



## MEMORANDUM

**TO:** CITY COUNCIL

**FROM:** Jessica Matson, Legislative & Information Services Director/City Clerk

**SUBJECT:** Supplemental Information  
Agenda Item 12.b – Consideration of Annual Report, Adoption of Resolution of Intention to Levy Annual Assessments for the AGTBID; Consideration of Alternatives for Future of AGTBID

**DATE:** April 25, 2023

Attached is correspondence received before 4 PM for the above referenced item.

cc: City Manager  
Assistant City Manager/Public Works Director  
City Attorney  
City Clerk  
City Website (or public review binder)

**From:** Curtis Reinhardt [REDACTED] >  
**Subject:** Reply from Curtis: AGBID to be discussed at Tuesday's Arroyo Grande City Council  
**Date:** April 21, 2023 at 4:30:28 PM PDT  
**To:** Kathy McCorry <kathy@southcountychambers.com>  
**Cc:** Jim Guthrie [REDACTED] >

Thanks Kathy,

I will at least send the Council members an email supporting this ongoing experiment. AG really needs a more hotels so that the AGBID has some real money to spend.

This makes me think about Jimmy Paulding's suggestion of pulling Oceano under the wing of Grover Beach. Shoot - maybe we should just pull the entire Five Cites under one governmental body. Under that arrangement the entire area could have access to all the Pismo BID money! Seems like an "equitable" arrangement! Isn't that what governments are all after these days? HA! Jim - your could "one up" Jimmy with that suggestion!!

Kathy - what has transpired with the development of guidelines for the AGBID promoting events in the Village? Harvest Festival is just around the corner!

Curtis Reinhardt  
Arroyo Grande Valley  
Harvest Festival Committee  
[REDACTED]

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On Apr 21, 2023, at 11:40 AM, Kathy McCorry <kathy@southcountychambers.com> wrote:

The City Council will be deciding to continue or stop collecting the additional Tourism Business Improvement District tax at next week's meeting.  
The AGBID is working hard promoting Arroyo Grande as a destination worthy of an overnight stay. This marketing is essential given the proximity or surrounding cities and

their ability to draw large crowds of visitor.

It would be great if you would attend the meeting or at least right an email to city expressing your desire to continue the AGTBID.

Thank

Below is a link to the April 25, 2023 Arroyo Grande City Council Meeting Agenda. Please note Item 12.b. The time and location of the meeting can be found on the front page of the agenda summary. Please let us know if you have any questions.

[https://link.edgepilot.com/s/70e92a0e/vqhNU0mt\\_k28yeBXgbW9mg?u=https://pub-arroyogrande.escribemeetings.com/Meeting.aspx?Id=11406a0f-2051-4814-bf4e-44acd75af186%26Agenda=Agenda%26lang=English](https://link.edgepilot.com/s/70e92a0e/vqhNU0mt_k28yeBXgbW9mg?u=https://pub-arroyogrande.escribemeetings.com/Meeting.aspx?Id=11406a0f-2051-4814-bf4e-44acd75af186%26Agenda=Agenda%26lang=English)

Thank you!

**Kathy McCorry**

CEO

South County Chambers of Commerce

805.574-1267

[southcountychambers.com](http://southcountychambers.com)



Sent from [Mail](#) for Windows 10

Links contained in this email have been replaced. If you click on a link in the email above, the link will be analyzed for known threats. If a known threat is found, you will not be able to proceed to the destination. If suspicious content is detected, you will see a warning.

**From:** Lance & June Gonzales [REDACTED] >

**Sent:** Tuesday, April 25, 2023 3:01:00 PM

**To:** Caren Ray Russom <crayrussom@arroyogrande.org>; Whitney McDonald <wmcDonald@arroyogrande.org>; Bill Robeson <brobesson@arroyogrande.org>; Kacey Collins [REDACTED] >; Krista Bandy [REDACTED] >; Laura Beth Amy [REDACTED] >

**Subject:** AGTBID

Hi Caren, Please keep AGTBID.

What TBID means for businesses in the village.

1. The AGTBID keeps Arroyo Grande top of mind. Without the extra promotion we are in danger reverting back to only receiving the overflow from Pismo Beach.
2. Those extra visitors staying in our hotels equates to extra customers shopping and dining Arroyo Grande. Businesses need those extra customers to thrive.
3. Without the AGTBID we lose the website promoting our events outside the South Count
4. Without the AGTBID we lose the sponsorship funding opportunity for events available throu the TBID.
5. Without the AGTBID there will be an additional burden placed on City Staff to promote Arro Grande to Vistors.
6. Without the AGTBID would we still be able to promote Arroyo Grande at the Californ Welcome Center?
7. The Community doesn't pay for these services, Vistors do. It doesn't make sense TO CANCEL i The extra efforts and benefits we receive are worth continuing.

Thank You For Being Our Mayor!

Lance and June Gonzales  
Sports DUGOUT AG