

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

**AGENDA REPORT**

**TO:** AGTBID Advisory Board  
**FROM:** Jocelyn Brennan, President/CEO, South County Chambers of Commerce  
**BY:** Holly Leighton, Marketing & Tourism Coordinator, South County Chambers of Commerce  
**MEETING OF:** March 25, 2019  
**SUBJECT:** Consider Approval of the AGTBID Tourism Event Sponsorship Procedure

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**RECOMMENDATION**

That the AGTBID Advisory Board review and approve the Tourism Event Sponsorship Procedure. This procedure would establish the criteria for awarding a sponsorship.

**BACKGROUND**

The AGTBID Advisory Board is often approached for sponsorships of community events. In order to establish which events best fit the goals of Visit Arroyo Grande and which sponsorship opportunities should be funded, the creation of a procedure was suggested by AGTBID Board members.

**DISCUSSION**

The sponsorship would need to meet the required criteria of the procedure as well as align with the marketing goals of Visit Arroyo Grande to be considered for approval. Staff recommend reviewing and approving the Tourism Event Sponsorship Procedure.

Attachment:

1. Draft Tourism Event Sponsorship Procedure

## Tourism Event Sponsorship

The Arroyo Grande Tourism Business Improvement District's (AGTBID) purpose is to promote a positive increase in occupancy rates across all lodging types in the city of Arroyo Grande.

Visit Arroyo Grande offers limited Tourism Event Sponsorship funding for local special events that promote tourism and result in overnight stays in Arroyo Grande. Applications are submitted to the Arroyo Grande Tourism Business Improvement District Advisory Board. Event sponsorship requests must meet both of the following purposes for consideration: provide tourism promotion advantage to the City of Arroyo Grande, positively impact the slower lodging periods (October through May) and/or expand the impact of the higher occupancy times (June through August). Sponsorship funds can be used for: new destination events to significantly attract tourists, working capital for existing destination events to develop new features to the event offering, promotional funds for an existing destination event to significantly attract tourists, funding for marketing activation, and materials for tourism-related events.

Applicants must demonstrate they have the managerial and fiscal competence to complete the proposed event. Repeat applicants must have a successful history of using prior funds, as evidenced by a completed and accepted report including tourism and overnight stay data where available.

Request for funding with specific dates must be submitted to the AGTBID, at a minimum, 90 days in advance of the date of the event in order to allow time for processing of the application and agreement and subsequent paperwork. The application will be reviewed at the next available AGTBID Board meeting.

For funding requests of \$19,999 or greater, please submit 180 days in advance. If funding is approved for by the AGTBID Board, the contract will be sent to the City of Arroyo Grande for review and completion. Requests greater than \$24,999 must receive a recommendation from the AGTBID Board and be approved by City Council.

The agreement specifying the terms and conditions for funding will be sent to your organization for signature. After a signed agreement is returned by the organization, funding will be issued within approximately 30-45 days.

### Considerations:

The AGTBID is unlikely to fund new projects that duplicate or conflict with existing tourism programs, services, or events. Project collaboration among organizations is encouraged.

The AGTBID and the City of Arroyo Grande follow a fiscal year from July 1<sup>st</sup> to June 30<sup>th</sup>. Requests and funding must fall within the same fiscal year. If applications and agreements are requested for the following fiscal year, please submit by March 1<sup>st</sup>.

## Application for Tourism Event Sponsorship

History and description of your event (500 words or less):

Name, location, and date of your event:

Point of contact information:

Required permits that have been issued:

Description of event (please include cost if this is a ticketed event):

Description of tourist attraction potential:

Expected percentage of in-county vs. out-of-county attendees:

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

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

Safety plan (large special events only):

Description of your marketing strategy and reach:

Description of how your organization will acknowledge Visit Arroyo Grande in your promotional materials:

Organization's website URL and social media accounts: