



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