

RESOLUTION NO.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
ARROYO GRANDE ADOPTING A POLICY FOR THE
ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT
DISTRICT VISIT ARROYO GRANDE WEBSITE
CALENDAR OF EVENTS**

WHEREAS, on February 26, 2013, the City Council Adopted Resolution No. 4516 establishing the Arroyo Grande Tourism Business District Advisory Board (“Advisory Board”); and

WHEREAS, the purpose of the Advisory Board is to consult with and advise the City Council on those matters dealing with the method and basis of levying assessments within the Arroyo Grande Tourism Business Improvement District, expenditure of revenues derived from such assessments, and programs, services, improvements, and activities intended to promote lodging establishments in the City of Arroyo Grande through the promotion of scenic, recreational, cultural, and other attractions in the Arroyo Grande Tourism Business Improvement District as a tourist destination; and

WHEREAS, the City Council may, by resolution, adopt policies governing the operation of the Arroyo Grande Tourism Business Improvement District and the Advisory Board.

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of Arroyo Grande as follows:

1. The recitals set forth herein are true and correct and incorporated herein.
2. The City Council hereby adopts the Policy establishing terms and conditions for the Visit Arroyo Grande website calendar of events attached hereto as Exhibit A and incorporated herein by this reference.

On motion of Council Member _____, seconded by Council Member _____, and on the following roll call vote, to wit:

AYES:

NOES:

ABSENT:

the foregoing Resolution was passed and adopted this 22nd day of November, 2022.

CAREN RAY RUSSOM, MAYOR

ATTEST:

JESSICA MATSON, CITY CLERK

APPROVED AS TO CONTENT:

WHITNEY MCDONALD, CITY MANAGER

APPROVED AS TO FORM:

TIMOTHY J. CARMEL, CITY ATTORNEY

**ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT
TERMS AND CONDITIONS FOR VISIT ARROYO GRANDE WEBSITE CALENDAR
OF EVENTS**

Purpose

The Visit Arroyo Grande Calendar and Events page is for the purpose of enhancing the visitor experience and increasing the likelihood 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/event postings and the 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 in Arroyo Grandes such as a race, wine tasting activities, etc.

The Community Calendar may be used to promote:

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.

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

Posted events must comply with the following requirements:

- 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
- 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 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

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- All events are subject to review and selection by the managing agency for the Arroyo Grande Tourism Business Improvement District.