

**ARROYO GRANDE TOURISM BUSINESS IMPROVEMENT DISTRICT
(AGTBID) ADVISORY BOARD**

AGENDA REPORT

TO: AGTBID Advisory Board
FROM: Nicole Moore, Chamber Board Chair of 2022
BY: Holly Leighton, Marketing & Tourism Coordinator, South
County Chambers of Commerce
MEETING OF: January 24, 2022
SUBJECT: Discuss Events & Festivals Strategies from Visit SLO CAL

RECOMMENDATION

Discuss Events & Festivals Strategies from Visit SLO CAL.

BACKGROUND

One of the initiatives of the 2021-2024 Visit Arroyo Grande strategic plan is to “create a framework to evaluate and promote events that generate new and repeat visitors to the destination.” Visit SLO CAL, the countywide tourism marketing organization, is addressing events and festivals through their Events & Festival Strategy.

According to Visit SLO CAL, the purpose of an Events & Festival Strategy is to provide every destination and the lodging community in San Luis Obispo County the information, easy-to-use tools, and collaborative platform to maximize positive economic impacts of visitor-related events and festivals and remain mindful of resident quality of life. There are mutual benefits to residents, SLO County, municipalities, DMOs, and Visit SLO CAL.

To move this effort forward, Visit SLO CAL needs a core group of decision makers to be a part of the Events & Festivals Working Group and the facilitation process. The results of the facilitation will help drive the scope of work needed for the strategy as well as assist in furthering the buy-in, understanding, and partnership with all destination partners and stakeholders. In order for the Visit SLO CAL Board to agree to the funding and development of a strategy, each community will need to agree to an Events and Festivals Strategy memorandum-of-understanding to assure the resources (time, energy, and effort) invested in its development result in the desired action of the Visit SLO CAL Board of Directors and are in line with the recommendation and approval of the Destination Management Strategy Steering Committee, made up of the city/county managers and key strategic partners. The working group will include a partner from each local DMO and representation from each of the seven cities and the County. The City of Arroyo Grande is part of the working group.

DISCUSSION

Arroyo Grande City Manager Whitney McDonald would like the Events & Festivals Strategy included on the January 24, 2022 AGTBID agenda for discussion and feedback.

Attachments:

1. Visit SLO CAL Events & Festival Strategy

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2. Commitment to Collaborate in the Development and Implementation of a Strategy for Tourism-Related Events and Festivals
3. Visit Arroyo Grande 2021-2024 Strategic Plan