Conejo Valley Tourism Improvement District
Full Board Meeting

October 20 at 12:00pm
In-person – Courtyard by Marriott Thousand Oaks

Meeting Agenda

1. Call to Order – Chair Tony Conte
2. Roll Call
3. **Action Item:** Approval of the Agenda for the October 20, 2026 Meeting
4. **Action Item:** Approval of the Minutes from the September 22, 2026 Meeting
5. Public Comments
6. Presentation Item: City of Thousand Oaks on Film Ordinance
7. **Action Item:** Approval of the Q3 2026 TID Financials
8. Discussion Item: President/CEO Report
9. Discussion Item: 85Sixty Report
10. Discussion Item: Marketing Maven Report
11. Announcements – CVTID Board Members
12. 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
Board of Directors Board Meeting

September 22 at 12:00pm
In-person – Homewood Suites Agoura Hills

Meeting Minutes

- **Call to Order – Chair Tony Conte**
  - Chair Conte called the meeting to order at 12:08pm.
- **Roll Call**
  - Josh Gray took the roll from the Zoom meeting attendance
  - Board Members Present: Chair Tony Conte (Courtyard by Marriott Thousand Oaks, TownePlace Suites by Marriott Thousand Oaks), Joe Sullivan (Courtyard by Marriott Agoura Hills, TownePlace Suites by Marriott Agoura Hills), Felix Wang and Madeline Carden (Thousand Oaks Inn Best Western), Daniel Yancey (Palm Garden Hotel), Ashley Montgomery (Hampton Inn Thousand Oaks), Grace Strasser (Hampton Inn Agoura Hills), Rob Kravitz (Sheraton Agoura Hills Hotel), and Wendy Beemer (Sheraton Agoura Hills Hotel).
  - Others present: Danielle Borja (CVTID), Josh Gray (CVTID), Cicily Kind (CVTID), Eric Hunzeker (CVTID), Madi Bodhidatta (CVTID),Toni Palese (85Sixty), Mary Haddad (City of Agoura Hills), Shayne Wells and Lindsey Carnett (Marketing Maven), Steven Barnes (Conejo Valley Unified School District), Milikah Johnson (85Sixty), and Gina Tretcher (Civitas).
  - A quorum was established.
- **Action Item: Approval of the Agenda for the September 22, 2026 Meeting**
  - Motion to approve the agenda by Rob Kravitz and seconded by Daniel Yancey.
  - Josh Gray called a roll call vote. The motion carried 8-0-2.
- **Action Item: Approval of the Minutes from the May 19, 2026 Meeting**
  - Motion to approve the minutes from the May 19, 2026 meeting by Ashley Montgomery and seconded by Rob Kravitz.
  - Josh Gray called a roll call vote. The motion carried 8-0-2.
- **Action Item: June 30, 2026 Financial Report – Eric Hunzeker, CVTID**
  - Eric Hunzeker presented the financial report as of June 30, 2026, covering the budget, administrative fees, professional fees, and income/interest. Total assets were $1,627,480
  - Danielle Borja directed marketing funds in the amount of $13,826
  - Motion to approve by Daniel Yancey and seconded by Rob Kravitz. The motion carried 8-0-2.
- **Action Item: 2025 Audit and Management District Plan – Eric Hunzeker, CVTID**

- Eric Hunzeker continued his report, noting that the Audit Committee approved the 2025 audit and income reports, and that TID income increased.
- The audit included a single recommendation: to delay financial reporting until income received has been finalized, so that year-end financial reporting gives an accurate picture of the District's finances.
- Eric reviewed the Management District Plan, including the updated boundary map on page 7 to include 2 Westlake Village hotels, the initial annual budget allocation is the same, and projected revenue which assumes a max assessment increase at 3% after the first year.
- Motion to approve by Daniel Yancey and seconded by Ashley Montgomery. The motion carried 8-0-2.

- **Special Presentation: Director, Special Education – Secondary and Post Secondary**
  - Steven Barnes, Director of Special Education for Conejo Valley Unified School District, presented on Conejo Oaks Academy and Conejo Valley Unified School District opportunities for hotels to partner.
  - Melissa Harris, teacher, shared that the program helps students learn to work and prepares them to get a job and keep it.
  - Caroline Hugar, teacher, listed jobs students can do and discussed partnering with businesses.
- **Public Comments**
  - Nellie of CRPD likes the website portion highlighting gardens and museums.
- **Discussion Item: President/CEO Report**
  - Danielle Borja presented the President/CEO Report. Highlights included the completion of the trail map, the groundbreaking at CLU on October 17, the retreat at the Sports Academy, the approval of the downtown project, and the confirmation of Latico. Cicily Kind provided a conference update: North Star is leading groups in San Francisco, and IMEX in Las Vegas is coming up in mid-October.
- **Discussion Item: 85Sixty Report**
  - Steve, founder of 85Sixty, presented the 85Sixty Report. Highlights included the August STR report showing a positive change, the Labor Day shift, the decrease in rates on Google, and the introduction of AI and Discover LA.
- **Discussion Item: Marketing Maven Report**
  - Lindsey Carnett, CEO of Marketing Maven, presented the August board report. Highlights included the importance of headlines to the overall strategy, a domain authority score of 67, and a fall-themed concept for the August pitch.
- **Announcements – CVTID Leadership Team Members**
  - Ashley Montgomery mentioned their renovation starts January 1st.

- Tony Conte noted that Towneplace Suites finished their renovation and Courtyard starts in October.
- Danielle Borja: Grand opening of the wildlife crossing on December 2nd

- **Adjourn**
  - The meeting was adjourned at 1:17pm.

Conejo Valley Tourism Improvement District, Inc.
Financial Statement Review Notes
For FYE September 30, 2026

Balance Sheet

Total Assets	**$ 1,771,312**	**$0 was transferred into our Reserve Account in Q3.**

Q3 2026 Profit & Loss Statement (July - September)

Category	Actual	Budget	Variance	Notes
Income				
Assessment Income	$ 406,561	$ 449,689	$ (43,128)	Unfavorable budget variance
Expenses	$ 475,107	$ 449,035	$ 26,071	Unfavorable budget variance 1. Admin Fees - $9,400 less than budgeted. 2. Direct Hotel Marketing - $32,714 higher than budgeted. 3. Public Relations Expenses - $12,092 less than budgeted. 4. Agency Marketing - $39,078 higher than budgeted.
Other Income/Expense	$ 4,699	$ 6,000	$ (1,301)	Unfavorable budget variance 1. Interest income - $1,301 lower than budget.
Total Net Income	$ (63,846)	$ 6,653	$ (70,499)	Unfavorable budget variance

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

Category	Actual	Budget	Variance	Notes
Assessment Income	$ 1,121,960	$ 1,204,674	$ (82,714)	Unfavorable budget variance
Marketing/Other	$ 1,312,748	$ 1,255,822	$ 56,925	Unfavorable budget variance 1. Direct Hotel Marketing (pass through expense) is $106,605 over budget.
Total Net Income	$ (190,788)	$ (51,148)	$ (139,639)	Unfavorable budget variance

Conejo Valley Tourism Improvement District, Inc.
Balance Sheet
As of September 30, 2026

	Sep 30, 26
ASSETS	
Current Assets	
Checking/Savings	
Cash MBT 1780 CD Acct	310,706.70
Cash MBT 2961 Operating Acct	377,600.69
Cash MBT 2968 MM Acct	377,961.02
Cash USB 2600 CD Acct	281,098.58
Total Checking/Savings	1,347,366.99
Accounts Receivable	
Assessment Receivable	331,556.98
Total Accounts Receivable	331,556.98
Other Current Assets	
Prepaid Exp	341.06
Prepaid Exp-Conference & Travel	3,306.20
Prepaid Exp - Convention Reg.	13,694.00
Prepaid Exp - Public Relations	12,500.00
Total Other Current Assets	29,841.26
Total Current Assets	1,708,765.23
Fixed Assets	
Accumulated Depreciation	-97,258.25
Equipment	1,310.94
Furniture	17,926.00
Trade Show Booth	22,058.33
Website- 2025	118,510.00
Total Fixed Assets	62,547.02
TOTAL ASSETS	**1,771,312.25**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	107,206.15
Total Accounts Payable	107,206.15
Total Current Liabilities	107,206.15
Total Liabilities	107,206.15
Equity	
Opening Balance Equity	-103,614.00
Retained Earnings	1,958,508.00
Net Income	-190,787.90
Total Equity	1,664,106.10
TOTAL LIABILITIES & EQUITY	**1,771,312.25**

Conejo Valley Tourism Improvement District, Inc.
Profit & Loss Budget vs. Actual
July through September 2026

	Jul - Sep 26	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Assessment Income	406,561.46	449,689.00	-43,127.54	90.41%
Total Income	406,561.46	449,689.00	-43,127.54	90.41%
Gross Profit	406,561.46	449,689.00	-43,127.54	90.41%
Expense				
Administration Fee				
Agoura Hills & Thousand Oaks	6,712.59	7,494.85	-782.26	89.56%
Chamber of Commerce	81,312.39	89,938.34	-8,625.95	90.41%
Total Administration Fee	88,024.98	97,433.19	-9,408.21	90.34%
Advertising & Marketing				
CLU Business Mgmt Program	25,000.00	25,000.00	0.00	100.0%
Direct Hotel Marketing	109,714.05	77,000.00	32,714.05	142.49%
Local Incentive/Com Partnership	500.00	8,750.00	-8,250.00	5.71%
Print Materials & Promotional	0.00	5,000.00	-5,000.00	0.0%
Public Relations Expenses	409.34	12,502.00	-12,092.66	3.27%
Public Relations Management	12,500.00	12,500.00	0.00	100.0%
Total Advertising & Marketing	148,123.39	140,752.00	7,371.39	105.24%
Agency Marketing				
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	94,000.00	66,250.00	27,750.00	141.89%
Email Marketing	6,287.76	5,843.76	444.00	107.6%
Local Influencers	12,500.00	6,249.00	6,251.00	200.03%
Paid Media	9,784.47	5,843.76	3,940.71	167.43%
Social Media Management	12,750.00	12,750.00	0.00	100.0%
Website Maintenance & SEO	6,802.36	2,124.99	4,677.37	320.11%
Total Agency Marketing	164,702.74	125,624.05	39,078.69	131.11%
Auto Mileage	85.58			
Bank and Credit Card Charges	-29.43			
Conferences and Travel	6,823.27	14,500.00	-7,676.73	47.06%
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%
Excess Funds Allocations				
Business Development	25,942.89	25,000.00	942.89	103.77%
Rebranding Funds	1,903.69	0.00	1,903.69	100.0%
Total Excess Funds Allocations	27,846.58	25,000.00	2,846.58	111.39%
Insurance - Liability, D and O	1,173.54	1,200.00	-26.46	97.8%
Licenses and Permits	0.00	7,500.00	-7,500.00	0.0%
Meeting Expenses	1,498.20	1,600.00	-101.80	93.64%
Membership Dues	950.00	1,000.00	-50.00	95.0%
Office/Computer Expense	1,511.83	550.00	961.83	274.88%

Conejo Valley Tourism Improvement District, Inc.
Profit & Loss Budget vs. Actual
July through September 2026

	Jul - Sep 26	Budget	$ Over Budget	% of Budget
Professional Fees	24,520.00	23,000.00	1,520.00	106.61%
Total Expense	475,106.50	449,035.06	26,071.44	105.81%
Net Ordinary Income	-68,545.04	653.94	-69,198.98	-10,481.86%
Other Income/Expense				
Other Income				
Interest Income	4,699.26	6,000.00	-1,300.74	78.32%
Total Other Income	4,699.26	6,000.00	-1,300.74	78.32%
Net Other Income	4,699.26	6,000.00	-1,300.74	78.32%
Net Income	**-63,845.78**	**6,653.94**	**-70,499.72**	**-959.52%**

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

	Jan - Sep 26	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Assessment Income	1,121,959.91	1,204,674.00	-82,714.09	93.13%
Total Income	1,121,959.91	1,204,674.00	-82,714.09	93.13%
Gross Profit	1,121,959.91	1,204,674.00	-82,714.09	93.13%
Expense				
Administration Fee				
Agoura Hills & Thousand Oaks	18,447.22	20,077.89	-1,630.67	91.88%
Chamber of Commerce	224,392.08	240,935.91	-16,543.83	93.13%
Total Administration Fee	242,839.30	261,013.80	-18,174.50	93.04%
Advertising & Marketing				
CLU Business Mgmt Program	25,000.00	25,000.00	0.00	100.0%
Direct Hotel Marketing	340,604.68	234,000.00	106,604.68	145.56%
Local Incentive/Com Partnership	10,500.00	32,500.00	-22,000.00	32.31%
Print Materials & Promotional	6,265.29	12,500.00	-6,234.71	50.12%
Public Relations Expenses	25,487.24	37,499.00	-12,011.76	67.97%
Public Relations Management	40,500.00	37,500.00	3,000.00	108.0%
Total Advertising & Marketing	448,357.21	378,999.00	69,358.21	118.3%
Agency Marketing				
Acct Planning & Management	27,890.64	27,890.64	0.00	100.0%
Analytics & Reporting	3,187.53	3,187.53	0.00	100.0%
Creative	36,656.28	36,656.28	0.00	100.0%
Development	0.00	11,953.17	-11,953.17	0.0%
Direct Marketing	218,083.00	198,750.00	19,333.00	109.73%
Email Marketing	19,235.23	17,531.28	1,703.95	109.72%
Local Influencers	31,500.00	18,751.00	12,749.00	167.99%
Paid Media	22,785.56	17,531.28	5,254.28	129.97%
Social Media Management	38,250.00	38,250.00	0.00	100.0%
Website Maintenance & SEO	20,411.19	6,374.97	14,036.22	320.18%
Total Agency Marketing	417,999.43	376,876.15	41,123.28	110.91%
Auto Mileage	964.21			
Bank and Credit Card Charges	-471.64			
Business Registration Fees	-200.00			
Conferences and Travel	54,175.86	50,500.00	3,675.86	107.28%
Depr and Amort Expense	29,627.46	29,627.46	0.00	100.0%
Equipment Supplies	0.00	2,000.00	-2,000.00	0.0%
Excess Funds Allocations				
Business Development	73,897.42	75,000.00	-1,102.58	98.53%
Rebranding Funds	8,011.34	15,000.00	-6,988.66	53.41%
Total Excess Funds Allocations	81,908.76	90,000.00	-8,091.24	91.01%
Insurance - Liability, D and O	3,067.64	3,481.08	-413.44	88.12%
Licenses and Permits	11,941.68	26,400.00	-14,458.32	45.23%
Meeting Expenses	5,195.80	6,400.00	-1,204.20	81.18%
Membership Dues	2,320.00	3,175.00	-855.00	73.07%
Office/Computer Expense	2,258.57	1,650.00	608.57	136.88%
Professional Fees	27,370.00	43,700.00	-16,330.00	62.63%
Total Expense	1,327,354.28	1,273,822.49	53,531.79	104.2%
Net Ordinary Income	-205,394.37	-69,148.49	-136,245.88	297.03%
Other Income/Expense				
Other Income				

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

			Interest Income	14,606.47		18,000.00		-3,393.53		81.15%
		Total Other Income		14,606.47		18,000.00		-3,393.53		81.15%
	Net Other Income			14,606.47		18,000.00		-3,393.53		81.15%
Net Income				**-180,787.90**		**-51,148.49**		**-129,639.41**		**373.01%**

VISIT Conejo Valley

September 2026 Monthly Report

Board Presentation:
October 20, 2026

STR Report

85SIXTY

STR Report - September 2026

Metric	September 2026 Occupancy	September 2025 Occupancy	% Change	September 2026 ADR	September 2025 ADR	% Change	September 2026 RevPAR	September 2025 RevPAR	% Change
Conejo Valley	73.5%	67.9%	7.6%	$166.83	$168.45	-1.0%	$127.42	$121.12	4.9%
Ventura County West	78.0%	74.5%	4.5%	$178.30	$167.05	6.3%	$145.33	$131.10	9.8%
Santa Clarita / Simi Valley	77.5%	73.1%	5.7%	$135.12	$139.15	-3.0%	$105.56	$104.31	1.2%

Overview Y/Y:

- All three regions saw Y/Y occupancy growth in September, led by Conejo Valley at +7.6% (73.5% vs. 67.9%).
- Conejo Valley RevPAR grew 4.9% Y/Y to $127.42, driven by occupancy while ADR slipped by only 1.0%.
- Ventura County West saw the strongest rate growth, with ADR up 6.3% and RevPAR up 9.8%. It also had the highest RevPAR of the three regions at $145.33.
- Santa Clarita / Simi Valley saw the largest ADR decline at -3.0%, but occupancy gains kept RevPAR up slightly (+1.2%).

Dates	Days	RevPAR
9/1-9/5	5	$118.00
9/6-9/12	7	$115.73
9/13-9/19	7	$156.18
9/20-9/26	7	$136.52
9/27-9/30	4	$93.38

September Marketing

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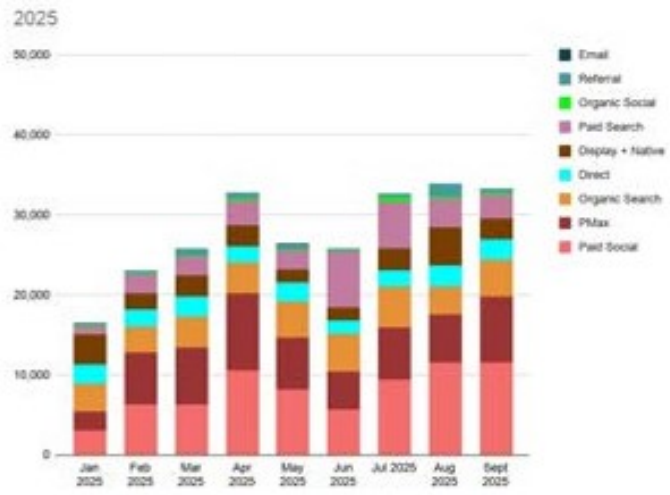
Digital Recap

PAID SOCIAL	1,378,367 Impressions	24,650 Clicks	1.79% CTR
GOOGLE SUITE	71,354 Impressions	8,805 Clicks	12.34% CTR
PROG. DISPLAY	683,305 Impressions	649 Clicks	0.09% CTR

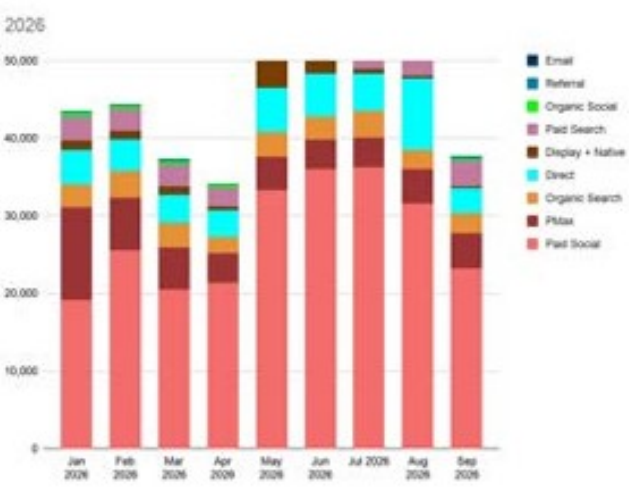
2025 vs 2026 Website Sessions by Channel Traffic

- M/M Traffic decreased 28% (August-September)
- Y/Y Traffic increased 13.5% (September '25 - September '26)
- YTD Traffic increased 66% (2025 - 2026)

September 2025 | Total Sessions: **33,257**



September 2026 | Total Sessions: **37,747**



Website Activity

Channel	September Sessions 2025	September Sessions 2026	% Change
Paid Social	11,521	**23,251**	102%
PMax	8,264	**4,570**	-45%
Organic Search	4,615	**2,544**	-45%
Direct	2,480	**3,134**	26%
Display + Native	2,688	**338**	-87%
Paid Search	2,985	**3,261**	9%
Organic Social	238	**272**	14%
Referral	465	**354**	-24%
Email	1	**14**	n/a
Partner Email	n/a	**9**	n/a
Total	33,257	37,747	14%

Website Content - Blog

The September blog was titled: ***A Neighborhood Discovery Guide for Curious Travelers***

Landing Page Performance thru 10/13

- 63 landing page views
- 187 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	31,081	30,862	34,989	99.05%	1.05	
California	28,604	28,493	32,424	99.17%	1.13	15s
(not set)	673	669	675	99.70%	1	1s
Oregon	371	351	388	99.49%	1.05	11s
Virginia	229	225	231	98.72%	1.01	5s
Texas	228	225	247	99.60%	1.08	7s
Washington	218	183	232	97.48%	1.06	27s
Nevada	207	184	222	99.55%	1.07	23s
New York	202	196	208	99.52%	1.03	17s
Arizona	189	181	197	98.50%	1.04	15s
North Carolina	160	155	165	98.80%	1.03	9s

- Florida and Virginia fell off the top 10 this month.
- North Carolina and Arizona entered the top 10 this month.

Geo - City

City	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time (seconds)
Los Angeles	9,984	9,664	11,195	99.01%	1.12	18s
Thousand Oaks	2,402	2,348	2,709	98.83%	1.13	18s
San Diego	1,112	1,073	1,285	99.38%	1.16	18s
(not set)	817	788	841	99.41%	1.03	9s
Simi Valley	740	722	814	99.63%	1.1	15s
Oxnard	565	556	631	99.53%	1.12	7s
Camarillo	556	544	596	99.00%	1.07	15s
Anaheim	456	441	488	99.19%	1.07	12s
Irvine	419	412	441	100%	1.05	3s
Long Beach	383	378	417	100.00%	1.09	13s

- Top ten list of cities remained fairly consistent, but Los Angeles saw a 26% drop in visitors.

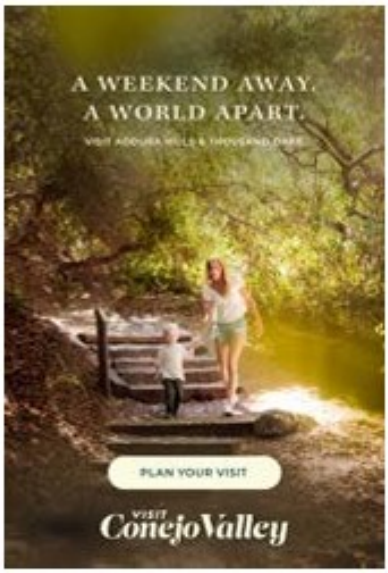
Upcoming Paid Media Initiatives

ChatGPT

- Reach travelers as AI influences inspiration and planning before traditional search begins.
- Strengthen destination visibility by aligning authoritative, AI-friendly content with traveler interests and planning needs.
- Campaign to run October - December

Discover LA

- Place Conejo Valley within the LA trip planning ecosystem to capture travelers who are exploring the region
- Placements in newsletter to feature events and banner ads around key holiday periods in November and December



Monthly Newsletter

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Monthly eNewsletter

Performance Overview

Send Date: Monday, October 5th

Insights:

- September Newsletter Volume- 7,153
- Subject A: Four Neighborhoods, One Unforgettable Valley - Your Conejo Valley Guide Awaits
  - Open Rate: 8.2%
  - Clicks Rate: 1.2%
- Subject B: From Waterfalls to Wine Country: Discover Conejo Valley's Four Distinct Sides
  - Open Rate: 15%
  - Clicks Rate: 1.1%

Takeaways:

- Overall email subscribers decreased by 40 recipients
- Overall Engagement metrics declined compared to August
  - Open rate decreased 5.5% bringing it in line with July's Open rate
  - Click rate decreased .25% bringing it in line with July's Click rate
- On both versions the main blog link produced the most clicks, however these rates were significantly lower than past emails.
  - The next 4 top clicked links are the event links

Historical Email Performance

With opens and clicks both trending upward even as send volume shrinks, 2026 data suggests our audience responds best to quality over frequency - a strong case for refining segmentation further rather than scaling list size.

Email Click Performance 2026

- Despite a 24% drop in total sends, engagement is up across the board - open rate climbed 75.4% and click rate rose 24.1%, signaling a smaller, more targeted list is driving stronger results than sheer volume ever did.
- In 2026 the main blog link is averaging 40% of click activity maintanly the imparance of this blog being highly engaging.
- Consistently the event links perform among the top 6 links click in an email, often with one event performing 2 best across the entire campaign, this maintains the importance of sharing things to do in the valley and suggesting more frequent event messaging could be beneficial.

Media Channel Performance

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Social Media Overview - September

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

13,523 *Total Followers*	+2%	
244 *Net Follower Growth*	+142%	
3.8% *Engagement Rate*	+41%	
67,131 *Impressions*	+42%	
2,753 *Shares*	-51%	
	18,890 *Total Followers*	+0.2%
	44 *Net Follower Growth*	+214%
	3.1% *Engagement Rate*	-36%
	43,789 *Impressions*	+10%
	12,520 *Video Views*	+208%
		2,660 *Total Followers* +7.3%
		180 *Net Follower Growth* -46%
		46,732 *Video Views* -34.5%
		2,565 *Engagements* -41.5%
		5.5% *Engagement Rate* -10.8%

- **Instagram metrics now include collab posts not authored by Visit Conejo Valley,** so metrics will look adjusted with the new data set.
- **All channels had positive follower growth,** but TikTok just grew at a lesser rate than August.
- **Shares were down on Instagram.** While that is likely due to seasonality, we're optimistic that metric will increase with holiday activities highlighted.
- **TikTok creator content saw significant increases,** especially with Saves and Shares (intent to visit indicators)

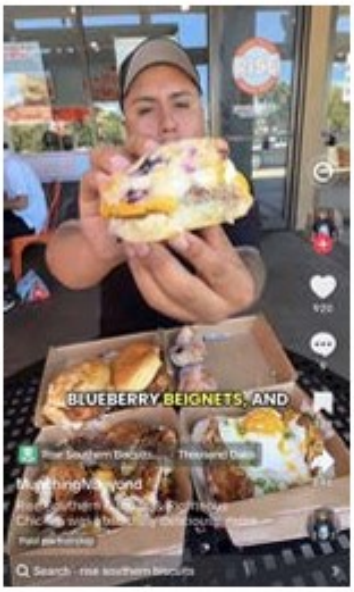
85SIXTY *Stories are included in Impressions but not ER*
Changes are MoM

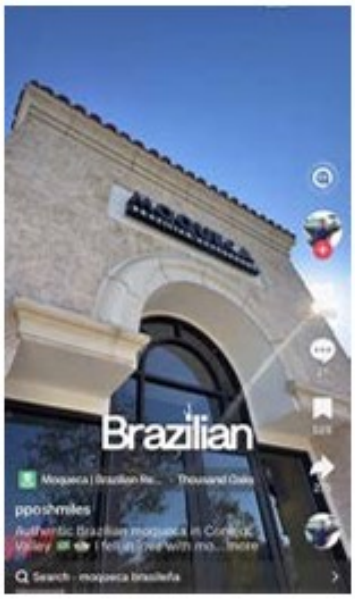
Social Media Overview - TikTok Collaboration Posts - September

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 on TikTok. These metrics only include collaborations that have NOT been posted by the Visit Conejo Valley account.

10,860	*Likes*	+1,713%
105	*Comments*	+250%
1,645	*Saves*	+1,260%
1,305	*Shares*	+1,531%
1,114,581	*Views*	+6,976%

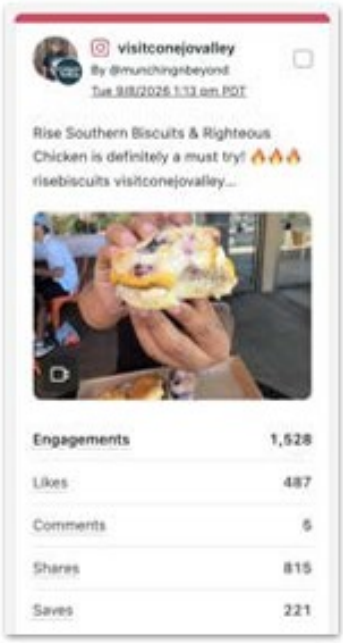
Creator content saw a notable increase in performance in September - including these high performing videos that generated hundreds of Saves and Shares (indicating intent to visit)





Creators

@ munchingnbeyond



25.9K Views
487 Likes
5 Comments
6 Reposts
815 Shares
221 Saves

visited Rise Southern Biscuits and posted on 09/08/26

8 Creators visited Conejo Valley in September, exploring establishments such as **Tarantula Hill Brewing Company** and the **Sky Zone.**

Digital Media Summary

Paid Social	Spend	Impressions	Clicks	CTR	CPC	Booking Clicks	Website Sessions
Meta	$4,447	408,246	22,427	5.49%	$0.20	242	19,511
Tiktok	$3,035	970,121	2,223	0.23%	$1.37	0	725
	$7,482	**1,378,367**	**24,650**	**1.79%**	**$0.30**	**242**	**20,236**
Google	**Spend**	**Impressions**	**Clicks**	**CTR**	**CPC**	**Plan Trip/ Booking Clicks**	**Website Sessions**
Paid Search	$2,236	28,918	3,748	12.96%	$0.60	193	3,261
PMax	$2,858	42,436	5,057	11.92%	$0.57	1,698	4,570
	$5,094	**71,354**	**8,805**	**12.34%**	**$0.58**	**1,890**	**7,831**
Programmatic	**Spend**	**Impression**	**Clicks**	**CTR**	**CPC**	**Booking Clicks**	**Website Sessions**
Standard Display	$4,333	683,305	649	0.09%	$6.68	-	50
TOTAL DIGITAL MEDIA	$16,909	2,133,026	34,104	1.60%	$0.50	2,132	28,117

Digital Media Highlights

Paid Social - Meta & TikTok

- Meta drove an impressive 54% lift in Booking clicks while spend remained flat. The new Fall refresh assets generated 47% of all Booking Clicks this period, averaging a $13 CPA.
- Y/Y, Meta CTR is up 206%, marking in at 5.49%. The "Cali Nook - Beach Trail" collab led in generating the highest volume of LPVs (4K), followed by the Jara Smp - Erewhon collab (3.2K).
- Tiktok observed a much more efficient CPC Y/Y, averaging at $1.37, down from $2.85. The "PPoshmiles - Moqueca" collab video, which launched this month, marked in majority of impressions (262K).

Google - Paid Search & PMax

- Google campaigns drove a ***+13% increase in conversions*** on just a +4.5% increase in spend, effectively improving CPA by -7.5%.
- The ***Outdoor PMAX*** campaign continues to scale, with spend up +52% M/M driving a higher +59% increase in conversion at the lowest CPA in the account of $1.38.
- While low volume, the ***Activities Search*** campaign is driving the lowest CPC at $0.45 and experienced a +47% increase in CTR.
- CTR was up the most significantly on the ***Brand PMAX*** campaign, up +209%, thought the Getaway Search campaign averaged the highest CTR at 19%.
- The ***Places to Stay sitelink*** continues to drive incremental conversions, thought CTR is highest when the ***Outdoor Activities sitelinks*** serves with ads.

Digital Media Highlights

Programmatic

- Fall creative is generating stronger engagement with the refreshed assets delivered 75% of clicks from 54% of impressions, with a combined 0.13% CTR over 2.5x the summer "101 Things to Do" creative.
- Active Families audiences generated the most clicks, with Hiking Enthusiasts delivering a stronger CTR despite fewer impressions.
- Prioritize Outdoor and Family banners for LA and Food & Beverage for SD/OC. Continue testing lodging messages.

Search Engine Optimization

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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)
September 2025							
SEO / AI / LLM (GSC, GA4)	11.3	425,340	4,149	4,493	51	33	1
August 2026							
SEO / AI / LLM (GSC, GA4)	10.1	266,774	1,684	2,397	17	41	0
September 2026							
SEO / AI / LLM (GSC, GA4)	8.5	259,017	1,613	2,429	30	46	0
Month-Over-Month %Δ	↓ 15.7%	↓ -2.9%	↓ 4.2%	↑ 1.3%	↑ 76.5%	↑ 12.2%	n/a
Year-Over-Year %Δ	↓ 25%	↓ 39.1%	↓ 61.1%	↓ 45.9%	↓ 41.2%	↑ 39.4%	n/a

Overall ranking positions continue to improve substantially YoY. It is important to note that the average of 8.5 basically means the majority of keywords Conejo.com ranks for are on page 1, and there are 9000+ keywords. However, AI continues to affect impressions and clicks as the demand for searching for information is partially going to AI platforms. Despite that, month-over-month organic search traffic and conversions still managed to increase. While traffic on the AI side continues to improve, it's conversions remains to be lower.

- 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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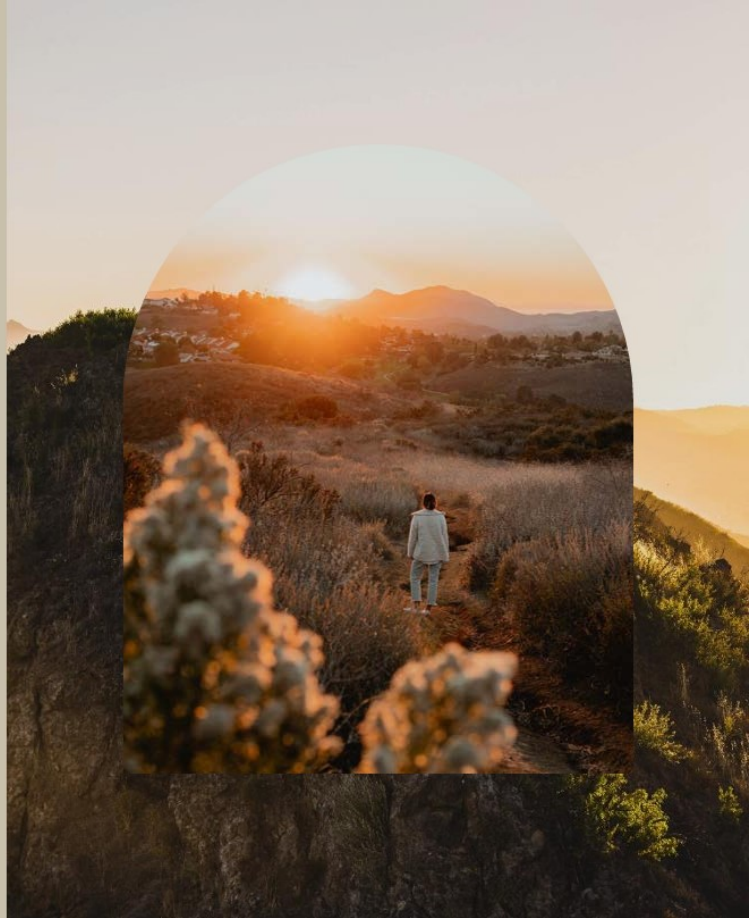
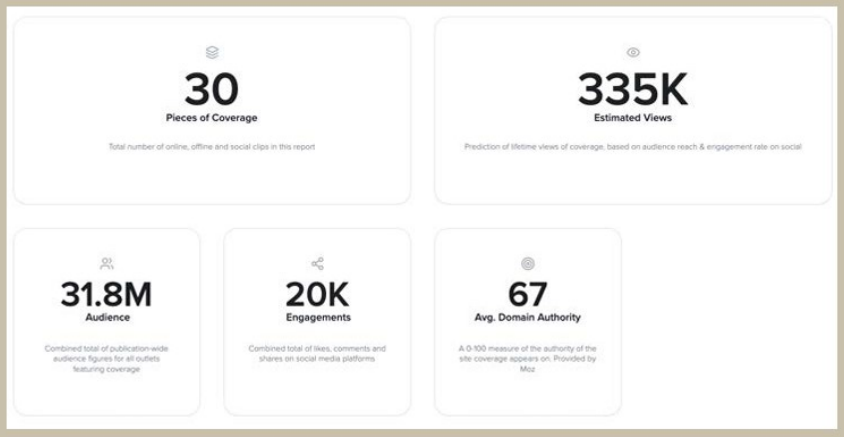
September Board Report

Presented on:	10/20/26
Prepared by:	Marketing Maven



2026 Coverage

- 23 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

September Pitch Concepts:

- Beyond the Pumpkin Patch: A Fall Family Weekend in Conejo Valley
- Two Ways to Do Spooky Season: Haunted Thrills and Family-Friendly Halloween Experiences
- California Wine Month, Conejo Valley Style: Vineyard Adventures, Creative Tastings and Scenic Sips
- The Scenic Route to Fall: Trails, Local Dining and a Conejo Valley Overnight Escape
- Your Thanksgiving Home Base: Where to Stay and Explore While Visiting Family
- European Holiday Charm Without the Flight: Holidays in the Village and a Conejo Valley Getaway
- From Harvest to Holiday: Seasonal Family Traditions at Underwood Family Farms
- Shop, Sip and Stay: A Holiday Shopping Weekend in Conejo Valley
- Room to Unwind: A Year-End Escape With Outdoor Adventures and Relaxing Stays
- A New Chapter for Wildlife: The Wallis Annenberg Wildlife Crossing and Conejo Valley's Connection to Nature

Media Relations

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Upcoming/Additional Pitch Concepts
November-December Media Outreach

- European Holiday Charm, Close to Home: Holidays in the Village Brings Festive Shopping, Seasonal Flavors and Artisan Finds to Conejo Valley
- Trade Snow Boots for Cowboy Boots: Christmas on the Farm and Family Holiday Adventures Near Conejo Valley
- Make It a Holiday Weekend: Pair Seasonal Events With Conejo Valley Hotels, Dining and Shopping
- Hosting Without the Houseful: Conejo Valley Hotel Stays and Activities for Thanksgiving and Holiday Visitors
- Give a Getaway: Conejo Valley Experiences for the Traveler on Your Holiday Gift List
- A Holiday Date Beyond Dinner: Wine Tasting, Seasonal Shopping and a Cozy Conejo Valley Stay
- Fresh Air for the Festive Season: Scenic Trails and Outdoor Escapes Between Holiday Celebrations
- The Year-End Reset: A Relaxing Conejo Valley Escape Before the New Year

Visit California

Visit California Coverage: Where to Celebrate Wine Month

Visit California featured Conejo Valley in its article, "Where to Celebrate California Wine Month," highlighting the destination's unique wine experiences. The coverage spotlighted **Malibu Wine Hikes**' guided hikes and vineyard tours, **Mizel Estate Wines**' art classes and wellness activities, and **Cielo Farms**' live music and comedy events.

The feature also linked to Visit Conejo Valley's "Sips Worth the Trip" blog, providing readers with additional inspiration for exploring the area.

https://www.visitcalifornia.com/experience/where-celebrate-california-wine-month/

CALIFORNIA NOW BLOG / WHERE TO CELEBRATE CALIFORNIA WINE MONTH

Where to Celebrate California Wine Month

Join the festivities throughout September at wineries across the state—or bring the harvest excitement home

Hike, laugh, and taste your way around Conejo Valley

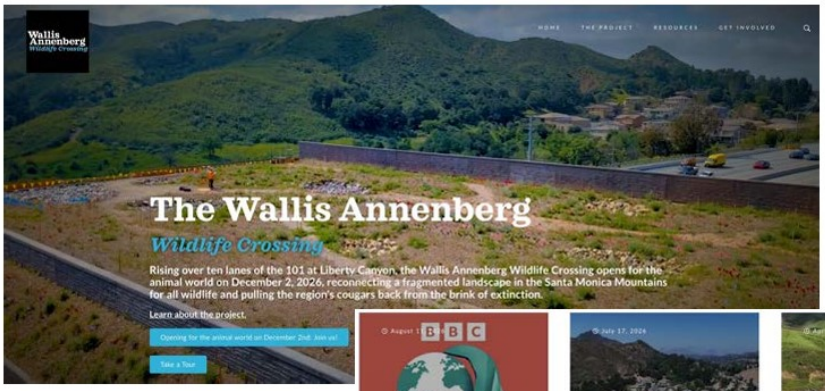
The wineries of **Southern California's Conejo Valley** celebrate Wine Month in **creative ways**. Malibu Wine Hikes offers beginner-friendly hikes, guided 4x4 adventures, and vintage VW wine bus tours at Saddlerock Ranch, while Mizel Estate Wines offers art-and-wine classes, outdoor yoga, and sound bath sessions. Or head to Cielo Farms, where the vineyard hosts live music sessions during Golden Hour and a Malibu Comedy Night.

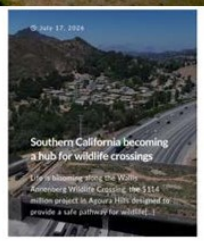
Wallis Anneberg Wildlife Crossing

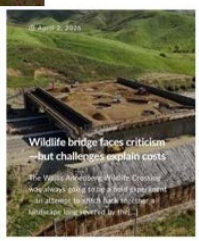
Wallis Annenberg Wildlife Crossing PR Support

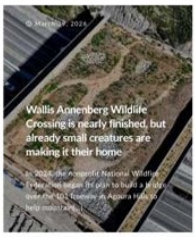
Marketing Maven has been coordinating with the Wallis Annenberg Wildlife Crossing communications team ahead of its planned **December 2 opening**.

Current efforts include aligning media outreach and messaging, identifying potential press and interview opportunities, and advocating for Visit Conejo Valley's involvement through regional itineraries, local hotel and dining connections, and opening-related activities.









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.