



Oct. 14, 2022

Sean Dasmann
Arroyo Grande Tourism Business Improvement District
AGTBID Advisory Board
Arroyo Grande, CA

Hello Sean,

As secretary and grant writer for the Basin Street Regulars, I was asked by Curtis Reinhardt to contact you. We are an all-volunteer non-profit organization who 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 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 us to change the date to the "off season" and has suggested a January festival when there will be more venues available as well as availability of hotel rooms with special rates for our attendees.

We have agreed to hold this first "off season" festival on January 12-15, 2023. Already, this change has resulted in receiving more attention and support from the tourism organizations of the cities of Pismo Beach and Grover Beach.

The City of Arroyo Grande has been most supportive of our Jazz Jubilee by the Sea over many years by giving us financial support. Many of our attendees have enjoyed staying at AG properties in the past as well as dining in AG restaurants. We even have one band that specifically asked to be placed at the Agrarian in January. However, since we will have no venues in Arroyo Grande for this festival, we are not asking for cash assistance. We would appreciate the 2023 Jazz Jubilee Festival being included in all the TBID's messaging avenues, through its website, in any online presence and in social media efforts.

We also want to communicate with the hotel properties about possible sponsorships of the Jubilee and special pricing offers for our attendees and bands. There is a possibility the Festival could sponsor a community band performance at one of the AG properties. If you have any questions before the next AG TBID meeting, please contact Curtis at 805-773-4173 or curtis@curtisreinhardt.com.

Kindest regards,

LaDean Talcott

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A blue ink signature of LaDean Talcott.
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Secretary and Grant Writer
Basin Street Regulars, Inc.