



Coast Village Improvement Association 2023 Annual Meeting

November 16, 2023

2024 OFFICER SLATE

Board of Directors	Position	Approved
Trey Pinner	President	
Robert Miller	Vice President	
Mike Chenoweth	Treasurer	
Jason Copus	Secretary	
Trish Davis	Director	
Francois DeJohn	Director	
Kevin Frank	Director	
Jeffrey Harding	Director	
Rob Kooyman	Director	
Michael MacElhenny	Director	
Thorn Robertson	Director	
Suzi Schomer	Director	

CBID BUDGET (CVIA 2023)

Category of Services	Percentage of Budget	1st Year Allocation	Spend as of October 2023
District Maintenance	40%	\$118,699.60	\$37,649.42
District Identity and Placemaking	28%	\$83,089.72	\$22,490.58
Administration	18%	\$53,414.82	\$36,000.00
Traffic & Safety	10%	\$29,674.90	\$0.0
Contingency/Reserve	4%	\$11,869.96	\$625.87
Total Year #1 Budget	100%	\$296,749.00 *	\$96,740.00



DISTRICT IDENTITY

CREATING A SENSE OF PLACE

NEW WEBSITE

A visitor to the website can:

- Explore the Essence of Coast Village Road
- Stay Informed with Upcoming Events
- Connect with Local Businesses
- Find dynamic content on events -- eventually view experiences to love on CVR!

The benefits of the website include but are certainly not limited to:

- Enhanced Visitor Experience
- Boosted Business Visibility
- Community Engagement
- Strategic Partnerships



Allora by Laura

Marriage of fine European clothing with a soulful California attitude



Angel

Luxury women's clothing & accessory boutique



Baske California Footwear

Comfortable Shoes for Women



Caldwell Snyder Gallery

New contemporary art gallery.



Cashy's Playpen

A Luxury Doggie Boutique.



Cassandria Blackmore

Cassandria Blackmore is a fine art gallery featuring the work this local artist

Experience all Coast Village has to offer!



Shopping

Browse our one-of-kind boutiques for apparel, accessories, art, home furnishings, and unique gifts.



Dining & Wine

Delicious options to suit any taste, ranging from bistros, bakeries, wine tasting, Michelin rated restaurants and regional favorites.



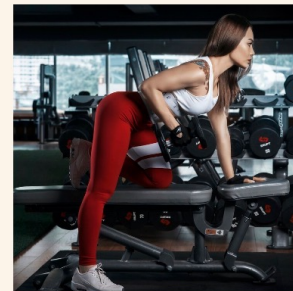
Stay

Our boutique hotels welcome visitors to experience the iconic Coast Village Road for short or long stays.



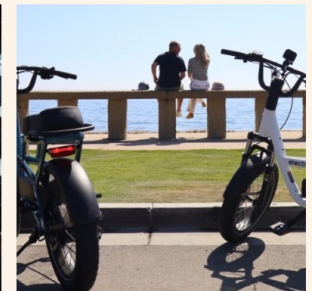
Beauty

Experience a variety of salons offering luxurious hair transformations, bespoke men's grooming, curated fragrances and cosmetics, and state-of-the-art med spa treatments.



Health & Fitness

Dive into our blend of boutique fitness options, specialized running and tennis pro shops, alongside comprehensive optometry services and contemporary eyewear and more.



Live

Explore the charming haven that Montecito locals love, where the heartbeat of Coast Village Road is the community built over years of tradition.

The essence of Coast Village Road is a fusion of Mediterranean-inspired architecture, seaside tranquility, lush landscaping, and a sense of community that captures the heartbeat of Montecito.

Lined with boutique shops, upscale eateries, and fine art galleries, the area offers a blend of relaxed luxury and lifestyle.

Discover and experience a taste of the good life by the sea!

New Website www.CoastVillageRoad.com

VISITS

1.2K

+4,344% mo/mo

UNIQUE VISITORS

1K

+6,400% mo/mo

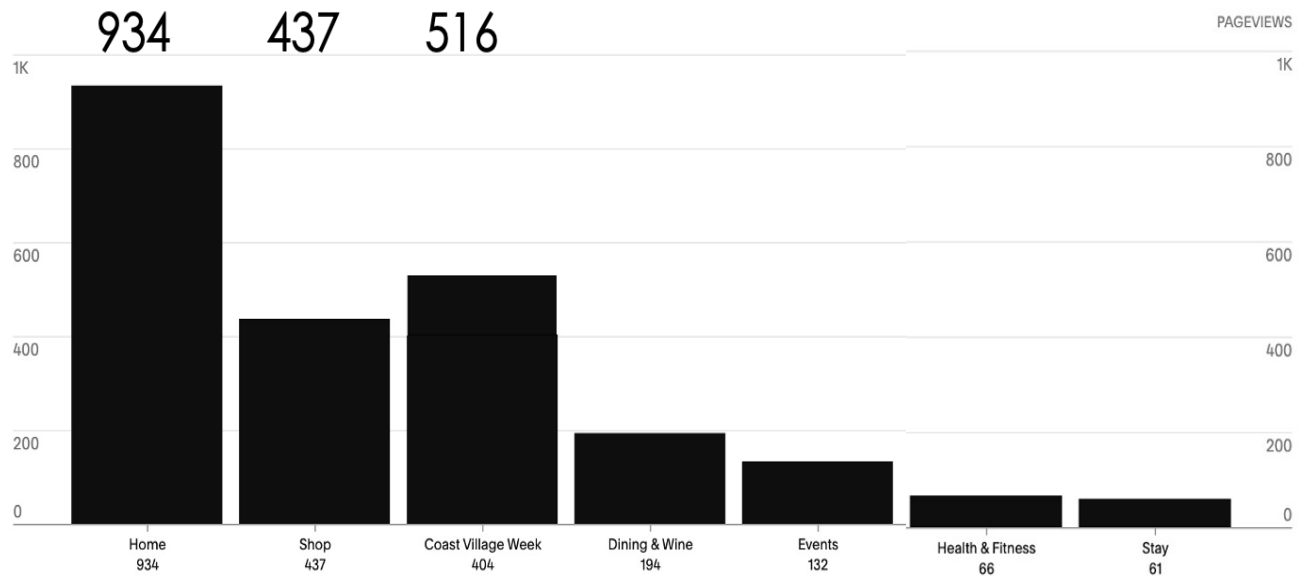
PAGEVIEWS

3.3K

+3,065% mo/mo

Top Pageviews ?

Oct 17–Nov 15, 2023 • 71% of 3,292 Pageviews +3,065% mo/mo



Social Media relaunch 10-30-2023



Follow us
@ Coast.Village.Road

Followers ⓘ

2,190

Total followers

7 days 14 days **30 days** 90 days

Oct 16 – Nov 14

Reach ⓘ

3,294

Accounts reached

Followers	1,293
Non-followers	2,001

By content type

All Followers Non-followers



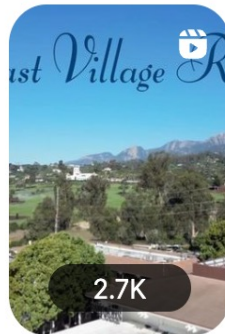
• Followers • Non-followers

Social Media relaunch 10-30-2023



Follow us
@ **Coast.Village.Road**

Top content based on reach



2.7K

Oct 31



1.1K

Oct 31



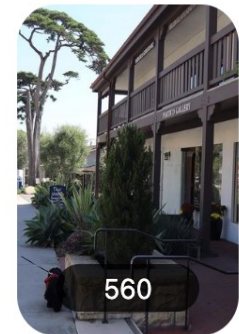
1K

Nov 8



579

Nov 9



560

Nov 14

Social Media relaunch 10-30-2023



Follow us
@ Coast Village Road

Coast Village Road

512 likes · 562 followers

Page Overview

Followers: 562

Create a post

Last 28 days

Post reach	1,412
Post Engagement	273
New Page likes	6
New followers	12

Top Performer



Kicking off Coast Village Week this Sunday — join in the fun 🥳
#coastvillage #montecito #coastvillageweek More info:...

Published by Maggie Holleran · November 10 at 10:01 AM · 🌐

Post Impressions

1,258

Post reach

1,202

Engagement

88

LOGO In person vote available today



Events

April Meet & Greet: Local Montecito

August Meet & Greet: Merchants on CVR with Rosewood Miramar

November: Coast Village Week: November 12-18, 2023

December 7th: Holiday Shop Sip & Stroll with Tree lighting

Press

Living

Coast Into Montecito for a Whole Host of Special Happenings

Inaugural 'Coast Village Week' Celebration Highlights Special Giveaways, Discounts, and Entertainment

By Leslie Dinaberg



Mon Nov 13, 2023 | 8:58pm

A weeklong celebration of the charms of Montecito's Coast Village Road culminates on Saturday, November 18, with a series of special events for the finale celebration of "Coast Village Week."

"It's not just food; it's art, food, passion, and all of the businesses on the street can participate," says Beth Sullivan, executive director of the Coast Village Association, who came up with the concept for what she hopes will become an annual series of events.



Lily in Montecito and Maison K | Credit: Courtesy



"Establishing a genuine rapport with local merchants is not just good business, it's a testament to our commitment to being an integral part of the neighborhood tapestry."

As the group enjoyed refreshments, Coast Village Association Executive Director **Beth Sullivan** announced that the Coast Village Association is beginning the marketing plan for the district through a new website, logo, and revival of social media with new campaigns in the coming months. Upcoming promotions are also in the works – from Celebrate Locals, to Coast Village Week, and a Holiday Sip & Stroll that culminates in a tree lighting with Santa, carolers, and musicians. Sullivan has been busy visiting every store, restaurant, and business on the road to meet business owners and employees, and to glean feedback about what merchants would like to see from the new iteration of the Coast Village Association, which is now backed by property tax revenues thanks to a new improvement district.

Sullivan said the Association is aiming to achieve a balance between preserving the past and embracing the present, while determining the possibilities for the future. "The goal of building a community feeling on the street that fuels collaboration to chart the course for Coast Village is obviously moving forward," she said.



Coast Village Association Executive Director Beth Sullivan (center) with Miramar Managing Director Rick Fidel and Director of Programming Hannah Rock

April Meet & Greet:

Montecito Journal (MJ)

August Meet & Greet

Montecito Journal (MJ)

Coast Village Week

MJ, SB Independent, K-Tide, Sitrine, Noozhawk, John Palminteri

Holiday Event

MJ, SB Independent, Sitrine, Noozhawk, John Palminteri



Traffic & Safety

Timeline of Paving on Coast Village Road

PHASE 1

Concrete work (weather dependent)
FEBRUARY - MARCH or MARCH - APRIL (2 months)

1. Concrete (demo form and pour, repeat)
2. Access Ramps replaced at Middle Road
3. Cross walk at Chevron moved forward
4. Replacement of the median islands (8" curbs and loading pockets)

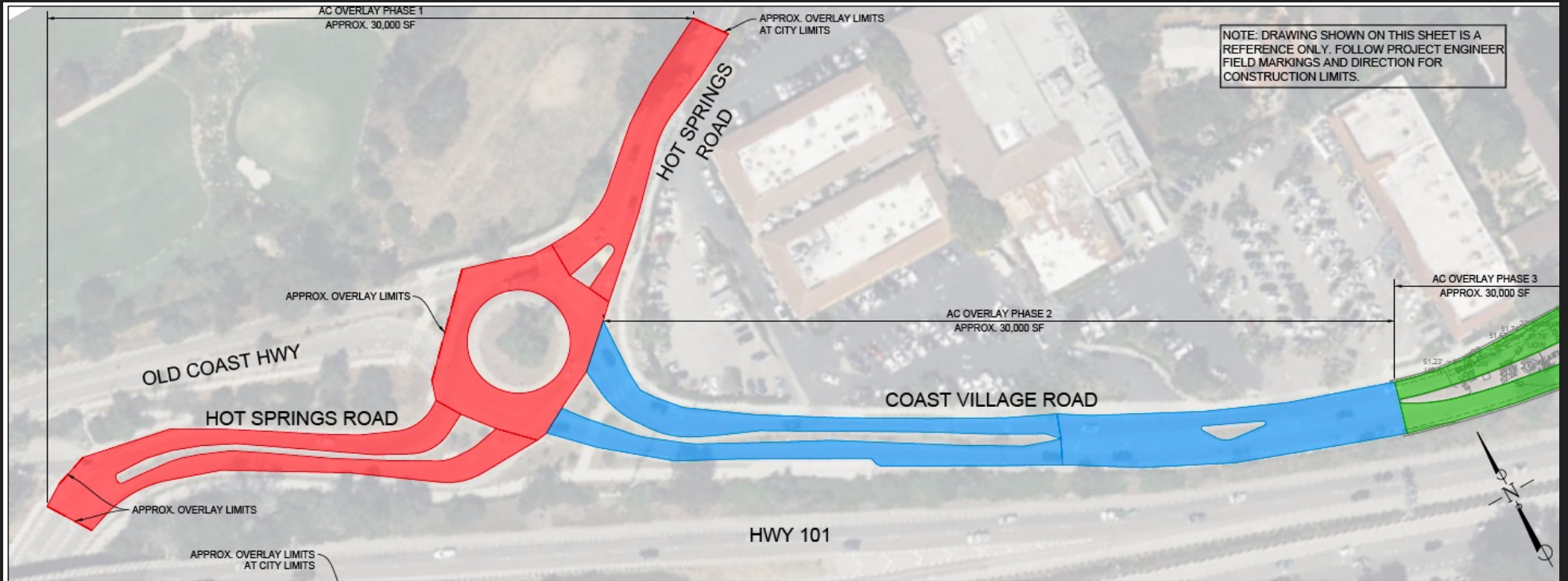
Timeline of Paving on Coast Village Road

PHASE 2

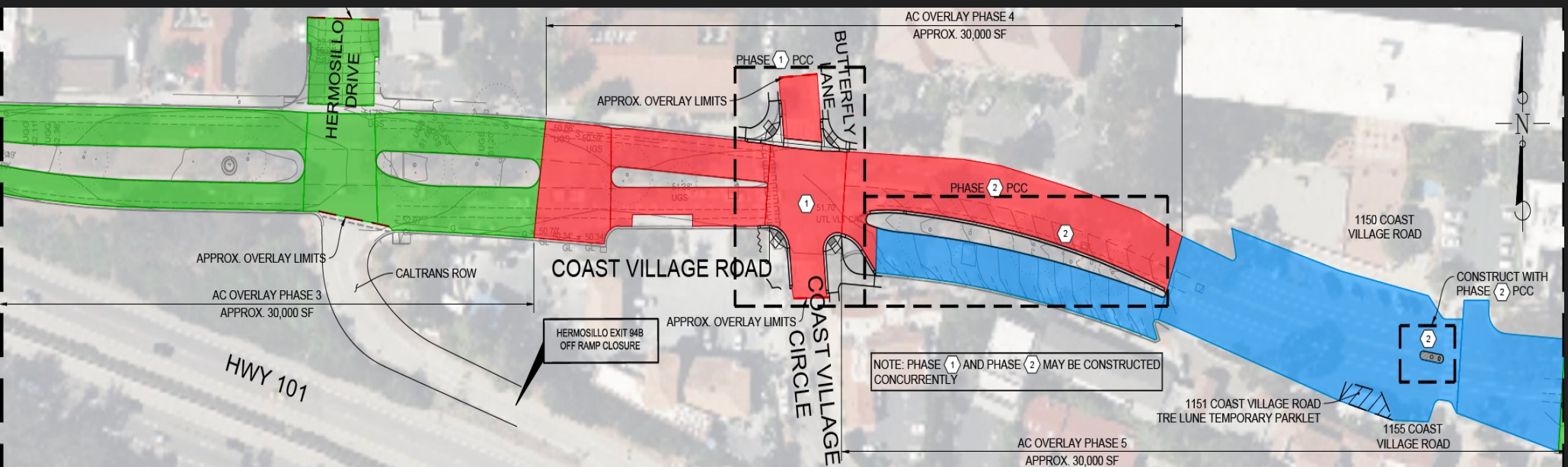
**Paving project (weather dependent)
September 15 - October 15 (one month)**

- One week worth of work (grind and overlay)
- section by section (two weeks of parking)
- Paving @ night 7 p.m. – 6 a.m. (Sunday – Thursday)

CITY OF SANTA BARBARA PAVING PROJECT 2024 PHASING PLAN



CITY OF SANTA BARBARA PAVING PROJECT 2024 PHASING PLAN

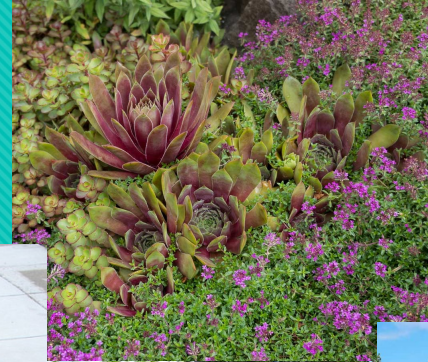


CITY OF SANTA BARBARA PAVING PROJECT 2024 PHASING PLAN



Landscape Ideation

- Drought resistant and native plantings
- Art Installations
- Living trees for holiday decorations



NEW LANDSCAPE IN THE FUTURE OF COAST VILLAGE MEDIANS
Accepting recommendations for Landscape Architects

CONCEPTUAL
SKETCHES





Thank you
for
Joining

Coast Village Improvement Association 2023 Annual Meeting

November 16, 2023