Conejo Valley Tourism Improvement District
Leadership Team Meeting

August 18 at 12:00pm

Online Via Zoom – Meeting Link

Teleconference locations include:
Greater Conejo Valley Chamber of Commerce, Hyatt Regency Westlake, Courtyard by Marriot Thousand Oaks, Sheraton Agoura Hills, and Hampton Inns Thousand Oaks

Meeting Agenda

1. Call to Order – Chair Tony Conte
2. Roll Call
3. **Action Item:** Approval of the Agenda for the August 18, 2026 Meeting
4. **Action Item:** Approval of the Minutes of the July 21, 2026 Meeting
5. Public Comments
6. Discussion Item: CVTID Renewal and Possible Expansion
7. Discussion Item: President/CEO Report
8. Discussion Item: 85Sixty Report
9. Discussion Item: Marketing Maven Report
10. Announcements – CVTID Leadership 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:_____ Danielle Borja, President/CEO, CVTID

Conejo Valley Tourism Improvement District
Leadership Team Meeting

July 21, 2026 at 12:00pm

Meeting Minutes

1. **Call to Order –Chair Tony Conte**
   - Chair Conte called the meeting to order at 12:01 pm.
2. **Roll Call / Self-Introductions**
   - Officers present: Chair Tony Conte, Vice Chair David McGovern, Secretary Rob Kravitz and Treasurer Ashley Montgomery.
   - Absent:
   - Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Eric Hunzeker (CVTID), Cicily Kind (CVTID), Madi Bodhidatta (CVTID), Gina Tretcher (Civitas), Daniel Yancey (Palm Garden), Ashlie Lohse (Homewood Suites), Grace Strasser (Hampton Inn Agoura), Felix Wang (TO Inn), Toni Palese (85Sxity), and Shayne Wells (Marketing Maven).
   - A quorum was established.
3. **Action Item: Approval of the Agenda for the July 21, 2026 Meeting**
   - Motion to approve the July 21st agenda by Rob Kravitz, seconded by Ashley Montgomery.
   - Roll Call Vote:
   - Aye: Chair Tony Conte, Vice Chair David McGovern, Secretary Rob Kravitz and Treasurer Ashley Montgomery
   - Nay:
   - Absent:
   - Motion approved on a 4-0 roll call vote.
4. **Action Item: Approval of the Minutes from the June 16th, 2026 Meeting.**
   - Motion to approve the minutes from the June 16th, 2026 meeting by David McGovern and seconded by Rob Kravitz.
   - Treasurer Montgomery left the meeting before the vote.
   - Roll Call Vote:
   - Aye: Chair Tony Conte, Vice Chair David McGovern, Secretary Rob Kravitz and Treasurer Ashley Montgomery.
   - Nay:
   - Absent:
   - Motion approved on a 3-0-1 roll call vote.
5. **Public Comments**
   - No public comments.
   - Treasurer Montgomery returned to the meeting.

- Ashlie Lohse shared that their hotel has an opening in the GM position.

6. **Discussion Item: Legal Counsel on CVTID Renewal and Possible Expansion**
   - Gina from Civitas presented on the item. Staff showed the timelines of the renewal process for the District and to include the City of Westlake Village during the renewal.
   - Daniel Yancey asked if there was consideration to increase the TBID fee? Danielle noted its possible to see if the TID wants to increase the assessment but hasn't been determined at this time.
   - Gina noted there are multiple ways to do it to have automatic increase or discretionary option of the Board on increases. Normal for 10 year terms.
   - Daniel Yancey noted the District is an easy sell especially ramping up with upcoming regional events.
   - Danielle asked if the Board would like to agendize the topic further at another meeting. Ashley mentioned she'd like to see comp set for the assessment to see if an increase is possible and give the option.
   - Daniel asked if other districts are also renewing at this time. Gina responded that its individualized on each district, but Ventura she believes recently went through renewal in the last year or so.
   - Danielle asked if any hotels are interested in exploring increasing the assessment. Daniel says he'd like to see what other districts are doing and doesn't want to be the only one to remain competitive. David asked if it's the option to do it or if we have to do an increase. Gina responded that its up to the hotels to decide.
7. **Discussion Item: President/CEO Report**
   - Danielle Borja presented the President/CEO Report. Congratulated Ashley on her promotion as well as Ashley and Shayne Wells on being 40 under Forty.
   - Danielle gave an update on the Thousand Oaks Downtown vote from June and an upcoming referendum. Danielle noted the Chamber itself is active on the issue and working to present a counter-narrative to the referendum. Danielle shared some images of the project after questions about what the images would look like.
   - Danielle showed a recent KTLA highlight segment and shared that Z-cards and other creative materials are being distributed shortly.
   - Danielle noted Visit CA has a new CEO previously leading tourism efforts in New York City.
8. **Discussion Item: 85Sixty Report**
   - Toni Palese presented the 85Sixty Report. Website Traffic increased 80% Y/Y. Impressions and clicks increased up to 5%; booking sessions increased 21%.Meta and TikTok generated 17,600 clicks combined. Continued efficiency gains in creative social content, with the blog page remaining the strongest traffic driver. Year-over-year (2025 vs. 2026) website sessions by channel showed consistent growth in traffic to the site.

9. **Discussion Item: Marketing Maven Report**
    - Shayne Wells presented the Marketing Maven Report. Promoting family and summer activities, the 101 campaign, FIFA concept, as well as the wildlife crossing. Visit CA landing page was updated for Visit Conejo Valley. Underwood, Apricot Lane, and Malibu Wines were all accepted for pending publications. Also coordinating an upcoming FAM trip from AZ highlighting CV as a great road trip and destination for AZ travelers. That lead came from IMM after the January conference in NY.
10. **Announcements – CVTID Leadership Team Members**
    - Rob Kravitz noted that the public space renovation has started at the Sheraton going until the beginning of September and the rooms are all done.
11. **Adjourn**
    - Vice Chair McGovern adjourned the meeting at 1:05pm.

Conejo Valley - Destination Comparison

August 2026

Destination	TOT	TID	Total Charge
Pasadena	12.11%	4.89%	17.00%
West Hollywood	12.50%	4.00%	16.50%
Long Beach	13.00%	3.00%	16.00%
Los Angeles	14.00%	2.00%	16.00%
Santa Monica	15.00%	$2.30-$7.25/night	15.00% + $2.30 – $7.25
Malibu	15.00%		15.00%
Santa Ynez	14.00%	$3.00/night	14.00% + $3.00/night
Oxnard *	10.00%	2.00% TMD + 2.00% TBID	14.00%
Ventura *	10.00%	2.00% TMD + 2.00% TBID	14.00%
Agoura Hills	12.00%	2.00%	14.00%
City of San Luis Obispo **	10.00%	1.50% TMD + 2.00% TBID	13.50%
Lompoc	10.00%	3.00%	13.00%
Camarillo *	9.00%	2.00% TMD + 2.00% TBID	13.00%
County of San Luis Obispo **	9.00%	1.50% TMD + 2.00% TBID	12.50%
Santa Maria	10.00%	2.50%	12.50%
Thousand Oaks	10.00%	2.00%	12.00%
Westlake Village	10.00%		10.00%
Glendale	12.00%		12.00%
Calabasas	12.00%		12.00%
Simi Valley	10.00%	2.00%	12.00%
Santa Clarita	10.00%	2.00%	12.00%
Palmdale	10.00%	2.00%	12.00%
Burbank	10.00%	1.75%	11.75%
Lancaster	7.00%	3.00%	10.00%

** Subject to Ventura County Coast TBID Assessment (2.00%) in addition to their individual TMDs*

***Depending on location, lodging rates may include both the San Luis Obispo TBID and the TMD assessments*

VISIT Conejo Valley

July 2026 Monthly Report

Board Presentation:
August 18, 2026

STR Report

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STR Report - July 2026

Metric	July 2026 Occupancy	July 2025 Occupancy	% Change	July 2026 ADR	July 2025 ADR	% Change	July 2026 RevPAR	July 2025 RevPAR	% Change
Conejo Valley	70.4%	70.9%	-0.8%	$155.60	$166.82	-7.2%	$111.86	$122.20	-9.2%
Ventura County West	80.7%	80.5%	0.3%	$180.24	$182.00	-1.0%	$145.82	$148.57	-1.9%
Santa Clarita / Simi Valley	79.1%	77.9%	1.4%	$139.77	$150.84	-7.9%	$110.58	$119.46	-8.0%

Overview Y/Y:

- All regions experienced Y/Y decreases across most metrics, with the exception of Occupancy, where Ventura and Simi Valley had slight increases.
- Ventura had the highest numbers across all metrics in July and the lowest decreases in ADR and RevPAR.
- Conejo Valley and Simi Valley had similar decreases in ADR and RevPAR in July, well above Ventura County.
- The last week in July was Conejo Valley's highest RevPAR week.

Dates	Days	RevPAR
7/1 - 7/4	4	$89.54
7/5 - 7/11	7	$87.47
7/12 - 7/18	7	$120.69
7/19 - 7/25	7	$124.57
7/26 - 7/31	**6**	**$130.06**

July Marketing

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Digital Recap

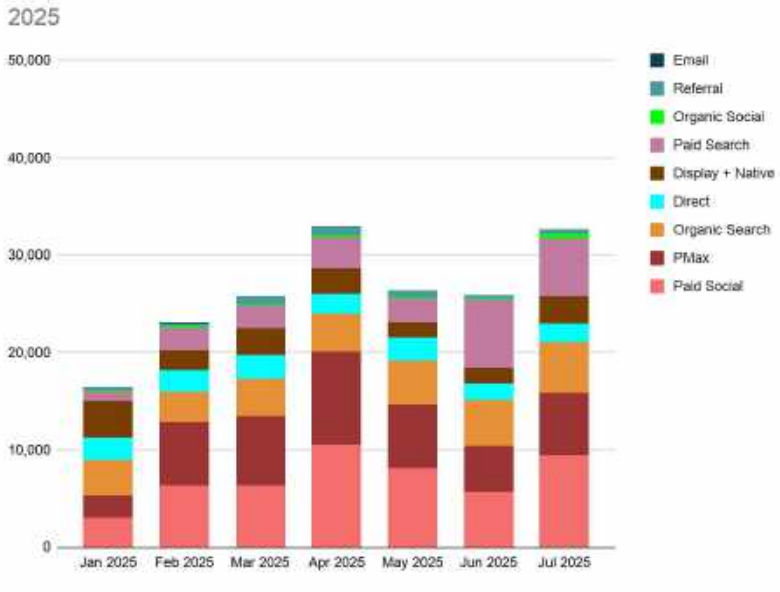
PAID SOCIAL	1,282,940 Impressions	28,814 Clicks	2.25% CTR
GOOGLE SUITE	86,584 Impressions	9,573 Clicks	11.06% CTR
PROG. DISPLAY	709,472 Impressions	1,099 Clicks	0.15% CTR

July Marketing

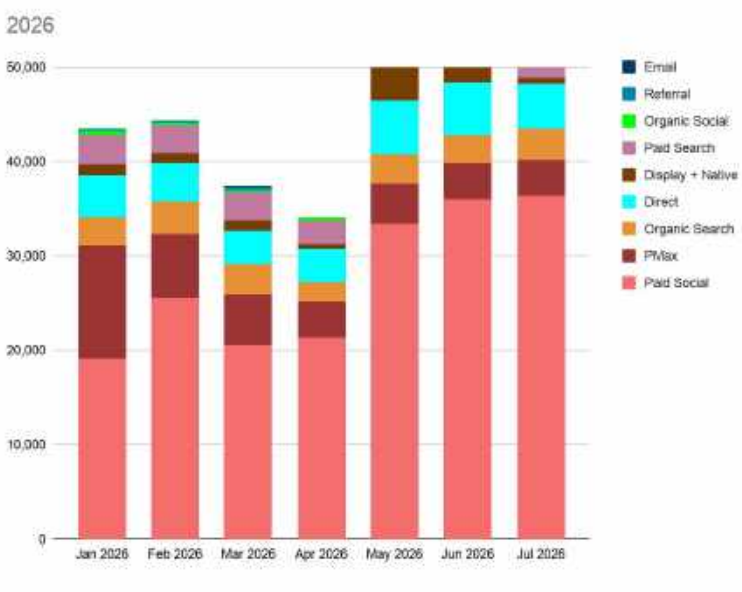
2025 vs 2026 Website Sessions by Channel Traffic

- M/M Traffic decreased 7% (June - July)
- Y/Y Traffic increased 67% (July '25 - July '26)
- YTD Traffic increased 78% (2025 - 2026)

July 2025 | Total Sessions: **32,639**



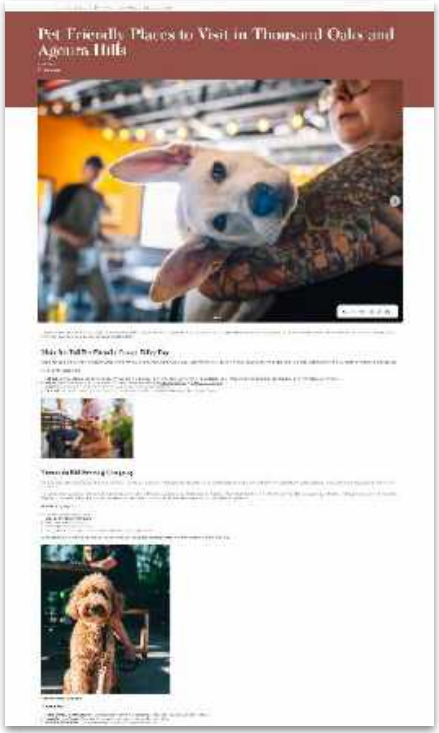
July 2026 | Total Sessions: **54,384**



Website Activity

Channel	July Sessions 2025	July Sessions 2026	% Change
Paid Social	9,414	36,309	286%
PMax	6,484	3,825	-41%
Organic Search	5,193	3,347	-36%
Direct	1,952	4,783	145%
Display + Native	2,700	630	-77%
Paid Search	5,923	2,713	-54%
Organic Social	564	268	-52%
Referral	406	2,506	517%
Email	3	3	n/a
Partner Email	n/a	44	n/a
Total	**32,639**	**54,428**	**67%**

Website Content - Blog



The July blog was titled: ***Pet-Friendly Places to Visit in Thousand Oaks and Agoura Hills***

- 86 landing page views
- 127 engagement events on page

Geo - State

Region	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time (seconds)
Total	**46,237**	**46,020**	**49,977**	**99.23%**	**1.06**	
California	41,841	41,689	45,392	99.49%	1.08	9
(not set)	1,426	1,418	1,424	99.37%	1.00	14
Nevada	596	587	634	99.22%	1.06	6
Texas	482	475	517	100.00%	1.07	7
New York	381	381	391	97.99%	1.03	1
Washington	342	307	366	98.12%	1.07	14
Arizona	336	330	377	99.47%	1.12	12
Florida	310	322	327	99.70%	1.05	7
Virginia	284	287	291	99.66%	1.02	5
Oregon	239	224	258	99.23%	1.08	15

- Oregon is once again on top 10 list after falling off in June, pushing Colorado off the list
- All other states remain consistent from last month

Geo - City

City	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time (seconds)
Los Angeles	14,450	14,293	16,136	99.07%	1.12	10
Thousand Oaks	3,166	3,118	3,566	99.33%	1.13	14
(not set)	1,823	1,779	1,861	99.31%	1.02	15
Simi Valley	1,042	1,037	1,139	99.65%	1.09	7
Anaheim	955	937	1,023	99.71%	1.07	5
San Diego	938	912	1,097	98.74%	1.17	22
Camarillo	900	894	969	99.79%	1.08	7
Oxnard	841	839	943	99.58%	1.12	8
Irvine	643	644	669	99.70%	1.04	2
Long Beach	544	541	576	99.48%	1.06	4

- Oxnard and Long Beach are new to the top 10 cities in July, pushing out San Jose and Phoenix
- All other cities remain consistent from last month

Creative Highlights

Trail Map

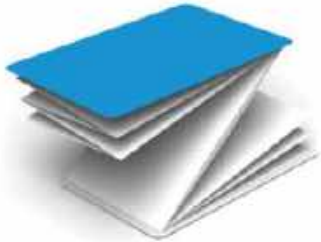
- Created new Trail Map to align to updated branding and overall collateral visuals
- Include photography
- Include all trails and align to locations on map & categorize
- Icons for:
  - View Type / Waterfalls
  - Horseback Riding
  - Biking
  - Dog-Friendly
- Printed & Website as downloadable content

July Marketing

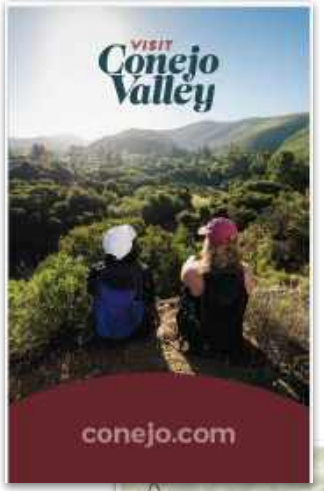
Creative Highlights

Z-Card (Printed Collateral)

- Created new Z-Card to align to updated branding and overall collateral visuals
- Include new photography
- Created new map & categorized locations for easy reference
    - Universities
    - Historical Landmarks
    - Outdoor Landmarks
    - Shopping
    - Golf Courses
    - Arts & Culture



Example of folded Z-Card



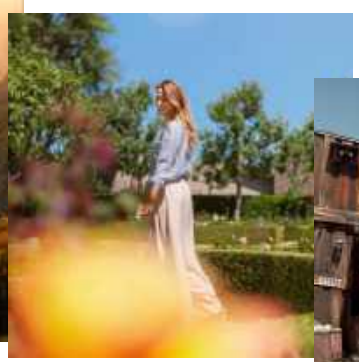
Creative Highlights - 101 Things Social + Display Ads

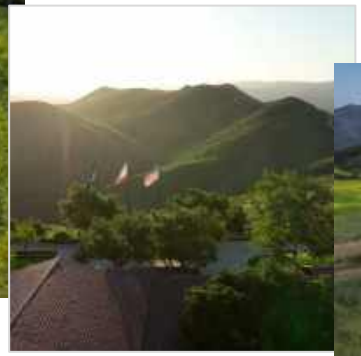
Social Ads

- Static Image
- Carousel
- Will be rotated into existing media

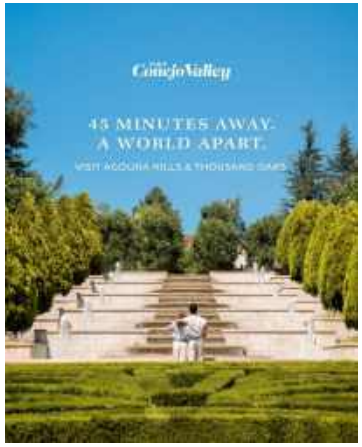
Display

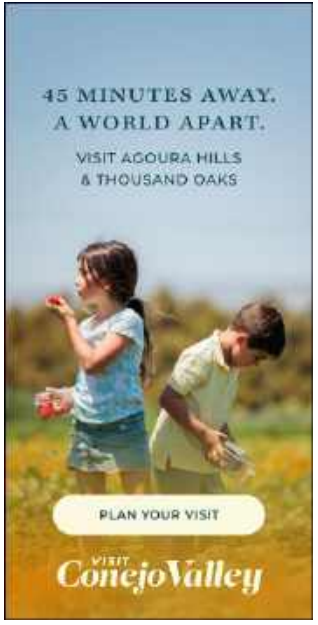
- Static Banners rotated into existing media





Creative Highlights - New Paid Media Ads





Monthly Newsletter

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July Marketing

Monthly eNewsletter

Performance Overview

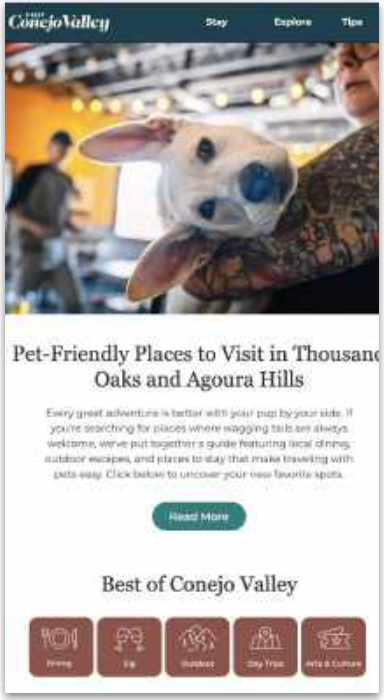
Send Date: Tuesday, July 28th

Insights:

- July Newsletter Volume- 7,189
- Subject A: Pet-Friendly Conejo Valley: Dog-Friendly Patios, Breweries & Trails
  - Open Rate: 14.6%
  - Clicks Rate: 1.1%
- Subject B: Explore Thousand Oaks & Agoura Hills With Your Pup This July
  - Open Rate: 7.9%
  - Clicks Rate: 1.2%

Takeaways:

- Overall open rates increased by 13% in July to 11.2%
- Audience responds better to Version A: Subject lines with the key point in the first few words perform best. The word pup is likely cut off of many previews due to word count.
- The majority of click data (31% of all clicks, 41 individuals) came from the main CTA “Read the Guide”. One Mobile that CTA produces 51% of all clicks



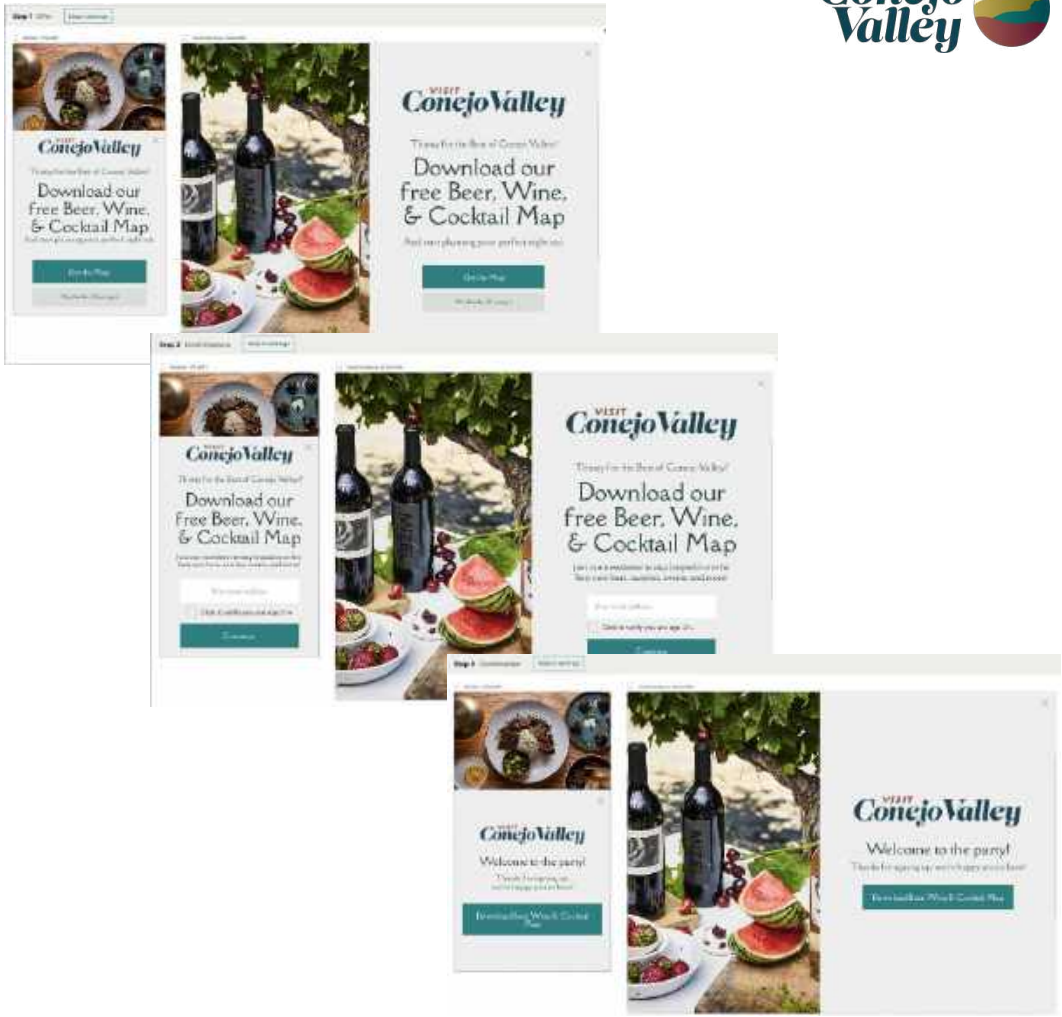
July Marketing

Email Preference Center

Email Preference Center for Segmentation

- Build preference center within existing email platform and encourage subscribers to customize preferences / interests
    - Arts & Culture
    - Drink & Dine
    - Golf
    - Outdoor Enthusiast
    - Weddings & Meetings
    - Sports

- Encourage new visitors to sign up for newsletters by providing downloadable content that may be of interest upon visiting the website
    - Beer, Wine & Cocktail map
    - Trail Map
    - 101 Things / Off 101 (in progress)



Media Channel Performance

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Social Media Overview - July

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

13,185 *Total Followers*	+1.2%
152 *Net Follower Growth*	-44.69%
3.3% *Engagement Rate* ***(not including *collab posts)***	-2.1%
87,728 *Impressions* ***(not including *collab posts)***	+14.7%
150,374 *Views*	-0.3%
7,770 *Interactions*	-3.6%

18,876 *Total Followers*	+0.5%
91 *Net Follower Growth*	+2,375%
2.9% *Engagement Rate*	-2.7%
76,129 *Impressions*	+301.1%
81,995 *Views (not including ads)*	+277.3%
633 *Interactions*	+105.5%

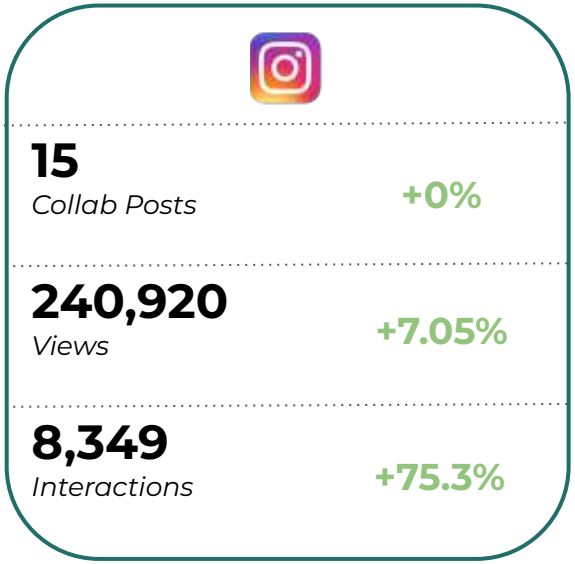
2,146 *Total Followers*	+8.3%
164 *Net Follower Growth*	+507.4%
52,149 *Video Views (Impressions)*	+87%
3,172 *Engagements*	+570.6%
4.8% *Engagement Rate*	+128.5%

- **Follower growth continues to increase** across Instagram and TikTok.
- **Instagram dipped slightly this month,** with lower engagement, interactions, and net follower growth, despite continued growth in total followers and impressions.
- **Facebook saw strong month-over-month growth,** with significant increases in impressions, views, interactions, and net follower growth.
- **TikTok was the top-performing platform,** delivering substantial increases across every key metric, including followers, engagement, and video views.

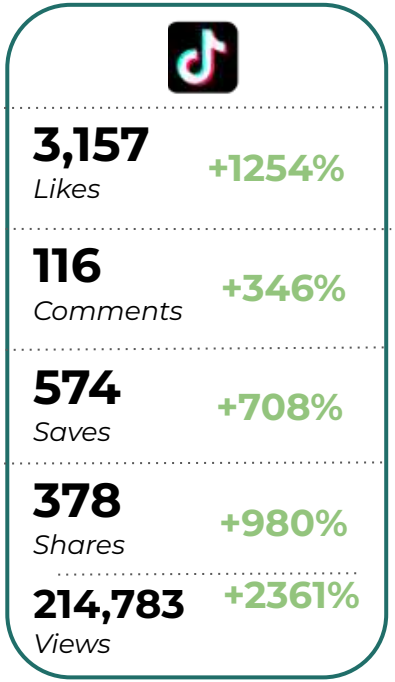
85 SIXTY *Stories are included in Impressions but not ER*
**Collab posts NOT posted from the Visit Conejo Valley account*

Social Media Overview - Instagram/TikTok Collaboration Posts - July

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.



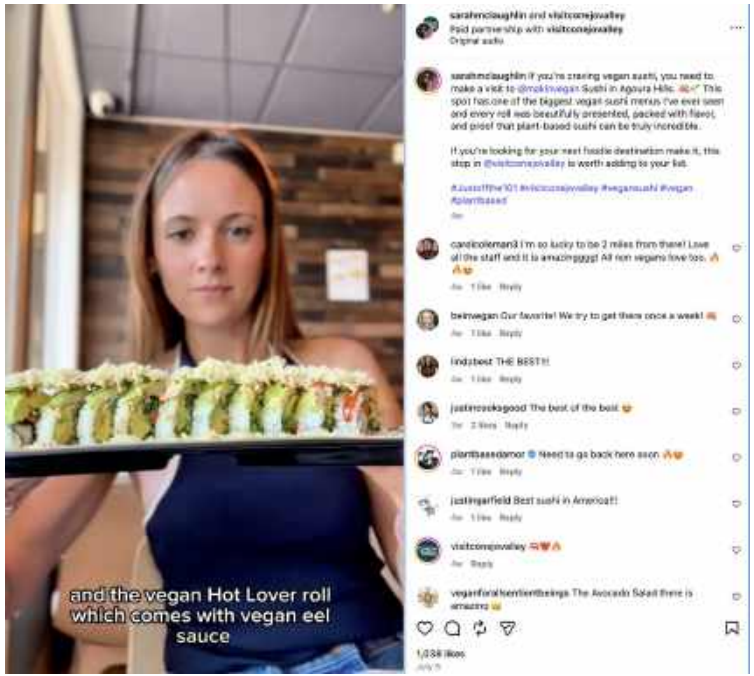
Metrics saw an overall increase this month.



Metrics saw an overall increase this month.

Creators

@ sarahmclaughlin



7 Creators
visited Conejo Valley in July, exploring establishments such as **Ventura County FC** and the **Satwiwa Loop Trail.**

51.5K Views
1,038 Likes
25 Comments
573 Shares
10 Reposts
61 Saves

@pposhmiles
visited Ma-Kin Vegan Sushi in June and posted on 07/05/26

Digital Media Summary

Paid Social	Spend	Impressions	Clicks	CTR	CPC	Booking Clicks	Website Sessions
Meta	$3,886	409,801	26,988	6.59%	$0.14	213	25,089
Tiktok	$2,988	873,139	1,826	0.21%	$1.64	0	542
	$6,874	**1,282,940**	**28,814**	**2.25%**	**$0.24**	**213**	**25,631**
Google	**Spend**	**Impressions**	**Clicks**	**CTR**	**CPC**	**Plan Trip/ Booking Clicks**	**Website Sessions**
Paid Search	$2,137	33,634	3,064	9.11%	$0.70	158	2,713
PMax	$2,766	52,950	6,509	12.29%	$0.42	1,628	3,825
	$4,903	**86,584**	**9,573**	**11.06%**	**$0.51**	**1,786**	**6,538**
Programmatic	**Spend**	**Impressions**	**Clicks**	**CTR**	**CPC**	**Booking Clicks**	**Website Sessions**
Standard Display	$4,333	709,472	1,099	0.15%	$3.94	0	81
TOTAL DIGITAL MEDIA	$16,110	2,078,996	39,486	1.90%	$0.41	1,999	32,250

July Media Channel Performance

Digital Media Highlights

Paid Social - Meta & TikTok

- YoY, Meta generated significantly more site visits on flat spend (+19.3K), as CTR grew from 0.61%, to 6.59% . MoM, CTR also improved by 22%, along with a 13% more efficient CPC.
- The CaliNook Beach Trail collab video was the top performer on Meta, marking in the highest CTR (8.34%), and driving over 6.3K clicks.
- Across Tiktok, the Nikita Grubs Old Oak Steakhouse Collab generated the most efficient CPC ($1.07), while generating over 248K impressions.

Google - Paid Search & PMax

- The Search NB Getaway campaign continues to be the key driver of performance out of all search campaigns. In July, it drove 136 conversions (+32% YoY) with the majority of conversions coming from “weekend getaway trips” and “weekend trips near me”.
- 101 things to do off the 101 traffic is very limited so far, and due to the amount of traffic and how specific of the keyword, the CPC is more than triple that of any other campaign, would recommend pausing.
- Outdoor PMax has continued to gather momentum in July. The campaign drove 562 conversions and had the lowest cost per conversion in the account at $1.07.

Programmatic

- Display banners maintained strong campaign scale in July, delivering 709K+ impressions and 1,099 clicks, with a 0.15% CTR and $3.94 CPC.
- Continue leveraging display for efficient awareness while refining creative messaging, audience targeting, and landing-page alignment to encourage deeper engagement and move travelers closer to booking consideration.

VCA Outdoor Billboard (OOH)

OOH	Spend	4-week Impressions	4-week Reach	4-week Frequency	CPM
Branded Conejo.com Outdoor Board	$9,000	1,828,600	188,015	5.0	$5

Insights:

- The Route 101 bulletin continued to provide sustained visibility throughout the peak summer travel period, keeping Conejo Valley top-of-mind among commuters and leisure travelers moving through the greater Los Angeles region.
- Continued exposure along the corridor supports destination familiarity and message reinforcement, particularly among repeat commuters and travelers passing through the market.

Takeaways:

- Consider leaning into easy getaway and proximity messaging to convert awareness into consideration among travelers already moving through the region.

KTLA - Unscripted

KTLA	Spend	Impressions	Airings/Delivery	Completion Rate	CPM	Reach	Frequency
Linear TV Spots	$5,000	1,049,400	39 airings	n/a	$11	746,494	1.4
Unscripted TV	$10,000	144,800	3 airings	n/a	$15	144,800	1.0
Streaming	Added Value	420,139	Digital Delivery	90.52%	n/a	80,889	5.2
Total	**$15,000**	**1,614,339**		**n/a**	**$9**	**972,183**	**1.7**

KTLA	Spend	Impressions	Clicks	CTR + Engagement Rate	CPC	Booking Clicks	Website Sessions
Display - On-site banners	$0	304,206	101	0.03%	n/a	0	98
Sponsored Social	$0	527,574	n/a	2.46% CTR / 12.62% ER	n/a	n/a	n/a
Total	**$0**	**831,780**	**101**				**98**

Insights:

- KTLA delivered scale beyond the screen, generating 2.4M+ impressions across TV, streaming, display and social, giving Conejo Valley multiple touch points across the LA market.
- Digital extensions amplified the partnership at no additional media cost, with streaming generating 420K impressions while sponsored social delivered 528K impressions

Takeaways:

- The integrated approach turned one partnership into multiple opportunities for exposure, pairing the credibility and reach of KTLA with digital extensions that kept Conejo Valley in front of audiences beyond the original broadcast.
- Added value significantly amplified the $15K investment, with streaming and sponsored social contributing nearly 948K additional impressions, strengthening overall reach and media efficiency.

Search Engine Optimization

85SIXTY

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)
July 2025							
SEO / AI / LLM (GSC, GA4)	15.1	510,826	4,363	4,297	24	13	0
June 2026							
SEO / AI / LLM (GSC, GA4)	9.5	323,599	2,431	2,898	13	72	0
July 2026							
SEO / AI / LLM (GSC, GA4)	9.2	296,665	2,274	3,192	29	43	1
Month-Over-Month %Δ	↓ 3.6%	↓ -8.3%	↓ 6.5%	↑ 10.1%	↑ 123.1%	↓ 40.3%	n/a
Year-Over-Year %Δ	↓ 39.2%	↓ 41.9%	↓ 47.9%	↓ 25.7%	↑ 20.8%	↑ 230.8%	n/a

Overall ranking positions continue to improve substantially YoY. Even though Clicks are down, conversions are up both YoY and MoM. In this age of AI, traffic from AI platforms continues to grow as organic search traffic continues to be negatively affected by it, which can be seen in impressions and clicks, even if overall ranking is better year-over-year.

- 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!

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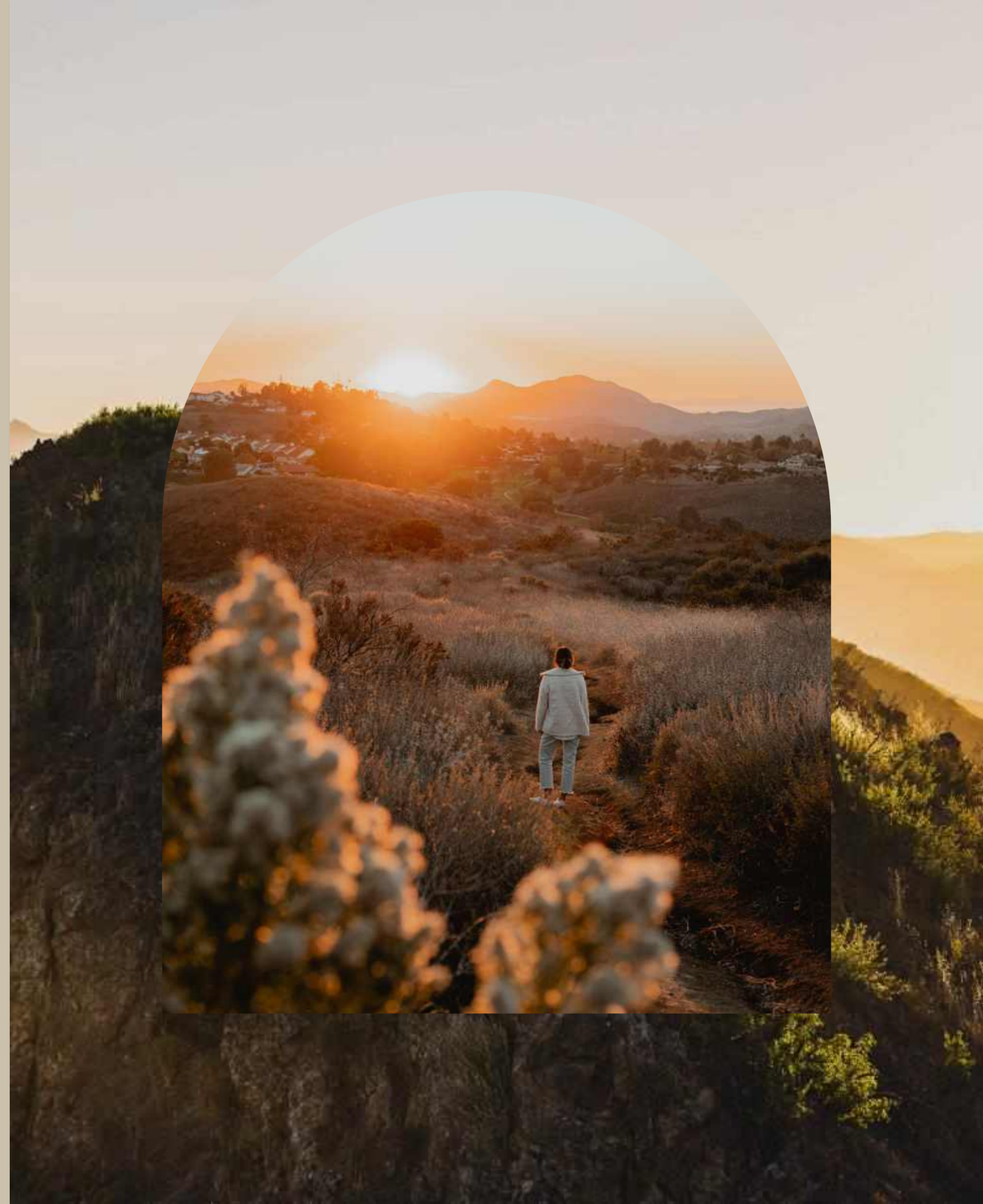
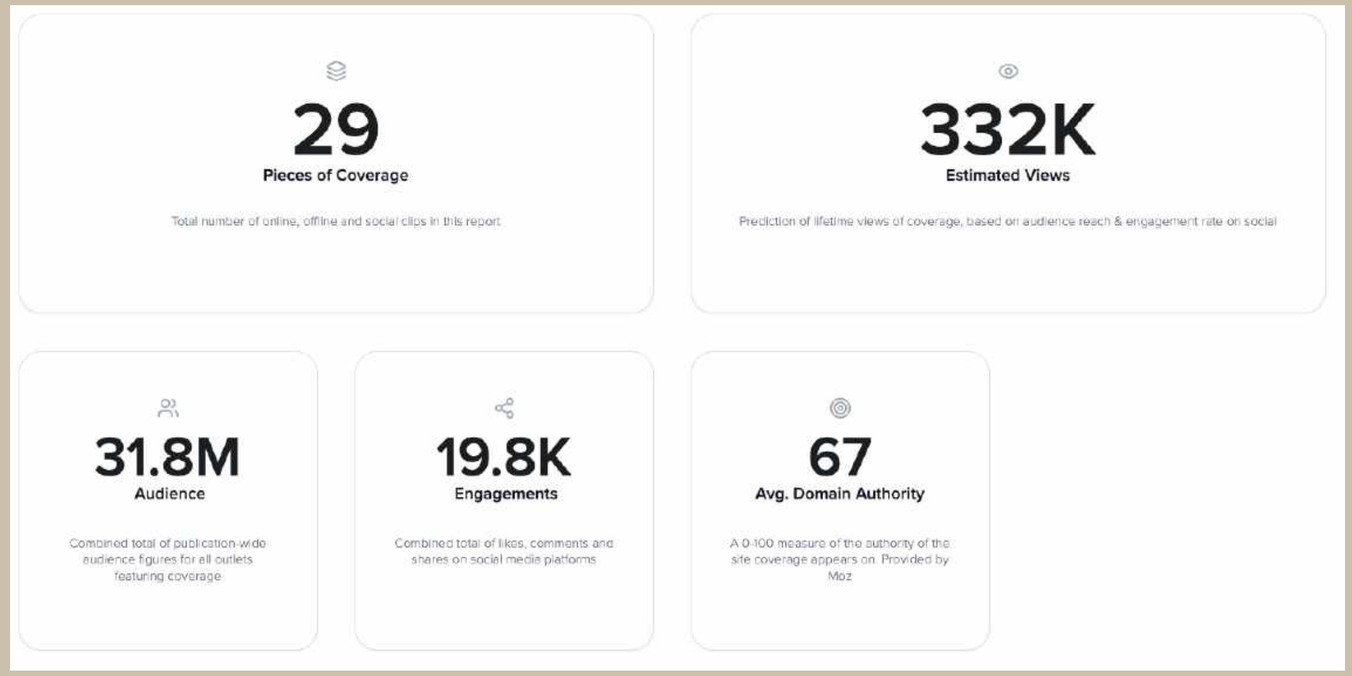
July Board Report

Presented on:	8/18/26
Prepared by:	Marketing Maven



2026 Coverage

- 22 Articles
- 2 Press Releases
- 1 Event Listing
- 2 Instagram Posts
- 2 Facebook Posts



Media Relations

VISIT Conejo Valley

Media Relations

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

Secondary Markets
- San Francisco
- Monterey
- San Bernardino

Out of State
- Portland
- Seattle

July Pitch Concepts:

- Endless Summer in Conejo Valley: 101 Things to Do Just Off the 101
- Beat the Heat, Not the Crowds: Early-Morning Adventures in Conejo Valley
- School's Out: The Ultimate Conejo Valley Family Summer Bucket List
- Sip Into Summer: Wine Tasting Rooms, Vineyard Views and Alfresco Experiences
- From Farm Stand to Table: Meet the Growers Shaping Conejo Valley's Food Scene
- Fresh From Conejo Valley: Late-Summer Culinary and Farm-to-Table Experiences
- Work From Conejo Valley: A SoCal Workation Where Coffee Shops, Coworking and Trails Meet
- California Wine Month Preview: Where to Sip and Stay in Conejo Valley This September
- Fall Starts Here: Harvest Festivals, Family Attractions and Seasonal Experiences
- Spooky Season Preview: Conejo Valley's Halloween Haunts and After-Dark Adventures
- History in the Making: The World's Largest Wildlife Crossing Opens This December in Conejo Valley

Visit California

Conejo Valley Halloween Attractions Featured by Visit California

Visit California featured **Reign of Terror Haunted House** and **Night of the Jack** in its new guide to Halloween 2026 events across California. The inclusions showcase Conejo Valley's range of seasonal experiences, from immersive haunted attractions and after-dark thrills to festive, family-friendly Halloween activities.

https://www.visitcalifornia.com/now/19-fun-or-freaky-halloween-events-california/

CALIFORNIA NOW BLOG / YOUR GUIDE TO HALLOWEEN 2026 EVENTS IN CALIFORNIA

Your Guide to Halloween 2026 Events in California

Make the most of the spooky season with these festivals and haunted houses

Sept. 25–Nov. 1: Reign of Terror Haunted House, Thousand Oaks

Experience "different kinds of fear" at this sprawling indoor haunted house at the Janss Marketplace shopping center in Thousand Oaks. This collection of scare zones—which first opened in 1999—features a wide variety of live and mechanical characters, dramatic lighting, and lots of creepy sound effects.

Sept. 25–Nov. 1: Night of the Jack, Calabasas

Stroll a 1-mile trail lined with 30 glowing light installations and giant jack-o'-lantern displays at King Gillette Ranch—a former estate in the Santa Monica Mountains that has frequently been a Hollywood filming location. Be on the lookout for famous characters carved into gourds and stop for a themed cocktail, beer, or wine at the Spookeasy. The popular, all-ages event also offers food trucks, a gift shop, and picnic areas; book your tickets and parking reservations ahead of time.

Visit California

Underwood Family Farms Featured in Visit California's September Events Guide

Visit California featured two Underwood Family Farms experiences in its September Events in California guide. **Pick Your Own Roma Tomatoes** Weekend and the **Fall Harvest Festival** were highlighted, positioning Conejo Valley as a destination for seasonal agritourism, family-friendly activities and hands-on harvest experiences.

https://www.visitcalifornia.com/experience/september-events-california/

CALIFORNIA NOW BLOG / SEPTEMBER 2026 EVENTS IN CALIFORNIA

September 2026 Events in California

Ease out of fall with stargazing, surfing, and foodie festivals

September 5–6: Pick Your Own Roma Tomatoes Weekend, Moorpark

Enjoy a harvest weekend at Underwood Family Farms in Conejo Valley: From 6 a.m. to noon each day you can fill a container (bring your own or buy one from the farm) with sun-ripened romas for 45 cents per pound. Or just buy pre-picked romas for 75 cents per pound or fresh basil ($9 per 1-pound bag).

Begins Sept. 26: Underwood Family Farms' Fall Harvest Festival, Moorpark

Start at the giant pumpkin patch at this Conejo Valley farm then make your way through the corn maze, meet farm animals, take a wagon ride, and scale the hay-climbing pyramids. Each weekend has a different theme and features live bands, pig races, and roaming performers. Runs through Oct. 31.

Visit California

Malibu Wines Featured in Visit California's Unique Wineries Guide

Visit California featured **Malibu Wines** in its guide to Unique Wineries in California. The article highlights the brand's active outdoor experiences at historic Saddlerock Ranch, including vineyard hikes through the mountainous terrain and seasonal farm-to-table dinners paired with Saddlerock and Estate wines.

https://www.visitcalifornia.com/experience/september-events-california/

CALIFORNIA NOW BLOG / SEPTEMBER 2026 EVENTS IN CALIFORNIA

September 2026 Events in California

Ease out of fall with stargazing, surfing, and foodie festivals

Outdoors and Active Winery Experiences

- Take to the skies and go ziplining above the vineyards of **Ancient Peaks Winery** in **San Luis Obispo County.**
- Keep yourself grounded and hike through the Pinot Noir vineyards of **Santa Barbara** County's **Alma Rosa Winery & Vineyards** or the mountainous terrain of **Malibu Wines** on the historic **Saddlerock Ranch** above the **Malibu** coast. At the latter, if your visit coincides, don't miss attending one of their occasional **farm-to-table dinners** that pair a locally sourced, multicourse menu with the winery's Saddlerock and Estate wines, served communally to guests 21 and older.

Visit California

Malibu Wines Featured in Visit California's Farm-to-Table Dining Guide

Visit California featured **Malibu Wines** & Beer Garden in its guide to Farm-to-Table Dining in Surprising Settings. The article highlights its seasonal farm-to-table dinners, which pair locally sourced, multicourse menus with Saddlerock and Estate wines served communally in the Santa Monica Mountains.

https://www.visitcalifornia.com/experience/6-surprising-settings-farm-table-dining/

EXPERIENCES / 6 SURPRISING SETTINGS FOR FARM-TO-TABLE DINING

6 Surprising Settings for Farm-to-Table Dining

Delicious meals, beautiful locations

Farm-to-Table Dinners at Malibu Wines & Beer Garden, West Hills, in the Santa Monica Mountains

The occasional farm-to-table dinner here pairs a locally sourced, multicourse menu—think roasted chicken with saffron couscous and a stone fruit bread pudding—with the winery's Saddlerock and Estate wines, served communally to guests 21 and older. Seating is limited and dates vary, so check Malibu Wines' events page for availability.

Upcoming Media FAM Trip

Conejo Valley Media FAM Trip with Tucson Local Media

Marketing Maven is coordinating a media FAM trip with editor **Karen Schaffner** for the weekend of September 18.

Tucson Local Media comprises six regional publications reaching approximately **20,000 readers**, with a combined monthly print distribution of **335,600** and more than **600,000 monthly page views**, offering an opportunity to showcase Conejo Valley to travelers throughout the greater Tucson area.

https://www.tucsonlocalmedia.com/

Cool Down on the Coast: A trip to Carlsbad to escape the heat

By Karen Schaffner Jul 6, 2026 Updated Aug 5, 2026

Mountains, Views & Sips: Arizona Winery Tours has it all

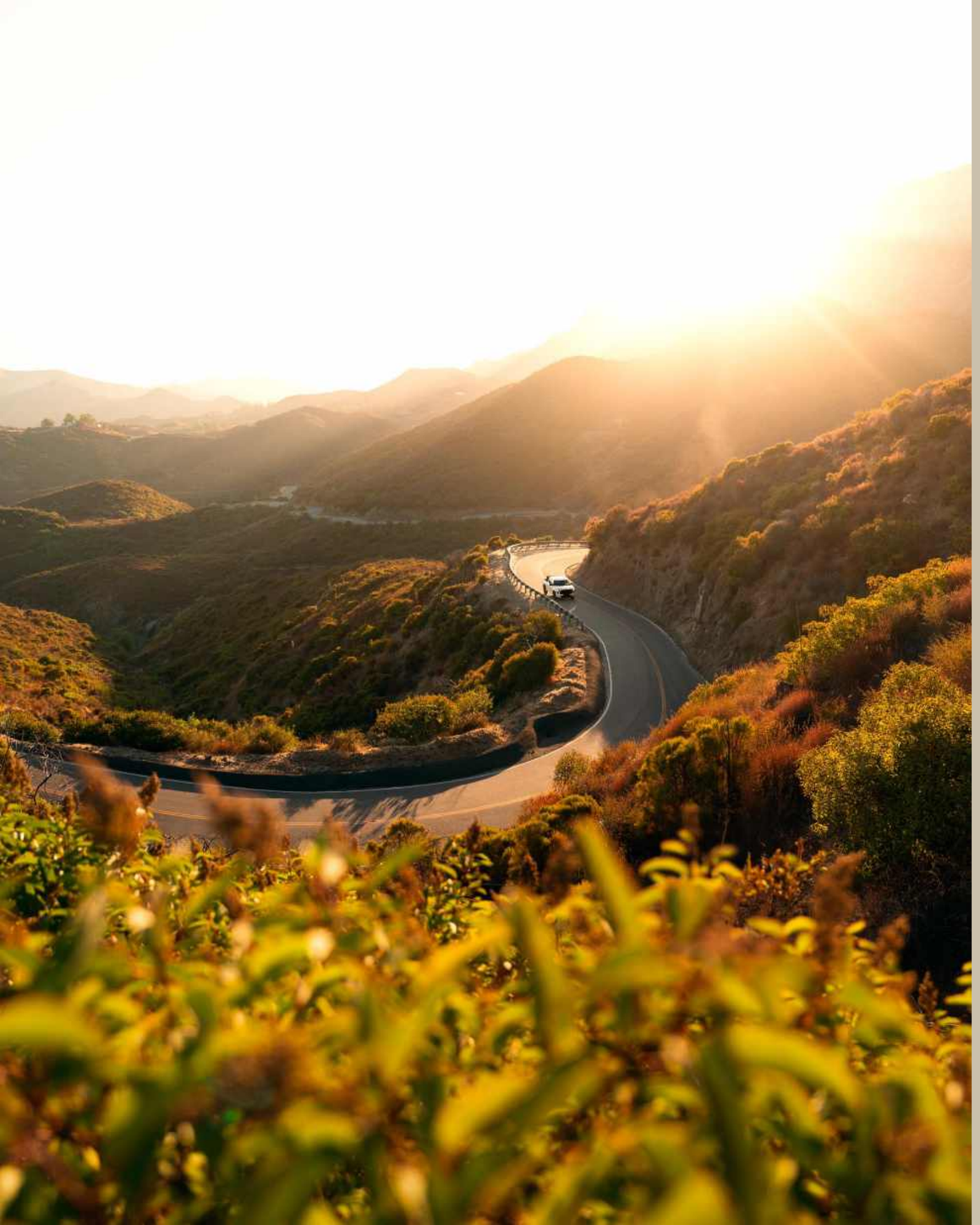
By Karen Schaffner Dec 7, 2025 Updated Jan 7, 2026

Cold Weather, Hot Place: Discover the beauty of Door County, Wisconsin

By Karen Schaffner Apr 9, 2025 Updated May 15, 2025

Clear Sky, Clear Thoughts: Take time out at luxury ranch

By Karen Schaffner, LA Downtown News Staff Writer Dec 30, 2024 Updated Jan 6, 2025



Next Steps

- Maintain momentum in securing targeted media placements and earned coverage that highlights Conejo Valley's outdoor recreation, culinary experiences, wellness offerings, and seasonal events.
- Continue developing strategic PR campaigns and media outreach to promote upcoming destination initiatives, seasonal experiences, and key tourism opportunities.
- Expand Conejo Valley's visibility through ongoing content submissions and collaboration with Visit California and other tourism partners to secure additional destination features and editorial placements.