



*Proud Sponsors of: Jubilee by the Sea • Monthly Jazz Concerts • Jazz Education Programs
A Non-Profit Organization Dedicated to the Preservation & Promotion of Traditional Jazz*

Thursday, April 20, 2017

Judith Bean-President/CEO
AGGB Chamber of Commerce
800 A West Branch Street
Arroyo Grande, CA 93420

JUBILEE by the SEA, Pismo Beach 2017 is celebrating 41 years of bringing over 1,000 people from all over the country to hear Traditional Jazz in Pismo Beach, California.

The four-day festival is held in five venues –located in the City of Pismo Beach and, this year, for the first time ever, Arroyo Grande. The Jubilee will take place October 26th to Oct 29th this. In addition to traditional Jazz, which encompasses the music of New Orleans, Ragtime, Dixieland, Stride Piano, Boogie Woogie and Swing, we’ve added a smorgasbord of professional musical entertainment which will attract even more music lovers to travel to the 5-Cities area.

In 2017, the Jubilee Board of Directors decided to expand the festival to Arroyo Grande. The Regional Center and Women’s Center will both be utilized. We feel this will be an added draw to festival goers because the buildings are within shuttle or walking distance, have plenty of parking, and offer a large indoor, comfortable performance area.

The Basin Street Regulars (BSR) have been producing the Jubilee by the Sea in Pismo Beach, CA for the past 40 years. The proceeds of the festival go to promote “Traditional” Jazz on the Central Coast. BSR, a non-profit, provides full scholarships for young Central Coast musicians to attend traditional jazz camps and local workshops. Also, the BSR provides performance fees and donations to high school jazz bands as well as monthly jam sets for students to play with experienced musicians.

The festival takes place over three days at the end of October. Based on a new 2016 “Motel Information Survey”, 80% of last year’s 1,200 plus attendees were from out of the county staying in hotels, condos, and RV parks. The Jubilee attendees come a day early for the Thursday night events and stay as long as 10-16 days in the RV parks and 30 days in the Condos. These accommodations are largely based in both Pismo Beach and Arroyo Grande.

We are asking for sponsorship funding of \$15,000 dollars and help promoting the festival through the TBID. The money will be used to expand awareness of the festival, and the addition of Arroyo Grande festival sites. In return for your investment, the Basin Street Regulars will include the TBID’s website and logo on all promotions, and encourage hotel stays at any of the hotels that fall under the Arroyo Grande TBID’s umbrella. We could also provide up to 10 single-day, any day festival passes to be used for promotions of the festival through the TBID.

Basin Street Regulars • P.O. Box 356 • Pismo Beach, CA 93448

We are a tax-deductible 501(c)3 non-profit corporation
Tax ID #95-3214113

Expanding the festival to two cities, 5 miles apart, presents its unique set of challenges. We must amplify our bus service and create several hubs in order to make sure that our attendees get to where they want to go, seamlessly. We are also considering a shuttle run that takes our festival-goers from our music venues in A.G. into and back from the Village, to expose them to the vibrant experience of down-town Arroyo Grande. Increasing our bus service will increase our cost, and this is one of the areas where funding from the TBID will be essential. Information about any existing shuttle buses that A.G. might have access to would be greatly appreciated. We would also like to utilize the overflow parking area between the Regional Center and the Women's Center for the duration of our festival. Jubilee also requests promotional materials from the City to distribute to our festival audience, as well as electronic versions of tourism maps that we can use to create venue maps for our attendees.

This year, as a way of thanking our supporters while also promoting our event, the Jubilee Committee would like to provide free entertainment at several locations within the City, time and place to be agreed upon in advance. We will select several bands that are able to perform without amplification and ask them to perform sets in outdoor or otherwise locally accessible settings while our volunteers distribute flyers advertising our festival. If you agree to this, we will move forward with this plan.

Jubilee by the Sea/Pismo Jazz Jubilee is a successful 4-day event destination that brings in Traditional Jazz lovers from all over to the Central Coast. For the last 40 years the festival has made a significant, positive, financial impact on the City of Pismo Beach. With the help of your City, we will be able to bring new visitors to Arroyo Grande and increase our number of devoted fans. People from all over the country love our festival. They love our intimate venues, Pismo Beach and the surrounding areas. They can't wait to return. With the support of your TBID they will be introduced to a new area, Arroyo Grande, and will soon embrace it with the same enthusiasm that they have bestowed on Pismo Beach.

Your support of \$15,000 will help to make this possible. We look forward to our future mutual success.

Sincerely,

Original signed by:

Rhonda Cardinal
Chairman
2017 Jubilee by the Sea

Cc: Diane Brady, Ligia Zavala, George Smith, Sandy Smallwood, Linda Dutart, John and Linda Shorb, Gail Lightfoot, Charlie Blair, Curtis Reinhart, Jacquie Hinds

SUMMARY

Jubilee by the Sea is a successful 4 day event destination that brings in Traditional Jazz lovers from all over to the Central Coast. For the last 40 years the festival has made a significant, positive, financial impact on the 5-Cities area. We are expanding this year outside of Pismo Beach proper with the new venues in Arroyo Grande.

2016 Jubilee Survey Results:

Based on a new 2016 “Motel Information Survey”, 77% of last year’s 1,300 plus attendees were from out of the county staying in hotels, condos, and RV parks. The Jubilee attendees come a day early for the Thursday night events and stay as long as 10-12 days in the RV parks and 30 days in the Condos.

2016 Badge Sales Report

Total Paid Attendees	1362	
Number of Paid Attendees from out of town	1086	80% of Badge Sales
Number of attendees reporting hotel stays	1276	93% of Badge sales
Out of SLO County/Santa Maria area on survey	1058	78% of number reported on survey

2016 Attendance Survey Results	Hotel		Rv’s		
Rooms/Spaces rented	405		128		
Attendees	811		255		
Motel/Space Nights	1,285		631		
Average Stay of nights	3.2%		5.0%		
Vacation Rentals (VR)	Units	25	People	64	Room nights 131
Out of town staying at VR or 2nd home	11		13		14
TOTAL Reported	Units	569	People	1143	Room nights 2061

The attendees reported that they were from the San Francisco Bay Area, Sacramento, San Joaquin Valley, Southern California, and San Diego. Attendees traveled from 4 East Coast states, 6 Mid-West states and 8 Western states.

We hope to do better than 2016 numbers, but in order to do so; we need to attract more visitors for markets we do not have the funds to reach. The City of Arroyo Grande will continue to benefit from this event. We need your support to continue this entertaining, and cultural destination event.