

**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: October 24, 2022
SUBJECT: Review and Approve the Calendar of Events Policy for Visit Arroyo Grande Website

RECOMMENDATION

Review and approve the calendar of events policy for Visit Arroyo Grande website.

BACKGROUND

Visit Arroyo Grande and South County Chambers of Commerce each have a calendar on their websites for promoting local events that may be of interest to visitors. A policy is needed to serve as a guide for which events will be included on each calendar.

DISCUSSION

The South County Chambers community calendar is an interactive, web-based program that enables the community to post, view, and search for events of broad interest to the community. The calendar is a tool for the public to advertise and promote community events and activities. It is specifically designed to house information about special events and public meetings. The Chamber's calendar may be used to promote educational, social, cultural, or recreational events in Arroyo Grande, Grover Beach, Pismo Beach, Oceano, Nipomo, Shell Beach, and Avila Beach open to the general public sponsored by nonprofit, civic, social, charitable, fraternal, or educational organizations. The Chamber's community calendar may not be used to promote political or commercial events.

The Visit Arroyo Grande calendar and "Things to Do" page is for the purpose of enhancing the visitor experience and increasing the likelihood that a visitor will choose our destination based on the attractive sights, sounds, and events that provide a broad interest. The events section of the website is a tool for the Arroyo Grande Tourism Business Improvement District to encourage more overnight stays, extended stays, and return visits based on the unique things to see and do in Arroyo Grande. Calendar postings and things to see and do pages are designed to announce special activities of broad interest to tourism, not regularly scheduled activities (i.e., church services, exercise classes, etc.). No announcements may be posted that will promote a commercial interest or commercial cause, unless it is an activity that would encourage overnight lodging such as a race, wine tasting activities, etc. The Visit Arroyo Grande community calendar may be used to promote cultural or recreational events in Arroyo Grande open to the general public sponsored by nonprofit, civic, social, charitable, city, or private business if it meets

the purpose and overview of Visit Arroyo Grande. The calendar may not be used to promote political or commercial events.

The Proposed Policy is provided as Attachment 1 for the Board's consideration.

Attachments:

1. Proposed Calendar and Events Posting Policy