



TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD MEETING
AGENDA SUMMARY

Tuesday, October 15, 2024, 3:00 p.m.

In person at:

Arroyo Grande City Council Chambers
215 E. Branch Street, Arroyo Grande, CA 93420

AND via Zoom at:

Please click the link below to join the Zoom Meeting:

<https://us02web.zoom.us/j/85998552008>

Webinar ID: 859 9855 2008

Or Join By Telephone: 1-669-900-6833

This Tourism Business Improvement District Advisory Board Regular Meeting is being conducted in a hybrid in-person/virtual format.

1. **CALL TO ORDER**
2. **ROLL CALL AND FLAG SALUTE**
3. **STAFF COMMUNICATIONS**
4. **APPROVAL OF MINUTES OF THE AUGUST 20, 2024 BOARD MEETING**
5. **PUBLIC COMMENT**
6. **RECEIVE AND FILE FINANCIAL STATUS REPORTS FOR SEPTEMBER 2024 WITH REVENUE RECEIVED FOR TBID ASSESSMENTS THROUGH AUGUST 2024**
Recommended Action:
Receive and File Financial Status Reports for September 2024 with Revenue Received for Tourism Business Improvement District (TBID) Assessments through August 2024.
7. **RECEIVE AND FILE FIRST QUARTER MARKETING UPDATES AND SUMMARY REPORT FROM VERDIN MARKETING**
Recommended Action:
Receive and file First Quarter (Q1) marketing efforts and summary report by Verdin Marketing.
8. **APPROVE EVENT SPONSORSHIP FOR COMMUNITY OF SKATE AT THE SAN LUIS OBISPO INTERNATIONAL FILM FESTIVAL**
Recommended Action:
Approve the \$15,000 sponsorship request for the Community of Skate, an event during the SLO Film Festival on Sunday, April 27, 2025.
9. **BOARD MEMBER COMMUNICATIONS**

10. ADJOURNMENT

All staff reports or other written documentation, including any supplemental material distributed to a majority of the Board within 72 hours of a regular meeting, relating to each item of business on the agenda are available for public inspection during regular business hours in the City Clerk's office, 300 E. Branch Street, Arroyo Grande. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by the Americans with Disabilities Act. To make a request for disability-related modification or accommodation, contact the Legislative and Information Services Department at 805-473-5400 as soon as possible and at least 48 hours prior to the meeting date.

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**ACTION MINUTES OF THE
TOURISM BUSINESS IMPROVEMENT DISTRICT ADVISORY BOARD
REGULAR MEETING**

August 20, 2024, 3:00 p.m.

**Hybrid City Hall Conference Room/Virtual Zoom Meeting
300 East Branch Street, Arroyo Grande**

Board Members Present:	Chair Sean Dasmann, Vice Chair Sarah Kunkle, Board Member Jeannie Miranda, Board Member Greg Dutson
Board Members Absent	Board Member Jared Worthen
Staff Present:	Director of Recreation Services Sheridan Bohlken, Deputy City Clerk/Communications Coordinator Julie Hawkins, Director of Administrative Services Nicole Valentine

This meeting was conducted in a hybrid in-person/virtual format.

1. CALL TO ORDER

Vice-Chair Kunkle called the Tourism Business Improvement District Advisory Board Meeting to order at 3:00 P.M.

2. ROLL CALL AND FLAG SALUTE

Board took roll call and Vice-Chair Kunkle led the flag salute. Board Members Kunkle, Miranda, and Dutson present. Chair Dasmann arrived at 3:34 PM during item 7. Board Member Worthen is absent.

3. STAFF COMMUNICATIONS

Director Bohlken extended gratitude to Verdin for extending their contract with the City during the proposal selection process. Director Bohlken provided updates on Central Coast Road trip influencer, Jordan Reid (Discover California) and reported that the SLO Cal edition of Monopoly is available for purchase.

4. APPROVAL OF MINUTES OF THE JULY 9, 2024 SPECIAL BOARD MEETING

Vice-Chair Kunkle invited public comment. No public comment was received.

Moved by Board Member Kunkle

Seconded by Board Member Miranda

Approved the minutes of the July 9, 2024 Special Board Meeting, as submitted.

AYES (3): Jeannie Miranda, Sarah Kunkle, and Greg Dutson

ABSENT (2): Jared Worthen, Sean Dasmann

Passed (3 to 0)

5. PUBLIC COMMENT

Vice-Chair Kunkle invited public comment. No public comment received.

6. RECEIVE AND FILE FINANCIAL STATUS REPORTS FOR JUNE 2024 WITH REVENUE RECEIVED FOR TBID ASSESSMENTS THROUGH JUNE 2024

Director of Administrative Services, Nicole Valentine, presented the Financial Status Report through June 2024.

Vice-Chair Kunkle invited public comment. No public comment received.

Received and Filed Financial Status Report

7. APPROVE THREE EVENT SPONSORSHIP APPLICATIONS

Board received presentations on three sponsorship applications. Director Bohlken and the applicants responded to questions from the Board. Board discussion included the specifics of each request and the guidelines that dictate how TBID funds can be spent.

Vice-Chair Kunkle invited public comment. Speaking from the public was Gaea Powell.

Moved by Board Member Kunkle

Seconded by Board Member Dutson

Approved the following sponsorship requests totaling \$24,500:

a. Santa's Magical Village/Santa's Palo Mesa Pizza Party/Elegant Evening: \$3,500

b. Winter Wonderland Ice Skating Rink in the Village, December 20-22: \$16,000

c. Christmas in the Village, November-January: \$5,000

AYES (4): Sean Dasmann, Jeannie Miranda, Sarah Kunkle, and Greg Dutson

ABSENT (1): Jared Worthen

Passed (4 to 0)

8. RECOMMEND AWARD OF AGREEMENT FOR ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT MARKETING SERVICES

Director Bohlken informed the Board that an application had been inadvertently excluded during the original RFP review process. The Ad-Hoc committee reviewed the application using the original selection criteria. The committee reported no change in recommendation to the Board for selection.

Chair Dasmann invited public comment. No public comment was received.

Moved by Board Member Dutson

Seconded by Board Member Miranda

Approved forwarding a recommendation to City Council for award of Arroyo Grande Tourism Business Improvement District (AGTBID) Marketing Services contract to Commune Communication.

AYES (4): Sean Dasmann, Jeannie Miranda, Sarah Kunkle, and Greg Dutson

ABSENT (1): Jared Worthen

Passed (4 to 0)

9. BOARD MEMBER COMMUNICATIONS

Chair Dasmann reported meeting with representatives from Commune Communications during their visit to Arroyo Grande. The AGTBID RFP item will go before City Council for consideration and decision at the first City Council meeting in September.

10. ADJOURNMENT

There being no further business to come before the AGTBID, Chair Dasmann moved to adjourned the meeting at 5:23 PM.

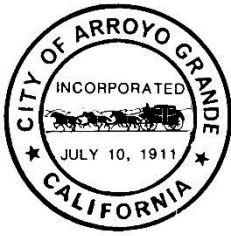
Moved by Board Member Dasmann

Seconded by Board Member Kunkle

To adjourn.

AYES (4): Sean Dasmann, Jeannie Miranda, Sarah Kunkle, and Greg Dutson

ABSENT (1): Jared Worthen



MEMORANDUM

TO: City Council

FROM: Sheridan Bohlken, Recreation Services Director

BY: Lynda Horejsi, Accounting Manager

SUBJECT: Receive and File Financial Status Reports for September 2024 with Revenue Received for TBID Assessments through August 2024

DATE: October 15, 2024

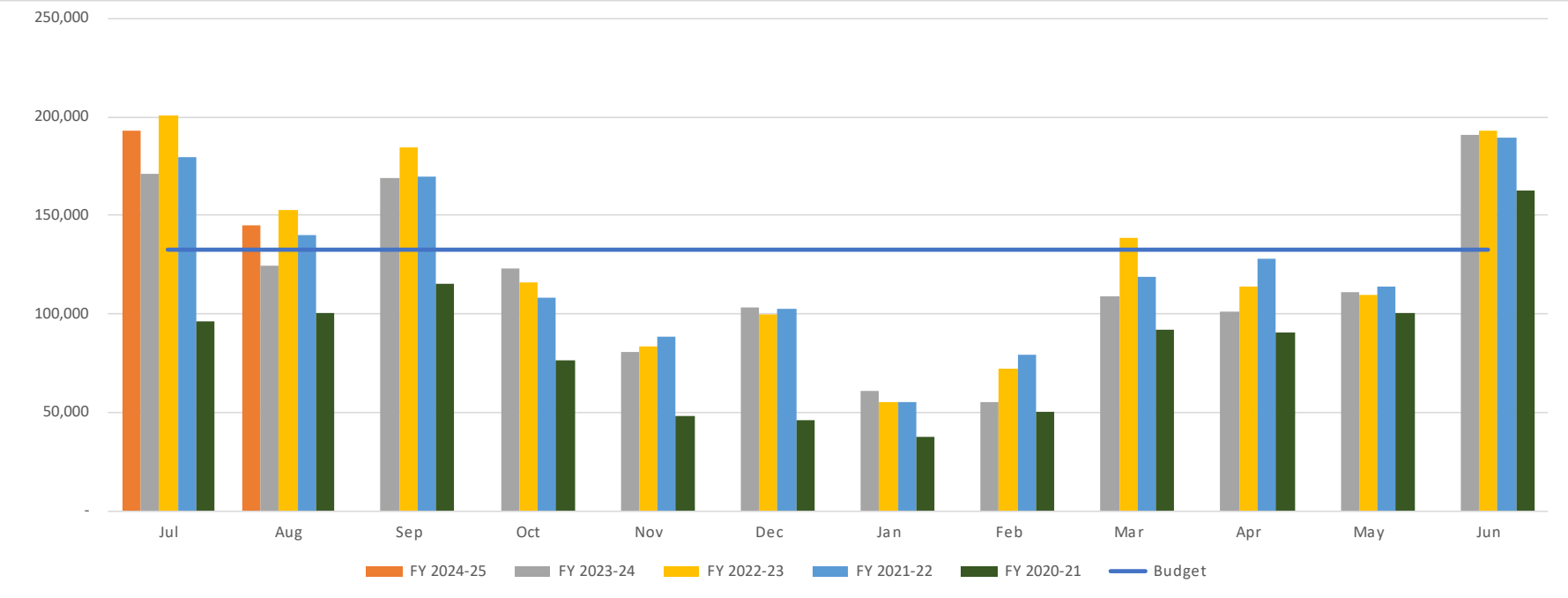
RECOMMENDATION:

Receive and File Financial Status Reports for September 2024 with Revenue Received for Tourism Business Improvement District (TBID) Assessments through August 2024.

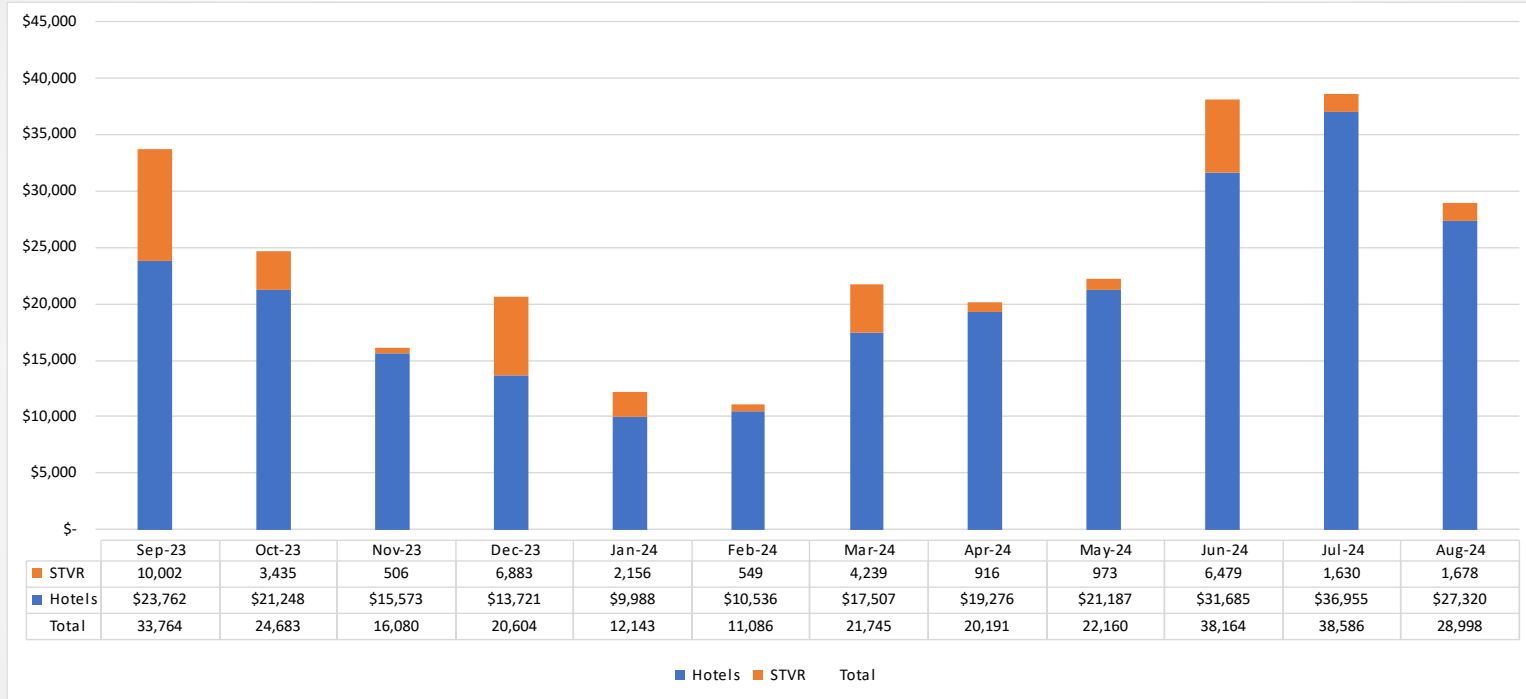
ATTACHMENTS:

1. Revenue Trends for Transient Occupancy Tax (TOT) and Revenue Received for TBID Assessments through August 2024
2. TBID FY 2024-25 Year-to-Date Actuals through September 2024

TOT Revenue by Fiscal Year



TBID Revenue Trend by Hotel/STVR



City of Arroyo Grande
Tourism Business Improvement District (TBID)
FY 2024-25 Year-to-Date (YTD) Actuals

Beginning Fund Balance	\$ 405,833	\$ 436,489	\$ 410,128	\$ 410,128
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	FY 2022-23 Actuals	FY 2023-24 Unaudited Actuals	FY 2024-25 Adopted Budget	YTD August
Revenue				
TBID Assessments	\$ 303,626	\$ 279,776	\$ 318,270	\$ 67,584
Interest	4,078	17,890	750	-
Total Revenue	\$ 307,704	\$ 297,666	\$ 319,020	\$ 67,584

	FY 2022-23 Actuals	FY 2023-24 Unaudited Actuals	FY 2024-25 Adopted Budget	YTD September
Expenditures				
Advertising				
Marketing Services	\$ 196,254	\$ 244,309	\$ 250,000	\$ 23,707
Photo/Video Assets	11,595	1,890	25,000	7,750
Promotional Product	-	600	5,000	
Website	16,695	-	-	
Travel and Trade Shows	-	-	7,500	
Coop Advertising	-	14,400	50,000	23,650
Sub-total Advertising	\$ 224,544	\$ 261,199	\$ 337,500	\$ 55,107

Contractual Services				
Chamber - Contract admin.	\$ 44,500		\$ -	\$ -
STR Compliance Annual Support	-	11,350	11,350	11,350
Sub-total Contractual Services	\$ 44,500	\$ 11,350	\$ 11,350	\$ 11,350

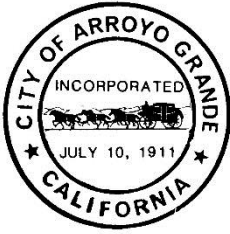
Membership & Subscriptions				
CCTC	\$ -	\$ 475	\$ 500	\$ 475
Sub-total Membership & Subs.	\$ -	\$ 475	\$ 500	\$ 475

Public Relations				
Event Sponsorships	\$ -	\$ 1,000	\$ 50,000	\$ -
Influencers	-	-	10,000	-
Sub-total Public Relations	\$ -	\$ 1,000	\$ 60,000	\$ -

Services & Supplies				
City - administrative	\$ 3,000	\$ 45,000	\$ 45,000	\$ 11,250
Supplies/Domains	-	-	2,500	-
Vacation rental code compliance	5,004	5,004	5,000	1,251
Sub-total Services & Supplies	\$ 8,004	\$ 50,004	\$ 52,500	\$ 12,501

Total Expenditures	\$ 277,048	\$ 324,028	\$ 461,850	\$ 79,433
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Ending Fund Balance	\$ 436,489	\$ 410,128	\$ 267,298	\$ 398,279
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MEMORANDUM

TO: Arroyo Grande Tourism Business Improvement District

FROM: Sheridan Bohlken, Director of Recreation Services

SUBJECT: Receive and File First Quarter Marketing Updates and Summary Report from Verdin Marketing

DATE: October 15, 2024

RECOMMENDATION:

Receive and file First Quarter (Q1) marketing efforts and summary report by Verdin Marketing.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The Arroyo Grande Tourism Business Improvement District (AGTBID) has budgeted funds for FY 2024-25 in the amount of \$250,000 specifically for marketing efforts to increase overnight stays in Arroyo Grande.

BACKGROUND:

In [June 2018¹](#), the City Council approved an agreement with Verdin Marketing to provide tourism marketing services. Since then, Verdin has developed and implemented a tourism website, rebranding for Visit Arroyo Grande, a monthly e-newsletter, advertising campaigns, a tourism strategic plan, and other marketing initiatives. Most recently, the contract has been extended through October 31, 2024, enabling Verdin to continue their efforts in supporting the City's tourism objectives until tourism marketing services transition to a new partner.

ANALYSIS OF ISSUES:

Verdin Marketing will provide an update on activity, assets, promotions, and other marketing efforts for Q1 of the FY 2024-25 on paid, owned, and earned efforts.

ATTACHMENTS:

1. AGTBID Stat Summary Q1
2. AGTBID Marketing Report

¹ <https://ca-arroyogrande.civicplus.com/AgendaCenter/ViewFile/Item/7210?fileID=13141>

October 9, 2024

Visit Arroyo Grande

Quarter 1 Stat Report

Summary of Performance

The Q1 paid media campaign for Visit Arroyo Grande utilized YouTube, Google Search, and Meta social ads and boosts, running from the last week of August through October 31st. The campaign features multiple variations of the "Time Well Spent" video on YouTube and Meta, while Google Search focuses on a combination of branded keywords and phrases.

YouTube and Meta served as the primary drivers of impressions this quarter, each generating more than 560,000 impressions. Both platforms achieved click-through rates that exceeded industry benchmarks, with YouTube at 2.55% and Meta at 1.19%. Moving into the final weeks, optimizations for Search will involve pausing low-search-volume keywords and prioritizing high-value terms to improve efficiency. This approach aims to capitalize on the campaign's momentum while enhancing Google Search's performance metrics. In comparing Google's tactics, YouTube consistently maintains a lower cost per click and cost per conversion. While the keyword optimizations in Google Search should help it become more competitive in these areas, YouTube is likely to remain the leader in terms of cost efficiency.

In owned media, the e-newsletter results were strong. The open rate surpassed the industry standard of 50.85%. July performed particularly well with an open rate of 62.0%. Content included "Parks Make Life Better" Month, Tequila Day, and outdoor activities to enjoy in the summertime. We gained more than 1,000 followers on Instagram in Q1, a 20% increase compared to Q4. Travel Now story metrics saw a slight decrease due to fewer stories being published. The website reached 82% more users than last year targeting our primary geo markets through paid search, organic search, and organic social.

Verdin coordinated and confirmed an influencer visit for the CCTC collaboration which took place in July. The social reel from Discover California received more than 16,000 views on Instagram and led to a large increase in followers.

Paid Media

Digital Media Results:

Channel	Creative	Impressions	Clicks	Views	CTR	Interaction Rate
YouTube	Time Well Spent ~ 3 versions	582,637	14,855	6,026	2.55%	4.19%
Google Search	Key Words & Phrases	30,387	4,278	N/A	14.08%	14.08%
Social Ads - FB & Instagram	Time Well Spent :15 & :30 videos	567,729	9,192	N/A	1.62%	1.70%
Social Boosts	Variety	131,200	4,076	N/A	3.15%	46.66%

Total Campaign Summary:

- Total Impressions: 1,311,953
- Total Clicks: 32,401
- AVG. CTR: 2.47%

Owned Media

Email Marketing Campaign Results:

Verdin created and sent three monthly e-newsletters in Q1 and one e-newsletter in October. They featured places to stay, local things to do, and event happenings. Below are the results:

July 5:

- Open rate: 62.0%
- Click rate: 3.9%
- Total clicks: 98

August 5:

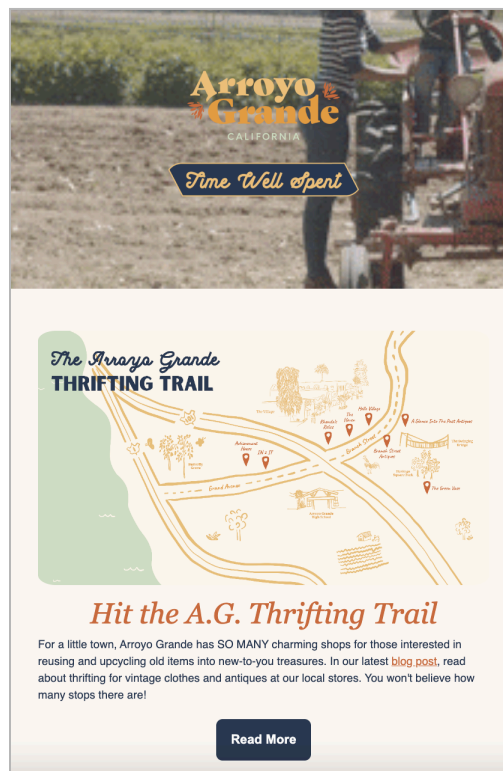
- Open rate: 42.9%
- Click rate: 4.6%
- Total clicks: 103

September 11:

- Open rate: 44.9%
- Click rate: 5.1%
- Total clicks: 142

October 3:

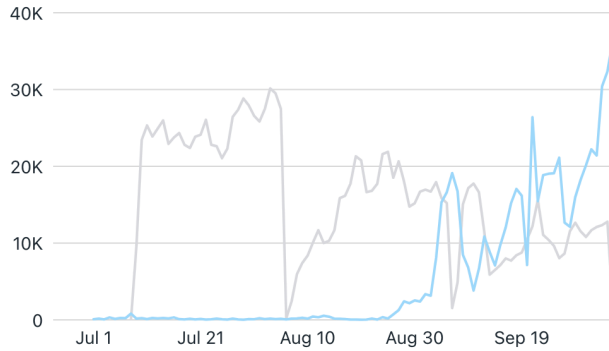
- Open rate: 53.6%
- Click rate: 4.3%
- Total clicks: 89



Social Media Results:

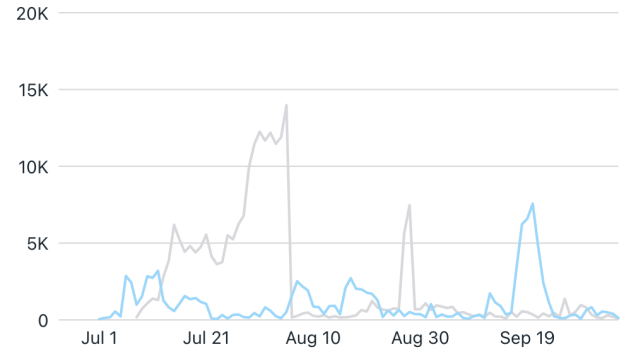
Facebook reach ⓘ

302.7K ↓ 57.2%



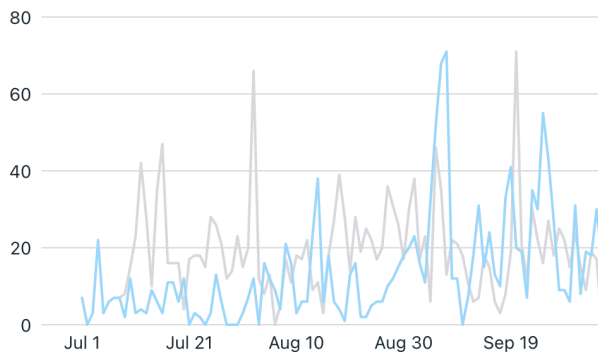
Instagram reach ⓘ

55.9K ↓ 56.7%



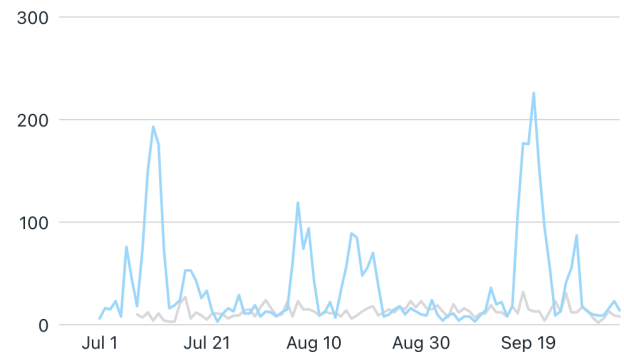
Facebook visits ⓘ

1.4K ↓ 23.7%



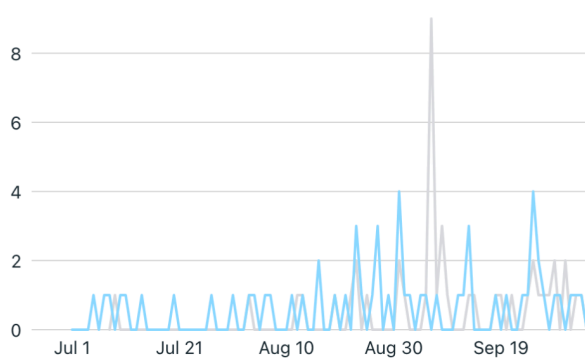
Instagram profile visits ⓘ

3.9K ↑ 231.6%



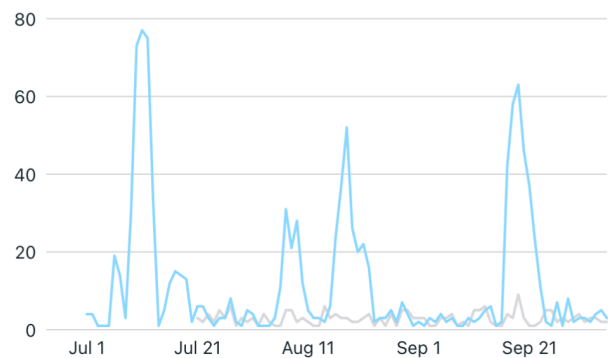
Facebook follows ⓘ

59 ↑ 34.1%



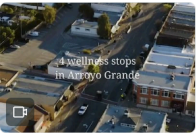









Instagram follows ⓘ

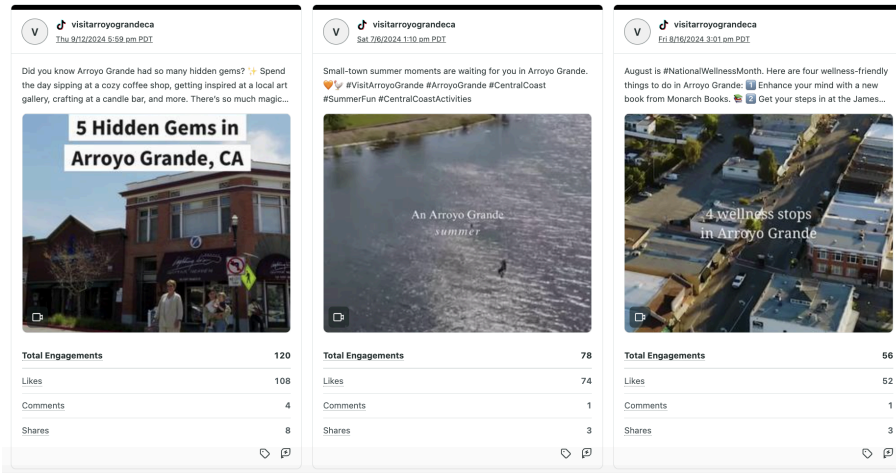
1.2K ↑ 433.8%



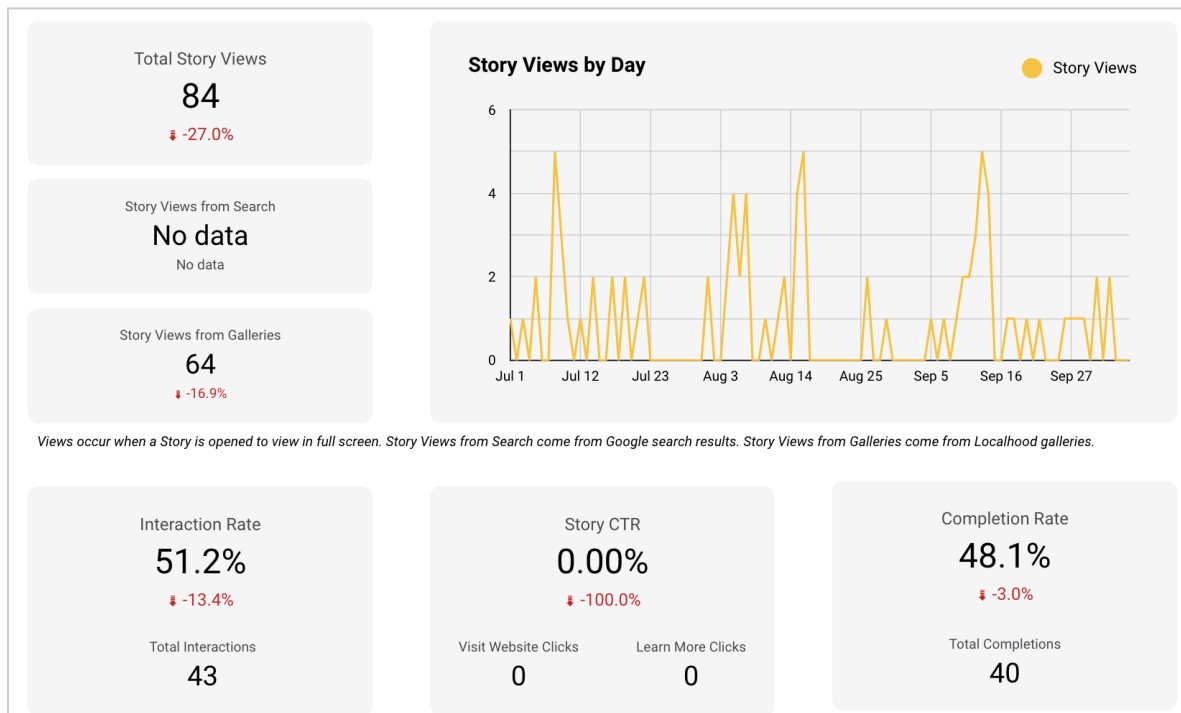
Profile	Published Posts	Net Follower Growth	Followers	Video Views	Impressions	Engagements	Engagement Rate (per Impression)	Likes	Comments	Shares	Profile Views
Reporting Period	16	259	693	18,547	18,547	693	3.7%	606	26	61	372
Jul 1, 2024 – Oct 6, 2024	↗ 128.6%	↗ 135.5%	↗ 57.5%	↗ 152.8%	↗ 152.8%	↗ 150.2%	↘ 1%	↗ 149.4%	↗ 333.3%	↗ 117.9%	↗ 171.5%
Compare to	7	110	440	7,338	7,338	277	3.8%	243	6	28	137
Apr 1, 2024 – Jun 30, 2024											
Visit Arroyo Grande	16	259	693	18,547	18,547	693	3.7%	606	26	61	372

Top Social Posts:

<p> Visit Arroyo Grande Fri 8/16/2024 9:18 am PDT</p> <p>August is National Wellness Month. Here are four wellness-friendly things to do in Arroyo Grande: 1...</p>  <p>Total Engagements 622</p> <p>Reactions 91</p> <p>Comments 0</p> <p>Shares 11</p> <p>Post Link Clicks 326</p> <p>Other Post Clicks 194</p>	<p> Visit Arroyo Grande Mon 9/16/2024 10:29 am PDT</p> <p>Time spent together is always well spent. ❤️ Whether it's enjoying a slow morning sipping coffee,...</p>  <p>Total Engagements 543</p> <p>Reactions 64</p> <p>Comments 2</p> <p>Shares 4</p> <p>Post Link Clicks 270</p> <p>Other Post Clicks 203</p>	<p> Visit Arroyo Grande Thu 9/5/2024 6:17 pm PDT</p> <p>Life's happening now. ❤️ Spend it well in Arroyo Grande. https://bit.ly/3IW9GY8</p>  <p>Total Engagements 530</p> <p>Reactions 50</p> <p>Comments 5</p> <p>Shares 2</p> <p>Post Link Clicks 335</p> <p>Other Post Clicks 138</p>	<p> Visit Arroyo Grande Fri 10/4/2024 3:28 pm PDT</p> <p>October is Arts & Humanities Month, and we're proud to feature The Gallery Arroyo Grande, a wonderful...</p> <p>Home - Visit Arroyo Grande</p>  <p>Total Engagements 34</p> <p>Reactions 30</p> <p>Comments 0</p> <p>Shares 4</p> <p>Post Link Clicks 154</p> <p>Other Post Clicks 0</p>	<p> Visit Arroyo Grande Thu 9/12/2024 5:59 pm PDT</p> <p>Did you know Arroyo Grande had so many hidden gems? ✨ Spend the day sipping at a cozy coffee shop,...</p> <p>Arroyo Grande, CA</p>  <p>Total Engagements 166</p> <p>Reactions 135</p> <p>Comments 14</p> <p>Shares 17</p>
<p> visitarroyogrande Sat 7/6/2024 10:01 am PDT</p> <p>Small-town summer moments are waiting for you in Arroyo Grande. ❤️ #VisitArroyoGrande...</p>  <p>Total Engagements 444</p> <p>Likes 279</p> <p>Comments 23</p> <p>Shares 112</p> <p>Saves 30</p>	<p> visitarroyogrande Thu 9/12/2024 5:59 pm PDT</p> <p>Did you know Arroyo Grande had so many hidden gems? ✨ Spend the day sipping at a cozy coffee shop,...</p> <p>Arroyo Grande, CA</p>  <p>Total Engagements 358</p> <p>Likes 268</p> <p>Comments 6</p> <p>Shares 34</p> <p>Saves 50</p>	<p> visitarroyogrande Fri 8/16/2024 3:03 pm PDT</p> <p>August is #NationalWellnessMonth. Here are four wellness-friendly things to do in Arroyo Grande: 1...</p>  <p>Total Engagements 198</p> <p>Likes 142</p> <p>Comments 5</p> <p>Shares 26</p> <p>Saves 25</p>	<p> visitarroyogrande Mon 7/8/2024 11:21 am PDT</p> <p>Want the perfect lunch for Arroyo Grande's Mediterranean climate? Try the tasty Mediterranean eats at Jaf...</p>  <p>Total Engagements 170</p> <p>Likes 160</p> <p>Comments 5</p> <p>Saves 5</p>	<p> visitarroyogrande Tue 8/13/2024 9:11 am PDT</p> <p>Hit the Arroyo Grande Thrifting Trail! 🛍️ Our little town has so many spots where you can find incredible...</p>  <p>Total Engagements 157</p> <p>Likes 133</p> <p>Comments 4</p> <p>Saves 20</p>



Localhood:



Earned Media

Visit California Pitches:

- Trendiest Spots to Thrift
- Alternative Road Trips

Visit SLO CAL Pitches:

- Locally sourced

Discover California Collaboration:

- Instagram reel views: 16,200
- Instagram story views: 7,390
- Facebook views: 550
- TikTok views: 849
- YouTube Shorts views: 110
- Total Views: 25,099



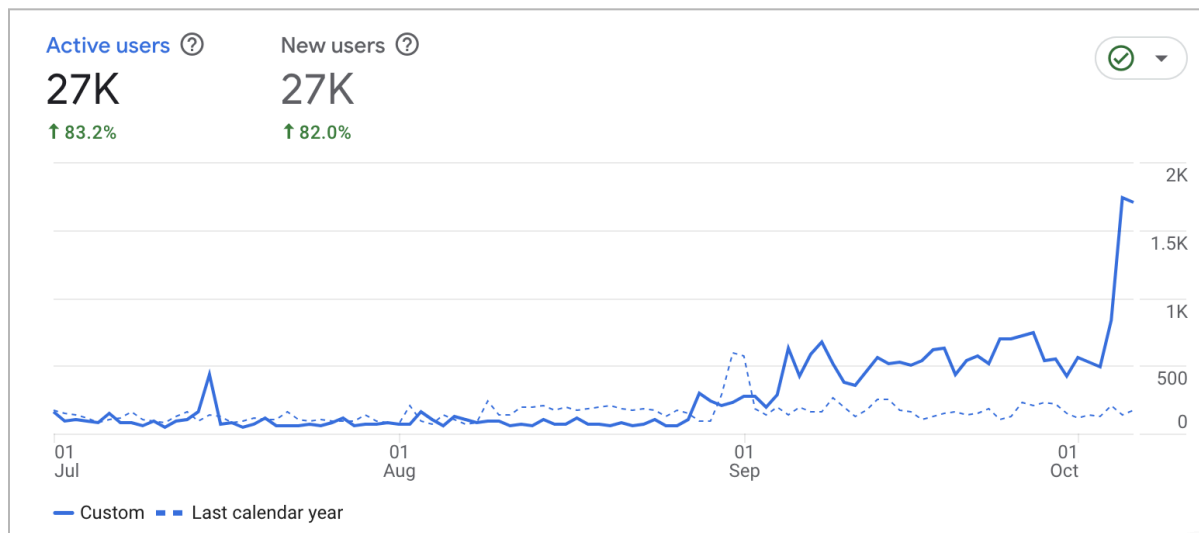
discover_california_ and visitarr...
tionmusic_ • Me gustas tu x Missili ...

discover_california_ Here are five spots to check out in Arroyo Grande 📍

- 1 Branch Street, Deli & Pizza, Arroyo Grande - Wood-fired pizzas served on an umbrella-lined patio on a summer day? Yes, please!
- 2 Talley Vineyards, Arroyo Grande
- 3 Ziplining with Vista Lago Adventure Park over Lopez Lake. Enjoy these short ziplines, two of

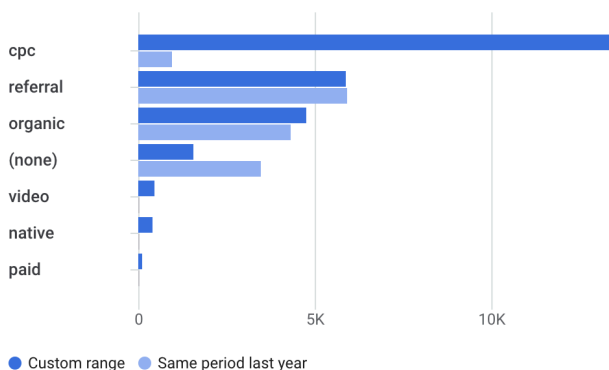
Liked by highway1roadtrip and 252 others

Website Analytics: Compared to the previous year



WHERE DO YOUR NEW USERS COME FROM?

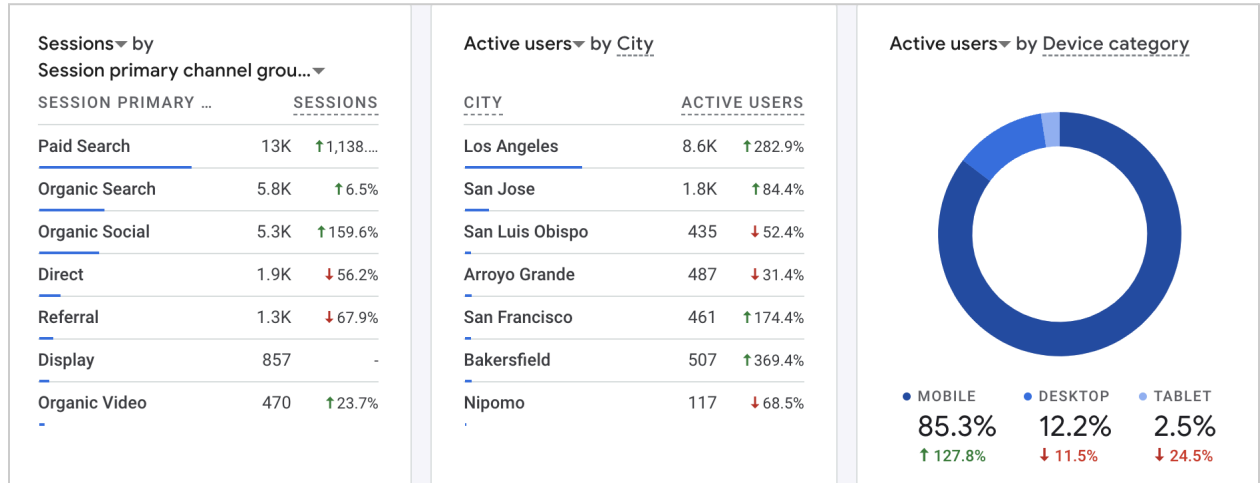
New users by First user medium



WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS	
Itineraries - Visit Arroyo Gra...	20K	-
Visit Arroyo Grande	0	↓ 100.0%
Home - Visit Arroyo Grande	4.5K	-
Things to Do - Visit Arroyo G...	1.7K	-
Eat + Drink - Visit Arroyo Gr...	0	↓ 100.0%
Eat + Drink - Visit Arroyo Gra...	1.6K	-
Farmers Markets - Visit Arr...	0	↓ 100.0%



Key Performance Indicators

Tactic	Cost	Reach	Primary KPI	Cost/Action	Benchmark
E-newsletter	\$4,485	2,949	50.9% Avg. Open Rate	\$1.52	33.25% Avg. open rate
Social Media	\$8,843	358,600	7,857 Engagements	\$1.13	Engagement rate/post
Blog	\$4,000	1,818	2,715 Views	\$1.47	Increase in YOY views
Paid Media	\$12,248	1,311,953	32,401 Clicks 2.5% CTR	\$0.43	CTR 0.2%-1%

October 15, 2024

Visit Arroyo Grande

Marketing Update

Marketing Update

Quarter 1 Activities (Jul-Oct)



Q1 Activities

- Distributed monthly e-newsletters
- Created **3** new blogs on thrift trail, budget-friendly trip, solo traveler
- Created **2** Travel Now story on hidden gems and alternative road trips
- Social media content, implementation and monitoring
- PR content submissions for SLO CAL and Visit California
- Added events on the website
- Sojern co-op coordination and launch
- CCTC California Gold Pass Media FAM
- Offboarding

Q1 Highlights

E-newsletter

- Surpassed email marketing open rate goal of 33.25% - **Avg. 50.85%** for all three months in Q4 (vs. **Avg. 44.9%** in Q4)
- **1,461** subscribers in Q1 vs. **1,449** in Q4

Social Media

- Gained **1,005** new Instagram followers in Q4 (**5,837** followers in Q1 vs. **4,832** followers in Q4, a **20.8% increase**)

Paid Media

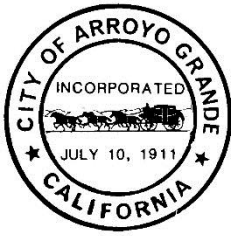
- Average CTR for all tactics was **2.4%** which is above the industry benchmark of **0.2% - 1.0%**

Q1 KPIs

Tactic	Cost	Reach	Primary KPI	Cost/Action	Benchmark
E-newsletter	\$4,485	2,949	50.9% Avg. Open Rate	\$1.52	33.25% Avg. open rate
Social Media	\$8,843	358,600	7,857 Engagements	\$1.13	Engagement rate/post
Blog	\$4,000	1,818	2,715 Views	\$1.47	Increase in YOY views
Paid Media	\$12,248	1,311,953	32,401 Clicks 2.5% CTR	\$0.43	CTR 0.2%-1%

Thank you for having us today.

Questions & discussion?



MEMORANDUM

TO: Arroyo Grande Tourism Business Improvement District Board

FROM: Sheridan Bohlken, Director of Recreation Services

SUBJECT: Approve Event Sponsorship for Community of Skate at the San Luis Obispo International Film Festival

DATE: October 15, 2024

RECOMMENDATION:

Approve the \$15,000 sponsorship request for the Community of Skate, an event during the SLO Film Festival on Sunday, April 27, 2025.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

The FY 2024-25 Sponsorship program budget is \$50,000. Previously approved requests total \$8,500, leaving a balance of \$41,500. Approval of this request would reduce the remaining balance to \$26,500.

BACKGROUND:

The Arroyo Grande Tourism Business Improvement District (AGTBID) was established to promote local lodging by attracting tourists and increasing occupancy. AGTBID provides limited funding for events likely to drive overnight stays. The Arroyo Grande Municipal Code mandates AGTBID funding be directed towards services as follows:

- General promotion of lodging within the district, per the adopted strategic plan (Attachment 1).
- Marketing of conferences, groups, and film business to support local lodging.
- Marketing the district to the travel industry.
- AGTBID administration, including assessment collection and contract management.

ANALYSIS OF ISSUES:

The SLO International Film Festival, now in its 31st year, has requested sponsorship for the Community of Skate, an event held during the organization's annual film festival. The film festival has grown in attracting out-of-area visitors, with a notable increase in overnight stays. Recognized as one of MovieMaker Magazine's "Top 25 Coolest Film Festivals in the World," the festival draws over 100 films and numerous visiting filmmakers. The Community of Skate event collaborates with local high school students on design and promotion and partners with area skate shops for additional outreach. The

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inaugural 2024 event had over 300 attendees and featured pro skaters such as Stacey Peralta and Kareem Campbell.

The budget breakdown for the event sponsorship of Community of Skate Night includes:

- \$7,500: Title Sponsorship
- \$3,000: Pro skater travel expenses
- \$2,000: Catering for mixer/party by a local Arroyo Grande business (e.g., Jaffa Cafe)
- \$1,000: Marketing
- \$1,000: Licensing fees
- \$500: Security
- In-kind room donations from local lodging are sought for accommodations for over 70 filmmaking teams.

ALTERNATIVES:

The following alternatives are provided for the Board's consideration:

1. Approve the full \$15,000 sponsorship;
2. Approve a partial sponsorship;
3. Deny the request; or
4. Provide alternate direction to staff.

ADVANTAGES:

1. Enhances tourism, supporting the local economy and increasing lodging occupancy;
2. Promotes community engagement and exposes Arroyo Grande to new audiences;
3. Likely economic benefits for local businesses; and
4. Strengthens Arroyo Grande's brand as a tourist destination during the spring shoulder season.

DISADVANTAGES:

1. Reduces funds for other sponsorships;
2. Potential risk that projected tourism impacts may not fully materialize; and
3. Event may attract primarily local attendees, limiting tourism reach.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

ATTACHMENTS:

1. Visit Arroyo Grande's 2021-2024 Strategic Plan
2. San Luis Obispo International Film Festival Application for Sponsorship



Visit Arroyo Grande

2021-2024 Strategic Plan



Vision

A thriving community rooted in authentic hospitality and nourished by a strong economy

Mission

To market Arroyo Grande as a desirable travel destination, create memorable experiences and support a prosperous economy and community

Position

Visit Arroyo Grande is the city's primary source for destination marketing services and tourism leadership. We are:

- Storytellers of the Arroyo Grande tourism experience
- Providers of tourism related information and data
- Collaborators championing the value of tourism and supporting key tourism drivers
- Stewards balancing the benefits of tourism with Arroyo Grande's quality of life

Values

- Truth
- Excellence
- Teamwork
- Community
- Impact

Reputation

- Transparent
- Forward-thinking
- Reliable
- Humble
- Partners

Imperatives

Support the Destination in Tourism Recovery and Strengthen Organizational Capacity for Future Impact

Objectives

- Recover/Achieve 2019 Occupancy Rate
- Increase Staffing budget

Initiatives

- Align on and implement tiered re-opening marketing and communication plan with key partners and stakeholders
- Advocate for organizational capacity to ensure the resiliency of AG's tourism economy
- Enhance the tourism industry's position and importance in AG's economic recovery

Increase Brand Awareness as a Central California Destination of Choice

- Increase share of county visitor volume
- Increase use of shared brand assets

- Differentiate AG brand's position in the larger SLO CAL travel market
- Create a content library and tool kit to influence a unified brand approach
- Pursue opportunities for collaborative and aligned promotional partnerships and messaging

Ensure the Quality of our Brand Promise and Visitor Experience

- Increase number of visitor hours in market
- Increase length of stay

- Create a framework to evaluate and promote events that generate new and repeat visitors to the destination
- Encourage the availability of downtown and nightlife opportunities
- Design attractive trip itineraries to drive visitation to AG's portfolio of experiences

Expand Stakeholder and Community Engagement to Create a Collaborative and Supportive Tourism Industry

- Increase representation of lodging partners on the Board
- Grow stakeholder participation
- Increase resident approval of tourism

- Create a stakeholder engagement and outreach campaign to educate and promote the value of the TBID to lodging partners
- Collaborate with stakeholders to design and expand co-operative marketing programs
- Increase the voice of tourism with key governmental, businesses and community decision makers and leaders

Today's Date*

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- **Name of Your Organization**

San Luis Obispo International Film Festival

- **History and brief description of your organization (500 words or less)***

Now celebrating its 31st annual event, the San Luis Obispo International Film Festival is a non-profit organization catered toward celebrating and showcasing independent films and filmmakers. With a 6-day highly regarded annual event, a week-long virtual festival, and other exciting events and screenings throughout the year, the SLO Film Festival is one of the pillar arts organizations in the community that provides a year-round destination for international independent cinema, promoting diversity, understanding, education, and inclusion through engaging storytelling. Acting as a venue for international and local filmmakers, and being able to expose an ever-expanding range of audiences to new ideas and experiences, we find it important to partner with other community organizations and local institutions to uplift the voices of those in the area whose important work betters our community. With a focus on showcasing a wide range of topics and communities through film, we invite filmmakers, industry professionals, media and special guests from around the country to participate in Q&A's and panel discussions that encourage conversations around the presented topics. Exciting, fun, impactful, and community building, the SLO Film Festival screens over 100 films throughout the week, hosts a VIP Festival Lounge, Red Carpet events, live music, educational conversations with industry leaders, and capstone events each night to bring the community together, celebrate the arts, and expose our audience to important topics around the world.

- **Name, location and date/s of your event ***

Community of Skate - Sunday, April 27th - Fremont Theatre
2025 SLO Film Festival: April 24-29, 2025

See the event description from our 2024 Community of Skate event:
www.slofilmfest.org/events/communityofskate

- **Point of contact for your event***

Skye McLennan

- **Phone No.**

805-225-3219

- **Email**

skye@slofilmfest.org

- **Required permits for this event, please provide status of permits ***

ABC License

- **Cost of this event (if it is a ticketed event)***

\$25 General Admission \$20 Student/Film Society Members

- **Description of tourist attraction record or potential, please include percentage of in-county vs. out-of-county attendees:**

The SLO Film Festival, now in its 31st year, largely attracts locals throughout SLO county but is steadily growing attendance through outside visitation due to its central location and idyllic beauty. With over 100 films screened during the festival and a majority of them bringing in filmmaking teams and families from outside the area as first time visitors, we have seen an exciting increase in visitation during the week of the festival. Recently named one of MovieMaker Magazine's "Top 25 Coolest Film Festivals in the World," we believe that with this new honor we will be able to make even greater leaps in increasing tourism to the area.

SLO COUNTY - 70% (in-person festival)

Out of town - 30% (in-person festival)

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

Throughout the festival we work with many non-profits and tourism partners, including Visit SLO and Visit SLOCAL. Specifically for our Community of Skate event we work closely with SLO High School to give the design and media students an opportunity to design our posters and marketing materials, create designs and screen print merchandise at the event, and create custom skateboard artwork to display throughout the event halls. We also work closely with local skate shops such as Ceremony Skate shop and Skate Warehouse for promotional opportunities and giveaways. Though 2024 was our first skate night, we hosted over 300 attendees in a night filled with community, skateboarding and hearing from legendary skaters Stacey Peralta and Kareem Campbell.

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

\$7,500 Cash - Title Sponsor for Community of Skate Night

\$3,000 - Travel for attending pro skaters

\$2,000 - Food budget for event mixer/party hosted at our Festival Lounge in Downtown SLO, catered by a local AG business (Jaffa Cafe).

\$1,000 - Marketing Costs, promoting the event via social media, flyers, ad space, etc.

\$1,000 - Licensing fees

\$500 - Security

In-Kind Room donations: In addition to the skate event we host over 70 filmmaking teams that come to the area during the week of the festival. We are looking for room donations to facilitate their stay during the festival dates.

- **Safety plan (large special events only) ***

We work closely with the Fremont Theatre to ensure that the event runs smoothly and safely. For major events hosted at this venue during the festival we hire the Fremont Theatre's security team.

They do line and ID checks at door entry and evaluate, facilitate and maintain safety protocols throughout the evening.

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

We believe in highlighting the many areas of San Luis Obispo County. As a principal sponsor of our Community of Skate night, you would have the great opportunity for Arroyo Grande to promote the amazing businesses, skate parks, downtown and community happenings to the larger county and out of towners. The city would be awarded the opportunity to showcase a video to play during the event and will be featured on all posters and web pages pertaining to the event. You will also be tagged in any social media promotion about the event.

- **Organizations and event URL's and social media channels***

Website: www.slofilmfest.org / Instagram, Facebook, Twitter: @slofilmfest