025
- LYLE LOVETT AND HIS ACOUSTIC GROUP** - February 22, 2025
- THE MAN IN BLACK: A TRIBUTE TO JOHNNY CASH** - February 22, 2025
- VENTURA COUNTY FÚTBOL CLUB OPENING DAY** - February 22, 2025
- A TRIBUTE TO THE COASTERS – THE PLATTERS** - February 22, 2025
- DRAGONS AND MYTHICAL BEASTS** - February 22, 2025
- TRIBUTE TO NIRVANA AND LINKIN PARK** - February 22, 2025
- EMES** - February 22, 2025
- BARK IN THE PARK** - February 22, 2025
- THE SONS OF CREAM** - February 22, 2025
- BALLET HISPÁNICO CARMEN MAQUA** - February 22, 2025
- KING'S X** - February 22, 2025
- THE BIODYNAMIC PERSPECTIVE: CULTIVATING A PERSONAL RELATIONSHIP TO NATURE** - February 22, 2025

*Monthly
Newsletter*



85SIXTY

Monthly eNewsletter

Performance Overview

Send Date: Thursday, February 13th

Overall Performance:

- Open Rate: 41.3% – (Industry Avg 39.03%)
- Click Rate: 1.5% – (Industry Avg 1.38%)
- Unsubscribes: 12 (0.18%)

Split Test Performance statistically significant:

- Valentine’s Day in Conejo Valley – (42.5% Open Rate)
- VS
- Plan Your Romantic Getaway – (40.1% Open Rate)

Current List Size (3/6/2025):

- 9,005 Total Contacts
- 6,800 Subscribed Contacts
 - +2,018 since 1/1/24 (4,782 subscribed)
 - +11 since 2/13/25 (6,734 subscribed)

THOUSAND OAKS | AGOURA HILLS

VISIT Conejo Valley

Valentine's Day in Conejo Valley

Conejo Valley is the ideal setting for a romantic getaway, with comfortable stays and plenty of memorable experiences to have the perfect Valentine's Day. Whether you're looking for a peaceful retreat or a bit of adventure, the cities of Thousand Oaks and Agoura Hills have something for everyone.

[LEARN MORE](#)

Live Your Best Brunch Life in Conejo Valley

Have a great night, sleep in, brunch, repeat. That's the kind of schedule we love to keep in Conejo Valley. When you stay here, you'll find that relaxed is how we roll. Life runs a little slower here than the fast LA pace and we're always up for a pause.

[LEARN MORE](#)

Upcoming Events in Conejo Valley

Winter Tours of Apricot Lane Farms (The Biggest Little Farm)

Step into the enchanting world of Apricot Lane Farms, the inspiration behind The Biggest Little Farm. This winter, explore the breathtaking landscapes, meet the adorable animals, and discover the incredible regenerative farming practices that make this farm a model of sustainability and harmony.

FEBRUARY 15 - MARCH 16, 2025

[LEARN MORE](#)

Conejo Valley Comedy Festival

Whether you're looking for emerging voices in comedy or seasoned performers at the top of their game, this festival is your ticket to side-splitting entertainment. Come for the jokes, stay for the fun, and experience the vibrant comedy scene right here in the Conejo Valley.

FEBRUARY 21-22, 2025

[LEARN MORE](#)

Nature Made Great Race: Half Marathon, 5k, 10k, 15k, 10M, 1M

The Great Race takes place in the beautiful foothills of the Santa Monica Mountains in Agoura Hills. This is the 40th running of The Great Race and was voted #1 Running Event in L.A. and selected as a Top 10K in U.S. by Runner's World. You don't want to miss the gorgeous scenery and experience the serenity at the most beautiful race courses in Southern California!

APRIL 6, 2025

[LEARN MORE](#)

Follow us @visitconejovally



[FORWARD TO A FRIEND](#)



600 Harperside Blvd, Suite 200
Thousand Oaks, CA 91320
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Conejo.com

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Media Channel Performance



Social Media Overview - February

*Collaboration Reels made from Creators/Influencers are not included in Engagement Rate



10,094 **+27.9%**

Total Followers

188 **+394.7%**

Net Follower Growth

3.8% **+31.4%**

Engagement Rate (not including *collab posts)

16,265 **-29.7%**

Impressions (not including *collab posts)

2,496 **-67%**

Views

1,648 **+330%**

Interactions (80.7% from ads)

18,734 **+0.5%**

Total Followers

-3 **+50%**

Net Follower Growth

0.3% **-73.9%**

Engagement Rate

127,517 **+600.6%**

Impressions

126,238 **+4,298.5%**

Views

545 **+265.8%**

Total Followers

19 **+26.97%**

Net Follower Growth

11,366 **+75.21%**

Video Views (Impressions)

375 **+5257%**

Engagements

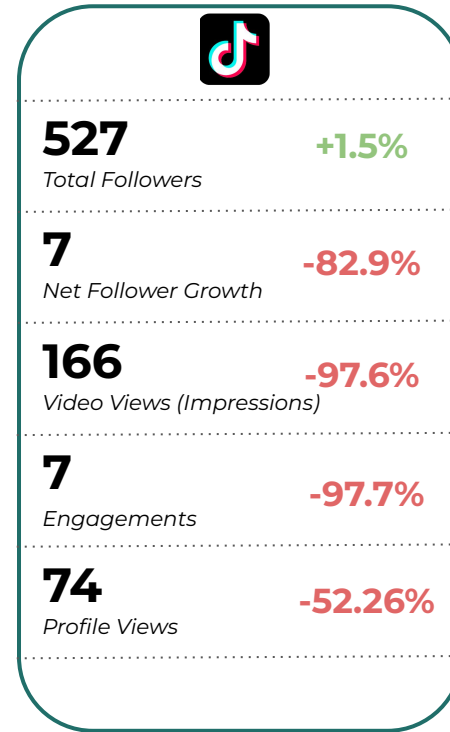
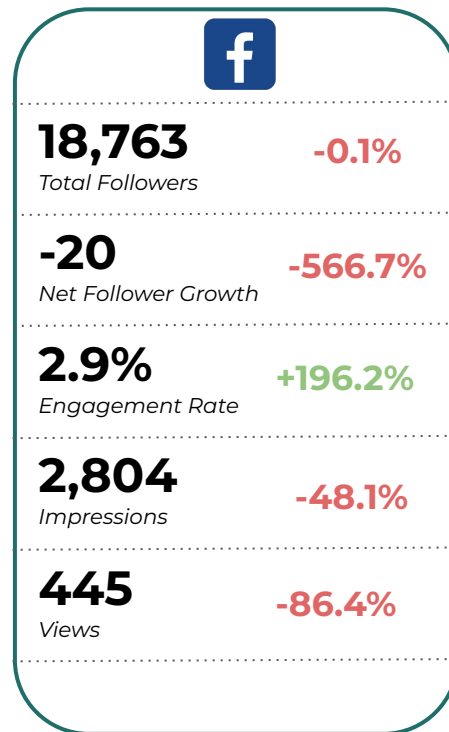
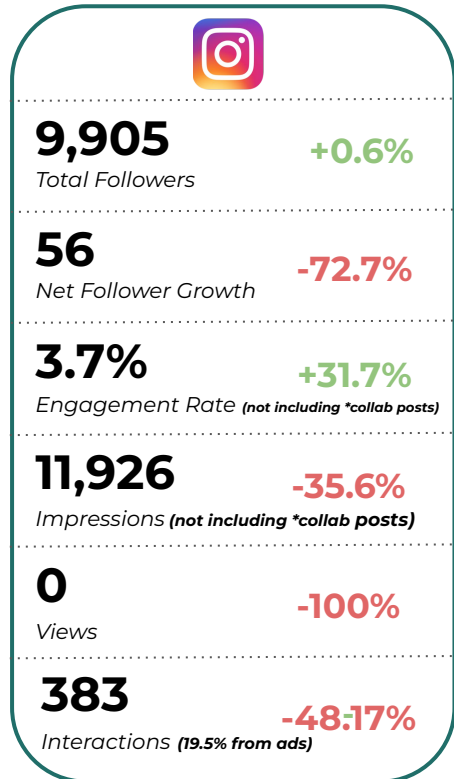
95 **+41.79%**

Profile Views

- We officially reached **10K followers on Instagram** and saw an increase of follower growth on TikTok and Facebook.
- There were decreases in **Impressions and Views** on Instagram. Please note this does not factor in Collab posts which are our highest engagement drivers.
- Facebook saw an **increase in all metrics except engagement rate**. Please note Facebook can be difficult for organic growth.

Social Media Overview - January

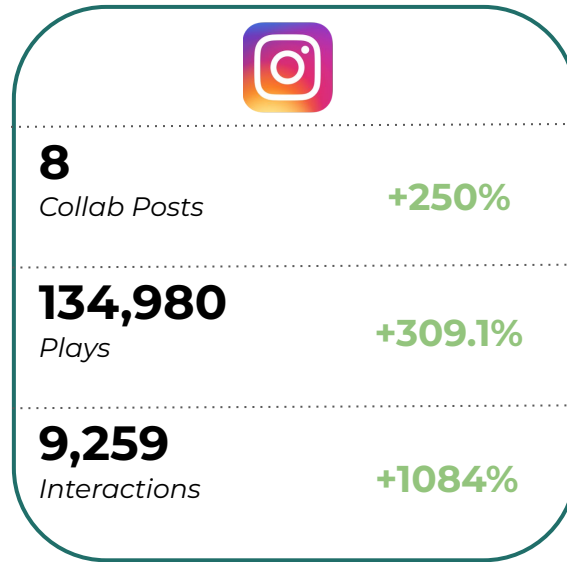
*Collaboration Reels made from Creators/Influencers are not included in Engagement Rate



- Metrics dropped significantly across all platforms due to halting all social media efforts in response to the ongoing Los Angeles fires. This drop in metrics is not abnormal to see after being inactive for almost 3 weeks.
- Despite social media pause, there was still small follower growth on Instagram and TikTok.
- We officially resumed posting on January 31st and will continue to regularly post moving forward.

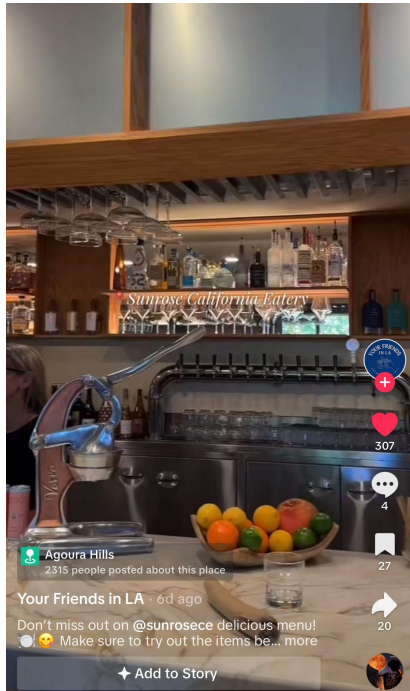
Social Media Overview - Instagram Collaboration Posts - February


To ensure the accuracy of overall metrics, collaboration posts created by other users and not directly uploaded from the Visit Conejo Valley account should be calculated separately. These metrics only include collaborations that have NOT been posted by the Visit Conejo Valley account.



Social Media Overview - TikTok Posting - February

Whenever possible, some creators are contracted for both collaboration posts and TikTok posting. When they post, they provide a Spark code, allowing us to use their content for paid promotion on the platform.





585
Likes

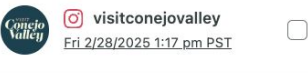

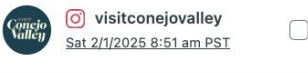





12
Comments

73
Saves

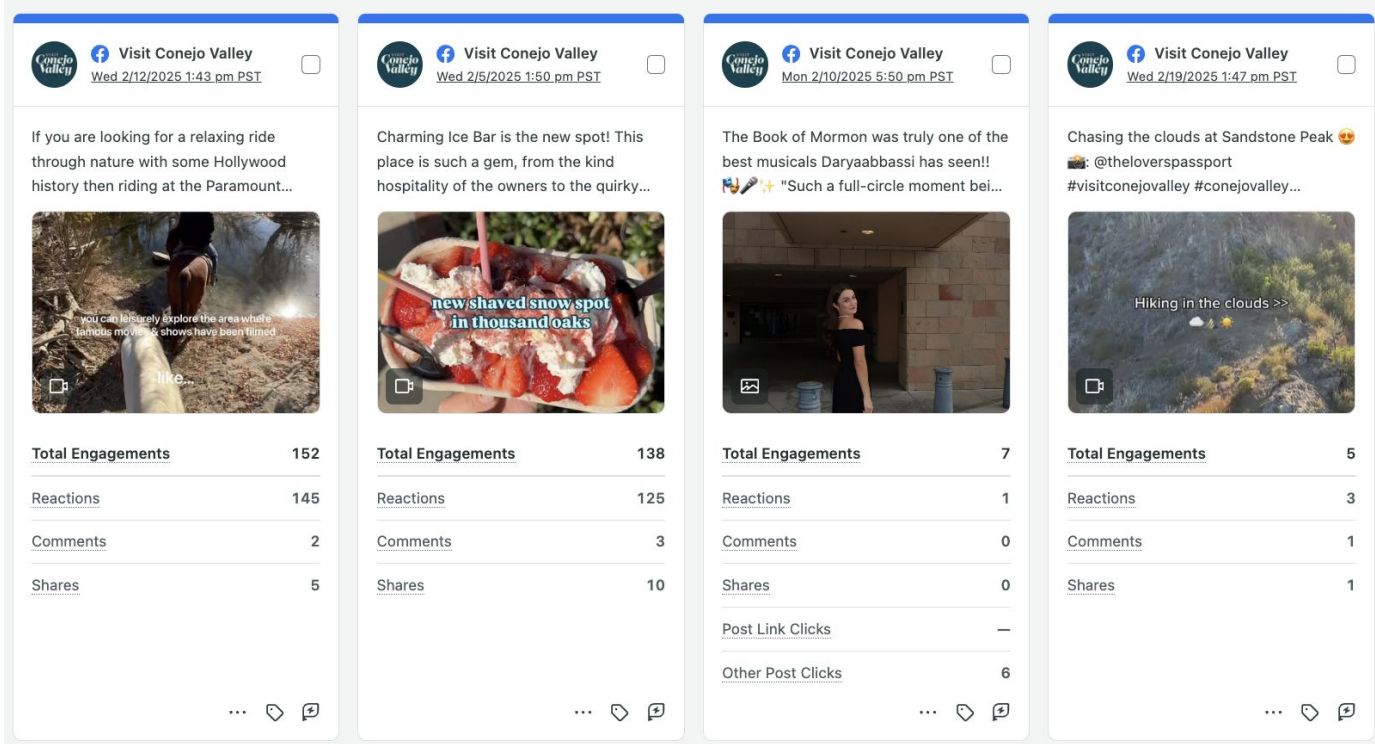
29
Shares

Top Performing Posts - Instagram

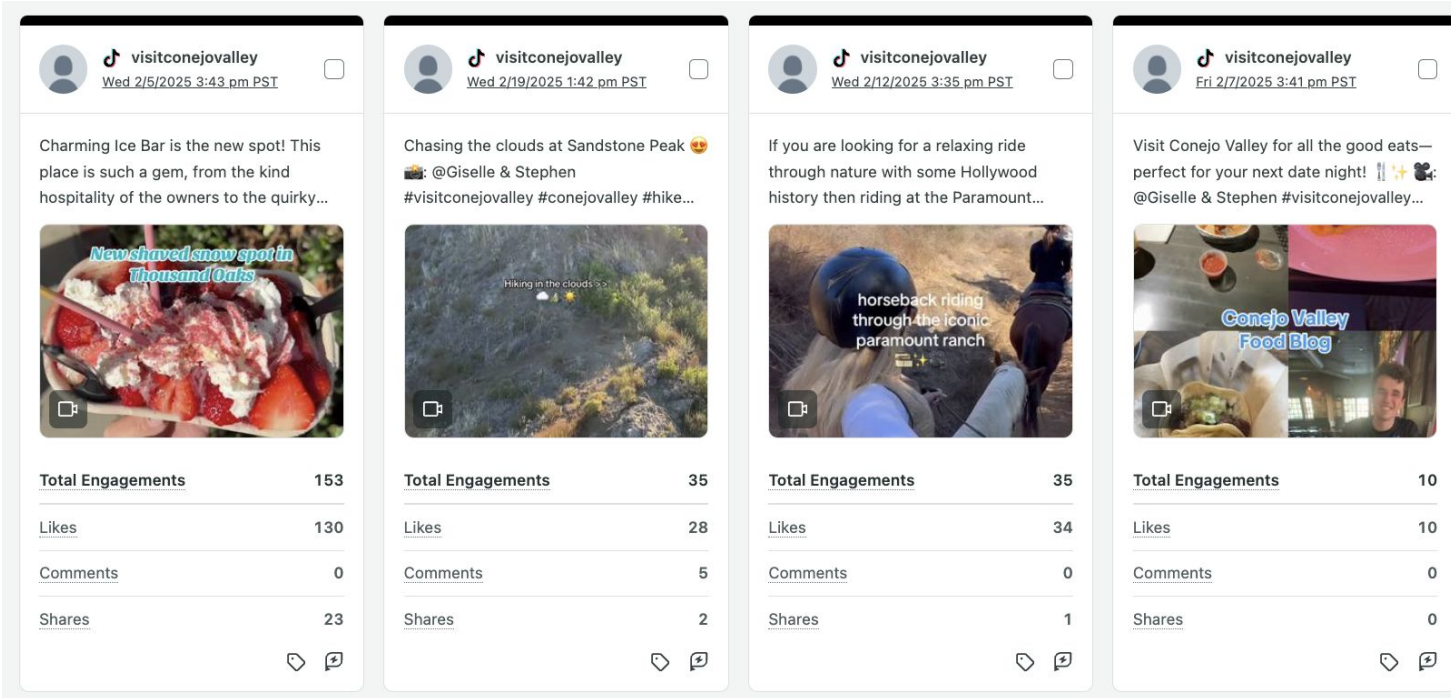
*Collaboration posts that were not posted by Visit Conejo Valley are not accounted for in these metrics

Post	Date	Total Engagements	Likes	Comments	Shares	Saves
 <p>We're excited to announce that Visit Conejo Valley is the official hotel sponsor for the 40th running of the @greatrace...</p> 	Fri 2/28/2025 1:17 pm PST	62	47	2	5	8
 <p>Escape to the gardens of the world for a much-needed dose of wellness and outdoor tranquility 🌿🌸🌺 2001...</p> 	Sat 2/1/2025 8:51 am PST	60	53	0	4	3
 <p>Chasing the clouds at Sandstone Peak 🌄 📍: @theloverspassport #visitconejovally #conejovally...</p> 	Wed 2/19/2025 1:47 pm PST	35	26	2	1	6
 <p>The most perfect sunset for a great date. Would you rather watch the sunset alone or with someone special? 📍 Vista Del...</p> 	Sat 2/15/2025 9:50 am PST	29	27	1	1	0

Top Performing Posts - Facebook



Top Performing Posts - TikTok



Creators

The goal is to leverage local and semi-local influencers to create engaging content and be where we aren't. We can tap these local creators to assist in reaching new audiences and driving growth on social media.



[@sadein4k](#)

Palm Garden Hotel + Selvin's Restaurant
1 Instagram Reel + 1 TikTok



[@mouthfulofsocal](#)

Bacio Di Latte
1 Instagram Reel + 1 TikTok



[@pat.eats](#)


The Cliffdiver
1 Instagram Reel + 1 TikTok

8 Creators
visited Conejo
Valley in
February

Creators

[@lysseats805](#)



 **lysseats805 and visitconejovalley** ...
Sugartapes • Romantic

 **lysseats805** 3w
Y'all - @charmingicebar is my new spot! I can't tell you the amount of time and gas I've spent driving to LA to get some authentic shaved snow, but now I don't have to because we have one right here in Thousand Oaks! This place is such a gem, from the kind hospitality of the owners to the quirky decor, and of course the delicious desserts. I got both the matcha and strawberry snow and I'm making it my mission to try them all. Officially adding this to the must-try list!!

JSYK this video is in collaboration with @visitconejovalley and all opinions are my own 🍷 #lysseats805 #visitconejovalley



2,805 likes
February 5

104.8K Views
2.8K Likes
32 Comments
901 Saves
3.8K Shares

Collaboration Reel with
[@lysseats805](#)
Posted 01/31/2025

Paid Social Performance

Channel	Spend	Impressions	Clicks	CTR	CPC	Conversions	Landing Page Views
February 2025							
Meta	\$2,727	470,846	3,193	0.68%	\$0.85	48	2,855
January 2025 P/P	\$1,932	277,476	2,635	0.95%	\$0.73	28	2,375

- February spend saw a 41% increase this month, which generated a significant rise in impressions at 470,846, up 69% MoM.
- Conversions saw a noticeable increase, with 48 conversions in February, up 71% MoM.
- The Prospecting Campaign generated **247,767 total impressions**, while the Retargeting Campaign achieved **43 conversions**.
- This month, the Foodies-focused creative drove the highest number of landing page views with **822**, followed by the Culture creative with **512 LPVs**.
- Date night audiences saw the **highest CTR** with **3.04%**, followed up by Foodies with **1.50%** in Prospecting campaigns.
- The **Foodie “Plan Your Getaway”** static creative drove the highest conversion volume with **31 total conversions** in the **Retargeting Campaign**. Followed up with the Culture focused creative with **4 total conversions**.

Paid Social Creative Performance

Meta

“Plan Your Getaway”
Outdoor Focused



Top Performing:

Impressions: 17k
Landing Page Views: 405
31 Conversions

Date Night Static



Top Performing:

Impressions: 79k
CTR: 1.50%
Landing Page Views: 822

Paid Search Performance

Channel	Spend	Impressions	Clicks	CTR	CPC	Book Now Clicks	Plan Your Trip Clicks
February 2025							
Brand	\$487	3,163	309	9.77%	\$1.58	0	1
Non Brand	\$1,436	25,694	1,632	6.35%	\$.88	0	55
TOTAL	\$1,923	28,857	1,941	6.73%	\$.99	0	56
January 2025 P/P	\$971	13,508	912	6.75%	\$1.07	1	46

- Search spend increased 98% MoM as campaigns resumed after being paused for several weeks in January. This increase in spending drove a 114% MoM rise in impressions and a 113% MoM increase in clicks. However, CPC improved by 7% MoM, suggesting more efficient spending as traffic scaled back up.
 - The CPC decline was mainly driven by the Non-Brand Getaway campaign, where CPC dropped 14% MoM despite a 109% increase in spend. However, conversion rate fell by 43%, pointing to slightly more broad targeting as the campaign scaled up.
- Still, Non-Brand Getaway remained the top-performing campaign, generating 45 out of 56 conversions this month.
 - Non-Brand Lodging maintained the highest conversion rate across search campaigns, contributing 6 plan your trip clicks despite lower traffic volume.
 - Non-Brand Activities campaign also saw an uptick in conversion rate which led to three additional conversions in February. The two keywords that drove the conversions were “fun places to visit near me” and “things to do in thousand oaks”.

Performance Max (PMax) Performance

Channel	Spend	Impressions	Clicks	CTR	CPC	Book Now Clicks	Plan Your Trip Clicks
February 2025							
Food & Beverage	\$218	14,037	406	2.89%	\$.54	0	0
Outdoor	\$457	59,057	1,637	2.77%	\$.28	0	9
Arts & Cultural	\$278	25,712	907	3.53%	\$.31	0	2
Brand	\$843	49,465	3,609	7.3%	\$.23	0	1,409
TOTAL	\$1,795	148,271	6,559	4.42%	\$.27	0	1,420
January 2025 P/P	\$893	26,891	2,298	8.55%	\$.39	37	692

- Performance Max was more efficient with consistent spend over February. Overall, PMax campaigns produced 451% more impressions and 185% more clicks on 101% more spend MoM.
 - Performance has continued to be heavily reliant on the brand campaign which produced more than half of total clicks and 99% of total conversions at the lowest CPC.
- The Outdoor campaign has also seen consistent improvement the past two months. In February, CPC is down 61% at \$.28 and as a result the campaign produced 6X the traffic as well as 50% more conversions. This campaign drove a majority of traffic via display in February which allowed it to achieve a far lower CPC.
- A majority of arts & cultural and food & beverage campaigns was also spent on display this month, which allowed the campaigns to drive traffic at a 59% lower CPC.
- Spend on video has remained very light across all campaigns indicating that this is an asset that could be improved. A vertical video could also improve the likelihood that it will be shown and further reduce CPC.

Programmatic Performance

Channel	Spend	Impressions	Clicks	CTR	Conejo Site Visit
February 2025					
Standard Display	\$2,500	1,277,614	579	0.05%	556
Standard Native	\$500	260,704	196	0.08%	149
TOTAL	\$3,000	1,538,318	775	0.05%	705
February 2024 P/P	\$7,561	4,333,318	2,968	0.07%	807

- The campaigns reached over **1.5 million impressions**, driving **775 website clicks** and achieving **0.05% CTR**.
- **Hike Enthusiasts** with a 0.06% CTR. This audience continues to be a top performing and it is recommended that we expand this effort by heaving up on domains such as modernhiker.com, Backpacker.com, The Trek, etc.
- Top performing asset for the month of February with the best engagement was the Hiking Native asset with a 0.08% CTR

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Explore Conejo Valley

A side of Southern California you haven't seen. Experience adventure & tranquility.

PLAN YOUR TRIP

Linear TV Performance

Station	Video Length	Ad	Spend	A18+ Impressions	Freq	Reach %	Spot Count
KDFX	:30	Rebrand - Brand :30	\$1,825	57,600	1.0	18.00%	54
TOTAL			\$1,825	57,600	1.00	18.00%	54

Daypart	Spend	A18+ Impressions	Spot Count
Daytime	\$500	11,500	20
Morning News	\$420	19,100	12
Evening News	\$240	3,300	4
Noon News	\$385	7,000	11
Weekend	\$280	16,700	7
TOTAL	\$1,825	57,600	54

- Linear TV launched in the Coachella Valley Market in February.
- During this period, KDFX aired 54 spots across key dayparts, with News accounting for 51% of the total impressions.
- In the first month of the campaign, reach and frequency were relatively low, but as we move into March, both are expected to increase.



Search Engine Optimization



Organic Search - KPI Metrics

CHANNEL	Avg Ranking	Y/Y Impressions	Y/Y Clicks	Y/Y Sessions	Y/Y Conversions
February 2024					
Organic Search (GSC, GA4)	16.9	377,634	2,966	5,248	386
January 2025					
Organic Search (GSC, GA4)	9.0	789,943	2,599	3,586	5,262
February 2025					
Organic Search (GSC, GA4)	14.4	439,517	2,460	3,154	5,452
Month-Over-Month Change	+60.3%	-44.4%	-5.3%	-5.3%	+3.6%
Year-Over-Year Change	-15.2%	+20.3%	-13.6%	-37.5%	+1,350.0%

- We pay more attention to YoY metrics to consider proper comparison of data that takes into consideration seasonal trends. And we can observe that clicks and sessions has declined, however the most important metric, conversions from Organic Search has improved. This trend is somewhat common these days in the advent of AI Overview results in Google and the use of Large Language Model (LLM) AI tools as a search engine alternative. Last years search results had no AI Overviews

- We value YoY over MoM percent changes as they are comparing the same season of the year.
- Remember that out of all the metrics, average ranking is better as the number goes lower, thus a negative percent change is better for ranking.

Organic Search - Top Ranking Keywords

Top 10 Keywords by Clicks	Position	Impressions	Clicks
February 2025			
conejo valley	4.3	13,905	69
paramount ranch	5.8	1,963	67
visit conejo valley	1.1	240	26
la princiere french bakery patisserie cafe thousand oaks menu NEW	2.8	206	17
ronald reagan quotes	8.9	3,595	16
conejo coffee	7.3	540	14
conejo valley events NEW	3.8	249	13
boney mountain	3.5	196	11
boney mountain trail NEW	1.1	48	11
straight no chaser NEW	1.1	4,017	10

- There are four (4) new keywords in the top ten (10) list.
- The [Ronald Reagan Quotes page](#) was one of the new pages 85Sixty added last year. It's current ranking and clicks how it's evergreen content potential to stand the test of time.

January Ads



85SIXTY

February Creative

Media Updates

February creative / imagery ad rotation




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Valley

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Just 45 minutes from Los Angeles.

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Culture**

Find it in Agoura Hills & Thousand Oaks.

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VISIT
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FIND YOUR FAVORITE NEW FLAVORS

Find them in Agoura Hills
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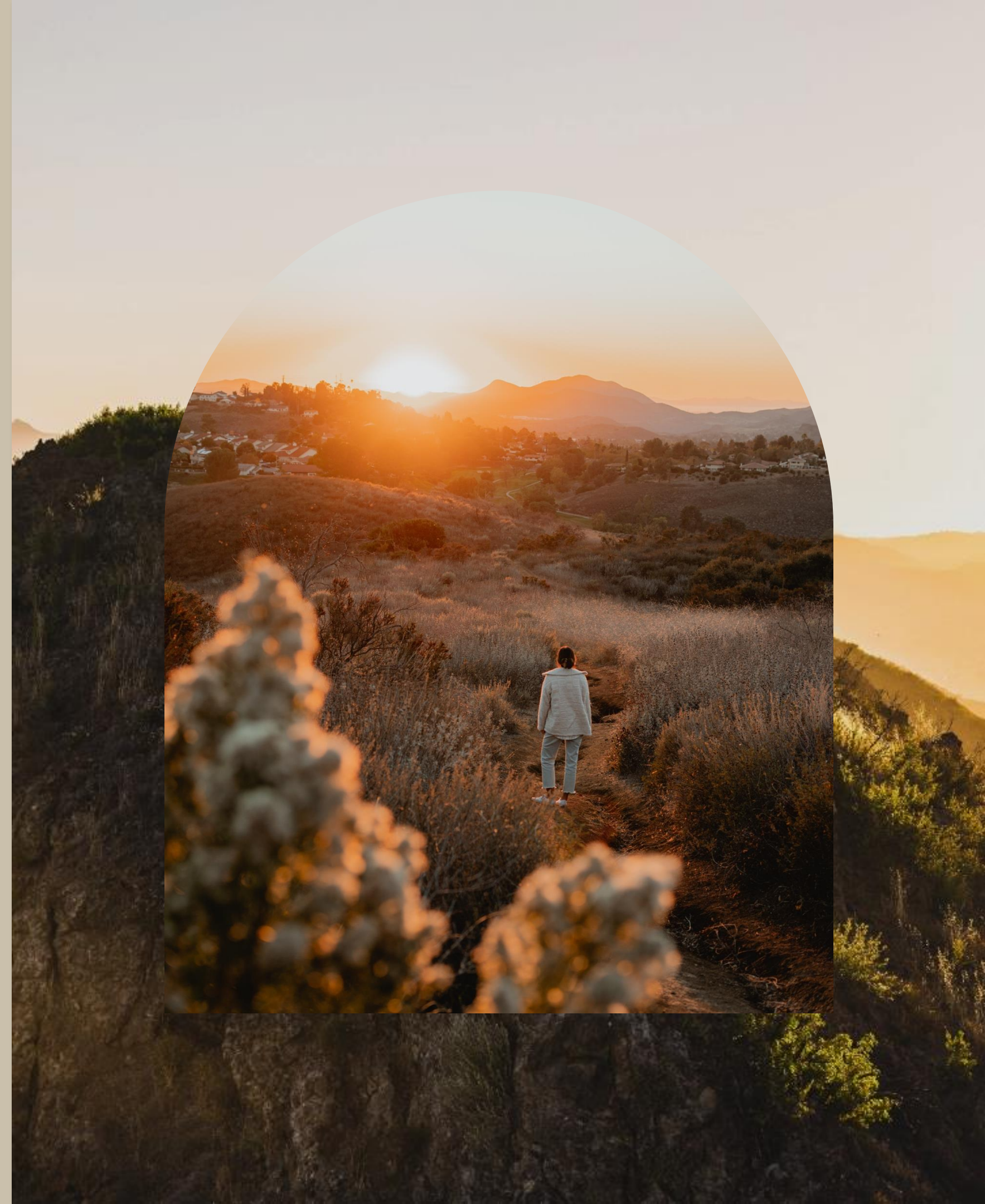
Thank you!





February Board Report

Presented on:	3/18/25
Prepared by:	Marketing Maven



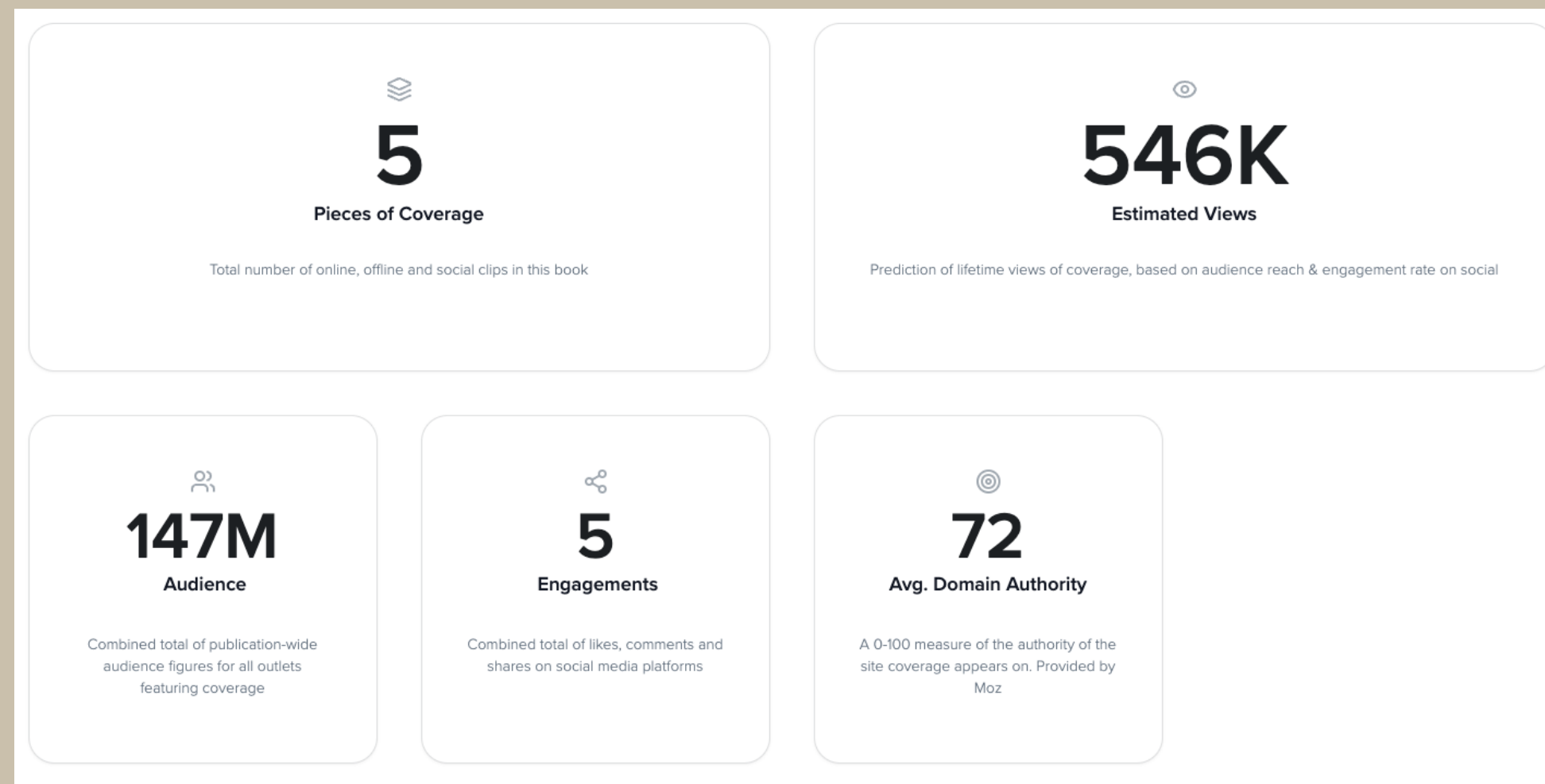
Media & FAM Trip Goals

Increase Revenue Per Available Room (RevPAR) for Conejo Valley TID hotels by doing the following:

- Showcasing Conejo Valley's unique attractions and experiences, attracting travelers and visitors seeking something new, distinctive, fun and/or relaxing.
- Build strategic partnerships with media professionals and digital content creators to generate compelling coverage that authentically captures the region's appeal and inspires potential visitors to explore.
- Drive tourism year-round by spotlighting seasonal events, festivals, outdoor activities, local attractions, and accommodations, with targeted promotion during key periods to maximize visitor engagement.

February 2025 Coverage

- 2 Calendar Listings
- 3 Articles





Media Relations

Media Relations

Primary Markets

- Los Angeles
- San Diego
- Orange County
- Inland Empire

Secondary Markets

- San Francisco
- Monterey
- San Bernardino

Out of State

- Portland
- Seattle



February Pitch Concepts:

- Spring Adventures in Conejo Valley
- Great Race of Agoura Hills
- March Mindfulness: Wellness and Relaxation Getaways
- Conejo Valley's Craft Beer Trail: Spring Edition
- Women-Owned Business in Conejo Valley
 - Naughty Pine Brewing Company
 - West Tasting Room
 - Blue Table- Whizin Market Square
 - Nash Boutique
 - Harmony Family Yoga
 - HALO Salt Spa
 - Floret Floral at Whizins
 - XO Bloom

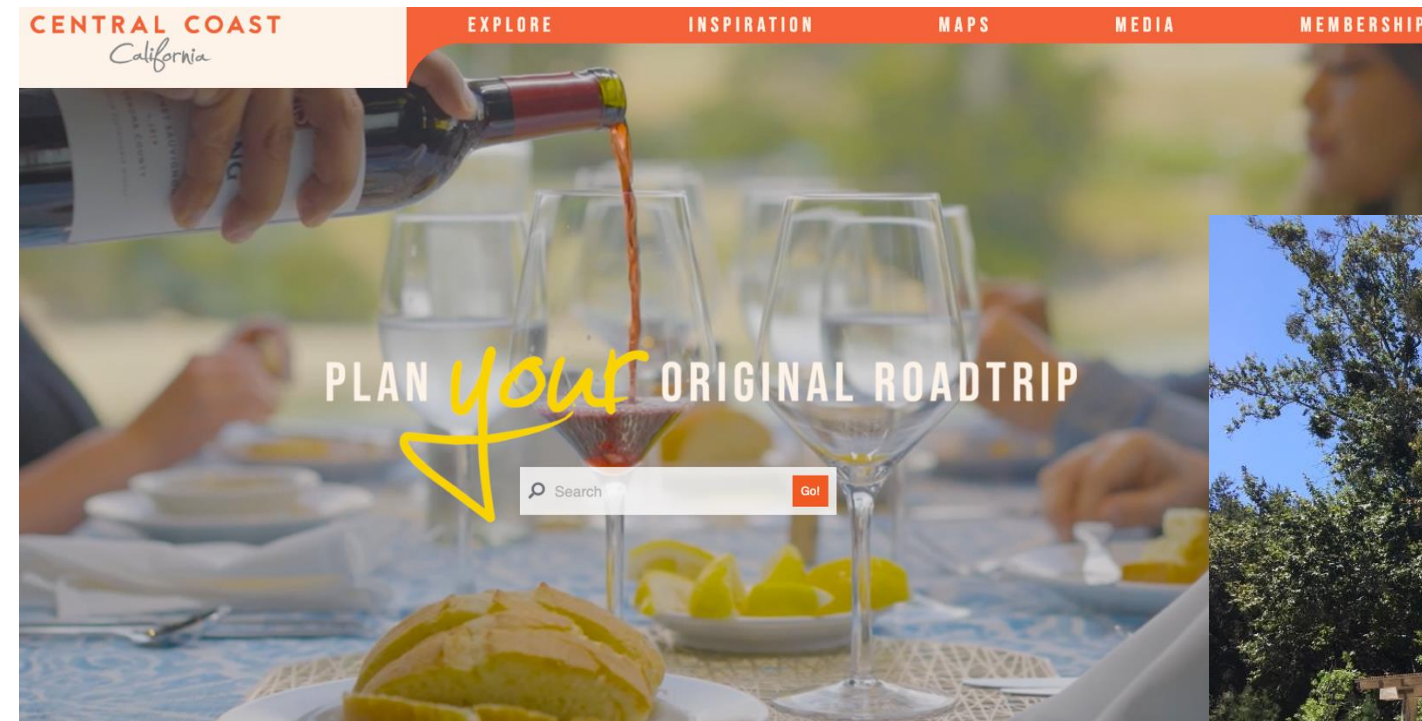
Central Coast California

From just north of Los Angeles to just south of San Francisco—we are a region unified through a connected spirit. Free, open and alluring—this is a place that allows stories to unfold. If you take the time, it will give you the time you need. And it's worth every second.

<https://centralcoast-tourism.com/business/conejo-valley/>

Coverage Submitted:

- Film Locations
 - Calamigos Ranch
 - Canyon Ranch Studio
 - Paramount Ranch



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California



CALIFORNIA

Sea, Sips, and Seals: Exploring Highway 1 Along California's Central Coast

By Isabella Miller
February 25, 2025



CALIFORNIA

Think Spring: Unique Will S

By Janna
February



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Sea, Sips, and Seals: Exploring Highway 1 Along California's Central Coast

Highway 1 along California's Central Coast offers an amazing journey filled with picturesque landscapes and memorable moments for every traveler.

By Isabella Miller

February 25, 2025



A breathtaking aerial view of California's Highway 1, where the coast meets the open road. Photo Courtesy of Highway 1 Road Trip

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FAM Trips

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<https://www.tiktok.com/@countingcountries>
<https://www.instagram.com/counting.countries/>

Followers: 1.1M on IG | 957.7K on TikTok

Engagement rate: 5.18% | 17.51%

Content:

- 1 Instagram Reels cross-posted to TikTok
- 2-3 IG stories

Visit Dates: March 6-10



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THE STRANGEST COUNTRY IN THE WORLD
51.5M

I am standing
33.5K

Is this the most underrated place on the planet?
70.8K

\$3,000 a night Four Seasons Yacht
238K

This country makes you sign a pledge to enter
534K

Flying Delta One Suites
205K





Next Steps

Next Steps

- Prep for upcoming FAM trip in March
- Maintain momentum in securing targeted media placements and coverage opportunities that showcase Conejo Valley's unique attractions and experiences
- Develop and refine strategic PR and influencer campaigns to effectively promote upcoming initiatives and seasonal activities