

## Arroyo Grande Tourism Business Improvement District Application for Sponsorship

How to Apply

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- **Arroyo Grande Tourism Business Improvement District Application for Sponsorship**

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*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 date 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*

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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.

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*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 1st to June 30th. 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 1st.*

*Please contact Sheridan Bohlken with any questions at (805) 473-5478, or e-mail [sbohlken@arroyogrande.org](mailto:sbohlken@arroyogrande.org).*

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Click continue to get started!

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Application

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Today's Date                      4/2/2024

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Name of Your Organization                      Neighbor General Store

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History and brief description of your organization (500 words or less)                      I own Neighbors General Store in the village (119 E Branch). I want to work with other business owners and the city to produce a well curated city guide for tourists. It would be a newsprint mini zine with historical facts about AG, a shopping and eating guide, village map, and a other information about the city. A resource for tourists and locals. This would be a free resource for hotels, restaurants, and shops. I propose an annual edition that gets updated every spring.

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Name, location and date/s of your event	Visit AG printed resource guide
Point of contact for your event	Alex Creswell
Phone No.	8052358678
Email	<a href="mailto:alex@neighborsgeneralstore.com">alex@neighborsgeneralstore.com</a>
Required permits for this event, please provide status of permits	no permits needed
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:	Benefits: 75% tourists / 25% locals
Description of any collaborative efforts with other organizations relative to this event:	Planning to work with Verdin to create and promote
The total amount requested, budget including a prioritized breakdown of individual line items within that total.	\$2500: Printing 5000 copies \$4500: Graphic design fees \$1000: Copywriting / content creation ----- \$8000 total
Safety plan (large special events only)	n/a
Description of your marketing strategy and reach. Please include how your organization will include Visit Arroyo	We'd work hand in hand with Visit Arroyo Grande to create and promote. The zine would also be digital and can be posted on instagram and live on the visit ag website. We'll make sure the hotels and village shops are all stocked up. It would be a great

Grande in your promotional marketing and materials.

resource for visiting folks to get to know our town and have a lot of fun while they are here!

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Organizations and event URL's and social media channels

@neighborsgeneralstore  
@visitarroyogrande

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