

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

AGENDA REPORT

TO: AGTBID Advisory Board
FROM: Kathy McCorry, Chamber CEO
BY: Holly Leighton, Chamber Marketing & Tourism Coordinator
MEETING OF: August 22, 2022
SUBJECT: Discuss Framework for Adding Businesses and Events to Visit Arroyo Grande Website

RECOMMENDATION:

Discuss the framework for adding businesses and events to Visit Arroyo Grande website.

BACKGROUND:

One of the initiatives of the 2021-2024 Visit Arroyo Grande strategic plan is to “create a framework to evaluate and promote events that generate new and repeat visitors to the destination.” Visit SLO CAL, the countywide tourism marketing organization, is addressing events and festivals through their Events & Festival Strategy.

According to Visit SLO CAL, the purpose of an Events & Festival Strategy is to provide every destination and the lodging community in San Luis Obispo County the information, easy-to-use tools, and collaborative platform to maximize positive economic impacts of visitor-related events and festivals. Visit SLO CAL also aims to also be mindful of resident quality of life. There are mutual benefits to residents, SLO County, municipalities, DMOs, and Visit SLO CAL.

To move this effort forward, Visit SLO CAL needs a core group of decision makers to be a part of the Events & Festivals Working Group and to also assist in the facilitation process. The results of the facilitation will help drive the scope of work needed for the strategy, as well as assist in furthering the buy-in, understanding, and partnership with all destination partners and stakeholders. In order for the Visit SLO CAL Board to agree to the funding and development of a strategy, each community will need to agree to an Events and Festivals Strategy memorandum-of-understanding. The memorandum-of-understanding will assure the resources invested in its development result in the desired action of the Visit SLO CAL Board of Directors, and are in line with the recommendation and approval of the Destination Management Strategy Steering Committee. The Destination Management Strategy Steering Committee will be made up of the city/county managers and key strategic partners. The working group will also include a partner from each local DMO and representation from each of the seven cities and the County.

DISCUSSION:

At the June 27, 2022 AGTBID Regular board meeting, Board Member Eagles asked about adding events to the Visit Arroyo Grande website. Verdin Marketing Partner & VP of Client Services Ashlee Akers stated event framework will be developed as a part of the strategic plan. Mayor Caren Ray Russom recommended that event discussion may be agendaized for the August 22, 2022 AGTBID Regular board meeting. Visit SLO CAL Project Manager, Destination Management Melissa Murray stated an events and festivals strategy is being developed at the county level. Verdin Marketing Partner & VP of Client

Services Ashlee Akers advised that examples may be provided of how other cities and Visit SLO CAL have vetted events. Verdin Marketing President/Chief Strategy Officer Mary Verdin suggested a criteria list for how items are added to the website. Board Member Eagles asked for outreach to let businesses know how to submit information and events for the Visit Arroyo Grande website.

The AGTBID Board will need to discuss the framework for adding businesses and events to the Visit Arroyo Grande website to align with the 2021-2024 Visit Arroyo Grande strategic plan and Visit SLO CAL's Events & Festival Strategy.