

**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 Request from Basin Street Regulars to Promote Pismo Jazz Jubilee in All AGTBID Advertising Avenues and Channels

RECOMMENDATION

Review and approve request from Basin Street Regulars to promote Pismo Jazz Jubilee in all AGTBID advertising avenues and channels.

BACKGROUND

The Basin Street Regulars is an all-volunteer, nonprofit organization that provides monthly jazz concerts with professional musicians at the Memorial Veteran's Hall in Pismo Beach. This group has also put on the Jazz Jubilee by the Sea event for over 45 years, usually held the last weekend of October. It is a three-day festival held at multiple venues with over 20 professional jazz bands, attracting 1,000 to 1,200 out-of-town attendees which translates to approximately 1,500 room nights.

The Jubilee was traditionally held in late October with venues in both Pismo Beach and Arroyo Grande. Due to the increase of tourism on the Central Coast and other festivals being held in October, the City of Pismo Beach has asked Basin Street Regulars to change the date to the "off season" and has suggested a January 2023 festival when there will be more venues available as well as availability of hotel rooms with special rates for attendees. The event is planned for January 12-15, 2023.

DISCUSSION

The City of Arroyo Grande has provided financial support to Jazz Jubilee by the Sea in the past. Previous festival attendees have stayed at Arroyo Grande lodging properties and dined in Arroyo Grande restaurants. One band specifically asked to stay at The Agrarian Hotel in January 2023. Since there will be no venues in Arroyo Grande for this festival, Basin Street Regulars is not asking for cash assistance. They would like the 2023 Jazz Jubilee Festival to be included in all the AGTBID's messaging avenues, through its website, in any online presence, and in social media efforts.

Basin Street Regulars would also like to communicate with the Arroyo Grande hotel properties about possible sponsorships of the Jubilee and special pricing offers for their attendees and bands. There is a possibility the festival could sponsor a community band performance at one of the Arroyo Grande lodging properties.

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Attachments:

1. Pismo Jazz Jubilee 2023
2. Arroyo Grande Hotel Letter