

**ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT
(AGTBID) ADVISORY BOARD**

AGENDA REPORT

TO: AGTBID Advisory Board
FROM: Jocelyn Brennan, President I CEO South County Chambers
MEETING OF: August 23, 2021
SUBJECT: Consider Approval of Funding from the FY 2021-22 AGTBID Budget for an Amount Not to Exceed \$10,000 for Sponsorship of 2021 Christmas in the Village Event

RECOMMENDATION

That the AGTBID Advisory Board consider approval of funding in an amount not to exceed \$10,000 from the FY 2021-22 AGTBID Budget to sponsor the Christmas in the Village event in 2021.

BACKGROUND

Arroyo Grande Village Events (AGV Events) plans to host and facilitate events enjoyed by locals and thousands of returning visitors to the Historic Village of Arroyo Grande. These events enhance our community as well as help to promote tourism and support of our local businesses. The AGV Events is a newly formed organization supported by a small group of volunteers.

DISCUSSION

AGV Events is requesting a \$10,000 sponsorship to continue the tradition of Christmas in the Village. This would begin after Thanksgiving into the New Year. A sponsorship would fund Santa in the Village, create Santa's Cottage, and provide décor and lighting throughout the Village. The sponsorship would include payment for all labor needed. Santa will be at his cottage welcoming children to share their wish lists as well as walking through the Village and businesses greeting visitors throughout December.


Every dollar is utilized to fund Christmas in the Village. Please refer to the sponsorship request (Attachment 1) for further details.

Attachments:

1. Sponsorship request from Arroyo Grande Village Events

Gaea Powell

arroyograndevillage@gmail.com

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| Submission Date | Jul 15, 2021 7:25 PM |
| Name of your organization | Arroyo Grande Village Events |
| History and brief description of your organization (500 words or less) | <p>We host and facilitate events enjoyed by locals and 1000s of returning visitors to the Historic Village of Arroyo Grande. These events enhance our community as well as help to promote tourism and support of our local businesses. The AGVEvents is an organization supported by a small group of non-paid volunteers.</p> <p>Our request today is in hopes of carrying on the tradition of Christmas in the Village. This would begin after Thanksgiving into the New Year. A sponsorship would fund Santa to the Village, creating Santa's Cottage and providing decor and lighting throughout the Village. This would include payment for all of the labor needed as well.</p> <p>Santa will be at his Cottage welcoming children to share their wish lists as well as walking through the Village and businesses greeting visitors throughout December.</p> <p>We are hoping the TBID will consider a \$10,000 sponsorship similar to your kind generosity in 2019. Every dollar is utilized to fund Christmas in the Village. Historically, the cost of our efforts towards Christmas in the Village is approximately \$14,000. We have other sponsors and fundraising events that help cover additional expenses (entertainment, supplies, insurance, storage rent, permits when needed...) of approximately \$4000 annually.</p> <p>Please let me know if you need additional information or if you have any questions.</p> <p>We greatly appreciate your consideration.</p> |
| Name, location and date/s of your event | Christmas in the Village End of November - Beginning of January |
| Point of contact for your event | Gaea Powell |
| Email | arroyograndevillage@gmail.com |
| Phone Number |  |
| Required permits for this event, please provide status of permits | NA |
| Cost of this event (if it is a ticketed event) | Free |
| Description of tourist attraction record or potential, please include percentage of in-county vs. out-of-county attendees: | Santa and Christmas Lights in the Village is a long standing tradition that brings in countless visitors to Arroyo Grande from surrounding areas as well as tourists. This event provides a unique and charming experience for all, but particularly for tourist coming in from Cities. The Historic Village provides an opportunity to turn back time and enjoy a Christmas experience focused the simple joys and a more human connection. |

Description of any collaborative efforts with other organizations relative to this event:

Last year we were fortunate to have the City provide some of their State grant money to pay for some of the lighting and labor. Our organization succeeded in raising money for Santa and his House...

We host the Beer Feast in October which also helps us raise funds for Christmas in the Village and Mullahey Ford, Chevy, Mason Bar and Grill and Rooster are also sponsors.

We are also happy to help the Chamber with their efforts in hosting Elegant Christmas weekend in the Village and our City's efforts (particularly the Rec department) when needed.

The total amount requested, budget including a prioritized breakdown of individual line items within that total.

Santa \$1300 to \$1500
Central Coast Illumination \$10,000 (Lights, Decor, Labor) installation and removal - on Private Businesses and City Property
Storage of Event Decor, Santa's House, Supplies including City property \$2200 annually
Candy Canes for Children \$200
Entertainment \$200
Supplies \$200

Safety plan (large special events only)

It is an open air event from the end of November to Early January - no large crowds at one time.

Description of your marketing strategy and reach. Please include how your organization will include Visit Arroyo Grande in your promotional marketing and materials.

We will coordinate and collaborate with the SCCC and VAG on all marketing efforts as well as with the Village and surrounding businesses (they will promote Santa in the Village through Instagram, Facebook...).

Organizations and event URL's and social media channels

<https://www.facebook.com/AGVillageEvents>