



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

Tuesday, May 19<sup>th</sup> at 12:00pm  
Hampton Inn & Suites Thousand Oaks  
510 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 May 19, 2026 Meeting
4. **Action Item:** Approval of the Minutes from the March 24, 2026 Meeting
5. Public Comments
6. **Action Item:** Approval of the Q1 2026 TID Financials
7. **Action Item:** California Lutheran University Gift Allocation – Track & Field
  - a. \$125K Option: Allocate \$125K in funds to CLU’s Track & Field Stadium
  - b. \$100K Option: Allocate \$100K in funds to CLU’s Track & Field Stadium
  - c. No Action: The Board may choose to take no action at this time.
8. **Presentation Item:** Guest Speaker Brian Rooney, Author of Three Magical Miles
9. Discussion Item: President/CEO Report
10. Discussion Item: Marketing Maven Report
11. Discussion Item: 85Sixty Report
12. Announcements – CVTID Team Members
13. 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, March 24, 2026 at 12:00pm  
Hampton Inn Hotel Thousand Oaks  
, Thousand Oaks, CA 91320

### Meeting Minutes

#### **1. Call to Order – Chair Tony Conte**

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

#### **2. Roll Call**

- i. Board Members Present: Chair Tony Conte (Courtyard by Marriott Thousand Oaks, TownePlace Suites by Marriot Thousand Oaks), Joe Sullivan (Courtyard by Marriott Agoura Hills, TownePlace Suites by Marriot Agoura Hills), Madeline Carden and Marlon (Thousand Oaks Inn Best Western), Daniel Yancey (Palm Garden Hotel), Barry Dorsey (Homewood Suites), Ashley Montgomery (Hampton Inn Thousand Oaks), Grace Strasser (Hampton Inn Agoura Hills), and Ella Hanstead Meadors (Hyatt Regency Westlake).
- ii. Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Cicily Kind (CVTID), Eric Hunzeker (85Sixty), Nate Leach (85Sixty), Akbar Alikhan (City of Thousand Oaks), Mary Haddad (City of Agoura Hills), Patricia Jones (New West Symphony), Barnaby Cooker, and Shayne Wells and Lindsey Carnett (Marketing Maven).
- iii. A quorum was established.

#### **3. Action Item: Approval of the Agenda for the March 24<sup>th</sup>, 2026 Meeting**

- i. Motion to approve the agenda by Barry Dorsey and seconded by Grace Strasser.
- ii. The approval of the agenda passed 8-0-2 with Joe Sullivan abstaining.

#### **4. Action Item: Approval of the Minutes from the February 17<sup>th</sup>, 2026 Meeting**

- i. Motion to approve the minutes from February 17<sup>th</sup>, 2026 by Ashley Montgomery and seconded by Madeline Carden.
- ii. The approval of the minutes passed 8-0-2 with Joe Sullivan abstaining.

#### **5. Public Comments**

- i. Patricia Jones shared a 250 America packet and shared upcoming dates.

#### **6. Presentation Item: Guest Speaker Akbar Alikhan, Thousand Oaks Deputy City Manager on the Thousand Oaks Downtown Project**



- i. Akbar Alikhan shared a presentation on the Thousand Oaks Downtown Project.
- ii. Tony Conte asked Akbar what brand of hotel might be for the hotel in the downtown space. Akbar said that isn't known at this time but probably bidding in the near future.
- iii. Barry Dorsey asked when the groundbreaking will be. Akbar noted that entitlements will be in May/June, 6 months for RFP, and late 2027 for the groundbreaking.

#### **7. Action Item: 2025 Excess Budget Allocation**

- i. Josh Gray presented on opportunities for the Board with excess funds to invest in the "Welcome to Conejo Valley" billboard, the 101 Campaign, as well as other alternatives.
- ii. Tony Conte noted he liked the proposals and the "Welcome to Conejo Valley" billboard. Ashley Montgomery said she like the 101 things to do off the 101 campaign concept and the billboard sign.
- iii. Tony Conte asked about the HelmsBriscoe trip. Cicily noted that the meeting planners are being brought up following their conference in LA. The FAM trip will be 203 days with horseback riding, tour hotels, dining, then return them to LAX. The goal is for them to bring future conferences to the region.
- iv. Ashley Montgomery asked when Cicily's role times out. Staff answered that it is the end of 2027.
- v. Tony Conte moved approval of applying excess funds in the amount of \$30,000 toward the 101 Campaign and \$20,000 to the HelmsBriscoe FAM tour, and \$~40K to the billboard noted in the presentation
- vi. The approval of the motion passed 7-0-2 with Joe Sullivan abstaining.

#### **8. Discussion Item: President/CEO Report – Danielle Borja**

- i. Danielle Borja presented the President/CEO Report.
- ii. Cicily Kind talked about the Visit CA Outlook Forum experience.

#### **9. Discussion Item: Marketing Maven Report**

- i. Shayne presented the Marketing Maven Report.



**10. Discussion Item: 85Sixty Report**

- i. Nate presented the 85Sixty Report.

**11. Announcements – CVTID Membership Announcements**

- i. Tony Conte noted that Thousand Oaks Towneplace finished their lobby remodel.

**12. Adjourn**

- i. The meeting was adjourned at 1:26pm.

**Conejo Valley Tourism Improvement District, Inc.**  
**Financial Statement Review Notes**  
**For FYE March 31, 2026**

Balance Sheet

**Total Assets**      \$ 1,631,372

\$0 was transferred into our Reserve Account in Q1.

Q1 2026 Profit & Loss Statement (January - March)

Category	Actual	Budget	Variance	Notes
<b>Income</b>				
Assessment Income	\$ 323,258	\$ 320,982	\$ 2,276	Favorable budget variance
<b>Expenses</b>				
	\$ 452,652	\$ 413,481	\$ 39,171	Unfavorable budget variance
				<b>1. Total Advertising &amp; Marketing was over by \$44,072, \$60,065 for direct marketing</b> <b>2. Agency Marketing was over by \$5,719 due to local influencers and website maint.</b> <b>3. Conferences &amp; Travel \$7,288 higher than budgeted</b> <b>4. Professional Fees \$2,250 higher than budgeted due to 2026 TID custom lodging report expense hitting 1st qtr.</b>
<b>Other Income/Expense</b>	\$ 4,955	\$ 6,000	\$ (1,045)	Unfavorable budget variance
				1. Interest income - \$1,045 lower than budget.
<b>Total Net Income</b>	\$ (124,439)	\$ (86,499)	\$ (37,940)	Unfavorable budget variance

2026 Year-to-Date Profit & Loss Statement (January - March)

Category	Actual	Budget	Variance	Notes
<b>Assessment Income</b>	\$ 323,258	\$ 320,982	\$ 2,276	Favorable (Positive) budget variance
<b>Marketing/Other</b>	\$ 447,697	\$ 407,481	\$ 40,216	Unfavorable budget variance
<b>Total Net Income</b>	\$ (124,439)	\$ (86,499)	\$ (37,940)	Unfavorable budget variance

**Conejo Valley Tourism Improvement District, Inc.**  
**Balance Sheet**  
As of March 31, 2026

		Mar 31, 26
<b>ASSETS</b>		
<b>Current Assets</b>		
	<b>Checking/Savings</b>	
	Cash MBT 1780 CD Acct	306,239.75
	Cash MBT 2961 Operating Acct	472,052.25
	Cash MBT 2968 MM Acct	377,582.24
	Cash USB 2600 CD Acct	276,420.66
	<b>Total Checking/Savings</b>	1,432,294.90
	<b>Accounts Receivable</b>	
	Assessment Receivable	87,983.43
	<b>Total Accounts Receivable</b>	87,983.43
	<b>Other Current Assets</b>	
	Prepaid Exp-Conference & Travel	18,499.23
	Prepaid Exp - Event Sponsorship	5,500.00
	Prepaid Exp - Public Relations	14,305.44
	<b>Total Other Current Assets</b>	38,304.67
	<b>Total Current Assets</b>	1,558,583.00
	<b>Fixed Assets</b>	
	Accumulated Depreciation	-211,758.86
	Equipment	1,310.94
	Furniture	17,926.00
	Trade Show Booth	22,058.33
	Website	134,252.25
	Website- 2025	109,000.00
	<b>Total Fixed Assets</b>	72,788.66
	<b>TOTAL ASSETS</b>	<b>1,631,371.66</b>
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
	<b>Current Liabilities</b>	
	Accounts Payable	
	Accounts Payable	47,882.13
	<b>Total Accounts Payable</b>	47,882.13
	<b>Total Current Liabilities</b>	47,882.13
	<b>Long Term Liabilities</b>	
	Pledge Payable - Long Term	25,000.00
	<b>Total Long Term Liabilities</b>	25,000.00
	<b>Total Liabilities</b>	72,882.13
	<b>Equity</b>	
	Opening Balance Equity	-103,614.00
	Retained Earnings	1,786,542.91
	Net Income	-124,439.38
	<b>Total Equity</b>	1,558,489.53
	<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,631,371.66</b>

**Conejo Valley Tourism Improvement District, Inc.**  
**Profit & Loss Budget vs. Actual**  
 January through March 2026

	Jan - Mar 26	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Assessment Income	323,257.86	320,982.00	2,275.86	100.71%
<b>Total Income</b>	<b>323,257.86</b>	<b>320,982.00</b>	<b>2,275.86</b>	<b>100.71%</b>
<b>Gross Profit</b>	<b>323,257.86</b>	<b>320,982.00</b>	<b>2,275.86</b>	<b>100.71%</b>
<b>Expense</b>				
<b>Administration Fee</b>				
Agoura Hills & Thousand Oaks	6,366.42	5,349.65	1,016.77	119.01%
Chamber of Commerce	64,651.57	64,196.67	454.90	100.71%
<b>Total Administration Fee</b>	<b>71,017.99</b>	<b>69,546.32</b>	<b>1,471.67</b>	<b>102.12%</b>
<b>Advertising &amp; Marketing</b>				
CLU Business Mgmt Program	0.00	0.00	0.00	0.0%
Direct Hotel Marketing	145,064.66	85,000.00	60,064.66	170.66%
Local Incentive/Com Partnership	5,000.00	11,250.00	-6,250.00	44.44%
Print Materials & Promotional	4,740.29	7,500.00	-2,759.71	63.2%
Public Relations Expenses	2,511.56	12,495.00	-9,983.44	20.1%
Public Relations Management	15,500.00	12,500.00	3,000.00	124.0%
<b>Total Advertising &amp; Marketing</b>	<b>172,816.51</b>	<b>128,745.00</b>	<b>44,071.51</b>	<b>134.23%</b>
<b>Agency Marketing</b>				
Acct Planning & Management	9,296.88	9,296.88	0.00	100.0%
Analytics & Reporting	1,062.51	1,062.51	0.00	100.0%
Creative	12,218.76	12,218.76	0.00	100.0%
Development	0.00	3,984.39	-3,984.39	0.0%
Direct Marketing	64,083.00	66,250.00	-2,167.00	96.73%
Email Marketing	6,287.76	5,843.76	444.00	107.6%
Local Influencers	13,000.00	6,253.00	6,747.00	207.9%
Paid Media	5,843.76	5,843.76	0.00	100.0%
Social Media Management	12,750.00	12,750.00	0.00	100.0%
Website Maintenance & SEO	6,804.20	2,124.99	4,679.21	320.2%
<b>Total Agency Marketing</b>	<b>131,346.87</b>	<b>125,628.05</b>	<b>5,718.82</b>	<b>104.55%</b>
Auto Mileage	220.40			
Bank and Credit Card Charges	-197.21			
Business Registration Fees	-200.00			
Conferences and Travel	26,038.25	18,750.00	7,288.25	138.87%
Depr and Amort Expense	9,875.82	9,875.82	0.00	100.0%
Equipment Supplies	0.00	1,000.00	-1,000.00	0.0%
<b>Excess Funds Allocations</b>				
Business Development	22,011.64	25,000.00	-2,988.36	88.05%
Rebranding Funds	475.67	10,000.00	-9,524.33	4.76%
<b>Total Excess Funds Allocations</b>	<b>22,487.31</b>	<b>35,000.00</b>	<b>-12,512.69</b>	<b>64.25%</b>
Insurance - Liability, D and O	360.27	1,110.81	-750.54	32.43%
Licenses and Permits	11,941.68	18,900.00	-6,958.32	63.18%
Meeting Expenses	2,681.23	1,600.00	1,081.23	167.58%
Membership Dues	1,370.00	2,175.00	-805.00	62.99%

**Conejo Valley Tourism Improvement District, Inc.**  
**Profit & Loss Budget vs. Actual**  
 January through March 2026

				<b>Jan - Mar 26</b>	<b>Budget</b>	<b>\$ Over Budget</b>	<b>% of Budget</b>
		<b>Office/Computer Expense</b>		43.14	550.00	-506.86	7.84%
		<b>Professional Fees</b>		2,850.00	600.00	2,250.00	475.0%
		<b>Total Expense</b>		<b>452,652.26</b>	<b>413,481.00</b>	<b>39,171.26</b>	<b>109.47%</b>
		<b>Net Ordinary Income</b>		<b>-129,394.40</b>	<b>-92,499.00</b>	<b>-36,895.40</b>	<b>139.89%</b>
		<b>Other Income/Expense</b>					
		<b>Other Income</b>					
		<b>Interest Income</b>		4,955.02	6,000.00	-1,044.98	82.58%
		<b>Total Other Income</b>		<b>4,955.02</b>	<b>6,000.00</b>	<b>-1,044.98</b>	<b>82.58%</b>
		<b>Net Other Income</b>		<b>4,955.02</b>	<b>6,000.00</b>	<b>-1,044.98</b>	<b>82.58%</b>
		<b>Net Income</b>		<b>-124,439.38</b>	<b>-86,499.00</b>	<b>-37,940.38</b>	<b>143.86%</b>

**Conejo Valley Tourism Improvement District, Inc.**  
**Profit Loss Budget Overview**  
January through March 2026

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Licenses and Permits	11,941.68	18,900.00	-6,958.32	63.18%
Meeting Expenses	2,681.23	1,600.00	1,081.23	167.58%
Membership Dues	1,370.00	2,175.00	-805.00	62.99%
Office/Computer Expense	43.14	550.00	-506.86	7.84%
Professional Fees	2,850.00	600.00	2,250.00	475.0%
<b>Total Expense</b>	452,652.26	413,481.00	39,171.26	109.47%
<b>Net Ordinary Income</b>	-129,394.40	-92,499.00	-36,895.40	139.89%
<b>Other Income/Expense</b>				

10:23 AM  
04/23/2026  
Accrual Basis

**Conejo Valley Tourism Improvement District, Inc.**  
**Profit Loss Budget Overview**  
January through March 2026

	<b>Other Income</b>					
	Interest Income	4,955.02	6,000.00	-1,044.98	82.58%	
	<b>Total Other Income</b>	<b>4,955.02</b>	<b>6,000.00</b>	<b>-1,044.98</b>	<b>82.58%</b>	
	<b>Net Other Income</b>	<b>4,955.02</b>	<b>6,000.00</b>	<b>-1,044.98</b>	<b>82.58%</b>	
<b>Net Income</b>		<b>-124,439.38</b>	<b>-86,499.00</b>	<b>-37,940.38</b>	<b>143.86%</b>	

*VISIT*  
**Conejo  
Valley**



*April 2026  
Monthly Report*

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**Board Presentation:  
May 19, 2026**



***STR***  
***Report***



# STR Report - April 2026

Metric	April 2026 Occupancy	April 2025 Occupancy	% Change	April 2026 ADR	April 2025 ADR	% Change	April 2026 RevPAR	April 2025 RevPAR	% Change
<b>Conejo Valley</b>	62.0%	69.7%	-12.5%	\$152.05	\$161.67	-6.3%	\$94.60	\$113.59	-20.1%
<b>Ventura County West</b>	68.5%	72.4%	-5.7%	\$155.81	\$157.01	-0.8%	\$107.04	\$116.48	-8.8%
<b>Santa Clarita / Simi Valley</b>	78.4%	81.0%	-3.4%	\$137.24	\$145.94	-6.3%	\$107.73	\$119.26	-10.7%

## Overview Y/Y:

- All regions experienced Y/Y declines for across all metrics - Occupancy, ADR, and RevPAR
  - Conejo Valley experienced the largest decreases Y/Y, with Santa Clarita matching the decrease in ADR Y/Y
- Both Conejo Valley and Ventura County West continue to have ADR within close range of one another, and well above Santa Clarita
- Continuing from last month, Santa Clarita maintained the highest Occupancy, while also seeing the smallest decrease of the regions
- Conejo Valley saw a spike in RevPar during the fourth week of the month (the final full week), at almost \$20 higher than the next closest week.
  - This aligns with the previous year, which saw the fourth week of April also generate the highest RevPAR for the month

Dates	Days	RevPAR
4/1 - 4/4	4	\$84.88
4/5 - 4/11	7	\$91.19
4/12 - 4/18	7	\$95.96
4/19 - 4/25	7	\$114.84
4/26 - 4/30	5	\$86.14

# *April Marketing*



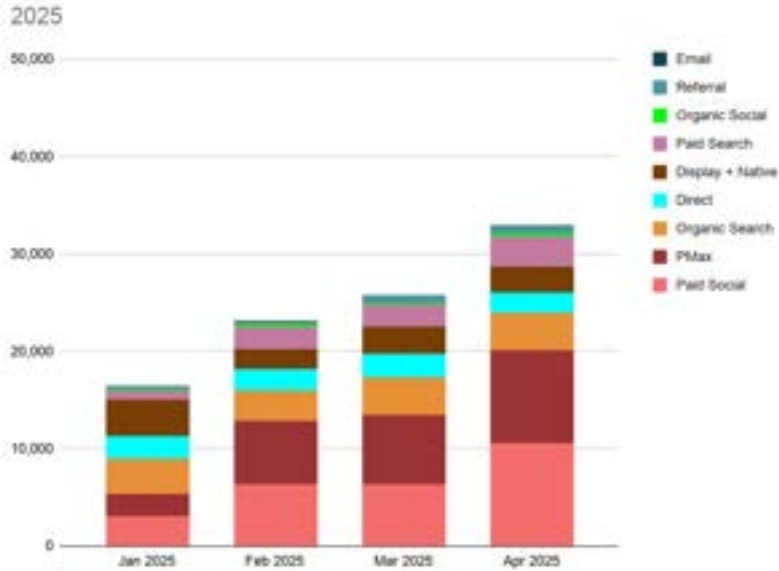
# Digital Recap

PAID SOCIAL	<b>1,212,328</b> Impressions	<b>22,726</b> Clicks	<b>1.87%</b> CTR
GOOGLE SEARCH	<b>27,283</b> Impressions	<b>3,663</b> Clicks	<b>13.43%</b> CTR
PROG. DISPLAY	<b>707,456</b> Impressions	<b>1,870</b> Clicks	<b>0.26%</b> CTR

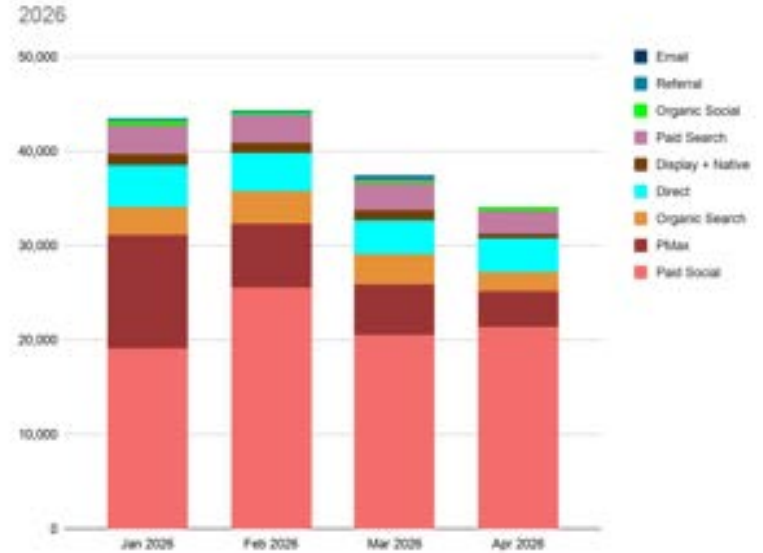
# 2025 vs 2026 Website Sessions by Channel Traffic

- M/M Traffic decreased 9% (Mar - Apr)
- Y/Y Traffic increased 4% (Apr '25 - Apr '26)
- YTD Traffic increased 62% (2025 - 2026)

Apr 2025 | Total Sessions: **32,853**



Apr 2026 | Total Sessions: **34,144**



# Website Activity

Channel	April Sessions 2025	April Sessions 2026	% Change
<b>Paid Social</b>	10,520	21,414	104%
<b>PMax</b>	9,605	3,777	-61%
<b>Organic Search</b>	3,873	2,036	-47%
<b>Direct</b>	2,070	3,511	70%
<b>Display + Native</b>	2,562	541	-79%
<b>Paid Search</b>	3,229	2,415	-25%
<b>Organic Social</b>	199	373	87%
<b>Referral</b>	785	71	-91%
<b>Email</b>	10	6	-40%
<b>Total</b>	<b>32,853</b>	<b>34,144</b>	<b>4%</b>

# Website Blog Content



- Website Content Focus for March: **The Original Road Trip to the Soccer World Championship Sweepstakes**
- April blog: published 4/21

# Geo - State



	Regions	Active Users	New Users	Engaged Sessions	Engagement Rate	Engaged Sessions / Active User	Avg. Engagement Time / Active User
	<b>Total</b>	<b>33,957</b>	<b>33,566</b>	<b>37,073</b>	<b>99.19%</b>	<b>1.09</b>	<b>10s</b>
<b>1</b>	<b>California</b>	28,992	28,651	32,168	99.21%	1.11	10s
<b>2</b>	<b>Not Set</b>	1,422	1,418	1,422	99.72%	1.00	1s
<b>3</b>	<b>Texas</b>	410	406	424	99.30%	1.03	15s
<b>4</b>	<b>New York</b>	312	307	317	99.69%	1.02	2s
<b>5</b>	<b>Florida</b>	310	305	317	99.69%	1.02	2s
<b>6</b>	<b>Arizona</b>	301	289	323	98.78%	1.07	15s
<b>7</b>	<b>Washington</b>	249	222	274	97.86%	1.10	33s
<b>8</b>	<b>Oregon</b>	174	172	176	100.00%	1.01	6s
<b>9</b>	<b>Wyoming</b>	173	172	173	100.00%	1.00	2s
<b>10</b>	<b>Virginia</b>	122	120	127	99.22%	1.04	7s

	Regions	Active Users	New Users	Engaged Sessions	Engagement Rate	Engaged Sessions / Active User	Avg. Engagement Time / Active User
	<b>Total</b>	<b>33,957</b>	<b>33,566</b>	<b>37,073</b>	<b>99.19%</b>	<b>1.09</b>	<b>10s</b>
<b>1</b>	<b>Los Angeles</b>	10,675	10,458	12,238	99.07%	1.15	12s
<b>2</b>	<b>Thousand Oaks</b>	2,275	2,222	2,495	99.05%	1.10	15s
<b>3</b>	<b>Not Set</b>	1,065	1,021	1,104	98.92%	1.04	8s
<b>4</b>	<b>San Diego</b>	1,059	1,040	1,208	98.69%	1.14	12s
<b>5</b>	<b>Simi Valley</b>	807	807	849	99.65%	1.05	9s
<b>6</b>	<b>Anaheim</b>	748	720	822	99.52%	1.10	10s
<b>7</b>	<b>Camarillo</b>	666	659	704	99.15%	1.06	6s
<b>8</b>	<b>Oxnard</b>	663	661	704	99.72%	1.06	5s
<b>9</b>	<b>Irvine</b>	396	394	404	99.51%	1.05	5s
<b>10</b>	<b>Moorpark</b>	364	363	392	99.24%	1.08	8s

*Monthly  
Newsletter*



# Monthly eNewsletter

## Performance Overview

Send Date: Tuesday, April 28th

### Overall Performance:

- Total Recipients: 7,264
- Open Rate: 37.6% – (Industry Avg 39.03%)
- Click Rate: 2.20% – (Industry Avg 1.38%)
- Unsubscribes: 13 (0.18%)

### Split Test Performance :

- 101 Things to Do Just Off the 101 in Conejo Valley –
  - (38.4% Open Rate) vs.
- Plan Your Next Stop: 101 Things to Do in Conejo Valley –
  - (36.8% Open Rate)

### Current List Size (5/12/2026):

- 10,488 Total Contacts
- 7,204 Subscribed Contacts
  - .06% increase in subscribers in the past 365 days

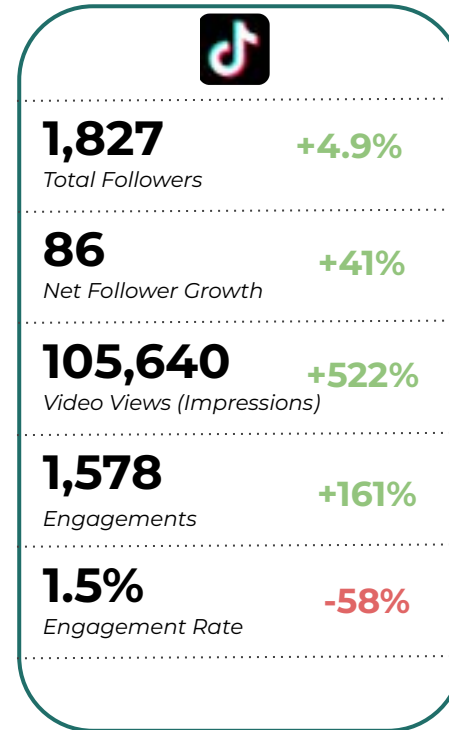
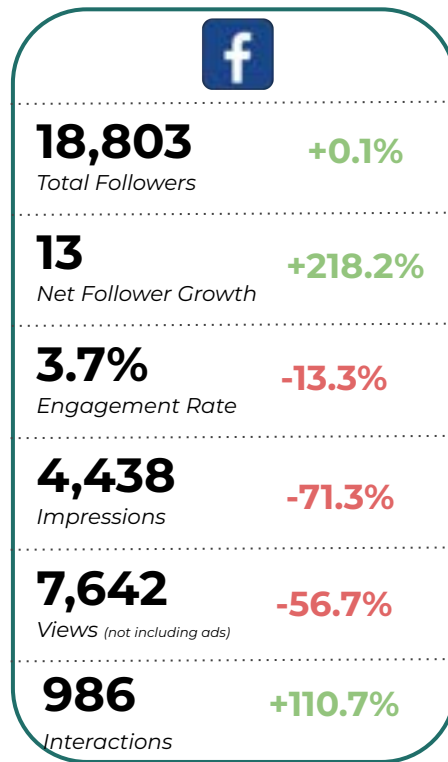
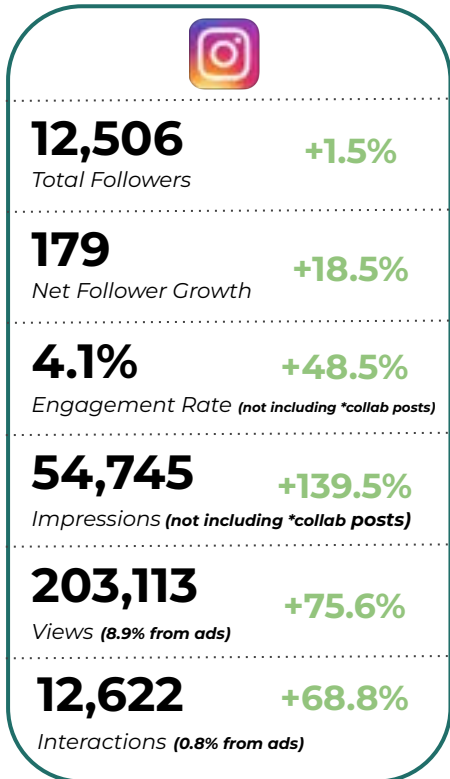


# *Media Channel Performance*



# Social Media Overview - April

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



- **Follower growth continues to increase** across Instagram and TikTok.
- **Overall metrics increased on Instagram this month.** The top-performing non-creator post was the Thousand Oaks "[Safest City](#)" carousel. We'll continue to lean into this style of content.
- **Engagement Rate, Impressions and Views** took a dip on Facebook this month.

# Social Media Overview - Instagram/TikTok Collaboration Posts - April

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.



**15**

Collab Posts

**+66.6%**

**262,491**

Plays

**+67.9%**

**7,592**

Interactions

**+68.5%**

Instagram collaboration posts saw an increase in performance metrics this month.



**5,793**

Likes

**+642.2%**

**40**

Comments

**+110.5%**

**1147**

Saves

**+1370.5%**

**539**

Shares

**+1440%**

**586,925**

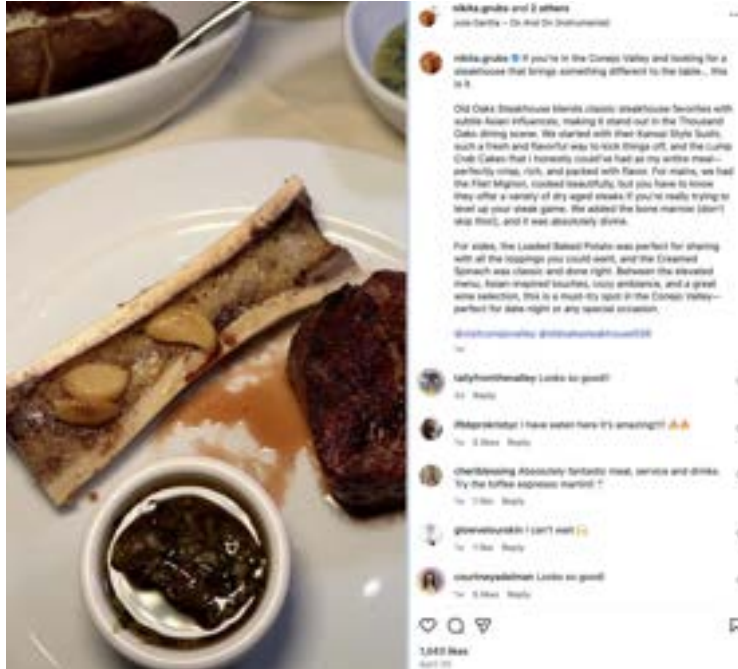
Views

**+1013%**

There was an overall increase in the number of TikTok posts uploaded by creators.

# Creators

[@nikita.grubs](#)



**6** Creators visited Conejo Valley in April, exploring establishments such as **Sunrose California Eatery** and **The Latigo Kid Mexican Restaurant**.

**72.9K** Views  
**1K** Likes  
**20** Comments  
**915** Shares  
**4** Reposts  
**338** Saves

[@nikita.grubs](#) visited Old Oaks Steakhouse in March and posted on 04/20/26

# Digital Media Summary

Paid Social	Spend	Impressions	Clicks	CTR	CPC	Booking Clicks	Website Sessions
Meta	\$4,164	477,320	19,093	4.00%	\$0.22	135	17,338
Tiktok	\$3,014	735,008	3,633	0.49%	\$0.83	-	4,066
Google	Spend	Impressions	Clicks	CTR	CPC	Plan Trip/ Booking Clicks	Website Sessions
Paid Search	\$871	11,806	1,181	10.00%	\$0.74	69	2,415
PMax	\$1,156	15,477	2,482	16.04%	\$0.47	819	3,777
Programmatic	Spend	Impressions	Clicks	CTR	CPC	Booking Clicks	Website Sessions
Standard Display	\$4,330	707,456	1,870	0.26%	\$2.32	-	541
<b>TOTAL DIGITAL MEDIA</b>	\$13,535	1,947,067	28,259	1.45%	\$0.48	1,023	28,137

# Digital Media Highlights

## Paid Social - Meta & TikTok

- Campaigns delivered over 11.9K more site visits this year (+239%), aided by a sharp improvement in engagement with CTR averaging at 4.00%, up from 0.51% Y/Y.
- The Cali Nook Beach Trail partnership boost drove the strongest CTR on Meta this period (7.59%), averaging a highly efficient CPC at \$0.13.
- On Tiktok, the highest performing creative was from the K1 Date Night video, which drove over 155K impressions at a \$3 CPM.

## Google - Paid Search & PMax

- Search campaigns continued to show strong efficiency gains YoY with CVR climbing from 2.83% to 5.01% and CPA down 53% (\$33.42 → \$15.54), driving 81% more conversions (136 vs 75) on nearly flat spend.
- The Getaway search campaign remained the standout, with conversions up 174% YoY (106 vs 39) and CPA cut in half. "weekend getaway trips" alone drove 38 conversions this period vs 3 last year.
- Food & Beverage, Arts & Cultural, and Outdoor PMax campaigns scaled from near-zero conversions last year to a combined 1,425 this period, validating the expanded search theme strategy. Brand conversions dropped 75% YoY, reflecting volume redistributing into these campaigns rather than a true performance loss.

## Programmatic

- April delivery remained strong M/M increasing reach to 707,456 impressions while maintaining high engagement with 1,870 clicks
- "Your Weekend, Upgraded" saw CTR efficiency improve by 30% M/M while "Unplug in Conejo" increased CTR performance by 18%, signaling stronger audience engagement with experiential messaging
- Optimizations around audience targeting and domain delivery continued to drive performance, with high engagement sustained across top creatives including "Unplug in Conejo" with 333 clicks and "Dine, Sip, Explore" with 331 clicks

***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)
<b>April 2025</b>							
SEO / AI / LLM (GSC, GA4)	15.35	497,000	2,900	4,000	18	11	0
<b>March 2026</b>							
SEO / AI / LLM (GSC, GA4)	8.17	341,400	2,700	3,200	15	43	2
<b>April 2026</b>							
SEO / AI / LLM (GSC, GA4)	8.72	283,600	2,000	2,600	25	20	0
<b>Month-Over-Month %Δ</b>	↑ 6.7%	↓ 16.9%	↓ 25.9%	↓ 18.8%	↑ 66.7%	↓ 53.5%	↓ ∞%
<b>Year-Over-Year %Δ</b>	↓ 43.2%	↓ -42.9%	↓ 31%	↓ 35%	↑ 38.9%	↑ 81.8%	↓ ∞%

Organic performance in April remained strong, with search conversions increasing 66.7% month over month despite softer traffic and impression levels following a strong March. Average rankings held steady at 8.72, maintaining strong visibility across key search terms.

While clicks and sessions declined modestly month over month, the increase in conversions signals stronger engagement from high-intent users and improved overall traffic quality. AI/LLM traffic also continued to support incremental visibility year over year, reflecting a healthy and evolving organic search presence.

- 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.

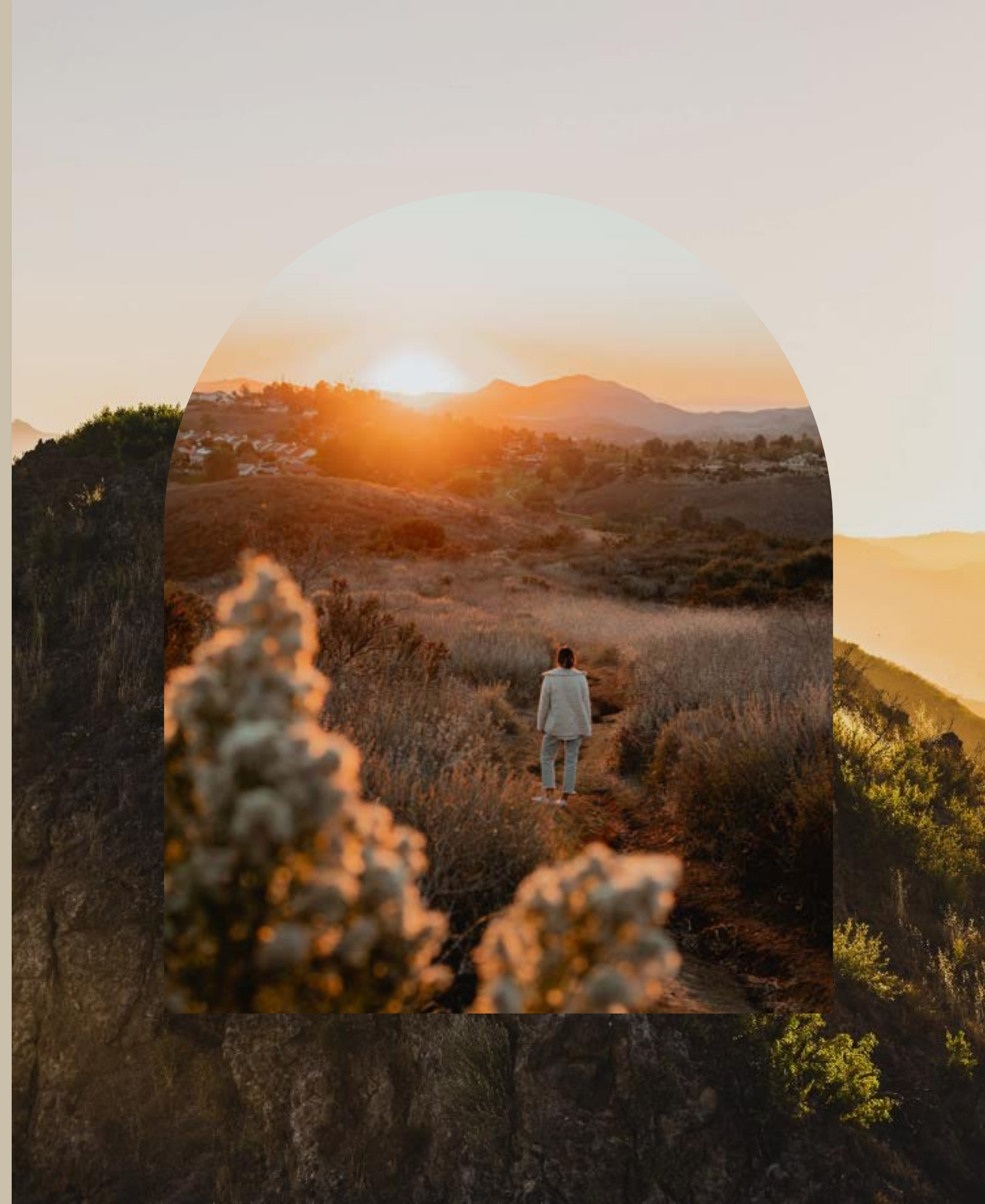
*Thank you!*





# April Board Report

Presented on:	5/19/26
Prepared by:	Marketing Maven



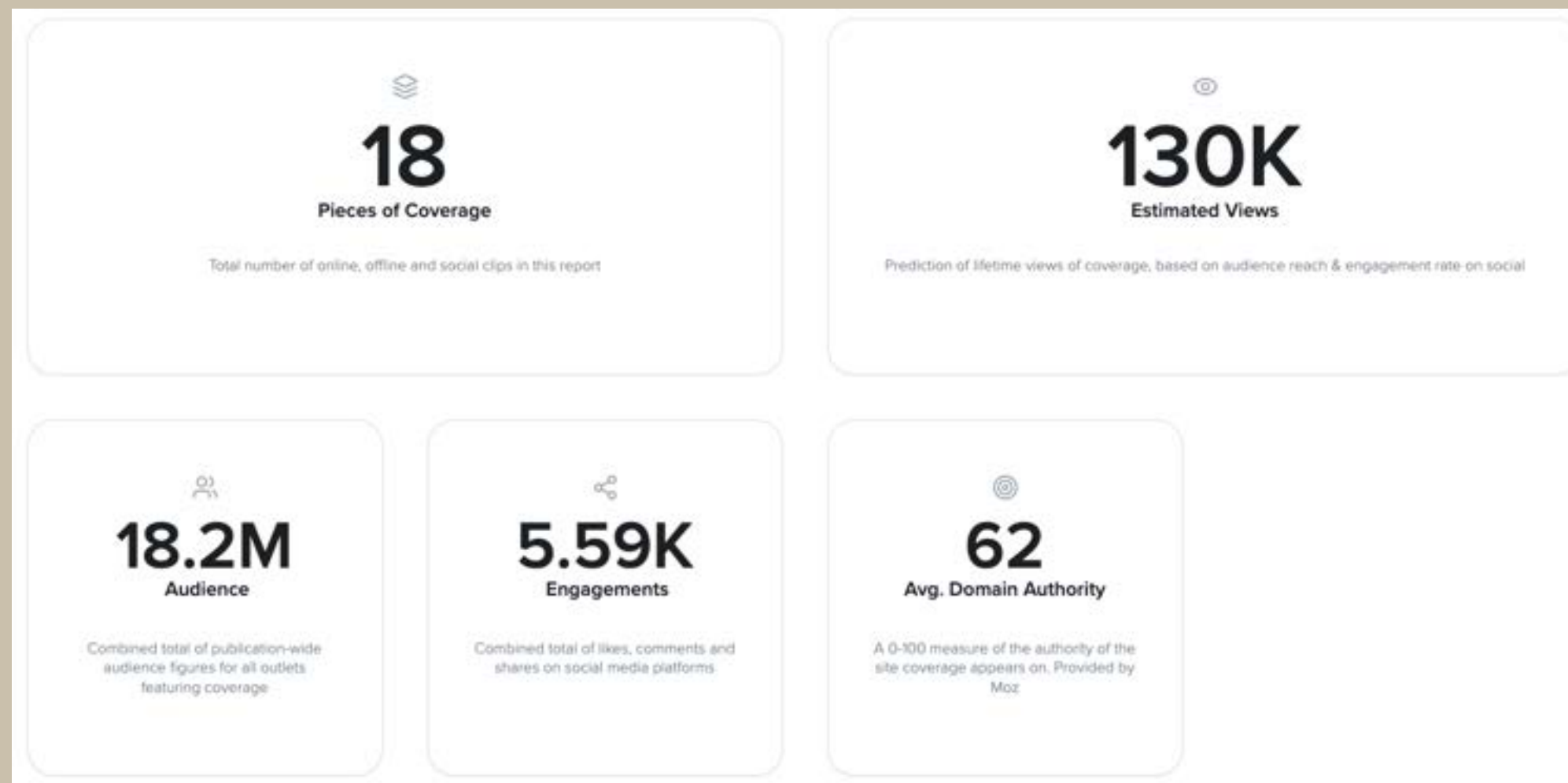
# Media & FAM Trip Goals

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

- 12 Articles
- 1 Press Release
- 1 Event Listing
- 2 Instagram Posts
- 2 Facebook Posts





# 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

## April Pitch Concepts:

- Kick Off Summer in Conejo Valley: Scenic Hikes, Outdoor Dining & Wellness Escapes Near LA
- Skip the Summer Rush: A Family-Friendly Escape Near LA Before Peak Travel Season
- Fresh for Summer: Farm-to-Table Dining in Conejo Valley
- From Mother's Day to Summer Weekends: Brunch & Spa Escapes in Conejo Valley
- 101 Things to Do Off the 101
- OakHeart Country Music Festival, May 30th



# SportsEvents Magazine

The mission of SportsEvents Magazine is to help planners of sporting events and competitions be more effective, informed and successful with their events. The editorial content includes “how-to” type articles written by recognized authorities, news and information relevant to sports event planning, spotlights on destinations and sports complexes, interviews and profiles, and other items of interest to the industry.

SportsEvents reaches a targeted audience of sports event planners, destination organizations, tournament directors, and sports tourism professionals through both print and digital distribution. The publication reports a circulation of more than **18,000 print readers**, **5,600+ digital subscribers**, and approximately **2.6K monthly unique visitors (UVM)**. Conejo Valley was featured in the publication’s April 2026 California edition, providing visibility among key decision-makers within the sports tourism and events industry.

<https://sportseventsmediagroup.com/publications/de/202604/>



## CONEJO VALLEY

Located just under an hour from Los Angeles, Conejo Valley, encompassing the cities of Thousand Oaks and Agoura Hills, offers an outstanding home base for sporting events. The region blends Southern California’s elite sports infrastructure with a calm, focused environment that helps athletes, staff, and spectators perform and recharge at their best.

**Hotel rooms:** 2,075

**Hotel tax rate:** 12 percent

**Major facility:**

- Sports Academy has 96,000 square feet of event space
- William Rolland Stadium houses an artificial turf field and has seating for 2,000 fans
- Poulson Tennis Center has six lighted tennis courts



## CALIFORNIA

### ARABIAN

Arabian and Orange County offer a wide range of sports facilities—including the Arabian Convention Center, Honda Center, and Angel Stadium in Anaheim alone—that can support a multitude of sporting events. Facilities are conveniently located throughout town, close to hotels and other accommodations, with easy access to transportation.



**Hotel rooms:** 23,000  
**Hotel tax rate:** 17 percent

**Major facilities:**

- Honda Center is a multipurpose indoor arena that can accommodate up to 18,136
- Angel Stadium has a capacity of over 43,000
- Convention center: The Arabian Convention Center spans 53 acres and offers 1.8 million square feet of functional space. The venue hosts sports such as volleyball and soccer.

**Contact:** Orange County Sports Commission, [sportscommission.org](http://sportscommission.org)

### KEYFIELD

Keyfield is located within a four-hour drive of 90 percent of the state’s population. The city offers a wide array of sporting facilities and hotels that can accommodate almost any budget.

**Hotel rooms:** 6,000  
**Hotel tax rate:** 12 percent

### MAJOR FACILITIES:

- Kern County Soccer Park boasts 24 fields
- Bakerfield Sports Village includes four football fields, 24 soccer fields, and a championship stadium
- Arroyo Park has 11 lighted fields
- Mitsu Marie Softball Complex features four softball fields

**Convention center:** Dignity Health Arena, Theater and Convention Center offers 70,000 square feet of space, houses a 10,000-seat arena, a 5,000-theater, and is connected to the 250-room Bakerfield Marriott.

**Contact:** Visit Bakerfield, [visitbakerfield.com](http://visitbakerfield.com)

### CONARAZO

Conarazo is centrally located in Ventura County, nestled between Los Angeles and Santa Barbara. Conarazo offers perfect year-round weather, accessibility, proximity to the beach and affordability. The city is known for its public fields and for being a family-friendly sports community.

**Hotel rooms:** 1,024  
**Hotel tax rate:** 10 percent

**Major facilities:**

- Pinewood Valley Fields offers 12 90A-sized soccer fields that can be converted up to as many as 23 fields and three softball fields.

**Contact:** [www.sportseventsmediagroup.com](http://www.sportseventsmediagroup.com)



**CALIFORNIA**

- **Bonham Park** is a 15-acre baseball and softball complex that features two baseball fields, along with a 600-Tonway and roller hockey rink.
- **Elizabet City Park** has three softball fields.
- **Bob Miller Community Park** includes baseball fields, an aquatic center, skatepark, and tennis/pickleball courts.
- Contact:** Camarillo Hotel & Tourism Assoc., [visitcamarillo.com](http://visitcamarillo.com)

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**Hotel rooms:** 2,075  
**Hotel tax rate:** 12 percent

**Major facility:**

- Sports Academy has 96,000 square feet of event space
- William Rolland Stadium houses an artificial turf field and has seating for 2,000 fans
- Poulson Tennis Center has six lighted tennis courts

**FRESNO**  
Fresno & Clovis are California’s Sports Corridor, centrally located in the state with premier sports facilities and great weather.

**Hotel rooms:** 6,300  
**Hotel tax rate:** 14 percent

**Major facilities:**

- Buchanan Sports Complex is a baseball and softball complex with eight lighted fields, and a 10,000-seat stadium for track-and-field and football
- Clovis Softball Aquatics Center includes one 50-meter pool and three pools with diving towers at Clovis West, along with two parallel 50-meter pools at Clovis North
- Woodward Park spans 300 acres and hosts cross-country events
- Chukar Park is a 16,000-seat minor league baseball stadium

**GILBERT**  
Gilbert offers an exceptional collection of state-of-the-art sports arenas designed to host tournaments of all sizes and levels. From the expansive Great Park Sports Complex—featuring championship soccer stadium, Great Park ice, baseball, softball, tennis, and volleyball courts—to premier aquatic centers like Woodhead Aquatics Center, there provides flexible, competitive-ready spaces that meet national standards.

**Hotel rooms:** 4,756  
**Hotel tax rate:** 10 percent

**Major facilities:**

- Great Park Sports Complex is a 194-acre complex that houses a championship soccer stadium, 12 baseball and softball fields, 12 soccer fields, five

**SONOMA COUNTY**  
Sonoma County Aquatics Center features a 50-meter Olympic-sized pool

**The Gilbert Sports and Fitness Center** has basketball and volleyball courts and seating for 1,000 spectators

**Contact:** Conejo Valley Tourism, [conejo.com](http://conejo.com)



# San Diego Magazine

San Diego Magazine has been in the market since 1948 and has grown from a single monthly lifestyle publication into an expansive multi-media company. Our product San Diego Magazine is a 75-year-old, national award-winning media company covering the culture and people of San Diego with a team of smart, talented creatives who are passionate about our city.

<https://sandiegomagazine.com/things-to-do/the-ultimate-california-coast-road-trip-in-2026/>

UVM: 144k

Estimated Views: 1.13k



# The Ultimate California Coast Road Trip in 2026

*Our editors searched out all the new food, drinks, hotels, and attractions along the state's iconic coastal highways—the 1 and 101*



## Conejo Valley

The Conejo Valley encompasses Thousand Oaks, Newbury Park, Westlake Village, Oak Park, and Agoura Hills—and a whole lot of hiking trails and gardens dotting the foothills of the Santa Monica Mountains. Wander until you finally arrive at beer.

[Malibu Brewing Company](#)'s Agoura Hills outpost is expected to debut in spring or early summer (try the Sand & Sea, a creamy, maize-spiked Mexican lager). Hunger pangs? Keep an eye on The Drop Yard, a 40,000-square-foot food truck park with shipping-container bars and an outdoor stage, expected to open at the Hyatt Regency Westlake later this year.





# FAM Trips

# FIFA Road Trip Campaign

Marketing Maven is supporting the 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

645 posts 146K followers 1,061 following

Public figure

Presenter • Analyst @mls @appletv 

  Olympic Medalist

2x World cups

Inquiries CD@PROSPORTMANAGEMENT.COM

 kaylynkyle



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## Conejo Valley Itinerary Items:

- Lunch at **Plata Cocina Mexicana** (Whizin Market Square)
- Explored **Whizin Market Square** (boutiques, coffee, antique shopping)
- Visited **Newberry Candy** for sweets and toffee
- Axe throwing at **Mighty Axe**
- Hiked **Tarantula Hill** for sunset views
- Hotel stay at **Palm Garden Hotel**
- Dinner at **Sette Sorelle**
- Breakfast at **Honey & Herb Belgian Waffle House**

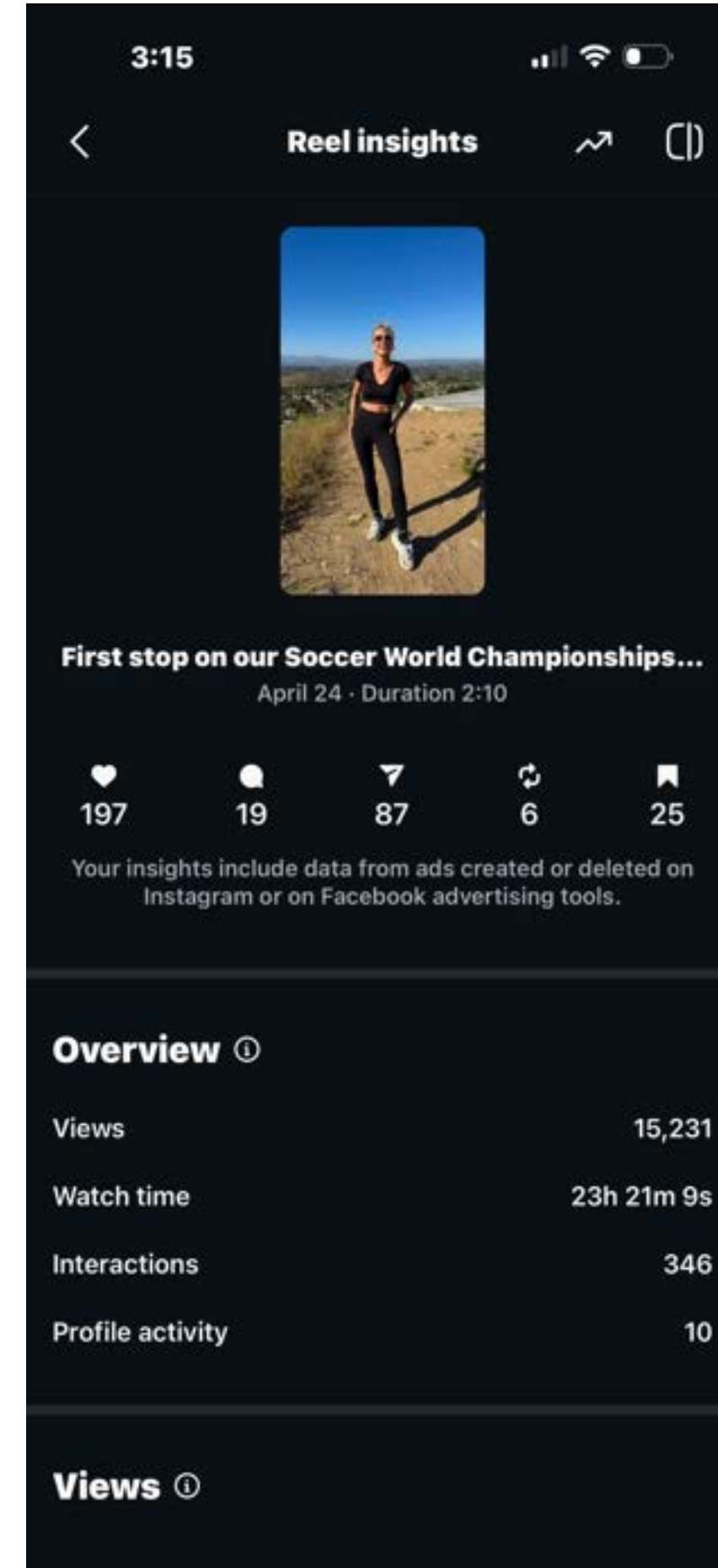
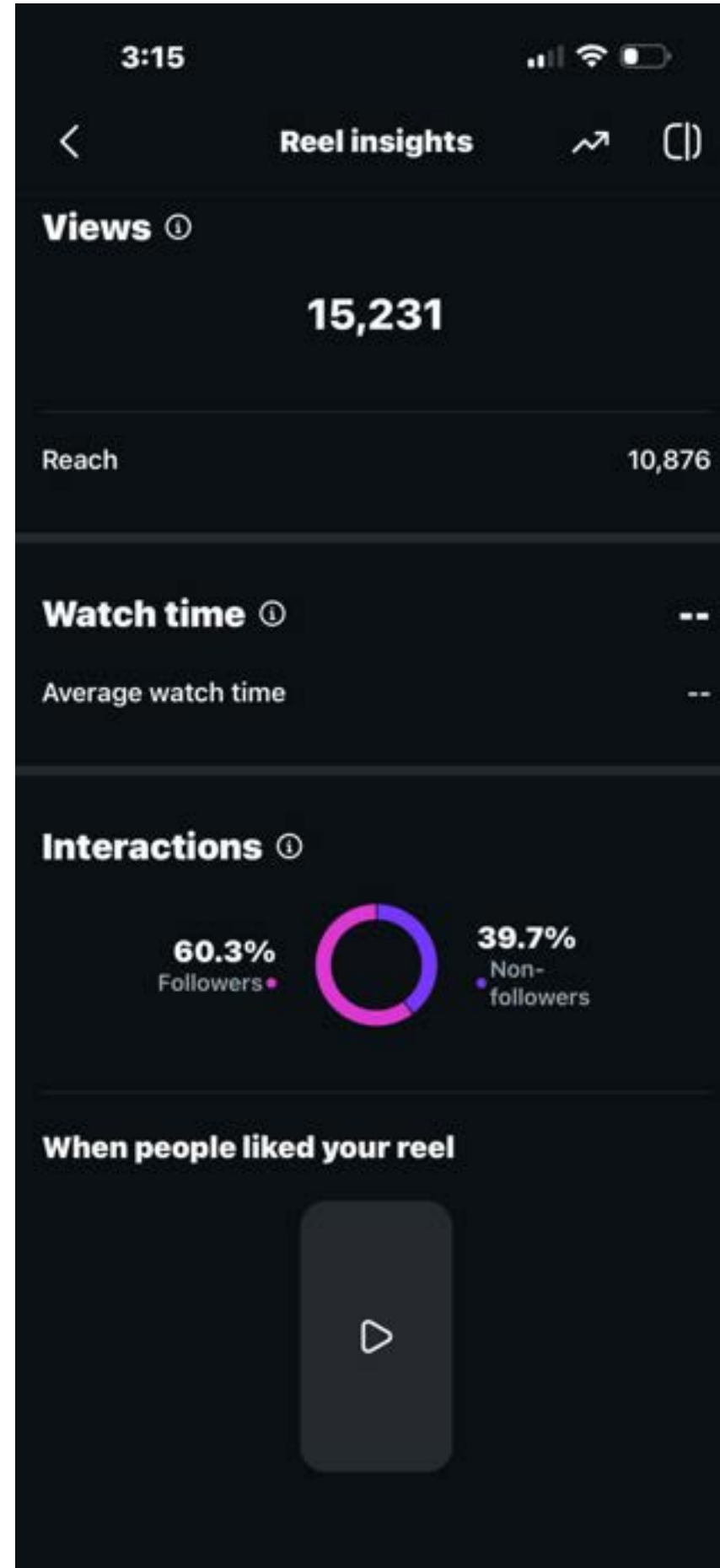


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## Conejo Valley Reel Metrics:

- Views to date: 15,231
- Likes: 197
- Comments: 19
- Shares: 87
- Saves: 25



# Next Steps

Maintain momentum in securing targeted media placements and coverage opportunities that showcase Conejo Valley's unique attractions and experiences.

Continue to develop and refine strategic PR campaigns to effectively promote upcoming initiatives and seasonal activities.

Continue coordinating and finalizing the FIFA Road Trip campaign following the successful launch of all campaign content, including gathering performance metrics, monitoring sweepstakes submissions, and ensuring all published assets align with campaign goals while highlighting key regional experiences.