



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

Tuesday, February 17th at 12:00pm
Palm Garden Hotel
495 N Ventu Park Rd, Thousand Oaks, CA 91320

Meeting Agenda

1. Call to Order – Chair Tony Conte
2. Roll Call
3. **Action Item:** Approval of the Agenda for the February 17th, 2026 Meeting
4. **Action Item:** Approval of the Minutes from the November 11, 2025 Meeting
5. Public Comments
6. **Action Item:** Approval of the Q4 2025 TID Financials and 2025 Year End Report
7. Discussion Item: President/CEO Report
8. Discussion Item: Marketing Maven 2026 Report
9. Discussion Item: 85Sixty October 2026 Report
10. Announcements – CVTID Team Members
11. 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, October 21, 2025 at 12:00pm
California Lutheran University, Lundring Events Room

Meeting Minutes

1. Call to Order –Chair Daniel Yancey

- i. Chair Daniel Yancey called the meeting to order at 12:02 pm.

2. Roll Call

- i. Board Members Present: Chair Daniel Yancey (Palm Garden Hotel), Vice Chair Tony Conte (Courtyard by Marriott Thousand Oaks, TownePlace Suites by Marriot Thousand Oaks),, Elle Hanstead Meadors (Hyatt Regency Westlake), Wendy Beemer and Joe Sullivan (Courtyard by Marriott Agoura Hills, TownePlace Suites by Marriot Agoura Hills), Natalie John (Thousand Oaks Inn Best Western), Ashlie Lohse (Homewood Suites AH), Rob Kravitz (Sheraton), Grace Strasser (Hampton Inn AH), and Ashley Montgomery (Hampton Suites TO).
- ii. Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Eric Hunzeker (85Sixty), Cicily Kind (CVTID), Marie Zanderson (85Sixty), Toni Palese (85Sixty), Shayne Wells (Marketing Maven), and Lindsey Carnett (Marketing Maven).
- iii. A quorum was established.

3. Action Item: Approval of the Agenda for the November 11th, 2025 Meeting

- i. Motion to approve the agenda by Ashlie Lohse and seconded by Ashley Montgomery.
- ii. The approval of the agenda passed 9-0-2 with Wendy Beemer abstaining.

4. Action Item: Approval of the Minutes from the October 21st, 2025 Meeting

- i. Motion to approve the minutes from October 21st by Ashley Montgomery and seconded by Ashlie Lohse.
- ii. The approval of October 21st Minutes passed 9-0-2 with Wendy Beemer abstaining.

5. Public Comments

- i. None.

6. Action Item: Election of Officers for 2026 Term

- i. Josh Gray presented the Election of Officers for 2026 Term.



- ii. Motion to approve the Election of Officers for 2026 Term by Rob Kravitz and seconded by Ashley Montgomery.
- iii. The approval of the Q3 2025 CVTID Financials passed 9-0-2 with Wendy Beemer abstaining.

7. Action Item: Approval of the 2026 CVTID Meeting Schedule

- i. Josh Gray presented the 2026 CVTID Meeting Schedule.
- ii. Motion to approve the 2026 CVTID Meeting Schedule by Ashley Montgomery and seconded by Rob Kravitz.
- iii. The approval of the 2026 CVTID Meeting Schedule passed 9-0-2 with Wendy Beemer abstaining.

8. Action Item: Approval of the 2026 CVTID Budget

- i. Danielle Borja presented the 2026 CVTID Budget.
- ii. Motion to approve the 2026 CVTID Budget by Ashlie Lohse and seconded by Rob Kravitz.
- iii. The approval of the 2026 CVTID Budget passed 9-0-2 with Wendy Beemer abstaining.

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

- i. Danielle Borja presented the President/CEO Report.
- ii. Cicily Kind presented on the 2026 Conference Schedule.

10. Discussion Item: Marketing Maven Report

- i. Shayne presented the Marketing Maven Report.

11. Discussion Item: 85Sixty Report

- i. Marie presented the 85Sixty Report.
- ii. Wendy inquired about the number of Instagram and TikTok followers being low for the TID. It was determined that the Board report had a typo and that the numbers were closer to 11K with 1% growth rather than just over 1000 followers.

12. Announcements – CVTID Membership Announcements

- i.

13. Adjourn

- i. The meeting was adjourned at 12:54pm.



Conejo Valley Tourism Improvement District, Inc.
Financial Statement Review Notes
For FYE December 31, 2025

Total Assets \$ 1,751,340

Balance Sheet
\$0 was transferred into our Reserve Account in Q4.

Q4 2025 Profit & Loss Statement (October - December)

Category	Actual	Budget	Variance	Notes
Income				
Assessment Income	\$ 346,741	\$ 361,779	\$ (15,038)	Unfavorable budget variance
Misc. Revenue	\$ 30,933			U.S. Bank Fraud Settlement
Expenses				
	\$ 379,001	\$ 466,085	\$ (87,084)	Favorable budget variance
				1. Total Advertising & Marketing was under by \$41,697, \$30K for direct marketing
				2. Agency Marketing was under by \$15,009 due to expense timing
				3. Conferences & Travel \$6,055 lower than budgeted
				4. Professional Fees \$15,255 lower than budgeted
Other Income/Expense	\$ 5,377	\$ 6,000	\$ (623)	Unfavorable budget variance
				1. Interest income - \$623 lower than budget.
Total Net Income	\$ 4,049	\$ (98,306)	\$ 102,355	Favorable budget variance

2025 Year-to-Date Profit & Loss Statement (January - December)

Category	Actual	Budget	Variance	Notes
Assessment Income	\$ 1,601,545	\$ 1,550,000	\$ 51,545	Favorable (Positive) budget variance *Includes \$30,933 unbudgeted fraud settlement
Marketing/Other	\$ 1,544,689	\$ 1,648,759	\$ (104,070)	Favorable budget variance
Total Net Income	\$ 56,856	\$ (98,759)	\$ 155,615	Favorable budget variance

2025 YEAR FINANCIAL POSITION



TOURISM IMPROVEMENT DISTRICT OVERVIEW

The TID’s estimated net income is **\$56,856** and budgeted net income was **<\$98,759>**.

*Budgeted negative net income was due to the approved use of excess funds, including a full-time Business Dev. Role. The 2025 positive net income includes an unbudgeted fraud settlement of \$30,933.

	Assessment Income	Net Income	Notes
2015	\$496,609	\$37,980	
2016	\$1,620,163	\$632,634	Aliso Canyon gas leak impact
2017	\$1,368,734	\$252,053	
2018	\$1,407,392	\$111,261	
2019	\$1,498,260	\$30,317	
2020	\$573,535	-\$277,556	\$170K withdrawn from reserves
2021	\$1,088,500	\$236,872.24	
2022	\$1,602,207	\$449,713	\$60K carry over from 2021
2023	\$1,548,722	-\$19,883	\$150K carryover from 2022.
2024	\$1,420,169	-\$203,975	<i>Approval of excessive funds: \$57K Conejo Cash for Hotels + new Bus Dev role. \$122K variance in assessment income due to audit adjustment for 2023 income received in 2024. \$75K wire fraud</i>
2025	\$1,601,545	\$56,856	<i>January LA Fires, \$30K unbudgeted fraud settlement, reduced payroll expense due to medical leaves</i>

*The current reserves of **\$781,457** exceeds the 6 months of operation costs (\$774,964) based on \$1,549,928 in budgeted expenses not including the \$135K in expenses allocated with excess funds. Monthly operations costs are based on the 2026 budget.

Current Reserve policy: Conejo Valley Tourism District will budget 10 percent of its projected annual assessment income to be transferred to its reserve account. This will continue until the amount of funds available in the reserve account is equal to 6 months of projected expenses for the TID.

NEW (11/9/23)– Overflow Funds Policy & Procedure: Annually, after the financial officer of the TID has presented the Q4 financial report and it has been approved by TID Board of Directors, the Board of Directors will determine the best use and dispersion, in whole or part, of any carryover funds. 50% of funds collected this way will be applied toward a reserve until the amount of funds available in the reserve account is equal to 6 months of projected expenses for the TID.

The District had a net surplus of \$546,904 from 2018-2022.

Conejo Valley Tourism Improvement District, Inc.
Balance Sheet
As of December, 2025

			Dec 31, 25
ASSETS			
Current Assets			
Checking/Savings			
		Cash MBT 1780 CD Acct	303,907.93
		Cash MBT 2961 Operating Acct	516,821.42
		Cash MBT 2968 MM Acct	377,396.10
		Cash USB 2600 CD Acct	274,053.19
		Total Checking/Savings	1,472,178.64
Accounts Receivable			
		Assessment Receivable	167,947.23
		Total Accounts Receivable	167,947.23
Other Current Assets			
		Prepaid Exp-Conference & Travel	11,049.65
		Prepaid Exp - Event Sponsorship	5,000.00
		Prepaid Exp - Public Relations	12,500.00
		Total Other Current Assets	28,549.65
		Total Current Assets	1,668,675.52
Fixed Assets			
		Accumulated Depreciation	-201,883.04
		Equipment	1,310.94
		Furniture	17,926.00
		Trade Show Booth	22,058.33
		Website	134,252.25
		Website- 2025	109,000.00
		Total Fixed Assets	82,664.48
TOTAL ASSETS			1,751,340.00
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
		Accounts Payable	
		Accounts Payable	43,411.09
		Total Accounts Payable	43,411.09
		Total Current Liabilities	43,411.09
Long Term Liabilities			
		Pledge Payable - Long Term	25,000.00
		Total Long Term Liabilities	25,000.00
		Total Liabilities	68,411.09
Equity			
		Opening Balance Equity	-103,614.00
		Retained Earnings	1,729,686.84
		Net Income	56,856.07
		Total Equity	1,682,928.91
TOTAL LIABILITIES & EQUITY			1,751,340.00

Conejo Valley Tourism Improvement District, Inc.
Profit & Loss Budget vs. Actual
October through December 2025

				Oct - Dec 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense							
Income							
Assessment Income				346,740.54	361,779.00	-15,038.46	95.84%
Other Types of Income							
Miscellaneous Revenue				30,932.96			
Total Other Types of Income				30,932.96			
Total Income				377,673.50	361,779.00	15,894.50	104.39%
Gross Profit				377,673.50	361,779.00	15,894.50	104.39%
Expense							
Administration Fee							
Agoura Hills & Thousand Oaks				4,271.65	5,426.00	-1,154.35	78.73%
Chamber of Commerce				69,348.11	72,356.00	-3,007.89	95.84%
Total Administration Fee				73,619.76	77,782.00	-4,162.24	94.65%
Advertising & Marketing							
Annual Report				0.00	0.00	0.00	0.0%
CLU Business Mgmt Program				0.00	0.00	0.00	0.0%
Direct Hotel Marketing				89,697.78	120,000.00	-30,302.22	74.75%
Local Incentive/Com Partnership				10,000.00	7,500.00	2,500.00	133.33%
Print Materials & Promotional				605.81	5,000.00	-4,394.19	12.12%
Public Relations Expenses				3,000.00	12,501.00	-9,501.00	24.0%
Public Relations Management				12,500.00	12,500.00	0.00	100.0%
Total Advertising & Marketing				115,803.59	157,501.00	-41,697.41	73.53%
Agency Marketing							
Acct Planning & Management				9,500.00	8,443.00	1,057.00	112.52%
Analytics & Reporting				1,500.00	2,436.00	-936.00	61.58%
Creative				11,500.00	8,917.00	2,583.00	128.97%
Development				0.00	4,042.00	-4,042.00	0.0%
Direct Marketing				74,500.00	82,865.00	-8,365.00	89.91%
Email Marketing				5,944.00	8,965.00	-3,021.00	66.3%
Local Influencers				-272.73	7,500.00	-7,772.73	-3.64%
Paid Media				5,500.00	5,490.00	10.00	100.18%
Social Media Management				11,000.00	8,782.00	2,218.00	125.26%
Strategic Marketing Plan				0.00	1,465.00	-1,465.00	0.0%
Website Maintenance & SEO				6,189.76	1,465.00	4,724.76	422.51%
Total Agency Marketing				125,361.03	140,370.00	-15,008.97	89.31%
Auto Mileage				267.75			
Bank and Credit Card Charges				-293.65			
Business Registration Fees				200.00			
Conferences and Travel				18,445.34	24,500.00	-6,054.66	75.29%
Depr and Amort Expense				9,875.82	9,582.00	293.82	103.07%
Equipment Supplies				0.00	1,000.00	-1,000.00	0.0%
Excess Funds Allocations							
Business Development				20,708.09	25,000.03	-4,291.94	82.83%
New Website				0.00	0.00	0.00	0.0%

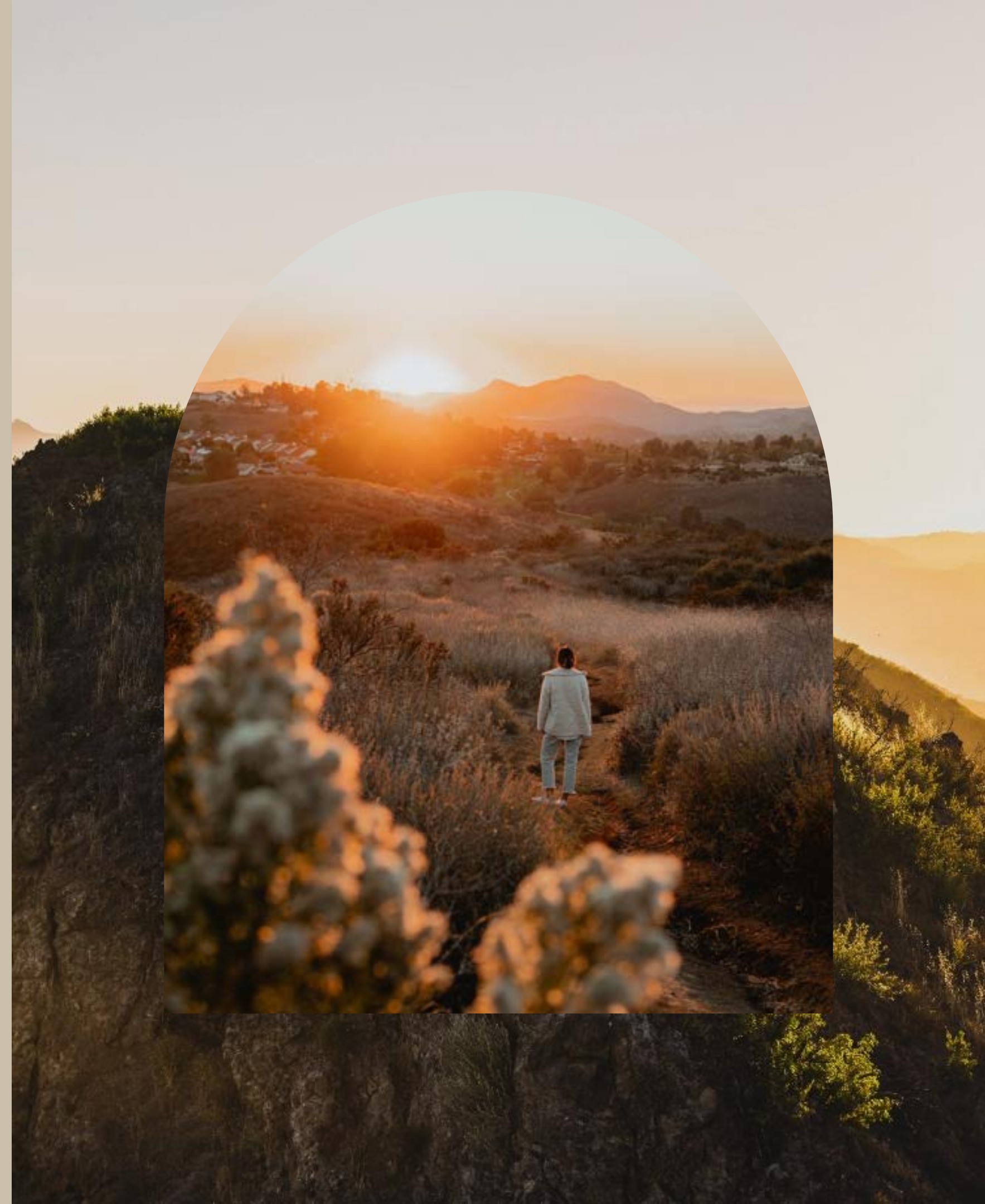
Conejo Valley Tourism Improvement District, Inc.
Profit Loss Budget Overview
 January through December 2025

			Membership Dues	2,320.00	1,675.00	645.00	138.51%
			Office/Computer Expense	1,726.05	1,000.00	726.05	172.61%
			Postage, Mailing Service	61.00			
			Professional Fees	18,004.37	27,700.00	-9,695.63	65.0%
			Total Expense	1,565,480.45	1,672,759.00	-107,278.55	93.59%
			Net Ordinary Income	36,065.03	-122,759.00	158,824.03	-29.38%
			Other Income/Expense				
			Other Income				
			Interest Income	20,791.04	24,000.00	-3,208.96	86.63%
			Total Other Income	20,791.04	24,000.00	-3,208.96	86.63%
			Net Other Income	20,791.04	24,000.00	-3,208.96	86.63%
Net Income				56,856.07	-98,759.00	155,615.07	-57.57%



January Board Report

Presented on:	2/17/25
Prepared by:	Marketing Maven



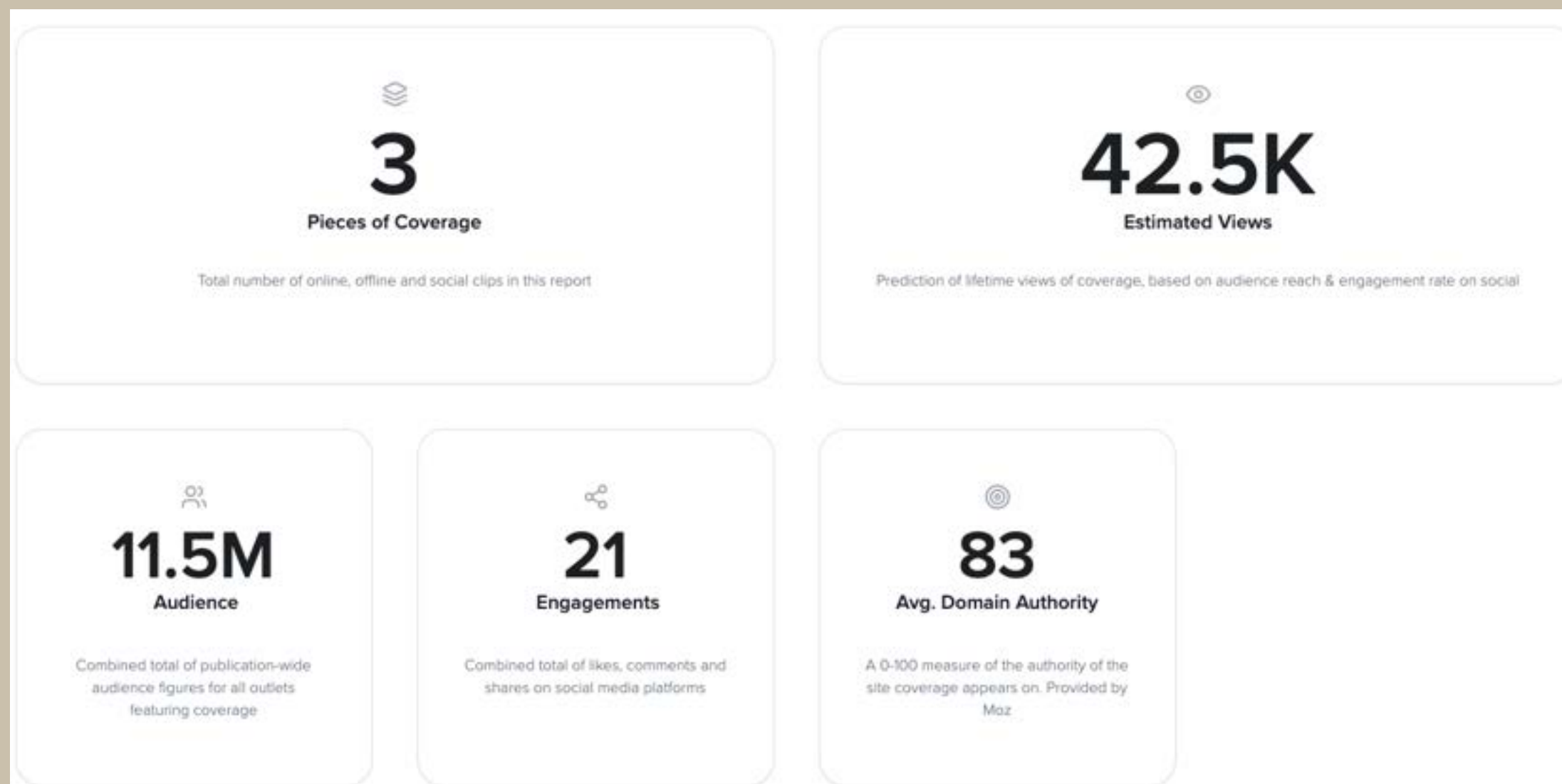
Media & FAM Trip Goals

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.

2026 Coverage

- 2 Articles
- 1 Event Listing





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

January Pitch Concepts:

- California's Quiet Reset: Why Conejo Valley Is the Wellness Retreat You Didn't Know You Needed
- Start the Year Grounded: Ways to Recharge Your Mind and Body in Conejo Valley
- Digital Detox, California Style: Retreat to Conejo Valley's Unplugged Nature Escapes
- The Best Small-Town Wellness Weekend in California: Conejo Valley's Cozy Winter Escape



Media Outlets

Primary Markets

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

Secondary Markets

- San Francisco
- Monterey
- San Bernardino

Out of State

- Portland
- Seattle

- USA Today
- Voyage Media
- L.A. Times
- L.A. Daily News
- Condé Nast Traveler
- HeySocal
- The Best of the Southwest
- TravelBinger
- Fabulous California
- Past Lane Travels
- LOOP Mag
- San Diego Magazine
- Travel + Leisure
- BBS Travel
- Wine Enthusiast
- The Informed Traveler Podcast
- SoCal Life Magazine
- LAist
- LA Travel Mag
- LosAngeles.com
- Los Angeles Mag
- Forbes
- Deadline
- Hollywood Reporter

Visit California

Marketing Maven submitted multiple pieces of content to Visit California’s monthly editorial call, aligning with their editorial calendar themes of flavors across borders and wild, wild west coast.

Our submissions highlighted Conejo Valley restaurants for the Flavors Across Borders theme, showcasing the region’s diverse and globally inspired culinary scene, as well as western-themed places and activities for the Wild Wild West Coast theme, positioning Conejo Valley as a destination that blends cross-cultural dining with classic California frontier charm.

<https://www.visitcalifornia.com/>



Mouthful Eatery: Peruvian-Inspired Handcrafted Bowls, Sandwiches & Fresh Flavors	Feb 5, 2026 · Consumer story idea	Accepted
Moqueca Brazilian Restaurant: Authentic Coastal Brazilian Cuisine & Seafood Stews	Feb 5, 2026 · Consumer story idea	Accepted
The Cliffdiver: Pacific-Inspired Mexican Seafood & Coastal Vibes in Thousand Oaks	Feb 5, 2026 · Consumer story idea	Accepted
Cowboys: History & Hollywood Exhibit at Reagan Library Through April 19, 2026	Feb 5, 2026 · Consumer story idea	Accepted
Malibu Riders: Guided Horseback Trail Rides Through Santa Monica Mountains Since 1990	Feb 5, 2026 · Consumer story idea	Accepted
Cornell Wine Co. & The Old Place: Mountain Wine Bar & Historic Steakhouse in Cornell	Feb 5, 2026 · Consumer story idea	Accepted
GO Fish Sushi Bar: Premium Sushi with California Flair & Sustainable Practices	Feb 5, 2026 · Consumer story idea	Accepted

IMM North America

On January 22, Marketing Maven attended TravMedia’s International Media Marketplace (IMM) North America on behalf of Visit Conejo Valley, securing and participating in a series of scheduled media appointments.

Marketing Maven met one-on-one with journalists, editors, and freelance writers from top outlets including **MSN Travel, Travel + Leisure, Los Angeles Times, Condé Nast Traveler, AFAR, and BBC Travel**, among others.

These strategic media engagements were aimed at elevating Conejo Valley’s visibility in key national and international travel coverage opportunities, strengthening relationships with press, and building future earned media placements for the destination.

<https://travmedia.com/immnorthamerica/>



PR Manager - Appointment Schedule For Cicily Kind - Visit Conejo Valley

Date	From	To	Meeting	Table	
Welcome Address from 8:50am					
1.	Thu 22 Jan 2026	9:00am	9:15am	Zachary Mack - Galvanized (Best Life, Travelicious/MSN Travel), Static (Tasting Table, Daily Me ... Email: zachmack@gmail.com	413
2.		9:15am	9:30am	Ernest White II - PBS, Conde Nast Traveler Email: ernest@flybrother.net	413
3.		9:30am	9:45am		
4.		9:45am	10:00am	Christopher Ludgate - Fodor's, Passport, Wander Magazine, GoWorld, JustLuxe.com, Wanderama Travel Email: christopherludgate@gmail.com	413
5.		10:00am	10:15am	Pamela Holt - Amazon Prime Video, Tubi, LUXE Getaways, FAB CA Email: Pamela@Pamelaholt.com	413
6.		10:15am	10:30am	Karen Schaffner - Times Media Group Email: kschaffner@tucsonlocalmedia.com	413
Morning Networking Break from 10:30am					
7.		11:00am	11:15am	Gavin Booth - Couple in the Kitchen + IFWTWA Email: info@coupleinthekitchen.com	413
8.		11:15am	11:30am	Alysse Dalessandro - Ready to Stare LLC Email: readytostare@gmail.com	413
9.		11:30am	11:45am	Waverly Colville - Islands, Fodor's Travel, Business Insider, Email: wcolville64@gmail.com	413
10.		11:45am	12:00pm	Max St John - Drink Tea & Travel Sustainable Travel Blog Email: max@drinkteatravel.com	413

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<https://travmedia.com/immnorthamerica/>



13.		2:00pm	2:15pm	Terri Marshall - AARP, Girl Camper, World Footprints, MSN, SheBuysTravel, A Girls Guide to Cars, ... Email: terri.marshall60@gmail.com	413
14.		2:15pm	2:30pm		
15.		2:30pm	2:45pm	Nedra McDaniel - Adventure Mom® MSN Email: nedra@adventuremomblog.com	413
16.		2:45pm	3:00pm		
17.		3:00pm	3:15pm	Scott Herder - Bobo and Chichi Media Email: boboandchichi@boboandchichi.com	413
18.		3:15pm	3:30pm	Tim Chester - Afar, LA Times, Chase Travel, AARP Email: tpchester@gmail.com	413
Afternoon Networking Break from 3:30pm					
19.		4:00pm	4:15pm	Oksana St John - Drink Tea & Travel Sustainable Travel Blog Email: oksana@drinkteatravel.com	413

	Date	From	To	Meeting	Table
20.		4:15pm	4:30pm		
21.		4:30pm	4:45pm	Beverly Hurley - GardenDestinations.com and Triangle Gardener magazine Email: editor@gardendestinations.com	413
22.		4:45pm	5:00pm	Iona Brannon - Travel+Leisure, National Geographic, CN Traveler Email: brannoniona@gmail.com	413
23.		5:00pm	5:15pm	Yulia Denisyuk - Conde Nast Traveler, AFAR, Nat Geo, BBC Travel, etc Email: hello@yulia-denisyuk.com	413
24.		5:15pm	5:30pm	Annette White - Yahoo!, Bucket List Journey Email: annette@bucketlistjourney.net	413





FIFA Road Trip Campaign

Marketing Maven is supporting the upcoming FIFA Road Trip Campaign through influencer research and vetting, identifying talent who align with the campaign's target audiences, travel storytelling goals, and regional highlights. Our team is curating a strategic mix of creators to ensure authentic content capture, strong engagement, and broad visibility across each destination featured along the road trip route.



kaylynkyle ✓
Kaylyn Kyle Heath
668 posts · 147K followers · 1,032 following
Public figure
Presenter · Analyst @mls @appletv
🏅 Olympic Medalist
2x World cups
Inquiries CD@PROSPORTMANAGEMENT.COM
📍 kaylynkyle
Followed by dailydadcoach, elabe11a_xo + 2 more

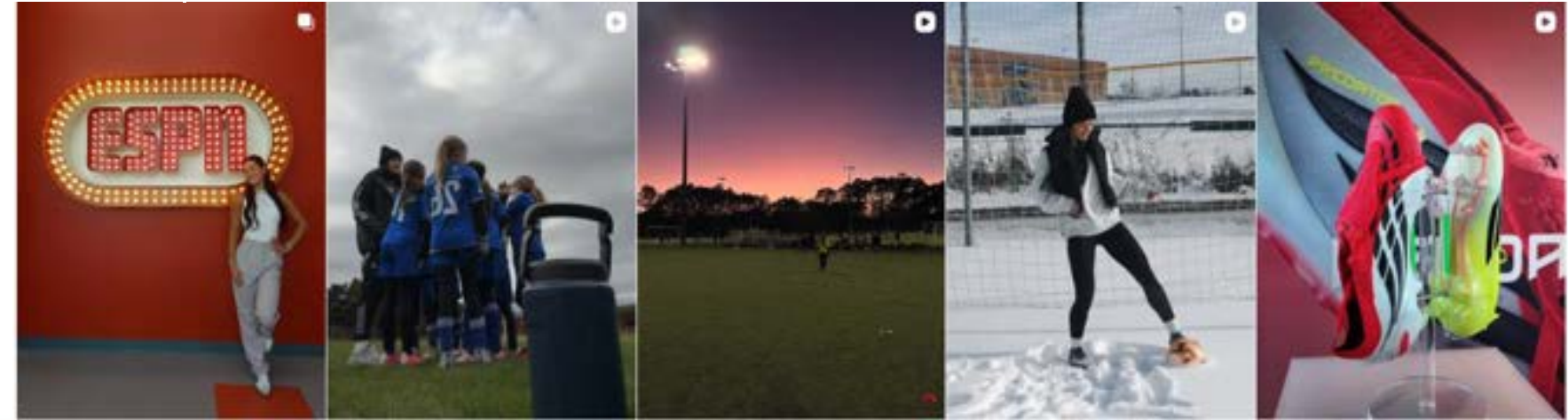
Follow Message

Home ❤️ Travel MLS WC22 Ballon D'or

emilyyharrigan ✓
Emily Harrigan
364 posts · 462K followers · 666 following
Athlete
do everything in love †
Pitt/Rutgers Soccer Alum
emily@outshinetalent.com
🌐 outshine.media/EmilyHarrigan
Followed by dailydadcoach, sofieceleste + 6 more

Follow Message

Gift ideas 🎁 links 📄 World Serie... ↕ ESPN MLS 📺



Next Steps

- Maintain momentum in securing targeted media placements and coverage opportunities that showcase Conejo Valley's unique attractions and experiences.
- Develop and refine strategic PR campaigns to effectively promote upcoming initiatives and seasonal activities.
- Continue driving forward our 2026 PR and influencer marketing efforts and initiatives, ensuring strong positioning and visibility for the year ahead.
- Continue to follow-up with IMM media to provide tailored story angles, assets, and itineraries, with the goal of securing earned media coverage and future press visit opportunities.

VISIT
Conejo
Valley



January 2026
Monthly Report

Board Presentation:
February 17, 2026



STR
Report



METRIC	January 2026 Occupancy	January 2025 Occupancy	% Change	January 2026 ADR	January 2025 ADR	% Change	January 2026 RevPAR	January 2025 RevPAR	% Change
Conejo Valley	57.2%	73.2%	-28.0%	\$143.60	\$160.16	-11.5%	\$87.03	\$126.15	-45.0%
Ventura County West	56.7%	66.3%	-16.8%	\$133.27	\$143.53	-7.7%	\$78.88	\$98.97	-25.5%
Santa Clarita / Simi Valley	68.8%	73.2%	-6.4%	\$126.24	\$139.02	-10.1%	\$87.71	\$103.94	-18.5%

Overview Y/Y:

- All regions showed decreases for all metrics Y/Y with Conejo Valley's the largest across the board; however, '25 numbers were heavily impacted by the fires in the area during that time period
 - Conejo Valley's metrics closely mirror '24, with increases to both Occupancy (from 57.0%) and RevPar (from \$83.12) and a slight decrease to ADR (from \$145.77)
 - Santa Clarita also experienced Occupancy and RevPAR growth compared to '24, while Ventura is down across all three metrics
- The final two weeks of the month had the highest RevPAR, outpacing the first three, mirroring trends in both '24 & '25

DATES	Days	RevPAR
1/1 - 1/3	3	53.60
1/4 - 1/10	7	88.29
1/11 - 1/17	7	67.96
1/18 - 1/24	7	98.57
1/25 - 1/31	7	107.61

January Marketing



Digital Recap

PAID SOCIAL

1,218,191

Impressions

20,090

Clicks

1.65%

CTR

GOOGLE
SEARCH

104,535

Impressions

17,323

Clicks

16.57%

CTR

PROG.
DISPLAY

736,609

Impressions

1,834

Clicks

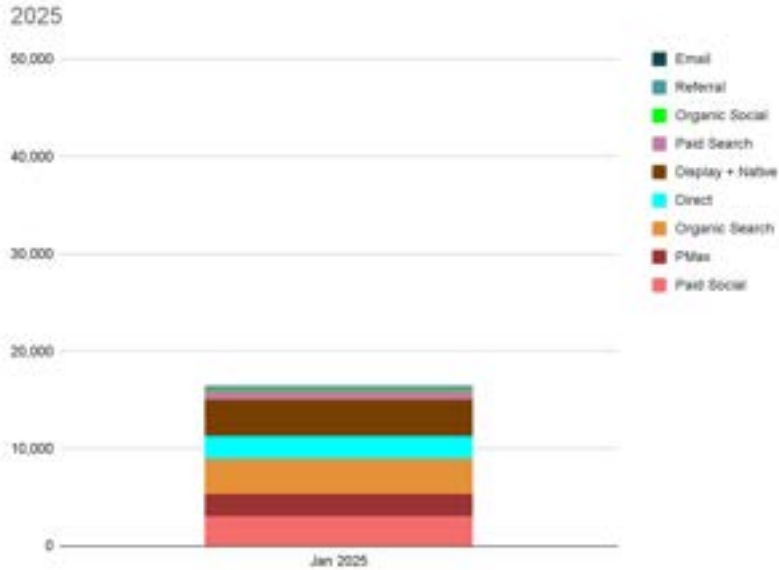
0.25%

CTR

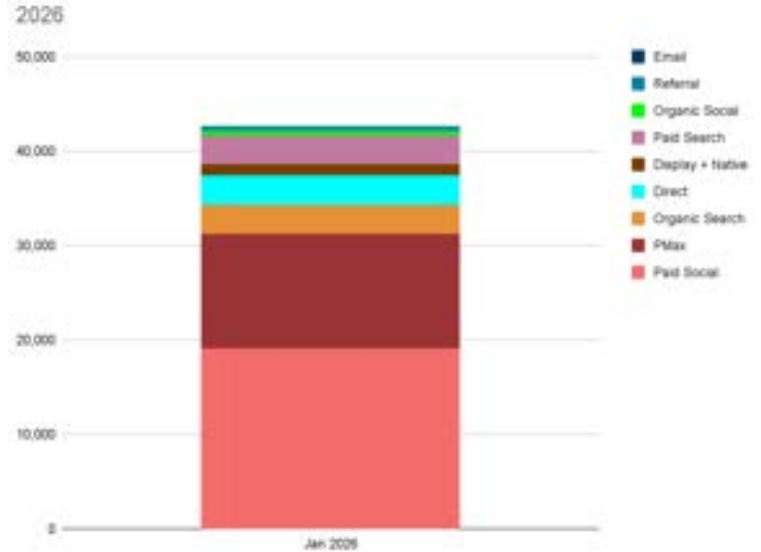
2025 vs 2026 Website Sessions by Channel Traffic

- M/M Traffic increased 32% (Dec - Jan)
- Y/Y Traffic increased 158% (Jan '25 - Jan '26)
- YTD Traffic increased 158% (2025 - 2026)

Jan 2025 | Total Sessions: **16,525**



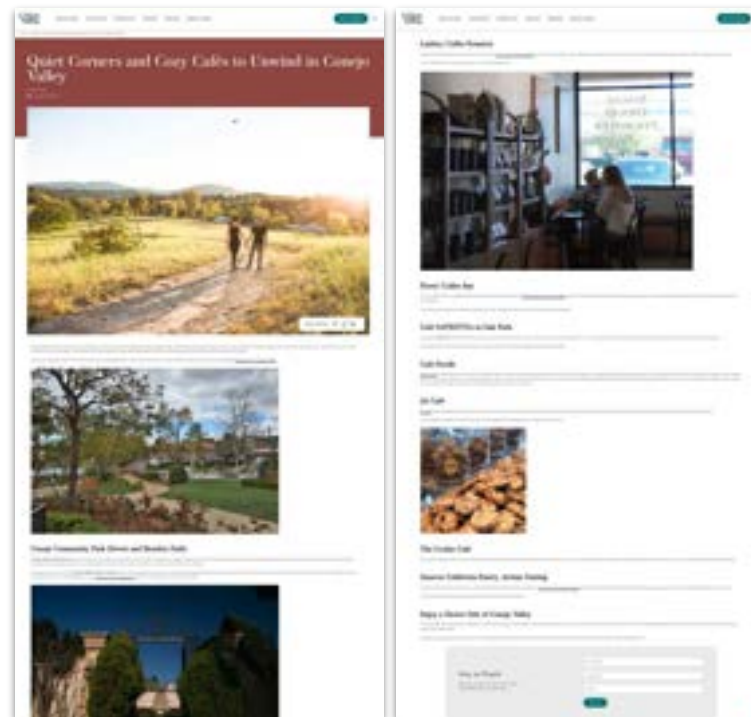
Jan 2026 | Total Sessions: **42,654**



Website Activity

Channel	January Sessions 2025	January Sessions 2026	% Change
Paid Social	3,035	19,165	531%
PMax	2,364	12,128	413%
Organic Search	3,551	2,996	-16%
Direct	2,350	3,093	32%
Display + Native	3,701	1,259	-66%
Paid Search	1,029	3,133	204%
Organic Social	120	403	236%
Referral	355	477	34%
Email	20	0	-100%
	16,525	42,654	158%

Website Blog Content



- Website Content Focus for January: **Quiet Corners and Cozy Cafes to Unwind in Conejo Valley**
- January blog: published 1/16

January Marketing
Geo - State



	Regions	Active Users	New Users	Engaged Sessions	Engagement Rate	Engaged Sessions / Active User	Avg. Engagement Time / Active User
	Total	40,145	40,033	43,044	99.11%	1.07	10s
1	California	34,816	34,486	37,711	99.01%	1.08	10s
2	Not Set	1,072	1,063	1,070	99.44%	1.00	1s
3	Texas	354	345	370	99.46%	1.05	10s
4	New York	267	259	273	99.27%	1.02	11s
5	Arizona	174	161	187	97.91%	1.07	24s
6	Washington	164	151	178	98.34%	1.09	23s
7	Florida	154	150	157	98.74%	1.02	13s
8	Iowa	119	119	119	100.00%	1.00	0s
9	Oregon	110	105	109	99.09%	0.99	9s
10	Virginia	109	107	110	97.35%	1.01	10s

	Regions	Active Users	New Users	Engaged Sessions	Engagement Rate	Engaged Sessions / Active User	Avg. Engagement Time / Active User
	Total	40,145	40,033	43,044	99.11%	1.07	10s
1	Los Angeles	13,788	13,575	14,699	99.29%	1.07	10s
2	Not Set	1,792	1,735	1,823	99.67%	1.02	6s
3	San Diego	1,660	1,646	1,729	99.31%	1.04	5s
4	Thousand Oaks	1,523	1,459	1,760	98.27%	1.16	31s
5	Anaheim	1,343	1,275	1,407	99.50%	1.05	9s
6	Santa Ana	520	519	542	99.82%	1.04	1s
7	Simi Valley	484	476	458	100%%	1.07	21s
8	Oxnard	419	409	458	98.07%	1.09	11s
9	Camarillo	400	392	462	98.51%	1.16	16s
10	Long Beach	381	378	404	99.51%	1.06	6s

*Monthly
Newsletter*



Monthly eNewsletter

Performance Overview

Send Date: Monday, January 26th

Overall Performance:

- Total Recipients: 7,339
- Open Rate: 34.4% – (Industry Avg 39.03%)
- Click Rate: 1.7% – (Industry Avg 1.38%)
- Unsubscribes: 42 (0.57%)

Split Test Performance (Statistically Significant for Opens):

- Slow Down and Savor Conejo Valley This Winter – (36.7% Open Rate) vs.
- Cozy Cafes, Scenic Trails, and Winter Events in Conejo Valley – (32.8% Open Rate)

Current List Size (2/9/2026):

- 10,483 Total Contacts
- 7,286 Subscribed Contacts
 - 7.5% increase in subscribers in the past 365 days

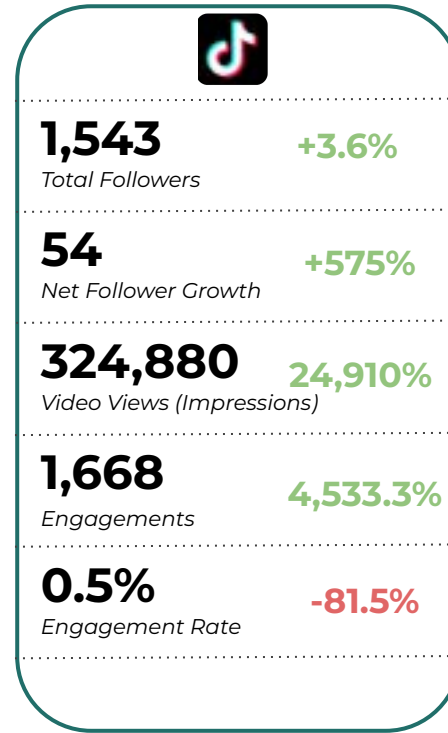
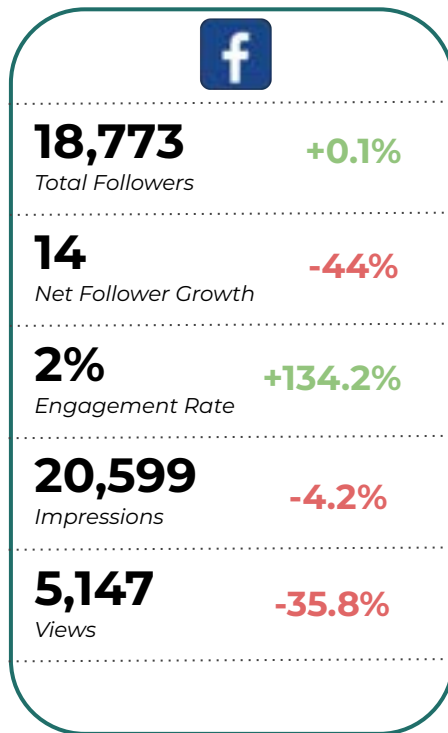
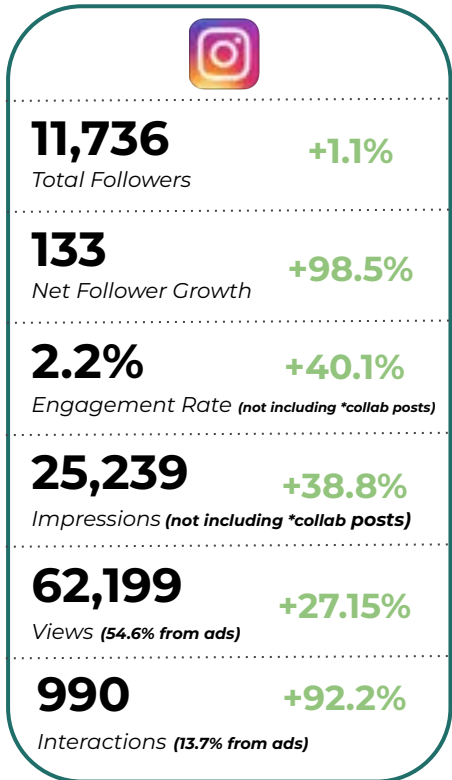


Media Channel Performance



Social Media Overview - January

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



- There was an increase in **follower growth** across all social media channels.
- **Instagram led month-over-month growth**, with all metrics trending upward.
- **TikTok saw a significant spike in views and engagements**, driven largely by a top-performing [birding trail post](#) that contributed heavily to overall performance, and reflects new in-house content we've been testing.
- **Overall engagement trended upward across platforms**, driven primarily by Instagram and TikTok momentum despite softer Facebook reach.

Social Media Overview - Instagram/TikTok Collaboration Posts - January

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 on Instagram or TikTok.



9

Collab Posts

-10%

317,514

Plays

+114%

2,820

Interactions

-28%

Metrics saw an increase in overall views and visibility, but a decrease in engagement. This may be due to several factors, including fewer creators being contracted this month and working with smaller creators compared to the previous month.



1,054

Likes

-80%

42

Comments

-26%

167

Saves

-65%

135

Shares

-51%

407,771

Views

+50%

While some metrics dipped this month, this can be attributed to creator video performance and a shift toward partnering with smaller creators. Video views still saw an increase.

Creators

[@our.chaotic.little.life](#)



11 Creators
visited Conejo Valley in January,
exploring establishments such as
Hatha Yoga with Horses and
Malibu Wine Tours.

10.8K Views
961 Likes
41 Comments
21 Shares
7 Reposts
8 Saves

[@our.chaotic.little.life](#)
visited The Cookie Cafe in January and posted on
01/23/256

Digital Media Summary

Paid Social	Spend	Impressions	Clicks	CTR	CPC	Booking Clicks	Website Sessions
Meta	\$4,276	506,578	13,371	2.64%	\$0.32	84	12,173
Tiktok	\$2,832	711,613	6,719	0.94%	\$0.42	-	3,969
Google	Spend	Impressions	Clicks	CTR	CPC	Plan Trip/ Booking Clicks	Website Sessions
Paid Search	\$2,270	18,707	2,985	15.96%	\$0.76	156	2,985
PMax	\$4,631	85,828	14,338	16.71%	\$0.32	2,394	14,338
Programmatic	Spend	Impressions	Clicks	CTR	CPC	Booking Clicks	Website Sessions
Standard Display	\$4,429	736,309	1,834	0.25%	\$2.41	-	257
TOTAL DIGITAL MEDIA	\$18,438	2,059,035	39,247	1.91%	\$0.47	2,634	33,722

Digital Media Highlights

Paid Social - Meta & TikTok

- Meta campaigns drove over 2.8k additional site visits this month (up 31%), driven by stronger budget allocation towards partnership posts. The Emils Bake House x Ellie Collab had the highest CTR (4.98%) while while generating 3.7k in site visits and 14 “Book Now” CTA clicks.
- Tiktok drove over 108k more impressions this month (up 17%), with the “Birding Trails” post driving performance, aiding in over 4.9K profile visits and marking the highest site visits at 3.5K.

Google - Paid Search & PMax

- Search campaigns were more efficient PoP, driven by a 44% increase in conversion rate and a 22% decrease in CPC. The Getaway campaign led performance, generating 97 conversions at a \$13 cost per conversion.
- Lodging keywords improved PoP, with conversions up 90%, primarily driven by increased traffic and stronger performance from the “romantic resorts in California” keyword.
- PMax was re-expanded to include outdoor, culture, and food & beverage after a more consolidated test underperformed. This change drove a 33% decrease in CPC despite a 78% increase in spend.

Programmatic

- Azira is working to build a new test audience based on data pulls of past visitors to Holidays in the village, the Great Race, Reagan Library, Apricot Lane, and Underwood Family Farms.
- Top creative by engagement is the Drink. Sip. Explore Food & Beverage asset with a 1.45% CTR.
- Campaign delivered 55k impressions of added value for the month of January

Search Engine Optimization



Organic Search - KPI Metrics

CHANNEL	Avg Ranking	Y/Y Impressions	Y/Y Clicks	Y/Y Sessions (Search)	Y/Y Conversions (Search)	Y/Y Sessions (AI / LLM)	Y/Y Conversions (AI / LLM)
January 2025							
SEO / AI / LLM (GSC, GA4)	9.0	789,943	2,599	3,586	12	6	0
December 2026							
SEO / AI / LLM (GSC, GA4)	9.1	349,036	2,924	3,301	17	62	0
January 2026							
SEO / AI / LLM (GSC, GA4)	9.7	363,604	2,512	2,916	25	34	1
Month-Over-Month %Δ	↑ 7.4%	↑ 4.1%	↓ -14.1%	↓ -11.7%	↑ 47.1%	↓ -45.2%	↑ ∞
Year-Over-Year %Δ	↑ 8.4%	↓ -66.8%	↓ -3.3%	↓ -18.7%	↑ 108.3%	↑ 466.7%	↑ ∞

This month saw impressions increase month over month, along with strong growth in conversions both month over month and year over year, our most important KPI. While rankings, clicks, and sessions declined, the improvement in conversions indicates stronger traffic quality. AI and LLM sessions also grew significantly year over year, highlighting continued visibility across emerging AI platforms.

- 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.

Thank you!

