



MEMORANDUM

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

**FROM: SARAH LANSBURGH, DEPUTY CITY CLERK/COMMUNICATIONS
COORDINATOR**

**SUBJECT: SUPPLEMENTAL INFORMATION
AGENDA ITEM 9 – DISCUSS EVENTS AND FESTIVALS STRATEGIES
FROM VISIT SLO CAL**

DATE: JANUARY 24, 2022

Agenda item 9, attachment 2 for the January 24, 2022 Arroyo Grande Tourism Business Improvement District Advisory Board Meeting has been revised to update the signature lines. This version supersedes previous iterations.

Attachment:

1. Revised 9, Attachment 2 – Commitment to Collaborate in the Development and Implementation of a Strategy for Tourism Related Events and Festivals

cc: City Manager
Assistant City Manager/Public Works Director
City Council
City Director of Administrative Services
City Clerk
City Website (or public review binder)

COMMITMENT TO COLLABORATE IN THE DEVELOPMENT AND IMPLEMENTATION OF A STRATEGY FOR TOURISM RELATED EVENTS AND FESTIVALS

This countywide commitment to collaborate on the development and implementation of an Events & Festivals Strategy is effective upon signature by all parties.

Visit SLO CAL agrees to:

1. Retain an expert events & festivals consultant and pay consulting fees for the development of the Events & Festivals Strategy
2. Convene a Working Group representing municipalities, the County, DMOs, and event partners to work collaboratively with the chosen consultant to develop an overall Events & Festivals Strategy that accomplishes the following scope of work:
 - a. Work with Visit SLO CAL to form and facilitate a working group representing municipalities, the County, DMOs, and key event partners.
 - b. Facilitate a series of collaborative meetings with the Working Group to develop a countywide Events & Festivals Strategy that:
 - i. Applies a rating system to current and future events & festivals by their impacts—both positive and negative—to economic vitality and resident quality of life
 - ii. Catalogs key event & festival opportunities related to:
 1. Target audiences and markets
 2. Event types
 3. Event & festival locations
 4. Seasonality, including off-season and mid-week periods
 5. Multi-city collaboration
 - iii. Defines positive high-impact events & festivals and proposes key strategic opportunities for their development, attraction, retention, or creation
 - iv. Proposes best practice-informed and/or innovative strategies for the sponsorship and funding of events & festivals
 - v. Proposes best practice-informed and/or innovative strategies for visitor behavior management, event promotor responsibilities, and safety/security
 - vi. Proposes outcome-based performance measures to guide the prioritization of continuing investments
 - vii. Proposes best practice-informed and/or innovative strategies for overcoming differences within the Working Group over time
 - c. Work with Visit SLO CAL's marketing team and website development agency to develop the framework for a centralized calendar that will be accessible for each destination to use on its own website via API or other interface, filtered to local events, without the need for development or upkeep of additional calendars. Each destination will be able to "white label" their filtered events in a way that will preserve each calendar's role in driving traffic to destination websites.
3. Pay for the development and maintenance of a centralized calendar as described in 2c above.
4. Strategically partner in tourism-related event & festival opportunities that meet Visit SLO CAL's event criteria and support the strategic direction of the finalized Events & Festivals Strategy, as appropriate.

5. On an ongoing basis, collect and share data related to Visit SLO CAL's outcome-based performance measures of the Events & Festivals Strategy.

Collaborators agree to the following:

1. Each co-signed municipality or organization will appoint a point person to participate in the Working Group to collaboratively define the countywide Events & Festivals Strategy.
2. To execute the recommendations of the Events & Festivals Strategy, point persons will work within their own communities to advance the ideas of the Strategy and implement and/or advocate for best practices that will enhance both the visitor economy and resident quality of life.
3. On an ongoing basis, collaborators will prioritize use of the Strategy and shared calendar to minimize duplication of efforts and/or conflicting information.
4. Collaborators commit, in principle, to the continuation of this collaborative effort and ongoing Working Group meetings, even if key participants change via succession, election, or other changes, and to work in good faith to overcome differences related to execution of the Events & Festivals Strategy should they arise.

Signed,



Chuck Davison
President & CEO, Visit SLO CAL



Bruce Gibson
Chair, San Luis Obispo Board of Supervisors



Bram Winter
Chair, Highway 1 Discovery Route

X

Whitney McDonald
City Manager, City of Arroyo Grande

X

Rachelle Rickard
City Manager, City of Atascadero

X

Matthew Bronson
City Manager, City of Grover Beach

X

Scott Collins
City Manager, City of Morro Bay

X

Amish Patel
Chair, Visit Morro Bay

X

John Arnold
Chair, Travel Paso

X

Gordon Jackson
Director, Pismo Beach Tourism and Events

X

Derek Johnson
City Manager, City of San Luis Obispo