



MEMORANDUM

TO: CITY COUNCIL

FROM: WHITNEY McDONALD, CITY MANAGER

**SUBJECT: SUPPLEMENTAL INFORMATION
AGENDA ITEM 8.d – SEPTEMBER 14, 2021 CITY COUNCIL MEETING
CONSIDERATION OF APPROVAL OF A RESOLUTION AMENDING THE
ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT
(AGTBID) FISCAL YEAR 2021-22 BUDGET TO SPONSOR 2021
CHRISTMAS IN THE VILLAGE EVENTS**

DATE: SEPTEMBER 14, 2021

Attached is an overview of Arroyo Grande Village Events, as submitted by Gaea Powell.

cc: Assistant City Manager
Administrative Services Director
City Attorney
City Clerk
City Website (or public review binder)

Arroyo Grande Village Improvement Association (Still the Legal Non-Profit)

Arroyo Grande Village Events name was created to avoid any confusion or frustration for those who are not aware that the AGVIA is no longer a membership organization and is now all unpaid volunteer Board Governed Non-Profit Organization.

Unpaid Board Members: Debbie Schiro, Gaea Powell and Tracy Sonny

AGVIA's mission is now focused on facilitating and promoting events that raise funds dedicated to supporting Christmas in the Historic Village of Arroyo Grande. The AGVIA long term goal is to increase funds raise for an evolution into a Christmas Spectacular in the Village to support establishing the Village as a tourist destination during the Christmas season in the future.

Christmas in the Village

- Santa's House
- Santa
- Lighting, Light Tunnel and Décor
- Lighting Bridges (Suspension Bridge and Bridge Street - Proposed)
- Hand painted Holiday Themes on Windows of Vacant Store Fronts
- Entertainment
- Promotion

2020 Contributed \$8000 to Lighting of the Village, Santa's House Lighting and Décor, Santa and Candy

2020 Sponsors: Chevy, Ford, Rooster Creek, Mason and Private Donation via Venmo

2021 Sponsorships and Potential Sponsors

- Hoping the TBID will help sponsor
- Possible Grant from City for business who cannot afford to lights this year
- Mason, Rooster and Mechanics confirmed (Traditional sponsors Chevy and Ford)

AGVEvents Fundraisers

- *Beer Feast Festival (600 Attendees) – This Year Beer Crawl (50 guests) and Mason Dinner (100)*

AGVEvents Supports

- Big Ditch Market (Tables, Pop-up Tents, Trash Receptacles and Bags)
- Harvest Festival (Non-Profit Status, Usage of AGVIA Property)
- AG Recreation (Use of AGVIA Property when/if needed)
- ANY EVENT IN THE VILLAGE – In kind exchange or donation

Non Event Related Expenses:

- Basement Storage Lease: \$3300 Annually (AGVIA, Sarah Gibbs, Harvest Festival Split)
- Liability Insurance: \$1500 Annually (Event Insurance is Separate)

AGVIA Nonprofit California Corporation (501c6) EIN: 77-0234141