

Calendar of Events Policy for Visit Arroyo Grande

Terms and Conditions for South County Chambers Community Calendar

Purpose

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.

Overview

Calendar postings are designed to announce one-time or special events or programs, 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.

The Community 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 Community Calendar may not be used to promote political or commercial events.

Guidelines

Postings will be limited to those abiding by the following guidelines:

- Only events will be listed on the calendar. Examples of acceptable events include fairs, festivals, parks, and recreation activities, academic or athletic camps, school registrations or orientations, expos, health and wellness events, nonprofit fundraisers, concerts, plays and performances, ribbon cuttings, grand openings, and significant business/organization anniversaries
- All entries should be submitted no less than 10 business days prior to the date of the event to allow time for review and ensure posting to the Community Calendar
- All events must be open to the general public, no “invite only” events (other than those that are produced by the South County Chambers)
- All entries must be submitted by the event organizer, and contact information for that person must be included
- All entries must be accurate upon submission, change requests made after submission must be minor in nature otherwise the event will be rejected, and resubmission will be requested
- K-12 sporting events, church services and political fundraisers are not eligible for posting on the Community Calendar
- No solicitations will be accepted. Community fundraisers may be accepted at the discretion of the South County Chambers
- No individual events will be permitted on the calendar (i.e., garage sales, individual fundraisers, birthday parties)

- No events outside of South County will be included on the calendar unless there is an educational event that benefits our businesses
- The online submission form must be filled out entirely, including event description and contact information. Forms with blank entry fields or no description, may not be processed for posting
- Exceptions to these guidelines may be made at the discretion of the South County Chambers

Calendar Review and Publishing

- All submitted events are sent to the South County Chambers for approval prior to being published on the online Community Calendar
- We will do our best to post submitted events within 2-3 business days
- The South County Chambers reserves the right to decline event submissions
- The South County Chambers reserves the right to edit event information for length, spelling, language, and clarity

Calendar Style

In submitting events to the Community Calendar, please follow these simple guidelines to ensure sufficient detail and consistency of style throughout the site:

- Event Title: Use initial caps and lower case throughout
- Start Date & Start Time: This is the day and time the event begins
- End Date & End Time: This is the day and time the event concludes
- Description: Try to keep the information in this box to no more than three to five sentences.
- Location: Include the address, building name and room number, in the address be sure to include city, state and zip code
- Date/Time: Here is where you can go into greater detail if you have multiple activities taking place at various times during the event. (i.e., registration at 9 a.m., race starts at 9:30 a.m., etc.)
- Fees/Admission: If different prices for diverse levels, please be specific (i.e., \$50 for early bird registration, \$65 for day of event registration, etc.)
- Contact Information: Include contact name and phone number
- Contact Email: Include contact email
- Website URL: Only use if a website has been specifically created for the event or if the site contains more information about the event than included in the listing
- Event Category: Please select all categories that apply to your event, Community Calendar MUST be checked in order for it to show on the Public/Community Calendar

The South County Chambers Community Calendar Event Submission Form must be completed online in order to be considered for posting. The South County Chambers reserves the right to limit the number of postings from any one organization and to reject any posting when deemed to be offensive, inappropriate, or not in the public's interest or in conflict with this policy or the mission of the South County Chambers. The South County Chambers Board of Directors can discontinue the Community

Calendar program at any time if they see a need to do so. The Marketing Committee of the South County Chambers will have direct oversight of the Community Calendar program.

Terms & Conditions for Visit Arroyo Grande Website

Purpose

The Visit Arroyo Grande Calendar and Things to Do page is for purpose on 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.

Overview

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 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 Community Calendar may not be used to promote political or commercial events.

Calendar Style

- The event must take place in Arroyo Grande
- The event must be of interest to overnight tourists traveling to South SLO County
- The event should be a public festival, fair, parade, wine tasting, tourism attraction or similar
- The event cannot be of a political or religious nature
- The event cannot be a workshop, class, tour, regular performance, regular business promotion, club event, private or virtual, local fundraiser
- The event must take place at least two days
- The event must have a professional looking website and be mobile friendly
- The website must public facing in nature with all requests for volunteers, sponsors, vendors, and participants accessible from the home page via links only
- Events must have a firm date and must be submitted at least 1 month in advance of the event date
- All events are subject to review and selection by the managing agency for the Arroyo Grande Tourism Business Improvement District.