



## MEMORANDUM

**TO:** City Council

**FROM:** Whitney McDonald, City Manager

**BY:** Sarah Lansburgh, Deputy City Clerk

**SUBJECT:** Consideration of Adoption of a Resolution Establishing a Policy for the Arroyo Grande Tourism Business Improvement District Visit Arroyo Grande Website Calendar of Events

**DATE:** November 22, 2022

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### **SUMMARY OF ACTION:**

Adoption of the Resolution will establish a Policy for posting events to the Arroyo Grande Tourism Business Improvement District (AGTBID) Visit Arroyo Grande website Calendar of Events.

### **IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:**

There is no financial or staffing impact from this action.

### **RECOMMENDATION:**

Adopt a Resolution that establishes a Policy for posting events to the Arroyo Grande Tourism Business Improvement District Visit Arroyo Grande Website Calendar of Events.

### **BACKGROUND:**

In April 2013, the City Council adopted an Ordinance establishing the AGTBID. The AGTBID was formed under the Parking and Business Improvement Law of 1989, Sections 36500 et. seq. of the Streets and Highways Code and incorporated into the Arroyo Grande Municipal Code (AGMC) in Title 3, Chapter 3.46. The purpose of forming the AGTBID was to provide revenue to defray the costs of services, activities, and programs to market and promote lodging businesses in the City through the promotion of scenic, recreational, cultural and other attractions in the AGTBID as a tourist destination. The AGTBID Advisory Board is responsible for advising the City Council in the administration and use of the assessment funds and to support the efforts of the City's consultants to promote tourism to directly benefit the City's lodging industry.

At its inception, the AGTBID Advisory Board consisted of three (3) members from the lodging industry. On February 13, 2018, the Council approved an amendment to the

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AGTBID Bylaws amending the AGTBID Board membership to a minimum of three (3) but not more than nine (9) members, 2/3rds of which shall be owners of lodging businesses within the AGTBID or others with knowledge of tourism and/or the lodging industry.

At the June 27, 2022 AGTBID Advisory Board meeting, an AGTBID Board Member inquired about adding businesses and events in Arroyo Grande to the Visit Arroyo Grande website and requested the item be agendaized at a future meeting for discussion. During the August 22, 2022 AGTBID Advisory Board meeting, the AGTBID Board recommended creating a framework to add 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 and Festival Strategy. At the October 24, 2022 AGTBID Advisory Board meeting, South County Chambers of Commerce staff presented a proposed framework and draft policy for the Board's consideration. Upon review and discussion, the Board revised the framework and draft Policy and made a recommendation that the City Council consider adopting the revised policy.

#### **ANALYSIS OF ISSUES:**

The purpose of the Visit Arroyo Grande calendar of events is to enhance the visitor experience and increase the likelihood that a visitor will choose Arroyo Grande as a destination based on the attractive sights and events that provide a broad interest to potential visitors. The events section of the website is a tool for the AGTBID 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.).

The proposed policy includes provisions designed to ensure that the events posted on the Visit Arroyo Grande website support this stated purpose through requirements such as the following:

- The Visit Arroyo Grande Calendar of Events may be used to post cultural or recreational events in Arroyo Grande that are open to the general public sponsored by non-profit, civic, social, charitable, city, or private business if it meets the purpose and overview of Visit Arroyo Grande and this Policy.
- 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 calendar may not be used to promote political or commercial events
- The event must take place in Arroyo Grande, Grover Beach, Pismo Beach, Oceano, Nipomo, Shell Beach, and/or Avila Beach
- 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

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- 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, or local fundraiser
- The event must have a professional looking website and be mobile friendly
- The website's homepage must be public facing in nature with all requests for volunteers, sponsors, vendors, and participants accessible from the home page via links only
- All events are subject to review and selection by the managing agency for the Arroyo Grande Tourism Business Improvement District.

**ALTERNATIVES:**

The following alternatives are provided for the Council's consideration:

1. Adopt the Resolution establishing a policy for the Arroyo Grande Tourism Business Improvement District Visit Arroyo Grande Website Calendar of Events;
2. Modify the policy for the Arroyo Grande Tourism Business Improvement District Visit Arroyo Grande Website Calendar of Events and adopt the Resolution;
3. Do not adopt the Resolution; or
4. Provide other direction to staff.

**ADVANTAGES:**

Approving the Policy will allow for the AGTBID and Visit Arroyo Grande to promote events and special activities which could increase the likelihood that a visitor will choose to visit and stay in Arroyo Grande.

**DISADVANTAGES:**

No disadvantages have been identified regarding this item.

**ENVIRONMENTAL REVIEW:**

No environmental review is required for this item.

**PUBLIC NOTIFICATION AND COMMENTS:**

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

**Attachments:**

1. Proposed Resolution and Policy
2. Draft Minutes from October 24, 2022 AGTBID Advisory Board Meeting